



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

Annual report

2019•2020



PARTNERS
FOR
EDUCATIONAL SUCCESS
ESTRIE
(PROJET PRÉE)

reussiteeducativeestrie.ca

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A word from the co-chairs

With a dropout rate of 17.5% and a graduation and qualification rate of 78.2%¹, the region has exceeded the two targets initially set for itself. We should be proud of the progress we have made together. These statistics are the result of a group effort and the fruit of more than 14 years of collective work in favour of school perseverance and educational success. Thank you to everyone for your exceptional contributions!

These results are promising but are not an excuse to relax our concerted efforts; on the contrary, several major issues still risk undermining our progress. First, Quebec's particular context regarding employment and labour scarcity over the past year has led to many young people prematurely entering the labour market, jeopardizing our efforts to fight against dropping out. Second, the prolonged closure of schools during confinement has made many high school and post-secondary students particularly vulnerable to leaving their studies unfinished. We must work together both in the coming months and long into the future to ensure that education remains a priority for everyone in our society.

ALIGNING OUR EFFORTS TO MAXIMIZE RESULTS

In order to better align our vision of education in Estrie as a vector of economic, social, and cultural development for the region, a coordination process has begun between the *Table estrienne de concertation interordres en éducation* (TECIÉ), the Partners for Educational Success Estrie (*Projet PRÉE*) and the *Table estrienne de concertation formation-emploi* (TECFE). These three organizations face and respond to similar issues and thus are exploring the possibility of working together to maximize the scope and impact of their projects.

2016-2020 STRATEGIC PLAN EXTENDED INTO NEXT YEAR

The 2016-2020 Strategic Plan allowed us to make great advances as a collective. We now have several high-priority projects in which more than a hundred of our partners actively participate. Much of the work we began remains relevant and will continue. In addition, given the current focus on merging our efforts, and for the sake of efficiency, our existing strategic plan will continue to guide our platforms for at least another year.

The confinement, including school closures, will leave a mark on the world of education in an unprecedented way.

A REGION MOBILIZED FOR THE SAKE OF ITS CHILDREN

The *Projet PRÉE*, convinced of the importance of early intervention, and in collaboration with the *Collectif estrien 0-5 ans* and the *Direction de santé publique du CIUSSS de l'Estrie – CHUS*, organized the first Estrie forum about childhood. The event was a resounding success, energizing people from all walks of life with a new enthusiasm. Eager to begin seeing this commitment to a focus on childhood materialize in the choices and actions of organizations and individuals in Estrie region, the *Projet PRÉE* and the *Collectif estrien 0-5 ans* used the event to launch the [Eastern Townships Charter: Thinking big for our children](#). We hereby invite all organizations and individuals in the region to join us in our vision of a region where all children have an equal opportunity to reach their full potential.

A UNIQUE END TO A SCHOOL YEAR MARKED BY THE PANDEMIC

This year will forever be remembered for the COVID-19 pandemic. The confinement, including school closures, will leave a mark on the world of education in an unprecedented way. In order to support young people and their families through this upheaval, the *Projet PRÉE*, along with its many partners, has taken several concrete steps which will be illustrated in the report below. In general, we rolled up our sleeves and got to work adapting our practices of promoting educational success in this new and unusual context. Several inspiring initiatives have come out of it, and we would like to recognize the exceptional work and dedication of all our partners.

THE ISSUE OF DROPPING OUT IS MORE IMPORTANT THAN EVER!

The events of the past few months are likely to have a significant and lasting impact on issues affecting educational success. We must, more than ever, unite in our efforts and work together to ensure all young people have an equal chance to reach their full potential and make their dreams come true.

If 2019 was the pre-pandemic year, 2020 has been defined by the pandemic itself. However, this implies a time coming that we can call the post-pandemic. Let us work together so that, in this "after", school perseverance and educational success remain core issues at the heart of our priorities. We will need young, engaged citizens, as well as qualified and passionate graduates.

We hope you will enjoy reading this report.



MARIE-FRANCE BÉLANGER,
COPRESIDENT
TECIÉ / *Projet PRÉE*



MARTIAL GAUDREAU,
COPRESIDENT
TECIÉ / *Projet PRÉE*

¹Last data available from the *Ministère de l'Éducation et de l'Enseignement supérieur* (MEES), for the public sector.

Partners for Educational Success Estrie (*Projet PRÉE*)

MISSION

The *Projet PRÉE* is the regional consulting authority (*Instance de concertation régionale - IRC*) for school perseverance and educational success. Its mission is to promote school perseverance and educational success in young *Estriens* through the mobilization of inter-level and intersectoral stakeholders and through the development of joint initiatives.

TEAM



Photo taken in the summer of 2019, before the pandemic.

From left to right:

- + **Élaine Charest**, communications Specialist
- + **Éric Martineau**, community Liaison and Development Officer
- + **Sylvie Castonguay**, administrative Assistant
- + **Lisa Champeau**, community Liaison and Development Officer
- + **Élyse Dion**, community Liaison and Development Officer in Literacy
- + **Josiane Bergeron**, coordinator



**FOR
EDUCATIONAL SUCCESS
ESTRIE**
(PROJET PRÉE)

Projet PRÉE'S Intervention scheme

HELP PROMOTE SCHOOL PERSEVERANCE AND EDUCATIONAL SUCCESS OF YOUNG PEOPLE IN ESTRIE

5 axes of intervention

used by the *Projet PRÉE* to encourage actors (intersectoral and inter-level) to commit

Mobilization

Awareness

Support

Dissemination and transfer of knowledge

Evaluation

Local and regional intervention strategies

SUPPORTS LOCAL INITIATIVES

Local initiatives for school perseverance
14 initiatives supported

Local initiatives for reading
7 local projects supported

Local initiatives for school transition
5 initiatives supported

PARTICIPATES IN COMMITTEES OR EVENTS TO ENSURE COMPLEMENTARITY AND COHERENCE OF ACTIONS

7 regional committees (33 meetings)
9 regional events
13 local consultation roundtables (36 meetings)
9 local intersectoral cells (COVID-19 / back to school) (33 meetings)

23 regional (14) and local (9) representations

ESTABLISH COMMITTEES FOR THE IMPLEMENTATION OF PRIORITY PROJECTS

Intersectoral committee on reading
2 meetings
7 regional projects supported

Regional intersectoral committee for first school transition
3 meetings

HSD communications committee
4 meetings

TAKES CONCRETE STEPS

By the *Projet PRÉE* alone

In collaboration with working committees

Desired effects

TARGETS

Citizens, parents, young people, employers, elected officials, decision-makers, public forums, networks, and institutions from diverse sectors

ON THE DETERMINANTS of school perseverance and educational success

Numerous and effective actions taken in favour of school perseverance.

