



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



Annual Report

2020•2021

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A word from the co-chairs

The 2020-2021 year has been marked by numerous challenges surrounding the COVID-19 pandemic. In all settings, we have needed flexibility and creativity in order to find solutions and implement strategies that respond to the new issues at stake in the school perseverance and educational success of our young people.

After all these months of adaptation and resilience, some questions remain: How deeply will the impact of the pandemic be felt on educational success, in the long term? What steps should we continue taking or implement to support the youth? Studies show that, over the past year, we have seen a significant drop in the motivation and academic engagement among students. We have also seen limitations in terms of parental support, availability of resources, etc. What will the consequences be in the near future?

REINVENTING OURSELVES TO PROVIDE BETTER SUPPORT

In recent months, the *Projet PRÉE* was called upon to work in concert with its many different partners to implement various projects in response to the new issues and challenges that educational success and school perseverance now face. In an effort to support and equip stakeholders in all sectors, the *Projet PRÉE* notably reinforced its efforts at knowledge-sharing by taking the first steps of organizing webinars and virtual conferences. This was the first time, but certainly not the last – as these formats were very popular with our partners.

After all these months of adaptation and resilience, some questions remain: How deeply will the impact of the pandemic be felt on educational success, in the long term?

MOVING FORWARD, TOGETHER

In order to concentrate our collective efforts and to better align the Estrie vision of education as a vector for economic, social, and cultural development for the region, a consolidation process was initiated in Spring 2020 and continued this year between the *Table estrienne de concertation interordres en éducation* (TECIÉ), the *Projet PRÉE*, and the *Table estrienne de concertation formation-emploi* (TECFE). This new model of regional inter-level and intersectoral cooperation around the theme of education will soon give rise to an altogether new body, and will make possible the optimization of the deployment of a vision of collective change that will multiply results in Estrie.

On behalf of the entire *Projet PRÉE* team, we would like to take a moment to recognize all of our partners, regional and local accomplices who redoubled their efforts to ensure the success of young people in Estrie, particularly in these uncertain times. Thank you for being proactive, for your dedication, and for your audacity! This collective and concerted effort, this intersectoral complicity that we have developed over the years, is proof of our ability to actively and promptly respond to challenges in our communities. May it continue!



CHRISTINE HUDON,
CO-PRESIDENT
TECIÉ / *Projet PRÉE*



MARTIAL GAUDREAU,
CO-PRESIDENT
TECIÉ / *Projet PRÉE*



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



From left-to-right:

- + **Josiane Bergeron**, Coordinator
- + **Lisa Champeau**, Liaison and Development Officer
- + **Dominique Vyboh Poirier**, Communications Consultant
- + **Sylvie Castonguay**, Administrative Assistant
- + **Élyse Dion**, Liaison and Development Officer
- + **Éric Martineau**, Liaison and Development Officer



**FOR
EDUCATIONAL SUCCESS
ESTRIE**
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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 REGIONAL AND LOCAL INITIATIVES

Initiatives for school perseverance
7 initiatives supported

Initiatives for reading
21 initiatives supported

Initiatives for school transition
5 initiatives supported

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

7 regional committees (22 meetings)
17 local and regional events
15 local consultation roundtables (44 meetings)
2 local consultation roundtables related to COVID-19 (3 meetings)

15 regional and local advocacy projects

ESTABLISH COMMITTEES FOR THE IMPLEMENTATION OF PRIORITY PROJECTS

Intersectoral committee on reading
2 meetings
6 reading workgroups
19 meetings

Regional intersectoral committee for first school
3 meetings

HSD communications committee
3 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 valuing of education and educational success as fundamental values around which communities can mobilize

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

2020: 78.8%

2019: 77.3%
2018: 78.2%
2017: 75.2%
2016: 74.4%

GRADUATION AND QUALIFICATION RATES AMONG GIRLS

2020: 84.9%
2019: 82.9%
2018: 82.0%
2017: 81.1%
2016: 80.2%

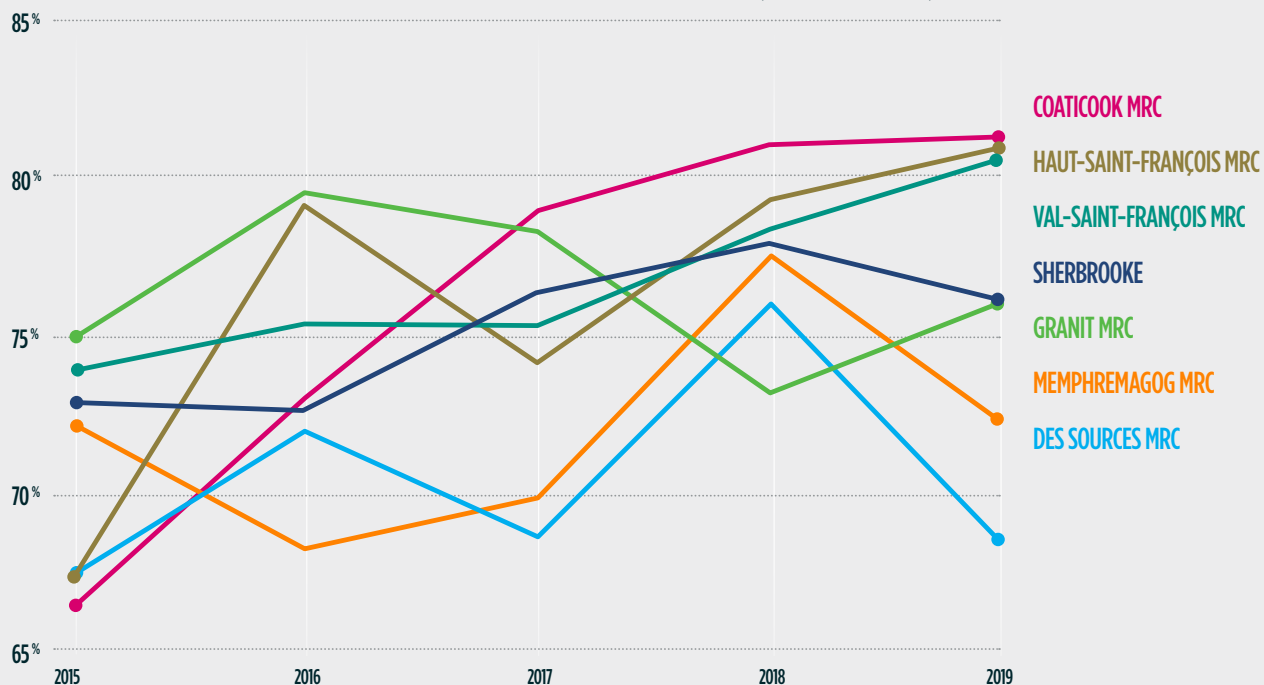
We must maintain our collective efforts to keep the rate high.

