

ANNUAL REPORT

2015 | 2016

The national bilingual GO TO VOICE for publicly funded public education



Canadian Teachers' Federation
Fédération canadienne des enseignantes et des enseignants

www.ctf-fce.ca

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“Education is the most powerful weapon which you can use to change the world”.

— Nelson Mandela

This thought-provoking quotation states, in a few words, the extreme power of education to lead change in individuals, in communities, in countries and, indeed, in the world! It is from this premise that members of Education International (EI) garner the determination to “ensure that the education of children worldwide is delivered by qualified teachers, with quality tools in quality, safe environments in a publically-funded public education system.”¹

As a member of EI, CTF and its Member organizations have been actively involved in EI’s Unite for Quality Education campaign to ensure that universal, free

quality education remains at the top of the political agenda for a sustainable future. After much lobbying, education is a stand-alone goal in the Sustainable Development Goals (SDG). SDG4 is Quality Education and has the aim to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.”²

However, Mandela’s quote may also have inspired those involved in the Global Education Industry (GEI), estimated by Spanish education researcher Dr. Antony Verger to be US\$ 4.9 trillion in 2015. Verger also contends “venture capital investment in education companies reached nearly \$2 billion in 2014 (after growing at a 45% rate over the past five years).”³ The power of education to change the world is nectar to the hordes of edu-businesses that are flooding the education sector seeking profit to satisfy their legal obligations to provide positive returns for investors. This drive for profit undermines the premise of education as a public good delivered in a publicly-funded public education system.

While much of the GEI interest may be on education systems in the global south, the effects of austerity budgets and chronic underfunding of education are being felt right here in Canada. This focus on austerity at all costs opens the door for governments to relinquish jurisdiction and oversight of pieces or the entirety of public services, including education, to private enterprise.

This multitude of concerns led delegates at EI’s 7th World Congress, held in Ottawa in July 2015 to add an addenda to EI’s Education Policy Paper stating “governments should establish mechanisms for social dialogue and education unions need to ensure that they are active participants in policy debates and policy formation, especially where privatisation and commercialisation of education services are being proposed.”⁴ As well, in June 2016, Presidents of Canadian teacher organizations released a Belief Statement highlighting the negative effects austerity budgeting have on education systems and issued a Call to Action for governments to address their concerns.

1 https://www.ei-ie.org/en/websections/content_detail/6722#intro0

2 www.globalgoals.org/global-goals/quality-education/

3 <https://www.unite4education.org/global-response/the-rise-of-the-global-education-industry-some-concepts-facts-and-figures/>

4 www.ei-ie.org/congress7/en/794-decisions-of-education-international-s-7th-world-congress

PRESIDENT'S MESSAGE

Developing relationships within and external to the educational community is just as essential when working at the national, provincial or territorial level as it is when working in a school and classroom. If we are to influence decisions, strategic partnerships and alliances are essential. In 2016, CTF Secretary General Cassandra Hallett DaSilva and I embarked on a mission to meet with and seek the feedback of the leadership of each CTF Member organization regarding our mutual relationships and how to be most effective collectively. CTF is also strengthening and developing partnerships and associations with organizations within Canada which have influence on education and share common interests with CTF.

Increasingly, the CTF is being viewed as the 'go to voice' for education issues on a national level. *I Teach...I Vote* was a familiar slogan for teachers across Canada as the 2015 federal election campaign proceeded towards the October 19 election. CTF saw many of its 'asks' included in federal party platforms and, with the election of a new governing party, has seen some be enacted.

The time seems ripe for an increasing presence of CTF on the federal scene, speaking on issues affecting teachers, on teacher concerns here in Canada and on Canada's role in education at the international level. For the first time ever, a sitting Prime Minister addressed the CTF at its Board of Directors' meeting in April 2016. Prime Minister Trudeau highlighted the pride he has in being a teacher and, in fact, his official biography on the Government of Canada website lists his being a teacher first in the series of his identifiers. The 2016 CTF Women's Symposium also had a first; it was the inaugural time a Minister of Status of Women Canada attended. The Honourable Patty Hajdu addressed the group attending the Symposium in Winnipeg, urging all educators to "engage young people in recognizing, understanding and then acting on the issues of inequality and justice" because "we are all strong when women and girls are empowered."

