

Maple League of Universities Quarterly Report
July 1st - September 30, 2020



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Executive Director's Note:

The start of this academic year has been unlike any in recent memory, and yet I loathe to use the term “unprecedented.” As a scholar of early modern England, the plague was disruptive to institutions of higher learning in the sixteenth and seventeenth centuries, and in more recent history our four Maple League universities were affected by the Spanish Flu outbreak in 1918.

Much has been made about how famous academics, artists, and authors were incredibly productive during past pandemics. When Cambridge closed during an outbreak of the Bubonic plague in 1665, Issac Newton left Trinity College and moved back home, whereby all accounts he enjoyed a “productive plague”; [left to his own devices](#) and stuck in his parents’ basement, Newton (so the story goes) invented calculus, developed a theory of optics, and discovered his theory on gravity and motion. (To explore how light and lenses worked, Newton apparently stuck a needle in his own eye, an extreme act that we might better understand having now gone through our own versions of family quarantine and social isolation).

During the same plague, Samuel Pepys [wrote obsessively](#) in his diary about London life in the midst of death and disorder: he was horrified at the social response to the pandemic, writing “This disease [is] making us more cruel to one another than if we are doggs.” When the [mayor evacuated London](#), Pepys called his friend for help to bury some of his favourite things just in case his house was looted while he was away: they buried “my Parmesan cheese, as well as my wine and some other things.” Apparently, one generation’s toilet paper is another era’s cheese.

Shakespeare supposedly [wrote *King Lear*](#) when the theatres were closed due to an outbreak in the summer of 1606, and tackled the long narrative poem form (*Venus and Adonis*, and *The Rape of Lucrece*) when the theatres closed for six months in 1592. Shakespeare rarely makes reference to the personal and professional tolls of living in the midst of multiple waves of infections (plague deaths were monitored closely so when the rates of infection became too high, the theatres, pubs, and brothels - as well as other institutions - were closed). However, the plague is everywhere in his writing, sometimes as a curse (“a plague o’both your houses”) and other times a plot device (in *Romeo and Juliet*, the messenger doesn’t deliver Friar Laurence’s letter because an outbreak of the plague confines him to quarantine).

The apocryphal stories about how productive these men were are not helpful in our current situation. In fact, these examples can be downright damaging if we imagine that others are doing wonderful things (Sourdough bread starters! Running marathons! Finishing books!) while we are

failing to keep up. We need to challenge the “productive plague” narrative and resist OpEds with titles like “[5 Famous People who were amazingly productive in quarantine.](#)” We need to tell other stories - ones that are messy, human, and authentic.

As we pass the six-month mark of this global pandemic, our ability to live and work under duress is starting to wane. We are getting “COVID cranky” as the adrenaline that has enabled us to operate in an intensely stressful situation – what Ann Masten calls our “[surge capacities](#)” – wears off and fatigue sets in.

The solution to our exhaustion does not lie in weekly wellness mailouts, however well-intentioned. Rather, we need to normalize a mindset where we “expect less, replenish more” - and find ways to slow down, check our own pulses, and check-in with others. Newton himself said as much. When asked how he worked out gravity, he replied, “By thinking on it continually.”

We often think that people who are productive are thriving. This summer, as my husband recovered from invasive cancer surgery, one of my colleagues started an email with “It seems, from a distance, as though you’re having a fine and productive summer.” What I realized in that moment was that my coping mechanism (for dealing with cancer in the time of COVID with small children) was to work. Work was the only thing that made me feel normal in the middle of very abnormal circumstances.

This is neither healthy nor sustainable behaviour, and it sets a terrible model for the young people I have the privilege to work with at Bishop’s and through the Maple League Student Fellows program. While I tell them regularly that working until exhaustion is *not* a badge of honour and that we need to practice an ethics of care, my words and my actions are out of joint. Not only is it essential to pause often, write more, and listen better to support our own individual wellness, together we can shift the narrative away from manic productivity and towards a more humane mode of living. After all, Newton, Pepys, and Shakespeare aren’t ideal models of balance, poking their own eyes and burying cheese. We can do better than that.

This fall I commit to do more thinking around how we as a consortium can help create balance by alleviating some of the intense pressure on all our shoulders, continuing to build eco-systems of support, and finding ways to share resources so we can all slow down and replenish our energy: we need to have enough space to imagine and create rather than merely cope while we hope for better days.

~ Dr. Jessica Riddell, Executive Director, Maple League of Universities

I. Inter-Institutional Collaboration

Better Together: Maple League Teaching Support Series

Since its beginning in June 2020, the ‘Better Together: Maple League Teaching Support’ series has brought together hundreds of faculty, staff, and students from across the Maple League to offer teaching support, communities of practice, and spaces to collaborate and work through challenges related to teaching and learning during the pandemic.

From July through September, we hosted two sessions every week for a total of 26 sessions. Topics included:

- Integrating Experiential Learning into Your Course
- Course Planning
- Knowledge Mobilization
- Ask Us Anything about Anti-Black Racism in Education
- Best Practices for Accessibility and Accommodation in the time of COVID
- All About Assessment
- Teaching Tips for a Successful September
- Tech and Moodle Tips
- Community Care in the Digital Sphere
- Anti-Racism in Academic and Community Spaces
- Student-Centred Course Design

V_MLTLC Better Together Series
July 16th: 'Ask Us Anything about Anti-Black Racism in Education: Creating a Brave Space to Have Questions Answered'



MAPLE LEAGUE
of UNIVERSITIES

Our July 16th Session on Anti-Black Racism hosted by Wendy Mackey, Dr. Ornella Nzindukiyimana, and Dr. Ronald Charles (StFX) was our highest attended session, with 80 live attendees, and over 50 views on YouTube.

“This was the most profound session thus far. The sincerity that each speaker addressed their story made it all the more impactful. I hope for another session of this sort soon!”

~ Participant

We transitioned from pedagogical ‘design’ to ‘delivery’ in September and shifted from our summer Better Together programming to better suit the needs of facilitators and participants. For the month of September, we held both ‘Faculty & Teaching Staff Open Office Hours’ and ‘Student Hours’. Topics for our student-focused sessions included:

- Student Wellness
- Learning Strategies for Academic Success
- First-Generation Student Meet & Greet
- Student-Athlete Meet & Greet



“It was great to connect with other students, learning about different sports and schedules. I think it was important as a first-year during COVID times to have some interaction with student-athletes in similar positions. I greatly appreciated everyone's insights and tips. I'm looking forward to making more connections with students and profs if communication channels like this one [Maple League Student Hours] become available.”

~ Alexia Bourgeois, Mount Allison, Women's Soccer

Asynchronous video content from our Better Together sessions can be viewed [here](#).

Special Interest Sessions

On Wednesdays in July and August, we held Special Interest Sessions focussed on inclusion and impact, from High-Impact Practices (Kuh, 2008), to a Call to Action on Decolonizing the Consortium from Maple League Indigenous Student Fellow Lara Hartman (Acadia University), Course Design presentations from the Bishop's University Online Learning and Technology Consultants and ‘Ask Me Anything’ sessions with the Director of the V_MLTLC, Heather Carroll.

The Maple League Student Success Panel on High-Impact Practices (HIPs) was our highest attended Special Interest Session. Over 50 staff, students, alumni and faculty from across the four universities joined to learn about HIPs, their importance, and the benefits they offer students. A recording of this panel can be watched [here](#).

