

SAYbiz

Summer Aboriginal Youth Business Program

...focusing on Entrepreneurship, Social Enterprise and Business Development



presented by

Anishinabek Employment and Training
Services (AETS)

in co-operation with the

Northwestern Ontario Innovation Centre



Introduction

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AETS Overview

- vision is to lead in the development of a skilled Aboriginal Workforce empowering the Anishinabek, respectful of culture and heritage
- established in 1997 and has assisted First Nation members (for over fifteen years) to stay in or re-enter the labour force
- acts as a Local Delivery Mechanism (LDM) under the Union of Ontario Indians (UOI) Anishinabek Aboriginal Skills and Employment Strategy (ASETS)
- includes nine member First Nation communities or 7,604 First Nation Citizens



AETS Overview...cont'd

- Delivers employment and training programs to:
 - Animbiigoo Zaagi'igan Anishinaabek (Lake Nipigon Ojibway)
 - Biinjitiwaabik Zaaging Anishinaabek (Rocky Bay First Nation)
 - Bingwi Neyaashi Anishinaabek (Sand Point First Nation)
 - Kiashke Zaaging Anishinaabek (Gull Bay First Nation)
 - Michipicoten First Nation
 - Ojibways of the Pic River First Nation
 - Pays Plat First Nation
 - Pic Mobert First Nation
 - Red Rock Indian Band



SAYbiz Collaboration

- AETS in partnership with the Northwestern Ontario Innovation Centre (NOIC), will engage and design a social enterprise team made up of 18 Aboriginal Youth from nine First Nation communities.
- In addition to the AETS and NOIC partnership, the Ministry of Economic Development, Trade and Employment is funding this initiative along with FEDNOR.
- The Aboriginal Youth will be gathered to develop an entrepreneurial culture for their home First Nation community and/or High School
- The team will be provided with entrepreneurial education in co-operation with other stakeholders, along with experiences and activities while they work through the NOIC.



SAYbiz Collaboration...cont'd

- **First Nation Participant Recruitment:**
 - In partnership with each of the nine First Nations, a tailored recruitment and retention strategy will be implemented to ensure the best results for the individual selected, community and the program
 - Information sessions will be conducted when and where advised by each First Nation
 - Promotional material will be circulated and populated on a website(s), to ensure application information is available to First Nation Citizens
 - Applications will be collected by AETS, and then forwarded with selection criteria to each First Nation



SAYbiz Collaboration...cont'd

- **First Nation Participant Benefits:**
 1. Learn while you earn in a nine week empowering entrepreneurship program
 2. Earn a \$1,800 (\$200/week) training allowance (as a minimum), and engage in two (all expenses paid) one week long retreats in Thunder Bay during the summer from July 2 to August 29, 2014
 3. Use of a Lenovo Laptop Computer and carry case for research and team networking purposes during each of the nine weeks
 4. Be part of a team network of 18 Aboriginal Youth Entrepreneurs from 9 First Nation Communities



SAYbiz Collaboration...cont'd

- First Nation Participant Benefits:
 5. Receive encouragement from an Elder, Mentor and Business Owners to explore identity while supporting the development of entrepreneurship skills
 6. Focus on positive change, capacity-building and the strengths of each individual and community
 7. Collaborate with your First Nation community and members to relay knowledge and experience to participants
 8. Increase self-esteem and confidence, and be inspired to participate even more in your community as an active entrepreneur leader

