

an initiative by



Opération Relève

TECHNO SCIENCE

Ensuring a sufficient pool of qualified specialists for Quebec's innovative companies



Ambassador's Guide

Your Meeting with a Group of High-School or College Students

In This Guide

Tidbits of Practical Advice...

- o Before your meeting
- o During your presentation
- o FAQs

...Ensuring that your conference will be a success

- o Three Key messages

Graphs and Stuff

- o Perseverance: Jobs vs diplomas
- o Core Competencies
- o TechnoScientific careers: Jobs in the new economy

The Tour aims at:

- Encouraging our youth,
- Changing their perceptions of TechnoScientific careers, and ultimately,
- Helping them select a school program which will lead to stimulating careers.

The Tour consists of a series of get-togethers with technicians, specialists and managers from various dynamic and high-tech firms. These representatives share their personal experience, demonstrating the stimulating challenges offered in the TechnoScientific fields.

They are role-models to which the students can identify. Their influence can favourably change their perception of careers in the new economy.

Following the success of our first tour in 1999 - where over 30,000 students across Quebec, in 85 schools, received the visit of some 1,000 speakers from some of the most innovative companies - partnerships have been signed with the **Conseil du loisir scientifique** of the **Quebec** and **Sherbrooke** regions so as to extend the tour to these regions.

The Tour is in collaboration with the Board of Trade of Metropolitan Montreal, the Chambre de commerce et d'industrie du Québec métropolitain and the Maison régionale de l'Industrie of Sherbrooke.

Promotional Tour for TechnoScientific Careers 2000

En collaboration with

CRDÎM



Conseil régional de développement de l'île de Montréal





Tidbits of Practical Advice...

Before Your Meeting

«It was a wonderful experience... We have to motivate them and recognize them. It's just the elevator returning for the next lift.»

Speaker's comment

Discuss

With the speaker you have been teamed up with. He has probably already contacted the school representative with the school representative so as to:

- Know their expectations;
- Know the students' expectations and main concerns;
- Know the students' degree of preparation and level of awareness to your visit;
- Know the socio-demographics and cultural characteristics of the group (neighbourhood, poverty, ethnicity...).

Prepare

your presentation so as to ensure your messages will be well received and is in sync with the speaker's.

- Plan a meeting with the speaker before the conference to "break the ice".
- Define your objectives;
- Prepare an outline of your presentation;
- Prepare cards and notes which are simple, concise and easy to read;
- Identify key messages with colours, for example;
- Practice your presentation.

During your Presentation

Establish

initial contact with the group.

- Briefly present yourself to the students;
- Explain why you are with them today;
- Explain the involvement of business people and companies in the Promotional Tour for TechnoScientific Careers;
- Remember, when possible, the names of a few students to call upon them later during your presentation.

Maintain

a dynamic visual contact with the group.

- Speak directly to the youth clearly and simply;
- It is recommended that your presentation be spoken while standing;
- Make direct links between the school subjects being taught to the students and the purpose of your visit;
- Make links, when possible, with their studies, their preoccupations, their interests...

Question

and call upon the group.

- Check that they understand you;
- Check that they are interested about what you are saying;
- Question them on their preoccupations and interests;
- Don't lose track of the essence of your message.

Demystify

Vulgarize

Encourage

Frequently Asked Questions (FAQs)

How much do you make?

Don't be surprised...

...if they ask direct and personal questions, such as what your salary is, your lifestyle, your financial situation...

...if they don't seem very responsive or they lack questions for you: try maintaining eye contact with them.

Do I need a PhD to succeed in this field?

What did you study?

Will there still be jobs for us?

My father never went to University but had a successful career. Why would I do any differently?

Is there a future for us in this field?

...Ensuring That Your Conference Will Be a Success



Three Key Messages

Key Elements

- Youth - especially girls - are losing interest in TechnoScientific careers and the new economy
- Your personal and professional road track will be your most poignant testimony
- Your intervention could have considerable impact on these youth and their future choices
- Your successes - and the difficulties you have overcome - may encourage them
- You are a role-model to them, a reference, an example
- It is essential that your message be clear and simple to understand

1. Personal Testimony

- Your interests, your choices, your hesitations
- Your aptitudes, your school track record, your difficulties, your successes
- Your family background. Problems or other that you may have overcome?
- Needed to confide to someone outside the family circle? Where did you find this encouragement?

Talk about your studies, your university environment, your career choice

- The nature of the studies you are undergoing, your tasks and responsibilities
- The challenges associated with your studies, the advantages, the inconveniences
- The encountered difficulties, your personal successes and failures
- Your job seeking: easy or not? In your field of study?
- Your qualities, aptitudes and competencies appreciated by your teachers and future employers
- The reasons that motivated you into choosing that specific field of study

Explain your track record - speak about yourself, your studies...

