

Ministry of Education

900 Bay Street  
Mowat Block  
Queen's Park  
Toronto ON M7A 1L2

Ministère de l'Éducation

900 rue, Bay  
Édifice Mowat  
Queen's Park  
Toronto ON M7A 1L2



August 21, 2008

Dear Colleague:

On August 25, 2008, as part of a Student Success multimedia campaign, the ministry is launching an exciting new television commercial to raise awareness among parents and students about the programs available in Ontario's high schools.

The commercial highlights Student Success programs that are helping more students graduate: Specialist High Skills Major, Dual Credits and Expanded Co-op. It also illustrates how these programs can help students succeed by recognizing their unique needs, talents and career goals. Since 2003, the Student Success Strategy has helped an additional 22,500 students graduate.

The TV ad begins airing August 25 and will run until September 20 on all major Canadian and local networks including CBC, CTV and Global Television. There will be two 30-second ads, one in English and one in French.

Beginning the week of October 20, print advertising will be included in 300 community papers in English, French and 19 additional languages. Online advertising will also run for eight weeks.

During this same period, the commercial will also be available for viewing online at [www.Ontario.ca/StudentSuccess](http://www.Ontario.ca/StudentSuccess).

The ministry website also provides information on all the key components of the Student Success Strategy. This information is also outlined in the Student Success brochure called "More ways to succeed in high school":

- Expanded Co-op
- Specialist High Skills Major
- Dual Credits
- Lighthouse Projects
- Grade 8-9 Transition
- Student Success Culture
- New Courses
- Student Success Teams

Visitors can download or order the Student Success brochure online. If they want more information than what they find on the website, or want specifics about what's happening in their child's school, they are directed to contact their local school.

We will be sending the attached letter to all principals letting them know about the campaign because the commercial and print ads direct parents to contact their local school for more information.

Should you have any questions, please contact Kirsten Parker at 416-326-9369 or [Kirsten.Parker@Ontario.ca](mailto:Kirsten.Parker@Ontario.ca).

I wish you all the best for the new school year as we continue to work together to help Ontario's students succeed. Thank you for all your hard work, and I encourage you to continue building awareness of the Student Success programs offered in your schools.

Sincerely,

A handwritten signature in blue ink that reads "George Zegarac". The signature is written in a cursive style with a large initial "G".

George Zegarac  
Assistant Deputy Minister

Enclosure

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August 22, 2008

Dear Colleague:

On August 25, 2008, as part of a Student Success multimedia campaign, the ministry is launching an exciting new television commercial to raise awareness among parents and students about the programs available in Ontario's high schools.

The commercial and the subsequent print ads direct parents to the ministry website or local school for more information. You may receive inquiries for more information about the programs in the coming weeks.

The commercial highlights Student Success programs that are helping more students graduate: Specialist High Skills Major, Dual Credits and Expanded Co-op. It also illustrates how these programs can help students succeed by recognizing their unique needs, talents and career goals. Since 2003, the Student Success Strategy has helped an additional 22,500 students graduate, with an active support of educators in schools across the province.

The TV ad begins airing August 25 and will run until September 20 on all major Canadian and local networks including CBC, CTV and Global Television. There will be two 30-second ads, one in English and one in French.

Beginning the week of October 20, print advertising will be included in 300 community papers in English, French and 19 additional languages. Online advertising will also run for eight weeks.

During this same period, the commercial will also be available for viewing online at [www.Ontario.ca/StudentSuccess](http://www.Ontario.ca/StudentSuccess).

The ministry website also provides information on all the key components of the Student Success Strategy. This information is also outlined in the Student Success brochure called "More ways to succeed in high school":

- Expanded Co-op
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- Grade 8-9 Transition
- Student Success Culture
- New Courses
- Student Success Teams

Visitors can download or order the Student Success brochure online. If they want more information than what they find on the website, or want specifics about what's happening in their child's school, they are directed to contact their local school.

Should you have any questions, please contact Shawna Eby at 416-327-9820 or [Shawna.Eby@Ontario.ca](mailto:Shawna.Eby@Ontario.ca).

I wish you all the best for the new school year as we continue to work together to help Ontario's students succeed. Thank you for all your hard work, and I encourage you to continue building awareness of the Student Success programs offered in your schools.

Sincerely,

A handwritten signature in blue ink that reads "George Zegarac". The signature is written in a cursive style with a large initial "G".

George Zegarac  
Assistant Deputy Minister