

# 2015-2016

## Business & Education Partnership of Waterloo Region (BEP) Report

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# Our Purpose

The Business & Education Partnership of Waterloo Region (BEP) connects youth with employers, educators, and other community partners to provide them with career exploration opportunities. Our programs promote student success, community prosperity, and provide youth with the spark needed to ignite better career choices!

Linking business and education is a proven method for increasing community capacity. Through its partnership successes, the Business & Education Partnership of Waterloo Region (BEP) strengthens community prosperity and creates community leaders. We encourage businesses to become involved in the lives of students and take an active role in shaping their future workforce. Youth have the opportunity to explore careers, gain meaningful professional connections, and learn/develop essential skills and work habits including collaboration, communication, brainstorming, problem solving, listening, creativity, innovation, strategy, leadership, presentation/pitch skills, analytical/critical thinking, and entrepreneurial mindset.

# Our Team

## **BEP Board of Directors, 2015-2016**

**Rocky Jain, Chair**

**Pamela Healey, Vice Chair**

**Howard Schafer, Treasurer**

**Katie Quinlan, Secretary**

**Karen Gallant, Director**

**Kenneth Maly, Director**

**David DeSantis, Director**

**Mark Schinkel, Director**

**Julie Dopko, Director**

**Sharon Gilroy-Dreher, Director**

**Popy Graham-Dimoulas, Director**

**Doug Sparkes, Director**

**David Tubbs, Director**

**Joel Wright, Director**

## **The Business & Education Partnership Team!**



Allison Mitchell  
Program Director



Julie Dreisinger  
Program Coordinator

# Our Successes in 2015-2016...

The Business & Education Partnership of Waterloo Region (BEP) had another successful year providing youth with career exploration opportunities!

## Youth Engagement

We reached 9,600 youth in Waterloo Region, providing those youth with an average of 1.6 career exploration opportunities. (9,600 youth were reached and they were provided with 15,100 career exploration opportunities).

## Business Engagement

We are so grateful of the hundreds of volunteers from the business community that participate in our programming each year. Because of those volunteers, we are able to reach as many youth as we do. In 2015-2016, the BEP engaged with 490 industry professionals, from a variety of careers and sectors.

## Spotlight on the BEP!

- ✓ Due to the success we have had with our Challenge Day, the BEP's Program Director was selected to be interviewed for a Ministry of Education video used to train teachers on their I.C.E (Innovation, Creativity, Entrepreneurship) Initiative.
- ✓ The BEP's Program Director was a panellist at the Ontario Networking of Entrepreneurs Conference, discussing how our programs help students gain experiential learning opportunities in entrepreneurship.  
(<http://www.oneworkshop.ca/index.php/about-us>)
- ✓ The BEP was invited to present to the Business Education Council of Nova Scotia to share best practices in industry education council programming and engaging the business community.

# Speakers Bureau

Speakers from the business community share practical information about their careers with youth to help them make informed career decisions. Speakers Bureau programs include Individual Presentations, Career Carousels, Career Quests, and Guess My Career. **Student Target: Grade 7 - 12**

Speakers Bureau programs include:

- ✓ Individual presentations
- ✓ Guess My Career
- ✓ Career Carousels
- ✓ Career Quests

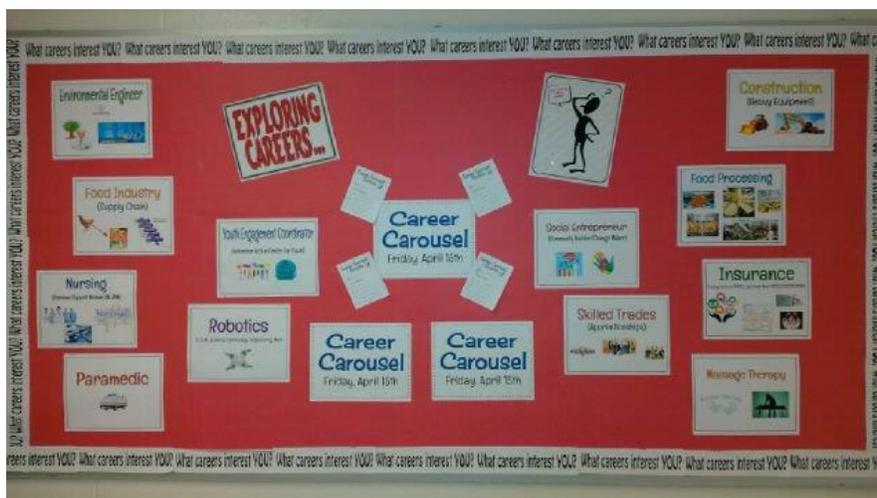
2015-2016 Reach:

