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2016-2020 Strategic Plan
To promote school perseverance and
educational success of young *Estriens*

ANNUAL REPORT 2017-2018



PARTNERS
FOR
EDUCATIONAL SUCCESS
ESTRIE
(PROJET PRÉE)

 @PerseveranceScolaireEstrie
 @Projet_PREE
 @PerseveranceScolaireEstrie

reussiteeducativeestrie.ca

A MESSAGE FROM THE CO-CHAIRS

As part of its 2016-2020 Strategic Plan, the Partners for Educational Success Estrie (*Projet PRÉE*) has set a goal of achieving a graduation and qualification rate after 7 years of 77% by 2020 in the public sector. In light of the latest report from the *Ministère de l'Éducation et de l'Enseignement supérieur (MEES)*, the results continue to grow in the public sector in Estrie, from a rate of 73% in 2015 to 74.4% in 2016. This is unprecedented in the last 12 years!

This accomplishment is due, in large part, to the support of the *Projet PRÉE* partners, who continue, year after year, to believe in the importance of mobilizing and consulting each other so that even more *Estriens* can flourish, persevere, and succeed in their studies. For the past 12 years, the *Projet PRÉE* has been working to bring together the vital forces of the Estrie region around school perseverance and educational success. In doing so, it wishes to encourage the cooperation of its various partners on developing a message as well as through joint actions, focusing on the needs of young people and their families.

Children are at the heart of the approach

Last January, the Government of Quebec unveiled its new Strategy for Children from Birth to Age 8, *It's All About the Children*. This strategy supports the aim of the *Projet PRÉE*, which oversees and supports several actions of primary school transition, early reading and development of literacy skills. Moreover, this year, the *Projet PRÉE* has once again updated its mandate to promote reading and the love of reading in the Estrie region. It has been a part of a spectrum

of activities and initiatives in various regions, allowing young people to develop their interest in reading, and their parents to better support them.

Aware of the importance of the cohesion and harmony of the actions carried out for youth and their families, the *Projet PRÉE* also supports the establishment of an integrated social development consultation. Bringing together different local and regional actors around important social issues (early childhood, educational success, fighting poverty, healthy living, etc.), this initiative will bring together everyone's skills in order to improve the quality of life of the Estrie community.



Marie-France Bélanger
Copresident
Table estrienne de concertation interordres en éducation (TECIÉ) / Projet PRÉE



Christian Provencher
Copresident
Table estrienne de concertation interordres en éducation (TECIÉ) / Projet PRÉE

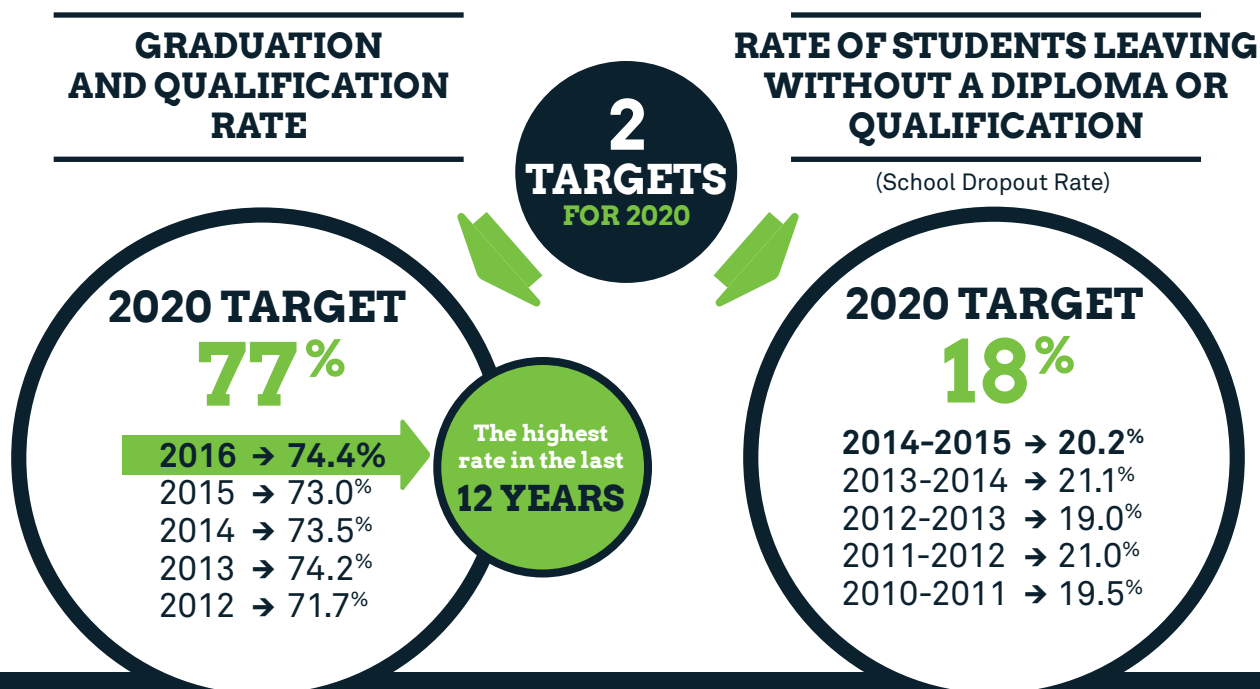
Together, let school perseverance and educational success be a priority for all!

PROJET PRÉE'S MISSION

To promote school perseverance and educational success in young *Estriens* through the mobilization of inter-level and inter-sectoral stakeholders and the development of joint initiatives.



