

# ANNUAL REPORT 2015-2016



The announcement on October 24 of 50 Sussex Drive (above) as the new home for The Royal Canadian Geographical Society marks a turning point in the Society's history. With a dedicated building that will be open to the public and feature exhibition spaces and a theatre while serving as a centre for geography, geographic learning and exploration, we have accomplished a milestone that few would have thought possible even a few years ago.

This achievement followed a year of successes: the culmination of *Canadian Geographic's* National Bird Project with a lively debate attended by Catherine McKenna, Minister of Environment and Climate Change; a highly successful Canadian Geographic Challenge national finals followed by a meeting between winner Jack Cheng and Prime Minister Justin Trudeau; a Can Geo Talks event featuring a fascinating discussion about the key role played by Inuit traditional knowledge in finding the Franklin Expedition; a cover of the year award for *Canadian Geographic*; and the list goes on.

This past year also saw the appointment of Alex Trebek, a long-time supporter of geographic literacy, a two-time RCGS medallist and a television icon as the host of *Jeopardy!*, as the Society's first Honorary President since 1982, as well as the appointment of cave diver Jill Heinerth as our first-ever Explorer-in-Residence. Together with Honorary Vice-President Wade Davis, they are wonderful ambassadors for the RCGS and are making a tremendous impact, enhancing the public profile of the Society and supporting its mandate.

Critical to the success of the Society, of course, are its 900 Fellows and the more than 18,000 dedicated educators who make up Canadian Geographic Education. Together, you are the key to the Society's success today, and its future.



Dr. Paul Ruest  
President

## POLICY & PLANNING COMMITTEE

A major milestone for the Society was the adoption of the Strategic Plan 2015-2020 by the RCGS Board in November 2015. This strategic plan was spearheaded by the Policy & Planning Committee in consultation with each of the Board's standing committees and the program areas of the Society. Providing a framework and context for the Society's operations, the Strategic Plan is a touchstone for both new and continuing initiatives, from Awards and Honours to Public Engagement.

The Strategic Plan 2015-2020 plays another role, one that is critical to the recognition of the Society as a member of Imagine Canada, an organization dedicated to building excellence through common standards of practice and strengthening confidence in the non-profit sector in Canada. On behalf of the Society, the Policy & Planning Committee has embarked upon the accreditation process, which focuses on five foundational areas: board governance, financial accounting and transparency, fundraising, staff management and volunteer involvement.



FIRST PANEL: TOP: ANDY MORA/CAN GEO; MIDDLE: BONNIE FINDLEY/CAN GEO; BOTTOM: MATT ZAMBONINI/CAN GEO. SECOND PANEL: MATT ZAMBONINI/CAN GEO. THIRD PANEL: LEFT: ROBERT CARTER/CAN GEO; RIGHT: PATRICK WOODBURY/LEDROIT. FOURTH PANEL: LEFT: JASON FULFORD/CAN GEO; RIGHT: COLIN ROWE/CAN GEO

## PROGRAMS

### AWARDS

**RT. HON. VINCENT MASSEY MEDAL**  
Awarded to recognize outstanding career achievements in the exploration, development or description of the geography of Canada. The RCGS is proud to honour Steven Blasco with the 2016 Massey Medal for his remarkable achievements studying Canadian marine environments.

**GOLD MEDAL**  
Presented in recognition of a specific achievement by one or more individuals in the general field of geography or for a significant national or international event. The recipients of the 2016 Gold Medal are Marc R. St-Onge, Paul F. Hoffman, Denis St-Onge and the Geological Survey of Canada.

**CHARLES CAMSELL MEDAL**  
Awarded to Mark Graham, Peter Harrison and Christine Duverger-Harrison for their long-standing service to the RCGS and its mandate.

**LAWRENCE J. BURPEE MEDAL**  
Presented to Simon Winchester in recognition of his outstanding contribution to the Society, which has greatly enhanced its ability to fulfill its mission and assisted in the general advancement of geography.

**MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE**  
The 2016 recipient of the Bergmann Medal is Warwick Vincent, professor of biology at Université Laval.

**SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION**  
Presented to Richard Weber to recognize his singular achievements and the pursuit of excellence in his Arctic exploration.

