

**IN.BUSINESS ATLANTIC REGION CLOSING CONFERENCE
MAY 25-26, 2017, ST. MARY'S 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 expanded nationally and 593 students have completed the program to date. 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 2016, 19 students expressed interest in returning from the previous program cycle, and 94 new applicants were considered for the program. Of those, 57 students were selected to participate in the In.Business program for the Atlantic Region. The students, along with ten mentors attended two overnight conferences: the opening in Membertou and at CBU in November, and most recently, our closing in St. Mary's First Nation on May 25th and 26th, 2017. 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: loan options for entrepreneurs; start up company budgeting; ecotourism; Michael Porter's competitive advantage; news story's that affect First Nations economies; interview preparation; researching careers and education requirements; human rights in the workplace, 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

Thirty-three students representing 17 high schools and 13 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 St. Mary's Cultural Centre marked the official beginning of our closing conference. Maggie Paul welcomed the students with a smudge, food blessing and song to welcome conference participants. Stephen Augustine also gave opening remarks and a warm welcome from CBU and Unama'ki College. Following supper break, Melissa Lunny, a former student with the Joint Economic Development Initiative's (JEDI) Business accelerator program, had spoke to students about her mobile device application named, 'DOORABLE'. Melissa spoke briefly about her experience in the accelerator program and how it helped her develop her idea and software which enables users to conveniently access public doorways with their mobile device. Finally, Allan Polchies, counsellor and community events planner with St. Mary's First Nation, led the students in a community tour which showcased the impressive economic development ventures and historical points within the urban First Nation community. To view the album for conferences [click here](#).



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 \$1000 and \$500 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. Joady Marshall of Eskasoni First Nation was the overall winner, and Camryn Sock of Eskasoni 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 eight companies to choose from: a marketing firm, a printing company, a trucking company, a waste management company, a seafood wholesaler, a restaurant, a cosmetics company, and a gift shop. 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 Steven Googoo (bottom left) brainstorming with his group members, Maria Durling (middle left), Leah Oakes (top right) and Paige Narvie (bottom right) in order to pitch their business idea to the larger group.



Closing Award Presentations – To close out the conference and the In.Business Atlantic Region for 2016-2017, 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 2016-2017 Atlantic region closing conference were (pictured from l-r): Paige Narvie, Dalhousie Regional High School; Alyssa Chiasson, Mealy Mountain Collegiate; Ryan Corbin, Horton High School; Rebeka Motty, Bathurst High School, Kimberley Googoo, Waycobah First Nation 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:**

-  **Joady Marshall:** entering the Bachelor of Business Administration program at Cape Breton University
-  **Maria Durling:** 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 2017

In recognition of their hard work and dedication, 38 students received certificates for successfully completing the 2016-2017 In.Business (Atlantic) program:

<p>Allison Bernard Memorial High School, NS Jada Gould Ciana Julian Camryn Sock Faith Francis Maisyn Sock Joady Marshall</p> <p>Bathurst High School, NB Rebeka Motty</p> <p>Baddeck Academy, NS Sarah Peck</p> <p>Bonar Law Memorial School, NB Brian Mazerolle Mandi Clair Jada Levi Ward</p> <p>Central Kings High School, NS Maria Durling</p>	<p>Dalhousie Regional High School, NB Paige Narvie Alexandria Martin-Noel Nikki Isaac-Pictou</p> <p>Horton High School, NS Nelson Kruszewski Ryan Cobrin Sabrina Jacquard Doucette</p> <p>Leo Hayes High School, NB Stevie Hall Polchies</p> <p>Mealy Mountain Collegiate, NL Kayla Hillier Alyssa Chiasson Robyn Mitchelmore</p> <p>Middleton Regional High School, NS Alyssa Silver James Sheaves Meaghan Whitman</p>	<p>Parkview Education, NS Cassandra Bruhm Haley Bruhm Leah Oakes</p> <p>Rankin of the Narrows, NS Emerson Cabot Cheyenne Paul Neve Stevens Shayde Stevens</p> <p>Sydney Academy, NS Kayla Doucette</p> <p>Templeton Academy, NL Kate-Lynn Smith Mackenzie Mitchell</p> <p>Wagmatcookewey, NS Sarah Peck</p> <p>Waycobah First Nation School, NS Kimberly Googoo</p> <p>Woodstock High School, NB Stevie Demerchant</p>
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A group shot during our tour of the St. Mary's First Nation led by Allan Polchies.

Mentors		
Cyrus Lambert Conne River First Nation, NL	Lori St Onge Lennox Island First Nation, PE	Bryan Harn Eel River Bar First Nation, NB
Alyssia Jeddore Eskasoni First Nation, NS	Sacha LaBillois Eel River Bar First Nation, NB	Alexandra Keough Qalipu First Nation, NS
Stanley Barnaby Listiguj First Nation, QC	Steven Googoo Waycobah First Nation, NS	Justin Denny Eskasoni First Nation, NS

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!

James Stevens Millbrook First Nation, NS

Peer Mentor
Kyle Simon Business Student at CBU Wagmatcook First Nation, NS

BY THE NUMBERS

In.Business Atlantic Region 2016-17	<ul style="list-style-type: none">  38 students completed all of the requirements for the program  16 of these students are in grade 12 and will be graduating high school  15 (93%) of whom will be attending post-secondary in September 2017  5 (33%) of these 15 will be studying business
In.Business All Regions 2016-17	<ul style="list-style-type: none">  101 students completed all of the requirements for the program  52 of these students are in grade 12 and will be graduating high school  36 (69%) of whom will be attending post-secondary in September 2017  10 (27%) of these 36 will be studying business
In.Business All Regions 2012-Present	<ul style="list-style-type: none">  593 students completed all of the requirements for the program  184 of these students were/are in grade 12  107 (58%) of whom are/will be attending post-secondary  32 (30%) of these 107 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 social media was an effective way to interact with mentors/peers.
-  86% responded that they feel comfortable answering questions about their culture and community.
-  89% responded that they are proud of their community.
-  83% responded that they will make important contributions to their community in the future.
-  87% responded that they are optimistic about their future.



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