

R3USSIR

Education Employment Estrie



ACTIVITY REPORT 22-23



R3USSIR.CA



**Prioritizing
education is
prioritizing
success.**

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ONE EFFERVESCENT YEAR!

A word from the co-presidents and director

What an exciting year! Unveiling and getting a new entity rolling is no small task. It requires rigour, agility and, above all, a lot of heart. Even if there's still a long way to go, we're proud of how far we've come. We're delighted to see our many partners so proactive and so dedicated to our common mission and goals. Over the past few months, we've taken great pleasure in seeing R3USSIR unfold and flourish within our communities.

R3USSIR in your studies. R3USSIR in your future. R3USSIR in Estrie.

In September 2022, R3USSIR became the region's new voice of education. Our new entity is now part of a broader perspective on education. Indeed, it believes in a concept of individual development, the ultimate aim of which is to improve quality of life. Education offers everyone a chance to develop their full potential and increases equality of opportunity. It is therefore an essential lever for the development of both individuals and of our beautiful region.

A skilled and competent workforce for the Estrie of tomorrow

In a world marked by a transforming job market and the growing demand for specific qualifications, it is crucial to tackle the factors that discourage young people from continuing their studies in order to enter the job market too quickly. It is also important to work with companies to ensure that they offer a working environment that is conducive to continuous training and development of skills. Given this context, R3USSIR's vision takes on added importance.

The extent of the labor shortage means that, as a society, we need to reflect on and implement promising courses of action to improve the match between the skills of individuals ready to work and existing workers with the jobs available in the region; and we do this so by ensuring a better match between educational establishments, the needs of businesses, and the needs of learners.

Towards concerted strategic planning 2024-2028

Over the next few months, R3USSIR intends to develop a 2024-2028 strategic plan aligned with current and potential issues and concerns. Last March we launched a concerted mobilization and strategic planning process to this end. The aim of this initiative is to bring R3USSIR's mission to life among its partners, to fuel its current areas of focus and to define its future areas of focus. Based on a collaborative approach involving nearly 250 partners from all walks of life, this process will serve to co-construct strategic orientations that will reflect our region's aspirations in terms of education, as well as the needs of businesses and the transformation of our Estrie economy.

Two new service areas

Over the past year, many cross-sector partners from the two new territories in Estrie administrative region - the Brome-Missisquoi MRC and the Haute-Yamaska MRC - have become actively involved in R3USSIR. This new liaison is an excellent lever that enables us to broaden our horizons and the scope of our concerted actions by creating initiatives adapted to the needs and realities of these communities.

In this, R3USSIR's very first activity report, you'll discover the steps that led to the creation of R3USSIR, the year's highlights, the various communication and outreach strategies, and the various projects and initiatives carried out as part of our priority activities. We would like to extend our warmest thanks to all our partners, without whom this process would not have been possible. We would also like to highlight the excellent work of the R3USSIR team and all the members who sit on any of our governing bodies. The mutual support and collaboration of everyone involved were undoubtedly key to the success of this transition.

Manon Labonté, Co-President

Éric Gagné, Co-President

Josiane Bergeron, Director



TOGETHER FOR SUCCESS

The creation of R3USSIR

R3USSIR is the result of a merger between the *Table estrienne de concertation interordres en éducation (TECIÉ)*, the *Projet Partenaires pour la réussite éducative en Estrie (Projet PRÉE)*, and the *Table estrienne de concertation formation-emploi (TECFE)*. R3USSIR is a regional consultation body committed to mobilizing cross-sector players to create initiatives, projects and linkages that promote educational success and school perseverance, and optimize the matching of training and the needs of the workforce.



MISSION

To be a regional leader that mobilizes players from all walks of life with the goal of making education a priority lever for the social, economic, and cultural development of communities in Estrie.

VISION

Education, recognized as a priority lever, enables us to work together for the development of individuals and Estrie.

PRIORITY PROJECTS

Educational success and school perseverance
Training-employment matching

A new name and look

In order to carry out its many projects in the realms of educational success, school perseverance, and training-employment matching, R3USSIR adopted a new corporate identity and brand image last September that aligns it with a vision of Estrie as a place where education is a vehicle for the region's economic, social, and cultural development. A simple, evocative, efficient, and easily recognizable signature that reflects the *raison d'être* of the new entity was designed in collaboration with *CAKE Communication*.

This new look presents our will to work together to achieve common goals. As for visuals, with its bright colours the arrow in the "3" draws attention and capitalizes on R3USSIR's mission and *raison d'être*. The V shape is reminiscent of birds in flight, which do so using very precise positioning that allows them to work optimally together. Birds line up to move in the same direction, towards a common goal, and form a united front to mitigate the impacts of the wind.

With the goal of publicizing and positioning its mission clearly among stakeholders from many sectors and parts of the community, R3USSIR has developed a variety of corporate tools.



A FESTIVE AND UNIFYING UNVEILING

The launch of R3USSIR

On September 8, 2022, R3USSIR officially launched. More than 150 partners from the educational, community, municipal and governmental sectors, early childhood, health and social services and business gathered for the grand unveiling of our new identity. The event served as an opportunity not only to highlight learners' commitment to their success, but also to reinforce cross-sector mobilization and celebrate our strength as a collective.



Uniting our partners and stakeholders from all walks of life around a common goal: **success for everyone in Estrie.**



Success is...

“
Persevering
in the face of
difficulties.
”

“
Fulfillment,
self-
actualization.
”

“
Feeling the
support of
those around
you along
the way.
”

“
Anything
that makes
you proud of
yourself.
”

Réussir, c'est..

des épreuves,
difficultés, de
la vie.

MOTIVATED AND PASSIONATE

Our team

Success for all: that's what challenges, motivates and inspires us.



OUR TEAM ON THE LOOKOUT

In order to fulfill its mission as a regional leader in education in Estrie, R3USSIR needs to keep abreast of current issues and developments. To this end, our team took part in some twenty training and enrichment activities on a variety of topics over the course of the year. Here are just a few of them:

- A provincial forum on literacy and mental health, by the Frontier College.
- Communities of practice on various topics identified by the *Réseau québécois pour la réussite éducative*.
- Knowledge transfer activities for the research program on school perseverance and success.
- The *La réussite éducative dans la mire* symposium hosted by the *Table régionale de l'éducation de la Mauricie*.
- The *Raconter des histoires pour connecter avec son audience* training session by the *Table régionale de l'éducation du Centre-du-Québec*.
- Webinars on different topics organized by other IRCs on school perseverance and educational success.

From left to right:

Sylvie Castonguay, Administrative Assistant.

Sandra Leriche, Content and Knowledge Transfer Advisor.

Josiane Bergeron, Director, responsible for the educational success project.

Karine Plouffe, Liaison and Development Officer, responsible for literacy dossiers and the summer strategy.

Éric Martineau, Liaison and Development Officer, responsible for transition to kindergarten and local liaisons.

Pascale-Maude Gosselin, Project Manager, responsible for the training-employment matching project, mobilization, and concerted strategic planning process.

Lisa Champeau, Liaison and Development Officer, responsible for mobilizing the business sector as well as the training-employment matching project.

Dominique Vyboh Poirier, Communications Consultant.

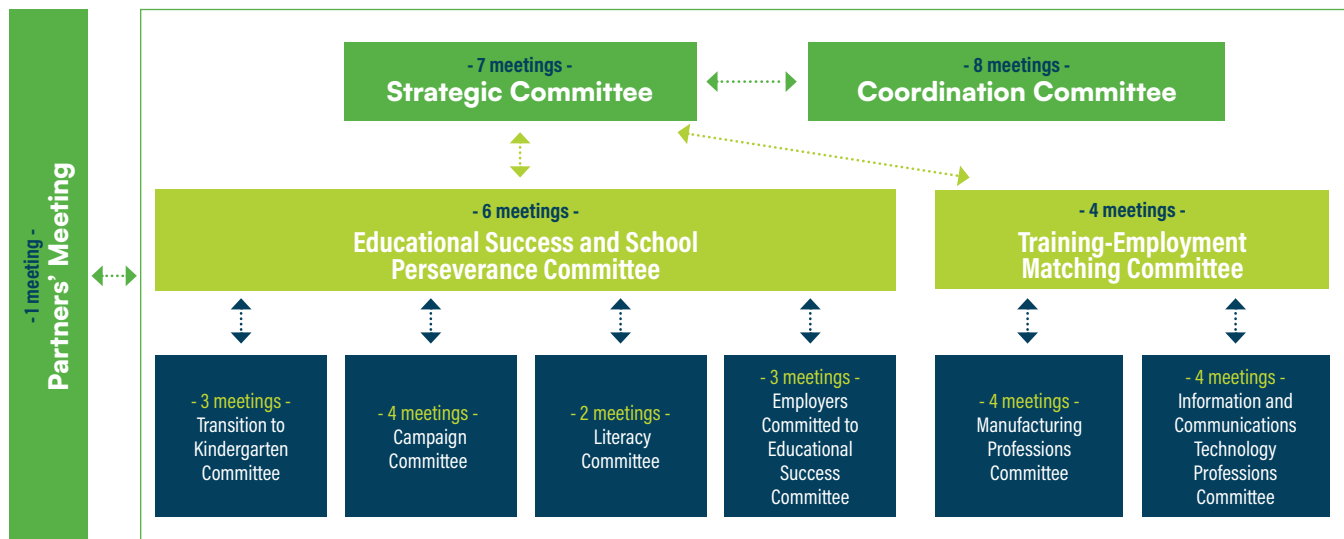
WORKING IN SYNERGY

Governance and committees

R3USSIR unites a wide range of cross-sectoral and cross-industry partners and players who work synergistically and upstream of each other to create projects and linkages to help to ensure that education is recognized as a priority lever for the social, economic, and cultural development of Estrie.

