

**IN.BUSINESS ATLANTIC REGION CLOSING CONFERENCE
MAY 9-10, 2016, MILLBROOK FIRST NATION, NS**

In.Business: A National Mentorship Program for Indigenous Youth uses social media, smartphone technology, Aboriginal mentors, and in-person conferences to educate Aboriginal high school students about business. In.Business was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at Cape Breton University (CBU). The Nova Scotia pilot of the In.Business program (the Business Network for Aboriginal Youth) was comprised of 30 students and six mentors from across Nova Scotia. Since 2011, In.Business has expanded nationally and is comprised of 275 students and 40 mentors from across Canada, and includes students from every province and territory. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and various other government and private donors. In addition, the Atlantic Region is financially supported by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

THE JOURNEY

In the fall 2015, 146 students applied for the 60 spots in the Atlantic Region. The students and nine mentors attended two overnight conferences: the opening in Membertou and at CBU in November, and most recently, our closing in Millbrook on May 9 and 10. In between conferences, students worked in their virtual groups on 10 bi-weekly business challenges via social media, which were facilitated by their mentors. In total, over 60 different topics were explored, including: total debt service ratio; funding options for entrepreneurs; cultural tourism; the effects of community debt on youth; resume building; recommendation #92 of the TRC; social media marketing; skills needed for management; employee motivation, etc. In addition, students also learned about running their own business using “Music Mogul,” a smartphone gaming app that was designed specifically for the In.Business program. Students also met with their group (5-6 students and their mentor) via Zoom Cloud four times during the program.

DAY 1 HIGHLIGHTS

Forty-three students representing 19 high schools and 16 Aboriginal communities across Atlantic Canada travelled by plane, bus, and van to gather for one last time as a group! Some grade 10 and 11 students will return to the program next year, and the grade 12's are all moving on to new chapters in their lives. A buffet dinner at the Legends Gaming Centre marked the official beginning of our closing conference. Following dinner, Brad Paul, who is a past graduate of the In.Business program, and current Bachelor of Commerce student, spoke to students about his time studying business, and what he has learned from working the past few summers at RBC. The final activity of the day was a marketing scavenger hunt, which involved groups searching the Millbrook Treaty Connector for locations that relate to a variety of marketing related terms. “Team SABE” (Jada Gould, Darnel Poirier, Maria Durling) and the “NERD Squad” (Kimberly Googoo, Kelsey Campbell, Paige Narvie) were the co-winners of this challenge.



A few shots from our Marketing Scavenger Hunt!

DAY 2 HIGHLIGHTS

60 Second Sell – As the final challenge of the year, students were tasked with preparing individual videos promoting themselves in 60 seconds or less. The ultimate goal of these videos was to convince the judging panel they should be one of the two students sponsored to study business. The winner and runner up of this challenge were awarded bursaries of \$1000 and \$500 respectively to study business at CBU or any of our partner institutions (University of Winnipeg, Yukon College, Nipissing University, and Vancouver Island University). If the winners study business at any other post-secondary institution in Canada, their awards are valued at \$500 and \$250 respectively. The videos were scored on the following: content, creativity, persuasion, relevance, and enthusiasm. With very little guidance, the students created fantastic videos showing how confident, well educated, and creative they are. Abigail Murphy of Eel Ground First Nation was the overall winner, and Celeste Beauchamp of Kahnawake First Nation was our runner up! **To view their videos [click here](#).**

Building Bridges – Each group chose a business from a predetermined directory that they would like to run for the day. Groups were given information about their business including: background/situation, goals, other factors, and company positions. There were nine companies to choose from: a marketing firm, a printing company, a trucking company, a waste management company, a bike shop, a mobile app company, a photography company, a newspaper, and a clothing store. The objective was to work together to brainstorm the possible partnerships and connections that they could make with the other eight companies. Once the “marketplace” opened, the objective was to negotiate as many contracts as possible. Each time a signed contract was approved, each group received a piece of the bridge. The marketplace was open for a mere 30 minutes, and everyone worked together to establish at least three contracts per group – which unlocked all of the pieces needed to build the bridge.



Mentor Sacha LaBillois (top right) helps 2 of her group members, Sabrina Doucette (middle) and Ally Martin-Noel (top left) strike a deal with Jada Gould (bottom left) and Libby Alex (bottom right).



Closing Award Presentations – To close out the conference and the In.Business Atlantic Region for 2015-2016, there were several awards presented. First, the Purdy Awards, which were first handed out at our inaugural opening conference back in 2012, are named after the late Purdy Crawford and are awarded at each conference to recognize special contributions to the program by students. The recipients of the Purdy Awards at the 2015-2016 Atlantic region closing conference were (pictured from l-r): Sabrina Doucette, Horton High School; Wosowech Pictou, Richmond Academy; Kayla Greenleaves, Mealy Mountain Collegiate; Celeste Beauchamp, Leo Hayes High School; and Noah Holleman, Central Kings High School.