Developing Our Courses Together Online Remotely (DOCTOR)

Led by Dr. Erin Austen (StFX), through the Virtual Maple League Teaching and Learning Centre (V_MLTLC), the Developing Our Courses Together Online Remotely (DOCTOR) program ran twice a week throughout July and August. Participants created a shared quiet space to work on designing, developing, and preparing their courses for the upcoming academic year.

The first two sessions of the DOCTOR program were the Better Together sessions with Dr. Heather Smith on Course Development on July 7th and 9th. Following the course development week, participants met twice a week in July, and then again in August. At the start of each session, participants shared what they planned to work on that day. Following ninety minutes of silent work (and occasional chat!) participants turned their microphones and cameras back on to debrief what went well and what they found challenging in their course development.



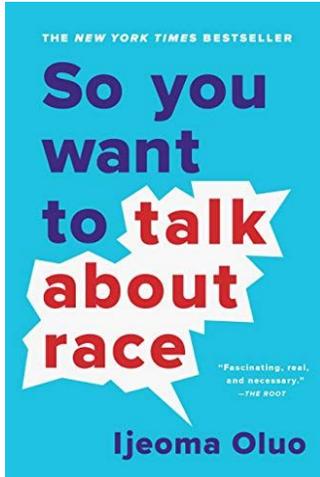
After a very successful July pilot of the DOCTOR Program, we were pleased to continue this program in August. The August iteration resulted in bolstering an inclusive and supportive community of practice where participants created a shared quiet space to work on designing, developing, and preparing their courses for the upcoming academic year. Both new and returning participants met twice a week throughout the month of August to develop their courses together, with a total of 16 participants from across our four institutions.

Dr. Erin Austen, an Associate Professor of Psychology at St. FX, is the co-chair of the Maple League Teaching and Learning Committee and facilitated the DOCTOR program this summer. Many thanks to Dr. Austen for her commitment to this project.

“As a new professor starting during the COVID shutdown, the Maple League professional development opportunities were a lifeline. Not only did Maple League sessions equip me with crucial skills I needed, such as course planning and anti-Black racism, they also provided me with an opportunity to network and meet peers despite working from home. The DOCTOR program, in particular, provided me with the structure and support I needed to succeed this fall. For example, without the DOCTOR program and personalized support from the director of the V_MLTLC, I never would have had the confidence to try out discussion forums in an advanced statistics class, which are turning out to be a highlight of my class based on student feedback.”

~ Dr. Erin Mazerolle, Faculty, St. FX University

MLTLC Book Club



This Fall semester we are hosting an inter-institutional book club focusing on anti-racist teaching and learning across the four campuses and beyond. The book selected is *So you want to talk about Race?* by Ijeoma Oluo. September 21-25 was the first week of our book club, where over 40 participants worked in small groups (10-15 people per group) and committed to meeting biweekly over the semester. Book club participants are engaging in identity work and sense-making of racism in their own lives and communities.

“I am so excited to be participating in the Maple League Book Club. As a second-year student, it is incredible having the opportunity to engage with faculty, staff, and students from all four Maple League institutions, especially on a timely, and important topic. The Maple League Book Club offers a great place to learn, share, and discuss important and sometimes uncomfortable topics in an open and robust environment. The Book Club has been enriching so far, and I look forward to continuing my involvement with the Maple League throughout the rest of my educational journey.”

~ Abby Fraser, second-year Psychology student, St. Francis Xavier University.

Student Mentorship & Major Awards

McCall MacBain Scholarship

The McCall MacBain Scholarship is a full graduate scholarship to McGill University that will provide recipients with the mentorship, interdisciplinary learning, and global community they need to accelerate their impact on the world. In its inaugural year, we are pleased to share that two students received mentorship throughout their application process from the Director of the V_MLTLC.



These applicants submitted their dossiers in advance of the September 2020 deadline.

3M Fellowships

In September we initiated our robust mentorship networks for both the 3M National Teaching Fellowship and the 3M National Student Fellowship. Last year, the pilot program for 3M Student Mentorship yielded an unprecedented number of submissions and successful fellows: out of ten 3M Student Fellows recognized annually as extraordinary student leaders across Canada, four of these fellows were from Maple League universities. We are looking to build on this success into the 2020-2021 award cycle.

Maple League 3M Support includes:

- **‘How To’ Handbooks** for the 3M National Student Fellowship and the 3M National Faculty Fellowship: these handbooks will be available to both nominees and nominators within the Maple League with the aim of improving the number and quality of applications from Maple League universities. These handbooks include excerpts from successful dossiers, tips and advice, and guidance on structure and critical reflective practice that constitutes a successful dossier
- A network of **institutional champions** to help identify and support nominations (both faculty and student) including: Dr. Jeff Banks (Acadia), Dr. Jessica Riddell (Bishop’s), Dr. Andrew Nurse (Mount Allison) & Dr. Angie Kolen (St. FX); Katie Bibbs (Bishop’s); Matt Lukeman (Acadia); and Adam Christie (Mount Allison)
- **3M mentorship network**: 3M faculty and 3M students from Maple League universities who have volunteered to work with nominators and nominees in the compilation of dossiers
- **Administrative support** in compiling dossiers, collecting reference letters, and copy-editing
- **Webinars** and on-demand **digital resources** (such as [Teaching Dossiers Q&A with a 3M Teaching Fellow](#))



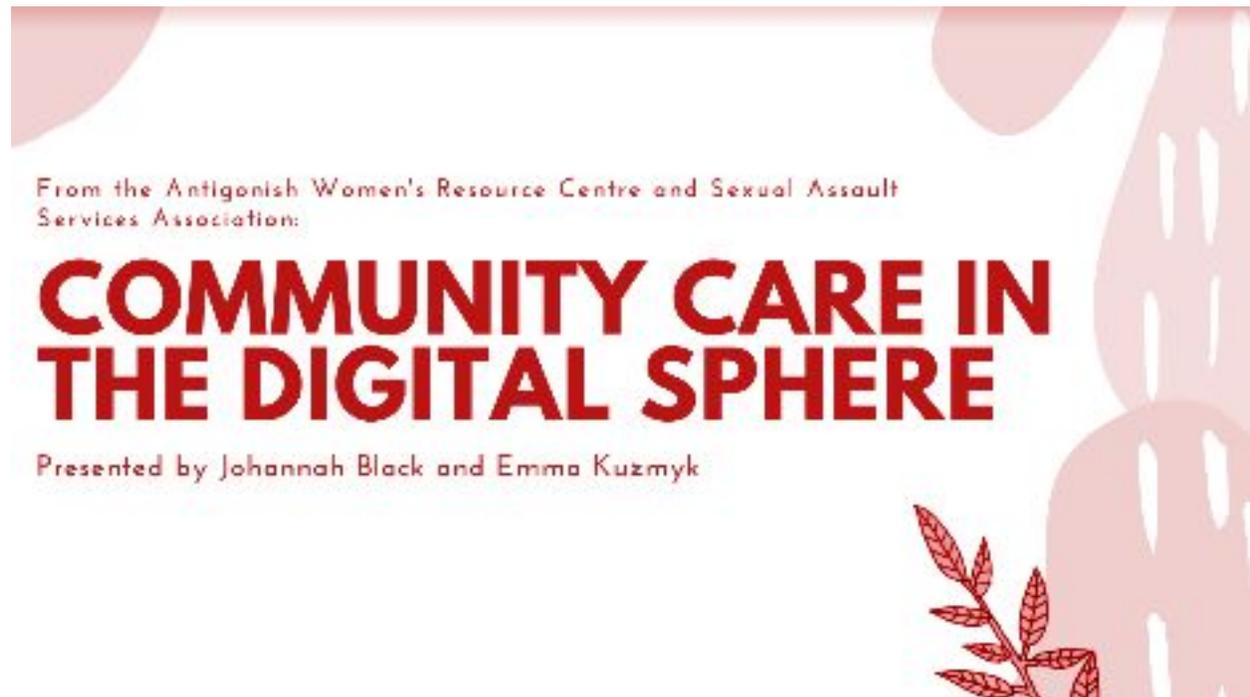
On-Demand Digital Resources

Over this quarter, the V_MLTLC Resource Guide continued to grow and serve as a resource for teaching and learning across our four campuses. All are welcome to continue to contribute resources that they have found helpful to their teaching and student learning using the forms embedded in the guide.

