



Aboriginal Youth Entrepreneurship Project

February 2014

Martin Aboriginal Initiative

- Capital for Aboriginal Prosperity & Entrepreneurship (www.capefund.ca)
- Martin Aboriginal Education Initiative (MAEI) (www.maei-ieam.ca)
 - Accounting Mentoring
 - Banking Mentoring
 - Model Schools
 - Promising Practices in Aboriginal Education clearinghouse website (www.maei-ppw.ca)
 - Free The Children: We Stand Together & We Days
 - Aboriginal Youth Entrepreneurship Program (AYEP)

Overview

- MAEI developed a unique program to teach Aboriginal youth how to launch a business and to encourage them to stay in school where they can develop the attitudes, knowledge and skills necessary to achieve success in secondary school, postsecondary education, training, the workplace and daily life
- Students who take the Grade 11 and 12 AYEP courses (BDI 3C and BDV 4C) learn how to create a product or service-based business
 - Teaching strategies include classroom-based activities, simulations, competitions, guest speakers, field trips to local businesses and mentoring
 - Case studies of successful Aboriginal business owners are featured
 - The medicine wheel is used by the students as a graphic organizer throughout the courses
 - The Seven Grandfather Teachings (wisdom, love, respect, bravery, honesty, humility and truth) are the courses' philosophy of business
 - Guest speakers and the business community provide advice and support to the students

AYEP Announcement Blood Tribe

January, 2014



Courses

Grade 11:

- Introduction to Entrepreneurship
- students participate in hands-on activities designed to teach them the principles of developing and operating a business
- course is approximately 110 hours
- mid-term activity is the development of a gift basket business
- final activity is a Business Plan Presentation

Grade 12:

- E-Commerce
- students develop a logo for their business, create a business card, develop a brochure and build a web-site
- course is approximately 110 hours
- mid-term activity is the development of a website to support a micro-business
- final activity is a Trade Show

Grade 12 AYEP Students with the President of Manitobah Mukluks



Micro-business

- Students spend up to half a day at a bank or credit union to learn about the types of services these institutions provide
- They learn how to open and maintain bank accounts, and how to comply with all required record keeping and other accountability measures
- A \$500 grant is available for students who wish to start a micro-business

Teaching Resources

- MAEI and Nelson Education Ltd. developed teacher resource materials and two student textbooks/workbooks to support the program
- The authors of these materials are Aboriginal teachers who taught the Grades 11 and 12 AYES courses in Prince Rupert and Winnipeg
- These materials are unique in Canada because they are Aboriginal-focused
- The materials were available to all participating schools in August 2011

Locations

- 27 schools in 2013-14:
 - Blood Tribe, AB
 - Fort McMurray Catholic, AB
 - Fort McMurray Public, AB
 - Fort Nelson, BC
 - Fort Simpson, NWT
 - Grand Rapids, MB
 - Opaswayak Cree Nation, MB
 - Port Alberni, BC
 - Prince Rupert, BC
 - Rexton, NB
 - Russell, MB
 - Saskatchewan School Boards' Association: Ahtahkoop First Nation, Ile Le Crosse, North Battleford (2 schools), Onion Lake Cree Nation, Prince Albert (2 schools), Regina, Saskatoon (3 schools)
 - Sydney, NS
 - Thunder Bay, ON: Dennis Franklin Cromarty First Nation High School
 - Wabasca, AB
 - Winnipeg, MB (2 schools)
- ~44 schools in 2014-15

Partners

- First Nations, Métis and Inuit organizations
- Aboriginal and non-Aboriginal business people
- School boards/districts/divisions
- Provincial governments
- AANDC (Saskatchewan)
- Banks
- Industry partners
- Nelson Education Ltd.
- Post-secondary institutions

MAEI Support

- The lead teacher, the back-up teacher and the principal attend a two-day training session
- MAEI provides on-going advice, support and monitoring through monthly teleconferences, annual on-site visits and end of year evaluation reports
- There are opportunities to share teaching strategies and curriculum ideas among all schools offering the program through a virtual closed site hosted by the Manitoba Ministry of Education

Help from the Community

- Mentors
- Guest speakers
- Event judges
- Field trip locations (small businesses, franchises, large workplaces)
- Business clothing