



# THE ENTREPRENEURIAL CULTURE in EDUCATION

May 2013

# INTRODUCTION

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Place aux compétences (PAC) is a not-for-profit community organization that, with the support of its partners, contributes to the development of an entrepreneurial culture in New Brunswick's francophone schools. We help implement initiatives that develop essential skills for employment and the acquisition of qualities that support learning.

With funding from many partners, a variety of projects are carried out to meet specific needs of the schools and the communities. Since the beginning of this school year, more than 3,300 students have worked on an entrepreneurial project. Grants were awarded to 89 projects in 34 schools in the District scolaire francophone Sud, two projects in two schools in the District scolaire francophone Nord-Ouest, two projects in the Centres de formation secondaire (academic training centres) in Shediac and Bouctouche, and two community projects (*Grand défi des Héros du Coeur* and *Comptoirs cantine santé*).

Partners contributing to the support fund for developing the entrepreneurial culture in education include the New Brunswick Regional Development Corporation, the Department of Post-Secondary Education, Training and Labour (Moncton and Miramichi areas), and the District scolaire francophone Sud.

Lise Babineau, President

## ADDED VALUE

The entrepreneurial culture in education is a value that adds to what is already being done in the schools. Creativity, teamwork, leadership, a sense of responsibility, resourcefulness, and determination are a few of the qualities that are being developed.



This approach enables teachers to innovate, and motivate young people to get involved in their learning by giving them the opportunity to be the initiator, doer, and manager of projects that meet a real need.

In addition to providing their students with a good basic education, the teachers who choose to present a project to the support fund foster the development of entrepreneurial qualities and essential employment skills.

Moreover, the young people develop a taste for entrepreneurship, i.e. by becoming more **engaged**, assuming their **responsibilities**, and recognizing that **effort** is a prerequisite for **success** and that **teamwork** is essential in meeting a common goal. Projects like this make school more meaningful; young people find a reason to invest themselves because their efforts are directed at a goal to achieve, not just a mark on a report card.

By preparing a business plan and a marketing plan, by determining individual roles and duties, by writing their résumés and being interviewed for positions in a microbusiness or a collective project, the young people have a work experience that has real meaning for them. If they generate a profit, they can choose to reinvest it in the purchase of equipment and materials, donate it or their products to a cause, or finance a longer-term project or initiative.

## IT TAKES A VILLAGE TO RAISE A CHILD

The foundation of the community school is based on the partnerships between the school, the family, and the community, because the school itself cannot take on the full responsibility for young people's learning. Drawing inspiration from the African proverb "It takes a village to raise a child," PAC acts as a catalyst for mobilizing various stakeholders in the public and private sectors, and ensures the development, implementation and smooth operation of a number of initiatives. It is therefore a win-win situation, because the schools are also being asked to play a greater role in the development of a workforce that is able to

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meet the needs of the labour market. Thus, the development of an entrepreneurial culture in education becomes an innovative way of responding to modern realities.

Over the years, PAC has supported nearly 200 projects that have involved thousands of students in several schools. Although evaluating results based on research presents a challenge at this time, we can confirm (through many testimonials from teachers, parents, school principals, school stakeholders and the students themselves) that introducing the entrepreneurial culture in education has also had a direct impact on the issues relating to lack of motivation and school dropouts.

The impact and the scope of the efforts by school management and staff are reflected at the national level. Two teachers from École Camille-Vautour in Saint-Antoine-de-Kent, who embraced the entrepreneurial culture by developing an innovative in-class model, received the 2013 Ken Spencer Award (see details on next page).

### PROJECT SELECTION

To be eligible for funding, the proposed projects must be entrepreneurial in nature by identifying a **PRODUCT**, a **SERVICE**, or an **EVENT** that **meets a need** in the school or in the community. The list of all of the projects funded this year is at the end of this document.