Topics include:

- Designing for Accessibility, Equity & Inclusion
- Anti-Racist Reading Resources
- Trauma-Informed Teaching and Learning
- Teaching with an Ethic of Care
- Supporting Students to Succeed
- Rethinking assessment & Moving beyond the exam

Review the resource here: <https://tinyurl.com/VMLTLC>



In addition, our [YouTube Channel](#) features video recordings from select Better Together, Special Interest Sessions, and Maple League Hosts events over the past several months.

Recent Maple League programming related to equity, diversity, inclusion, and belonging

1. **PROGRAMMING:** The Maple League's summer programming has been focused on anti-racism in academic spaces. We hosted four webinars with topics that included discussions on anti-Black racism, practicing anti-racism in academic and community spaces, and decolonization. These webinars reached over 250 stakeholders across the four universities.
2. **STRATEGIC VISIONING:** We engaged in EDI strategic visioning in August with the help and guidance of Tari Ajadi, Maple League Visiting Scholar, and a Ph.D. candidate at Dalhousie University working on Black activism and coalition-building across Canada.
3. **BOOK CLUB:** In the Fall term we are hosting an inter-institutional book club focusing on anti-racist pedagogy across the four campuses and beyond. The book selected is *So you want to talk about Race?* by Ijeoma Oluo. Over 40 participants are engaging in identity work and sense-making of racism in their own lives and communities.
4. **CALLS TO ACTION:** The MLTLC co-designed a BLM Statement and calls to action which will be rolled out over the Fall semester. We are also committed to amplifying Lara Hartman (Maple League Indigenous Student Fellow) and her calls to action for decolonizing the consortium.
5. **STUDENT PARTNERS & AMPLIFYING STUDENT VOICES:** Hiring Student Fellows for anti-racist, decolonizing, and belonging initiatives. Lara Hartman (Acadia University) is a Maple League Indigenous Student Fellow; Tanisha Campbell (Bishop's University) is Maple League Student Fellow for Knowledge Mobilization, working on increasing representation on HIPs for BIPOC; we are currently in the process of hiring a Maple League Student Fellow to support the MLTLC.
6. **SHARED EVENTS:** The global pandemic has in some ways given us an opportunity to connect in virtual spaces that would not be as easy to connect in person. Two such events will shift into digital platforms to engage our communities in important conversations about EDI: 1. October 4 Sisters in Spirit event hosted by Acadia and shared across the ML; 2. A Maple League Racial Justice Symposium hosted by Mount Allison (Ivan Okello and Adam Christie) in November 2020.

7. AFFINITY GROUPS: As we transition into our Fall programming with a dual focus on faculty/staff and students, we are hosting affinity group meetings (Tatum, 2019; Pour-Khorshid, 2018; Blitz & Kohl, 2012) for first-generation students, Indigenous students, and BIPOC students to meet and build community across our four institutions.

8. CONNECTIONS: We have connected the chairs of the EDI Task Forces on each of the four campuses to explore possible collaborations and share upcoming events like the October 4th Sisters in Spirit event (Acadia) and the Racial Justice Symposium (Mount Allison).

Save the Dates!

October 1 & 2: National Dialogues and Action for Inclusive Higher Education and Communities

Members of the V_MLTLC will be attending the National Dialogues and Action for Inclusive Higher Education and Communities hosted by the University of Toronto.

The National Dialogues are a series of national forums focused on addressing equity and inclusion in Canadian post-secondary education. The first in the series is a National Dialogue that will focus on anti-Black racism and Black inclusion in Canadian higher education and will take place on Thursday, October 1 and Friday, October 2, 12 p.m. – 4 p.m. (ET).

NATIONAL DIALOGUES AND ACTION FOR INCLUSIVE HIGHER EDUCATION AND COMMUNITIES OCTOBER 1 & 2, 2020

This year's Dialogues and Action will focus on sharing experiences and ideas, exploring and learning best practices, and contributing to the formulation and implementation of concrete actions that resolutely reject anti-Black racism and drive meaningful, enduring Black inclusion within individual universities and colleges; the higher education sector, in general; and our communities.

These events are open to all, you can [register here](#).

October 4: Sisters in Spirit organized by Acadia University & Maple League Indigenous Student Fellow Lara Hartman

Please join us virtually on **October 4, 2020, from at 11 am Eastern Time, Noon Atlantic Time**, for the Maple League's Sisters in Spirit Vigil.

October 4th is a day when we honour the lives of Missing and Murdered Indigenous Women, Girls and Gender Diverse People, and look for opportunities to heal from this national tragedy. Please join us virtually on this important day to honour those we have lost and demand action so that this tragedy does not take any more Indigenous women, girls, or gender diverse people. There will be speakers with different stories and information to share and different suggestions for moving forward to a better future for all.



There will be speakers, including Lara Hartman and Elder Darlene Peters Copeland, who will share stories and information, as well as suggestions for moving towards a better future. After the speakers, there will be an open mic segment so that others can share their stories, ask questions, and have an open discussion. Please wear red if you can, so even though we may not be physically together, we have solidarity for our vigil.

Join by clicking: <https://bluejeans.com/8198229605>

October 24: AAU Teaching Showcase hosted by St. Francis Xavier University

Organized by the StFX Teaching and Learning Centre under the direction of MLTLC Member Dr. Angie Kolen, this year's AAU Teaching Showcase will be a virtual professional development opportunity open to all members of the Maple League. Save the date: Saturday, October 24, 2020, for a celebration of teaching and learning excellence across the Atlantic provinces.



November: Racial Justice Symposium

The [Racial Justice Symposium at Mount Allison](#), originally scheduled for the Winter 2020 Semester, has been rescheduled for November 2020. While the original symposium focussed on student groups across the four universities, plans are underway for opening this event to students, faculty, staff, and administrators from all Maple League Universities. The event is being organized by Ivan Okello (Black Student Advisor and Diversity Educator) and Adam Christie (Director of Student Life & International Services) at Mount Allison.

Shared Maple League Courses (Fall 2020)

Faculty who were interested in opening their courses to Maple League students in Fall 2020 responded to a call for expressions of interest this summer. The Maple League Academic Committee, made up of 2-3 faculty members per institution, assessed the course proposals and then worked with the registrars to support the logistics of opening the course across the four institutions. The result was a diverse roster of six unique courses available to Maple League students through online/remote learning across our four institutions.

ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: CLA365: Who Owns the Past?
Archaeological Ethics, Cultural
Heritage, Politics, & Practice in
Contemporary Society

Hosted by: Bishop's University

Enrolment Capped at: 20 students

Delivery: Hybrid, Tuesday/Friday
3:30 – 5:00 pm EDT/4:30 – 6:00 pm ADT




CLA365: *Who Owns the Past?* examines the interface between archaeology and cultural heritage management, ethics, politics and social systems, and the ways that archaeology and its practitioners are deeply entangled in western value systems and epistemologies. Using history to contextualize contemporary practice, the course will consider the ways that archaeologists engage with current issues, debates and controversies within the discipline and beyond.