Steady increase among girls.

GRADUATION AND QUALIFICATION RATES AMONG BOYS

2020: 73.5%
2019: 72.4%
2018: 74.7%
2017: 70.0%
2016: 69.2%

GRADUATION AND QUALIFICATION RATE BY MRC (BOTH SEXES)



Exit rates without a qualification or diploma

SCHOOL DROPOUT RATES | PUBLIC SECTOR

Significant increase in the last year. We must continue our efforts to keep this rate as low as possible.

2018-2019: 20.7%

2017-2018: 17.5%
 2016-2017: 17.9%
 2015-2016: 17.3%
 2014-2015: 20.2%

DROPOUT RATES FOR GIRLS

2018-2019: 14.6%

2017-2018: 12.6%
 2016-2017: 12.5%
 2015-2016: 14.4%
 2014-2015: 14.4%

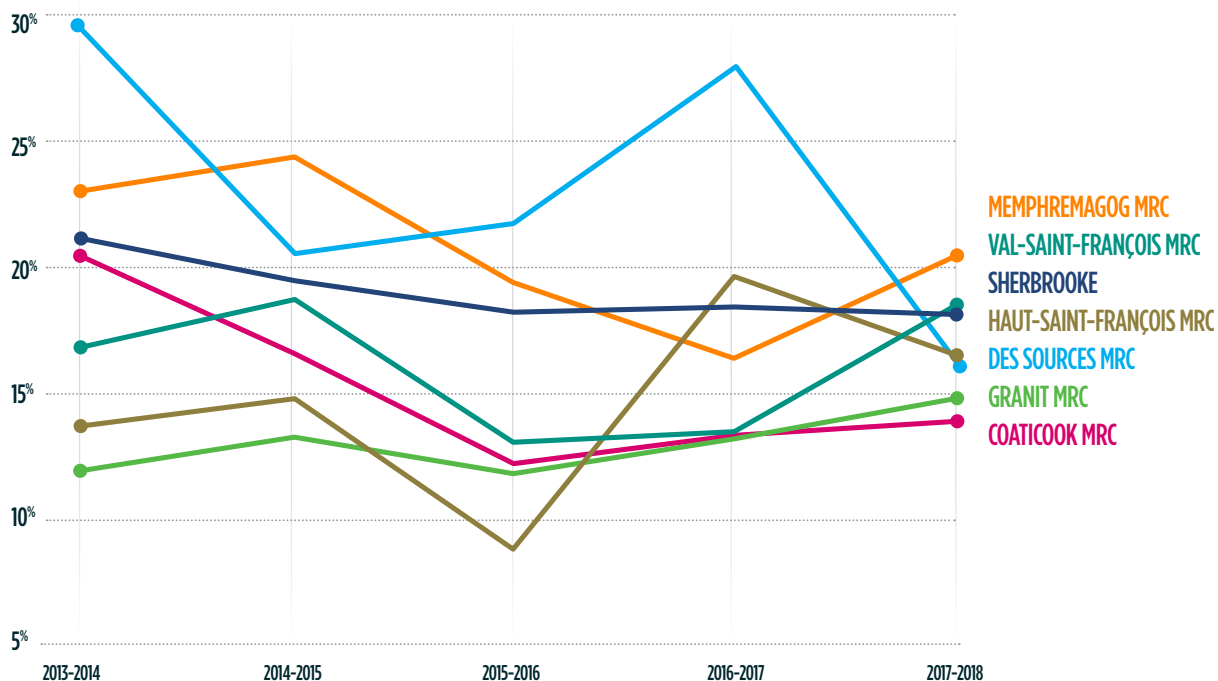
Increase among both sexes, but much more marked among boys.