During the VOX campaign, leading up to the 2015 election, teachers stated that their two primary concerns at the federal level were child and youth mental health and child poverty. These two priorities were reiterated by the Board of Directors during the CTF Advocacy working session in April. As a result, the theme of the 2016 CTF Forum on Public Education (formerly titled The President's Forum) is Wellness in Our Schools: Time to Act!

Another outcome of the 2015 federal election is a renewed, nation-to-nation process of the federal government with Indigenous Peoples. Just as Mandela's words, quoted earlier, affected the view of education post-apartheid, these words ring true in Canada today.



PRESIDENT'S MESSAGE

“Education is what got us into this mess—the use of education at least in terms of residential schools—but education is the key to reconciliation because we need to look at the way we are educating children. That’s why we say that this is not an Aboriginal problem, it’s a Canadian problem.”⁵

— Senator Justice Murray Sinclair



CTF believes education is critical to improving the lives of Indigenous people and recognizes the right of Indigenous peoples to define the goals of education for their children. CTF and its Member organizations continue to develop and strengthen partnerships with Indigenous leadership groups to promote Indigenous education. We foster access to ongoing professional learning for teachers that focuses on Aboriginal culture, languages, knowledge and pedagogy. Education is indeed the key to reconciliation and we each have a part to play.

As my first year as CTF President draws to a close, I want to thank the teachers of Canada who are admired worldwide for their skill and commitment in ensuring all Canadian students receive a quality public education. Those in leadership within each and every Member organization are to be commended for the resolve and determination they exhibit to ensure the teachers they represent are well served. Many thanks to the members of the CTF Board of Directors, including the CTF Executive, who believe in the importance of CTF and who make decisions in the best interests of Canadian teachers. I am thoroughly impressed with the commitment and team work the CTF staff members exhibit, capably led by Secretary General Cassandra Hallett DaSilva, as they strive to carry out the Board’s decisions. I am honoured to be working with them each day.

Heather Smith

⁵ <http://www.cbc.ca/news/politics/truth-and-reconciliation-commission-urges-canada-to-confront-cultural-genocide-of-residential-schools-1.3096229>

SECRETARY GENERAL'S MESSAGE



Reflecting on the current fiscal year (September 1st, 2015 through the present), my first full year in the role of Secretary General for the Canadian Teachers' Federation (CTF), I am aware of many shared accomplishments thanks to the leadership of the CTF Board of Directors and the hard work of our staff team. I am also mindful of the challenges we continue to face in the teacher union movement and societally. If schools are a microcosm of society, and I believe they are, CTF must be responsive to the ever-growing needs and challenges of our Member organizations and the teacher members we all represent. As we strive to provide quality inclusive learning for all children and youth across the country, promoting and strengthening publicly funded public education and the teaching profession, in Canada and abroad, drives our every decision and the work we undertake at CTF.

Together, the CTF Board of Directors and Staff have made great progress towards realizing the vision for CTF in 2020 as affirmed by the Board of Directors (during the November 2014 Board meeting). We continue to cast our gaze forward, building on the strong foundation that is CTF and charting a course for our centennial anniversary in 2020, and beyond.

As part of our strategic planning process, deliberate goals are being set on an annual basis. Initial goals guided our work until January of this fiscal year. Organized along in the categories of membership, partnership, visibility, and governance, those goals were:

MEMBERSHIP

- To develop processes for growing CTF membership, including reviewing CTF membership categories
- To initiate discussions with potential CTF members regarding new or renewed membership
- To reaffirm complementary roles of CTF and its MOs

GOVERNANCE

- To develop a funding plan for supporting programs and projects

PARTNERSHIPS

- To develop guidelines for CTF national and international partnerships and alliances
- To review existing partnerships and alliances
- To explore new partnerships and alliances

VISIBILITY

- To raise public awareness regarding CTF
- To facilitate the sharing of PR/Media/PSAs across CTF and its MOs

The goals for 2016 were then developed, based upon a review of progress made to the initial goals and with significant input from the Executive Committee and the entire Board of Directors; the current goals were approved by the Board in February 2016. Categorized in the same manner as the original aims, the goals for the calendar year 2016 are:

MEMBERSHIP

- Grow membership and review membership categories
- Initiate discussions with potential members
- Reaffirm complementary roles of CTF and its Member organizations