Recognition of the value of education and educational success as paramount values around which communities can be mobilized.

Expanded network of contributors to the *Projet PRÉE*'s objectives.

Development of collaboration and strengthening the power to act among the various mobilized actors.

Improvement and harmony of knowledge, practices, and projects related to school perseverance and academic success.

Reinforcement of protective factors against dropping out.

Ultimate impact sought

In terms of academic success:

More young people persevere until graduation.

In terms of educational success:

More young people are supported in all aspects of their lives and in their careers, allowing them to develop to their full potential.

Portrait of school perseverance in Estrie

Graduation and qualification rates

PUBLIC SECTOR

Target achieved and surpassed!

2020 TARGET
77%

2018: 78.2%

2017: 75.2%

2016: 74.4%

2015: 73.0%

2014: 73.5%

GRADUATION AND QUALIFICATION RATES FOR BOYS

2018: 74.7%

2017: 70.0%

2016: 69.2%

2015: 67.8%

2014: 67.8%

Significant increase among boys

Steady increase among girls

GRADUATION AND QUALIFICATION RATES FOR GIRLS

2018: 82.0%

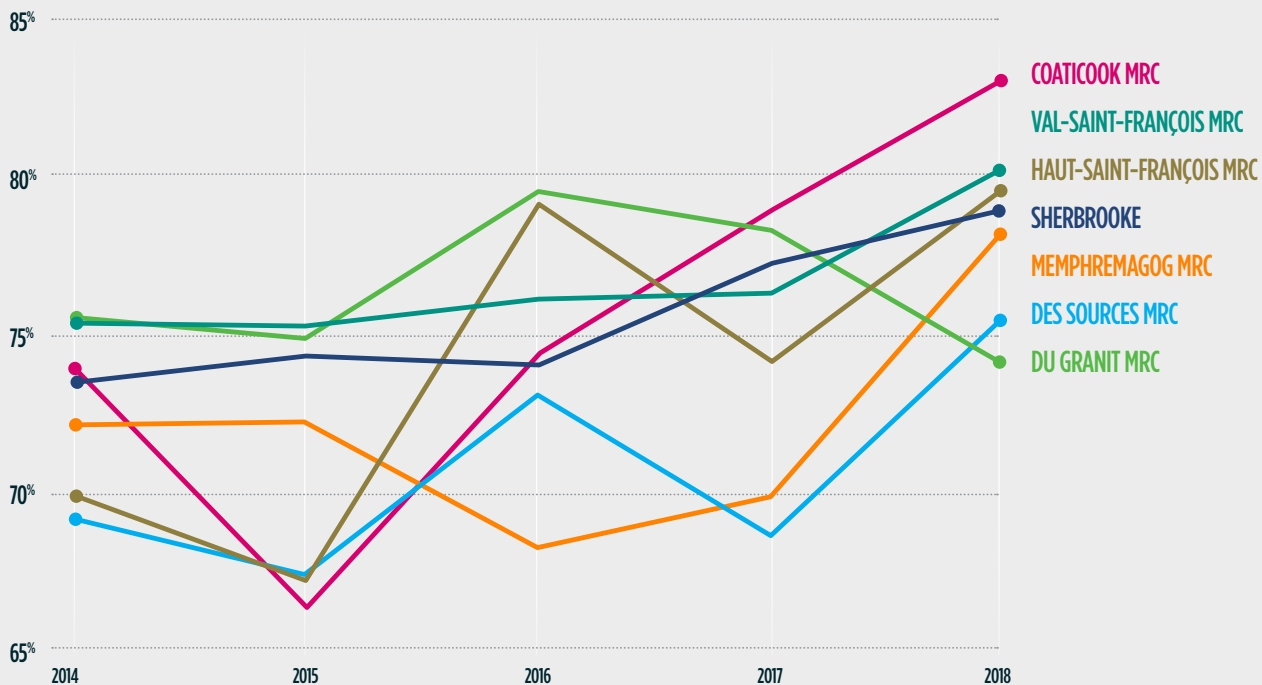
2017: 81.1%

2016: 80.2%

2015: 78.5%

2014: 79.2%

GRADUATION AND QUALIFICATION RATES BY MRC • BOTH SEXES



Exit rates without diploma or qualification

SCHOOL DROPOUT RATES | PUBLIC SECTOR

2nd target reached

2020 TARGET
18%

2017-2018: 17.5%

2016-2017: 17.9%
2015-2016: 17.3%
2014-2015: 20.2%
2013-2014: 21.1%

DROPOUT RATES FOR BOYS

2017-2018: 22.0%

2016-2017: 22.8%
2015-2016: 20.0%
2014-2015: 25.4%
2013-2014: 25.5%

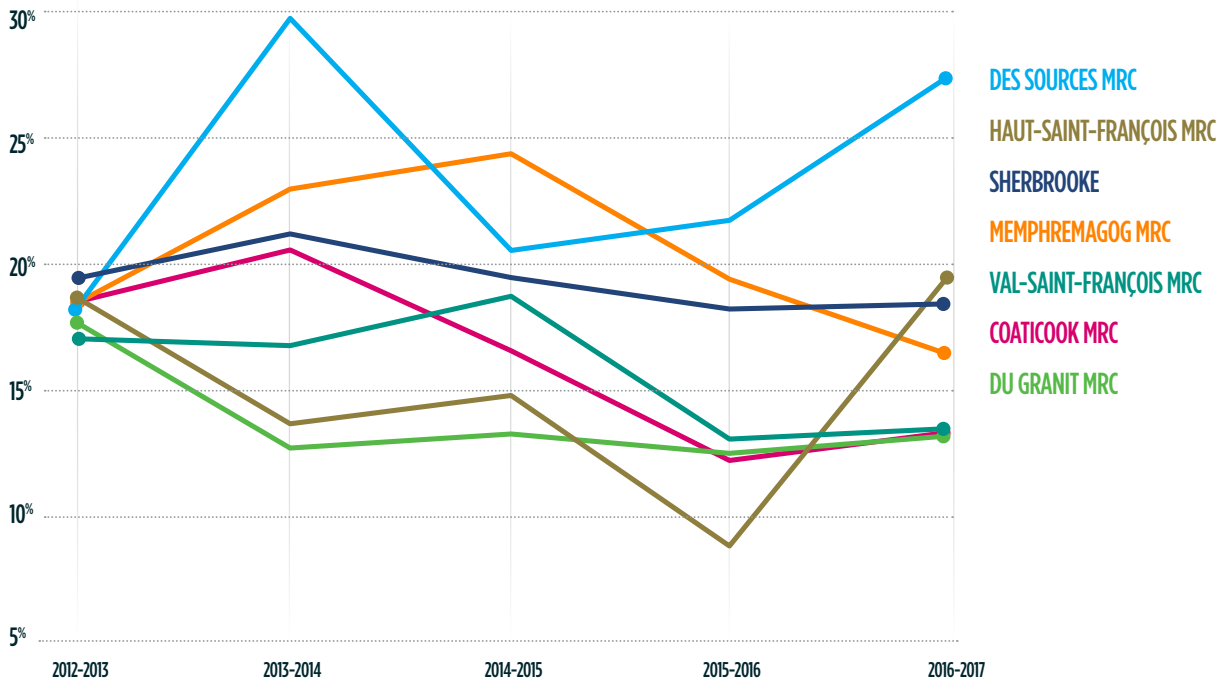
Downward progression. We must maintain our collective efforts to keep the rate low.