**CAPT. JOSEPH-ELZÉAR BERNIER MEDAL**  
Awarded to the Honourable Alexandra Shackleton, Anthony Hendrie and Thomas E. Kierans to recognize exemplary activities that have aided the Society in fulfilling its mandate.

**GEOGRAPHIC LITERACY AWARD**  
Awarded to Doug Koepler to recognize his significant contributions to geographic literacy among young Canadians.

**INNOVATION IN GEOGRAPHY TEACHING AWARD**  
Awarded to Greg Neil for his exemplary contributions in fostering geographic engagement and increasing the geographic literacy of his students.



## CAN GEO TALKS

The RCGS held a sold-out Can Geo Talks event (formerly the Speaker Series) on April 12 at the Canadian Museum of History in Gatineau.

The evening, titled *Inuit Oral Tradition and Franklin*, featured the keynote participation of Captain Dave Woodman, the acclaimed author of two books about Sir John Franklin's ill-fated Arctic expedition. Captain Woodman was joined by a diverse panel of experts who share his passion for exploring

the connection between Inuit oral knowledge and Franklin. These included Franklin scholar Russell Potter, celebrated Inuit historian Louie Kamookak, Canadian Museum of History Curator for Northern Canada Karen Ryan, and Ryan Harris, who since 2008 has led the remote-sensing operations for Parks Canada's Franklin searches and was one of the first people to see and dive on the long-lost HMS *Erebus* after it was discovered in 2014.

## RESEARCH GRANTS

In 2015, the Research and Grants Program received a record number of applications for funding from students and independent researchers across Canada. Funding was provided to four exceptional individuals to further their research. Topics covered in 2015 ranged from a study of the effects of climate change on permafrost in Labrador to an analysis

of how Canada's consultation and accommodation process is affecting our First Nations. The majority of the research completed will be published in major academic journals, and some will also be promoted through less traditional means, such as photo essays. The Society will continue to work with the funding recipients to promote their work following completion.

## EXPEDITIONS

The Expeditions Program continues to support the RCGS's mandate of making Canada better known to Canadians and to the world. Similarly, this year's recipients not only illustrate the great diversity of Canada's national heritage, but exemplify the Society's more than 85-year heritage of exploration and adventure.

► The Expedition of the Year was the **Bell Island Newfoundland Expedition** led by Jill Heinerth, RCGS Fellow, Explorer-in-Residence and the inaugural recipient of the Sir Christopher Ondaatje Medal for Exploration. With an exploration site spread over 16 kilometres, Jill and her team dove through 100 kilometres of tunnels, plunging beneath the sea floor of Conception Bay and discovering mining relics, pipes, heavy equipment and remarkable Second World War graves.

► The **Maskwa Nanook Expedition** was a 40-day, 1,600-kilometre wilderness canoe journey that began in the Cree community of Lac la Ronge, Sask., and finished in the Inuit community of Arviat, Nunavut, on the western shore of Hudson Bay.

► **Know the North** saw a four-woman, four-man team embark on a 50-day paddling expedition from northern Saskatchewan to Hudson Bay, covering nearly 1,400 kilometres over four provinces and territories.

► The **Humahuk Expedition** was led by famed Inuit historian Louie Kamookak and named for his late grandmother, the inspiration behind his lifelong passion for solving the Franklin mystery. On the expedition, Kamookak retraced the steps taken by his grandmother across King William Island, Nunavut, on a drive to find and document artifacts linked to the fate of Franklin's men.

## NOMINATIONS

At its Nov. 19, 2015, meeting, the Board of Governors requested that the Nominating Committee develop proposals for a more sustainable and predictable Board renewal process.

On Feb. 10, 2016, Paul Ruest, President of the RCGS, notified the Committee that he would not seek a renewal of his mandate and, in so doing, tasked the Committee to search for and nominate a new President in addition to three new Governors.

It was noted that if one of the current Vice-Presidents were to become the nominee for President, then the Committee would also be required to nominate a candidate for the potentially vacant Vice-President position.