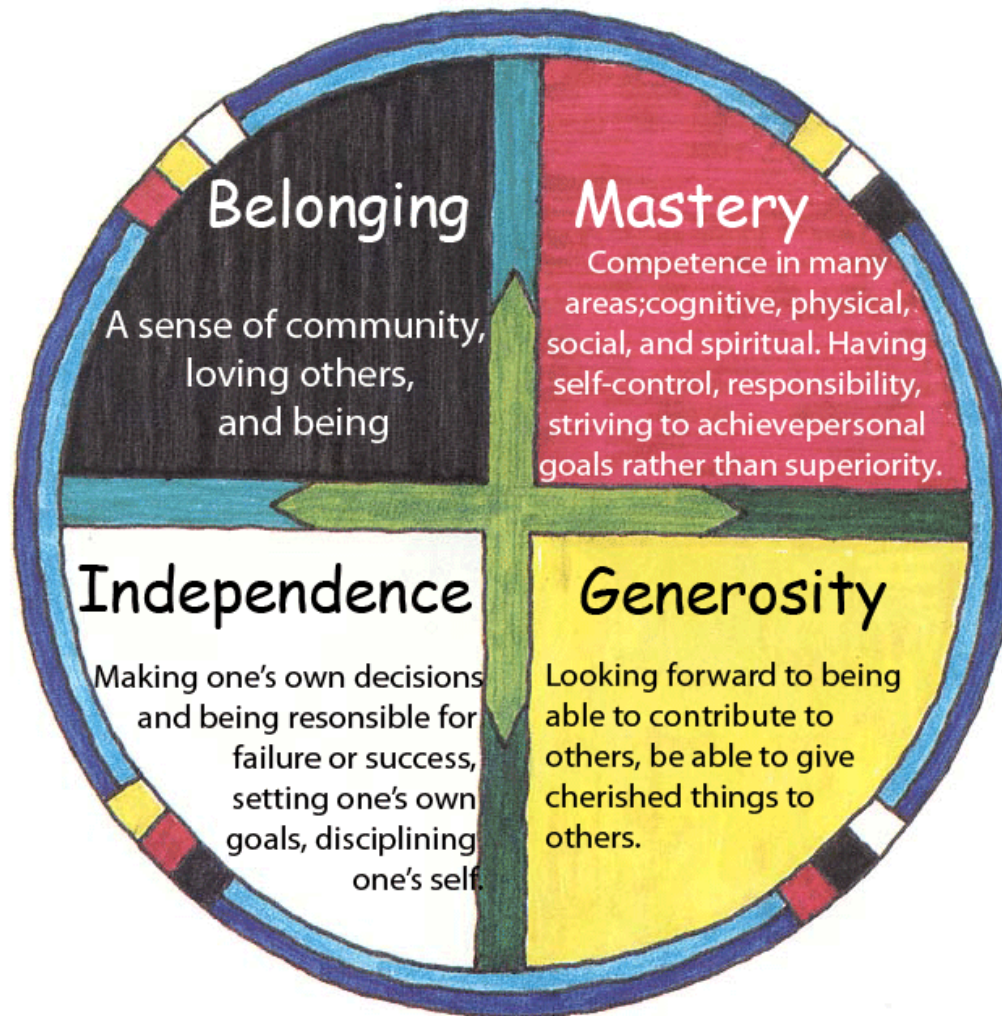


SAYbiz Framework

- Incorporates two core principles of Aboriginal knowledge:
 - the **Seven Teachings** (honesty, humility, truth, wisdom, love, respect and bravery) within
 - Dr. Martin Brokenleg's **Circle of Courage** (belonging, mastery, independence and generosity)



SAYbiz Framework...cont'd



SAYbiz Framework...cont'd

- These universal teachings empower all to act locally and globally. The Sacred Circle program aims to use these principles as a lens through which to explore and develop entrepreneur leadership with Aboriginal youth, as follows:



SAYbiz Framework...cont'd

- **Part 1: Building Trust and Community (Belonging)**
 - Create a sense of belonging with ice breakers and teambuilding activities, as well as encourage a sense of positive attachment between youth and their mentors.
- **Part 2: Communication and Contribution (Mastery)**
 - Develop mastery by leading, teaching communication skills and inspiring youth to stand up as responsible members of their community.



SAYbiz Framework...cont'd

- **Part 3: Exploring Independence and Leadership (Independence)**
 - Foster a sense of independence by encouraging youth to embrace culture, diversity and pride in themselves and their community and understand their potential as leaders.
- **Part 4: Taking Action and Celebration (Generosity)**
 - Build generosity by helping youth become active in their community and/or school and celebrate their successes during the initiative.