DROPOUT RATES FOR BOYS

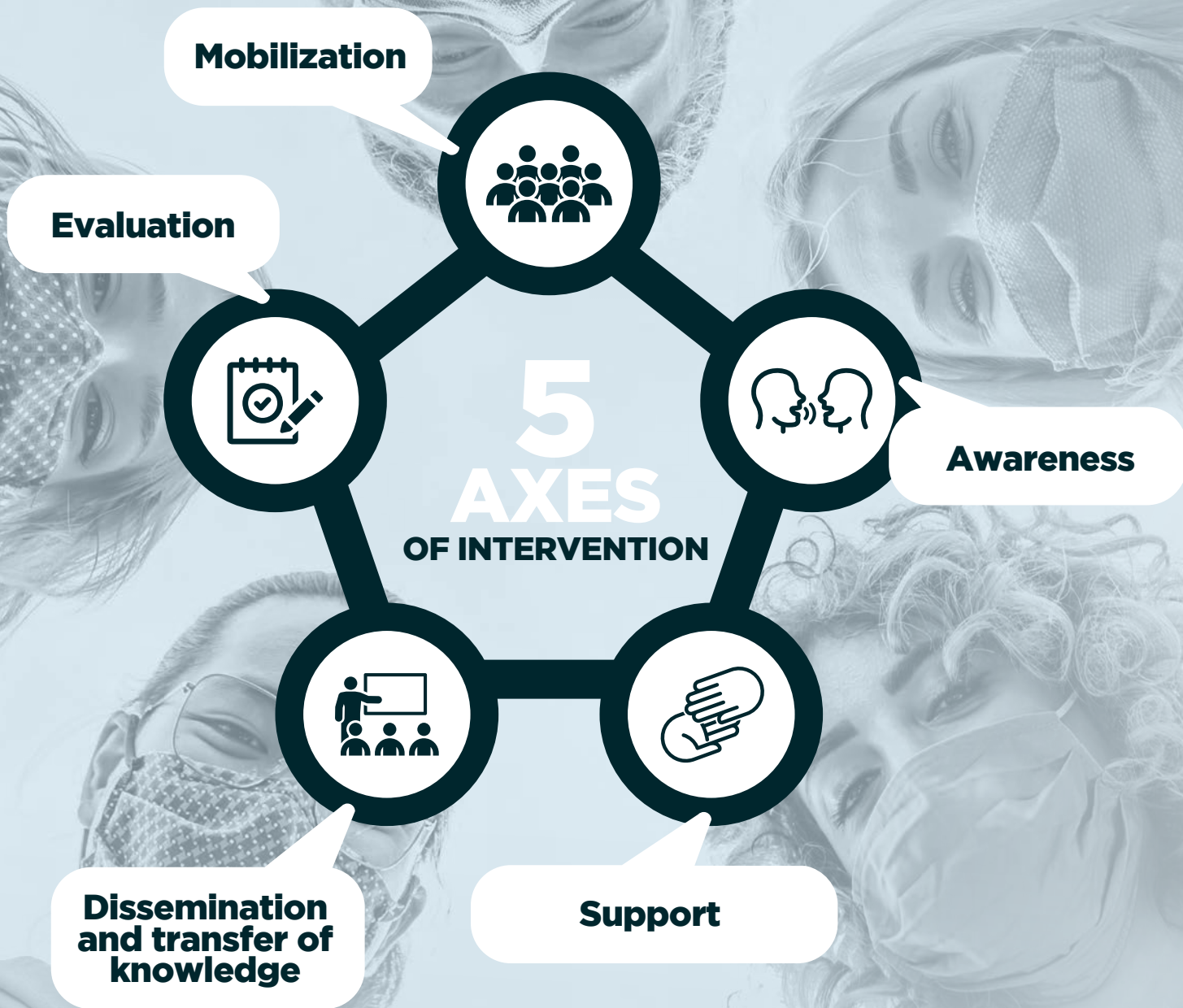
2018-2019: 26.2%

2017-2018: 22.0%
 2016-2017: 22.8%
 2015-2016: 20.0%
 2014-2015: 25.4%

DROPOUT RATES BY MRC • BOTH SEXES



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 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 2021



February 15th to 19th, 2021 | JPSEstrie.ca

Hooked on School Days (HSD) is a special opportunity to strengthen mobilization and to encourage our various actors and stakeholders to take concrete steps in supporting school perseverance and educational success. For this 12th edition, HSD took place in the unusual context of the COVID-19 pandemic. However, this context did not hinder our partners from being active and involved! Educational establishments, organizations, communities, municipalities, businesses... everyone brought the message loud and clear to social media!

With the theme “A moment. For them”, the event was once again bound up with the provincial campaign and its spokesperson, Laurent Duvernay-Tardif. With the media taking interest in education more than ever, the *Réseau québécois pour la réussite éducative* wanted to put forth a simple and powerful message focused on young people and their needs in the pandemic context.

ACHIEVEMENTS

Hooked on School Days Virtual Events

- + 5 webinars to better equip partners from all sectors as well as parents¹
 - + 4 webinars for professionals from all networks
 - + 1 webinar for parents
- + 2 virtual meetings for young people:
 - + 1 meeting with Laurent Duvernay-Tardif
 - + 1 virtual encounter with author Émilie Rivard and illustrator Mika
 - 192 classes registered
 - 116 classes connected

¹The number of people registered and connected to the webinars can be found in the Knowledge transfer section of this report, on page 14.

Five videos of encouragement by Estrie artists designed to motivate stakeholders from all walks of life: David Goudreault, Vincent Vallières, Pilou, Tim Brink, and Louise Penny.

- + 273,714 people reached across all social networks

Impressive web and social media coverage

- + Our website jpsestrie.ca: 9,405 visitors, 551 e-cards sent via the + Bulletin Board
- + Facebook: 368 new follows, 32,796 views on our publications (organic and paid), 328,346 views on our videos, 8,298 likes, 989 comments, and 3,063 shares



HSD estrie by the numbers

331 activities in more than 275 organizations

494 actions taken on social media

30,694 promotional materials distributed

89 flags in circulation, including 12 new ones

50 cities, municipalities, and MRCs took concrete action

1,901 professionals and parents registered for the Hooked on School Days Webinars

32,796 people reached daily via the [@Perseverance ScolaireEstrie](https://www.facebook.com/PerseveranceScolaireEstrie) Facebook page

9,405 visitors on the jpsestrie.ca website

152 young people registered for the *My Boss is the Best!* contest



Back-to-school campaign



August 17th to September 11th, 2020

In response to the pandemic, the *Réseau québécois pour la réussite éducative*, of which the *Projet PRÉE* is a part, established a major provincial and regional campaign to highlight this special back-to-school that our youth experienced in August 2020. With the theme “Back to school. Together. For them.”, the campaign’s objective was to imbue the province’s young people with the motivation necessary to persevere with their schooling despite the year’s particular context.

Outreach

More than 60 stakeholders from various sectors took **91 concrete steps** to encourage young people

Creation of 13 videos designed to raise awareness, aimed at young people and their communities

Social media advertising:
274,206 people reached
f @ 184,199 young people
f 72,884 parents
f @ 17,123 adults

Social media posts:
f @ 118 posts generating 290,877 total views, 8,924 clicks, and 2,742 likes
13 videos published, generating 10,196 total views and 44,471 total impressions

17 instances of media coverage, including an open letter published in *La Tribune* on August 25th

Imbue the province’s young people with the motivation necessary to persevere with their schooling despite the year’s particular context.

End-of-year sprint



May 11th to June 7th, 2021

As part of its “Motivation and school engagement in the pandemic” dossier, the *Projet PRÉE* launched their “End-of-year sprint” micro-campaign last May to encourage and motivate students at the end of such a crucial school year. To this end, a toolbox was created and two webinars were organized to help stakeholders and parents in supporting their children’s motivation for school².

Outreach

Social media advertising:
90,693 people reached
f 3,256 stakeholders
f 31,332 parents
f @ 56,105 young people

Social media posts:
f @ 32 posts generating 26,198 organic impressions, 1,182 clicks, 151 shares, and 321 likes

Website (toolbox):
FR: 664 visits, 493 unique users, 68% bounce rate, time spent on the page 3m35s
EN: 35 visits, 15 unique users, 50% bounce rate, time spent on page 3m07s

Encourage and motivate students at the end of such a crucial school year.



² Description of the webinars et results can be found in the Knowledge transfer section of this report, on page 15.