In pursuit of its mandate, the Nominating Committee undertook the following:

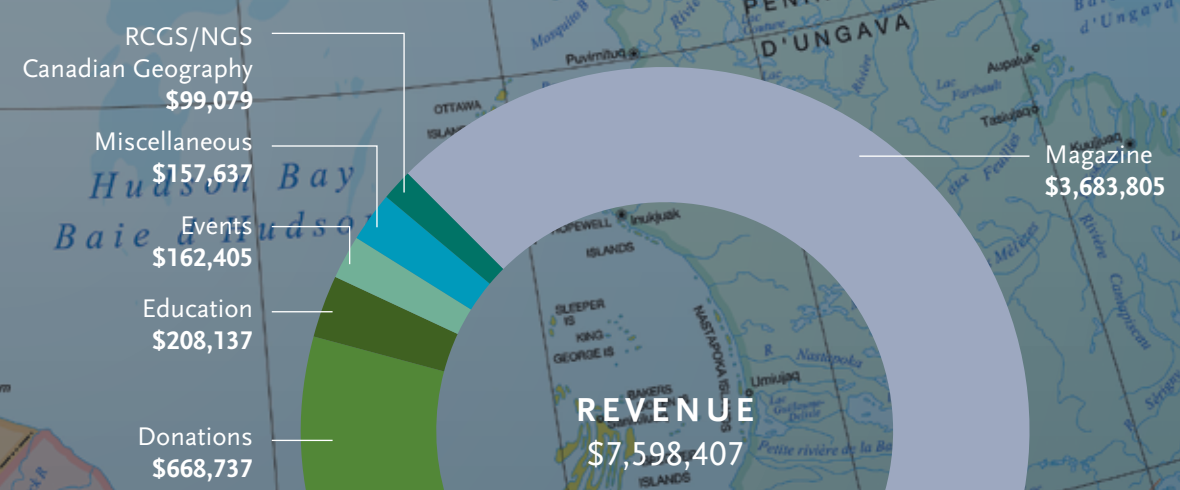
- Developed three board rotation models and recommended one that was approved by the Board of Governors at its meeting on Feb. 25, 2016
- Conducted a Board self-evaluation survey to establish the interests, skills and sector affiliation of current Governors, identify current strengths and assess possible gaps to inform the Committee in developing its recommendations
- Initiated a call for nominations to members of the College of Fellows, which was reinforced by several reminders prior to the Aug. 31 nomination deadline

The Nominating Committee considers that the nominations received will allow it to bring forward for election highly qualified candidates for the board positions that are to be filled at the upcoming Annual General Meeting.



## FINANCIAL INFORMATION

JULY 1, 2015 TO JUNE 30, 2016



**OPERATIONAL SURPLUS \$141,093**

Full audited financial statements available at RCGS.org after the Nov. 16, 2016, Annual General Meeting of the College of Fellows

## COLLEGE OF FELLOWS

The Fellows Committee met twice in 2016 to steward the nomination process for new Fellows. This year, the Society has welcomed 113 new nominees into the College of Fellows.

Additionally, the committee has supported the development of a second Fellows' Survey for the purpose of gauging and strengthening Fellows' engagement with the RCGS.

## ADVANCEMENT

The Advancement Committee continues to provide strategic advice on the Society's overall fundraising strategy, and has helped develop a fundraising model with an emphasis on major gifts.

For the second year in a row, the RCGS had its most successful fundraising year to date, showing marked growth from the

This survey will soon be circulated amongst the College of Fellows, and its results will be considered against feedback received from last year's survey.

Any Fellow can submit a nomination for the College. Please visit the online Fellows page for information about how to make a nomination.

previous year and again surpassing budget expectations for the fiscal year.

Going forward, the Advancement Committee will focus its efforts on leveraging its relationships within industry and amongst granting foundations to enhance the Society's potential for project grants and major philanthropic gifts.

## RCGS BOARD OF GOVERNORS 2016

**OFFICERS**  
Paul Ruest (Winnipeg)  
*President*  
Gavin Fitch (Calgary)  
*Vice-President*  
Élisabeth Nadeau (Ottawa)  
*Vice-President*  
Keith Exelby (Ottawa)  
*Treasurer*  
Jim Lewis (Winnipeg)  
*Secretary*

**GOVERNORS**  
Glenn Blackwood (St. John's)  
James Boxall (Halifax)  
Wendy Cecil (Toronto)  
Allen B. Clarke (Toronto)  
Beth Dye (Kamloops, B.C.)  
Joseph Frey (Toronto)  
David Mitchell (Ottawa)  
Lynn Moorman (Calgary)  
Jim Murray (Montreal)  
Robert Page (Calgary)  
Paul VanZant (Amaranth, Ont.)  
Connie Wyatt Anderson (The Pas, Man.)

