

## Apply yourself to succeed

Story by Rob Rombouts

Photo by Blackbird Photography



**Marc Laferriere's** approach to succeeding in education is simple: "Apply and apply."

"Apply to the schools you want to get into, and apply yourself and you can make it happen," said Laferriere.

A commitment to education was something his parents instilled, and something the Brantford resident kept close to him. He grew up in a poor neighbour and household, relying on government support. He strived to succeed through elementary and secondary school, and continued to university to study communications.

After graduating from university, Marc worked in media for a number of years. At one point, he was employed editing infomercials, but took a part-time job making calls for the Heart and Stroke Foundation. Despite studying to work in the media, he found the non-profit work more rewarding. This inspired him to go back to school, and complete his Honours Bachelor and Masters in Social Work at [Lakehead University](#).

He now works at the [Grand River Community Health Centre](#), teaches at [Mohawk College](#), co-owns the Brant Advocate, and is active with youth organizations, all opportunities that allow Marc to educate people in different ways.

Marc's upbringing has kept him focused on helping at-risk youth. Marc said he had the support of great mentors through his life, and he is glad to have the opportunity to be a mentor to other people.

He suggests people do whatever they can to take on education. "There are so many ways to access education," he said, through financial support or through online learning. "I learn every day. I'm not sure what's in store for me, but being able to help educate has been so rewarding."

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*Education Works Alliance is a community group dedicated to building prosperity through training, education and lifelong learning. The group's mandate is to raise the education, literacy and skill levels of Grand Erie residents, in order to broaden opportunities for employments and economic development. For more information visit [www.educationworks.ca](http://www.educationworks.ca)*