Next, each grade 12 student who was accepted into a post-secondary business program for September will receive a \$500 bursary. **Bursary recipients are:**

- ✚ **Julian Marshall:** entering the Bachelor of Business Administration program at Cape Breton University
- ✚ **Darnel Poirier:** entering the Business Administration Diploma program at New Brunswick Community College
- ✚ **Abigail Murphy:** entering the Business Administration Diploma program at New Brunswick Community College

IN.BUSINESS ATLANTIC REGION – CLASS OF 2016

In recognition of their hard work and dedication, the following students received certificates for successfully completing the 2015-2016 In.Business program:

<p>Allison Bernard Memorial High School, NS Libbie Alex Nichelle Googoo Jada Gould Kendra Gould Ciana Julian Alissa Paul Camryn Sock Maisyn Sock</p> <p>Annapolis West Education Centre, NS Teague Foxton Jesse Meuse</p> <p>Bathurst High School, NB Rebeka Motty</p> <p>Baddeck Academy, NS Sarah Peck</p> <p>Bonar Law Memorial School, NB Princess Clair Brett Colfer Tiger Levi Sara Perley-Francis Darnel Poirier Kailey Simon</p>	<p>Central Kings High School, NS Noah Holleman Maria Durling</p> <p>Dalhousie Regional High School, NB Paige Narvie Jessica Jalbert Alexandria Martin-Noel Jarrett Martin-Noel Nikki Isaac-Pictou</p> <p>Horton High School, NS Sabrina Jacquard Doucette</p> <p>Leo Hayes High School, NB Celeste Beauchamp</p> <p>Mealy Mountain Collegiate, NL Kayla Greenleaves Cole Pilgrim</p> <p>Middleton Regional High School, NS Kelsea Campbell James Sheaves</p> <p>Miramichi Valley High School, NB Abigail Murphy Kendrick Sommerville</p>	<p>Potlotek High School, NS Kyle Isaac</p> <p>Richmond Academy, NS Wosowech Pictou</p> <p>Riverview High School, NS Joady Marshall</p> <p>Sydney Academy, NS Julian Marshall</p> <p>Waycobah First Nation School, NS Bailey Googoo Kimberly Googoo Phoenix Gould</p> <p>West Kings District High School, NS Zack Toney</p> <p>Woodstock High School, NB Kaylee Harris Kristen Polchies</p>
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A group shot during our tour of the Millbrook Heritage Centre.

MENTORS & PEER MENTORS

Our mentors and peer mentors also received certificates of appreciation. Without their hard work and dedication, this program would not be possible!

Mentors		
Cyrus Lambert Conne River First Nation, NL	Lori St Onge Lennox Island First Nation, PE	Bryan Harn Eel River Bar First Nation, NB
Chris Googoo Millbrook First Nation, NS	Sacha LaBillois Eel River Bar First Nation, NB	Jude Gerrard Millbrook First Nation, NS
Rebekah Price Wagmatcook First Nation, NS	Steven Googoo Waycobah First Nation, NS	Ann Terese Doucette Membertou First Nation, NS

Peer Mentors	
Lateesha Denny Wagmatcook First Nation, NS	Brady Doucette Potlotek First Nation, NS
Charles Jesso Qalipu First Nation, NL	Jasmin Price Wagmatcook First Nation, NS

BY THE NUMBERS

In.Business Atlantic Region 2015-16	<ul style="list-style-type: none"> ✚ 43 students completed all of the requirements for the program ✚ 18 of these students are in grade 12 and will be graduating high school ✚ 13 (72%) of whom will be attending post-secondary in September 2016 ✚ 3 (23%) of these 13 will be studying business
In.Business All Regions 2015-16	<ul style="list-style-type: none"> ✚ 144 students completed all of the requirements for the program ✚ 72 of these students are in grade 12 and will be graduating high school ✚ 48 (67%) of whom will be attending post-secondary in September 2016 ✚ 9 (19%) of these 48 will be studying business
In.Business All Regions 2012-Present	<ul style="list-style-type: none"> ✚ 235 students completed all of the requirements for the program ✚ 123 of these students were/are in grade 12 ✚ 90 (73%) of whom are/will be attending post-secondary ✚ 29 (32%) of these 84 are/will be studying business

EXIT SURVEY RESULTS

Upon successful completion of the program, students completed an exit survey on their experiences, providing valuable feedback to shape the program in the future. The following highlights are noteworthy:

- ✚ 92% responded that they gained valuable experience through this mentorship program
- ✚ 90% responded that social media was an effective way to interact with mentors/peers
- ✚ 90% responded that they would recommend this program to a fellow student
- ✚ 86% responded that, given the opportunity, they would participate in this program again
- ✚ 82% responded that the challenges provided a fun way to learn about business concepts



cbuinbusiness.ca

The
Purdy Crawford Chair
In Aboriginal Business Studies