## SOCIETY COMMITTEES

### STANDING COMMITTEES

**EXECUTIVE COMMITTEE**  
Paul Ruest (chair), Keith Exelby, Gavin Fitch, Jim Lewis, Élisabeth Nadeau

**AUDIT COMMITTEE**  
Gavin Fitch (chair), Ken Boland, Keith Exelby, Ted Jonsson, Paul Ruest, Andrew Pritchard (*Ex-Officio*)

**FELLOWS COMMITTEE**  
Joseph Frey (chair), Jean-Marie Beaulieu, Brad Faught, Brian Hodgson

**ADVANCEMENT COMMITTEE**  
Helen Kerfoot (chair), Richard Berthelsen, Dianne Draper, Alison Gill, Phil Howarth, Chris McCreery, Wayne Pollard

**BY-LAW COMMITTEE**  
Gavin Fitch (chair), Ken Boland, Élisabeth Nadeau

**CANADIAN GEOGRAPHIC EDUCATION**  
Connie Wyatt Anderson (chair), James Boxall (RCGS liaison), Jozsef Budai, Catherine Pak, Kelley McClinchey, Geoff Buerger, Norm Catto, Chantal Déry, Rob Langston, Lynn Moorman, Greg Neil, John Trites, Kim Wallace, Andrew Kitchen

**EXPEDITIONS COMMITTEE**  
Mike Schmidt (co-chair), Bernard Voyer (co-chair), Jean-Marie Beaulieu, Lisel Currie, Judith Kennedy, David Pelly, Steve Smith

**POLICY & PLANNING COMMITTEE**  
Élisabeth Nadeau (chair), James Boxall, Keith Exelby, Gavin Fitch, Joseph Frey, Alison Gill, Helen Kerfoot, David Mitchell, Paul Ruest, Mike Schmidt, Bernard Voyer, Connie Wyatt Anderson

**RESEARCH GRANTS COMMITTEE**  
James Boxall (chair), Christopher Burn, Janis Dale, Christine Duverger-Harrison, Alison Gill, Greg Halseth, Peter Lafleur, Sarah de Leeuw, Pat Maher, Denis St-Onge, Robert Summerby-Murray

**FINANCE COMMITTEE**  
Keith Exelby (chair), Ken Boland, John Hovland, Robert Page, Paul Ruest, William Thompson

**NOMINATING COMMITTEE**  
Alison Gill (chair), Helen Kerfoot, Jim Lewis, Élisabeth Nadeau, Simon Ommanney

**CCE MANAGEMENT BOARD**  
Keith Exelby (chair), Bruce Amos, Pierre Bergeron, Ken Boland, Alison George, John Hovland, Jim Murray, Andrew Zimakas



## CANADIAN GEOGRAPHIC ENTERPRISES

When *Canadian Geographic* set out on its Roadmap for Change, we envisioned a three-year journey. As we reached the end of that period, we realized that *Canadian Geographic* must continue to evolve, and in ways that had not even been imagined when this process began. The evolution continues at a pace unimaginable three years ago. As a result, Canadian Geographic Enterprises is a more diverse, media-savvy, pan-Canadian brand that engages our audiences with timely and topical storytelling, innovative and interactive initiatives and highly sought-after educator resources.

### FROM SPEAKER SERIES TO CAN GEO TALKS

Formerly known as the RCGS Speaker Series, we have evolved to "Can Geo Talks." These events are livelier than typical lectures and involve multiple presenters rather than a single speaker to provide a wider range of perspectives and insights. The inaugural Can Geo Talks event was a panel discussion at the Canadian Museum of History on the role of Inuit traditional knowledge in the search for Franklin's ships.