SAYbiz Outline

- Phase 1: Exposure (Week 1)
 - July 2 to 5, 2014
 - NOIC Retreat in Thunder Bay, Ontario
- Phase 2: Exploration (Week 2 to 8)
 - July 7 to August 22, 2014
 - First Nation Community Engagement
- Phase 3: Experience (Week 9)
 - August 25 to 29, 2014
 - NOIC Retreat in Thunder Bay, Ontario



Phase I: Exposure Content

- Orientation and Classroom Retreat at NOIC, July 2 to 5, 2014 with Elder and Mentor Discussions and Seven Teachings
- Program Modules: Aboriginal Entrepreneurship, Entrepreneurial Effectiveness, Opportunities and Ideas, Determining Resources, Business Planning
 - A tailored curriculum and website will be created in co-operation with NOIC, for purposes of online support throughout the initiative
- Initiate 18 Entrepreneurial Projects and a Team Entrepreneurship Club



Phase I: Exposure Wrap-up

- A community contact(s) will be identified in each community to assist with the program in the following manner:
 - To connect with their two local youth participants to provide feedback on their social enterprise or business ideas to ensure that they are grounded in what the opportunities and challenges are in each community; (Early July 2014...up to 60 minutes)



Phase I: Exposure Wrap-up cont'd

- During the seven weeks where the youth are back in their communities, we require support to help mentor these youth and guide them through the process. We will be connecting with the youth regularly in the form of monitors, but we require someone responsible for occasionally checking in on the two youth in their community once a week, and be available for the youth to answer questions and seek advice when needed; (July to August 2014...7 weeks at 10mins /visit = up to 70 minutes)
- Where possible and required, the participants may need a location with internet service to work on their respective business. We are hoping that if needed the community would provide this space.



Phase 2: Exploration Content

- Linkage with the Community Contacts (i.e.: Education/ EDO Officers) from each First Nation and each Aboriginal Youth participant to complete research and development activities - July 7 to Aug. 22, 2014
- Online and On-site Monitor Activities with Advisor Support



Phase 2: Exploration Wrap-up

- Daily website entries regarding progress made on the respective project
- Weekly connection with the NOIC Advisor online and/or through the on-site monitor
- Weekly connection with the Community Contacts (i.e.: Education/EDO Officers) from each First Nation



Phase 3: Experience Content

- Classroom & Graduation Retreat at NOIC, Aug. 25 to 29, 2014 with Elder Discussions
- Review 18 Entrepreneurial implementations in a First Nation and/or High School
- Entrepreneurship Club Actions
- Post Assessment: BEST (Barriers to Entrepreneurship Success Tools) for Youth
- Graduation Celebration



Phase 3: Experience Wrap-up

- Program contest being considered, for purposes of rewarding the top three entrepreneurial implementations for a First Nation and/or High School based on the following impacts in terms of number of...
 - Low Income , Urban and/or Rural Aboriginals
 - Youth Influencers Engaged, Seminars/Workshops Delivered, Publications/Materials Distributed, Outreach Events and Businesses started
- Up to 18 video clip testimonials are being considered, in order to reflect on the learning and/or impact of the program



SAYbiz Summary

- A unique and meaningful opportunity for Aboriginal Youth to develop their entrepreneurship skills and explore their personal and cultural identity
- Help to increase engagement and achievement, encourage participation in extra-curricular activities, and increase the number of Aboriginal role models visible in school and communities
- As Aboriginal Youth come to understand their roles as leaders and ambassadors for change within their communities, a positive, caring and safe school and community climate will be fostered, conducive to both learning and personal growth and development



SAYbiz Assessment & Evaluation

- At the end of the final retreat, a provincial Youth Entrepreneurship Partnership Program participant survey will be administered in order to identify if the training was beneficial.
- In the event that the program deliverables were met, funding may be continued for a second year starting in April 2015.



SAYbiz Application Procedure

- Visit www.saybiz.ca website, or
- Contact 866-870-2387 toll free for more information, or fax the following completed documents to 807-346-0310 by Friday June 20, 2014 at 12:00 Noon:
 - Application and Consent Form
(via <http://www.aets.org/application.pdf>)



SAYbiz Contact Information

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