Each application is presented in the form of an integrated learning scenario (ILS) that shows how:

- The learning outcomes in different subjects are integrated into the project;
- The young people determine their duties, their roles, and their responsibilities so they can have an experience that is conducive to the development of an entrepreneurial culture;
- The project fosters young people's motivation to learn, to improve academic outcomes, and to develop a taste for success.
- The project presents challenges and sets goals to achieve both individually and through teamwork.
- The partners, the community, the parents, and the school staff will be recognized for their contributions and successes.

## **Studio PURE – École Camille-Vautour (Saint-Antoine-de-Kent)** **KEN SPENCER AWARD – National Recognition**



On March 28, 2013, the two teachers who started the Studio PURE at École Camille-Vautour entrepreneurial school in Saint-Antoine-de-Kent, Kevin Ouellette and Monique Saulnier, received the **Ken Spencer Award**, from the Canadian Education Association, for innovation in teaching and in education.

This honour comes with a \$7,000 prize that will be used to purchase new technological equipment.

The Studio PURE (**P**edagogy that is **U**nique, **R**enewed, and **E**ntrepreneurial) consists of 45 Grade 4 and Grade 5 students. In their classroom, they do not have desks, but rather tables, sofas, and nooks equipped with computers and other technological tools, including a big blue screen like the ones you see on film sets and in television studios.

The students often work in teams in active mini-labs where they encourage and support each other in projects that focus on the entrepreneurial culture and community involvement. All of the subject matter is taught and the curricula are followed, but the teachers' innovative approach gives an added value that motivates the students to become more responsible.

PAC and its partners have supported the entrepreneurial initiatives of the students and teachers of the Studio PURE since its inception in September 2011. This national recognition reflects the level of excellence, as well as the quality of this educational approach adopted by these two teachers, which focuses on the development of the entrepreneurial culture.

## **EXAMPLES OF PROJECTS**

In the next few pages, we present profiles and descriptions of 15 of the 89 projects that received grants in 2012-2013 from the support fund managed by Place aux compétences.

**Téléjournal PURE – École Camille-Vautour, Saint-Antoine-de-Kent**



This entrepreneurial project involving Grade 4 and Grade 5 students of the Studio PURE focuses on the production of televisual newscasts that encourage learning through technology.

In this project, the students are:

**INITIATORS:** By creating a concrete plan for each vignette. It is important to clearly define individual tasks.

**DOERS:** By researching the topic of their vignettes, writing scripts, operating the new filming technologies themselves, as well as doing the sound recording and editing.

**MANAGERS:** By completing the tasks and following the scheduled plan.

The grant provided by the support fund went towards purchasing an iMac computer, which, thanks to the ingenuity of the students, can also be used for other projects in years to come. Since the beginning of the year, the students' professionalism has improved with each edition.



Click on the following link to view the 6th and 7th editions of the Téléjournal PURE on the Studio PURE's weblog:

<http://www.carnetwebds11.ca/camille-vautour-pure/2013/04/10/deux-pour-un-telejournal-pure-6-et-7/>

Type of project:	Product
<b>Number of student participants:</b>	45
<b>Grades:</b>	4 and 5
<b>Project duration:</b>	September 2012 to June 2013
<b>Teachers in charge:</b>	Kevin Ouellette and Monique Saulnier
<b>Community officer:</b>	André DeGrace
<b>Blog:</b>	<a href="http://www.carnetwebds11.ca/camille-vautour-pure/">http://www.carnetwebds11.ca/camille-vautour-pure/</a>
<b>Twitter:</b>	@ECVStudioPURE
<b>Facebook:</b>	<a href="https://www.facebook.com/pages/Studio-PURE/354718287879730">https://www.facebook.com/pages/Studio-PURE/354718287879730</a>

**La shoppe Mathieu-Martin – École Mathieu-Martin, Dieppe**



La shoppe Mathieu-Martin is the store outlet for products and services produced by the students in all the vocational and technical programs (carpentry, woodworking, metals/welding, landscaping, horticulture, electrical, mechanical, professional cooking, and sewing). The store also sells school supplies, promotional items and snacks.

