



## HISTORY

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 supported by Mi'kmaw Kina'matnewey and the Province of Nova Scotia.

## THE 2020 JOURNEY

The year 2020 was filled with many changes. Cara Jones stepped in for Nina Kent, In.Business Manager, for this unique program year with enthusiasm.

With a background working with businesses, organizations, youth, and Indigenous communities across Canada, Cara stated that *"It was a dream come true to be a part of an initiative like In.Business."*



# Recruitment Review

## COVID-19

With the Covid-19 pandemic changing the way in-person recruitment is delivered we relied on our established school contacts in order to reach students and hope for enough applications that meet the program requirements. In addition to this we focused on a strong and consistent social media marketing campaign to attract students. Mentors and peer mentors applied through the CBU website, and were carefully chosen previous to student recruitment. All participants were notified on November 1st and invited to attend the Opening Conference Virtual Conference. Due to the demands the pandemic has placed on students and mentors in their personal, business and educations experiences a few participants, Peer Mentors and Mentors gave there regrets and withdrew their applications. Each conversation reflected enthusiasm to return to the program when Covid-19 restrictions ease.

We welcomed five Mentors (three returning), and 10 returning students. Two mentors and two students withdrew due to the demands the pandemic has created but hope to return. Three mentors and eight students remained with



In.Business Mentor

**KIRSTIN WARD**

Union of Nova Scotia Mi'kmaq.



In.Business Mentor

**MATT TAPPER**

Ulnooweg Development Group Inc.



In.Business Mentor

**CHEYENNE-ISAAC GLOADE**

Chey Designs & Ulnooweg Development Group Inc.



## PEER MENTORS

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LEANNE HUDSON



KERWYN CURRIE



HALEY BRUHM



JENNIFER TOMAH



DANTE JOE PIERRO

## Welcome &amp; Virtual Prayer and smudge

**DAY 1**

The first evening began with Associate Vice President of Unama'ki College, Stephen Augustine, welcoming the participant in a prayer. It was a great way to start the conference and bring culture, teaching, and a sense of connectedness to the group despite joining from remote locations.

Each participant and mentor introduced themselves again, after submitting their introduction video challenge and Cara Jones, the Project Coordinator, facilitated a round table discussion on personal branding, brands, and how they influence our daily lives.

The group reviewed the format of the week, the upcoming challenges, and the support they can access on their In.Business journey.



## Keynote Presentation

**DAY 2**

The In.Business program was pleased to host award-winning Indigenous filmmaker, director, and producer Len Morissette as our 2020 keynote speaker.

Len is a proud Mistawasis (S.K) band member that moved to Grande Prairie in 2000 from Vernon, British Columbia. Len started C.I.A Solutions Inc in 2011, as a Digital Advertiser, Producer, Director, Writer, and Cinematographer.

He is also the President of the Grande Prairie Friendship Centre and the President of the Alberta Native Friendship Centre Association.

The story behind Len's struggle to pursue his dream while being faced with hurdles around the lost of identity, culture and Indigenous urban experience is inspiring and motivational.



After sharing videos and highlights of his journey our participants commented on how much they enjoyed Len's presentation and that their ability to relate to his struggle helped them to see the outcome of persistence in the face of adversity.



## Virtual Scavenger Hunt

# DAY 3

Student enrollment services host a scavenger hunt on campus annually for the In.Business opening conference. Due to the pandemic, they had to get creative but that was no problem for Chelsey Martell & Chris Tournidis.

Using the Cape Breton University virtual tour capabilities participants learned about the campus, programs, and services that were fun and engaging. Breaking into teams each team had to search the site to answer the questions and whoever completed the questions first won a prize.

Chelsey & Chris were a wonderful team and the night was a success.