Graduates' Day



June 18th, 2021

Graduation is an important achievement and should be celebrated in style. For the second year running, this event was unable to live up to the one perhaps imagined by 2021's graduates... In order to showcase their successes and how much we appreciate them, the *Projet PRÉE* paid tribute to graduates on June 18th with the second edition of Graduates' Day, an initiative by the *Réseau québécois pour la réussite éducative*, *Alloprof*, and *Télé-Québec*. The *Projet PRÉE* summoned its partners to generate a veritable tidal wave of support and congratulations in Estrie across social and traditional media networks.

Outreach



Social networks:

39 posts generating 20,195 organic impressions, 83 clicks, 44 shares, and 264 likes



4 instances of media coverage, including 3 interviews with 8 graduates from all levels of schooling, on *ICI Première 101.1* and in *La Tribune*.



Summon partners to generate a veritable tidal wave of support and congratulations in Estrie across social and traditional media networks.

Involvement with regional committees



The *Projet PRÉE* was involved with 7 regional committees with the goal of promoting cohesion of its strategies, strengthening the capacity of stakeholders to act, and supporting the transfer of information between various parties involved.

- + Steering committee for the evaluation of the *Programme de scolarisation des mères en Estrie*
- + Expert panel for *Portrait et parcours jeunesse en Estrie* by the *CIUSSS de l'Estrie – CHUS*
- + Regional committee for the MEQ-MSSS agreement
- + Selection committee for *Mérite estrien*
- + Selection committee for *Défi OsEntreprendre – volet secondaire*
- + Regional monitoring unit for the *Observatoire estrien en développement des communautés* (OEDC)
- + School perseverance sub-committee from the *Table ronde Éducation de la Fédération des chambres de commerce du Québec*

Participation in events



The *Projet PRÉE* took part in 9 events in 2020-2021

- + Annual general assembly of the OEDC
- + Annual general assembly of the *Réseau estrien en développement des communautés*
- + Large spring gathering on resilience and recovery in Estrie
- + Four local and regional consultations organized by the OEDC for the *Portrait de la résilience collective*
- + Presentation of the "Employer engaged in educational success" award to the *Musée de la nature et des sciences de Sherbrooke* during the *Gala reconnaissance Estrie*, organized by the *Chambre de commerce et industrie de Sherbrooke* and the *Chambre de commerce régionale de l'Estrie*.
- + Conference for employers, "*La génération Z du Québec et sa vision du milieu du travail*", at the *Salon Priorité-Emploi*

Building engagement and awareness



15 actions were taken by the *Projet PRÉE* to inform and raise awareness in various stakeholders and to publicize the initiatives being supported in Estrie.

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* used a variety of communication tools to ensure a majority of people (partners, supportive employers, parents, young people, etc.) were well-informed and aware of the issues and efforts surrounding school perseverance and educational success. To this end, the *Projet PRÉE* ensured that it was present on both the Web and social media, in addition to the distribution of two separate newsletters and several press releases.



Three continuously-updated websites

ReussiteEducativEstrie.ca

The *Projet PRÉE* website

- + 9,717 users, 90.7% new
- + 12,305 sessions
- + 22,714 page views, 1.85 pages per visitor

ParentEstrie.com

A repertoire of resources for parents

- + 25,168 users, 90.3% new
- + 28,459 sessions
- + 39,038 page views, 1.37 pages per visitor
- + 12 articles shared on Facebook, with 11 advertised

IchooseMyEmployer.com

A website about school-work balance

- + 9,372 users, 91.3% new
- + 11,499 sessions
- + 23,688 page views, 2.06 pages per visitor



Two informative newsletter



School Perseverance Estrie

- + 803 partners subscribed (755 FR | 48 EN)
- + 20 publications
- + 27% opening rate (29.4% FR | 24.5% EN)

School-Work Balance

- + 435 supportive employers subscribed
- + 8 publications
- + 30% opening rate

The *Projet PRÉE* on social media



f @PerseveranceScolaireEstrie

- + 3,620 follows, 707 new
- + 872,451 people reached, 903,567 impressions
- + 495 posts, 12,878 reactions, 4,265 shares, and 1,666 comments

t @Projet_PREE

- + 407 follows, 37 new this year
- + 24,452 impressions
- + 104 posts, 94 likes, 45 shares, and 28 mentions

ig @PerseveranceScolaireEstrie

- + 551 follows, 115 new
- + 88 posts 92 stories, 8,988 impressions, 504 likes, 100 shares

in @Projet Partenaires pour la réussite éducative en Estrie (*Projet PRÉE*)

- + 143 follows, 74 new
- + 101 posts, 11,274 impressions, 228 reactions, 298 clicks, and 106 shares



Knowledge transfer

The pandemic that has defined the past year has brought with it several major challenges for all stakeholders. In order to support and equip its partners, the *Projet PRÉE* took the first step of organizing virtual knowledge-transfer activities. Here is the list of webinars and virtual conferences that were offered over the past year.



HOOKED ON SCHOOL DAYS WEBINARS

The *Projet PRÉE* held a series of virtual events in the context of HSD 2021. Five daily webinars were broadcast, designed to support and equip teachers and youth and family workers from all sectors, as well as parents in Estrie.

Optimiser l'engagement des élèves de 15 à 18 ans en temps de pandémie: leurs solutions

+ With **Nadia Rousseau, Ph. D.**, Director of the *Réseau de recherche et de valorisation de la recherche sur le bien-être et la réussite en contexte de diversité (RÉVERBÈRE)*, Université du Québec à Trois-Rivières

L'anxiété chez les enfants et les adolescents: comment les accompagner à l'apprivoiser?

+ With **Joelle Lepage**, Coordinator for the *Centre RBC d'expertise universitaire en santé mentale*

Comment créer un espace familial bienveillant en temps de pandémie?