Our second Can Geo Talks event was an expert debate about Canada's National Bird. Held at the Canadian Museum of Nature, this sold-out event included opening remarks from the Honourable Catherine McKenna, Minister of Environment and Climate Change. That night our hashtag #CanadaBird trended number one in Canada on Twitter!

**FROM A STORY IN THE MAGAZINE TO A PROGRAM THAT BECAME A MOVEMENT**  
*Canadian Geographic* asked the question "Why doesn't Canada have a national bird?" only to discover that many Canadians did not even know a bird has never been given this honour. *Canadian Geographic* took that as a challenge and decided to poll the public as well as ornithologists and cultural experts, with the ultimate goal of naming a national bird. From that discussion a dynamic, nation-wide initiative took flight.

*Canadian Geographic's* National Bird Project launched with a series of essays by prominent Canadians, each making a case for why their bird should be Canada's national bird. We developed a website that allowed visitors to vote for their favourite bird. When voting closed, some 50,000 Canadians had expressed their preference and more than 13,000 had submitted comments in the form of well-reasoned essays and even a couple of poems. More articles were written for the magazine, and public figures such as Margaret Atwood, Noah Richler, Gerald Butts (to name a few) chimed in on social media. The National Bird Project was parodied by *This Hour Has 22 Minutes*, appeared on *The National* with Peter Mansbridge, CTV's *Your Morning* with Ben Mulroney, CBC Radio, Radio Canada and countless other television, radio and print media, in both

English and French. The National Bird Project included a live Can Geo Talks event and garnered a huge social media following. The project started a national conversation and will culminate with the announcement of *Canadian Geographic's* choice in the December 2016 issue of the magazine.

The National Bird Project highlights a 360-degree view of our current media landscape and illustrates how we can leverage our brand and our content to serve the mandate of the Society.

### FROM A PRINT PUBLICATION TO A CROSS-PLATFORM PUBLISHER

The evolution of our brand to become a true cross platform publisher is clearly evident in the National Bird Project described above. Another telling example is the trilogy of documentary films produced in partnership with Sound Venture Productions. Collectively known as *A Nation Soars*, the documentaries *Drawn to Victory*, *Wings of Courage* and *Flight Path of Heroes* look at First World War-era Canadian aviation history through a geographic lens, with a specific focus on cartography. The bilingual films, narrated in English by Dan Aykroyd and in French by Bernard Voyer, are airing on CPAC.

The project also includes a significant education component with two sets of Giant Floor Maps touring schools across Canada. One of the maps

shows modern-day Europe (our first Giant Floor Map not focused on Canada) and the other is a trench map of Vimy Ridge before the April 9, 1917, battle. The maps, along with members of our education team, will be at Vimy with more than 9,000 Canadian students on the 100th anniversary of the Battle of Vimy Ridge, April 8, 2017.

Rounding out this ambitious partnership project are a couple of feature length articles in *Canadian Geographic* and *Géographica*, two launch events (with more to come) a website and social media support.

### PRINT

Our flagship publication, *Canadian Geographic*, received a nomination for our industry's top prize, Magazine of the Year. This is only the second time in the history of the awards, dating back to 1977, that *Canadian Geographic* has been nominated for this most prestigious prize. *Can Geo* also won the gold medal for best cover of the year — another highly coveted honour. We are very proud of the best-selling hard-cover book, *Franklin's Lost Ship: The Historic Discovery of HMS Erebus*, which was released in 2015, and the past year also saw *Canadian Geographic* publish a number of special interest publications (SIPs), including the first-ever *Canadian Geographic* Quiz SIP. The second edition of this SIP is now on newsstands.

## 2015-2016 CUSTOM PUBLISHING PROJECTS

### CANADA'S COOLEST SCHOOL TRIP AND GIANT FLOOR MAP

PARTNER: PARKS CANADA  
 The touring of five Giant Floor Maps was extended for an additional three years, and the Fall 2016 issue of *Canadian Geographic Travel* featured a story on the Grade 8 winners of Canada's Coolest School Trip. An additional three Giant Floor Maps were printed for Parks Canada to use as part of the federal government's immigration welcome centres.



### WILDLIFE PHOTOGRAPHER OF THE YEAR

PARTNER: CANADIAN MUSEUM OF NATURE  
 Winners published in the January/February 2016 issue of *Can Geo*.