DROPOUT RATES FOR GIRLS

2017-2018: 12.6%

2016-2017: 12.5%
2015-2016: 14.4%
2014-2015: 14.4%
2013-2014: 16.5%

SCHOOL DROPOUT RATES BY MRC • BOTH SEXES



2016-2020 Strategic Plan



4 KEY ISSUES

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

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 makers and stakeholders in the implementation of effective actions

KEY ISSUE 3

Preventive actions

STRATEGIC OBJECTIVES

- 6 To act jointly with the stakeholders in the implementation of actions that enable 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

KEY ISSUE 4

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 regard to the development of an integrated approach model


KEY ISSUE 1


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

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


The facts and figures of the HSD


 **469 activities** by more than 284 organizations


 Nearly **37,000 promotional materials** disseminated

 **70 flags** in circulation, with 12 added this year

 More than **50 towns, municipalities, and MRCs** have taken concrete action

 **Several hundred people** attended the *Phoenix* game dedicated to school perseverance

 **11,416 daily visitors** on our Facebook page

 **4,558 visitors** to the jpsestrie.ca website

Hooked on School Days 2020




February 17th-21st, 2020 | JPSEstrie.ca

Hooked on School Days (HSD) is a great opportunity to mobilize and encourage various actors and our partners to take concrete steps to support school perseverance and educational success. This eleventh edition in Estrie brought with it some great new aspects that drew interest and helped encourage participation on all fronts. The event was tied-in to the provincial campaign with the theme of “Our actions, a + in their success” whose spokesperson was Laurent Duvernay-Tardif. The entire population rallied around a shared cause: educational success and school perseverance of young people. Schools, organizations, communities, municipalities, businesses... all have testified and taken concrete steps to promote the success of our youth.

ACHIEVEMENTS

- + Province-wide outreach thanks to its alignment with the provincial campaign and the exceptional visibility of the spokesperson
- + A touching and original launch in the form of a talk show hosted by a pair of young people, bringing together more than 140 youth, stakeholders, and partners from all walks of life
- + A pre-HSD tour of local and regional media that generated lots of attention with 89 instances of further coverage
- + The *My Boss is the Best!* contest which was met with great enthusiasm and had 218 participants from all over Estrie
- + Increased involvement in different settings, with more activities, more action taken, and more communities involved
- + A new approach to regional partners leading to great collaboration and 7 new concrete actions

 **An impressive proportion of people in Estrie, significantly higher than that of Quebec in general, have heard of school perseverance (57% vs. 37%) or HSD (44% vs. 27%)¹.**

¹Web survey conducted by Léger from March 6 to 9 2020, among 1,701 Quebecois, including an over-sample of 300 Estriens.





Education, THE priority! campaign



Back-to-school: August 27th to September 6th, 2019

IChooseMyEmployer.com

An awareness campaign entitled *Education, THE priority!* occurred in August 2019 as part of back-to-school to remind young people as well as employers that studying should be the top priority throughout the school year. Many students work full-time during the summer and it is important for them to remember, at the start of the school year, the principles of school-work balance.

First and foremost, the campaign's activities aimed at making students, their parents, employers, and various other players aware of the reality of school-work balance and the importance of prioritizing studies. For the first time this year, activities also sought to highlight companies that make the effort to support educational success and go beyond school-work balance to align with the *Employeurs engagés pour la réussite éducative* (employeursengages.ca) movement.

Range of Influence on the web

Social media advertising
 346,582 views
 f | 86,736 young people
 f | 173,166 employers
 f | 86,680 parents

Social media posts
 73 posts generating
 35,369 organic views
 f | 1,202 clicks, 170 shares, and 436 likes

7 videos of participating employers
 watched 10,603 by employers

3 videos of employers committed to educational success
 seen 9,734 times by employers

An I choose my employer video (FR|AN)
 seen 6,987 times by young people

Online publicity in the *Les Affaires* newspaper
 which generated 61,636 views and 77 clicks

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

Involvement with regional committees



The *Projet PRÉE* was involved with 7 regional committees promoting shared strategies and cohesion to strengthen the capacity of various actors to take concrete steps as well as to support the transfer of information between them.

- + Committee to establish a watchdog with the *Observatoire estrien en développement des communautés* (OEDC)
- + Partnership committee for projects 2.1, 2.2 and 2.3 by the *Chaire-réseau de recherche sur la jeunesse du Québec*
- + Steering committee of the joint initiative for the mother's education program in Estrie
- + Selection committee for *Mérite estrien*
- + Educational services committee for Estrie school boards
- + Regional roundtable of the complementarity agreement between MSSS – MEES
- + World Café action plan with *Enfance-Jeunesse-Famille du CIUSSS de l'Estrie – CHUS*

Event participation



The *Projet PRÉE* took part in 9 events in 2019-2020

- + OEDC general assembly
- + *Chambre de commerce Memphrémagog* luncheon
- + Four press conferences
 - Launch of the *Salon du livre de l'Estrie 2019*
 - Government funding announcement for *Phelps Aide Phelps Helps*
 - End-of-year review and outlook for the OEDC
 - Funding agreement announcement with the *Fondation Lucie et André Chagnon* for the *Initiative sherbrookoise en développement des communautés*
- + Community development forum
- + *CIUSSS de l'Estrie – CHUS* accreditation meeting
- + *Mérite estrien* soirée

Commitment and awareness activities



14 steps were taken by the *Projet PRÉE* in order to inform and educate stakeholders from different backgrounds and to publicize the initiatives supported in Estrie.

The COVID-19 pandemic: the *Projet PRÉE* in action, meeting the needs of young people and their families, and supporting its partners

Above and beyond meeting its priority mandates, the *Projet PRÉE* has taken several steps to support families, assist its partners, and participate in various initiatives during the crisis period caused by the COVID-19 pandemic. Here are the most notable.

