

In.Business

IN.BUSINESS CENTRAL REGION CLOSING CONFERENCE MAY 5, 2018, WINNIPEG, MB

In.Business: A National Mentorship Program for Indigenous Youth is a program that uses social media, smartphone technology, Indigenous mentors, and in-person conferences to educate Indigenous 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 593 students have completed the program to date, with representation 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.

The Journey

In fall 2017, 79 students applied for the Central Region of the In.Business program. The 22 students that were chosen and six mentors attended a daylong opening conference at the University of Winnipeg in November 2017, and most recently, our closing conference in Winnipeg in May 2018. In between conferences, students worked in virtual groups on 10 bi-weekly business challenges via social media, which were facilitated by their mentors. In total, over 50 different topics were explored, including: stock market simulation; skills needed for management; the business side of social media; funding options for entrepreneurs; interview preparation; marketing your home community as a tourist destination; and a call to action from the Truth & Reconciliation Report about business. Students also learned about running their own business using “Music Mogul,” a smartphone gaming app that was designed specifically for the In.Business program. Music Mogul explores business concepts by letting the player manage Indigenous musical bands as they tour across Canada.

CLOSING CONFERENCE HIGHLIGHTS

Seven students representing 6 high schools and 6 First Nation communities across Central Canada travelled to the University of Winnipeg in May 2018. 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.



Group shot at the finale of the conference!

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CLOSING CONFERENCE 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, Vancouver Island University, University of Calgary, First Nations University of Canada, and Lakehead 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 criteria: content, creativity, persuasion, relevance, and enthusiasm. With very little guidance, the students created fantastic videos showing their confidence, education, and creativity. Brenden Tait of Oak Park High School was our runner-up, and Bear Harper of Children of the Earth High School was our winner! [View their Videos here.](#)

The Money Game – This year In.Business chose to deliver ‘The Money Game’ as our final activity for students and mentors. The game is designed to teach participants financial literacy while moving around and keep track of a budget using a tracking sheet. Participants are told they have a job and they are encouraged to use their money wisely, particularly by paying themselves first and investing in assets. The objective was to acquire enough passive income to surpass their expenses to live financially free!



Everyone learning about the value of assets



Closing Award Presentations – The In.Business Central Region closed with the presentation of Purdy Awards and bursaries for our 2017-2018 standout students. The Purdy Awards were first conceptualized and handed out at the inaugural In.Business Opening Conference in 2012. They are named after 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 2017-2018 Central Region Closing Conference were (pictured from l-r): Keira Fleury, Kildonan East Collegiate; Joel Redsky, Argyle Alternative High School; Sage Boulanger-McLeod, Garden City Collegiate. In addition, each grade 12 student who was accepted into a post-secondary business program for September received a \$500 bursary. The bursary recipient was Brenden Tait; he is entering the Bachelor of Commerce program at University of Manitoba.

Finally, in recognition of their hard work and dedication, 12 students received certificates for successfully completing the 2017-2018 In.Business Central program.

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<p>Argyle Alternative High School Joel Redsky</p> <p>Children of the Earth School Bear Harper Samson Boulanger</p>	<p>Kelvin Collegiate Brock Beach</p> <p>Garden City Collegiate Sage Boulanger-McLeod</p> <p>Kildonan East Collegiate Kiera Fleury</p>	<p>Oak Park High School Adrian Esquash Brenden Tait Brent Mike Denisha Crow Hope McIntyre</p> <p>St Mary's Academy Emily Turner-Martens</p>
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BY THE NUMBERS

<p>In.Business Central Region 2016-17</p>	<ul style="list-style-type: none"> • 12 students completed all of the requirements for the program • 9 of these students are in grade 12 and will be graduating high school • 13 (65%) of whom will be attending post-secondary in September 2018 • 2 (15%) of these 13 will be studying business
<p>In.Business All Regions 2016-17</p>	<ul style="list-style-type: none"> • 78 students completed all of the requirements for the program
<p>In.Business All Regions 2012-Present</p>	<ul style="list-style-type: none"> • 671 students completed all of the requirements for the program



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