GOVERNANCE

- Develop a funding plan for supporting programs and projects

PARTNERSHIPS

- Develop guidelines for partnerships and alliances
- Review existing partnerships and alliances
- Explore new partnerships and alliances

VISIBILITY

- Raise public awareness regarding CTF
- Facilitate the sharing of PR/Media/PSAs

SECRETARY GENERAL'S MESSAGE

Progress towards each goal has been steady and the formidable combination of political and strategic guidance from the Board along with the dedication and hard work of the staff team has led to the following results in this fiscal year:

MEMBERSHIP

- An initial review of CTF membership categories has been completed by an ad hoc committee of the Board.
- As indicated by the Board of Director's April 2016 unanimous recommendation to the 2016 AGM to accept the application of the British Columbia Teacher's Federation to join, progress has been made with membership renewal. We continue to invite dialogue with other potential members, particularly those organizations that previously were a part of CTF.
- The complementary roles of CTF and its MOs are being affirmed regularly through programs and services and advocacy work and the CTF President and I have begun a series of "one on one" meetings with Member organizations to ensure we are attentive to the unique strengths and needs of each provincial and territorial organization we work with.

PARTNERSHIPS

- Operational policy for CTF national and international partnerships and alliances has been adopted as of the April 2016 Board of Directors meeting.
- Existing partnerships and alliances have been reviewed and will be continuously. Please see pages 12-13 of this report for a complete listing of groups and coalitions CTF worked with.

VISIBILITY

- The VOX 3.0 campaign *I Teach, I Vote* surpassed expectations with significant national and international uptake.
- CTF has also increased its presence on social media with active Facebook and Twitter accounts for the organization, President, Secretary General and many Directors. Among other initiatives, the staff leadership team selected six national/international days with strong resonance for the work of CTF to celebrate while promoting CTF at the same time. Social media 'shareables' were created for World Teachers' Day, October 5; Universal Children's Day, November 20; International Day for the Elimination of Violence Against Women, November 25; World Day of Social Justice, February 8; International Women's Day, March 8; and National Aboriginal Day, June 21. Please see page 14 of this report for analytics of CTF's web presence.

GOVERNANCE

- Work to develop a funding plan for supporting programs and projects is ongoing. This year, we have implemented a budget setting process inclusive of program area teams and the Finance Committee. As noted elsewhere in this report, the Board has also approved an operational policy to govern partnerships; this will provide much needed guidance regarding external funders. The work of the Board-appointed Pension Review Committee is also integral to developing a funding plan and I am grateful to the Board and the Committee members for the work they are doing to stabilize the CTF Employees' Pension Plan.
- Internally, staff is developing a critical path and an operational handbook to improve and ensure solid governance practise.
- Lastly, as reported in various documents including minutes of the June 22, 2016 meetings of the Executive Committee and the Trustees, significant strides are being made to lay the ground work for renewed federal government funding for the International Program.



SECRETARY GENERAL'S MESSAGE

- Governance review is underway with the input of Executive Committee members on the Constitution and Bylaws Committee and staff in Governance
- Government relations – since the start of the new year, staff have been busy meeting with senior representatives from the Prime Minister's Office, the Department of Justice, and Global Affairs Canada; we were also privileged to welcome the Prime Minister of Canada to CTF where he met with the Board of Directors and staff, April 2016.
- International – in June 2016, CTF was invited to participate in the Government of Canada's consultation process to set the aid agenda going forward; along with the CTF President, I attended the EI/OECD Conference (April 2016) where I also chaired a session; and CTF had a strong role in the Canadian delegation at the International Summit on the Teaching Profession (March, 2016, Berlin)
- National Staff Officers meeting, November 2015, Ottawa
- Francophone Symposium, February 2016; our thanks to SEPF for hosting
- Participation in the Canadian Delegation to the International Summit on the Teaching Profession (ISTP), March 2016, Berlin, and collaboration with CMEC in both the preparation and follow-up for the Summit
- Pédagogie à l'école de langue française (PELF, pedagogy in French-language schools) is being used in Secondary schools across the country and production is well underway for PELF at the elementary level
- Project Overseas, with 54 Canadian teachers participating on 13 teams, working with 12 partner organizations, all thanks to CTF Member organizations
- Publications
 - a new online catalogue has been launched (<http://publications.ctf-fce.ca>) and CTF books and resources are selling well, including a new volume in our series of LGBTQ resources titled *Sexual and Gender Minorities in Canadian Education and Society 1969-2013*. We are also proud to have added to the *Student Voice Series* with the release of a booklet on student mental health and well-being, launched during the Canadian Forum on Public Education, July 11-12, 2016.
 - We also published the study *Connected to Learn: Teachers' Experiences with Networked Technologies in the Classroom*, in collaboration with MediaSmarts
 - Publication of a Teachers' Action for Girls (TAG) case study, in collaboration with the Uganda National Teachers' Union (UNATU) with funding and support from the United Nations Girls' Education Initiative (UNGEI)
- Speak Truth to Power Canada, a tremendous human rights resource for teachers, is available to Canadian teachers and received the Canadian Museums Association Award of Outstanding Achievement in the New Media category
- Survey on teachers' perspectives on Aboriginal education in public schools in Canada
- Women's Symposium, March 2016, with thanks to MTS for hosting.