The goal is to provide high quality courses in the form of meaningful and entrepreneurial projects, where learning focuses on the development of essential skills. It also helps fund the trades programs, because the cost of basic materials continues to increase, whereas budgets are decreasing.

La shoppe Mathieu-Martin also enables students in the Introduction to customer sales and service course to apply, in a concrete way, the general learning outcomes targeted by the curriculum. The students are given the opportunity to put into practice the communication techniques and skills that are essential in sales, to provide a service that meets the client's needs, and to generate profits in order to improve the quality and/or increase the number of school, extra-curricular, and community activities.



Students and teachers with project partner Liteco

Type of project:	Product and service
<b>Number of student participants:</b>	210
<b>Grades:</b>	11 and 12
<b>Project duration:</b>	September 2012 to June 2013
<b>Teachers in charge:</b>	<b>Pierre Roy</b> – accounting, entrepreneurship and customer sales and service teacher <b>Tammie Boudreau</b> – professional cooking teacher <b>Charline Hébert</b> – sewing teacher <b>Pierre Ouellette</b> – electrical, motor mechanics, landscaping, and horticulture teacher <b>Marc Savoie</b> – metals/welding and industrial design teacher <b>Alain Tousignant</b> – carpentry and woodworking teacher
<b>Prestige partners</b> (donation of \$1,000 or more):	Acadia Drywall Supplies Ltd., Dupuis Home Hardware, Metalcore, Liteco, Caisse populaire Dieppe-Memramcook, Co-op Dieppe
<b>Other partners:</b>	D&R Custom Cedar, Ditech, Student Council, École Mathieu-Martin, Francophone sud school district

**Facebook:** <https://www.facebook.com/pages/La-shoppe-Mathieu-Martin/247245762074491>

**Éditions LAClasse – École Sainte-Bernadette, Moncton**

This project has enabled Grade 2 students to experience all of the steps involved in publishing a book. After releasing their first book, *Le jardin de citrouilles multicolores*, on February 8, 2013, one of the teachers overheard Nicolas, a student, tell his friend:

**“It’s the best day of my life...”**

PAC’s support fund covered the cost of printing two books. The first 100 copies of the first book were completely sold out within a few weeks. With the profits generated, 50 additional copies were ordered from the printer. Given this unexpected success, the students decided to give the readers a sequel to their story, which features a gardener. *La rencontre de Monsieur Mots* was launched on April 23, 2013, as part of the **Frye Festival**, and in conjunction with the launch of a book by the publishing house **Bouton d’or Acadie**. In this second book, the students present mathematical concepts with another character, Madame Nombres.



From the character development to the writing, illustration, marketing, and sale of the book, the students were 100% involved, and the project quickly became theirs, with the teacher serving only as a guide and resource person. They also decided to produce custom bookmark, and at the book launch, they autographed the books with personalized messages of thanks.

Each student was able to contribute to the project by serving on small committees. Several jobs were assigned: delivery person, secretary, accountants 1 and 2, sales, dedications, packagers 1 and 2, publicity 1 and 2, acknowledgements 1 and 2, bookmarks 1 and 2, quality control supervisor, and work supervisor. The books are available at the school office. People outside the school community can pay by cheque and the order can be delivered by mail.

Type of project:	Product
Number of student participants:	19
Grade:	2
Project duration:	October 2012 to June 2013
Teacher in charge:	Jolin Mallet

**Blog posting:** <http://ecole.district1.nbed.nb.ca/ecole-sainte-bernadette/2013/02/19/annonces-de-la-semaine-du-11-au-15-fevrier-2013/>



**Mijotons – Centres de formation secondaire, Bouctouche and Shediac**



**Qu'est-ce qui mijote à Bouctouche?** and **Mijotons à Shediac** are community entrepreneurial projects focusing on healthy eating and its impact on the overall health of individuals and communities.