MATH 4991: *Group Theory & Physics (Mathematics)* studies the application of the representation theory of Lie groups to problems in physics. In particular, we will deduce the structure of the energy levels of hydrogen atoms from mathematical considerations.

ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: MATH 4991: Group Theory &
Physics (Mathematics)

Hosted by: Mount Allison
University

Enrolment Capped at: 20 students

Delivery: Hybrid (synchronous), scheduled
for Monday 1:30 – 3:00 pm ADT/12:30 – 2:00
pm EDT, Thursday 1:00 – 2:30 pm ADT/12:00 –
1:30 pm EDT




ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: VMCS 2991A: Archaeology of Modern Daily Life

Hosted by: Mount Allison University

Enrolment Capped at: 60 students

Delivery: Online, Tuesdays 4:30 – 7:00 pm ADT/3:30 – 6:00 pm EDT




AN EXTRAORDINARY WAY OF LEARNING

VMCS 2991A: Archaeology of Modern Daily Life will examine the material culture of everyday life from the mid-18th century and critically assess our “entanglements” with material things in the 21st century as there is increasing concern with globalization, consumption, and waste in a time of climate change, social inequality, and global pandemics.

MIKM 105: Mi’kmaq Language and Culture will use creative inquiry methodology and Indigenous pedagogy, to introduce students to the various aspects of the Mi’kmaq language: phonetics, morphology, semantics, syntax, and language acquisition. Comparisons will be made between the seven districts of the Mi’kma’ki nations.

ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: MIKM 105: Mi’kmaq Language and Culture

Hosted by: St. Francis Xavier University

Enrolment Capped at: 30 students

Delivery: Online (synchronous or mixed), Wednesday 12:45 – 2:00 pm ADT/11:45 am – 1:00 pm EDT, Friday 11:45 am – 12:30 pm ADT/10:15–11:30 EDT




AN EXTRAORDINARY WAY OF LEARNING

ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: LATI 4001: Directed Readings in Latin

Hosted by: Mount Allison University

Enrolment Capped at: 10 students

Delivery: Online (synchronous), Monday, Wednesday, Friday 8:30 – 9:20 am ADT/ 7:20 – 8:20 am EDT




AN EXTRAORDINARY WAY OF LEARNING

LATI 4001: Directed Readings in Latin is a detailed study of one or more Latin authors. [Note 1: Permission of the Department is required. Note 2: LATI 4001 may be taken for credit more than once if the topic differs.]

INDG/CANA 4101: Indigenous Canada (Advanced Topics) will focus on specific topics in transcolonial-border Indigenous History. Topics may include treaties, borders, state policy, violence, resistance, missionization, and performance set within the theoretical concepts of restorying and survivance.

ONLINE AND REMOTE SHARED COURSE
FALL 2020

Course: INDG/CANA 4101: Indigenous Canada (Advanced Topics)

Hosted by: Mount Allison University

Enrolment Capped at: 10–15 students

Delivery: Hybrid, Wednesday 1:30 – 4:20 pm ADT/12:30 – 3:20 pm EDT




AN EXTRAORDINARY WAY OF LEARNING

Maple League Research

Research Webinars

Dr. David Bruce, Director of Research Grants at St. Francis Xavier, held two webinars on the Canadian Common CV (CCV) this summer and one CCV session thus far in Fall 2020. These webinars cover all aspects of how the CCV is set-up and used, with particular attention paid to how best to maximize each part of the CCV as part of a grant application. The CCV is used for all CIHR applications, NSERC Discovery Grants, NSERC Research Tools and Instruments Grants, NSERC Alliance Grants, and SSHRC Insight Development Grants. These webinars provide useful and timely advice to all, as aspects of the program continue to evolve and change over time.

Royal Society of Canada (RSC) Fellows

The RSC has a very extensive application process; there are emerging conversations about how the Maple League might benefit from a coordinated approach to mentorship, sharing best practices, consulting with the RSC executive director, and exploring advocacy efforts to include more fellows from smaller, primarily undergraduate institutions.



Maple League Book Launch

Dr. Lauren Beck, a Canadian Research Chair (CRC) at Mount Allison, is taking the lead on a virtual Maple League book launch featuring Maple League colleagues who have books coming out in 2020. Dr. Beck and Dr. Ailén Cruz are creating a website where book descriptions, sample chapters, and possibly “meet the author” interviews could be found. If successful, this may become an annual event. The call may also be broadened to articles that have come out in 2020 in order to do features on authors whose work will resonate, for instance in work about racial equality.

NSERC Discovery Grant Workshop for Maple League

Dr. Richard Isnor coordinated a panel of seven researchers across the Maple League for a Maple League NSERC Discovery Grant workshop Wednesday, September 9th. The feedback from the workshop was overwhelmingly positive.

“The quality of the advice for the participants was excellent and also very useful for the research office participants in the session!”

~ Dr. Richard Isnor, Associate VP, Research & Graduate Studies, St. FX University

“The session was excellent and the recorded webinar will be a great information resource for all those who could not attend.”

*~ Dr. Anna Redden, Professor & Dean, Research & Graduate Studies, Acadia University
Chair of Maple League Research Committee*

Maple League Funding Extensions

On September 1, 2019, the Maple League launched four exciting new funding opportunities to promote and facilitate collaborative research, innovative teaching, spring and international field study programs, and travel amongst the four campuses. This funding comes from the annual operating budget of the Maple League through institutional membership fees. Eight projects in total were awarded funding in Fall 2019 with guidelines stipulating that applicants must plan to spend the requested funding within one calendar year of fund distribution. Due to the restrictions the COVID-19 pandemic has placed on travel and research capabilities, the Maple League funded projects have received a deadline extension one year.

Communities of Practice

The acceleration of the activities undertaken by the Maple League in the past few months has highlighted the appetite for collaboration amongst the four schools. Logistically that means our three Committees - the Maple League Teaching and Learning Committee (MLTLC), the Maple League Academic Committee and the Maple League Research Committee - and nine stakeholder groups are meeting monthly or bi-weekly to engage in strategic planning, resource sharing, evidence gathering, and benchmarking. These stakeholder groups include the Presidents Council, Union Presidents, VP Academics, Student Affairs, Academic Deans, Registrars, IT Directors, Athletics Directors, and Communications Directors.

"The Maple League consortium has meant access to professional colleagues as a sounding board for ideas, as collaborators on projects and policy, and to commiserate as we individually and collectively respond to both opportunities and challenges. This collective energy and shared experience are renewing and very much appreciated."

~ Mark Bishop, Registrar, Acadia University



"The Maple League is a perfect example of how many hands make light work. The alliance is proving itself as a forum where like minds can collaborate to improve their respective universities, exchange best practices and learn from industry leaders. I particularly appreciate the way it has stepped up in these troubled times to help us at Bishop's University meet the demands of COVID-19."

~ Mark Caduc, IT Director, Bishop's University

II. External Engagement

Maple League Hosts

Our monthly Maple League Hosts series brings together national and international teaching and learning leaders alongside an international audience to discuss themes relevant to teaching and learning and post-secondary education. Our recent Maple League Hosts brought hundreds of attendees together to learn about three important topics: Higher Education and Collaboration in the context of COVID and beyond from our University Presidents, the ‘Joy Quotient’ found within the Scholarship of Teaching and Learning, and how to ‘Name, Claim and Aim’ your teaching discomforts.