In the coming months and year, CTF Member organizations can anticipate a similar breadth and depth of programming and service along with a particular focus on advocating for quality, inclusive, publicly funded public education and the teaching profession; programming for French language schools in minority settings; and social justice. As always, your input is invited.

My sincere thanks to the staff team in Ottawa, the entire Board of Directors and, especially, the members of the Executive Committee and our current President Heather Smith for your commitment to the mission and work of our national teachers' organization.

There is tremendous work to be done to protect publicly funded inclusive public education in Canada and halt the de-professionalization of teaching and erosion of labour rights. I look forward to continuing to lead the CTF staff team to do all we can to protect and promote quality inclusive public education in Canada, and around the world, while also taking care of our students and ourselves.



FINANCIAL SUMMARY

Each teacher pays \$27.30 per year. Where does it go? [Budgeted 2015-2016]

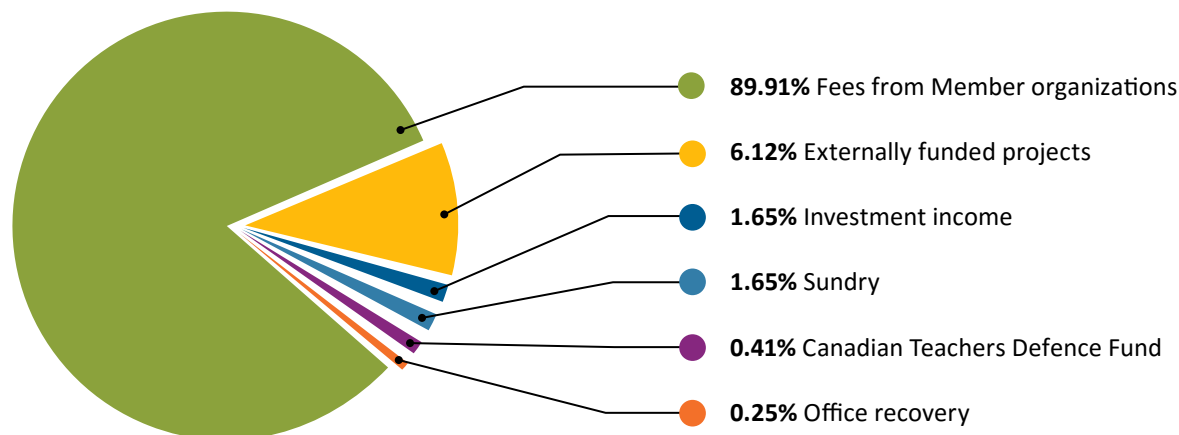
- \$0.22 – Capital assets
- \$2.12 – Memberships
- \$2.63 – Other employee salaries and benefits
- \$6.56 – Programs and services
- \$6.68 – Governance
- \$9.09 – Operations and cross-departmental

CTF Budget, September 1, 2015 - August 31, 2016 [As approved by the 2015 AGM]