PORTRAIT OF SCHOOL PERSEVERANCE **IN ESTRIE**



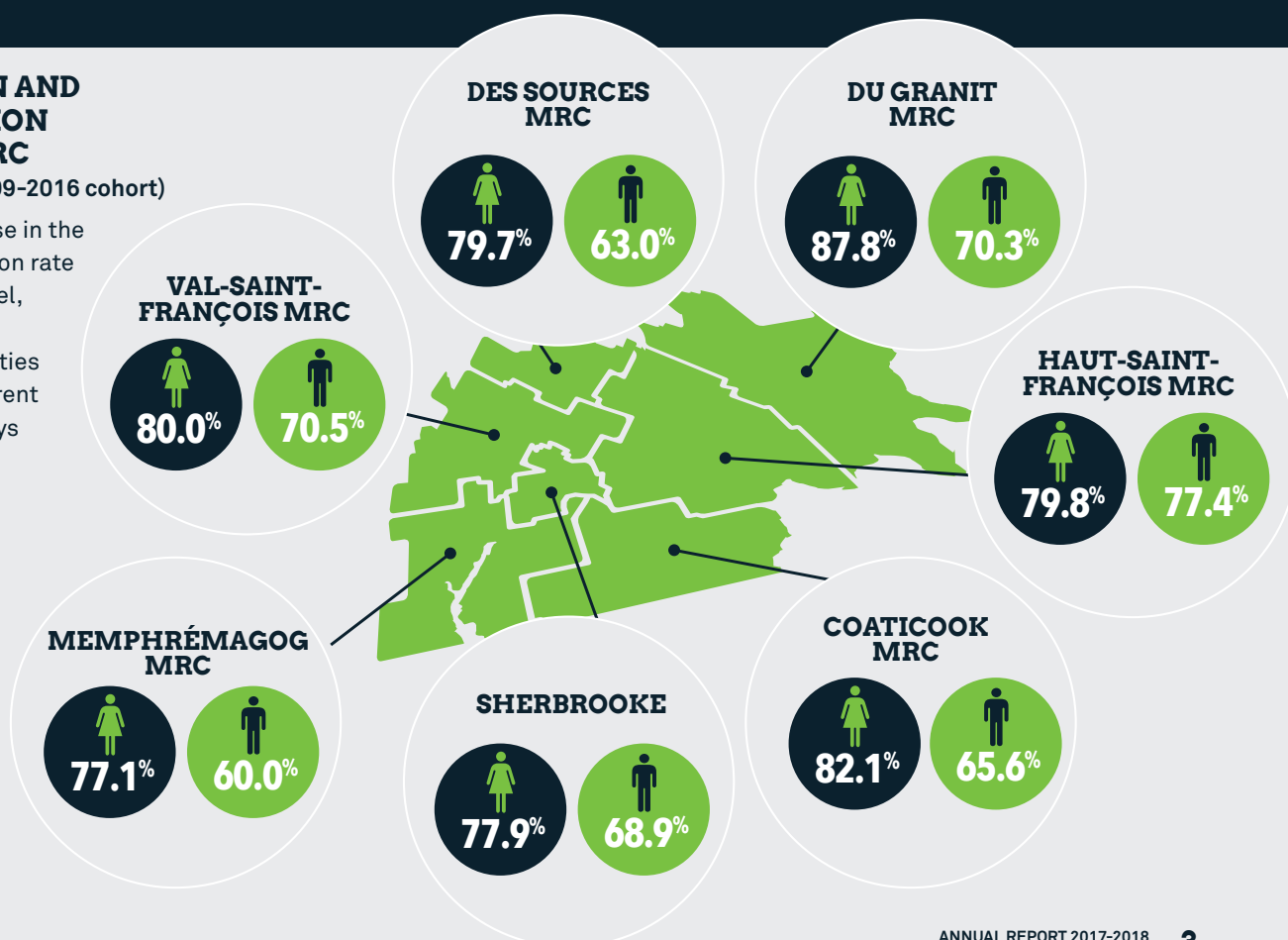
The proportion of students under 20 years old who obtain a first diploma or qualification continues to increase in the Estrie region, from 71.7% in 2012 to 74.4% in 2016. However, the mobilization of partners and the harmony of their directed efforts will be critical to achieving the projected target of 77% for 2020.

For the past five years, the dropout rate without a diploma or qualification for the Estrie public, sexes combined, oscillated between 19% and 21%, with a rate of 20.2% for the year 2014-2015. Effort must be maintained to reach the realistic but ambitious target of 18% by 2020.

GRADUATION AND QUALIFICATION RATES BY MRC

(Public sector, 2009-2016 cohort)

Despite an increase in the under-20 graduation rate at the regional level, there still exist significant disparities between the different MRCs, for both boys and girls.



2016-2020 STRATEGIC PLAN

Luis Molinero Martnez



4 KEY ISSUES

STRATEGIC OBJECTIVES

1 Mobilization, concertation and commitment of the community towards school perseverance and educational success

- ① To develop a shared leadership culture
- ② To value and promote the different training paths leading to educational success and integration into the work force
- ③ To develop an educational culture among all the community stakeholders

2 Practices supported by research in favour of school perseverance and educational success

- ④ To ensure the documentation and transfer of knowledge
- ⑤ To accompany and support the decision maker and stakeholders in the implementation of effective actions

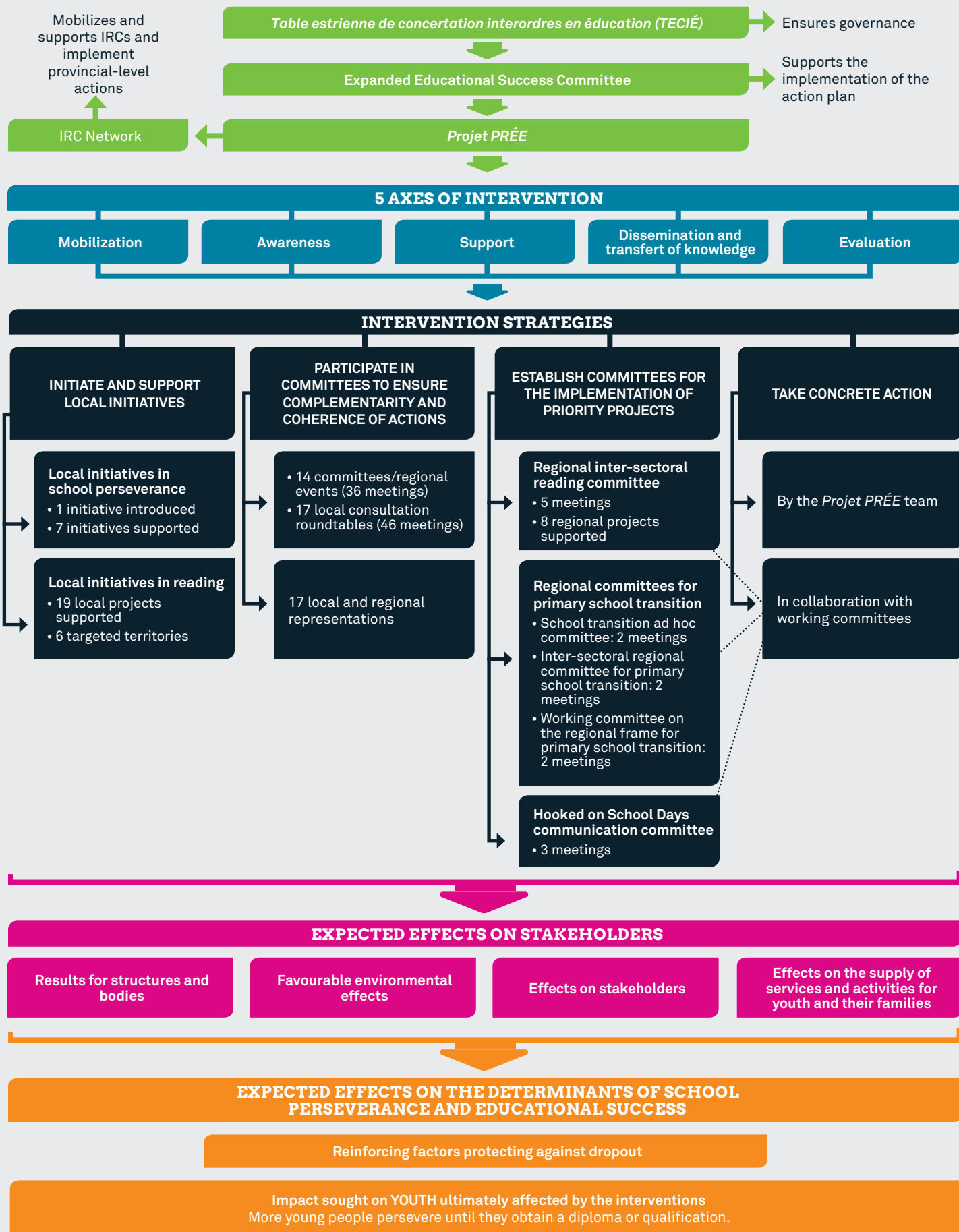
3 Preventive actions

- ⑥ To act jointly with the stakeholders in the implementation of actions enables children to be better prepared when they start school
- ⑦ To promote, increase and maintain interest in reading among 0-20 year olds and their parents

