

# OPERATION "BACK TO SCHOOL" 2010

ENCOURAGING HIGH SCHOOL STUDENTS TO STAY IN SCHOOL



Job market - Employment prospects - Core competencies to develop

AND WHAT IF YOUR TESTIMONIAL COULD CHANGE SOMEONE'S LIFE?  
MARCH 29 TO APRIL 30, 2010

## SUMMARY

Operation "Back to School" is an annual event of organized conference-testimonials held in French or English in public and private high schools in the Greater Montréal area. Greater Montréal community organizations that work to reduce the number of school drop-outs are also invited to host speakers.

About 350 meetings between business people and students are organized each spring in April.

This project, established by the Board of Trade of Metropolitan Montreal, rallies more than 2,500 business men and women who, since 1997, have been "going back to school" to share their experiences and passions with more than 100,000 high school students in order to encourage them to stay in school.

## SPRING 2010

This year, the Board of Trade will carry out its 14<sup>th</sup> Operation "Back to School". Since its creation, our organization has been inviting its members to go into high schools to talk about the importance of staying in school. April has also become the "stay-in-school" month.

Operation "Back to School" 2010 is made possible thanks to our partners, Astral Media and MR<sup>3</sup> Montréal Relève. Once again this year, we are proud to be able to count on the participation of the Chartered Accountants of Montréal, who are offering a \$2,500 stay-in-school grant. For the current edition, the Board of Trade is employing the services of a Project Agent intern, recruited through the Youth Fusion organization.

## OBJECTIVES

Operation "Back to School" was developed to stem the dropout rate and encourage youths to obtain their high school leaving diploma. One of the best ways to influence and motivate young people is to provide them with role models, experienced individuals who come to talk about their experiences in a friendly, dynamic and interactive environment.

This twinning program also helps forge ties between schools and the business community. Quickly surpassing their main objective, these meetings have provided students, educators and guidance counsellors with better information about the workplace, job opportunities and essential competencies that make people more employable.

## IMPACT OF OPERATION "BACK TO SCHOOL"

Clearly, we cannot quantify the impact of Operation "Back to School" on the dropout rate. However, based on the comments of educators and teachers, we know that these meetings give hope to today's youth.

With the financial support of:

The Board of Trade thanks its scholarship donors:



Chambre de commerce  
du Montréal métropolitain  
Board of Trade of Metropolitan Montreal

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STUDENTS ARE MORE MOTIVATED, ENTHUSIASTIC AND BETTER INFORMED ABOUT THE WORKPLACE, JOB OPPORTUNITIES AND THE COMPETENCIES REQUIRED

## SOME COMMENTS FROM STUDENTS

*"Since the day you came to talk to us about what you do for a living, I have been more motivated to continue with my studies."*

*"You gave me back the desire to try harder and pursue my dream..."*

*"Before I met you, I wasn't sure if I was going to go on with my studies. Thanks to you, I'm definitely going to continue past high school."*

*"I learned a lot about the workplace. How you have to adapt to change... and that you have to want to learn."*

*"What I retained the most is the sense of responsibility, the desire to learn, the ability to communicate and of course, to enjoy what you do."*

EDUCATORS FEEL THEY ARE GETTING SUPPORT AND A BETTER CONTACT WITH THE WORKING WORLD

## COMMENTS FROM EDUCATORS AND VOCATIONAL COUNSELLORS

*"After the presentations by business people, I saw flickers of light in many eyes... encouraging flickers of hope."*

*"This initiative of the Board of Trade is a special moment that allows us to stay in touch with the real labour market."*

*"It was a wonderful opportunity for our students to hear personal testimonials from these successful people on the value of remaining in school and pursuing a post-secondary education... The initiative of the Board of Trade added an important dimension to our career education program... In our rapidly changing economy, it is crucial for our young people to have accurate, up to date information about the job market of the future, the expectations of employers, and how to best prepare themselves for the demands of the global economy... trusting that this important collaboration between the business community and the secondary schools will continue."*

*"It's these kinds of initiatives that enable us educators who love teaching to continue our work despite EVERYTHING and to believe that we're not alone on board this ship!"*

*"I personally believe that these testimonials really help students persevere in their studies."*

