



OPERATION BACK TO SCHOOL

MOTIVATING KIDS TO STAY IN SCHOOL FOR MORE THAN 15 YEARS.

YOUR ENCOUNTER WITH HIGH SCHOOL GROUPS

The Board of Trade of Metropolitan Montreal places a great deal of importance on motivating kids to stay in school. As a result, for more than 15 years, it has been organizing Operation Back to School to raise awareness among grade 9, 10 and 11 students of the importance of staying in school and getting a diploma. Through this initiative, the Board of Trade invites businessmen and businesswomen to go back to high school to talk about their experience, their success and the challenges they have had to overcome during their careers.

These encounters provide young people with more information about the job market, the outlook for employment and key skills they need to increase their employability. The presentations, which deal with the educational, professional and personal paths of businesspeople, are extremely enriching for students. Operation Back to School also gives businesspeople a chance to understand the reality of the school setting and motivates them to get more involved.

YOUR TESTIMONIAL COULD CHANGE A LIFE!

PRESENTATION TEMPLATE TO HELP YOU PREPARE DURATION: 50 TO 70 MINUTES

Your presentation can have a major impact on the students you meet. You are a role model and serve as an example, and your path, your success and the difficulties you have overcome can encourage them to persevere and help them succeed. Describe the current situation to them, but also talk about future perspectives. Give them a positive vision of the future. Encourage them to take action and remind them that they start building their future today.

MAIN MESSAGE

Your role is to send students a message of perseverance and motivation. You should demonstrate the importance of an education to your career using concrete examples and anecdotes.

1) PERSONAL INTRODUCTION AND THE GOAL OF THE ENCOUNTER

Who are you?
(You first need to make a connection with the students.)

2) YOUR EXPERIENCE AND YOUR JOB

Describe your career path.
What does your job involve?
Describe the organization where you work.
What do you like about your field?
What does a typical day in your life look like?

3) YOUR EDUCATION

Did you like school, your studies and the educational environment?
What did you like the most? The least?
Did you learn things in school that are useful in your job?
Have you experienced difficulties? If so, what were they?
Did you consider dropping out of school?
Did you pursue college and university studies?
Did you change course in your studies?
How did you choose your field of study?



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4) SUCCESSES AND FAILURES

Explain to the students how you tackled challenges and managed your successes and failures.

Do you have an example of an obstacle you had to overcome? What did it teach you?

5) THE WORKING WORLD AND EDUCATION IN GENERAL

Tell the students about the working world today.

How to find a job? How did you get yours?

What do you think employers are looking for?

Do you have any advice for young people?

6) QUESTION PERIOD AND CLASS DISCUSSION

The students may ask you questions about their own choice of career, their difficulties in school or the current and future outlook for employment or unemployment. If you can't answer them, suggest that they talk to their guidance counsellor.

THE GREATEST CHALLENGE OF A PRESENTATION IS GAINING AND KEEPING THEIR ATTENTION.

OUR TIPS

- First impressions are important, so the first three minutes of your presentation are critical.
- **Encourage a young employee from your company to accompany you for the presentation. His or her perspective will be of interest to the students and will give the presentation a different angle.**
- Speak loudly.
- Look around the class so that every student feels like you're talking to them.
- Ask questions and ask the students what they think about what you have said: a good presentation is generally a discussion rather than a monologue.
- Separate your presentation into different topics and allow for a short question period between them.
- Tell anecdotes, stories and jokes, but remember: not everybody has the same sense of humour.
- Move around! This will help capture their attention.
- Use impressive facts or quotations.
- If possible, bring door prizes (corporate or other items) to encourage the students.

USING VISUAL AIDS

- Don't forget: what seems commonplace to you is not necessarily so for the students.
- Photos help students picture what you are talking about.
- Operation Back to School provides a PowerPoint template you can complete and use during your presentation.

Ideas for interesting photos:

Your office or your working environment: the building, the cafeteria, your favourite place at work...

Your colleagues or employee activities

Things you have produced (if applicable)

- Videos promote learning, capture attention and change the rhythm of the presentation.

Ideas for interesting videos:

Your work environment

A corporate or promotional video about the company or a project

A video about your industry or profession



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THE NUMBERS SPEAK FOR THEMSELVES!