4 The sustainability

- ⑧ To document the methods, the operation, the procedures and the know-how developed by the team
- ⑨ To consolidate existing financial partnerships and develop new ones
- ⑩ To actively contribute to the work undertaken in the region in regards to the development of an integrated approach model

PROJET PRÉE'S INTERVENTION SCHEME



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KEY ISSUE 1

Mobilization, concertation and commitment of the community towards school perseverance and educational success

STRATEGIC OBJECTIVES

- ① To develop a shared leadership culture
- ② To value and promote the different training paths leading to educational success and integration into the work force
- ③ To develop an educational culture among all the community stakeholders

HOOKED ON SCHOOL DAYS 2018



February 12th to 16th, 2018 JPSEstrie.ca

Hooked on School Days (HSD) represent a privileged opportunity to strengthen mobilization and to encourage the various stakeholders and partners to take concrete action to support school perseverance and educational success. For this ninth edition, the event was rooted in the national campaign: *Your actions, a + in their success*. The invaluable collaboration of the partners and the mobilization of the population have, once again, made school perseverance spread throughout the Estrie region!

ACHIEVEMENTS

→ TIES TO THE NATIONAL CAMPAIGN

- This connection has allowed the *Projet PRÉE* to benefit from province-wide exposure, to partake in a cocktail reception at the *Assemblée nationale* during the event, to enjoy a strong public image with our collaborators, to put to use an exclusive *Léger* survey of Quebec youth who have experienced a problematic situation related to their school perseverance, as well as to receive the support of several national partners.

→ AN EMOTIONAL ESTRIE LAUNCH!

- In the form of a convivial and lighthearted networking breakfast, the launch brought together more than 70 actors and partners. The guests had the opportunity to hear moving testimonials and to preview videos of young people from the region who brought to light all the little “+” that make a difference in their journeys.

→ THE PROJET PRÉE TEAM IN THE FIELD

- The *Projet PRÉE* joined youth and staff in schools and community organizations throughout the region to participate in various activities.



→ A CONCERTED PUBLIC RELATIONS STRATEGY

- Seven partners from different backgrounds issued a press release to highlight the results of the exclusive *Léger* survey unveiled during the HSD.

→ YOUTH SQUADS MEET WITH ELECTED OFFICIALS

- Five youth squads went to meet the elected officials of five MRCs in Estrie in order to deliver messages designed to raise awareness for issues facing their communities, and to mobilise them in solutions they can support to promote educational perseverance. In total, these squads met with 62 elected municipal officials.

RANGE OF INFLUENCE

- **317 activities** identified in **222 school, community, or municipal organizations**
- **32,534 promotional tools** distributed across various media
- More than **50 flags** in circulation in municipal and school environments in Estrie
- **48 cities, municipalities, and MRCs have taken concrete action:** flag raising, resolutions, commitment to school perseverance, #JPS2018 on social media, organization of activities, etc.
- More than 70 media appearances
- **2,815 visitors** on jpsestrie.ca
- **7 newsletters** dealing with the HSD (871 subscribers)
- Advertising presence on radio, Internet, and Facebook

Your actions a + in their success!



Raise awareness of the importance of prioritizing education.

"EDUCATION, THE PRIORITY" CAMPAIGN



EDUCATION, THE PRIORITY

August 23rd to September 8th, 2017
IChooseMyEmployer.com

The awareness campaign *Education, the priority* was held at the beginning of the 2017 school year, a vulnerable time frame for students who combine work and studies. The activities put forward in this campaign were aimed at making students, their parents, employers and other various stakeholders aware of the reality of balancing school and work with the importance of prioritizing education.

HIGHLIGHTS

- Issue of the *Estrie School-Work Balance* newsletter, designed for employers (456 subscribers)
- Dialogue with schools, municipalities, partners and certified employers
- Social media campaign to publicize the *I Choose My Employer* video among the youth
 - Facebook: more than **26,000 youth reached** and more than **11,800 views**
 - YouTube: **2,985 views**, comprised of 640 organic and 2,345 paid (Adwords)
- Facebook campaign directed at raising awareness among parents:
 - The website IChooseMyEmployer.com: more than **24,000 parents reached** and more than **715 clicks**
 - An article on school-work balance from the ParentEstrie.com website: **16,830 parents reached** and **211 clicks**

Sensitize young people about the importance of finishing their school year.



"HANG IN THERE! YOUR SUCCESS, YOUR CHOICE!" CAMPAIGN



April 23rd to May 4th, 2018 HangInThere.ca

Every year since 2013, an awareness campaign aimed at young people is launched at the end of April to encourage them to finish their school year with the most passed courses and to return to school the following year. For this sixth edition, the campaign has been analysed and reviewed as a whole to give it new wind in its sails. The message and aesthetic have been updated to make this activity more appealing to its main targets: our youth. *Don't give up* has thus become *Hang in There! Your Success, your Choice!*, to harmonise with *Accroche-toi au slam* contest, whose winners have seen their work shared throughout this campaign.

HIGHLIGHTS

- Campaign mainly on social media (Facebook and Instagram) to appeal to young people: **251,027 views** and **171,351 youth reached**
- 17 publications on the Facebook page *Perseverance scolaire Estrie* for parents, reaching more than **50,000 people** and generating 171 shares, 360 likes, and 79 new followers.
- **1,116 visits** on the microsite HangInThere.ca
- New videos featuring young people reciting excerpts from the *Accroche-toi au slam* contest were created and viewed **13,505 times** across our various platforms
- Advertising inside 26 *Société de transport de Sherbrooke (STS)* buses
- In total, **12 cities, municipalities, or MRCs** talked about the campaign
- **4 instances of media coverage**

VALORIZATION AND PROMOTION OF THE VARIOUS TRAINING PATHS LEADING TO EDUCATIONAL SUCCESS AND INTEGRATION IN THE LABOUR MARKET



The *Projet PRÉE* and the *Table estrienne de concertation formation-emploi (TECFE)* found that they prioritised common elements in their respective action plans related to the valorization and promotion of various education and training paths. Based on these observations, the two organizations decided to collaborate as part of a first step aimed at better understanding the state of affairs regarding this subject. Ultimately, the aim is to create and implement a concerted action plan to promote and valorize different training opportunities.

- A search for secondary sources, including a schematisation of the main stakeholders working on the valorization and promotion of various training paths was carried out, in addition to an exploration of available studies and surveys, and a review of previous actions undertaken in Quebec.
- Eight exploratory interviews were conducted with experts and key stakeholders. In total, approximately twenty partners from eight diverse backgrounds were met.
- Identified from the intersections of interview analysis and secondary data analysis, nine findings emerged in the status report.