The purpose is to help young people broaden their knowledge about healthy eating, develop a sense of organization, acquire good work practices, encourage teamwork, strengthen a sense of belonging to a group, and foster self-confidence.

Because the training centre facilities are located outside the school environment and the participants did not have access to a kitchen, the grant enabled the students to purchase a slow-cooker, a toaster oven and other equipment, as well as the food needed to learn how to cook. Workshops hosted by a dietician and a student in the family studies program at the Université de Moncton provide students with information and advice on healthy eating.

To show that they can also contribute to their community in a positive manner, the students chose to give out their recipes, as well as dishes or meals to people or organizations in the community that they wanted to thank. For example, on Tuesday, March 12, the students invited and prepared a meal for the employees and volunteers from the Vestiaire Saint-Joseph in Shediac.



In addition to having a pleasant and nutritional experience, the students develop a sense of belonging to the community and acquire knowledge and skills that will be useful throughout their lives.

<b>Type of project:</b>	<b>Community entrepreneurial</b>
<b>Number of student participants:</b>	15 (seven in Shediac, eight in Bouctouche)
<b>Grades:</b>	9 to 11
<b>Project duration:</b>	March to June 2013
<b>Teachers in charge:</b>	Tania Arseneau, Renelle Allain, Line Levesque
<b>Other partners:</b>	Véronique Maillet, Sobey's (Shediac) dietician and Christine Morais, family studies student at the Université de Moncton

**Les cartes de Samuel – Centre scolaire Samuel-de-Champlain, Saint John**



This microbusiness was born from a need in Saint John’s Francophone community. Cards in French were hard to find, so the Grade 5 students decided to take matters into their own hands!

The funding made it possible to print the first 300 cards (which flew off the shelves in a few days) and to purchase an advanced graphics software package and a computer capable of running the program. To date, 825 more cards have been printed and orders are coming in on a regular basis.

The young people developed a **sense of responsibility** and **organization**. They acquired other skills, such as teamwork, communication, and resourcefulness. They were involved, individually or in teams, in all phases of the production and launch of their product. They even put together a marketing video in order to introduce their product to the students and parents. They learned about the importance of working for oneself and for the community, meanwhile acquiring essential skills for their personal development.

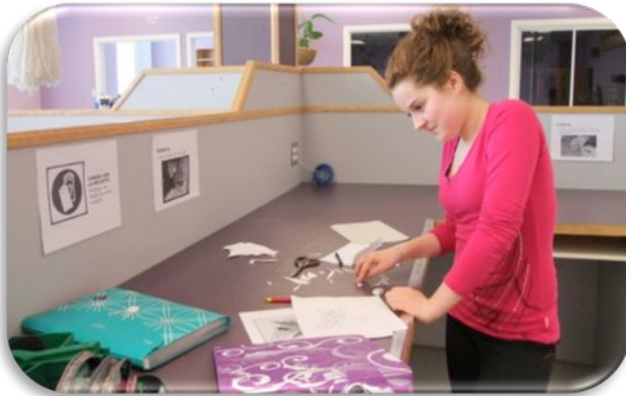


The money raised will be used to finance educational activities in the classroom and to give a small payment to the K-12 artists who donated their efforts. In short, this little entrepreneurial project that is generating benefits for the entire school and the community has far exceeded the students’ expectations. To watch the promotional video on YouTube, click on the link: <http://youtu.be/IFRazuqk6z4>

Type of project:	Product
<b>Number of student participants:</b>	8
<b>Grade:</b>	5
<b>Project duration:</b>	October 2012 to June 2013
<b>Teacher in charge:</b>	Christine Perron
<b>Community officer:</b>	Eric Kennedy
<b>Other partners:</b>	Parents’ committee, Staples (donation of labels and envelopes), Print Three (card printing) and Michaels (envelopes)