SCHOOL DROPOUT RATE

Rate of annual withdrawals without a diploma or qualification among outgoing students, in general education, by sex, by teaching network and by school board, 2008-2009 statistics

	Total	Boys	Girls
Commission scolaire de la Pointe-de-l'Île	34.8	40.7	28.2
Commission scolaire de Montréal	31.1	36.2	26.1
Commission scolaire Marguerite-Bourgeoys	20.3	23.1	17.4
English Montreal School Board	16.9	19.2	14.6
Lester B. Pearson School Board	14.2	16.1	12.3
Entire provincial public network (72 school boards)	21.3	26.1	16.5

Source: Ministère de l'Éducation, du Loisir et du Sport, interpretation in September 2010 (report 4 of the Charlemagne system), publication November 2010

EMPLOYMENT

Unemployment rate among individuals with degrees according to level of education and type of diploma (in %), in 2009

LEVEL OF EDUCATION	UNEMPLOYMENT RATE AMONG THOSE 15 TO 24
High school studies DVS AVS	12.8% 10.9%
College studies Technical studies	4.4%
University studies Bachelor's degree Master's degree	4.5% 4.2%
Unemployment rate in Quebec 15-19 20-24 25-29 Entire active population	21.2% 12.8% 8.0% 9.7%

Source: Les enquêtes Relance, Direction de la recherche, des statistiques et de l'information, ministère de l'Éducation, du Loisir et du Sport.



CHAMBRE DE COMMERCE
DU MONTRÉAL MÉTROPOLITAIN
BOARD OF TRADE OF METROPOLITAN MONTREAL

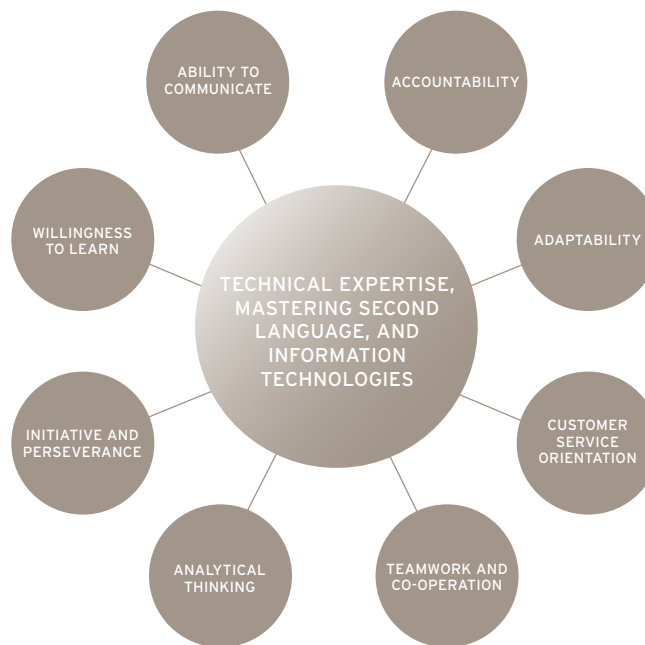


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EIGHT SKILLS TO DEVELOP FOR THE FUTURE THE PROFESSIONAL SUCCESS MOLECULE:

The Board of Trade of Metropolitan Montreal looked into the skills sought by employers. Eight key skills clearly stand out. We have presented them in the form of the Professional Success Molecule. You can consult the guide Keys to Unlocking the Job Market on the Board of Trade Website at www.btm.qc.ca/back_to_school



CORE COMPETENCIES...

...are what organizations look for in their employees to face the challenges of the new economy.

PERSEVERANCE IS IMPORTANT, SO HERE ARE SOME MORE WAYS YOU CAN GET INVOLVED:



Career exploration internships

"ATTRACT TALENT TO YOUR BUSINESS!"

Offer one of the 2,000 young people from Student Business the opportunity to explore your careers.

Help a high school student (from 14 to 17 years of age) make a career choice by offering a one-week summer internship.

To find out more or to offer an internship:
www.projetclassesaffaires.ca



Making a career choice is important. In talking to young people about their dreams and sharing your professional experience, you help them make an informed career choice.

E-mentoring is simple and takes very little time: discussions take place via email on a secure site!

Become an e-mentor and share your experience:
www.academos.qc.ca/professionnel