- Over 8,300 youth reached through our Speakers Bureau programs, with many of those students hearing from multiple industry professionals
- 325 volunteers shared their time and expertise

## Our Impact

"Students are able to see a career that is fulfilling and were able to get insight into being a youth worker. One of my students, was unable to get into the social work program at Conestoga and gave up the idea. However, the student said to me that Craig was able to get her rethinking about the different avenues that she could take to become a social worker. His presentation is heartfelt and students were impressed with charisma and love for his career." ~ **Teacher using the Speakers Bureau**

"I have used the Speakers Bureau for 5 years in all my classes. There is a wide variety of speakers to choose from and my students always ask when the next one is coming in. It is very organized and easy to book a speaker that relates to your subject area. It gives the students a real life example of someone working in the course subject area. Thank you and I look forward to booking a speaker again soon." ~ **Teacher Using Speakers Bureau**



*A bulletin board at an elementary school that hosted a Career Carousel*

## ZOOM Career Days

A series of one-day sector focused events providing hands-on career exploration opportunities for youth in grades 11 & 12. During the 2015-2016, we focused on the sectors of Arts & Culture, Business & Entrepreneurship, and Information & Communications Technology (ICT). **Student Target: Grade 11 & 12**

ZOOM into the Workplace is one-day event that targets youth who are going directly to the workplace after high school. Students participate in hands-on workshops that allow them to explore their career options in a variety of sectors. **Student Target: Grade 11 & 12**

### 2015-2016 Reach

- A total of 830 students attended our four ZOOM events
- 100+ speakers and volunteers shared their time and expertise

### Highlights:

- The BEP welcomed THEMUSEUM in downtown Kitchener as a venue partner for Arts & Culture ZOOM Career Day in April 2016, providing students with the opportunity to be immersed in Arts & Culture for the day! THEMUSEUM also provided tours and workshops for students attending the ARTS & Culture ZOOM Career Day.
- ZOOM into the Workplace has been held at Conestoga College's Doon campus for several years and this year we also held workshops at Conestoga College's Waterloo campus, providing students with an opportunity to select workshops focused in the trades.

## Our Impact

Student Feedback from ZOOM Career Days:

"Overall it made me have a lot of different ideas of what my career could be! Great experience"

"I enjoyed this event and it has encouraged me to think about more post-secondary careers"

"This has been an amazing experience, it has assured me that a career in computer engineering is what I want to do!"

"Thanks very much for this opportunity, it was great and helped me make my decision for post-secondary education"

"ZOOM Day is a great way to gain information about future career paths; I learned a lot about things I didn't know of before"



Four student art projects from ARTSHINE's workshop, Believe in Your Creative Self at ZOOM Arts & Culture Career Day – April 2016



A student learning how to change a truck tire during JBT's workshop, More Than Trucking! at ZOOM into the Workplace – May 2016

# Challenge Days

During Challenge Days, groups of students have the opportunity to work directly with local companies on specific challenges/projects for one day. At the end of the day, each team of students presents their solution to company representatives. Companies have the opportunity to mentor students throughout the day, as well as gain different perspective that students may bring to solving a challenge. **Student Target: Grade 11 & 12**

2015-2016 Reach:

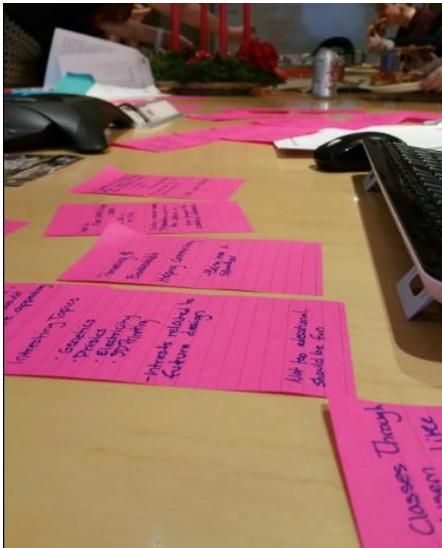
- Over 50 students worked with companies on real business challenges
- 13 companies invited students into their workplaces

## Our Impact

“Great chance to work as if in the real world alongside real people and the challenge they are currently facing.” ~ **Student Participant of Challenge Day**

“Exceptional! I feel that I have gained so much knowledge and experience. I have a whole new understanding of the possibilities of my future. Overall such an amazing day, I absolutely loved it.” ~ **Student Participant of Challenge Day**

“Overall, a fantastic initiative. Proud to have been a part of Challenge Day and looking forward to participating again in the future.” ~ **Employer Participant of Challenge Day**



Problem solving in action at THEMUSEUM during Challenge Day – December 2015



Students presenting their solutions at D2L during Challenge Day – December 2015

# Apps4Learning

Apps4Learning is a semester long program that matches a secondary class with an elementary class to design and create a mobile educational app. Each app team is made up of elementary and secondary students. The elementary students are the customers and create the app idea, company name, logo, and artwork. The secondary students are the app developers and programmers. We enlist the help of industry professionals who volunteer their time to mentor each high school class through the product development cycle.