The next step is to set up an inter-sectoral committee of partners whose mandate will be to develop a concerted action plan that takes into account the findings and recommendations of the status report.

INVOLVEMENT WITH COMMITTEES AND REGIONAL PROJECTS



In an effort to continue the regional mobilization, the *Projet PRÉE* is involved in various committees and groups, and participates in various regional events. The purpose of these involvements is to foster strategic coherence, strengthen the capacities of collaborators and support the transfer of information between the various stakeholders.

The *Projet PRÉE* participated in 36 meetings held by 14 Estrie groups (number of meetings):

- *Collectif estrien 0-5 ans* (5)
- *Colloque régional de la démarche Vision attractivité Cantons-de-l'Est / Estrie* (1)
- *Comité communication du Comité estrien pour les saines habitudes de vie* (5)
- *Comité aviseur sur les communautés linguistiques et culturelles* (5)
- *Comité organisateur du colloque de l'Association québécoise des troubles d'apprentissage (AQETA Estrie)* (1)
- *Comité de pilotage du programme de scolarisation des jeunes mères* (8)
- *Comité régional de l'Initiative concertée d'intervention pour le développement des jeunes enfants (ICIDJE)* (2)
- *Comité de suivi de la Chaire de recherche sur l'apprentissage de la lecture et de l'écriture chez le jeune enfant – CREALEC* (1)
- *Conseil de la culture de l'Estrie* (3)
- *Défi OSEntreprendre* (1)
- *Journée régionale sur les approches de proximité* (1)
- *Observatoire estrien du développement des communautés (OEDC)* (1)
- *Projet Mother Goose en Estrie* (1)
- *Table des directions des services aux élèves de l'Association des écoles privées de l'Estrie (AEPE)* (1)

COMMITMENT AND AWARENESS ACTIONS

Each year, the *Projet PRÉE* organises presentations to inform and raise awareness among its diverse partners and to publicize the initiatives supported in Estrie. Here are the organizations met:

- Estrie Regional Administrative Conference
- Sherbrooke Town Hall
- *Comité de développement de la recherche de la Faculté d'éducation de l'Université de Sherbrooke*
- *Comité des études de 1^{er} cycle de la Faculté d'éducation de l'Université de Sherbrooke*
- Vice-Dean of Research and Vice-Dean in training at the *Faculté d'éducation de l'Université de Sherbrooke*
- *Regroupement des organismes communautaires famille de l'Estrie (ROCFE)*
- Project manager of the *Table des MRC de l'Estrie*
- *Club Lions of Sherbrooke*
- *Luc Fortin, Ministre de la Famille*, minister responsible for the Estrie region and representative of Sherbrooke



2

KEY ISSUE 2

Practices supported by research in favour of school perseverance and educational success

STRATEGIC OBJECTIVES

- 4 To ensure the documentation and transfer of knowledge
- 5 To accompany and support the decision maker and stakeholders in the implementation of effective actions

THREE WEBSITES UPDATED CONTINUOUSLY



ReussiteEducativEstrie.ca

The *Projet PRÉE* website presents the various initiatives carried out and contains documentation on research-supported practices.

RANGE OF INFLUENCE

- 7,079 users
- 9,189 sessions
- 21,446 page views, 2.33 pages per session

ParentEstrie.com

ParentEstrie.com is a resource directory for all Estrie parents. This year, three articles were written, and seven useful resources were shared on the site.

RANGE OF INFLUENCE

- 14,130 users
- 16,178 sessions
- 23,817 page views, 1.47 pages per session
- 10 articles shared on Facebook, of which 4 have reached 78,556 people

IChooseMyEmployer.com

This site aims to make employers and students aware of the importance of a healthy school-work balance.

RANGE OF INFLUENCE

- 11,703 users
- 14,649 sessions
- 36,223 page views, 2.47 pages per session

INFORMATIVE NEWSLETTERS



School Perseverance Estrie newsletter

This bilingual newsletter is aimed at various partners and professionals from the school, community, municipal, health and social services sectors. It includes information about school perseverance and educational success in Estrie. In total, 12 issues were transmitted during the year. The newsletter has 858 subscribers and the average opening rate remains above 25%.

School-Work Balance Estrie newsletter

Aimed at employers, this newsletter seeks to raise awareness about and equip them for the realities of their student-employees. This year, more than 456 subscribers viewed seven news capsules, with an average opening rate of 31%.

Various dissemination tools to inform and increase awareness.



THE PROJÉT PRÉE ON SOCIAL MEDIA



Projet PRÉE is on Facebook... **@PerseveranceScolaireEstrie**

This page aims to inform and sensitize partners, youth and parents in varied and continuous directed communications.

- 2,259 followers, of which 287 were new
- 693,126 people reached
- 467 posts

...Tweets on Twitter... **@Projet_PREE**

Meanwhile, the Twitter account informs followers of news about education and shares interesting articles related to school perseverance.

- 250 followers, of which 144 were new this year
- More than 67,700 views
- 248 posts
- 246 likes, 110 shares, and 104 clicks

... and surfs the Instagram wave! **@PerseveranceScolaireEstrie**

New this year, the *Projet PRÉE* has created an Instagram account to directly engage with young people via campaigns directed at them.

- 110 followers
- 38 posts, 187 likes

Support companies that implement measures to promote the educational success.



SCHOOL-WORK BALANCE ESTRIE



The *Projet PRÉE* acts as a regional resource in the regional deployment of School-Work Balance Estrie. This initiative aims to recognise and support companies that implement measures to promote the educational success of their student-employees. Participating employers thus promote the success of the young generation, while ensuring the creation of a skilled workforce in the future. The *Projet PRÉE* supports local partners in the implementation of School-Work Balance Estrie.

HIGHLIGHTS

- Organization and animation of three co-development meetings with School-Work Balance agents
- Development of a strategy to promote the JeConcilie.com website and presentation of the tool to various inter-sectoral partners (local consultation roundtables, schools, etc.)
- Coordination of the School-Work Balance information kiosk during the *Cégep de Sherbrooke* open house
- Development of a work plan for School-Work Balance agents to produce videos and advertorials highlighting supportive employers for the *Education, the priority* campaign
- Creation and distribution of nine newsletters to 456 participating employers in Estrie

Promoters of School-Work Balance Estrie: the carrefours jeunesse-emploi du comté de Johnson, du comté de Richmond, de Memphrémagog, du Granit, des Sources, de Coaticook, as well as the Corporation de développement économique communautaire de Sherbrooke.

Raise awareness among partners, parents and young people about school perseverance and educational success via different social media.

