

In.Business



IN.BUSINESS ATLANTIC OPENING CONFERENCE

NOVEMBER 24-25TH, 2018, CAPE BRETON UNIVERSITY, NOVA SCOTIA

In.Business is a high school mentorship program facilitated by Unama'ki College at Cape Breton University (CBU). In.Business teams Indigenous high school students with Indigenous business mentors, who are educated, working professionals with a background in business. In.Business was established in 2011 by the Purdy Crawford Chair in Aboriginal Business Studies at CBU. The Nova Scotia pilot of the In.Business program (formerly the Business Network for Aboriginal Youth) was comprised of thirty students and six mentors from across Nova Scotia. Since 2011, In.Business has expanded nationally and hundreds of students have completed the program to date. Currently, In.Business is operating an Atlantic Canadian-based program that includes students and mentors from: Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland & Labrador. In.Business is made possible by the generous financial support from Indigenous and Northern Affairs and other government and private donors. In addition, the Atlantic Region is financially support by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

THE JOURNEY



From September to October, student recruitment presentations were arranged at 32 high schools as well as other high school oriented career fair events. The application process involved a two-page application and a recommendation form. Fifty (50) students were selected with representation from 15 high schools (shown in adjacent map). Mentors and peer mentors must apply through the CBU website, and are selected prior to student recruitment. All students notified November 1st, and invited to attend the Opening Conference. Accepting this invitation were 41 students, 7 mentors, and 3 peer mentors, with 13 returning students from the previous year. In total we have representation from 14 Indigenous communities within the Atlantic Provinces.



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DAY 1 HIGHLIGHTS

Day 1 of the In.Business conference began with an opening ceremony from CBU Elder in residence, Lawrence Wells, who gave participants a warm welcome to the traditional territory of Unama'ki. Also joining the group was MLA Derek Mombourquette, sharing words of encouragement as participants embark on a new year of mentorship and education. Next, the students and mentors were strategically paired in their mentoring groups, which allowed the team members to build rapport, work together and support each other through the events in the coming days. The first application of teamwork involved a branding exercise where each group brainstormed their brand to include a name,



logo and tagline. The groups are: Redemption Tribe, Wise Tough Girls (WTG), Sis-Bro Squad, Nu'Hustlers, The Wild Bolognas, Unama'ki Dreamers, and Sister Stanley Squad. The students were then given a taste of the programs and services offered by CBU's Student Enrolment department, and off to experience a day of campus life.



The 'Amazing Race' was a high energy activity where groups had to find locations based on clues. Each clue was designed to take the groups to different part of the campus, where the group would have to complete a task within an 8 minute time limit. The race finish line was located strategically at Harriss Hall, where students could experience the best in on-campus dining. As part of the first communications challenge and prior to the opening conference, students were asked to prepare an introductory video, to better acquaint themselves with the group.



Students were asked to share a little bit about themselves, their community, and why they applied for the program. The videos provided an opportunity for students and mentors to break the ice and learn about the other people they would be interacting with for the program year, [click here](#) to meet the students of In.Business 2018-19! Finally, we were off to tour the newly built bowling alley, Lanes at Membertou. After bowling 2 strings, some finger foods and lots of laughter, the group returned to the accommodations at the Hampton Inn for headshots, food and networking, and enjoy the hotel amenities.





DAY 2 HIGHLIGHTS

The second day was hosted at the Membertou Trade and Convention Centre, and joining us from Calgary, AB was Bobbie Racette, the founder and CEO of Virtual Gurus. Virtual Gurus is a start-up company that connects their clients with trained, skilled freelancers and virtual assistants. Bobbie, a Cree- Metis woman, shared the story of how she made her startup company a multi-million dollar success, while being able to stay true to her values of creating a workplace committed to diversity and inclusion. As a former In.Business mentor in the Pacific Region, Bobbie naturally connected with the youth throughout the conference.



A review of the program requirements helped the students to understand the 'social media' component of the program, as well as other terms and conditions that would be required of them. Next, a presentation on social media etiquette delivered by Ann Doucette highlighted the importance of professionalism and things to consider in maintaining professionalism in a virtual world.

MUSIC MOGUL SIMULATION

By utilizing the Music Mogul App developed by the Purdy Crawford Chair in 2016, we created an activity to simulate the App, by highlighting careers related to the music industry such as banking, merchandising, advertising and performance. Groups were given the task to create the most successful marketing, merchandising and promotional strategy for their tribe, and would compete for 2 winning prizes of: most merchandise sales and most fans gained. To top off the competition, a performance (group cheer) was delivered by each team and was gauged by an applause meter. The two winning teams were: The Wild Bologna's and the Wise Tough Girls!



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WHAT'S NEXT?

Until the group comes together again in May 2019, social media and various apps will be relied upon to keep students connected with their mentors and each other. In addition to bi-weekly challenges, each group will meet (virtually) via Zoom Cloud to discuss their bi-weekly challenges. One of the main goals of this program is to help our students explore business opportunities and ultimately entice them to study business in the future. After spending a few days together, we are well on our way!

The 2018-19 Atlantic Region has representation from the following Aboriginal communities:

Nova Scotia: Acadia First Nation, Potlotek First Nation, Eskasoni First Nation, Membertou First Nation, Wagmatcook First Nation, and Métis Nation

New Brunswick: Elsipogtog First Nation, Kingsclear First Nation, Woodstock First Nation, Eel Ground First Nation

Newfoundland & Labrador: Miawpukek First Nation, Qalipu First Nation, Inuit

Quebec: Listiguq First Nation

The 2018-19 Atlantic Region has representation from the following schools:

Nova Scotia: Allan Lafford High School, Allison Bernard Memorial High School, Bridgetown Regional Community School, Horton High School, Middleton High School, Parkview Education Centre, Rankin School of the Narrows, Riverview High School, Sydney Academy, Cape Breton University and Nova Scotia Community College (NSCC).

New Brunswick: Bonar Law Memorial High School, Fredericton High School, Woodstock High School, New Brunswick Community College (NBCC), and University of New Brunswick (UNB)

Newfoundland & Labrador: Corner Brook Regional High School, Se't A'newey Kina'matino'kuom, Templeton Academy, and Memorial University (NL)



Mentors 2018-19



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The In.Business students, mentors, peer mentors and staff at the Verschuren Centre, Cape Breton University.

To view profiles, refer to our website: [Students](#) | [Mentors](#) | [Peer Mentors](#)



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