**Why should we network?**

- Up to 80% of jobs are never advertised
- Entrepreneurs need to know local business owners
- Entrepreneurs need mentors\*
- Strong networks = strong communities

CAPE BRETON CONNECTOR PROGRAM

A slide for a business networking session. The background is a gradient of green and blue with white molecular-style graphics. The title 'Why should we network?' is in white. Below it is a bulleted list of four points. At the bottom right, it says 'CAPE BRETON CONNECTOR PROGRAM'. On the right side of the slide, there is a vertical stack of four video call windows. The top window shows a woman with dark curly hair, labeled 'Robyn Lee'. The second window shows a woman with red hair, labeled 'Lacey'. The third window shows a woman with dark hair, labeled 'jaiden'. The bottom window shows a man with dark hair.

Business Networking  
with Robyn Lee Seale

## Business Networking DAY 4

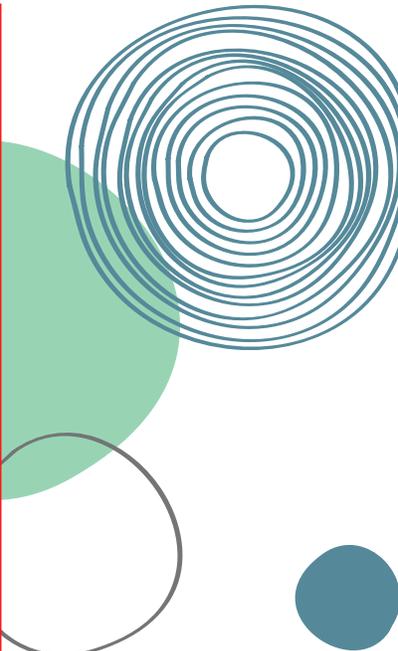
The In.Business program was pleased to host Robyn Lee Seale from Cape Breton Partnership. The participants really enjoyed this session and Robyn was dynamic and an incredible presenter. She covered many topics in networking including confidence-building exercises and ways to network in different scenarios. It was also a great opportunity for the participants to learn about different organizations like Cape Breton Partnership and how they can assist with different programs and opportunities for career development.

## Virtual Craft Night **DAY 5**



On the last evening of the conference, we were grateful to have crafter and artist Clifford Paul teach the participants how to make necklaces. Craft packages were assembled by Clifford and mailed out beforehand. Not only did everyone get to experience Clifford's wonderful teachings skills but his storytelling made the virtual craft night one to remember.

He spoke about the business of crafting and his journey of how he began learning the art. We look forward to learning more from Clifford in the future and having him back to the In.Business conferences.



# In.Business<sup>+</sup> 2021

## WHAT'S NEXT?

Between the opening conference and the closing conference in June 2021, participants will stay connected through ongoing communication with their groups via Facebook Messenger and various social media apps.

In addition to bi-weekly challenges, each group will meet (virtually) via Zoom Cloud to discuss their bi-weekly challenges.

Bi-weekly challenges are posted every two weeks on the tea, Facebook groups. In order to ensure that each student is exposed to the many facets of business, we have a schedule of challenges structured by category. Challenges will be based on the following categories: communications, accounting/finance, competitive strategies/entrepreneurship, tourism/culture, human resources, leadership/management, marketing/advertising operations/organizational structure, and economic development/economics.

Mentors and Peer Mentors are there to support participants with questions, feedback, and support. This year we have invited the peer mentors to share the knowledge they are learning in their programs with their teams and the greater community by creating a presentation that will be uploaded to YouTube. The response has been amazing.



**The 2020-2021 Atlantic Region has representation from the following Aboriginal communities:**

*Eskasoni First Nation, Listiguq First Nation, Membertou First Nation, Sipekne'katik First Nation, Potlotek First Nation, Acadia First Nation, Bear River First Nation, Wagmatcook First Nation & Woodstock*

**The 2020-2021 Atlantic Region has representation from the following schools:**

*Wagmatcookewey School, Sydney Academy, Central Kings, Allison Bernard Memorial High School, Mi'kmawey School, Woodstock High School, Bridgetown Regional Community School, Cape Breton University, University of New Brunswick, New Brunswick Community College, Nova Scotia Community College and Maritime College of Forest Technology.*



# In.Business



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