REVENUE	APPROVED BUDGET
Fees from Member organizations	\$5,433,400
Investment income	100,000
Externally funded projects	370,000
Canadian Teachers Defence Fund	350,000
Sundry	100,000
Office recovery	15,000
TOTAL REVENUE	6,043,400
EXPENSES	
Governance	1,398,500
Programs and services	1,744,000
Operations and cross-departmental	1,902,400
Memberships	444,000
Canadian Teachers Defence Fund	25,000
Capital assets	45,000
Other employee salaries and benefits	550,000
TOTAL EXPENSES	6,108,900
Excess (deficiency) of revenue over expenses	\$(65,500)

FINANCIAL SUMMARY

Sources of Revenue — Per 2015-2016 Budget



CTF Statement of Revenue and Expenses [For the year ended August 31, 2015]

REVENUE	2015	2014
Annual fees	\$5,517,138	\$5,516,583
Investment income	73,900	157,427
Recovery of administrative expenses	15,000	15,000
Contributions for other projects	357,706	367,750
Canadian Teachers Defence Fund	199,780	40,900
Sundry	204,513	108,376
TOTAL REVENUE	6,368,037	6,221,798
EXPENSES		
Governance	1,414,940	1,377,066
Research and Information Services	965,003	964,514
International Program	344,493	395,625
Linguistic Services	413,150	410,693
Office Operations	1,202,696	1,194,492
Memberships	413,413	453,484
Cross-departmental expenditures	202,379	204,930
Building	162,421	144,182
Amortization of capital assets	129,602	111,874
Expenses of other projects	327,850	329,091
Canadian Teachers Defence Fund	199,780	40,900
Transitional adjustment	511,695	306,737
TOTAL EXPENSES	6,287,422	5,933,588
Excess (deficiency) of revenue over expenses	\$80,615	\$272,448

OFFICERS AND DIRECTORS

OFFICERS

Heather Smith, President
Dianne Woloschuk, Past President
Norm Gould, Vice-President
Carol Jolin, Vice-President
Gayla Meredith, Vice-President
H. Mark Ramsankar, Vice-President
Cassandra Hallett DaSilva, Secretary General

DIRECTORS AND MEMBERS



Association des enseignantes et des enseignants franco-ontariens (AEFO)

Carol Jolin, President
Pierre Léonard, Executive Director



Elementary Teachers' Federation of Ontario (ETFO)

Sam Hammond, President
Victoria Réaume, General Secretary



New Brunswick Teachers' Association (NBTA)

Guy Arseneault, President
Larry Jamieson, Executive Director



Newfoundland and Labrador Teachers' Association (NLTA)

James Dinn, President
Don Ash, Executive Director



Northwest Territories Teachers' Association (NWTTA)

Fraser Oliver, Vice-President
Dave Roebuck, Executive Director



Nova Scotia Teachers Union (NSTU)

Shelley Morse, President
Joan Ling, Executive Director



Nunavut Teachers' Association (NTA)

Terry Young, President
Emile Hatch, Executive Director



Ontario English Catholic Teachers' Association (OECTA)

Ann Hawkins, President
Marshall Jarvis, General Secretary



Prince Edward Island Teachers' Federation (PEITF)

Bethany MacLoed, President
Shaun MacCormac, General Secretary



Quebec Provincial Association of Teachers (QPAT)

Richard Goldfinch, President
Alan Lombard, Executive Director



Saskatchewan Teachers' Federation (STF)

Patrick Maze, President
Gwen Dueck, Executive Director



The Alberta Teachers' Association (ATA)

Carol Henderson, Past-President
Dr. Gordon Thomas, Executive Secretary



The Manitoba Teachers' Society (MTS)

James Bedford, Vice-President
Bobbi Taillefer, General Secretary



Yukon Teachers' Association (YTA)

Jill Mason, President
Ethan Emery, General Secretary



Ontario Teachers' Federation (OTF)

Francine LeBlanc-Lebel, President
Rhonda Kimberley-Young, Secretary-Treasurer



Syndicat des enseignantes et des enseignants du programme francophone de la Colombie-Britannique (SEPF)

Sylvie Liechtele, President



Education International Board Member

Dianne Woloschuk

CTF COMMITTEES

BOARD AND AGM COMMITTEES

The **Executive Committee** conducts CTF business between meetings of the Board of Directors.

The **Finance Committee** serves in an advisory capacity to the AGM, Board and Secretary General in matters of finance and financial policy.