+ With **Joelle Lepage**, Coordinator for the *Centre RBC d'expertise universitaire en santé mentale*

Renforcer l'engagement et le sentiment de compétence des parents pour favoriser la réussite des jeunes

+ With **Sandy Nadeau and Sylvain Bourdon**, Professors of the Faculty of Education at *Université de Sherbrooke*

Faire une différence positive autour de soi

+ With **Guillaume Vermette**, humanitarian clown and entrepreneur of well-being

 **1901**
people registered

 **665**
people connected

 **601**
views of the webinar recordings

Speakers



+ Nadia Rousseau



+ Joelle Lepage



+ Sandy Nadeau



+ Sylvain Bourdon



+ Guillaume Vermette

 **Support and equip partners, by making a first step in the organization of virtual knowledge-transfer activities.**

LA GÉNÉRATION Z DU QUÉBEC ET SA VISION DU MILIEU DU TRAVAIL

During the *Salon Priorité-Emploi Estrie* last March, the *Projet PRÉE* and *School-Work Balance Estrie*, in collaboration with *Academos*, presented a virtual conference to address the concerns of employers and young people in Generation Z. This event presented some key findings concerning the worries and expectations that this new generation faces as they approach the job market, pulled from a survey to which 1,200 young Québécois between the ages of 14 and 26 responded. The impact the pandemic has had on this generation's perception of the world of work was also addressed.

La génération Z du Québec et sa vision du milieu du travail

- + With **Éléonore Durocher-Bergeron**, Director of Operations at *Academos*

✓ 98
people registered

🔗 71
people connected

Speaker



+ **Éléonore Durocher-Bergeron**



MOTIVATION AND SCHOOL ENGAGEMENT IN THE PANDEMIC

Following a sub-analysis of the data from the *Enquête sur la santé psychologique des 12 à 25 ans* conducted by the *Université de Sherbrooke* in January 2021, the *Projet PRÉE* produced several resources and tools under the theme of "Motivation and school engagement in the pandemic". Two webinars were presented last May as part of this project, designed to help stakeholders in all sectors as well as parents in supporting the school motivation of young people at the end of such an exceptional school year. To complement these webinars, two infographics were designed: one addressed to stakeholders, focused on the appeal of school for Estrie high schoolers; and another for parents, focused on the concept of autonomous motivation and the psychological needs of young people.

Soutenir la motivation scolaire de votre jeune

- + With **Catherine Ratelle, Ph. D.**, Professor of Career Development in the *Faculté des sciences de l'éducation at Université Laval*, and holder of the *Chaire de recherche du Canada sur les pratiques parentales et les trajectoires scolaires et vocationnelles*

Favoriser la motivation scolaire des jeunes en temps de pandémie

- + With **Jonathan Smith, M.A., Ph. D.**, Adjoint Professor in the field of pedagogical approaches and classroom management at the *Faculté d'éducation of Université de Sherbrooke* and **Catherine Ratelle, Ph. D.**, Professor of Career Development in the *Faculté des sciences de l'éducation at Université Laval*, and holder of the *Chaire de recherche du Canada sur les pratiques parentales et les trajectoires scolaires et vocationnelles*
- + And with the help of **Dr Mélissa Généreux, MD, MSc, FRCPC**, *médecin-conseil* at the *Direction de santé publique de l'Estrie / INSPQ*, and Associate Professor in the *Faculté de médecine et des sciences de la santé at Université de Sherbrooke*

✓ 369
people registered

🎥 93
views of the webinar recordings

🔗 91
people connected

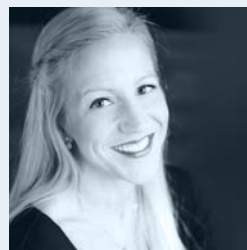
Speakers



+ **Catherine Ratelle**



+ **Jonathan Smith**



+ **Dr Mélissa Généreux**

Action Plan for School-Work Balance Estrie 2020-2021



The *Projet PRÉE* acts as a regional resource and provides financial support for the local deployment of School-Work Balance Estrie. This initiative aims to recognize and support businesses that make the effort to implement measures supporting the educational success of their student-employees. The COVID-19 pandemic and the labour shortage experienced over the past two years have led the *Projet PRÉE* to recognize the role of employers beyond simple school-work balance, in particular by acknowledging the role they can play in the educational success of students at all levels of schooling. It is within this context that new projects were undertaken this year.

FAITS SAILLANTS

- + 439 supportive employers, 507 workplaces engaged in School-Work Balance Estrie, and 6,700 students hired by supportive employers
- + Organization and facilitation of 9 co-development meetings with school-work balance agents
- + Implementation of 4 working committees designed to achieve certain objectives of the action plan
- + Individual meetings with the 7 school-work balance agents and promoters to better understand their vision of School-Work Balance Estrie's development in the context of the pandemic, to reach agreement on intervention strategies, and to review the year
- + Participation in the virtual *Salon Priorité Emploi*: collaboration in establishing a "virtual discussion" activity responding to young people's questions, and raising their awareness of school-work balance and making supportive employers known
- + Participation in 4 meetings with the School-Work Balance Sherbrooke steering committee
- + Meetings with various partners with the goal of exploring different angles permitting the expansion of the School-Work Balance Estrie toward a more comprehensive view of the role employers play in the educational success of young people, all while meeting the needs of said employers
- + Presentation of the "Employer engaged in educational success" award to the *Musée de la nature et des sciences de Sherbrooke* during the *Gala reconnaissance Estrie* organized by the *Chambre de commerce et industrie de Sherbrooke* and the *Chambre de commerce régionale de l'Estrie*
- + Creation and distribution of 8 newsletters to 435 supportive employers in Estrie

Promoters of School-Work Balance Estrie: the Carrefours jeunesse-emploi of MRC Johnson, Richmond, Memphrémagog, Granit, des Sources, Coaticook, and the Corporation de développement de l'entrepreneuriat collectif de Sherbrooke

Mobilize, coordinate, and engage businesses through concrete and targeted actions in their support of school perseverance and educational success.