July 15: Maple League Hosts: A Panel of the Four University Presidents and the Role of Collaboration in PSE. Join the four university presidents (Peter Ricketts, Acadia; Michael Goldbloom, Bishop’s; Jean-Paul Boudreau, Mount Allison; Andrew Hakin, St. Francis Xavier) for [a discussion of higher education in the context of COVID and beyond.](#)



August 12: Maple League Hosts: The Joy Quotient: How SoTL can help make teaching better than before. Join the 2020 Canadian Recipients of the International Society for the Scholarship of Teaching and Learning (ISSoTL) Fellowship: Dr. Patrick Maher (Dean of Teaching, Nipissing University), Dr. Mandy Frake-Mistak (Educational Developer, York University) and Melanie Hamilton (Educational Development Specialist, Lethbridge College) for a session on how [integrating the SoTL into your critical reflective practice](#) can improve your classroom for Fall 2020 and beyond.

September 16: Maple League Hosts: Naming, Claiming and Aiming our Teaching Discomforts. Join Dr. Shannon Murray (UPEI), Dr. Lisa Dickson (UNBC), and Dr. Jessica Riddell (Bishop’s), as they discuss [how to name, claim and aim teaching discomforts.](#) In this webinar, they ask how they can “name, claim and aim” (Parker Palmer) their effective responses to this rapid and radical “retooling” of their teaching to learn about themselves and their students in a time of crisis.



External Funding

External funding for projects was one of our main foci this quarter, and the Maple League applied for a **total of \$1,295,848.78**. This was a culmination of four different projects submitted to three different funding rounds: Future Skills Centre “Shock-Proofing the Future of Work: Skills Innovation Challenge”, Business + Higher Education Roundtable (BHER) “Call for partnerships that create work-integrated learning: Stream Two”, and Business + Higher Education Roundtable/Co-operative Education and Work-Integrated Learning (BHER/CEWIL) “Call for proposals to create work-integrated learning experiences in Canada”.

Maple League Social Incubator - The PATH

In July 2020, with the assistance of Dr. Jessica Riddell, Dr. Michael Sheppard (faculty member at Acadia University and Professor of Entrepreneurship) and Brendan MacNeil (Student Coordinator and Canada Summer Jobs Intern for the social incubator) submitted an application to the **Future Skills Centre for a total of \$189,848.777 to fund The PATH (Social Innovation Incubator)**. The purpose of the social innovation incubator is to support student entrepreneurs across the four Maple League universities. The establishment of a Maple League social innovation incubator will be differentiated from others as we are university-based, undergraduate-focused and student-led, and based in rural/regional communities. This program will ultimately mentor, embrace, and develop businesses and social enterprises that take a triple bottom line approach—with equal focus on financial, environmental, and social sustainability (planet, profit, and people).

"I believe that the Maple League facilitates a more relationship-rich environment with our colleagues across our four institutions. Through this extended network, more, and better, ideas will be developed, scaled, and ultimately implemented for the benefit of all our students."

*~ Michael Sheppard, Ph.D., M.A.Sc., Associate Professor, Entrepreneurship & Innovation,
F. C. Manning School of Business, Acadia University*



**Future Skills
Centre**

Online Learning and Technology Consultants (OLTC) Expansion

In August 2020, under the supervision of Dr. Jessica Riddell, Heather Carroll (Director of the V_MLTLC), Lauren Boulbee (Maple League Post-Graduate Fellow in Advancement and Communications) and Tiffany MacLennan (Maple League Research Fellow and Strategist) submitted two separate funding proposals to both **Future Skills Centre (\$480,000)** and **Business + Higher Education Roundtable (\$426,000) for a Maple League expansion of the Online Learning and Technology Consultants (OLTCs) program** that was piloted this summer at Bishop's University.

The pilot OLTC program at Bishop's hired 23 students to aid in course design with faculty for the Fall 2020 term. The students hired were those who identify as BIPOC, LGBTQ+, first-generation, international students, as well as student leaders, student-athletes, and students from all socioeconomic backgrounds; the premise was that the diversity of OLTCs made it more likely that courses would be built with empathy, student-centeredness, and inclusivity.

The proposal submitted to Business + Higher Education Roundtable (BHER) and Future Skills Centre (FSC) aims to expand the pilot program at Bishop's to include students from the four Maple League Universities (Acadia, Bishop's, Mount Allison, and St. Francis Xavier) and create a minimum of 160 work-integrated learning (WIL) experiences. The innovative nature of this initiative creates WIL opportunities in rural/regional communities across three provinces following a summer of depleted job-market opportunities and record-breaking unemployment for students.



Maple League Suite of Online Courses

In September 2020, under the supervision of Dr. Jessica Riddell, Heather Carroll (Director of the V_MLTLC), Lauren Boulton (Maple League Post-Graduate Fellow in Advancement and Communications) and Tiffany MacLennan (Maple League Research Fellow and Strategist) submitted a **\$100,000 funding proposal to Business + Higher Education Roundtable/Co-operative Education and Work-Integrated Learning (BHER/CEWIL) for building a suite of online courses with Students as Partners in WIL**. The Student Partners Program aims to provide 40 students with work-integrated learning opportunities across the Maple League. Students hired as Student Partners will be trained in educational technology such as Moodle, Microsoft Teams, etc., as well as empathetic pedagogy which brings students' needs to the centre of teaching and learning practices. Following training, students will work directly with professors to help build online courses that are of the highest possible quality. While faculty and higher education institutions benefit from offering higher quality classes, the Student Partners gain valuable skills that will benefit them in their university careers and the job market afterwards.



**BUSINESS
+ HIGHER
EDUCATION
ROUNDTABLE**



LinkedIn Learning

On behalf of the Maple League, Charlene Marion (Coordinator of Experiential Learning at Bishop's University's Williams School of Business), submitted a proposal to **Business + Higher Education Roundtable, and Co-operative Education and Work-Integrated Learning (BHER/CEWIL) for a total of \$100,000** to pilot a project that will give Bishop's and Acadia students, staff and faculty access to **LinkedIn Learning**. This pilot will also provide courses for all Maple League students with the potential for an applied project and focus on competency development.

RIIPEN

In September 2019, the Maple League received a **technology investment of \$80,000 from RIIPEN (\$50,000 of funding from RBC) to pilot their software across the four Maple League universities.** RIIPEN is an online platform for project-based experiential learning. Over the past year, this software allowed our institutions to bring more experiential and work-integrated learning into courses and provide support for faculty who wanted to incorporate industry projects and case studies into the curriculum.

On September 18, 2020, at a benchmarking meeting with Dr. Jessica Riddell, Heather Carroll and Tiffany MacLennan, Jennifer Lussier (Relationship Manager at RIIPEN), reported that the Maple League surpassed the goal of 200 experiential learning challenges completed by students in 2020. **This investment looks likely to be renewed for 2020/2021** with plans to expand the use of the RIIPEN platform to more stakeholders across the Maple League.

"Collaborating with the Maple League has been meaningful for me both professionally and personally. On a professional level, these collaborations have meant that collectively our students have been able to benefit from the acquisition of Riipen. ... From a personal standpoint, the Maple League has facilitated working relationships (and new-found friendships!) with my colleagues in both experiential learning offices and the business faculties."