R3USSIR is governed by various committees that enable the organization to carry out its mission and act on its various priorities: educational success, and the training-employment matching. See the members of the Strategic and Worksite Committees on page 38.

GOVERNANCE DIAGRAM



PARTNERS' MEETING

- Shares and develops a common understanding of the issues and the current situation R3USSIR is addressing.
- Facilitates the participation of a wide range of stakeholders, the mobilization of local players, and the cross-fertilization of different perspectives.

STRATEGIC COMMITTEE

- Ensures the realization of R3USSIR's mission and develops the global vision for concerted action.
- Brings together the senior management of several organizations.

WORKSITE COMMITTEES

- Takes collective action on specific prioritized themes.
- Promotes the convergence, exchange, and concerted action of the many players involved in educational success as well as the training-employment matching.
- Proposes areas for intervention and develops concerted strategies in line with the concerns and issues prioritized by the strategic committee and the site's working committees.
- Provides input to the strategic committee related to issues and initiatives related to educational success and the training-employment matching project.

COORDINATION COMMITTEE

- Supports management and the regional team.
- Includes the two co-presidents and two members of the Strategic Committee.

COLLECTIVE PROJECT MANAGEMENT COMMITTEES

- Allows for updates to the priorities identified in each worksite.

TOGETHER FOR SUCCESS AND CO-CONSTRUCTION!

Concerted mobilization and strategic planning process

In order to develop a strategic plan for the 2024-2028 period, R3USSIR launched a concerted mobilization and strategic planning process this year. As part of this process, nearly 250 partners from across various sectors will be mobilized to co-construct strategic orientations that will reflect the needs and desires of Estrie in terms of educational success and school perseverance, as well as the training-employment matching.



The intention behind this process is to bring R3USSIR's mission to life among its partners, to fuel its current projects and to define future ones.

A COLLABORATIVE APPROACH



The process so far, summarized



AN INSPIRING FIRST ENCOUNTER

Annual partners' meeting

On Monday, March 27, 92 partners from all over Estrie who participate in R3USSIR's consultation spaces gathered for the first annual partners' meeting to officially launch the mobilization process. The meeting provided an opportunity to present the mobilization and joint strategic planning process and to discuss the values that will guide the organization down the road.

This first meeting helped foster discussion **and create significant connections between various actors in education.**



MILESTONE ACHIEVEMENTS

JULY AND AUGUST

Nearly 15 summer projects deployed all over Estrie

R3USSIR supported 14 local projects as part of its summer strategy to encourage the educational success of young people in Estrie.

→ See page 26

SEPTEMBER

R3USSIR unveils its new colours!

R3USSIR unveiled its new identity as part of a launch that saw nearly 100 partners from various sectors in attendance. This was also the moment that R3USSIR launched its new website and Toolkit, both designed to better equip stakeholders.

→ See page 6

SEPTEMBER TO APRIL

Data collection - Identifying the causes of recruitment difficulties in Estrie

Over the past year, R3USSIR has carried out three data collection efforts among different target groups in order to delve deeper into the causes of recruitment difficulties and better understand their perceptions of priority professions.

→ See page 23

2022



OCTOBER

À GO, on lit! at the Salon du livre de l'Estrie

More than 130 young booklovers and neophytes alike showed up for the launch of À GO, on lit! on October 14 at the Salon du livre de l'Estrie. R3USSIR ran a kiosk to help promote the movement among young people, parents, youth centres, and schools.

→ See page 36

Launch of the Employers Committed to Educational Success in Estrie movement

Conciliation études-travail Estrie became Employers Committed to Educational Success (EERÉ) in Estrie, a movement that seeks to raise awareness and support employers in the region who hire students or interns insofar as they can help support their employees' educational success.

→ See page 19

DECEMBER

2,700 books gifted!

During the holidays, more than 2,700 books, game-books, and activity sheets were distributed to families via our many partners who requested them, courtesy of *Biblaire GGC*.

→ See page 25

FEBRUARY

Study on the mental health of young people aged 12-25

To monitor the impact of COVID-19 on school perseverance and educational success, R3USSIR collaborated in the third survey on the health and wellbeing of 12-25 year-olds.

Kicking off the 14th edition of Hooked on School Days (HSD)

Between February 13 and 17, the entire community was invited to encourage and motivate young people, and to organize activities with them related to school perseverance.

→ See page 34

MARCH

The first annual Partners' Meeting brings everyone together!

Nearly 100 partners from across various sectors who take part in our concertation spaces met for the first annual Partners' Meeting. This meeting aimed to officially launch R3USSIR's mobilization and concerted strategic planning process.

→ See page 11

2023



APRIL

Nine committed employers named "Best Boss"

R3USSIR revealed the nine winners of the My Boss is the Best contest who were named "Employers Committed to Educational Success in Estrie". Winners were recognized for their best practices in school-work balance.

→ See page 21

MAY AND JUNE

Summer strategy: a new turnkey offer

To help its partners, project leaders, and day camps roll out their summer activities, R3USSIR developed a comprehensive service offering that included various turnkey tools and resources.

→ See page 26

JUNE

R3USSIR's first retreat

The R3USSIR team shared a time for retrospection, development, and rejuvenation at the *Espace Hors Champs*. This time-out provided an opportunity to take stock of the year, take ownership of the organization's values, and reflect on local and regional objectives and intervention strategies for the coming year.

R3USSIR'S REACH

Communication and outreach initiatives

Over the course of the year, R3USSIR implemented different communication strategies in order to spread the organization's reach and to highlight issues surrounding educational success, school perseverance, and the training-employment matching. R3USSIR has remained active on the web, on social media, via its newsletters, and through several press releases — all to better inform and raise awareness among its partners and the wider community.

ON THE WEB

A NEW DYNAMIC WEBSITE

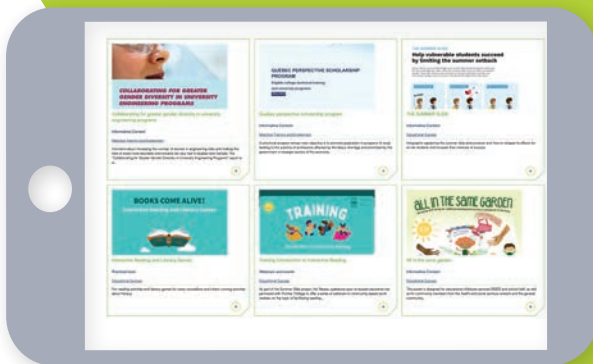
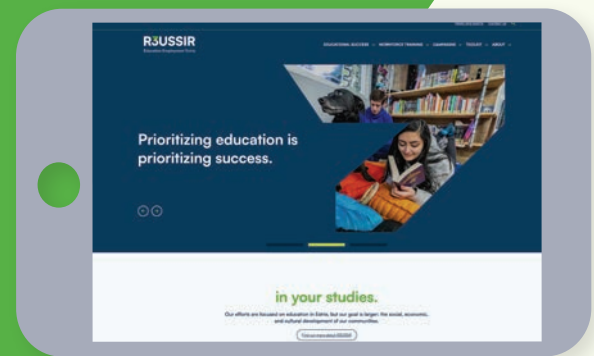
Streamlined, ergonomic and easy to navigate, R3USSIR's new Web platform presents the organization, its *raison d'être*, team members, major initiatives, projects underway, and much more.

7,576
users

25,419
page views

12,027
sessions

46.15%
commitment rate



THE R3USSIR TOOLKIT

In order to support and equip players in all sectors in their respective missions, R3USSIR has developed a Toolkit that now includes almost 250 turnkey tools and resources: informative content, local supported initiatives, data and portraits, infographics, webinars and events. R3USSIR is constantly updating the kit, and additional tools are added regularly.

250
tools available
online

932
tools
downloaded

1,107
users

4,739
page views



IN THE MEDIA

15
press
releases

14
radio
interviews

4
television
interviews

79
print or Web
articles

2
print
advertisements

WITH INFOR3USSIR

946
partners subscribed
(879 FR, 67 EN)

14
bilingual
posts

48.48%
average opening rate
(44.78% FR, 52.18% EN)

ON SOCIAL MEDIA



AT EVENTS



GALA RECONNAISSANCE ESTRIE

On June 16, R3USSIR had the honor of presenting the "Employer Committed to Educational Success" award to *Parc Découverte Nature*, at the *Gala Reconnaissance Estrie*, organized by the *Chambre de commerce de Sherbrooke*.



PILOTE ET FILLES

On April 27, the *Gala en Estrie* took place wherein the *Centre d'intégration au marché de l'emploi (CIME)* distributed their *Pilote et filles* scholarships for the next generation of women. R3USSIR presented the "R3USSIR" scholarship to Julie Patry, a Machining student at the *Centre de formation professionnelle 24-Juin*.