Trustees ensure that funds, grants and monies received by CTF Trust are properly administered and accounted for.

The **Nominations Committee** oversees the nominations process of candidates seeking election as CTF officers.

The **Resolutions Committee** examines, assesses and makes recommendations related to motions submitted for debate at the Annual General Meeting (AGM).

The **AGM Steering Committee** oversees the scheduling of new items of business during the AGM.

The **Constitution and By-laws Committee** has no formal terms of reference. However, topics for study are referred by the Board of Directors.

The **Board Negotiating Committee** represents the Board's interests in the negotiation of collective agreements with CTF employees.

The **Retirement Committee** oversees the administration of the CTF Employees' Pension Plan.

ADVISORY COMMITTEES

The **Advisory Committee on French as a First Language** provides advice to address Members' needs and concerns in the area of French-language services and educational development related to French as a first language.

The **Advisory Committee on Aboriginal Education** provides advice on long-term directions and strategies with respect to Aboriginal education in Canada.

The **Advisory Committee on Diversity and Human Rights** provides advice on long-term directions, strategies and policy related to diversity and human rights issues.

The **Advisory Committee on the Status of Women** provides advice on long-term directions, strategies, policies and regulations that relate to the status of women in education.

The **Advisory Committee on the Teaching Profession** provides advice on important issues and concerns that impact the identity and reputation of public education teachers, ways to enhance professionalism through the work of CTF, and relevant specific questions of practice and policy, documents, dialogue and/or events.



GROUPS AND COALITIONS

September 2015 – September 2016

CTF actively raises the profile of the teaching profession through participation and work with a variety of groups and coalitions.

COALITIONS/NETWORKS

- ACORN Canada
- Campaign 2000
- Canadian Mental Health Association
- Canadian Public Health Association
- Coalition on Community Safety, Health and Well-being
- Conférence des associations francophones d'éducation
- Education Copyright Coalition
- Groupe Média TFO
- Keep the Promise
- Mental Health Commission of Canada
- National Round Table on Education
- Network of Translators in Education
- Partners for Mental Health
- Public Education Network

EDUCATIONAL ORGANIZATIONS

- Alberta Education
- Association canadienne d'éducation de langue française
- Canadian Association of Immersion Teachers
- Canadian Association of Media Education Organizations
- Canadian Association of Principals
- Canadian Association of Retired Teachers
- Canadian Association of School System Administrators
- Canadian Association of Second Language Teachers
- Canadian Association of University Teachers
- Canadian Education Association
- Canadian Educational Press Association
- Canadian Parents for French
- Centrale des syndicats du Québec
- Centre for Education Statistics – Statistics Canada
- Centre franco-ontarien des ressources pédagogiques
- Council of Ministers of Education, Canada
- Department of Education and Early Childhood Development of Newfoundland and Labrador
- Department of Education and Early Childhood Development of Nova Scotia
- Department of Education of Nunavut
- Department of Education of Yukon
- Department of Education, Culture and Employment of Northwest Territories
- Department of Education, Early Learning and Culture of Prince Edward Island
- Direction des ressources éducatives françaises (Manitoba)
- Fédération canadienne des directions d'école francophone
- Fédération du personnel professionnel des universités et de la recherche
- Fédération nationale des conseils scolaires francophones
- Fédération nationale des enseignantes et des enseignants du Québec, Confédération des syndicats nationaux
- Fédération québécoise des professeures et professeurs d'université
- Manitoba Education
- Ministry of Education and Early Childhood Development of New Brunswick
- Ministry of Education of British Columbia
- Ministry of Education of Ontario
- Ministry of Education of Saskatchewan
- Teachers Institute on Canadian Parliamentary Democracy

INTERNATIONAL ORGANIZATIONS

- American Federation of Teachers
- Canadian Commission for UNESCO
- Comité syndical francophone de l'éducation et de la formation
- Education International
- EI Affiliate Members
- EI Communications Network
- EI regional offices in Africa, Asia, the Caribbean and Latin America
- EI Research Network
- France Embassy
- International Trade Union Confederation
- National Education Association (USA)
- National Union of Teachers (UK)

GROUPS AND COALITIONS

- Pan African Teachers' Centre
- Public Services International
- Robert F. Kennedy Human Rights
- UN Girls' Education Initiative