*~ Charlene Marion, Experiential Learning Coordinator,
Williams School of Business, Bishop's University*

Mobilizing University Teaching to Achieve Better eLearning for Everyone (MUTABLE)

Mobilizing University Teaching to Achieve Better eLearning for Everyone (MUTABLE), formerly the 'Digital Resources Consortium' is a pan-Canadian collaboration of universities, partner organizations, and volunteers coordinated by staff employed on a contract basis. MUTABLE is a growing consortium of higher education institutions, expert individuals, and partners dedicated to supporting Canadian higher education students and faculty members by promoting the curation and creation of open educational resources. Its goal is to curate, redevelop, and develop open digital instructional resources for use by faculty members and students in Canada's universities. MUTABLE maintains a structural link with the Maple League of Universities through its Executive Director and the Director of the Maple League Virtual Teaching and Learning Centre. Throughout the quarter, the Maple League has continued to advise this group, and share best practices about collaboration and teaching and learning.

Recruitment Collaborations

The four recruitment directors have been meeting regularly this quarter with plans to continue their collaboration and plan more joint events in the coming months.

Under the lead of Kutay Ulkuer, Director of Recruitment, Admissions and Awards at Mount Allison University, the four Maple League Universities will be collaborating with IDP Education to do niche recruiting in a specific region to be determined. If the Maple League recruiting teams are successful in the chosen region they will renew the partnership and continue to explore other regions.



Dan Seneker, Director of Student Recruitment and Retention at Bishop's University, took the lead on a Maple League Virtual Recruitment Initiative for the United Nations International School (UNIS). Dr. Jessica Riddell and the four Recruitment directors will highlight the value of being a member of the Maple League while also showcasing the unique aspects of their respective universities and conclude the presentation with a Q&A session. The Maple League presentation is Wednesday, October 21st, 2020, at the United Nations International School (NYC) from 3:00-4:00 pm Eastern Time.

The Recruitment Teams also discussed the idea of hosting an "open" Maple League recruitment information session in early December. supported by the Maple League Executive Director Dr. Jessica Riddell. Details will be forthcoming.

Maple League in the Media

The Maple League has organically shown up in the news a few times this quarter about the Maple League universities' decision to bring students back to campus and the safety precautions implemented.

In August the Maple League was featured in a [CTV news article](#) and a [Globe and Mail article](#) that referenced students from outside Atlantic Canada arriving on campus early to self-isolate and protect the Atlantic bubble.

In September [a story in the Toronto Star](#) written by a Halifax correspondent had a Maple League angle about the return to school during COVID-19. This article was also [featured in Caledon Enterprise](#), an Ontario local subsidiary of Torstar Corporation. Additionally, due to the level of care taken in return to school protocols, Mount Allison was mentioned in *Academica Top Ten* and [CBC](#) as a Maple League school in New Brunswick welcoming students back to campus this Fall.

UNSW Connection Seminars

Connections is a series of seminars at the University of New South Wales in Australia, facilitated by the Pro-Vice-Chancellor, Education Portfolio, that explore different aspects of learning and teaching. Dr. Jessica Riddell, as a special guest and subject matter expert, will discuss on October 6th from 8:00-9:00 pm (Eastern Time), how Bishop's University Online Learning and Technology Consultants project to support the COVID-19 transition to online learning, and the measured benefits. Register for the event [here](#).



HSBC Social Innovation Academy Partnership

The Maple League has been approached by the coordinator of this program to encourage Maple League students to apply for their fellowship that is geared toward youth interested in the intersections of impact with research, finance, design. Significantly, the Maple League has also been asked to partner with them as a Social Purpose Organization (SPO) with a design challenge in Winter 2021.



III. The Maple League Team

Dr. Jessica Riddell

Dr. Riddell began her role as the Executive Director of the Maple League of Universities on July 1, 2018. As a Full Professor (Early Modern Drama) in the English Department at Bishop's, Jessica sits on the Board of Governors and Senate, as well as a number of committees, working groups, and taskforces across the institution. During her time at Bishop's she has served as Chair of the English Department (2016 - 2018), and Founding Chair of the Teaching and Learning Centre (2011 - 2019) and most recently as the Stephen A. Jarislowsky Chair of Undergraduate Teaching Excellent (2017 - present).



With her experience in collegial governance, program development, pedagogical innovation, labour relations and negotiations, and institutional culture change, her knowledge of navigating institutional pathways helps to illuminate how similar - and different - the four universities in the Maple League consortium are, and how together they can learn from one another to tackle some of the most pressing issues facing post-secondary education in Canada.

Externally, Dr. Riddell engages in public-facing activities and projects, including as an active contributor to public scholarship through her work as a columnist for *University Affairs Magazine*, as a keynote speaker at international conferences, and an active researcher in diverse fields that include Shakespeare, gender studies and performance theory, institutional culture change, high impact practices, and transformative learning. She also sits on a number of national and international boards, including the Future Skills Research Advisory Board (Social and Emotional Skills – SES), the Council of University Executives (CUE), and as a member of the Future Skills Talent Council.

An excerpt of her recent article for *University Affairs* captures her vision of social inclusion: *“How do we restore balance in higher ed? We must listen to our students, especially those who have historically been left out of conversations. We must listen to contingent and precarious faculty who are shouldering a disproportionate amount of the labour. We must listen to – and value – differing perspectives at our boards and senates as a fundamental principle of collaborative governance.”*

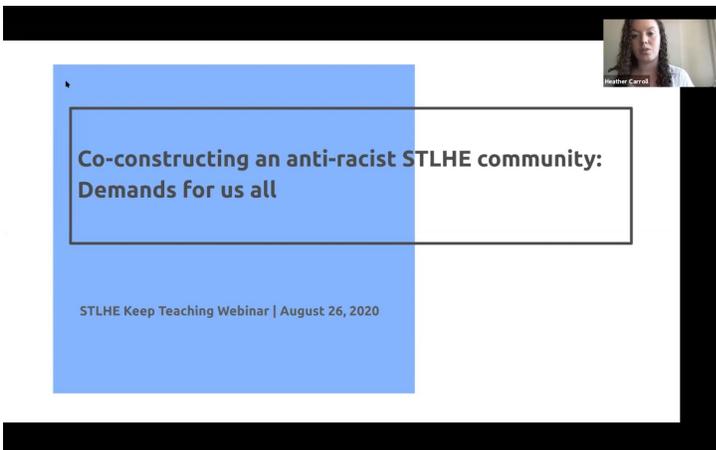
Heather Carroll



As Director of the Virtual Maple League Teaching and Learning Centre, Heather creates opportunities for stakeholders from across the Maple League to bolster teaching and learning initiatives across our four universities. Notably, Heather has organized our Better Together and Special Interest Series, drawing on best practices in teaching and learning as well as community requests and feedback in order to facilitate meaningful and timely learning opportunities for faculty, staff, and students.

In addition to large-scale programming, Heather works one-on-one with faculty who are transitioning to hybrid or online instruction. Through individual consultations (both throughout and external to the DOCTOR program), she advises faculty on emerging trends, strategies for student engagement, and educational technologies.

Heather works closely with the Executive Director, the Maple League Teaching and Learning Committee, and the Maple League Student Fellows to advance programming related to equity, diversity, inclusion and belonging. She facilitates the Maple League TLC’s Book Club, reading *So you want to talk about race* by Ijeoma Oluo, with a focus on ethnic-racial identity exploration and the practice of anti-racism.



Externally, Heather represents the Maple League at the MUTABLE Consortium, as well as on the Council of National 3M Teaching and Learning Fellows. Heather will be attending the upcoming National Dialogues and Action on anti-Black racism and Black inclusion hosted by the University of Toronto, especially focusing on inclusive teaching and learning, to inform her work with the Maple League.

Lauren Boulton

Lauren Boulton is the Advancement and Communications Post-Graduate Fellow for the Maple League. Lauren has a strong understanding of the values defining the consortium and the capacity to identify internal and external partners and strategic allies. As a strong brand ambassador for the Maple League, Lauren uses her networking skills and research capabilities, as well as user-research reporting skills, to effectively communicate the current and future goals of the Maple League to all stakeholders, therefore ensuring further growth of the League.