JOURNÉE DE MOBILISATION - ESTRIE OF THE FÉDÉRATION DES COMITÉS DE PARENTS DU QUÉBEC

To promote its educational success initiatives and tools to parents, R3USSIR set up a kiosk at the *Fédération des comités de parents du Québec's Journée de mobilisation estrienne* on March 25.

ENSURE CONNECTIONS, CONSISTENCY AND COMPLEMENTARITY

Regional and local mobilization and consultation

R3USSIR actively participates in various regional and local inter-sectoral consultation forums to ensure the liaison, coherence and complementarity of actions that can help make education a lever for economic, social and cultural development.

Our ability to act on a REGIONAL SCALE

R3USSIR first deploys its capacity to act on a regional scale through its own bodies: a Strategic Committee, an Educational Success and School Perseverance Committee, Training-Employment Matching Project Committees, and Collective Project Management Committees. This contributes to the promotion of concerted action by bringing together the driving forces of all sectors around educational success and the training-employment matching. In addition to coordinating its own consultation forums, R3USSIR participates in a number of regional bodies and committees, carries out advocacy work, and takes part in regional events.

PARTICIPATION IN EIGHT REGIONAL CONSULTATION FORUMS

- Board of Directors of the *Réseau estrien en développement social*
- *CIUSSS de l'Estrie - CHUS Enquête québécoise sur le développement des enfants à la maternelle (EQDEM)* Committee
- *Collectif estrien 0-5 ans*
- Regional Watch Unit of the *Observatoire estrien du développement des communautés (OEDC)*
- *Sherbrooke Innopole* Stage Committee
- Tactical Intersectoral Committee - *Plan d'action pour les jeunes et leur famille (PAJEF)* of *CIUSSS de l'Estrie - CHUS*
- *Vision attractivité* annual general meeting and issues table

PARTICIPATION IN A DOZEN REGIONAL EVENTS

- *Cantons jasant DC, l'Estrie s'allume!*, presented by the *Observatoire estrien du développement des communautés*
- Commitment-to-success plans for the *Centre de services scolaire des Sommets* and the *Centre de services scolaire de la Région-de-Sherbrooke (CSSRS)*, as well as the Eastern Townships School Board.
- Galas: *Mérite estrien gala, Gala estrien Pilote & Filles, Gala reconnaissance Estrie*
- Press conferences: launch of the "*Ta voie compte*" student magazine by the *Fondation pour les élèves du Centre de services scolaire de la Région-de-Sherbrooke*, launch of the *Défi des recrues*, launch of the *Semaine des jeux vidéo*, etc.
- *Vision attractivité* regional forum



SOME THIRTY PROMOTIONAL INITIATIVES

R3USSIR also carried out more than thirty promotional initiatives to raise awareness of the new organization, sensitize about the various issues related to educational success and the training-employment matching project, and explore areas of overlap. Various meetings were held with elected municipal officials, provincial deputies and organizations such as the *Conseil régional des partenaires du marché du travail*, the Board of Directors of *Sherbrooke Ville en santé*, the *Table régionale de concertation sur l'orientation professionnelle*, the *CIUSSS de l'Estrie - CHUS* public health team, *Éducation internationale*, the *Maison régionale de l'industrie*, etc.

Our ability to act **LOCALLY**

As part of its educational success project, and with the aim of sparking new initiatives at the local level to increase student retention, R3USSIR is involved with local communities where it takes an active role in a dozen consultation forums and fifteen working committees. Three advocacy and networking initiatives also took place. These experiences enable us to liaise with local partners, promote the regional projects and tools supported by R3USSIR, respond to partners' needs, and stimulate new initiatives.

INVOLVEMENT IN LOCAL CONSULTATION FORUMS

HAUTE-YAMASKA MRC

3 MEETINGS

- Haute-Yamaska Youth Consultation Roundtable

BROME-MISSISQUOI MRC

4 MEETINGS

- Brome-Missisquoi Youth Consultation Roundtable

VAL-SAINT-FRANÇOIS MRC

5 MEETINGS

- *Concertation enfance-jeunesse-famille de ValFamille*
- Working Committee on School Transition
- Val-Saint-François Local Implementation Committee for Children with Special Needs or Disabilities

DES SOURCES MRC

5 MEETINGS

- *Table enfance-jeunesse de la MRC Des Sources*
- Working Committee on School Transition
- Meeting of the Consultation Bodies of Des Sources

GRANIT MRC

15 MEETINGS

- *Table réalité jeunesse de la MRC du Granit*
- *Table 0-5 ans du Granit*
- Working Committee on School Transition
- Working Committee on Family Planning

HAUT-SAINT-FRANÇOIS MRC

10 MEETINGS

- Haut-Saint-François Watchdog Committee
- Haut-Saint-François Youth Consultation Implementation Committee
- Haut-Saint-François Youth Consultation Roundtable
- *Forum du continuum Haut-Saint-François*
- *Comité ÉLÉ du Haut-Saint-François*
- *Comité réussite éducative et travail de la concertation jeunesse du Haut-Saint-François*

MEMPHRÉMAGOG MRC

16 MEETINGS

- *Table jeunesse socio-économique de Memphrémagog*
- Working Committee on School and Professional Perseverance for Memphrémagog
- Working Committee for the "Cap sur la réussite des jeunes" event
- Stanstead Health and Education Committee
- Working Committee on School Transition
- Working Committee on Family Planning

SHERBROOKE

14 MEETINGS

- Sherbrooke Youth Consultation Roundtable
- *Post-Forum jeunesse/Stratégie jeunesse de Sherbrooke* Working Committee
- Working Committee on Atypical Career Paths for Young People
- *ÉLÉ d'Ascot en Santé* Committee

COATICOOK MRC

2 MEETINGS

- *Table réseau 0-17 ans de la MRC de Coaticook*
- Networking Event for 0-17 Year-Olds



SUPPORTING LOCAL PLAYERS IN IMPLEMENTING EFFECTIVE INITIATIVES

R3USSIR supports initiatives related to school perseverance in response to the needs of local players and stakeholders. Here are just a few of the initiatives launched or responded to this year:

- Identification of funding opportunities for the purchase of books, and book donations for the Haut-Saint-François Youth Centre, family housing *La Relève* in Haut-Saint-François, and the *Constellation du Granit*.
- Integration of messaging about literacy and transition to kindergarten into family planning in the MRCs of Coaticook, Memphrémagog and Granit.
- Presentation and workshop on the transition from primary to secondary school at the *Table réalité jeunesse du Granit*.
- Presentation of data on educational success and school perseverance to members of the Brome-Missisquoi and Haute-Yamaska Youth Tables.
- Presentation of data on the educational pathways of young people in Sherbrooke as part of the "*Parcours atypiques*" training program organized by the *Table de concertation jeunesse de Sherbrooke*.
- Support and guidance for the development of the *Carrefour jeunesse emploi des Cantons-de-l'Est's* schooling and mental health project.
- Support for the *Table réalité jeunesse du Granit* in submitting a funding application for the "*Motivation, persévérance scolaire, bien-être et estime de soi*" project to Centraide's "Réussite des jeunes" fund.

DISSEMINATION AND USE OF DATA FROM THE PORTRAITS OF EDUCATIONAL SUCCESS IN ESTRIE

This year, R3USSIR continued the dissemination and use of data from the Estrie educational success portraits, updated last year, in collaboration with *ÉCOBES - Recherche et transfert du Cégep de Jonquières*.

- 130 partners reached
- 3 broadcasts to partners via consultation forums
- 4 presentations to different groups



SUPPORT FOR LOCAL CHILD-FAMILY-YOUTH CONSULTING BODIES

Over the past year, R3USSIR, in collaboration with the *Collectif estrien 0-5 ans*, organized two meetings bringing together representatives of local childhood-family-youth round tables from the nine MRCs of Estrie. The themes of these meetings were: 1) Mobilization; 2) Raising awareness of services, and reaching out to and supporting children, young people, and families. A report was drawn up for each of the meetings, and a follow-up with participants took place.

