

HEATHER MACTAGGART

Suite 18-123 3555 Don Mills Rd, North York, ON | 416.219.4130 | hm@classroomconnections.ca

PROFESSIONAL SUMMARY

Heather MacTaggart is a social entrepreneur, educator, author, innovator and consensus builder.

She began her private sector career at Proctor and Gamble where, over the course of seven years, she held progressively senior marketing and management positions. She thereafter applied her expertise to establish a unique consulting hub.

Through her leadership, *Classroom Connections* evolved from a grass-roots resource for schools to a social enterprise dedicated to educational transformation. *Classroom Connections* is now a respected source of leading edge, government sponsored, training curricula in use across Canada and around the world. Corporate sponsors include RBC and 3M.

Along the way, Heather and her team also designed practical, life-changing programs to engage at risk indigenous youth. Ultimately, *Classroom Connections* spawned the revolutionary *Change It Up!* platform, with Heather on the front lines at First Nation reserves, providing self-development and employment skills to young women and men who had previously dropped out. This platform spawned the widely distributed CIU! Toolkit: an easy-to-implement program based on a decade of practical field experience in the delivery of employment, pre-employment and life skills training.

As the Executive Director of *Classroom Connections*, and as the Canadian Deputy of *The 21st Century Learning Initiative*, Heather consistently inspired disparate groups to enthusiastically support innovative change in education. In 2010, she co-authored *Overschooled but Undereducated* with John Abbott in the UK.

Her newest and most exciting venture is *Unschooling School* which, with the support of an international cast of diverse and free-thinking academics, promotes a quiet revolution which will permanently alter the systemic rigidity of schooling. *Unschooling School* unleashes the freedom to learn in a thoughtfully considered but bold encounter with stale and traditional teaching methods.

Heather is a creative and dynamic change agent, fostering both growth and disruption in the learning environment. Her influence at the highest levels of government and business has made a meaningful difference in the lives of marginalized young Canadians.

Going forward, Heather's fierce commitment to fundamentally alter anachronistic methods of teaching is rapidly gaining traction in Canada and around the world.

SKILL HIGHLIGHTS

- Indomitable crusader
- Inspiring public speaker
- Empathetic communicator
- Innovative thought leader
- Gifted conversationalist

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CORE ACCOMPLISHMENTS

- Created and shaped the revolutionary concept depicted in *UnschoolingSchool.com*.
- Built *Classroom Connections* into a worldwide originator of educational materials.
- Spearheaded the *Change it Up!* First Nations platform with unprecedented 80% retention rates.
- Created *MentorNation*, a pioneering mentoring program for marginalized youth.
- Established Nipsis Café, a full-service, social employment enterprise on the Samson Cree Nation
- Collaborated with provincial and federal governments to implement practical Indigenous training.
- Co-authored *Overschooled but Undereducated*, a book about transformational change in education.
- Served as Canadian Deputy of *The 21st Century Learning Initiative*, a children's learning research lab.
- Alumnus of the Governor General's Canadian Leadership Conference (LeadershipCanada.ca).

PROFESSIONAL EXPERIENCE

Classroom Connections *Founder/Executive Director* *1997-Present*
Toronto, Ontario and Edmonton, Alberta

- Directed the tactical and long-term strategic activities of a vital social organization.
- Established and maintained an extensive network of education, business and community leaders.
- Solicited and secured substantial and sustainable program funding from public and private sectors.
- Created and actively implemented all educational materials and training programs.
- Responded to, and collaborated with, the Classroom Connections Learning Foundation Board.

HJ Richter & Associates *Lead Consultant* *1990-1996*
Toronto, Ontario

- Developed and implemented ongoing sales training programs for a variety of international corporate clients, including Proctor & Gamble, Tremco and Oral-B.

Proctor and Gamble Canada *National Customer Service Manager* *1983-1990*
Toronto, Ontario and Cincinnati, Ohio

- Recruited from university and fast-tracked as an intern in the P&G home-office
- Experienced and excelled in the world-renowned P&G sales training program
- Progressed rapidly from sales rep to Ontario regional manager to National Service Manager

EDUCATION

Sir Wilfred Laurier University, Waterloo ON

Bachelor of Arts: Psychology and Economics

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FEATURED IN:

- *Four Years Living on the Reserve (2019)*. University of Toronto - Continuing Education Lecture Series
- Multiple local and national news features regarding Change it Up! and Nipsis Café (2013-2017) <http://www.changeitup.ca/in-the-news.html>
- *Second Chance*. Global Television (2003). Profiling women of courage and commitment.
- *The Power of Passion*. V.Tony Hauser (2004). Celebrating the passion of inspiring Canadians,
- *Women of Inspiration*. Michelle Vella (2004). Highlighting personally inspirational Canadian women.

CLASSROOM CONNECTIONS PUBLICATIONS

Classroom Connections is dedicated to societal change through liberating and rationalizing education. The organization was founded on the premise that effective transformation should start with our children. Our award-winning materials are integral to over 80% of schools in Canada. Surveys suggest that 95% of users would recommend our programs to others. All resources include a teacher's guide and supplementary audio and video material, transcripts, activity packages, charts and active call-in support.

Sample Educational Resources (Bilingual) www.classroomconnections.ca

- *The Change It Up! Toolkit*: An easy-to-implement and widely used program (2020) based on a decade of practical field experience in the delivery of employment, pre-employment and life skills training.
- *The Gathering Place*: Department of Canadian Heritage/National Capital Commission (2006, 2016, 2018). A teaching resource for Grades 5 to 8 Social Science and History Classes exploring the Canadian people, history, culture and achievements reflected in our capital of Ottawa.
- *Bridges That Unite*: Aga Khan Foundation Canada (2009). An exploration of international development through the lens of global issues, resource inequity and quality of life around the world. Activities challenge youth to rethink assumptions about development by highlighting Canada's success in helping communities address the root causes of poverty.
- *Sharing the Harvest/Nurturing Growth/Planting the Seeds*: Citizenship And Immigration Canada (2003 - 2005). A trilogy of resources on Canadian and global citizenship that explores shared values and builds awareness of world issues and interconnection.
- *Celebrating Diversity*: Subway/Ontario Special Olympics (2004). A teaching resource to foster inclusive classrooms and appreciation for human diversity.
- *Cultivating Peace*: Citizenship and Immigration Canada, Soka Gakkai Canada, TakingITGlobal (2002, 2004). A youth oriented recognition of the power of the individual in rejecting a culture of violence and building a culture of peace.
- *Strangers Becoming Us* (Elementary and Secondary): Citizenship and Immigration Canada (2000, 2001). A resource examining issues relating to multiculturalism, citizenship, and the meaning of being a new Canadian. It was designed for use in Social Science/Social Studies and ESL secondary programs.