## 2015-2016 Reach:

- 15 classes (7 elementary classes and 8 secondary classes) participated
- 350 students worked on 40+ educational apps
- 7 industry mentors helped the teachers and students through the app development process

## Highlight:

- The Apps4Learning Program was highlighted in the Ministry of Education's draft Community-Connected Experiential Learning Framework document as a successful experiential learning program.

## Our Impact

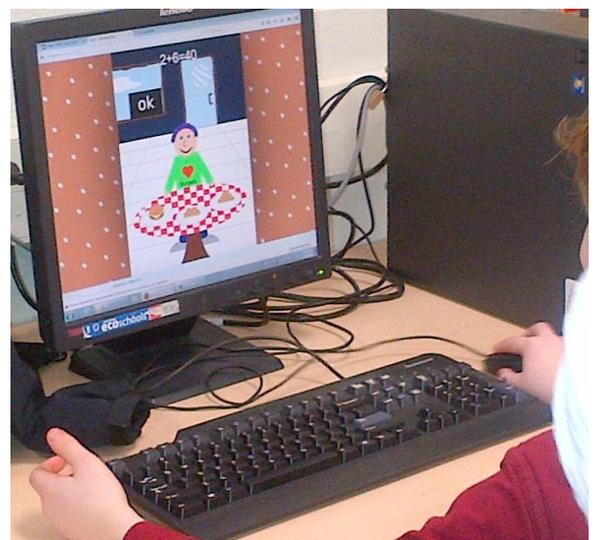
"Apps4Learning allows students to explore a real world career path in tech. Through just a few short months, I saw some students who had no concept of app development or managing clients deal with the hardships of product development, software lifecycle, and meeting deadline. I think these are skills that any student will be glad to pick up. These are skills that any employer going forward will desire and they are part of the key skills to success in life." ~ **Mentor in the Apps4Learning Program**

"I feel it is an incredible learning opportunity for the students!" ~ **Teacher in Apps4Learning program**

"It's a great collaboration project for the students." ~ **Teacher in Apps4Learning program**



*A display board created by elementary students to explain their app, Language Fun*



*A math app called Exploding Bob designed to help students with addition and subtraction*

# Pitch Days

Pitch Days provide grade 9 & 10 Business students with an opportunity to pitch their business plan to a panel of industry professionals in a Dragon's Den style format. Competing against other teams, students answer questions about their business and receive feedback from the judging panel.

## *2015-2016 Reach*

- *Amazing pitches from 46 students*
- *Great feedback from students, teachers, and industry professionals*

## Our Impact

"It is a once in a lifetime opportunity for students to pitch a real business idea to successful local entrepreneurs. There "Pitch Days" provide a hands-on experience that perfectly fits the Intro to Business curriculum expectations." ~ **Teacher feedback on Pitch Days**

# ECubed Summer Camp

The ECubed Summer Camp, which stands for Engaging in Entrepreneurship and Engineering, is designed for youth to learn about entrepreneurship. Participants work in groups to create a product/service concept during the week. Curriculum is developed and delivered by the University of Waterloo and supplemented with workshops delivered by industry professionals on topics such as Idea Generation, Design Thinking, Market Research, Marketing, and Pitching. Participants pitch their ideas to a panel of industry professionals on the last day of camp.

## *2015-2016 Highlights*

- *The camp is run as a partnership between the BEP, University of Waterloo, Communitech, and TD as our program sponsor.*
- *20 campers created a product and business plan and pitched their ideas to industry professionals at the end of the week!*

## Our Impact

"Amazing workshops! Learned a lot! Help me understand the process of making a product" ~ **Camper**

"Really great program! I loved how many new technologies we could test out and how we got to go out of our comfort zone with pitches" ~ **Camper**

"Great camp to help plan future career planning" ~ **Camper**

# We Could Not Be Successful Without....

## Our Volunteers

We would not be successful without the outstanding support that we receive from our volunteers. To those who are so generously sharing their time and expertise with youth,

**THANK YOU!**



## Our Partners

A **BIG** thank you to all of our partners for 2015-2016!