The *My Boss is the Best!* contest

To better highlight employers' commitment to school-work balance, the *Projet PRÉE*, in collaboration with School-Work Balance Estrie, launched the "My Boss is the best!" contest as part of Hooked on School Days Estrie 2020 and 2021. The contest invited young student-employees in Estrie to showcase the ways in which their boss supports their school-work balance. Since the first edition took place in February 2020, just before the start of the pandemic, the *Projet PRÉE* had to postpone the awarding of prizes to winning employers until Fall 2020. The second edition was held in Spring 2020. Here are the winners of the two respective editions:

2020 Edition

- + *Boutique le Chien élégant*, in Windsor
- + *Métro grocer (Marché Alain Valiquette)*, in Lac-Mégantic
- + *Ferme et Fromagerie la Maison grise*, in Wotton
- + *Ferme Merveille*, in Compton
- + *Jack-O*, in Sherbrooke
- + *Savonnerie des Diligences*, in Austin

2021 Edition

- + *Ecopak*, in Valcourt
- + *Jean Coutu*, in Coaticook
- + *Karting Orford*, in Magog
- + *Le Dépanneur du Coin*, in Lac-Mégantic
- + *Le P'tit Bonheur de Saint-Camille*, in Saint-Camille
- + *L'Écolo Boutique*, in Sherbrooke
- + *Tim Hortons*, in Ascot Corner

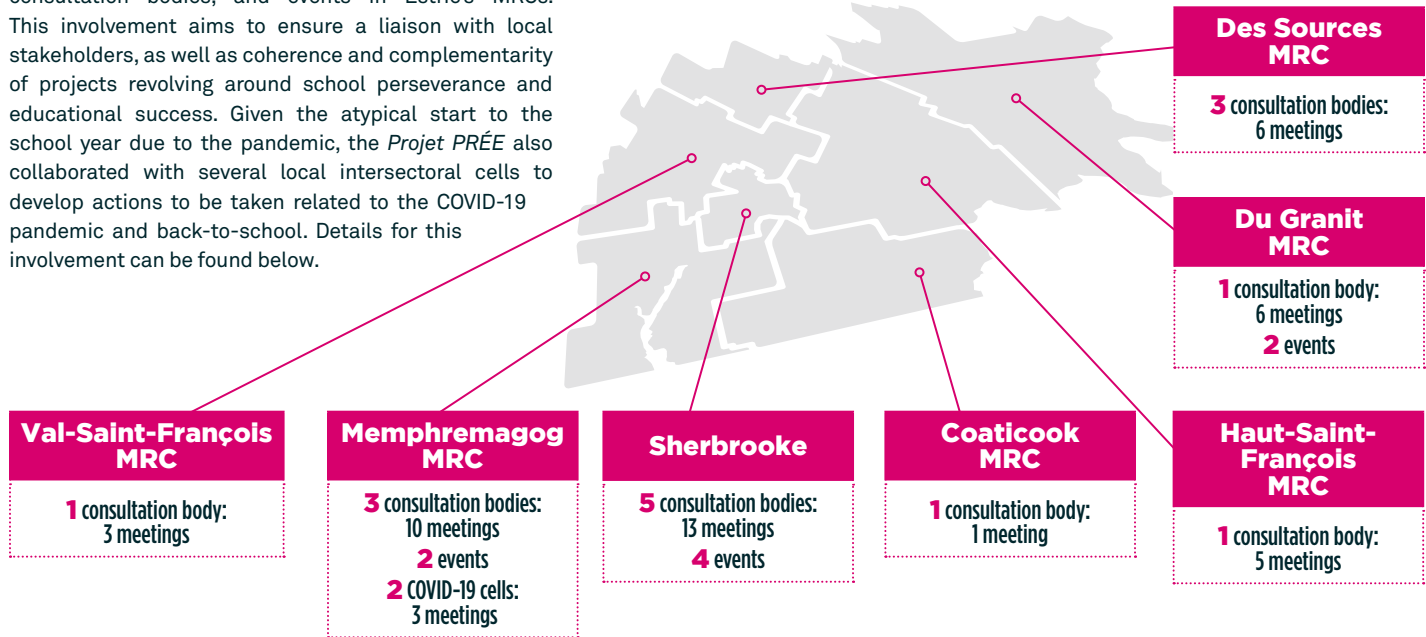


Support to local stakeholders



The *Projet PRÉE* is involved in local communities via participation on various committees, intersectoral consultation bodies, and events in Estrie's MRCs. This involvement aims to ensure a liaison with local stakeholders, as well as coherence and complementarity of projects revolving around school perseverance and educational success. Given the atypical start to the school year due to the pandemic, the *Projet PRÉE* also collaborated with several local intersectoral cells to develop actions to be taken related to the COVID-19 pandemic and back-to-school. Details for this involvement can be found below.

Involvement in 15 consultation bodies (committees and roundtables) and in 2 local intersectoral cells related to COVID-19, as well as participation in 8 events.



Support for school perseverance initiatives



7 INITIATIVES SUPPORTED

- + Transmission of local data on student retention in response to requests from local stakeholders
- + Collaboration in filming two videos presenting the determinants of school perseverance and educational success and one video presenting the role and contributions of *Avenir d'enfants* as part of a three-year review of a partnership
- + Presentation of the core challenges surrounding the transition from primary to secondary school and a proposal of strategies for local stakeholders
- + Research into inspiring examples and successful practices related to young people's pursuit of a post-secondary pathway

- + Research into information and projects to bolster two local territorial action plans with regard to school perseverance and educational success
- + Presentations on the determinants of educational success and school perseverance in Estrie among 3 groups from the Bachelor of Education in secondary education program at *Université de Sherbrooke* as part of their course "*Réussite scolaire et communication écrite à l'école*"
- + Support for the work of the steering committee for the concerted evaluation of the *Programme de scolarisation des mères en Estrie* (strategic representation, economic analysis report, reinvestment days, etc.)

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 smooth transition to kindergarten 2020-2023



Faced with the importance of a smooth transition to kindergarten for the educational success of children, the *Projet PRÉE*, in collaboration with the members of the Regional intersectoral committee for a smooth transition to kindergarten, has devised a new version of the three-year action plan. Here are the main features implemented in the first year of this plan.

HIGHLIGHTS

- + Organization and facilitation of 4 sharing circles on best practices for transition to kindergarten (53 participants)
- + Establishment of a community of practice for transition to kindergarten agents as well as facilitation of 3 meetings
- + Holding of 3 meetings with the regional intersectoral committee for a smooth transition to kindergarten
- + 1 evaluation report on the impact of workshops and the transition to kindergarten guide, in collaboration with the *Groupe de recherche et d'intervention sur les adaptations sociales de l'enfance (GRISE)* at the *Université de Sherbrooke*
- + Facilitation of a workshop on transition to kindergarten for eight members of the *Service d'aide aux Néo-Canadiens* team
- + Support for local organizations, coalitions, or groups in their initiatives around transition to kindergarten: 5 initiatives were supported with 13 meetings in 4 territories

Sharing circles on best practices for transition to kindergarten

In April, the *Projet PRÉE* established sharing circles on best practices for transition to kindergarten as part of its work on the subject, in an effort to contribute to the improvement of professional, organizational, and partenarial practices.