Education, THE priority, even during the pandemic! campaign

Faced with the announcement of extended secondary school closures until the Fall, the *Projet PRÉE* and School-Work Balance Estrie wanted to remind both young people and their employers of the continued importance of finishing their school year. To this end, in May 2020, these two Estrie organisations launched the *Education, THE priority, even during the pandemic!* campaign. Several communications resources were leveraged in order to reach these two demographics:

- + An infographic was shared with employers on social media networks, via a newsletter for certified School-Work Balance employers, and via major business groups in the Estrie region. This infographic was shared by 30 of our partners on social media and reached over 8,484 users on Facebook thanks to 83 shares.
- + A video for young people was distributed and publicized on Facebook and Instagram. In addition to its advertising, which reached nearly 25,000 young people for more than 41,000 views, the video had some viral success on Facebook, organically getting 110 shares, 397 reactions, 6,709 views, and ultimately reaching 14,415 people.

**EDUCATION
THE PRIORITY...**
even during
the pandemic!

Special Spring edition of *À GO, on lit!*

**À GO,
ON LIT!**

Given the importance of promoting reading among adolescents during the confinement and extended closure of high schools, the *Projet PRÉE* joined up with the springtime edition of *À GO, on lit!* (www.agol.ca). This wonderful initiative uses digital tools that are available from home to encourage people aged 14-20 to read for pleasure, and to continue learning. The campaign ran from May 1st to July 15th, 2020. It mostly took place through Facebook and Instagram, with renowned ambassadors (Rachid Badouri, Yannick De Martino, Kevin Raphaël and Katherine Levac) lending their help to effectively reach as many young people as possible. Thanks to an advertising investment on these platforms, 14,480 young people were reached in Estrie, with an engagement rate of 5.53%.

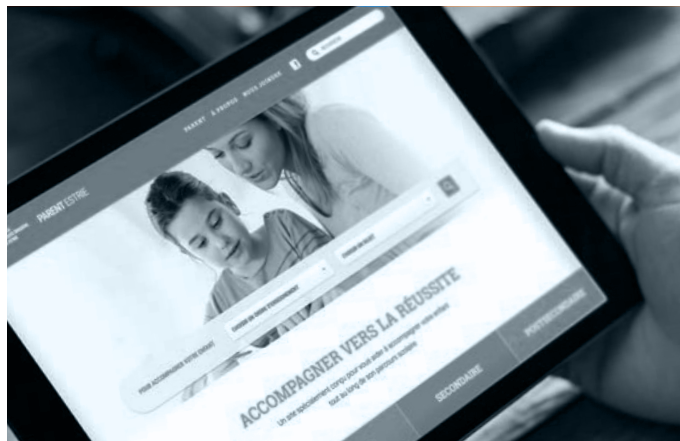
Graduates' Day – June 19th, 2020

Graduation ceremonies are a big milestone, but for 2020's graduates, it was not quite what they had imagined. In order to highlight their successes and show them how much we care, on June 19th the *Projet PRÉE* contributed to a larger initiative by the Réseau québécois pour la réussite éducative, Alloprof and Télé-Québec: Graduates' Day. The *Projet PRÉE* sought the support of its many partners to generate a wave of excitement in Estrie, on social networks and in the media, toward all graduates, but especially those from our region.



Improvement of the ParentEstrrie.com website

Given the context of school closures and the challenges posed to families by balancing working from home, the [ParentEstrrie.com](https://parentestrie.com) platform was used to host 20 new articles and 89 various resources to support parents and their children in this upset of their daily lives. An additional 18 articles were posted on Facebook in an effort to reach as many Estrie parents as possible. A total of 268,460 people were reached, for 385,261 views that generated 296 reactions, 337 shares, 24 comments, and 4,529 clicks.



Establishing local intersectoral cells

In an effort to offer the best back-to-school possible this Fall, various territories in Estrie have established local intersectoral cells to reflect and work on issues related to the COVID-19 pandemic and its impact on the 2020 school year. The *Projet PRÉE*, in addition to having played a role in bringing about the creation of these cells, actively participated in several of them and, if necessary, supported the actors involved in choosing relevant and effective solutions. These authorities received \$94,000 to implement their chosen initiatives, thanks to *Centraide Estrie*.

Support to local initiatives

- + **SEMER LE BONHEUR:** in an effort to reduce the loneliness of elderly people in confinement, *Les Correspondances d'Eastman*, the *Projet PRÉE*, the office of *Assemblée nationale* Member Gilles Bélanger, teachers from Estrie's school boards, and several authors all invited elementary and secondary school students to write a letter of hope and encouragement to an elderly person living in a residence or CHSLD. As of June 30th, 2020, nearly 5,000 letters had been delivered, and the project is still ongoing.
- + **INFUSION DE CULTURE:** for this project, videos were recorded featuring songs and stories intended for seniors living in confinement; these were broadcast on MATV as well as online. Six series have been produced to date, 4 of which have been broadcast. The project will continue until March 2021.
- + **TROUSSES RÉCONFORTS:** several of Estrie's territories participated in projects that design and present special kits to families during this period. These kits include, among other things: craft materials, games, books, lists of activities, recipes, etc. In total, more than 800 kits were distributed across the various territories of Estrie thanks to many helpful partners along the way. In addition to lending a hand in developing this initiative, the *Projet PRÉE* received financial assistance from *Centraide Estrie* and from the office of *Assemblée Nationale* Member Christine Labrie to improve the kits in several ways.
- + **SUMMER READING:** in order to provide reading opportunities for young anglophones over the summer, 4 distribution events were organized in the Richmond-Warwick-Asbestos CJs to provide English books. The *Projet PRÉE* worked with the Richmond Regional High School CLC and the Richmond county CJE to plan and execute the project.

The PourRallier project

pourrallier.com

With the goal of increased effectiveness of our advocacy, the *Projet PRÉE* is taking part in the *PourRallier* project which provides tools for better communicating influence, all for the sake of making education a priority. To this end, the *Projet PRÉE* participated in four meetings, including a webinar, over the past year. The *Projet PRÉE* also agreed, alongside the *Collectif estrien 0-5 ans*, to introduce the project to interested parties in the Estrie region.



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 makers and stakeholders in the implementation of effective actions



Throughout the year, the *Projet PRÉE* uses a variety of modes of communication so that as many people (partners, participating employers, parents, young people, etc.) as possible are better informed and made aware of school perseverance and educational success. The *Projet PRÉE* therefore relies on both a web and social media presence, in addition to the distribution of two separate newsletters and several press releases.



