

03 **CAPITALE-NATIONALE**

PLACE AUX JEUNES EN RÉGION (PAJR)				
Project Title				
PAJR and Dialogue McGill 2018-2019 and 2019-2020 Partnership				
Objectives				
<p>1 - To promote the collaboration between Place aux jeunes en région (PAJR) and the community organizations serving the rural English-speaking communities of Quebec and the health network. 2 - To include the promotion of English-speaking environments in the activities of PAJR in proportion to the target clientele. 3 - To disseminate promotional material related to the Dialogues McGill Bursary Program and internships.</p>				
Description				
<p><i>Happy Hours Health Gatherings</i> – PAJR will organize for, host and promote to universities and colleges networking activities (happy hours type) to which English-speaking students in the health sector will be invited. This activity aims at promoting Dialogue McGill Retention Program.</p> <p><i>Internships</i> - PAJR will allow English-speaking students to access the PAJ Internships Services, giving them thereby the chance to use the PAJR network in order to make it easier for them to identify, get hold of and successfully complete an internship in the region thanks to the promotion of this service offer to the English-speaking educational establishments. Steps will be taken with the aim of establishing a strategic partnership with the pharmaceutical faculties of Université Laval and Université de Montreal. Finally, PAJR will set up a network of strategic mentors in Anglophone schools.</p> <p><i>Website</i> – PAJR will maintain evolution and improvements made to date on its website. Inter alia: a button <i>Make Way for Youth</i> on the homepage with a hyperlink to a specific page devoted to all English-speaking communities of Quebec; <i>login</i> and <i>Register</i> tabs on the homepage.</p> <p><i>Promotion</i> – Publication over a period of 12 months of a revolving advertisement for young English speakers with a hyperlink leading to the homepage of Dialogue McGill Retention Program and Internship Support. Publication of an ad in the cyber weekly of PAJR sent to more than 50,000 subscribers; execution of an advertorial on the Dialogue McGill Bursary Program, in collaboration with Dialogue McGill, targeting one or the other of the territories covered by the organization; execution of a video testimony lasting between 1 and 1½ minutes, in collaboration with Dialogue McGill, with a recipient of the Dialogue McGill Bursary Program in one or the other covered territories; production of an English version of <i>PAJ Impact</i> and dissemination among the partners interacting with the English-speaking clienteles.</p>				
Budget allocation	2018-2019	2019-2020	2020-2021	2018-2023
	\$15,550	\$21,270		