7 CONCERTED REGIONAL PROJECTS

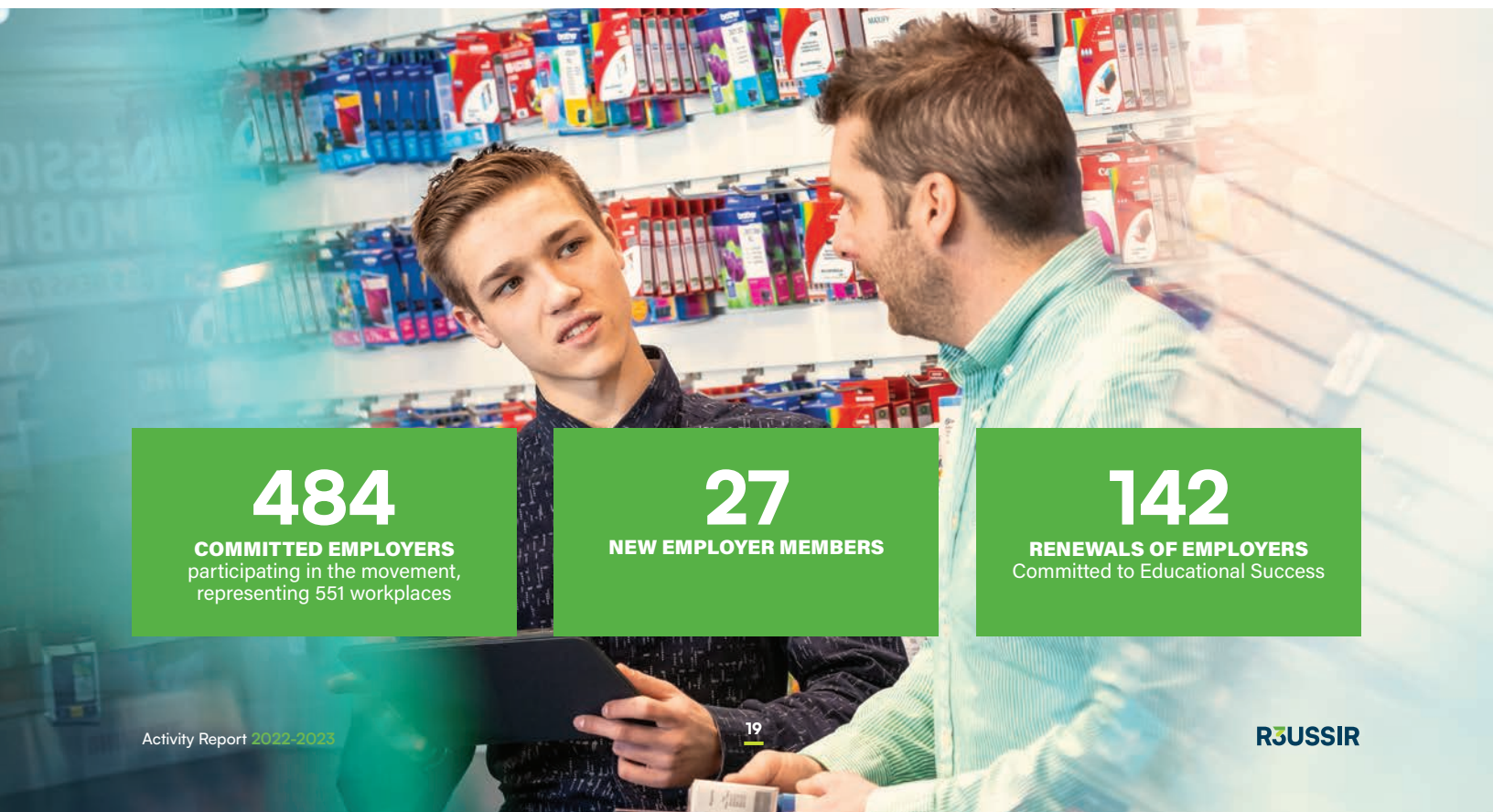
EMPLOYERS COMMITTED TO EDUCATIONAL SUCCESS IN ESTRIE



A new movement to raise awareness and support employers

The attractiveness of the job market has led R3USSIR and its partners to rethink and expand the role of employers in fostering educational success beyond the school-work balance. Employers can act in a variety of ways, such as encouraging return to school and continuing education, discussing educational and career aspirations with their student-employees, or welcoming interns and providing them with a healthy work environment and adequate supervision.

It was against this backdrop and given the impact such things have on educational success that R3USSIR launched the Employers Committed to Educational Success (*EERÉ*) movement in Estrie last October. Replacing *Conciliation études-travail Estrie*, this new movement aims to raise awareness and support employers in the region who hire students or interns in supporting the educational success of said employees. *EERÉ* in Estrie is deployed locally by agents responsible for promoting and implementing the movement among employers in their respective communities.



484

COMMITTED EMPLOYERS
participating in the movement,
representing 551 workplaces

27

NEW EMPLOYER MEMBERS

142

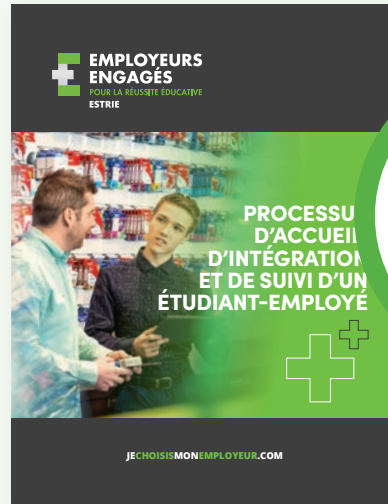
RENEWALS OF EMPLOYERS
Committed to Educational Success

Main achievements

Raising awareness among employers

NEWLY UPDATED AND ENHANCED TOOLS

R3USSIR has adopted a new name and visual identity to represent the EERÉ in Estrie movement, and new tools have been developed to raise awareness among Estrie employers.



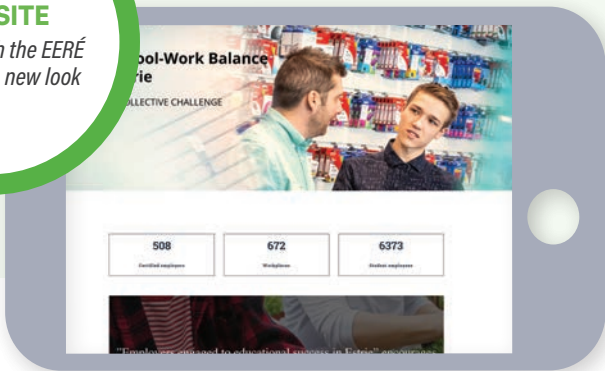
PROCESS
for welcoming, integrating, and monitoring student employees

6 VIDEOS
C'est quoi un employeur engagé pour la réussite éducative?



STICKER
Ici, nous avons à cœur la réussite éducative

WEBSITE
updated with the EERÉ movement's new look



NEWSLETTER
featuring the new colours

IChooseMyEmployer.com website

10,597 users	10,556 new users	24,357 page views	12,845 sessions	1,90 pages per session
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EERÉ in Estrie newsletter

5 newsletters distributed	405 employer subscribers	41.26% average opening rate
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Awareness-raising campaigns for young people

THE MY BOSS IS THE BEST CONTEST

For this 4th edition of the My Boss is the Best contest, launched last February as part of Hooked on School Days (HSD) Estrie, 269 student-employees and interns celebrated their bosses' commitment to school-work balance and educational success. Carried out in collaboration with the *Carrefours jeunesse-emploi de l'Estrie* and *Entreprendre Sherbrooke*, the competition named nine employers in Estrie "Best Bosses" and "Employers Committed to Educational Success", including two nominated in the Brome-Missisquoi and Haute-Yamaska MRCs.

Best Bosses 2023

- *Bumper to Bumper - Pièces d'Autos Angus*, in East Angus
- *DaToni Pronto*, in Sherbrooke
- *Leadview Farm*, in Val-Joli
- *Jean Coutu J. Fréchette, C. Rehel & M. Khan*, in Val-des-Sources
- *Laiterie de Coaticook*, in Coaticook
- *Marchés Tradition Patry & Fils*, in Ayer's Cliff
- *McDonald's*, in Lac-Mégantic
- *Sports au Pucis VéloGare*, in Granby
- *Tim Hortons*, in Farnham



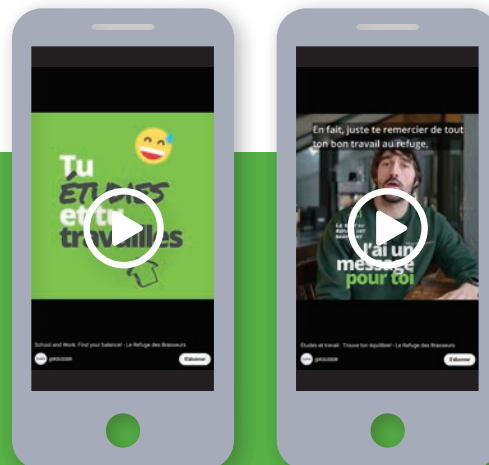
OUTREACH ACTIVITIES

Over the past year, our partners in the *EERÉ* in Estrie movement carried out 43 awareness-raising workshops for young people at various grade levels, in schools and youth centres. The aim of these workshops was to raise awareness of good school-work balance practices, healthy time management, occupational health and safety standards, attitudes about work, and so on. In all, just over 1,000 young people were reached through these initiatives.

In addition, 25 kiosks were set up in a variety of contexts, including school open houses and fairs, back-to-school events, report card presentations, Hooked on School Days, and to promote the My Boss is the Best contest. Over 2,150 young people and 95 parents were reached at these kiosks.

VIDEOS FOR YOUNG PEOPLE

As part of HSD, R3USSIR produced 4 video clips featuring employers committed to educational success designed to raise awareness among young people of good practices for balancing school and work. Shared on TikTok, these videos reached 141,300 young people.



REDUCING RECRUITMENT DIFFICULTIES IN ESTRIE: TEN TARGETED PROFESSIONS



Estrie has been facing a shortage of qualified workers for several years now. With the growing strength of the job market, a number of vacancies have arisen in several key professions. Given this concern, R3USSIR and its partners are mobilized to help reduce the consequences of recruitment difficulties for Estrie businesses by targeting the ten occupations identified and prioritized by the *Conseil régional des partenaires du marché du travail (CRPMT)*.