### CANADA FROM SPACE

PARTNERS: CANADIAN SPACE AGENCY AND CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION  
 As well as the five Giant Floor Maps depicting Canada as seen from space (the first complete map of Canada using RADARSAT-II imagery) that are touring schools across Canada, we printed three copies that will tour Canada's northern communities.

### 3M ENVIRONMENTAL INNOVATION AWARD

PARTNER: 3M CANADA  
 3M's award recipient was acknowledged at the College of Fellows annual dinner and in a feature in the April 2016 edition of *Can Geo*. The program has since been reinvented, with 3M now sponsoring innovative technology infographics in each issue of *Canadian Geographic* magazine.



### ENDANGERED SPECIES MIGRATIONS

PARTNER: CANADIAN WILDLIFE FEDERATION  
 A second Giant Floor Map was printed to increase the reach of this very successful program.

### ENERGY EXCHANGE MAGAZINE

PARTNER: POLLUTION PROBE  
 Published and distributed two additional issues of *Energy Exchange* magazine.

### ON THE MOVE

PARTNER: CANADIAN BOREAL FOREST AGREEMENT SECRETARIAT  
 Completed our partner events promoting the agreement across Canada.

### CLASSROOM ENERGY DIET CHALLENGE

PARTNER: SHELL CANADA  
 In its fourth year, the Classroom Energy Diet Challenge saw participation increase to 1,200 schools across Canada and the completion of 960 challenges.

### QUEST CLIMATE CHANGE INNOVATORS

PARTNER: SHELL CANADA  
 We identified and rewarded six young Canadians doing exceptional work related to climate change by granting each \$50,000 to continue their work. All were profiled in the pages of *Canadian Geographic*.



## STRATEGIC PARTNERSHIPS

International issues and innovation characterized many of The Royal Canadian Geographical Society's partnerships in the past year. One example of this is "Charting change," a monthly blog about innovative projects in the developing world presented by *Canadian Geographic* and Canada's International Development Research Centre. Topics range from greening South America and solar energy in Pakistan to the digital divide in Myanmar, and each instalment is accompanied by a workbook for teachers and students.

Like the regular "Polar blog" (created with Polar Knowledge Canada) and the *A Nation Soars* First World War documentaries and educator resources (with Sound Venture Productions), our partnership initiatives foster Canadians' interest in both their country and places and matters beyond its borders. Meanwhile, for those seeking first-hand experience of Canada and the world, our travel partners Adventure Canada and One Ocean Expeditions transported Canadians to remarkable places both foreign and domestic.

### BIODIVERSITY IN THE CANADIAN ARCTIC

PARTNER: CANADIAN MUSEUM OF NATURE  
 Five Giant Floor Maps spotlighting the zoology, botany, paleobiology and mineralogy of Canada's Arctic continued touring schools.

### A DEVELOPING WORLD MAP

PARTNER: DEPARTMENT OF FOREIGN AFFAIRS, TRADE AND DEVELOPMENT  
 Distribution of the wall map to schools across Canada was completed.

### POLAR BLOG

PARTNER: POLAR KNOWLEDGE CANADA  
 Six stories in *Can Geo* (one per issue) as well as 26 blogs highlighting research and issues in Canada's Arctic.

### A NATION SOARS

PARTNER: SOUND VENTURE PRODUCTIONS  
 For the first part of the *A Nation Soars* trilogy, *Drawn to Victory*, five Giant Floor Maps (one full-size and four classroom-size) aimed at educating Canadians about the evolution of aviation, aerial photography and cartography were printed and began touring schools. The *Drawn to Victory* project was highlighted in an October 2015 magazine feature titled "Drawn from Victory."

For the second part of the trilogy, *Wings of Courage*, five Giant Floor Maps (one full-size and four classroom-size), were produced and began touring schools. The maps feature a reproduction of an actual trench map that would have been in the possession of soldiers leading up to the April 1917 Battle of Vimy Ridge. Both documentary films, which were completed in English and French and narrated by Dan Aykroyd and Bernard Voyer, are currently airing on CPAC.



