

PRESS RELEASE

For immediate publication

Before the Holidays, Education is the Priority!

Magog, November 16th 2016 — For a 2nd consecutive year, the *Table estrienne de concertation interordres en éducation* (TECIÉ) and the Partners for Educational Success Estrie (*Projet PRÉE*) are launching a campaign to raise awareness about balancing school and work as the holidays approach. Several methods are currently being put into place to highlight the importance of choosing a certified employer and prioritizing education.

The Approaching Holiday Season: a Busy Period for Students

Every year, several businesses that need extra manpower for this short busy period, hire students. For a young person, it may be tempting to work more during this period and earn more money. At school, these last few weeks before the holidays often correspond to a period in which schoolwork must be submitted and exams are scheduled.

For a young person who is balancing school and work, November and December are therefore a critical time. “The fact is that 54% of high school students and 84% of cégep students work while pursuing their studies. The objective of School-Work Balance Estrie is to raise awareness among employers on the role that they can play in promoting school perseverance for young Estrien’s and to get them involved in a concrete way. To develop a collective consciousness in Estrie and involve all the actors who influence school perseverance. All the reasons listed above, as well as the context of the approaching holiday season, makes this a perfect time to send a clear message to parents, employers and students: education is the priority!”, expresses Josiane Bergeron, *Projet PRÉE* coordinator.

Several actions put forward

To reach both adults and young people and to publicize the importance of prioritizing education, several initiatives are currently under way:

- A poster campaign in the Sherbrooke city buses (STS) and in high schools;
- Radio broadcasts;
- Circulation of a video capsule, entitled [School-Work Balance in 30 seconds](#), on social media;
- Information pamphlets to Estrie certified employers for the management of student-employee schedules;

- Invitation to various organizations (municipal, business, community and school) to circulate the message using their tools of communication;
- Distribution of this press release to the media, so that the message be taken and circulated throughout the region.

Ichoosemyemployer.com: an online resource

The ichoosemyemployer.com website provides the student with useful tips for balancing school and work. The certified employer, the professional and the parent will find here information and tools that will allow them to encourage school-work balance.

Desjardins, proud partner of the School-Work Balance campaign for a 2nd consecutive year

Desjardins is one of the employers in Estrie (there are more than 500 employers in over 650 workplaces), that offers working conditions that are conducive to school perseverance and educational success. “Employers have a role to play in the school perseverance of young people. By supporting Estrie’s School-Work Balance campaign for a second year, Desjardins is taking action for the future of the region. As a certified employer, Desjardins encourages its student employees to pursue their education through the implementation of flexible and supportive working conditions. We encourage all employers to do the same”, explains Denis Paré, president of the regional council of Estrie’s Caisses Desjardins.

School-work balance, is the balance between time spent on paid work and on one’s studies. A good balance exists when the student employee prioritizes their studies and devotes the necessary time to ensure their success at school. School-Work Balance Estrie encourages school perseverance by raising awareness among employers and students about the importance of a good balance between school and work. Having a job while in school has many advantages. However, it is important to find a balance between school, hobbies and work. It is by working together that we can create a lasting impact, benefitting our young people, who will form tomorrow’s workforce. Staying in school is everyone’s business!

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