TEN TARGETED PROFESSIONS, FIVE OF WHICH HAVE BEEN PRIORITIZED

Among the ten professions, five have been prioritized and grouped into two main categories:

Manufacturing:

- Mechanical engineering technicians
- Millwrights and industrial mechanics
- Electromechanics

Information and communications technology (ICT):

- Computer network technicians
- Interactive media programmers and developers

STRATEGIC PLAN 2021-2023: 6 MAJOR ORIENTATIONS

In order to identify the causes of recruitment difficulties in Estrie and take action to reduce the labour shortage in the five priority occupations, R3USSIR, through 2 working committees of experts in the prioritized occupations, has co-constructed an action plan proposing 6 major orientations:

1. **Investigate the source of shortages** by collecting data to understand perceptions of these occupations at various levels.
2. **Create a regional response** to the issues facing the targeted professions.
3. **Improve the continuum of training** through interprofessional cooperation between educational establishments and targeted professions.
4. **Work in concert with guidance and retraining partners** to make them aware of the shortage issues in the targeted professions.
5. **Promote international recruitment** by pooling initiatives and working together.
6. **Create formal links** to keep us connected to regional initiatives.

R3USSIR
Education Emploi Estrie

Les professions d'avenir en Estrie

Qu'en est-il de la pénurie de main-d'œuvre?
Face aux enjeux de recrutement, la Estrie doit grandement miser, et ce, dans tous les secteurs d'activités, la situation du marché du travail est complexe et les besoins continuent de croître. Il est essentiel de se mettre en action de manière interprofessionnelle et intersectorielle afin de lutter pour le bon emploi.

Qu'en est-il de la situation en Estrie? En Estrie, près de 9 000 postes sont à combler!
D'ici 2026, c'est un cumul de 38 000 postes à combler qui est projeté, dont plus de 24 000 causés par des départs à la retraite.
Afin d'agir dès maintenant pour réduire les repercussions pour nos entreprises et notre économie, le comité de concertation formation-emploi, appuyé par le Conseil régional des partenaires du marché du travail (CRPMT) de l'Estrie, vise pour contribuer à contrer la rareté de main-d'œuvre dans ces professions:
• Technologues et technicien(ne)s en génie mécanique
• Mécanicien(ne)s de chantier et mécanicien(ne)s industriel(le)s
• Électromécanicien(ne)s
• Programmeur(se)s et développeur(se)s en médias interactifs
• Technicien(ne)s de réseau informatique

Qu'est-ce qui explique la pénurie?
• L'absence de nos entreprises des portes d'entrée lors de la formation
• Les multiples départs à la retraite
• Une méconnaissance de ces professions

Pourquoi?
1. Pour voir les professionnels en action
2. Pour mieux connaître ces professions

Pourquoi?
Toutes les professions de ces régions: les professionnels en emploi, les étudiants, les jeunes, les professionnels en formation

Comment ça rejoint les jeunes?
Selon la dernière étude d'Académies, en 2022, ces deux constats sont à considérer dans notre approche avec les jeunes:
1. Les perspectives d'emploi sont au cœur de la réflexion des jeunes face à leur choix de carrière.
2. Être en contact avec la réalité du marché du travail représente un enjeu clé pour les jeunes à réfléchir à leur choix de carrière.

R3USSIR
R3USSIR.CA

An infographic and five fact sheets containing interesting information about the trades of the future in Estrie were developed to help present the characteristics of the five prioritized professions, as well as the training required to practice them.

Main achievements

DATA COLLECTION - IDENTIFYING THE CAUSES OF RECRUITMENT DIFFICULTIES IN ESTRIE

Over the past year, R3USSIR has carried out three data collection efforts among different target groups in order to delve deeper into the causes of recruitment difficulties and better understand their perceptions of priority professions among young people, potential learners and businesses.

1. **Survey of 16 companies in Estrie:** understand their perceptions of issues in the workforce, assess the openness or resistance to the solutions envisaged, and identify perceived needs.
2. **Focus groups of 32 graduates/new workers in one of the 5 prioritized professions:** understand their needs and expectations regarding the profession and the attractive or unattractive elements thereof.
3. **Survey of 3,527 secondary 3, 4 and 5 and general adult education students, and focus groups with 26 participants:** evaluate the best ways to promote prioritized professions and understand their perception of prioritized professions.

WEBINARS - HELPING TO REDUCE THE IMPACT OF RECRUITMENT DIFFICULTIES FOR BUSINESSES IN ESTRIE

Last January and March, R3USSIR held 5 webinars with 77 internal and external employability agents from *Services Québec*. The aim of this initiative was first to present the strategic project, the targeted and priority occupations, and the training-employment matching tools in our Toolkit. This was followed by a discussion period to gather ideas for strategies and determine how agents can play a role in promoting priority occupations.



HEADING INTO 2023-2024

Consultation project 2023-2024

Over the past year, R3USSIR has begun planning its 2023-2024 concertation project, divided into 5 sections:

1. Valuing and promoting prioritized professions among young people and learners.
2. Welcoming, integrating, and successfully retaining our international students in our educational institutions and on Estrie job market.
3. Improving training opportunities for priority professions in educational establishments.
4. Enabling regional buy-in and commitment from partners to implement strategies for priority occupations in Estrie.
5. Collaborating on regional and provincial initiatives that can help reduce labour shortage issues in priority occupations in Estrie.

A cross-analysis of the results of the three data collection efforts has been performed, followed by a multi-partner and cross-sector meeting to present the results and exchange ideas for the ideation phase of the future project to enhance and promote prioritized professions.

A committee was created to discuss best practices, lived experiences, data, and strategies, all with the goal of improving the reception and integration of international students in Estrie to sustainably welcome them into the job market.

LITERACY

This year marked the final chapter in the implementation of the **2020-2023 regional literacy action plan** which was aimed at developing the literacy skills of young people in Estrie and their families. To consolidate the synergy of regional and local players around the action plan's six priorities, R3USSIR continued its efforts with its intersectoral regional literacy committee and its 6 working committees.

REGIONAL LITERACY ACTION PLAN 2020-2023: 6 PRIORITIES

1. RAISE AWARENESS AND MOBILIZE STAKEHOLDERS whose primary roles are not to develop literacy competencies in their communities.

2. RECOGNIZE THE VALUE OF LIBRARIES and work to extend their reach.

3. INCREASE OPPORTUNITIES FOR FAMILIES TO COME INTO CONTACT WITH LITERATURE.

4. INCREASE THE NUMBER OF INITIATIVES aimed at teenagers.

5. INCREASE PARENTAL MOTIVATION AND SENSE OF COMPETENCY in helping to develop literacy skills among their children.

6. IMPROVE THE ABILITY OF STAKEHOLDERS TO TAKE ACTION.



Main achievements

18 LITERACY PROJECTS SUPPORTED

In line with the 6 priorities, 18 new literacy projects were developed and supported this year to encourage, increase, and maintain interest in reading among 0-20 year-olds and their parents. See the list of projects supported as part of our literacy action plan in the Supported projects section on page 32.

DEVELOPING LITERACY SKILLS IN THE COMMUNITY

Awareness-raising tools for employers and municipalities

In response to current literacy issues in the workplace, R3USSIR and the *Collectif de recherche sur la continuité des apprentissages en lecture et en écriture (Collectif CLÉ)* produced a new brochure last March aimed at raising employers' awareness of the importance of supporting their staff's literacy skills.

Given the growing number of people aged 15 and over who need to develop their literacy skills in order to function better in society, a leaflet and an infographic have also been designed to raise awareness among elected municipal officials of the importance of building on their citizens' reading and writing skills.

These new tools present the various advantages of promoting reading and writing skills in the workplace or within municipalities, as well as ideas for initiatives and examples of inspiring projects to support reading and writing in the workplace or among the citizenry.

The employer brochure was distributed to 407 employers via the Employers Committed to Educational Success in Estrie newsletter, and both tools are available via the R3USSIR Toolkit.



3,000 books were distributed to schools.

BOOKLETS

At the start of the school year, 3,000 books were distributed to schools for parents whose children were in kindergarten for five-year-olds: 2,750 FR and 250 EN.

GIFTED BOOKS

Over 9,800 books, game books and activity sheets were distributed to various communities that requested them, courtesy of *Bibliarie GGC*: 2,700 for the holiday season and 7,100 for the summer.

9,800 books, game books and activity sheets were distributed to various communities.



HEADING INTO 2023-2024

15 local projects renewed for 2023-2024

Given R3USSIR's ongoing strategic planning process, continuity is the name of the game for 2023-2024 for the majority of projects. To this end, initiatives that received funding in 2022-2023 have been renewed, including a new project in the Brome-Missisquoi MRC. In all, R3USSIR has renewed 15 literacy projects for the coming year.

SUMMER STRATEGY TO SUPPORT THE EDUCATIONAL SUCCESS OF YOUNG PEOPLE IN ESTRIE

For the third year running, R3USSIR, in collaboration with its regional and local partners, has worked to develop a concerted action plan to support educational success during the summer months.



SUMMER 2022: 15 SUMMER PROJECTS SUPPORTED

A total of 15 projects spread across 7 territories in Estrie took place during Summer 2022 to promote educational success. The diverse array of projects reached over 3,000 young people over the summer months. See the list of summer projects supported as part of our summer strategy in the Supported projects section on page 33.