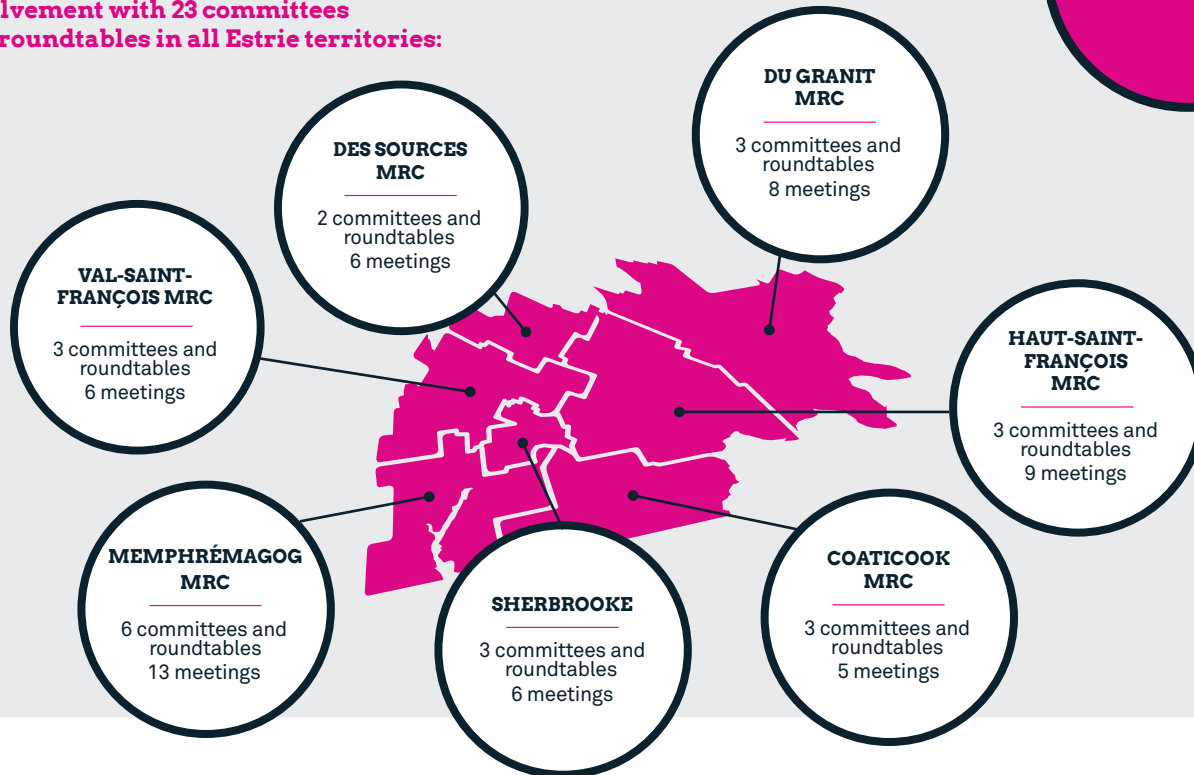


SUPPORT TO LOCAL STAKEHOLDERS



The *Projet PRÉE* is involved with local communities by participating in various committees, inter-sectoral consultative bodies and events in the Estrie MRCs. Given the complex nature of school perseverance and the multitude of factors associated with educational success, these involvements ensure liaison with local partners, as well as coherence and complementarity of initiatives in school perseverance and educational success.

Involvement with 23 committees and roundtables in all Estrie territories:



Involve in local communities.

SUPPORT FOR INITIATIVES IN SCHOOL PERSEVERANCE



- Request for fundraising and collaboration with an application to the *Imagine Stanstead* monitoring committee for 2018-2019
- Support to the monitoring committee for the evaluation of *Imagine Stanstead* and the development of the manual and technical components of the project
- Collaborative recognition as part of the *Robe de bal de la Maison des Grands-Parents de Sherbrooke* project
- Creation of a document for the Eastern Townships School Board, presenting the roundtables and committees on their territory and recommendation for representation
- Nomination of the *ZigZag* magazine for the Robert-Bourassa award (*Du Granit MRC*)
- Support at the regional level for evaluating a project designed to young mothers' schooling
- Support for the *CDC des Sources* and the *Comité prévention et concertation jeunesse des Sources* with regards to the graduation and dropout situation for the submission of a project to the *Secrétariat à la jeunesse* and to the *Fondation Lucie et André Chagnon*.

Mobilize and support partners to encourage school perseverance.



3

KEY ISSUE 3

Preventive actions

STRATEGIC OBJECTIVES

- ⑥ To act jointly with the stakeholders in the implementation of actions enables children to be better prepared when they start school
- ⑦ To promote, increase and maintain interest in reading among 0-20 year olds and their parents

REGIONAL ACTION PLAN FOR A HARMONIOUS SCHOOL TRANSITION 2017-2020



An ad hoc committee of inter-sectoral partners contributed to the drafting of a three-year action plan allowing all Estrie children to enjoy a harmonious school transition. This action plan aims to develop a common understanding of the concept of school transition, to mobilise partners around concerted actions and to encourage the implementation of a variety of school transition actions.

HIGHLIGHTS

- Two meetings of the ad hoc committee of inter-sectoral partners to finalise the drafting of the action plan
- Establishment of a permanent inter-sectoral regional committee for primary school transition (two meetings held). This committee is composed of 15 inter-sectoral partners (in the fields of education, childcare, community, health and social services, family, etc.).
- Fifteen presentations of the action plan by the members of the regional committee, to a variety of inter-sectoral partners
- Establishment of a working committee responsible for the implementation of a regional framework for a primary school transition (two meetings held) and the hiring of a project manager. This framework will serve as a tool to promote consultation in the implementation of a variety of actions to enable children in Estrie to have a harmonious school transition.
- Submission of a request for funding to the *Ministère de l'Éducation et de l'Enseignement supérieur (MEES)* to ensure the deployment of actions in years 1 and 2 of the regional action plan for a harmonious school transition



Daniel Uędzura

REGIONAL ACTION PLAN FOR VALUING READING 2017-2020



The *Projet PRÉE* has been entrusted by the *Ministère de l'Éducation et de l'Enseignement supérieur (MEES)* with a mandate to deploy a measure to promote the value of reading in communities. In order to fully realise this mandate, a regional action plan has been developed with the Regional inter-sectoral reading committee. This plan aims to develop the literacy skills of young people and their families, and to foster synergy between libraries, the school network and partners. Nearly 25 inter-sectoral partners participated in the development of this action plan.

IMPLEMENTATION OF REGIONAL READING PROJECTS

Maximising the use of reading tools

Reading tools have been developed to provide different environments with key resources to support parents in developing their child's interest for reading. These tools include: leaflets, posters, bookmarks and reading activities for elementary school teachers (including a reinvestment activity at home). Several actions have been undertaken to promote reading tools and thus make it possible to reach a larger number of families.