**Blog posting:** <http://ecole.district1.nbed.nb.ca/samuel-de-champlain/2013/02/11/des-cartes-de-souhais-en-francais-a-saint-jean-grace-aux-cartes-de-samuel/>  
**Report on Radio Canada's show Libre Échange:** [http://www.radio-canada.ca/emissions/Libre\\_echange/2012-2013/chronique.asp?idChronique=282241](http://www.radio-canada.ca/emissions/Libre_echange/2012-2013/chronique.asp?idChronique=282241)

**Vitrail PAJS - Polyvalente Alexandre-J.-Savoie, Saint-Quentin**



The purpose of this project is to introduce the students to the occupation of stained-glass making. The project is being done in large part as a partnership with the Coop d'Arts des Appalaches. The funding helped to purchase materials and equipment, and to set up a room in the school for a workshop.

A contest was launched in the school to pick the name of the microbusiness, and the development process began in April.

The products (Christmas decorations, jewellery, night lights, lamps, etc.) will be sold at special events organized by the school and the Coop d'Arts des Appalaches.

The creations reflect the cultural identity of the people in the community, and with the 2014 World Acadian Congress soon upon us, products representing the Maple Capital of the Atlantic will be available at the tourist centre and at various outlets. The profits will be reinvested in the purchase of additional materials and equipment.



This project is a good example of partnership with the art, accounting, entrepreneurial, and carpentry classes, as well as with the community. The students are happy and engaged. A group project is also in the works that will see the creation of large custom-made mosaics to enhance the school's skylights.

Type of project:	Community entrepreneurial/Product
<b>Number of student participants:</b>	60+
<b>Grades:</b>	9-12
<b>Project duration:</b>	Ongoing
<b>Teachers in charge:</b>	Sylvie Lapointe, accounting and entrepreneurship teacher Sonia Caron, art teacher
<b>Other partners:</b>	Coop d'Arts des Appalaches

***Les chefs de l'Assomption— École Secondaire Assomption, Rogersville***



This entrepreneurial project by students in the professional cooking class fills a need at the Rogersville high school because it does not have hot meal service.

The teacher in charge, Mylène Deschênes, and her students in the professional cooking class decided to introduce the students and staff to the different cultures in the world. Every second week, they prepare traditional dishes as part of their entrepreneurial project.

The goal is to develop skills in the areas of nutrition and client service. The young chefs research recipes, ingredients, and traditions in each culture. They calculate the price of the meals in order to show a profit. They purchase the ingredients and negotiate prices with suppliers. They prepare the meals, freeze them, and promote them so that individuals can purchase them and reheat them during the lunch hour.

They understand the need to be organized and structured, as well as responsible. Some cooking students have even discovered their passion and hope to pursue their studies in this field.



Type of project:		Product and Service
<b>Number of student participants:</b>		12
<b>Grade:</b>		12
<b>Project duration:</b>		September 2012 to June 2013
<b>Teacher in charge:</b>		Mylène Deschênes
<b>Community officer:</b>		Christine Richard
<b>Other partners:</b>		Rogersville Co-op

***Joujouthèque Saint-Henri—École Saint-Henri, Moncton***



This cooperative, established by Grade 4 and Grade 5 students, loans sporting goods, as well as cultural and educational games to students in the school during recess and the lunch break.

La Joujouthèque Saint-Henri (Saint-Henri Toy Library) received support from Guardian Drugs in Dieppe and PAC for the purchase of materials. The managers of the cooperative had to apply and go through an interview process to obtain the positions of president, vice-president, secretary, and treasurer. They look after various facets of the organization, such as member

recruitment and the lending out of toys and equipment.

"I think the toy library is a very good idea because students from kindergarten to Grade 5 learn to be responsible for things. I also think that it's more fun to play with toys and games at recess. It's really a privilege to have a toy library. This is the only school in Moncton – we are very lucky," explains Connor, President of La Joujouthèque Saint-Henri.