Three updated websites



ReussiteEducativeEstrie.ca

The *Projet PRÉE* site:

- + 10,044 users (88.6% new)
- + 13,202 sessions
- + 25,041 pages viewed, 1.9 pages per session

ParentEstrie.com

A repertoire of resources for parents:

- + 22,389 users (90.3% new)
- + 25,920 sessions
- + 38,804 pages viewed, 1.5 pages per session
- + 27 articles shared on Facebook, with 22 advertised

IChooseMyEmployer.com

A site about school-work balance:

- + 9,586 users (90.7% new)
- + 11,702 sessions
- + 24,725 pages viewed, 2.11 pages per session

Two informative newsletters



School Perseverance Estrie newsletter

- + 818 partners subscribed (772 FR | 46 EN)
- + 13 publications
- + 29% average opening rate (27% FR | 30% EN)

School-Work Balance newsletter

- + 424 participating employers subscribed
- + 7 publications
- + 34% average opening rate

The *Projet PRÉE* on social media



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

- + 2,916 followers (424 new)
- + MORE THAN DE 600,000 people reached for almost 850,000 views
- + 617 posts, 11,174 reactions, 1,583 shares, and 5,132 comments

o on Instagram... @PerseveranceScolaireEstrie

- + 436 followers (164 new)
- + 71 posts, 8,091 views
- + 379 likes

t on Twitter... @Projet_PREE

- + 370 followers (44 new)
- + MORE THAN 70,000 views
- + 112 posts, 212 likes, 63 shares, and 105 clicks

in and is making an appearance on LinkedIn @Projet Partenaires pour la réussite éducative en Estrie (Projet PRÉE)

- + 69 followers (1st year)
- + 87 posts, 10,780 views, 80 reactions, 125 clicks, and 28 shares

School-Work Balance Estrie

Mobilization of business people

School-Work Balance Estrie



The *Projet PRÉE* operates as a regional resource and provides financial support for local deployment of School-Work Balance Estrie. This project aims to recognize and support companies that implement measures that promote the educational success of their student-employees. Participating employers thus promote the success of the next generation, ensuring the creation of a qualified workforce for years to come. The *Projet PRÉE* supports local promoters in the implementation of School-Work Balance Estrie.

HIGHLIGHTS

- + 434 certified employers, 522 workplaces involved in School-Work Balance Estrie, and 6 628 students working for certified employers
- + Design and implementation of the “My Boss is the Best!” contest
- + Coordination of the School-Work Balance Estrie info kiosk during the *Cégep de Sherbrooke* open house
- + Filing of a funding request with the MEES to support local deployment of School-Work Balance Estrie
- + Organization and hosting of 2 meetings with school-work balance promoters with the goal of aligning efforts to mobilize business people
- + Organization and hosting of 4 co-development meetings with school-work balance agents
- + Participation in 4 meetings of the school-work balance Sherbrooke steering committee
- + Production and distribution of 7 newsletters to 424 participating employers in Estrie
- + Individual meetings with the 7 CET promoters in order to better understand their vision for the development of School-Work Balance Estrie
- + One-on-one meetings with the 7 school-work balance agents to learn about their experience during the COVID-19 pandemic

Promoters of School-Work Balance Estrie: the carrefours jeunesse-emploi du comté de Johnson, du comté de Richmond, de Memphremagog, du Granit, des Sources, de Coaticook, as well as the Corporation de développement de l'entrepreneuriat collectif de Sherbrooke.

Mobilization of business people



The context of labour scarcity had already been raising concerns about school perseverance and educational success of young people in Estrie. Given the upheaval and collateral effects caused by the COVID-19 pandemic, this concern is growing. It is therefore more important than ever to mobilize, coordinate, and engage with business people through direct and targeted actions about the role they play in school perseverance and educational success. The *Projet PRÉE* and several of its partners have thus been working to advance this mobilization process that started last year to unite several Estrie partners around a promising common project for the region.

In order to reflect on how best to undertake this project, 12 regional partners were contacted. Following an initial brainstorming meeting, three main avenues were identified to pursue and advance the project's goals:

1. Meet with socio-economic partners to increase the reach of the project among businesses;
2. Meet with groups of partners to frame the project and develop key messages for employers;
3. Identify businesses to act as ambassadors to bring the message to others.

It is in this context that approximately ten strategic meetings were held in order to advance the project.

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

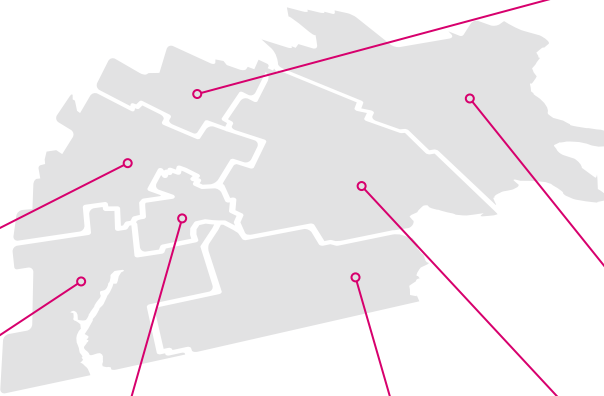


Support to local stakeholders



The *Projet PRÉE* is involved in local communities by participating on various committees, intersectoral consultation bodies, and events in the MRCs of Estrie. This involvement is designed to ensure a link with local actors, as well as a consistency and complementarity of initiatives around school perseverance and educational success. Faced with the unprecedented situation of the pandemic, the *Projet PRÉE* also collaborated with several local intersectoral groups to work on initiatives regarding the COVID-19 pandemic and back-to-school as described above. Details concerning those pursuits are found below.