HEADING INTO 2023-2024

A comprehensive service offering to support partners

To help its partners, project developers, and day camps roll out their summer activities, R3USSIR has put together a complete service offering that includes training on how to read to groups, reading squads, science brigades, book donations, as well as various turnkey tools and resources, such as the *Florilège d'activités*, *Reinvent your summer!*, and the R3USSIR Toolkit.

To promote this service offering, R3USSIR produced 4 new dynamic infographics aimed at different target audiences: partners, summer camps, project sponsors, and parents.





REINVENT YOUR SUMMER! A DAILY CHALLENGE FOR FAMILY FUN

In the summer of 2022, R3USSIR launched Reinvent Your Summer! to help parents stimulate and sustain their children's interest in reading, writing, and numeracy over the summer months, and help them maintain their learning. Every day during the summer, a fun and educational challenge was offered to families via the *Parent Estrie* Facebook page, associated with the ParentEstrie.com. In all, nearly 60,000 parents were reached on Facebook.

The project has been further improved for the 2023 summer season, with new challenges and a promotional poster distributed to 11 summer project leaders and 17 family community organizations. A physical snakes and ladders game featuring stimulating literacy and numeracy challenges was also designed and distributed to over 10,000 elementary school children in Estrie (in French and English), as well as to summer camps and project sponsors.

MORE LOCAL PROJECTS SUPPORTED FOR 2023-2024

Over the past few months, R3USSIR has worked to build financing and support for around ten summer projects for next year. In total, 13 literacy and numeracy projects will take place in the summer of 2023 in day camps and in targeted environments in Estrie territories, including one in the Haute-Yamaska MRC. The initiatives will reach more than 10,500 young people.

ENHANCED FLORILÈGE D'ACTIVITÉS

In an effort to equip partners, project leaders, and day camps, R3USSIR, in collaboration with *Technoscience Estrie*, produced an improved version of the *Florilège d'activités* website for summer 2023. This web platform, initially designed with the help of the *Centre de services éducatifs populaires du Haut-Saint-François*, offers fun and educational games to play with children of all ages during the summer, including new scientific activities related to botany.



SUMMER PROJECT EVALUATION PROCESS

In order to facilitate summer project promoters in measuring the effects of their initiatives with young people, R3USSIR has implemented a process designed for evaluating two objectives: promoting the maintenance of literacy skills, and facilitating the transition to secondary school. During the summer of 2023, three of the 13 supported project promoters participated in the pilot project. From summer 2024, R3USSIR plans to support all promoters in the use of these evaluation tools.

TRANSITION TO KINDERGARTEN

The 2022-2023 year marks the last of the regional action plan for a smooth transition to kindergarten. The members of its committee, consulted in May 2023 as part of the concerted mobilization and strategic planning process, plan to pursue targeted actions with the relevant stakeholders in 2023-2024.

Main achievements

NEW SHARING CIRCLE FOR BEST PRACTICES

In order to contribute to the improvement of professional, organizational and partnership practices, R3USSIR has set up a new sharing circle for best practices in the transition to kindergarten. In total, 2 meetings took place (in November and January), bringing together 51 participants from school, community, early childhood, as well as health and social services. The discussions focused on the following theme: school transition for children with special needs or disabilities (CWSN).

The feedback from participants during the meetings allowed R3USSIR to produce a synthesis illustrating the context surrounding the transition to kindergarten of children with CWSN, the issues experienced in professional environments, concrete solutions, and the steps required to plan appropriate responses to the targeted concerns.



COMMUNITIES OF PRACTICE IN TRANSITION TO KINDERGARTEN

R3USSIR held 5 meetings with the community of practice of school transition agents. A dialogue with the *Coopérative régionale de développement pédagogique (CRDP)*, headed by the *Table des directions générales des centres de services scolaires de l'Estrie et de la Montérégie*, has begun regarding possible collaboration with the community of practice of school transition agents in Estrie as well as that of Montérégie in order to better serve the two new territories of Haute-Yamaska and Brome-Missisquoi. These meetings allowed agents to present and share their experiences and knowledge regarding the transition to kindergarten. The members of this community of practice also collaborated to produce two video clips for parents that focus on starting school and particularly parent's emotions and stress.

ALL IN THE SAME GARDEN

This promotional tool was created in the form of a poster designed to develop a common and complementary vision of the educational programs offered to children in educational childcare services and kindergarten for 4 and 5 year-olds. It unites common elements and themes between the *Ministère de la Famille's Accueillir la petite enfance* program and the preschool education cycle program of the *Ministère de l'Éducation*. The garden metaphor illustrates the coherence and continuity of these programs. In total, 234 posters were distributed (170 FR and 64 EN) to staff of educational childcare services and schools, but also to members of the community from the health and services networks and social and community environments.



THINKING BIG FOR OUR CHILDREN

In November 2019, the *Projet PRÉE* and the *Collectif estrien 0-5 ans* launched the Estrie Charter Thinking Big for Our Children. This charter is designed to encourage organizations and individuals to take concrete steps for the betterment of children and to think about them when making decisions and starting initiatives. The goal is to increase the percentage of children who start schooling without vulnerability factors from 71% to 80% by 2025, and to encourage their success in their educational careers.

As part of the Early Childhood Week in November 2022, R3USSIR and the *Collectif estrien 0-5 ans* launched a communication campaign to promote the Charter and their website among municipalities and stakeholders that are part of R3USSIR's many consultation bodies, as well as to strengthen the commitment of its existing members. To date, the Charter has accrued 973 signatures, including 107 new members, 26 organizations, and 7 municipalities and MRCs.

THINKING BIG POUR FOR OUR CHILDREN



Thinking Big for Our Children is on the rise elsewhere in Quebec!

This year, R3USSIR presented the Estrie Charter Thinking Big for Our Children to its colleagues at *Action réussite Abitibi-Témiscamingue* to help them implement a similar initiative in upcoming years.

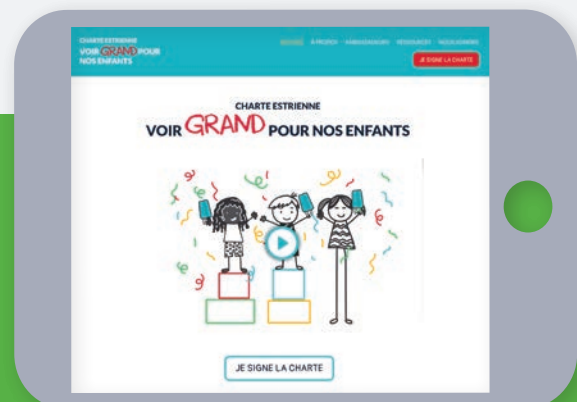
The Thinking Big for Our Children website

1,080 users

1,071 new users

2,327 page views

1,378 sessions





HEADING INTO 2023-2024

Thinking Big with Parents

This year, the *Collectif estrien 0-5 ans* and R3USSIR collaborated to organize a regional Thinking Big with Parents day.

This initiative, made possible thanks to the financial contributions of public health officials at the *CIUSSS de l'Estrie — CHUS* and R3USSIR, is the continuity of the Estrie Charter Thinking Big for Our Children. The goals of the day are:

- Promote dialogue and mobilization to enrich the parent experience of families of children aged 0 to 8 years in Estrie;
- Identify parents' needs with the goal of creating an action plan for enriching parenthood.

In addition to having participated in around ten meetings with the Scientific Committee and the Organizing Committee of Thinking Big with Parents day, R3USSIR collaborated in the development of the visual and communication tools in order to promote it to parents and speakers.

THINKING BIG WITH PARENTS IN ESTRIE



PARENT ESTRIE

ParentEstrie.com is a website designed for all parents in Estrie that offers concrete tools to help support them in supporting their children throughout their academic careers. This year, R3USSIR published 6 new articles on the website, 3 of which were created in collaboration with the *Université de Sherbrooke's Groupe de recherche et d'intervention sur les adaptations sociales de l'enfance (GRISE)*.

Steps were also taken with the *Centre RBC d'expertise universitaire en santé mentale* and the *Centre d'études et de recherches sur les transitions et l'apprentissage (CÉRTA)* in order to better collaborate with them on website content in the future. R3USSIR also published 137 posts on its Facebook page (@ParentEstrie) to keep parents supported, a page that now boasts 1,189 followers.



Website

30,671 users (92.2% new traffic)	44,820 page views	1,105 visits from the Facebook page
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Facebook Page

1,189 followers (375 new)	2,183 page or profile visits	339,525 525 people reached (paid and organic)	137 posts
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SUPPORTED PROJECTS

In 2022-2023, R3USSIR participated in and financially supported the deployment of 39 local initiatives for educational success and school perseverance, particularly as part of the Employers Committed to Educational Success (EERÉ) in Estrie movement the regional action plan in literacy, and as part of the summer strategy to support educational success. In all, 39 projects were financially supported, reaching 10,500 young people and parents.