HIGHLIGHTS

- Distribution of 3,840 sets of reading leaflets to parents and children attending kindergarten through collaboration with local elementary schools
- Distribution of reading tools to 12 early childhood centres or coordinating offices
- Distribution of reading tools to 12 family community organizations, literacy centres or popular education centres
- Distribution of posters about reading at all CLSC service points of the *CIUSSS de l'Estrie - CHUS*, thanks to the collaboration of the direction of the *Programme jeunesse*
- Updating of posters about reading in the 67 municipal libraries in the region, thanks to the collaboration of the *Réseau Biblio de l'Estrie* and the *Association des bibliothèques publiques de l'Estrie*
- Distribution of 250 stickers promoting reading tools at the *Association d'éducation préscolaire du Québec (AEPQ)* conference
- Organization, in collaboration with key people in the school boards, of a contest among primary school teachers to promote the use of activities and tools for reading
- Presentation of the tools to the *Regroupement des Centres de la petite enfance des Cantons-de-l'Est (RCPECE)*, the *Association des bibliothèques publiques de l'Estrie*, the table of school speech therapists in the region, and the members of the *Regroupement des organismes communautaires famille de l'Estrie (ROCFE)*

Livre en cadeau

As part of this project created in collaboration with the *Biblaire GGC*, the *Projet PRÉE* was able to offer more than 1,500 books to families living in vulnerable conditions, thanks to the participation and cooperation of several Estrie organizations.

Accroche-toi au slam Contest

accrocheslam.com

In order to allow our youth to express themselves on what encourages their own school perseverance, all while exploring the literary world of slam poetry, the *Projet PRÉE*, in collaboration with *Slam du Tremplin* and *Radio-Canada Estrie*, launched *Accroche-toi au slam* in September 2017, a slam poetry contest about school perseverance.

HIGHLIGHTS

- Contest open to all young people aged 12 to 20 who attend a public or private school in the English or French sectors of Estrie
- 16 registered groups and 8 individual registrations
- Three winning slams from the *École secondaire du Tournesol* in Windsor and the *École secondaire de l'Escale* in Asbestos
- Dissemination of winning slams as part of *Hang in There! Your Success, your Choice!* campaign
- Live performances by the winners at the *Salle le Tremplin*
- Recording of slams in a studio environment as well as featuring winners live on *Écoutez l'Estrie*, featured on *ICI Radio-Canada Première* (101.1 FM in Sherbrooke)

Allow young people to express themselves on what encourages their own school perseverance.

ACCROCHE-TOI AU
SLAM

Support of partners and stakeholders in the implementation of **REGIONAL READING PROJECTS**

Agir efficacement en alphabétisation

Organization: Centre de services éducatifs populaires (CSEP) du Haut-Saint-François

November 2017 to June 2018 | Funding: \$18,000

The CSEP organised four sensitization workshops with 80 stakeholders from different sectors (school, community, health and social services, libraries, etc.) in order to equip them and help them better understand and effectively interact with low-literacy parents. The stakeholders were also trained in the basics of simple writing.

Animateurs littéraires avertis

Organization: Frontier College

November 2017 to June 2018 | Funding: \$20,000

The project aimed to train and equip young people between the ages of 12 and 18 to become knowledgeable literacy animators. Accreditation received at the end of their training allowed them to apply for jobs where they can promote reading. A [guide to turnkey activities](#) was also developed and offered to summer camp counsellors.

Histoires de famille 2

Organization: Université de Sherbrooke and the Maison de la famille de la MRC de Coaticook | **November 2017 to June 2018 | Funding:** \$5,000

Following a research project on the development of parenting skills related to reading and writing practices, conducted by Julie Myre-Bisaillon, a researcher at the Université de Sherbrooke (Phase 1 of the project), 16 community workers in Estrie were trained. These counselors are now equipped to lead parent-child meetings to strengthen parenting skills in reading.

Histoires de famille 3

Organization: Maison de la famille de la MRC de Coaticook | **November 2017 to June 2018 | Funding:** \$2,500

Since many families wanted to again participate in this project, Phase 3 of *Histoires de famille* allowed the Maison de la Famille de la MRC de Coaticook to design an additional ten activities in order to meet the high level of enthusiasm.

Lire aux camps

Organization: Conseil Sport Loisir de l'Estrie

November 2017 to June 2018 | Funding: \$20,000

The *Lire aux camps* activity consisted of training, equipping, and encouraging Estrie day camp coordinators and counsellors to read and write for fun with their youth groups (children 5 to 12 years old). To enable these young people to integrate reading in their day-to-day life, turnkey activities, 125 tents and 70 reading kits (including books, magazines, board games and activities) were provided to them.



Aimer lire, c'est bien partir

Organization: Centre de services éducatifs populaires (CSEP) du Haut-Saint-François

November 2017 to June 2018 | Funding: \$3,000

This project aimed to add a family literacy component to the training of parents who already attend one of the five popular education centres and literacy centres in Estrie. In total, five sets of books and various games were circulated in these centers. These sets are a good way to approach the subject of literacy and promote the integration of reading in the family routine.



Ateliers d'éveil à la lecture et à l'écriture en milieux ruraux

Organization: Université de Sherbrooke and the Regroupement des CPE des Cantons-de-l'Est

November 2017 to June 2018

Funding: \$20,000

Training and tools were designed in collaboration with Julie Myre-Bisaillon, a researcher at the Université de Sherbrooke, in order to improve the practices of educators in home childcare services and rural CPEs. In total, four training sessions were offered to 75 educators.

Collection Signet

Organization: Centre d'éducation populaire de l'Estrie

November 2017 to June 2018 | Funding: \$9,500

The *Collection Signet* initiative aimed to provide books for adults with low literacy skills of all backgrounds. A total of 300 books were selected, thanks to the collaboration of various partners of the popular education centres and literacy centres in Estrie, as well as the parents who attend them. Identifying logos will be found on the books available in various Estrie libraries.

Visites interactives pour planifier le Salon du livre de l'Estrie (VIPS)

Organization: Salon du livre de l'Estrie

April 2017 to August 2018 | Funding: \$4,488

The VIPS were developed in order to attract more young people (aged 7 to 20) to the *Salon du livre de l'Estrie* and to enhance the experiences of both their visit and that of their parents and teachers. To do this, tools were created to prepare them for their visit, which took place in October 2018. A treasure hunt was organized for primary students and a course for high school students, in order for everyone to enjoy a positive and fun experience.

Support of partners and stakeholders in the implementation of **LOCAL READING PROJECTS**

The *Projet PRÉE* accompanied and supported partners and stakeholders in six target territories in the implementation of local reading action plans to develop literacy skills of youth aged 0-20 as well as their families.

DU GRANIT MRC

Mini-biblis

Organization: Médiathèque Nelly-Arcan
March 2017 to June 2018 | Funding: \$38,000

Ten stimulating mini-libraries including various resources (books, *ZigZag* magazines, posters and games) have been set up in public places frequented by families, so that they can take advantage of waiting times to read and awaken their passion for reading and writing. Eight copies of treasure hunts in grocery stores, the seek and find game of the *Du Granit MRC*, and digital reading posters were offered to families.



Parole aux petits

Organization: Constellation du Granit
November 2017 to June 2018 | Funding: \$3,000

In concert with the speech therapist of the CIUSSS de l'Estrie - CHUS, the *Parole aux petits* project aimed to empower parents who wish to develop their child's language skills by integrating, in mini-libraries, resources and a list of relevant books and games that are easily accessible to families.

Facilitate access to a variety of resources that engage the interests of different age groups in the community.