Involvement with 13 consultation bodies (committees and roundtables) and 9 local intersectoral cells related to COVID-19 and the return to school across all of Estrie's territories:



Val-Saint-François MRC

- 1 roundtable
- 1 meeting
- COVID-19 – Return to school
- 1 cell
- 3 meetings

Memphremagog MRC

- 5 roundtables
- 12 meetings
- COVID-19 – Return to school
- 3 cells
- 6 meetings

Sherbrooke

- 1 roundtable
- 4 meetings
- COVID-19 – Return to school
- 8 meetings

Coaticook MRC

- 2 roundtables
- 6 meetings
- COVID-19 – Return to school
- 1 cell
- 1 meeting

Haut-Saint-François MRC

- 2 roundtables
- 4 meetings
- COVID-19 – Return to school
- 1 cell
- 6 meetings

Des Sources MRC

- 1 roundtable
- 4 meetings
- COVID-19 – Return to school
- 2 cells
- 7 meetings

Du Granit MRC

- 1 roundtable
- 5 meetings
- COVID-19 – Return to school
- 1 cell
- 2 meetings

Support for school perseverance initiatives



14 SUPPORTED INITIATIVES

- + 2 disseminations of local information at the request of local partners
- + Presentation on the educational success and school perseverance situation in the Coaticook MRC for the "Journée de présentation et de réflexion"
- + Presentation of the school perseverance situation in Estrie and on the determinants of educational success to two groups of students in the Bachelor of Secondary Education program at the *Université de Sherbrooke* as part of their course "Réussite scolaire et communication écrite à l'école"

- + Support for the follow-through of initiatives by *RadioPro* and *Le débat des livres* for the *Maison des jeunes de l'Or blanc* and *École secondaire de l'Escale*
- + Support for reflections done by partners in Estrie's 7 regions concerning determining issues affecting school perseverance related to the COVID-19 pandemic, and identifying projects that could be implemented to promote the return to school of the greatest number of young people
- + Support for the development of 2 projects resulting from the reflections of local partners in order to promote the return to school of the greatest number of young people

Mobilize and support partners to encourage school perseverance.

Preventive actions

STRATEGIC OBJECTIVES

6 To act jointly with the stakeholders in the implementation of actions that enable 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



This third year of the three-year plan has been busy with, among other things, the organization of the Estrie Gathering: *Thinking big for our children* initiative and the launch of the Eastern Townships Charter: *Thinking big for our children*.

The Transition to Kindergarten guide

The distribution of *The Transition to Kindergarten* guide, launched last year, continued this year as well. Seven workshops were held with 220 stakeholders: 63 from schools, 23 from early childhood services and 134 college and university students. An oversight process also occurred to measure the impact of both the guide and the 2019 Spring. The results will be known this Fall.

The guide's distribution has extended beyond the borders of our region. In fact, following the interest of several regional consulting authority on school perseverance and educational success in Quebec, the original version of the guide was adapted and made available to all regions.

SUPPORT FOR 5 LOCAL INITIATIVES CONCERNING SCHOOL TRANSITION

- + Support for partners in Memphremagog MRC, Val-Saint-François MRC and Des Sources MRC in developing and modifying their resources (infographics, info sheets, the *Mon Portrait* tool, etc.)
- + Support for CPE du Val-Saint-François in the integration of the *Mon Portrait* tool with the tool to be implemented according to the *Ministère de la Famille's* criteria in developing their action plan for school transition
- + Support for partners on the school transition committee of the *Touret* school in their implementation of a school transition action plan



Estrie Gathering: Thinking big for our children

On November 18th, 2019, the first meeting concerning the issues faced by children in Estrie was held, organized jointly by the *Projet PRÉE*, the *Collectif estrien 0-5 ans* and the *Direction de santé publique du CIUSSS de l'Estrie – CHUS*.

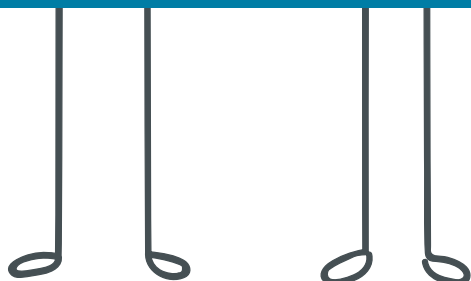


Eastern Townships Charter: Thinking big for our children

THINKING **BIG** FOR OUR CHILDREN

The *Projet PRÉE* and the *Collectif estrien 0-5 ans* took advantage of the gathering to launch the Eastern Townships Charter: *Thinking big for our children*. This charter aims to mobilize organizations and individuals to take concrete steps to improve the percentage of children who start school without vulnerability factors from 71% to 80% by 2025, and to promote their success on their educational journey. To date, the charter has nearly 700 signatories, including 71 from organizations.

A strategy to promote the charter is currently under development, and several steps will be taken in the coming year to increase its visibility and the number of members. An oversight process will also be implemented among signatory organizations to monitor the steps they take in connection with the commitments of the charter.



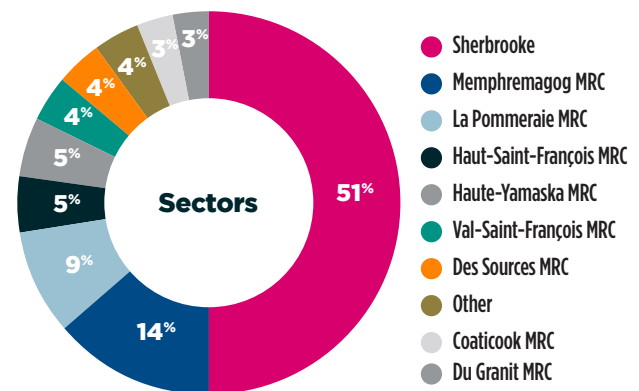
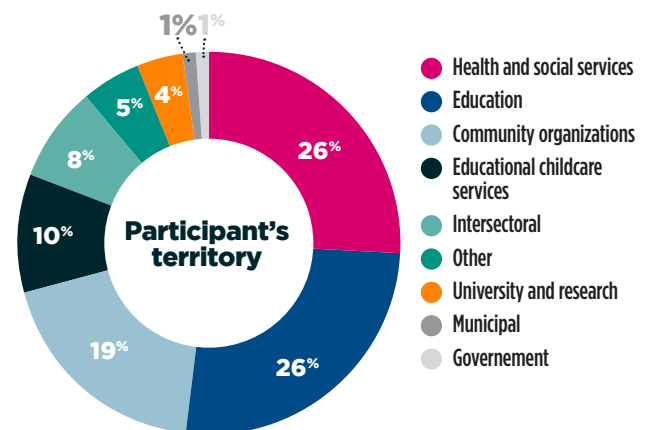
Popular and well-attended!

224 participants

What is your level of general satisfaction?



Strong representation by sector and territory



Regional action plan for valuing reading 2017-2020



The *Projet PRÉE* has been entrusted by the MEES with a mandate to deploy an initiative dedicated to reading. In order to fully achieve this mandate, a regional action plan has been designed alongside an intersectoral reading committee. This plan aims to develop literacy skills among young people and their families, and to promote a synergy between libraries, the school network, and other partners.



Implementation of regional reading initiatives

Maximizing the use of support reading tools

Reading tools have been developed in order to provide different environments with turnkey documents enabling them to accompany and support parents in the development of their child's desire to read. These tools include: leaflets, posters, bookmarks, and activities for elementary school teachers, including activities for the home. Several steps have been taken to promote these tools and thus to make it possible to reach a larger number of families.