OTHER ORGANIZATIONS

- Assembly of First Nations
- Association de la presse francophone
- Association des théâtres francophones du Canada
- Association québécoise pour l'avancement des Nations Unies
- Broadbent Institute
- Canada Without Poverty
- Canadian Association for the Practical Study of Law in Education
- Canadian Centre for Policy Alternatives
- Canadian Counselling and Psychotherapy Association
- Canadian Foundation for Labour Rights
- Canadian Institute for Research on Linguistic Minorities
- Canadian Labour Congress
- Canadian Museum for Human Rights
- Canadian Women's Foundation
- Centre de la francophonie des Amériques
- Commission nationale des parents francophones
- Éducatrices et éducateurs francophones du Manitoba
- Egale Canada
- Elections Canada
- Employment and Social Development Canada
- Equal Voice
- Facebook Canada
- FairTrade Canada
- Fédération culturelle canadienne-française
- Fédération de la jeunesse canadienne-française
- Fédération des associations de juristes d'expression française de common law inc.
- Fédération des communautés francophones et acadienne du Canada
- Humanitarian Coalition
- Inuit Tapiriit Kanatami
- Johnson Inc.
- Language Rights Support Program
- MediaSmarts
- National Union of Public and General Employees
- Native Women's Association of Canada
- PREVNet
- Prime Minister's Awards for Teaching Excellence
- Regroupement national des directions générales de l'éducation
- Status of Women Canada
- The Conference Board of Canada
- United Food and Commercial Workers Canada
- YWCA

REGIONAL WOMEN'S NETWORKS

- African Women in Education Network
- El Latin America Women's Network
- South Asia Women's Network



SOCIAL MEDIA ACTIVITY

CTF Social Media activity between September 2015 and June 2016



TWITTER [[@CanTeachersFed](#) and [@EnseigneCanada](#)]

- 1,597 tweets
- 2,421 new subscribers
- 30,544 profile visits
- 2,491 mentions on Twitter
- Combined total of over 13.4K followers

Top tweets of the year include:

- CTF has been advocating for this for years. #elxn42 #CTFVOX <https://twitter.com/JustinTrudeau/status/636527263652048896> [Note: We were referring to @JustinTrudeau tweets announcing the following: Educators pay out-of-pocket for classroom supplies far too often. That's not fair. We'll help change that. #elxn42 <https://twitter.com/JustinTrudeau/status/636527263652048896>]
- A new tool to help eradicate #homophobia in schools <http://publications.ctf-fce.ca/en/> #IDAHOT #cdned pic.twitter.com/8Qeaou57zc
- Tomorrow, Oct. 5 is #worldteachersday! A time to recognize the contributions of teachers everywhere! #CTFVOX www.ctf-fce.ca/en/news/Pages/default.aspx?newsid=1983996864&year=2015 ...
- World Day of Social Justice - February 20 #socialjustice #publiceducation pic.twitter.com/Msh5xSmfcy
- Our thoughts are with students, teachers and community of #laLoche , Sask.
- Welcome home #BCTF2016 #democracyworks #IteachIvote #solidarity. We are stronger as one voice @unite4ed @eduint



FACEBOOK [facebook.com/pages/CTF-FCE/147721021992584]

- 1,839 total likes

Highest organic reach on October 4, 2015



Reaching 28,161 people - Happy World Teachers' Day! October 5th. Teachers are advocates for their students year-round. But, on Oct. 19th, Election Day #elxn42 in Canada, teachers' voices and votes will be even more important! #ITeachIvote #CTFVOX

Among the most liked posts of the year were:



Reaching 10,882 people - For the first time in the Canadian Teachers' Federation's history, a sitting Prime Minister has addressed the CTF Board of Directors in Ottawa. The CTF teacher leaders of 16 teacher organizations from across Canada welcomed Prime Minister Justin Trudeau to their meeting at their national office today, on his six-month anniversary of being elected to power.



Reaching 8,321 people - When teachers get together, they talk about the well-being of their students. No different with PM Justin Trudeau today. This is the first time ever a sitting Prime Minister has addressed the CTF Board of Directors.



YOUTUBE [youtube.com/user/canadianteachers]

- 27,716 views of the 109 CTF videos since 2008