DES SOURCES MRC

Lire, c'est bon partout

Organization: Carrefour jeunesse-emploi du comté de Richmond
February 2017 to June 2018 | Funding: \$5,000

This activity allowed teens to explore the basics of entrepreneurship by developing promotional projects about reading in their communities. This year, four projects stood out. They were made by youth, for youth.

Lecture estivale

Organization: Réseau Biblio de l'Estrie
March 2017 to December 2017 | Funding: \$6,580

In order to encourage families to read regularly during summer, activities such as reading clubs, the *Fête de la lecture* in Asbestos, as well as various activities in summer animation services were organized in the municipalities of the *Des Sources MRC*.

Lecture en partage

Organization: Maison des familles FamillAction
March 2017 to June 2018 | Funding: \$8,650

This project aimed to provide children with a variety of literacy experiences with meaningful models. Sponsorship activities were proposed:

- Language development: 25 playful parent-child games were conducted in English to stimulate language in children aged 0-3;
- *Lire et faire lire*: 15 senior volunteer readers generated fun moments for nearly 82 young people aged 4 to 5.

Break down the isolation of families and enhance the enjoyment of reading outside the school, in the community.

Books To Belly

Organization: Literacy in Action, in collaboration with the Community Learning Centre of ADS Elementary School
March 2017 to June 2018 | Funding: \$8,200

As part of this project, 20 fun culinary workshops were developed to encourage the engagement of English-speaking families in reading various texts. In total, 10 meetings were organized, where target families would come together to do reading activities and prepare a recipe, to develop their parenting skills towards reading and writing, to support school transition and to promote healthy eating.

Parents conteurs

Organization: Corporation de développement communautaire (CDC) des Sources, in collaboration with the Carrefour jeunesse-emploi du comté de Richmond et Drummond-Bois-Francis
March 2017 to June 2018 | Funding: \$5,000

The mothers who took part in the *Mamans futées* project had fantastic reading experiences with their children. Alongside facilitators, they explored different ways to introduce literacy at home and prepared a Christmas party filled with fun literary surprises for their families.

Lectures SymPAPAthiques

Organization: Maison des familles FamillAction
March 2017 to June 2018 | Funding: \$3,450

As part of this project, fathers and their children participated in pleasant reading activities. These regular meetings allowed families to enjoy a good time together, as well as to incorporate new habits such as visiting the library.

HAUT-SAINT-FRANÇOIS MRC

Books To Belly

Organization: Eaton Valley Community Learning Centre (CLC)
October 2017 to June 2018 | Funding: \$10,000

The Eaton Valley CLC also decided to go ahead with the Books to Belly project. For this project, 23 target families gathered in Bury or Sawyerville to read cookbooks and recipes, and to prepare inspiring and easy-to-do meals. The strength of this project lies in the fact that the development of parenting skills which awaken and encourage literary habits in the child is best done from simple daily actions that fit easily into the family routine.

Develop and enhance the literary skills of low-skill parents.

Parents éducateurs

Organization: Centre de services éducatifs populaires (CSEP) du Haut-Saint-François
June 2017 to June 2018 | Funding: \$21,115

In collaboration with community partners, two series of eight-week workshops were offered to parents with low levels of education in order to:

- develop their sense of competence;
- make them conscientious of the importance of education for their child;
- equip them to better support their child with school;
- integrate familial literacy habits.



MEMPHRÉMAGOG MRC

STANSTEAD SECTOR

Phelps Helps Literacy Project

Organization: Phelps Aide Phelps Helps
June 2017 to June 2018 | Funding: \$28,900

This project involves expanding the services offered by Phelps Aide Phelps Helps, including a reading component to encourage families to develop in their children a taste for reading at a young age. The calendar on the organization's website features information on a wide variety of fun monthly activities throughout the Stanstead community such as a Book Club, DIY family nights and a new Literacy Book Corner. A total of 68 reading activities were organized, bringing together 60 parents and 75 young people. The project also enabled Phelps Aide Phelps Helps to establish ties with 10 other local organizations.

Foster dialogue in order to develop reading habits in English-speaking families.



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Support of partners and stakeholders in the implementation of
LOCAL READING PROJECTS

SHERBROOKE**QUATRE-SAISONS AND
JARDINS-FLEURIS SECTORS****Livres pour tous**

Organization: *Habitations l'Équerre*, in collaboration with the *Table de quartier Quatre-Saisons*

March 2017 to June 2018

Funding: \$20,000

A reading area with more than 900 books was established in a high-traffic family area of the neighbourhood. Numerous activities were organised and animated, and 80 book reports were made available so that stakeholders and visitors could exchange opinions and thoughts on the social and cultural realities lived by participants.

Bibliothèque libre-service

Organization: *Habitations l'Équerre*, in collaboration with the *Table de quartier Quatre-Saisons*

November 2017 to June 2018

Funding: \$4,000

Created in collaboration with several partners, this activity promoted the development and renewal of a circulation of books through various points of service, and into homes where they would help develop new family reading habits.

Fais vivre les livres!

Organization: *Fédération des communautés culturelles de l'Estrie*, in collaboration with the *Frontier College*

March 2017 to June 2018

Funding: \$18,700

This project consisted of training adolescents who live in low-income buildings (*OMH*) with the help of a *Guide pour les animateurs avertis*. Once accredited, these teens conducted 29 reading activities with younger children from various backgrounds in their building. More than 340 books are now available in the new reading corners of the *OMH*.

Facilitate families' access to a variety of resources that respond to different needs within the community.

**IMMACULÉE-CONCEPTION SECTOR****Spot sur les ados**

Organization: *Spot jeunesse de Sherbrooke*

June 2017 to June 2018

Funding: \$14,630

At *Spot jeunesse de Sherbrooke*, young people aged 12 to 17 were invited to get involved in their community by collaborating on various projects:

- 4 *Contes en pyjamas* were organised;
- 27 youth and 9 families participated in *Samedi de cuisiner*;
- The *Bibliothèque David Goudreault* opened its doors for book lending to families;
- 32 educational support activities enabled young people to persevere in the face of academic difficulties;
- 4 newsletters have informed 700 neighbourhood residents of the various activities offered in the area.

Livres aux trésors

Organization: *Spot jeunesse de Sherbrooke*

Octobre 2017 to June 2018

Funding: \$10,000

This project aimed to provide children from immigrant and underprivileged families with the opportunity to read or listen at home with their parents to a story in French as well as in the family's mother tongue. More than 100 bags (each containing 3 books) are now circulating in the neighbourhood.

En route pour la biblio

Organization: *Carrefour accès loisirs*

Octobre 2017 to June 2018

Funding: \$5,000

Families in the neighbourhood, mostly newcomers, were accompanied to the municipal library, to the *Spot jeunesse de Sherbrooke*, and to the *École Larocque* for reading activities and book borrowing.

Pédago-Familles

Organization: *Carrefour accès loisirs*

June 2017 to June 2018

Funding: \$6,700

Eight days of fun activities were offered during pedagogical days and weekends. As a result, 70 children and parents were able to participate in board games that helped improve their language, vocabulary and math skills.

Multiply the opportunities for friendly meetings with families, mostly immigrants.