A total of **3,129** reading tools distributed



1,697
In schools
1,553 leaflets | 144 posters

1,432
In early childhood centers, *Services de garde en milieu familial*, and in libraries
1,188 bookmarks | 244 posters

Livre en cadeau

As part of the third edition of this project, nearly 600 books were donated by the *Projet PRÉE* this year to vulnerable families in Estrie. The books came from *Biblaire GGC* and other Quebec book vendors. Created in collaboration with *Biblaire GGC*, the project is responsible for the distribution of nearly 2,800 books over three years.

Nearly 600 books were donated this year



Bibliographie jeunesse

The creation of a bibliography of children's literature related to mental health, for the *Centre RCB d'expertise universitaire en santé mentale*.



Digital book fair

Preparation and hosting of a digital book fair in collaboration with the *Université de Sherbrooke* and the *Salon du livre de l'Estrie*.



Projects renewed for a second or third year

Books to Belly

Ongoing

Sponsor: Literacy in Action
September 2019 to December 2020 | \$25,000



Lire, j'en mange

In all, 15 of the 20 activities offered were tested with allophone families.

An activity book containing 20 recipes will be available to organizations looking to take part in this project.

Sponsor: Service d'aide aux Néo-Canadiens (SANC)
November 2019 to June 2020 | \$4,000

Lire aux camps and Pep ton jeu

The *Faire vivre les livres* guide was translated and is now available in English.

In all, 12 training activities for camp leader took place directly in the community.

Activities for *Pep ton jeu* are ongoing.

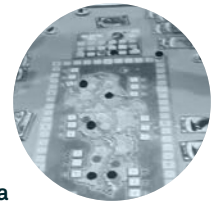
Sponsor: Conseil Sport Loisir de l'Estrie
January 2019 to December 2020 | \$19,000



New projects in 2019-2020

Score-Pions

The *Score-Pions* project is aimed at adolescents who attend one of the 12 youth centers in Estrie. Its goal is to host regular inter-center board game nights for young people in order to promote a positive relationship with reading and to develop emotional ties between their peers. More than 180 games are now available in these youth centers.



COVID-19 adaptation: *the project continued in a virtual format to the delight of everyone involved. On average, 3 activities took place each week in each youth center, and 6 inter-center activities were organized.*

Sponsor: Regroupement des maisons de jeunes de l'Estrie
January 2019 to August 2020 | \$7,000

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

More than 4,900 routes were designed for the *Salon du livre*.

A support section for teachers wishing to prepare for their visit was added to the event website.

Sponsor: Salon du livre de l'Estrie
September 2019 to June 2020 | \$5,000



Contes de Coco la coccinelle

This pilot project was designed to reach families living in rural areas and for whom access to libraries is difficult. These families can borrow one of the 75 bags of various books along with resources for parents (games, questions to ask about the readings, etc.) from participating organizations. These resources are located near their homes and offer extended opening hours.



COVID-19 adaptation: *the project's design is ongoing, despite the difficulty of obtaining the physical resources. Thus, promotion of the project had to be postponed until the Fall. The project will end in December.*

Sponsor: Réseau BIBLIO de l'Estrie
January 2019 to December 2020 | \$15,000

Parents conteurs

A part of the deployment of the mothers' schooling program in Estrie, various literacy activities took place before and during the pandemic:

- Coaticook MRC: 4 activities (ongoing until December)
- Du Granit MRC: 18 activities
- Memphremagog MRC: 14 activities
- Des Sources MRC: 14 activities

Sponsors: Constellation du Granit | Carrefour jeunesse emploi des comtés de Richmond et Drummond-Bois-Francis | Maison de la famille de Coaticook | Carrefour jeunesse-emploi Memphremagog
September 2019 to December 2020 | \$22,356





Support of partners and stakeholders in the implementation of local reading action plans

Projects renewed for a second or third year

The *Projet PRÉE* accompanied and supported partners and stakeholders from targeted territories in the implementation of local reading action plans in order to develop the literacy skills of young people (aged 0-20) as well as their families.

Du Granit MRC

Lire, c'est bon partout

12 activities were carried out by and for young people in the MRC.

Sponsor: *Constellation du Granit*
January 2019 to August 2020 | \$4,000



Des Sources MRC

Lecture en partage

Before the pandemic, 25 activities took place, involving around 30 children and 3 volunteers.

Sponsor: *Maison des Familles FamillAction*
September 2019 to December 2020 | \$5,000

Lire, c'est bon partout

An escape room was designed by young people, but the project was canceled during production due to COVID-19.

Sponsor: *Carrefour jeunesse-emploi des comtés de Richmond et Drummond-Bois-Francs*
November 2019 to June 2020 | \$720

Sherbrooke

Fais vivre les livres!

10 newly trained animators hosted 22 workshops, face-to-face and online, in 4 housing areas managed by the *Office municipal d'habitation (OMH)*.

Sponsor: *Frontier College*
September 2019 to August 2020 | \$15,000



Écoute dans ma langue

The book *Après la chute* has now been translated into 5 languages. Promotion of this work to allophone families will take place in the Fall.

Sponsors: *Service d'aide aux Néo-Canadiens (SANC) | Concertation école LaRocque-communauté*
November 2019 to December 2020 | \$6,000



New project in 2019-2020

Poésie performée

A group of 12 adolescents took part in an activity of artistic expression through performing poetry. 6 of the twelve writing workshops took place in the Sherbrooke OMH.

COVID-19 adaptation: *the remaining 6 writing workshops, the creation of the activity booklet, and the launch party could not take place. The project was therefore canceled during production.*

Sponsor: *CEP de Sherbrooke*
September 2019 to June 2020 | \$4,000

Memphremagog MRC

Phelps Helps Literacy Project

7 events that brought together more than 200 families were organized before and during the pandemic.

Sponsor: *Phelps Aide Phelps Helps*
September 2019 to August 2020 | \$17,000



KEY ISSUE 4

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 regard to the development of an integrated approach model

Alignment of the *Projet PRÉE*, TECIÉ, and the TECFE



An alignment process has begun between the *Table estrienne de concertation interordres en éducation* (TECIÉ), the *Projet PRÉE* and the *Table estrienne de concertation formation-emploi* (TECFE). These three bodies share a common belief: that education is a vector for regional development – economically, culturally, and socially. After a few meetings in 2019, these organizations arrived at the conclusion that there were enough shared issues and concerns to explore the possibility of further alignment. Thus was initiated an official merging process led by a committee composed of representatives from each body. The process will continue in 2020-2021, and specifically allows for regional meetings with members from each of the three parties involved.

Aligning to merge our efforts and multiply results.



