



April 13, 2011

Minerals Strategy Team
Provincial Minerals Strategy
Department of Natural Resources
P.O. Box 8700
St. John's, NL
A1B 4J6

Dear Strategy Team,

On behalf of Prospectors and Developers Association of Canada Mining Matters (**PDAC Mining Matters**), I am writing to provide support for the important and excellent work conducted under the Geological Survey of Newfoundland and Labrador's Outreach Program (GSNL Outreach Program) and the efforts of the staff to raise awareness of the importance of Earth science and mineral resources for teachers, students and the general public.

PDAC Mining Matters is a charitable organization dedicated to bringing the wonder of Canada's geology and mineral resources to students, educators and the general public. The organization provides current information about rocks, minerals, metals, and mining and offers educational resources that meet provincial curriculum expectations. We have benefited tremendously from our many and varied partnerships and collaborations with Amanda McCallum, Outreach Geologist, and the GSNL Outreach Program.

In 2007, **PDAC Mining Matters** initiated a project to expand its programming outside Ontario. Newfoundland and Labrador (NL) ranked as the number two candidate province, behind Manitoba, in a project criteria matrix exercise based on provincial curriculum, existing provincial mineral resources education programs, established partnerships, number of schools, and exploration and mineral production activity. In 2009, expansion efforts for NL commenced with a focus on the development of curriculum-linked classroom resources for junior, intermediate and senior levels. Implementation of educational resources began in 2010 through teacher professional development workshops and engaging workshops for students. Since 2010, we have also focused on public outreach in the province. In May of 2011, we will expand our Aboriginal outreach programs into Labrador, with continued focus on the implementation of educational resources.

Our partnership with the GSNL Outreach Program has been critical to the success of our expansion efforts. Ms. McCallum has been instrumental in engaging provincial stakeholders, contributing to project plans, providing technical expertise, and jointly delivering education and outreach programming to increase awareness.

Classroom Kits

In partnership with the GSNL Outreach Program, **PDAC Mining Matters** developed one curriculum-correlated classroom resource for NL teachers in Grades 4 and 7. A second unit for high school was correlated to the provincial curriculum. All of our units are written by active classroom teachers and are designed to meet the educational goals of the province. Technical experts, including Ms. McCallum, verified the integrity of the content. This is the most effective and efficient method of ensuring that the material is appropriate and usable in the classroom.

Each classroom kit contains hundreds of items. Rock and mineral samples, mineral testing equipment, full-colour visuals, DVDs, books, posters, educational games, career information products, puzzles, and a binder with 35 curriculum-linked lesson plans. The GSNL Outreach Program contributed extensive sets of provincial rock and mineral samples to ensure the content was provincially relevant.

PDAC Mining Matters classroom kits help provide a solid basis upon which teachers and their students can gain understanding of the vital importance of NL's abundant mineral resources and how they can be extracted with care and used wisely to improve daily lives. In our kits, there is special emphasis on developing new understandings among students of the importance of a renewed respect for planet Earth and securing natural resources in a responsible and sustainable way.

Teacher Professional Development Workshops

In order to obtain a **PDAC Mining Matters** resource kit, teachers must participate in a workshop to learn about the resource and how to effectively implement it in their classroom. This is an integral part of the program. Many teachers do not have a background in science. Fewer have a background in Earth science. Teacher workshops inspire and motivate teachers while enhancing their understanding of mineral resources and Earth Science. Workshops also provide an excellent forum to discuss myths and misconceptions about the minerals industry.

The inaugural NL teacher workshops were held in November 2010 in St. John's as part of the province's *Mineral Resources Review Conference and Trade Show*. To date, 25 teachers have participated in our workshops, each receiving a classroom kit. These 25 teachers reached an estimated 625 students in the first year of implementation. Kits are designed to be used year after year.

Mineral Resources Student Workshop Series

April 2011 marked the beginning of our *Mineral Resources Student Workshop Series*, presented in partnership with GSNL Outreach Program. Interactive, hands-on workshops that include students in participatory learning were developed to expose them to scientifically accurate Earth science and mineral resources information. The student workshop series also provided teachers with the training and classroom resources they need to confidently deliver their Earth science curriculum year after year. To date, 13 classrooms have participated reaching 249 students. Projecting these results over three years, we are confident that these teachers will inspire an estimated 747 students by offering exceptional Earth science learning experiences.

Public Outreach

PDAC Mining Matters showcases the mining world to teachers, students, and the public at special annual events such as the *PDAC International Convention, Tradeshow and Investors Exchange, CIM Mining for Society* shows, science teacher conferences, Mining Week celebrations, and conventions like *GeoCanada 2010*.

During the *PDAC International Convention, Trade Show and Investors Exchange*, **PDAC Mining Matters** provides three days of programming—one for teachers and two for students—featuring guest speakers, workshops, and visits to the trade show floor. Since 2009, Ms. McCallum has played a significant role in the delivery of engaging learning activities to profile Earth science, mineral resources, and career opportunities over the course of the three days.

Since 2010, **PDAC Mining Matters** has contributed to the GSNL Outreach Program during *Mining for Society* held in St. John's prior to the *Mineral Resources Review Conference and Trade Show*. **PDAC Mining Matters** delivers hands-on learning experiences related to mineral resources and Earth science reaching over 1,000 students, teachers and parents over the past two years.

PDAC Mining Matters manages the WHERE Challenge—a national contest that promotes awareness of non-renewable Earth resources. It asks young Canadians aged 9 to 14 “What on Earth is in your stuff” and “Where on Earth does it come from?” The WHERE Challenge was devised in response to the notion that most citizens of planet Earth have little or no idea about the source of all the materials that go into making the “stuff” that they use every day. WHERE is an acronym for Water, Hazards, Energy, Resources and Environment—the areas in which Earth scientists work.

Since its inception, the WHERE Challenge has successfully attracted thousands of youth participants from across Canada. Ms. McCallum is a valued member of the Atlantic Region Judging Committee and recommends regional and nationals winners.

Outreach to Aboriginal Communities

Now in its tenth year of offering Aboriginal outreach programs, **PDAC Mining Matters** provides educational programming and resources to Aboriginal communities in the north to promote awareness of the realities of mineral exploration and mining, as well as the career opportunities in the industry. This spring, we look forward to continuing our partnership with the GSNL Outreach Program to bring our *Mineral Resources Student Workshop Series* to five coastal Aboriginal communities located in Labrador.

Thank you for the opportunity to provide comments in support of the GSNL Outreach Program. It is imperative that the GSNL Outreach Program continues to receive a high level of support from the NL government. As we educate our youth and the public about mining and mineral resources, we promote understanding and interest in the future of our industry.

Sincerely,


Patricia Oillon
President

Prospectors and Developers Association of Canada Mining Matters