In her position, Lauren analyzes current sources and identifies potential funding opportunities (government, foundations, private philanthropy) and works closely with the Executive Director Dr. Jessica Riddell, the Director of the V_MLTLC Heather Carroll, and the Maple League Research Fellow and Strategist Tiffany MacLennan, to design funding proposals and a strategic plan to execute successful partnerships.

As an active member of the Maple League strategic planning team, Lauren is also responsible for supporting Maple League communications by ensuring that all communications plans are aligned with the Maple League focus statement and key messaging in order to scaffold communications and monitor strategy. Lauren's role also includes managing the Maple League administration and logistics, as she schedules meetings, sets up video conferencing links and takes meeting notes for all active communities of practice.

Lauren also plays a large role in coordinating Maple League educational activities for the Maple League Shared Courses, as she works with the registrars at each university as well as the Maple League Academic Committee, ensuring that all course proposals are accounted for and that these educational activities are communicated to teachers and students using various communication tools.

Finally, Lauren is also called upon to support the running of the consortium, including maintaining member institution cooperation and project integration, working closely with the Executive Director to set Maple League strategy and objectives, determining and securing budgets, as well as reporting regularly on the financial status of the Maple League.

Tiffany MacLennan

Tiffany, a recent graduate of St. Francis Xavier University, was awarded a prestigious McKenna Fellowship for \$25,000 to explore a project that has a meaningful impact on the community. She and Dr. Riddell are collaborating on a project that aims to increase student retention through the use of High Impact Practices (HIPs). In this role, Tiffany facilitates research on HIPs within the four Maple League (ML) institutions, collects and analyzes data relevant to HIPs in the ML institutions, is conducting a literature review of the outcomes of HIPs in higher education, organizes and facilitates workshops with stakeholders from the ML institutions regarding HIPs, and collaborates with the ML to find innovative solutions for HIP implementation. Tiffany is a key advisor on collaborations, emerging ideas and research of HIPs, and works closely with the ML Student Fellows, Director of the Virtual ML Teaching and Learning Centre (V_MLTLC) and ML Executive Director.



Recently, Tiffany MacLennan has been selected as a fellow in the [SPARC Open Education Leadership Program](#), an intensive professional development program to empower academic professionals with the knowledge, skills, and community connections to lead successful open education initiatives that benefit students. The two-semester program blends online, peer-to-peer, and project-based learning to build a comprehensive understanding of the open education field coupled with practical know-how to take action on campus and beyond. Tiffany is one of 21 fellows selected from an international application pool for the program's [2020-2021 cohort](#).

Tiffany reports to the Maple League of Universities on content, opportunities, and potential collaborations learned within SPARC's Open Education Leadership Program and will complete a capstone project for SPARC's Open Education Leadership Program with the Maple League of Universities. Tiffany will also develop and manage Open Educational Resource Awareness Campaigns for the Maple League of Universities. As a component of Tiffany's fellowship, she will provide Open Educational Resources consulting to the Maple League of Universities for two years, up to fifty hours per year, and Open Educational Resources consulting to the Students' Associations of the Maple League of Universities for five years, at no charge, up to fifty hours per year.

Maple League Student Fellows

Tanisha Campell

Tanisha is a recent graduate of the Knowledge Mobilization Certificate from Bishop’s University, where she worked on Advocacy for First-Generation Students in the University context. She is currently studying modern languages at Bishop’s University. As a student fellow of Knowledge Mobilization and Community Engagement, Tanisha works in collaboration with colleagues to disseminate knowledge on existing tools and systems (i.e. High Impact Practices) across the four Maple League institutions and facilitates workshops with stakeholders from the Maple League institutions about their engagement with first-generation students (with a focus on tools and systems available and collaborate with Maple League partners) in order to make innovative recommendations for HIP Implementation. Tanisha



Campbell expands her role this Fall to include Knowledge Mobilization on High Impact Practices, as well as community engagement. In her role, Tanisha extracts and organizes information provided by fellow students to create appropriate mediums to disseminate knowledge (i.e. infographics, blogs, posters). She participates in strategic planning for project-related events and networking opportunities and is learning how to pitch, plan, budget, implement, evaluate and report on a socially-innovative project.

Lara Hartman

Lara, studying Politics at Acadia University, is focussed on leading initiatives and building sustainable programs to decolonize the academy. Lara is working with a team of Elders, faculty members, and Indigenous alliance staff to design a plan for Indigenizing and Decolonizing the Maple League. This position allows Lara to make changes for the present and future, by advancing the design and implementation of educational activities, research projects, student-generated content, and EDI related events and initiatives related to Indigenous issues, pedagogies, and ways of knowing.



Currently, Lara and Zabrina Whitman, Acadia’s Indigenous Student Coordinator, are sharing the programming (hosted by Acadia University and partners from coast to coast to coast) with the Maple League community, such as our upcoming Sisters In Spirit Vigil. Lara will also be the facilitator for October’s “Maple League Hosts” event.

Brendan MacNeil

Brendan is studying Finance at Acadia University and is the President of the Acadia Students' Union. In his role as Student Manager with the Maple League Incubator, Brendan oversees and develops the core components of the incubator. This includes developing and launching the virtual program platform, communicating with mentors and offices of advancement on each campus, and developing relationships with partners to deliver workshops and additional opportunities for student entrepreneurs throughout the semester.



This Fall, Brendan continues to work closely with Dr. Michael Sheppard in developing The PATH's mentorship engagement plan as well as a branding and marketing strategy. He is coordinating with other campuses to launch a social media campaign and the PATH website in the coming weeks. He is working with the alumni departments to build a Mentor Network that will serve as the bridge between students and the real world of business, providing coaching through the various stages of startup development and creating connections.

Frédérique Larouche

Frédérique Larouche, studying Sociology at Bishop's, continues to play a key role in turning the team's initiatives and visions into words and images. Through graphic design, website creation, and video production, she ensures that everything we do is presented with a touch of creativity. Frédérique's skill set has been an invaluable asset to the Maple League this summer and will continue to grow as she continues her work throughout the Fall. Frédérique works closely with the Director of the V_MLTLC to edit and post videos to the Maple League YouTube page for high quality, branded asynchronous resources that have been accessed by higher education professionals from the Maple League, across Canada, and internationally.



Georges-Philippe Gadoury-Sansfaçon

Georges-Philippe, studying Mathematics and Psychology at Bishop’s University, has played an integral role this summer in teaching and learning initiatives. In addition to his role on the SRC at Bishop’s, Georges-Philippe provided student voice and strategic advice to the launch of the OLTC (Online Learning and Teaching Consultants) program at Bishop’s and helped conceptualize the expansion across the Maple League. He also works closely with the four Athletic Directors on a data-sharing initiative focussed on enhancing student-athlete success. Georges-Philippe has also played a key role in student-centred programming in September through the V_MLTLC, as a presenter in the first ‘Student Hours’ about Learning and Academic Success.



Addy Strickland

Addy Strickland, in her fourth year of Development Studies and English at St. Francis Xavier University, is our new Maple League Student Leadership and Success Fellow. She has been engaged in our ‘Student Hours’ as a co-host on the session about Student Wellness. Addy is also one of the 2020 3M National Student Fellows. Her experience as a 3M Student Fellow will support her role, and she will assist Heather Carroll with cultivating the 3M mentorship network for 2020-2021. Her extensive knowledge of writing and editing will be a key component in the design of the 3M “How to” handbooks for faculty and students.