4

KEY ISSUE 4 The sustainability

STRATEGIC OBJECTIVES

- 8 To document the methods, the operation, the procedures and the know-how developed by the team
- 9 To consolidate existing financial partnerships and develop new ones
- 10 To actively contribute to the work undertaken in the region in regards to the development of an integrated approach model

COMPETENCY DEVELOPMENT



In order to maintain the team's skills and to acquire new knowledge, the *Projet PRÉE* team members participated in various training and developmental activities related to a variety of topics such as literacy, readiness for entry into kindergarten, literacy for employability, school-family-community collaboration practices and more.

- 2 webinars
- 2 conferences
- 3 knowledge transfer workshops
- 1 training
- 4 miscellaneous events

All regions of Quebec have joined forces around educational success.

MANY REGIONS TOGETHER IN ACTION



As with other regional consulting authorities (*IRC*) on school perseverance and educational success, the *Projet PRÉE* is actively involved in the work of the *IRC* Network on these same topics in Quebec. The role of the *IRC* Network is to support its members in their missions and to mobilise them in carrying out collective actions that help increase the graduation and qualification rates of young people in Quebec. The involvement of the regions in collective dossiers maximises the use of resources and increases the innovative strength of each jurisdiction. Here is the contribution of the *Projet PRÉE* to the *IRC* Network:

- Coordination of the measure to promote the value of reading assessment;
- Participation in and co-animation of the work of the reading community of practice;
- Collaboration in the organization of the first meeting of the regional-national liaison committee of actions toward school perseverance and educational success;
- Participation in the hiring process of the network coordination;
- Member of the network coordination committee;
- Member of the steering committee for Hooked on School Days (HSD);
- 51 meetings as a member of various committees.



Experience has shown that there is strength in numbers.

MOBILIZATION AND CONSULTATION OF STAKEHOLDERS IN SOCIAL DEVELOPMENT



Continuing with last year's work aimed at better linking the different partners working on social development issues, a transition committee was established. It wishes to continue the work, leading to the creation of an integrated regional consultation body for social development. This strategic strength of Estrie provides greater impact towards improving living conditions of the population, as well as reducing inequality.

Composed of leaders from various forums and regional groups, the transition committee in which the *Projet PRÉE* participates has mobilised itself to develop a frame of reference, to draw a portrait of the regional issues brought to light by various local and regional forums, and to organize a third major regional meeting of partners.

ACTIONS UNDERTAKEN

As part of this activity, the *Projet PRÉE* collaborated on the following actions:

- Meeting with the external members of the *Direction de santé publique du CIUSSS de l'Estrie – CHUS* to produce a portrait of regional issues;
- Collaboration in the organization of the third regional meeting of partners;
- Meeting with members of the *Observatoire estrien du développement des communautés (OEDC)* to present the approach and explore shared goals;
- Organization of a press conference to announce government funding;
- Participation in the working subcommittee responsible for the frame of reference;
- Animation of and participation in meetings of the transition committee (eight meetings).



MEMBERS OF THE VARIOUS COMMITTEES AND WORK GROUPS

TECIÉ

- Association des écoles privées de l'Estrie
- Bishop's University
- Cégep de Sherbrooke
- Champlain Regional College
- CIUSSS de l'Estrie - CHUS - Direction de santé publique
- Commission scolaire de la Région-de-Sherbrooke
- Commission scolaire des Hauts-Cantons
- Commission scolaire des Sommets
- Eastern Townships School Board
- Ministère de la Famille et des Aînés
- Ministère des Affaires municipales et de l'Occupation du territoire
- Ministère de l'Économie, de la Science et de l'Innovation
- Université de Sherbrooke

EXPANDED EDUCATIONAL SUCCESS COMMITTEE

In addition to TECIÉ members, the committee also includes the following partners:

- Association des directeurs et directrices d'établissements d'enseignement de l'Estrie
- CIUSSS de l'Estrie - CHUS - Direction du programme jeunesse
- Collectif estrien 0-5 ans
- Comité estrien pour les saines habitudes de vie
- Conseil québécois de la coopération et de la mutualité
- Regroupement des organismes communautaires famille de l'Estrie
- Regroupement des carrefours jeunesse emploi de l'Estrie
- Table des directeurs de centres FP-FGA

REGIONAL INTER-SECTORAL READING COMMITTEE

- Association des bibliothèques publiques de l'Estrie
- Cégep de Sherbrooke
- Centre d'éducation populaire de l'Estrie
- Centre de services éducatifs populaires du Haut-Saint-François
- Centre Saint-Michel
- CIUSSS de l'Estrie - CHUS - Direction de santé publique
- Collectif estrien 0-5 ans
- Commission scolaire de la Région-de-Sherbrooke
- Commission scolaire des Hauts-Cantons
- Commission scolaire des Sommets
- Conseil de la culture de l'Estrie
- Culture du cœur
- Eastern Townships School Board
- Frontier College
- Le Train des mots
- Literacy in action
- Ministère de la Culture et des Communications
- Regroupement des CPE des Cantons-de-l'Est
- Regroupement des organismes communautaires Famille de l'Estrie
- Réseau Biblio de l'Estrie
- Richmond Regional High School Community Learning Centre
- Salon du livre de l'Estrie
- Université de Sherbrooke
- Ville de Sherbrooke

REGIONAL INTER-SECTORAL COMMITTEE FOR PRIMARY SCHOOL TRANSITION

- Cégep de Sherbrooke (Technique Éducation à l'Enfance)
- Centre de la petite enfance Jardins d'A.M.I.S. (CPE)
- Citoyenne
- CIUSSS de l'Estrie - CHUS - Direction de santé publique
- CIUSSS de l'Estrie - CHUS - Direction périnatalité et petite enfance
- Commission scolaire de la Région-de-Sherbrooke
- Commission scolaire des Hauts-Cantons
- Commission scolaire des Sommets
- Eastern Townships School Board
- Ministère de la Famille et des Aînés
- Office des personnes handicapées du Québec
- Regroupement des CPE des Cantons-de-l'Est
- Regroupement local de partenaires 0-5 ans (Haut-St-François fou de ses enfants)
- Réseau des organismes communautaires famille de l'Estrie (Réseau d'appui aux familles monoparentales et recomposées de l'Estrie)
- Université de Sherbrooke (Département d'enseignement au préscolaire et au primaire)

HSD COMMUNICATION COMMITTEE

- Cégep de Sherbrooke
- Commission scolaire de la Région-de-Sherbrooke
- Commission scolaire des Hauts-Cantons
- Commission scolaire des Sommets
- Eastern Townships School Board
- Regroupement des CPE des Cantons-de-l'Est
- Université de Sherbrooke

FINANCIAL PARTNERS OF THE 2017-2018 ACTION PLAN



Partners for Educational Success Estrie
 449, rue Percy, Magog (Québec) J1X 1B5
 Telephone: 819 847-1610, ext.18875
 E-mail: info@reussiteeducativeestrie.ca
 Facebook: @PerseveranceScolaireEstrie
 Twitter: @Projet_PREE
 Instagram: @PerseveranceScolaireEstrie
reussiteeducativeestrie.ca