EMPLOYERS COMMITTED TO EDUCATIONAL SUCCESS IN ESTRIE



COATICOOK MRC

Employers Committed to Educational Success in Estrie | Coaticook

Sponsor: Carrefour jeunesse-emploi de la MRC de Coaticook

MEMPHRÉMAGOG MRC

Employers Committed to Educational Success in Estrie | Memphrémagog

Sponsor: Carrefour jeunesse-emploi Memphrémagog

VAL-SAINT-FRANÇOIS MRC

Employers Committed to Educational Success in Estrie | Val-Saint-François

Sponsor: Carrefour jeunesse-emploi du comté de Johnson

DES SOURCES MRC

Employers Committed to Educational Success in Estrie | Des Sources

Sponsor: Carrefour jeunesse-emploi du comté de Richmond

SHERBROOKE

Employers Committed to Educational Success in Estrie | Sherbrooke

Sponsor: Entreprendre Sherbrooke

\$50,000
invested

GRANIT MRC

Employers Committed to Educational Success in Estrie | Granit

Sponsors: Intro-travail and the Carrefour jeunesse-emploi du Granit

HAUT-SAINT-FRANÇOIS MRC

Employers Committed to Educational Success in Estrie | Haut-Saint-François

Sponsor: Carrefour jeunesse-emploi du Haut-Saint-François



LITERACY

ESTRIE

ABIPIEnnes kits

Sponsor: Association des bibliothèques publiques de l'Estrie

Évasion Ados

Sponsors: Salon du livre de l'Estrie in collaboration with the Association des bibliothèques publiques de l'Estrie and the Regroupement des maisons de jeunes de l'Estrie

Le rythme des mots

Sponsor: Regroupement des CPE des Cantons de l'Est

Score-Pions 2

Sponsor: Regroupement des maisons de jeunes de l'Estrie

Streamlined communications

Sponsor: Centre d'éducation populaire de l'Estrie

Tinkers et Thinkers: Hands on Family Literacy Activities

Sponsor: Literacy in Action

Training for day camps

Sponsor: United for Literacy

COATICOOK MRC

Du jeu au livre

Sponsors: Bibliothèque Françoise-Maurice de Coaticook in collaboration with the La Mayz youth centre in Coaticook

DES SOURCES MRC

Online Reading Programs

Sponsors: Townshippers' Association in collaboration with Community Learning Centers (CLC)

Parents conteurs

Sponsor: Carrefour jeunesse-emploi du comté de Richmond

Ready, Set, Grow!

Sponsor: Maison de la famille Les Arbrisseaux

GRANIT MRC

Parents conteurs

Sponsors: Intro-travail and the Carrefour jeunesse-emploi du Granit

HAUT-SAINT-FRANÇOIS MRC

Online Reading Programs

Sponsors: Townshippers' Association in collaboration with Community Learning Centers (CLC)

Une histoire pour toi!

Sponsor: Centre de services éducatifs populaires du Haut-Saint-François

MEMPHRÉMAGOG MRC

Increasing literary exposure in the lives of teenagers in Stanstead

Sponsor: Phelps Helps – Phelps Aide

Parents conteurs

Sponsor: Carrefour jeunesse-emploi de Memphrémagog

SHERBROOKE

From the virtual to the real: practical training for the realities of illiterate people

Sponsor: Centre d'éducation populaire de l'Estrie

Lecture pour tous

Sponsor: Frontier College

VAL-SAINT-FRANÇOIS MRC

BibAdos

Sponsors: Bibliothèque Yvonne L. Bombardier in collaboration with the Maison des jeunes de Valcourt and Odyssee high school

Parents conteurs

Sponsor: Carrefour jeunesse-emploi du comté de Richmond

Ready, Set, Grow!

Sponsor: Maison de la famille Les Arbrisseaux

\$106,400
invested



SUMMER STRATEGY

ESTRIE

Literacy squads and livres glacés

Sponsor: United for Literacy

Science brigades

Sponsor: Technoscience Estrie

COATICOOK MRC

Lire pour le plaisir

Sponsor: Bibliothèque Française-Maurice de Coaticook

GRANIT MRC

Ados-Prof

Sponsors: Intro-travail and the Carrefour jeunesse-emploi du Granit

HAUT-SAINT-FRANÇOIS MRC

Cookshire Summer Camp

Sponsor: Carrefour jeunesse-emploi du Haut-Saint-François

Journées sans parents

Sponsor: La Relève du Haut-Saint-François

MEMPHRÉMAGOG MRC

Apprentis-génies

Sponsor: Centre de pédiatrie sociale en communauté Le Tandem

Phelps – Summer Camp

Sponsor: Phelps Helps – Phelps Aide

SHERBROOKE

Chez nous, c'est Sherbrooke

Sponsor: Fondation pour les élèves du Centre de services scolaire de la Région-de-Sherbrooke (CSSRS)

Pour une rentrée réussie

Sponsor: Centre de réadaptation en déficience intellectuelle et en troubles envahissants du développement (CRDITED) de l'Estrie

Summer socio-educational support for disadvantaged immigrant children, youth and parents

Sponsor: Soutien aux familles réfugiées et immigrantes de l'Estrie (SAFRIE)

Supporting the enrolment of targeted young people in summer courses

Sponsor: Fondation pour les élèves du Centre de services scolaire de la Région-de-Sherbrooke (CSSRS)

VAL-SAINT-FRANÇOIS MRC

Dans le Val, on apprend aux camps

Sponsor: Corporation de développement communautaire du Val-Saint-François

Summer Knights Read

Sponsor: Richmond, Danville et Drummondville Community Learning Centre (CLC)

\$110,400
invested

CAMPAIGNS

Raising awareness and mobilizing for success

Over the past year, R3USSIR has deployed 2 major campaigns among community partners designed to promote school perseverance, as well as a campaign to instill a taste for reading among young people.

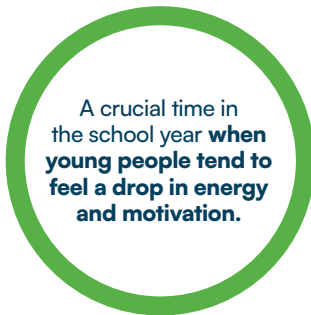
Community campaigns for school perseverance

Hooked on School Days

Hooked on School Days (HSD) are held during the 3rd week of February, a crucial time in the school year when young people tend to feel a drop in energy and motivation.

This presents an ideal opportunity to step up mobilization and encourage the various players and partners to take concrete steps in supporting school perseverance and educational success.

With the theme “With the right support, all young people can stay in school”, the campaign once again tied in with the provincial campaign featuring spokesman Laurent Duvernay-Tardif. From February 13 to 17, 2023, parents, educational institutions, organizations, communities, municipalities, businesses, etc. were invited to proudly wear our green and white colours to celebrate young people’s school perseverance. A total of 546 activities and 521 acts of support were identified across 383 different environments.



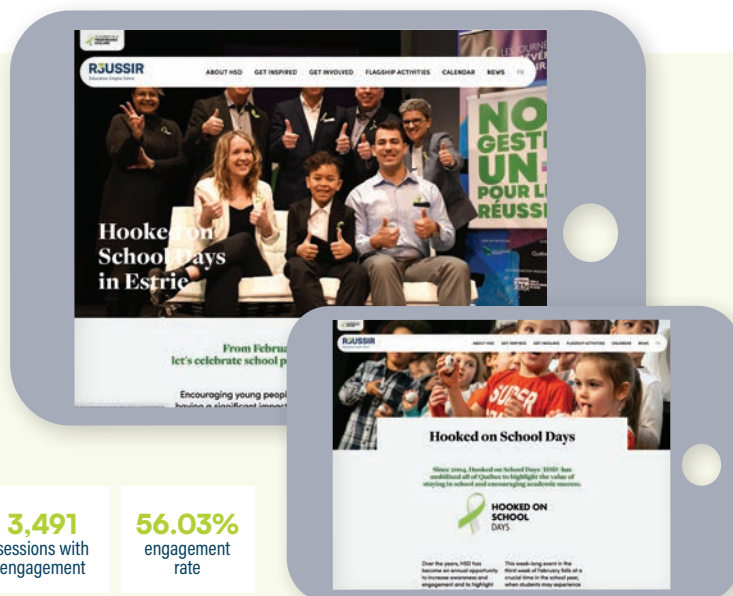
HIGHLIGHTS

New website

A new HSD Estrie website that is affiliated with the provincial one was launched last fall. Ergonomic and easy to use, the new site allows users to order free materials, add activities to the calendar, download helpful tools, and find inspiration when organizing activities.

HSD website

4,491 users	4,465 new users	12,769 page views	6,231 sessions	3,491 sessions with engagement	56.03% engagement rate
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HIGHLIGHTS



Jeudi PerséVert

The colour of perseverance and hope green, took the spotlight on February 16 during *Jeudi PerséVert*! In addition to the many schools that did so, 24 non-school organizations also took part.



HSD Challenge

A dozen classes and groups took part in the HSD Challenge which invited young people to build a pyramid as high as their perseverance. A big thank-you to our generous partners: *Biblairie GGC*, the *Musée de la nature et des sciences de Sherbrooke*, *Le Repère*, *L'Œil de Chat - Café Manga*, *Boules d'énergie* and the *Fondation Christian Vachon*.



Cocktail at the National Assembly

R3USSIR and its delegation from Estrie had the pleasure of attending a cocktail party at the National Assembly to celebrate HSD. Several MNAs from Estrie were also present, sparking lively discussions on the issues surrounding school perseverance.