2. University Life

- The type of university, the student body, the studies— How you adapted to this new environment
- Financing your studies
- Length of studies, striving, your efforts, discouragements and successes
- Recognition from teachers, university, parents and friends

Stress the importance of developing qualities, abilities, potential, aptitudes, know-how and professional competencies

- Increased expectations from employers for competent, qualified and specialized employees
- New jobs more and more reserved for those with specialized competencies
- The lack of openings for those who do not have a high-school degree
- The encouraging perspectives for the youth, the social advancements, their future
- The qualities, values, attitudes and behaviours to develop to succeed
- Competencies sought after by potential employers (refer to the graph: "Core Competencies")

Encourage them to take action, to be confident in their potential to make it

3. Projects for the Future

Stress the importance of identifying employment sectors with growth potential, to aim for dynamic companies, to take part in the new knowledge-based economy

- Why it is important to pursue studies beyond high-school
- Continuing education, changing career along the way
- The high-achieving sectors, in Quebec and North America (refer to the graph: "Jobs in the new economy")
- The new tendencies in the workplace
- Challenges, openings, perspectives
- The importance of choosing carefully, according to their aptitudes and own interests

Stress the importance of acquiring competencies greatly sought after by potential employers

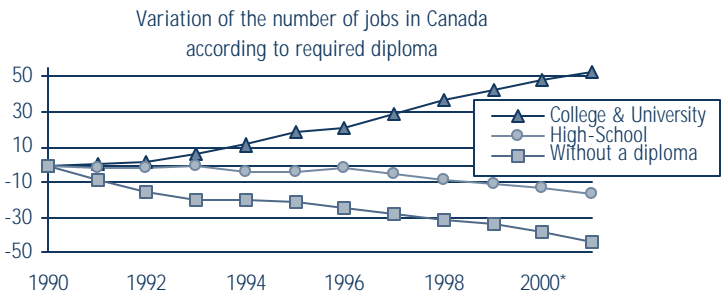
Perseverance

Jobs vs Diplomas

Did you know that 90% of all youth who don't have a high-school diploma will end up unemployed? This unemployment rate doubles when it comes to girls which don't finish high-school.

Since 1990, the number of jobs not requiring a high-school diploma has been steadily decreasing, while the number of jobs requiring specific skills - such as professional training, technical skills, and university diplomas - has been steadily increasing.

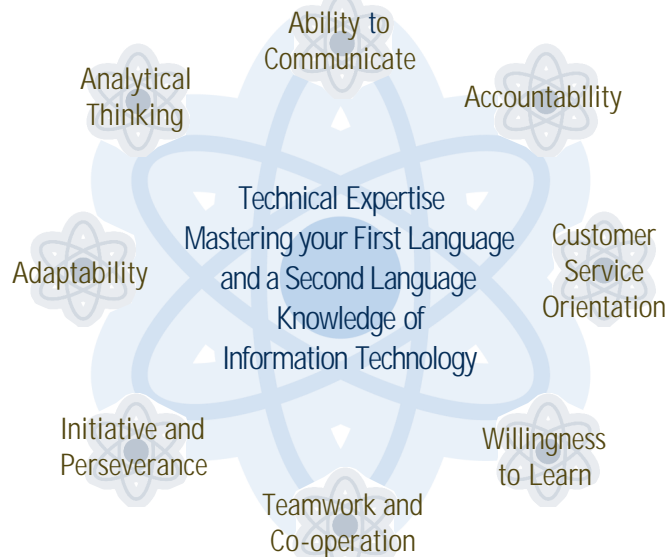
The number of jobs in urban regions decreases and they are more and more demanding in terms of training.



Source : Statistique Canada, Indicateurs de l'éducation, MEQ
* prévisions

Core Competencies

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



From "The Transformation of Employment" of the Board of Trade of Metropolitan Montreal

TechnoScientific Careers

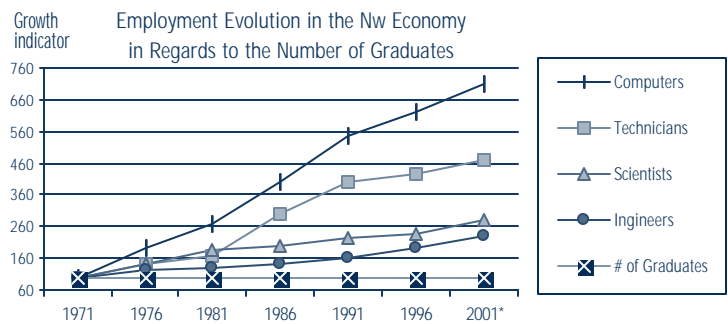
Stimulating Challenges...

A Future... Where the Sky's the Limit

The fast growing industrial sectors:

- Computer / Software
- Biotechnology / Pharmaceutical
- Telecommunications
- Aeronautical / Aerospace

are presently having difficulties recruiting qualified specialists in sufficient numbers for their present and foreseeable needs.



Source : Statistique Canada, Census - Compilation of the CST
* Forecast

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