

**OUR  
ACTIONS,  
A+ IN  
THEIR  
SUCCESS!**



**HOOKED  
ON SCHOOL  
DAYS**



JOURNEESPERSEVERANCESCOLAIRE.COM  
#JPS2020



**LAURENT  
DUVERNAY-TARDIF**  
HSD spokesperson

## **EMPLOYERS**

FROM FEBRUARY 17TH TO 21ST, 2020,  
**make a gesture to show your support**



**Publicly acknowledge the engagement and perseverance of a member of your staff completing their education while working for your business:**

### **By awarding them**

with the Certificate of Perseverance and sharing it on your social media,

### **By answering the call of the HSD spokesperson,**

inviting you to thank or congratulate, on social media, one of your employees for showing remarkable perseverance.



**Be an ambassador of school perseverance:**

### **By broadcasting**

the campaign and all its details via your organizational communication tools (newsletter, website, social media).

### **By wearing**

the green-and-white school perseverance ribbon with pride, as it symbolizes the engagement of the community towards school perseverance.

# KEY MESSAGES TO BROADCAST



**Businesses, both small and big, can promote education with their young employees through many courses of action within their reach,** such as promoting flexible work conditions or respecting hiring and management conditions conducive to graduation.



**Promoting education and school perseverance** not only motivates our youth but also helps Quebec have qualified employees who will shape the economy of the future.



**Every one of us can make a ton of gestures, each within our reach.** The sum of gestures made by every one of us will increase the potential of success of our youth—whether an individual gesture or a wide-ranging action deployed by an institution or organization.



**As employers and key players of the local business community, we are concerned with the crucial societal issue that is school perseverance.**

Acting upon our engagement, we have implemented measures to help our employees stay in school, and that will allow them to thrive. Among other actions, we created an internship access program, implemented a work-school balance program, and we promote flexible work conditions conducive to graduation. We believe that each initiative we implement can make a difference in the educational success of our employees.

**Did you know:**

32% of youth who persevered in school (those who thought of dropping out but did not) state that the encouragement they received made a difference in their decision to stay in school.

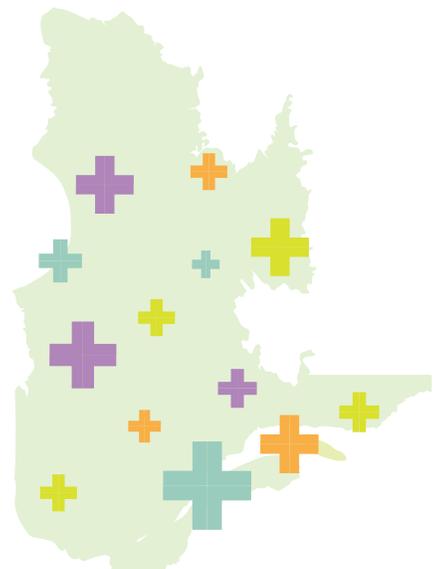
## ACTIVITIES IN EVERY REGION OF THE PROVINCE!

Thanks to the support and the integrated approach of local and regional stakeholders, each region organizes and celebrates the campaign to reflect their needs. So as part of the HSD, thousands of activities will be held throughout Quebec!

**Visit our website to find the flagship activity in your region:**

[journesperseverancescolaire.com](http://journesperseverancescolaire.com)

We also provide a variety of tools on our website, such as the Certificate of Perseverance. We encourage you to use them!



Follow us on social media and share our posts.