A meeting with LDT

A meet-and-greet with Laurent Duvernay-Tardif and guests, organized by *RQRÉ*, took place on February 15. The event brought together some 675 young people at *Cégep Limoilou* in Quebec City, as well as nearly 100,000 virtual participants via videoconferencing from all over Quebec. The grade 5 and 6 class from Saint-Romain primary school in Estrie was lucky enough to take part in a video of encouragement that was broadcast during the event.



Let's talk about school-work balance

HSD 2023 was an opportunity to address the very topical issue of school-work balance. To this end, R3USSIR developed a kit of turnkey awareness-raising tools for its partners to help encourage them to discuss good time management practices with the young people they know, the importance of setting limits with their employers, and how to prioritize their studies.



Graduates' Day

Graduating from school is a major accomplishment that deserves to be celebrated in style. On June 16, R3USSIR paid tribute to graduates at all levels of schooling by highlighting their achievements and showing our collective appreciation.

This was the 4th edition of Graduates' Day, initiated by *RQRÉ*, in collaboration with *Alloprof* and *Télé-Québec*. R3USSIR called on its partners to create a massive Estrie wave of congratulations and recognition, on social networks and in the media, for all these graduates.

An opportunity to create a wave of congratulations to our graduating students at all levels.

HIGHLIGHTS

Successful mobilization

Last spring, R3USSIR mobilized partners from all walks of life to actively participate in the campaign by taking concrete action. Around twenty partners joined the movement by sharing messages of pride and celebration alongside their own graduating class photo using the keyword *#proudfourgraduates*.

Great visibility on social networks

A digital communications strategy was deployed as part of the campaign to raise awareness and mobilize partners and the general public in promoting and celebrating graduation. 52 posts and 19 stories were made on R3USSIR's social networks, reaching 80,106 people, 2,076 clicks, 448 likes, 47 shares and 18 comments.

Campaign to instill a taste for reading among young people

À GO, on lit!

Given the importance of reading in helping teenagers stay in school and succeed in their studies, R3USSIR has once again joined forces with the collective movement À GO, on lit! (AGOL) for this 3rd edition in Estrie. AGOL is a multi-platform campaign inviting young people 14 to 20 years-old to complete an interactive quiz revealing which genres of books they're most likely to enjoy, with a corresponding "Taste Tag".

This year's edition ran from October 15 to December 15, 2022. It took place across Facebook, Instagram, and Tik Tok via renowned ambassadors (Kevin Raphael, David Beaucage and Sarah-Maude Beauchesnes), as well as through various promotional activities aimed at young people — notably in school and municipal libraries, youth centers, and bookstores.



A movement inspiring young people to read.

HIGHLIGHTS



Launch and booth at the Salon du livre de l'Estrie

From October 13 to 16, R3USSIR set up an AGOL kiosk at the Salon du livre de l'Estrie that promoted the movement to young people, parents, youth centres, and schools. What's more, over 130 young readers and book lovers were on hand to experience the AGOL craze at the official campaign launch on October 14, featuring special guest ambassador Kevin Raphael.



À GO, on s'jase with Kevin Raphael

R3USSIR also helped the *Maison des jeunes de Coaticook* organize the À GO, on s'jase event with Kevin Raphael. On November 11, 7 young people enjoyed an intimate chat with the host and ambassador of the AGOL movement.



Nearly 150 partners involved

Nearly 150 partners from 9 territories across Estrie were mobilized as part of the AGOL Fall 2023 campaign. Here are a few highlights:

- A contest organized by *Bibliothèques de Sherbrooke*, in which young participants had the chance to win a gift set of books suited to their taste in reading.
- A Facebook Live video presenting AGOL and reading suggestions in connection with the "Taste Tags", organized by the reader assistance technicians at the *Bibliothèque Paul-O.-Trépanier* in Granby.



THE STRENGTH OF A NETWORK

Teamwork is essential if projects and initiatives supporting educational success and school perseverance are to have an optimal impact not only in Estrie but across the province as a whole. That's why the 18 regional consultation bodies (*IRC*) on school perseverance and educational success that are members of the *Réseau québécois pour la réussite éducative (RQRÉ)* have been working collectively in an inter-regional mindset since 2005.

Like the other *IRCs*, R3USSIR plays an active role in ensuring regional initiatives and the *RQRÉ* are consistent with each other. In all, the R3USSIR team took part in some forty meetings. Here's the list for 2022-2023:

- Advisory Committee on the renewal of financial agreements with the government
- Committee for Common Indicators of School Perseverance, in collaboration with the *Centre d'Étude des conditions de vie et des besoins de la population (ECOBES)* of the *Cégep de Jonquière*
- Group meetings on Graduates' Day, the summer strategy, and Hooked on School Days
- Hooked on School Days Steering Committee
- Inter-regional Administrators' Meetings
- Inter-regional Meetings of *IRC* teams
- *RQRÉ* Board of Directors
- *RQRÉ* General Annual Assembly

Working
together
to support the
school perseverance
and educational
success of young
people.



MEMBERS OF THE STRATEGIC AND WORKSITE COMMITTEES

STRATEGIC COMMITTEE

- **Andrew Webster**, Vice Principal Academic and Research, Bishop's University
- **Éric Gagné**, Director General, *Cégep de Sherbrooke* and co-president of R3USSIR
- **Eric Racine**, Director General, *Centre de services scolaire du Val-des-Cerfs*
- **Gilles Rioux and Kevin Beaulieu**, Regional Advisor, *Direction des interventions régionales, Ministère de l'Enseignement supérieur* (observer)
- **Gwladys Sebogo**, Interim Director General, *Centraide Estrie*
- **Isabelle Dionne**, Associate Vice-President of Academics, *Université de Sherbrooke*
- **Isabelle Samson**, Director of Public Health, *Direction de santé publique, CIUSSS de l'Estrie - CHUS*
- **Jean-Philippe Vachon**, Director of Studies, *Cégep Beauce-Appalaches - Campus de Lac-Mégantic*
- **Lisa Rodrigue**, Director General, *Centre de services scolaire des Sommets*
- **Manon Labonté**, Director General, *Services Québec* and co-president of R3USSIR
- **Martial Gaudreau**, Director General, *Centre de services scolaire des Hauts-Cantons*
- **Michel Soucy**, Director General, Eastern Townships School Board
- **Nicolas Martin and François Dionne**, Directors General, *Ministère de l'Immigration, de la Francisation et de l'Intégration*
- **Olivier Audet**, Director General, *Collège du Mont-Sainte-Anne, Association des écoles privées de l'Estrie*
- **Philippe Cadieux**, Director of the *Ville de Sherbrooke's* economic and development coordination office, representative of *Économie Estrie*
- **Richard Bernier**, Director of *Intervention Régionale, Ministère de l'Éducation*
- **Stéphane Alain**, Director General, *Table des MRC de l'Estrie*
- **Steve Turgeon**, Director General, *Ministère des Affaires municipales et de l'Habitation*
- **Sylvain Racette**, Director General, *Centre de services scolaire de la Région-de-Sherbrooke*
- **Véronique Poulin**, Interim Director General, *Ministère de la Culture et des Communications*
- **Yvan O'Connor**, Director General, *Cégep de Granby*
- **Yves Rainville**, Interim Director General, and Odette Côté, Director General, *Champlain College*

WORKSITE COMMITTEE ON SCHOOL PERSEVERANCE AND EDUCATIONAL SUCCESS

- Adult education centre directors
- *Association des directeurs et directrices d'établissements d'enseignement de l'Estrie*
- *Association des écoles privées de l'Estrie*
- Bishop's University
- *Cégep Beauce-Appalaches*
- *Cégep de Granby*
- *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*
- *Centre de services scolaires du Val-des-Cerfs*
- *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
- *Regroupement des carrefours jeunesse-emploi de l'Estrie*
- *Regroupement des maisons des jeunes de l'Estrie*
- *Regroupement des organismes communautaires Famille de l'Estrie*
- *Solidarité Ethnique Régionale de la Yamaska (SERY)*
- *Soutien à l'offre régionale en formation professionnelle*
- *Université de Sherbrooke*
- Val-Saint-François MRC

WORKSITE COMMITTEE ON TRAINING-EMPLOYMENT MATCHING

- *Cégep Beauce-Appalaches*
- *Cégep de Granby*
- *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*
- *Centre de services scolaire du Val-des-Cerfs*

- *Centre d'intégration au marché de l'emploi*
- *CIUSSS de l'Estrie - CHUS*
- Eastern Townships School Board
- *Économie Estrie*
- *Ministère de l'Enseignement supérieur*
- *Ministère de l'Immigration, de la Francisation et de l'Intégration*
- *Pôle régional en enseignement supérieur de l'Estrie*
- *Séminaire de Sherbrooke - Collégial*
- *Services aux entreprises de l'Estrie*
- *Services Québec - Direction des services aux entreprises*
- *Services Québec - Direction du marché du travail et des services spécialisés*
- *Soutien à l'offre régionale en formation professionnelle*
- *Table régionale de concertation sur l'orientation professionnelle de l'Estrie*
- *Université Bishop's*
- *Université de Sherbrooke*
- *Vision attractivité*
- *Zone d'innovation - Sherbrooke Quantique*

OUR FINANCIAL PARTNERS



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