A total of four meetings were held, uniting several stakeholders and decision-makers from schools, community organizations, and early childhood and health and social services members. Discussions were centered on two different themes: the transition to kindergarten of children who will be entering kindergarten at age 4; and the transition to kindergarten of children who did not attend educational childcare services.

Feedback from participants during the meetings allowed the *Projet PRÉE* to cover several issues and identify many concrete solutions to promote a smooth transition to kindergarten. An online infonetwork of tools and resources will be developed in the coming year in order to provide stakeholders with a place to share information. Other sharing circles will be organized next Fall, with themes yet to be determined.

Support for the *Collectif estrien 0-5 ans*

Given the COVID-19 pandemic and the impossibility of the *Direction de la santé publique du CIUSSS de l'Estrie - CHUS* to continue with its support, the *Projet PRÉE* agreed to take-over the coordination of the *Collectif estrien 0-5 ans* for 2020-2021. This support from the *Projet PRÉE* allowed the *Collectif* to continue some of its projects and to sustain its mobilization of stakeholders in early childhood.

Eastern Townships Charter *Thinking big for our children*

In November 2019, the *Projet PRÉE* and the *Collectif estrien 0-5 ans* launched the Eastern Townships Charter *Thinking big for our children*. This charter aims to mobilize organizations and individuals in taking concrete steps with their decisions and actions to help contribute to raising the proportion of children who start school without vulnerability factors from 71% to 80% by 2025, and to promote their educational success throughout their educational journey. To date, the charter has collected almost 784 signatures, including those of 78 organizations.

In an effort to increase awareness and membership of the charter, a promotional video was produced to attract future members. The launch of this video took place last November as part of the Early Childhood Week. A new charter website is currently under development, and will feature testimonials from its ambassadors and a tool box.



Regional literacy action plan 2020-2023



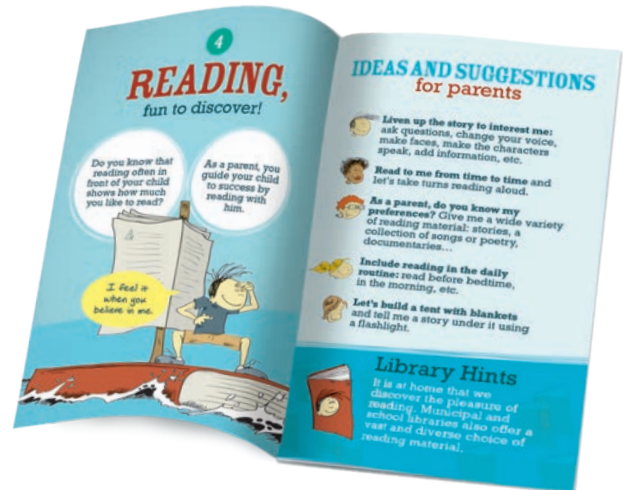
This year, the *Projet PRÉE* adopted a new regional literacy action plan in order to help develop the literacy skills of young people and their families, and to consolidate the existing synergy of local and regional stakeholders. To this end, 6 subjects were prioritized and 6 committees were established to support them:

- + Raise awareness and mobilize stakeholders whose primary roles are not to develop literacy competencies in their communities
- + Recognize the value of libraries and work to extend their reach
- + Increase opportunities for families to come into contact with literature
- + Increase the number of initiatives aimed at teenagers
- + Increase parental motivation and sense of competency in helping to develop literacy skills among their children
- + Improve the ability of stakeholders to take action

Implementation of literacy projects

Reading tools

These reading tools were developed to provide various environments with turnkey documents to better support parents in developing their child's taste for reading. These resources include: reading-booklet, posters, bookmarks, and literacy activities designed for primary school teachers, including a homework activity. This year, the reading-leaflets sheet format was revamped to make room for a new, more practical reading-booklet. Several steps were taken to promote these reading resources and to thus reach a greater number of families.



2,955
reading tools distributed in schools

2,837
reading-booklets and bookmarks

118 posters

Book giveaways

More than 15,000 books and book-games were distributed in communities, courtesy of *Biblaire GGC* and other partners.

À GO, on lit!

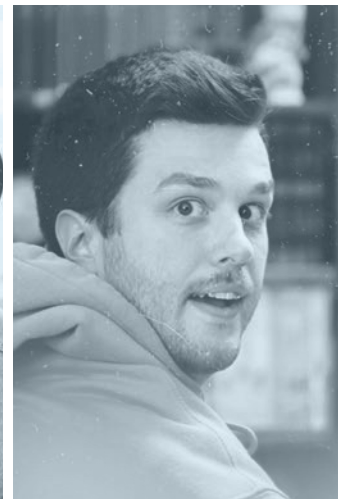
Fall 2020 edition | agol.ca

Given the importance of reading as a means to promote the school perseverance and educational success of adolescents, the *Projet PRÉE* has joined forces with the *À GO, on lit!* collective for its fall edition. *À GO, on lit!* is a multi-platform digital campaign in which young people ages 14 to 20 are invited to take an interactive quiz that determines their reader profile, and are then supplied with reading recommendations personalized to their interests. The objective of this initiative is to show young people the joys of reading that it is a source of pleasure, escape, and success.

This edition ran from October 15th to December 15th, 2020. In order to most effectively reach its young target audience, it was mainly deployed via Facebook and Instagram and with the help of several notable ambassadors ([Kevin Raphael](#), [Mariana Mazza](#), [Pierre-Yves Roy-Desmarais](#) and [Medhi Bousaidan](#)).

HIGHLIGHTS

- + Mobilization of a wide variety of partners: youth centres, *carrefours jeunesse-emploi*, community organizations, secondary schools, and CEGEPs
- + Establishment of an *À GO, on lit!* corner in 7 bookstores in the region
- + Distribution of resources to 147 partners across all sectors
- + Organization of two virtual events in Estrie with ambassador Kevin Raphael which reached 230 young people
- + 3,967 sessions from Estrie on the agol.ca website
- + Provincial advertising placements increasing total reach: 12.7 million impressions across various platforms such as Snapchat, TikTok, Instagram, Facebook, and YouTube



Summer slide

Last May, the Quebec government announced \$8.8 million in funding for regional consultation authorities (IRCs) on school perseverance and educational success in Quebec, including the *Projet PRÉE*, in order to support the academic success of our youth through the summer months. The *Projet PRÉE*, in collaboration with its various regional and local partners, developed a concerted regional strategy to counteract the summer slide in Estrie. The initiative will take place over a two-year period (until June 2023), as part of the *Plan de relance pour la réussite éducative 2021-2022: l'éducation au-delà de la pandémie* proposed by the *Ministère de l'Éducation* last May.