Appendix A: Communications

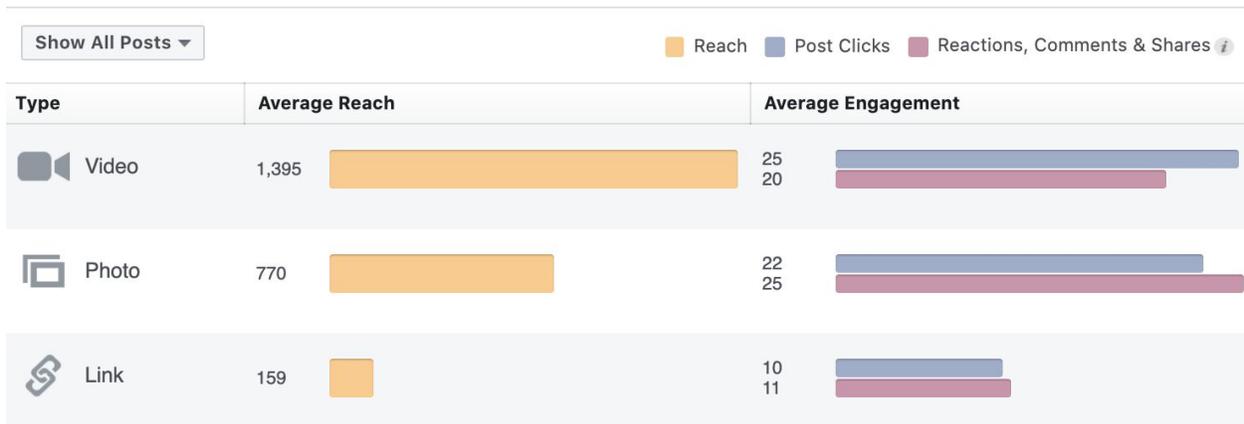
Social Media Insights

Facebook

Our average reach and engagement based on the type of post we share; photo, link, status comment (re-sharing another channel’s post) can be seen below. When we share videos they receive the greatest average reach of the three types. While our links have a lower average reach they have the highest average engagement (which means more people are clicking on them to read the content, often blogs, and are then reacting, commenting and sharing).

Maple League followers are interested in not only eye-catching photos but in the story we are telling.

The success of different post types based on average reach and engagement.



Facebook is a platform where we continue to see exponential growth, especially in reach. After analyzing the insights for Facebook over the last 3 months, other notable metrics include **post engagement up 500, reach up 12,901 and page followers up 12.**

Twitter

The Maple League Twitter has experienced a tremendous amount of growth over the last year. Not only is our following a very **loyal and engaged** one, but we organically gained **130 new followers** this quarter. We get an average of **59.6K tweet impressions** (times our tweets are seen) a month and are currently holding strong at **177.2K** which is **up significantly** from **115K** the start of the quarter; this translates to great exposure for the Maple League. This quarter we are averaging **84 retweets** and **257.66 likes a month** which are also up significantly from last quarter. This not only means again an increase in exposure but confirms the loyalty and engagement of our followers.



Mentions

159 ↑ 7.4%



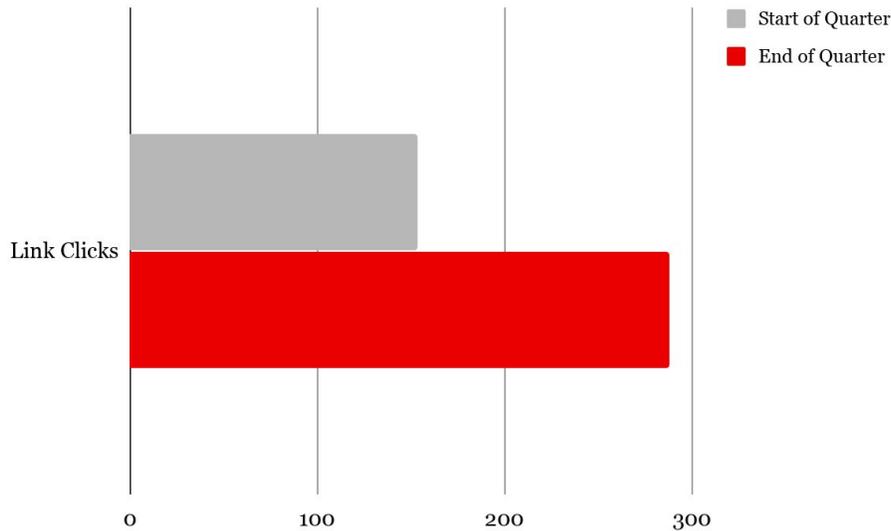
Followers

1,244 ↑ 51



Instagram

Instagram has been a consistent channel with an **average reach per post of 300 people**. Followers often repost content to their story (which allows it to be seen by all of their friends for 24 hours). During these occurrences more traffic is driven to the Maple League account, increasing the number of followers.



We are seeing consistent growth across this social media platform, which is notable because it is usually difficult for organizations to see **continual growth across all platforms**. One of the most significant data points is the growth in link clicks (shown above). Since having acquired Linktree (allows for multiple links to be preserved), **link views have grown exponentially** this quarter from **154 to 288**. This is significant because it confirms that we have a very loyal and engaged following; followers are taking an interest in Maple League content and making the effort to visit our profile, click on the link, and engage with our story.

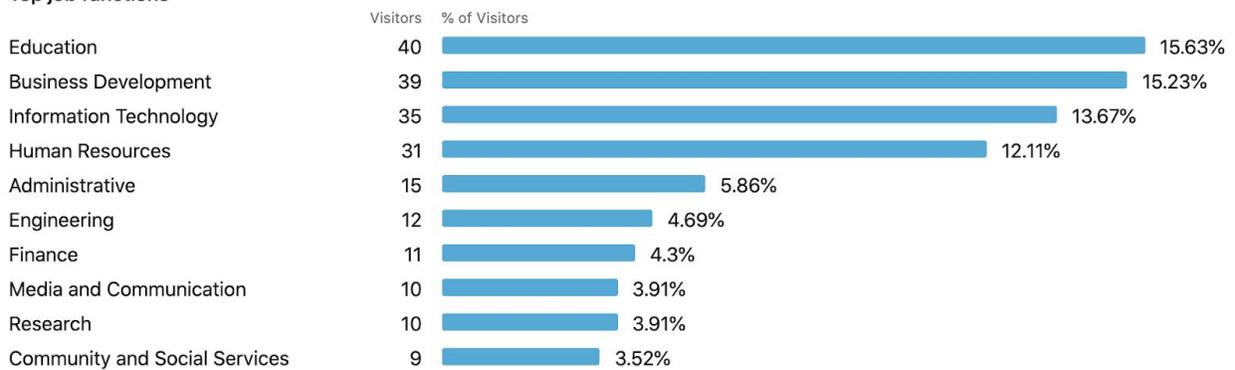
LinkedIn

Since focusing efforts on this platform (**April 24th, 2020 - present**) we have seen significant follower growth, engagements and impressions. LinkedIn is a channel that can often be very difficult to see organic (unpaid) growth. Not only have we accomplished significant organic growth, our **engagement rate of 10.98%** for the quarter is also extremely high, as anything over 2% for LinkedIn is considered very good.

Visitor demographics ⓘ

Time range: Jul 1, 2020 - Sep 29, 2020 ▼ Data for: Job function ▼

Top job functions



Visitor demographics ⓘ

Time range: Jul 1, 2020 - Sep 29, 2020 ▼ Data for: Location ▼

Top locations