### IDRC BLOG

PARTNER: INTERNATIONAL DEVELOPMENT RESEARCH CENTRE  
 We began featuring a series of 12 blogs highlighting the valuable work IDRC is doing to help communities across the globe. This three-year partnership will include a summary digest which will be distributed with each December issue.

### COIN SERIES CELEBRATING CANADA'S 150TH

PARTNER: ROYAL CANADIAN MINT  
 In partnership with the Royal Canadian Mint, *Canadian Geographic* chose 13 images to represent Canada on this beautiful collector's 1/2 oz. pure silver coin series. Images are appearing in *Canadian Geographic's* "Big picture" department and the first 5,000 people to purchase the coin subscription will also receive a subscription to *Can Geo*. The program has been so well received that the RCM is considering purchasing additional subscriptions over and above the original 5,000.



### CANADA: A REFERENCE MAP

PARTNER: NATURAL RESOURCES CANADA  
 For phase one of this project, Canada's most accurate and up-to-date map was turned into a powerful education tool.

### THIS YEAR'S OTHER CUSTOM PUBLISHING PROJECTS AND PARTNERS INCLUDE

- Parks Canada: Victoria Strait Expedition education packages
- Treaty Relations Commission of Manitoba: tiled map
- Lake Winnipeg Foundation: tiled map, bioblitz educational activity, poster map
- Shelagh and Jon Grant: Arctic Circumpolar Tiled Map



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 Can Geo Photo Club  
 Classroom Energy Diet Challenge  
 Royal Canadian Geographical Society

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## CANADIAN GEOGRAPHIC EDUCATION

Membership in Canadian Geographic Education continues to grow at a steady rate of approximately 250 members per month. Current membership is 18,000. The distribution of this large membership is reflective of Canada's population, with the exception of Quebec, where representation is lower. A concerted effort to increase membership in this province is planned for the 2016-2017 fiscal year.

### CONTESTS

Can Geo Education once again ran three successful national, bilingual contests this year. Canada's Coolest School Trip saw 69 Grade 8/Secondaire 2 classrooms compete for an all-expenses-paid trip to Jasper National Park in June 2016. For the first time, a school from a major urban centre took the prize, connecting many new Canadian families to the RCGS

and Parks Canada. Meanwhile, the fifth year of the Classroom Energy Diet Challenge saw more than 1,200 classrooms increase their energy literacy.

Can Geo Education's longest running program, its Canadian Geographic Challenge, finished strong with the newly reinstated in-person final. In this year's competition, more than 30,000 students competed for one of the top five spots and the opportunity to be on local television. Jack Cheng, from Calgary, was named National Champion and had the honour of being congratulated by Prime Minister Justin Trudeau in-person the following day. Continued support from Google Earth Outreach and the Trebek Family Foundation enabled Can Geo Education to offer the program to all schools in Canada free of charge and to award medals to every school winner.

### CARTOGRAPHY

Giant Floor Maps continue to be Can Geo Education's most popular program, driving thousands of students to geography each year. Tours of specific Giant Floor Maps have been organized in Alberta and British Columbia, with more planned for Ontario and Quebec. These tours enable teachers and students to get the most out of their time with a Giant Floor Map each time it visits their schools. The "tiled map" program continues to be popular with teachers who are not able to host Giant Floor Maps and with those looking to increase their geography resources at a low cost.

### PROFESSIONAL DEVELOPMENT

In an effort to increase support for geography teachers, Can Geo Education facilitated a number

of professional development workshops — both as independent events and as elements of larger education conferences. Additionally, presentations were given at teacher workshops and to bachelor of education programs to raise the profile of geographic education.

### CAN GEO IN THE CLASSROOM

Due to its extreme popularity, Can Geo in the Classroom continues to produce educational activities to encourage teachers to bring *Canadian Geographic* into their classrooms. Additionally, educational workbooks are being created on a monthly basis to support the ongoing editorial content created in partnership with IDRC and 3M Canada.

## CONTENT CREATION

### PRINT MEDIA

#### SIX ISSUES OF CANADIAN GEOGRAPHIC



#### TWO ISSUES OF GÉOGRAPHICA



#### FOUR ISSUES OF CANADIAN GEOGRAPHIC TRAVEL



#### TWO SPECIAL INTEREST PUBLICATIONS



### ENGAGED AUDIENCE