In all, some twenty initiatives will take place throughout Estrie starting in summer 2021. These projects will be varied and unique, allowing us to reach hundreds of young people.

Reading initiatives

Support for initiatives on the ground

In 2020-2021, the *Projet PRÉE* supported 21 field initiatives designed to develop literacy skills of young people and their families. Among them, 11 received funding during the past year:

Hors les murs

- + **Sponsor:** Salon du livre de l'Estrie
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Memphrémagog and Val-Saint-François

Biblio-passion

- + **Sponsor:** Regroupement des Maisons des jeunes de l'Estrie
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Haut-Saint-François, Val-Saint-François and Sherbrooke

Communications simplifiées

- + **Sponsor:** Centre d'éducation populaire de l'Estrie
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Haut-Saint-François, Memphrémagog, Val-Saint-François and Sherbrooke

La lecture pour tous

- + **Sponsor:** Frontier College
- + **Territoire:** Sherbrooke

Parents conteurs

- + **Sponsors:** Carrefour jeunesse-emploi du comté de Richmond et Drummond-Bois-Francis, Carrefour jeunesse-emploi du Granit and Carrefour jeunesse-emploi Memphrémagog
- + **Territories:** MRC of des Sources, du Granit, Memphrémagog and Val-Saint-François

Tinkers & Thinkers: Hands on Family Literacy Activities

- + **Sponsor:** Literacy in Action
- + **Territories:** MRC of Haut-Saint-François, Val-Saint-François and Sherbrooke

Florilège d'activités à faire en contexte de pandémie

- + **Sponsor:** Centre de services éducatifs populaires du Haut-Saint-François
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Haut-Saint-François, Memphrémagog, Val-Saint-François and Sherbrooke

Médiathèques dans les maisons des jeunes

- + **Sponsor:** Regroupement des maisons des jeunes de l'Estrie
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Haut-Saint-François, Val-Saint-François and Sherbrooke

Escouade de lecture estivale

- + **Sponsor:** Frontier College
- + **Territories:** MRC of Coaticook, des Sources, du Granit, Haut-Saint-François, Memphrémagog, Val-Saint-François and Sherbrooke



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

Consolidation process for the *Projet PRÉE*, TECIÉ, and TECFE



In the spring of 2020, a consolidation process was initiated between the *Table estrienne de concertation interordres en éducation* (TECIÉ), the *Projet PRÉE*, and the *Table estrienne de concertation formation-emploi* (TECFE). This process is designed to co-construct a new model for regional inter-level and intersectoral cooperation with regard to education, all to optimize the deployment of the developmental vision for education in Estrie as a vector of economic, cultural, and social development. This year, members of the three organizations met to establish the broad strokes of their collective vision for change. A total of 24 working meetings with *Communagir* and the steering committee of the process, as well as three major regional meetings, took place. The new organization is scheduled to be implemented in 2021-2022.

Developing competencies



In order to maintain their skills and to acquire new knowledge, the *Projet PRÉE* team participated in several training and development activities. These training sessions covered a variety of themes, including mobilization for community development, facilitation and support of collective initiatives, team cohesion in a world of remote work, young people's experience of COVID-19, back-to-school and the school year in the context of the pandemic, the motivation of young people at risk of dropping out and the challenge of socializing with social distancing, the impact of the pandemic on the career choices of Quebec and Canadian students, and the summer slide.

4 TRAINING SESSIONS | 3 WEBINARS | 3 SEMINARS | 1 CONFERENCE

Together in action



As with other regional consultation authorities (IRCs) on school perseverance and educational success, the *Projet PRÉE* actively participates in the work of the *Réseau québécois pour la réussite éducative* (RQRÉ). Overall, the *Projet PRÉE* team participated in around 50 meetings.

Here is the list of committees on which the *Projet PRÉE* was present this year:

- + RQRÉ board of directors
- + RQRÉ annual general assembly
- + Provincial steering committee for Hooked on School Days (HSD)
- + RQRÉ campaign coordination hiring committee
- + Frequent inter-regional meetings of the RQRÉ
- + Focus group for IRCs with respect to a brief submitted by RQRÉ to the Quebec government's *Rendez-vous pour la réussite éducative*
- + Various communities of practice: management, employers committed to educational success, literacy, and the summer slide
- + Working group for the development of a dashboard of indicators of school perseverance and educational success

All regions of Quebec have joined forces around educational success.



Members of the various committees and groups

TECIÉ

- + Association des écoles privées 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
- + Eastern Townships School Board
- + Ministère de l'Éducation
- + 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 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 Yvonne L. Bombardier
- + Carrefour jeunesse-emploi des comtés de Richmond et Drummond-Bois-Francis
- + 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
- + Frontier College
- + Le Train des mots
- + Les Correspondances d'Eastman
- + Literacy in action
- + Maison des jeunes Le Flash
- + 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 COMMITTEE FOR A SMOOTH TRANSITION TO KINDERGARTEN

- + Cégep de Sherbrooke (Techniques d'éducation à l'enfance)
- + Centre de la petite enfance Jardins des amis (CPE)
- + Centre de services scolaire de la Région-de-Sherbrooke
- + Centre de services scolaire des Hauts-Cantons
- + Centre de services scolaire des Sommets
- + Citoyenne (Coaticook)
- + 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
- + Regroupement des CPE des Cantons de l'Est
- + Regroupement des organismes communautaires Famille de l'Estrie (Maison de la Famille les Arbrisseaux)
- + Regroupement local de partenaires (Val-Famille)
- + Service d'aide aux Néo-Canadiens
- + Université de Sherbrooke

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 2020-2021 action plan



André Bachand,
député de Richmond
à l'Assemblée
nationale

François Bonnardel,
député de Granby
à l'Assemblée
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François Jacques,
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à l'Assemblée
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François à l'Assemblée
nationale

Gilles Bélanger,
député d'Orford
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



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