Together in action



Along with other regional consulting authority on school perseverance and educational success, the *Projet PRÉE* actively participates in the work of the *Réseau québécois pour la réussite éducative* (RQRÉ).

- + Coordination committee member for the RQRÉ (July to December 2019);
- + Member of the coordination committee between the RQRÉ and the MEES (July to December 2019);
- + Member of the provincial steering committee for Hooked on School days (HSD);
- + Participation on the RQRÉ's board of directors;
- + Participation in the regular RQRÉ's meetings;
- + Participation in the community of practice for reading;
- + Participation in the community of practice for management;
- + Participation in the community of practice for *Employeurs engagés pour la réussite éducative*;
- + Participation in committee meetings for Back-to-school 2020-2021 campaign in response to the pandemic;
- + Participation in various other meetings on different subjects including regional success of HSD, determinants of success in a pandemic, brainstorming for back-to-school, etc.
- + 61 meetings as members of various committees.

All regions of Quebec have joined forces around educational success.

Developing competencies

In order to maintain our team's skills and to acquire new ones, the *Projet PRÉE* team took part in various training and development activities. These workshops related to a variety of themes such as continued education, the primary-secondary transition, the use of technology in collaborative work, facilitating virtual meetings, first-school transition in a pandemic, reading and motivation among young people, the importance of play in the development of literacy, using clear and simplified language, communicating influence, and the educational success of the most vulnerable youth.

7 WEBINARS | 1 CONFERENCE | 3 TRAINING SESSIONS

Members of the various committees and work groups

TECIE

- + Association des écoles privées de l'Estrie
- + Bishop's University
- + Cégep de Sherbrooke
- + Centre de services scolaire de la Région-de-Sherbrooke (previously named Commission scolaire de la Région-de-Sherbrooke)
- + Centre de services scolaire des Hauts-Cantons (previously named Commission scolaire des Hauts-Cantons)
- + Centre de services scolaire des Sommets (previously named Commission scolaire des Sommets)
- + Champlain College
- + CIUSSS de l'Estrie – CHUS – Direction de santé publique
- + Eastern Townships School Board
- + Ministère de la Famille
- + Ministère de l'Économie et de l'Innovation
- + Ministère de l'Éducation et de l'Enseignement supérieur
- + Ministère des Affaires municipales et de l'Habitation
- + Services Québec
- + Table des MRC de l'Estrie
- + Université de Sherbrooke

EXPANDED EDUCATIONAL SUCCESS COMMITTEE

- + Association des directeurs et directrices d'établissements d'enseignement de l'Estrie
- + Bishop's University
- + Cégep de Sherbrooke
- + Centre de services scolaire de la Région-de-Sherbrooke
- + Centre de services scolaire des Hauts-Cantons
- + Centre de services scolaire des Sommets
- + Champlain College
- + CIUSSS de l'Estrie – CHUS – Direction de santé publique
- + CIUSSS de l'Estrie – CHUS – Direction du programme jeunesse
- + Collectif estrien 0-5 ans
- + Comité estrien pour les saines habitudes de vie
- + Conseil de la culture de l'Estrie

- + Eastern Townships School Board
- + Ministère de la Famille
- + Ministère des Affaires municipales et de l'Habitation
- + Regroupement des organismes communautaires Famille de l'Estrie (TDAH Estrie)
- + Regroupement des carrefours jeunesse-emploi de l'Estrie
- + Table des directeurs de centres d'éducation aux adultes
- + Université de Sherbrooke

REGIONAL INTERSECTORAL READING COMMITTEE

- + Association des bibliothèques publiques de l'Estrie
- + Bibliothèque Éva-Sénécal
- + Carrefour jeunesse-emploi des comtés de Richmond et Drummond-Bois-Francs
- + Cégep de Sherbrooke
- + Centre d'éducation populaire de l'Estrie
- + Centre de services éducatifs populaires du Haut-Saint-François
- + Centre de services scolaire de la Région-de-Sherbrooke
- + Centre de services scolaire des Hauts-Cantons
- + Centre de services scolaire des Sommets
- + Centre Saint-Michel
- + CIUSSS de l'Estrie – CHUS – Direction de santé publique
- + Conseil de la culture de l'Estrie
- + Culture du cœur
- + Frontier College
- + Le Train des mots
- + Les correspondances d'Eastman
- + 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 (La Relève du Haut-Saint-François)
- + Réseau BIBLIO de l'Estrie
- + Richmond, Danville and Drummondville Community Learning Centre
- + Salon du livre de l'Estrie
- + Service d'aide aux Néo-Canadiens
- + Université de Sherbrooke

REGIONAL INTERSECTORAL SCHOOL TRANSITION COMMITTEE

- + Cégep de Sherbrooke (Techniques d'éducation à l'enfance)
- + Centre de la petite enfance Jardins des amis
- + Centre de services scolaire de la Région-de-Sherbrooke
- + Centre de services scolaire des Hauts-Cantons
- + Centre de services scolaire des Sommets
- + Citoyenne
- + CIUSSS de l'Estrie – CHUS – Direction de santé publique
- + CIUSSS de l'Estrie – CHUS – Direction périnatalité et petite enfance
- + CIUSSS de l'Estrie – CHUS – Direction des programmes de déficience intellectuelle, trouble du spectre de l'autisme et déficience physique
- + Eastern Townships School Board
- + Ministère de la famille
- + Office des personnes handicapées du Québec
- + Regroupement des CPE des Cantons de l'Est
- + Regroupement des organismes communautaires Famille de l'Estrie (SAFRIE)
- + Regroupement local de partenaires 0-5 ans (Val-Famille)
- + Service d'aide aux Néo-Canadiens
- + Université de Sherbrooke (Département d'enseignement au préscolaire et primaire)

HSD COMMUNICATION COMMITTEE

- + Cégep de Sherbrooke
- + Centre de services scolaire de la Région-de-Sherbrooke
- + Centre de services scolaire des Hauts-Cantons
- + Centre de services scolaire des Sommets
- + Eastern Townships School Board
- + Grands Frères Grandes Sœurs de l'Estrie
- + Regroupement des CPE des Cantons de l'Est
- + Université de Sherbrooke

Financial partners of the 2019-2020 action plan



Christine Labrie,
députée de Sherbrooke à
l'Assemblée nationale



The official governmental logo here represents the following financial partners:

- Centre de services scolaire de la Région-de-Sherbrooke
- Centre de services scolaire des Hauts-Cantons
- Centre de services scolaire des Sommets
- Centre intégré universitaire de santé et de services sociaux - Centre hospitalier universitaire de Sherbrooke (CIUSSS de l'Estrie - CHUS)
- Ministère de l'Éducation et de l'Enseignement supérieur



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