This is an innovative project that meets a real need. The idea stems from the fact that the school's sports equipment that was being lent out was often not returned. Just like a library that loans books, the toy library teaches children that it is important to look after games that are borrowed and to return them in good condition. Toys in good condition from the community will also be "recycled" to expand the collection. The young people are engaged, dedicated, and very motivated. The project will continue in the next school year.

<b>Type of project:</b>	Entrepreneurial/Service
<b>Number of student participants:</b>	25
<b>Grades:</b>	4 and 5
<b>Project duration:</b>	January to June 2013 (and continuing in September)
<b>Teacher in charge:</b>	Janine Boudreau
<b>Community officer:</b>	Mélanie Daigle
<b>Partners:</b>	Guardian Drugs in Dieppe (20% discount on toys)

**Quois' qui t'chuit—Mgr-Marcel-F.-Richard, Saint-Louis-de-Kent**



This microbusiness from the professional cooking class sells prepared, nutritious, quality meals to the community of Saint-Louis-de-Kent. Grade 10-12 students in the professional cooking course determine the menu and the prices, advertise, and prepare and sell a different nutritious dish every second week.

Until the end of the school year, they offer soup, lasagna, pizza, meat pies, and other

dishes that would appeal to the community. During their first week of operation, they sold 25 litres of barley and vegetable soup. The project meets both an educational and a community need. Over the years, the budget for the course is getting smaller, while the cost of food continues to rise, and so the teacher could not take the students to the cooking lab very often. She therefore had to adapt some of the course material to a theory application rather than a practical one.

The students seem to get a lot out of this experience, as explained by the manager, Grade 10 student Kim Lechasseur. "It's nice because we spend a lot more time in the kitchen and it's rewarding to know that we are helping families. After a chef came to visit the classroom, one of the students even discovered his own passion for cooking and he is seriously considering it as a career."



People in the community who'd like to find out about the menu and place their orders can leave a message on the microbusiness's voice mail at 506-876-3462. Individuals must come to the school to collect their meals, which are ready by 11:30 a.m. on Fridays.

Type of project:	Product and Service
<b>Number of student participants:</b>	30
<b>Grades:</b>	10-12
<b>Project duration:</b>	September 2012 to June 2013
<b>Teacher in charge:</b>	Suzanne Melanson-Stewart
<b>Community officer:</b>	Milène Arseneau
<b>Other partners:</b>	Enterprise Kent, Saint-Louis Co-op, École M.-F.-R., the school cafeteria, area chefs and cooks

**La Savonnerie—École Dr-Marguerite-Michaud, Bouctouche**



In this microbusiness, Grade 2 students produce soaps in different shapes and colours to coincide with the holidays: Easter, Mother's Day, etc. The funding received enabled the students to acquire materials and accessories.

The project aims to make students self-sufficient and responsible. They learn to follow work methods and create together as a team. They alone are responsible for their microbusiness, and they must carry out all of the steps to set it up and manage it.

In addition to being responsible for product quality, advertising, and poster creation, during math class all of the students manage the finances (accounting for soap, colorant and mould purchases), with the teacher's assistance.

Their products are highly prized by their target market, i.e. the parents, school staff, and community residents. The students quickly dove into the production routine, and they have truly enjoyed the experience.



Type of project:	Product
<b>Number of student participants:</b>	12-23
<b>Grade:</b>	2
<b>Project duration:</b>	December 2012 to June 2013
<b>Teacher in charge:</b>	Rachel Gallant
<b>Community officer:</b>	Julie Bélanger
<b>Other partners:</b>	École Dr-Marguerite-Michaud, the school cafeteria, parent volunteers

**Le sous-marin du coin – École Régionale de Baie-Sainte-Anne**



This microbusiness sells submarine sandwiches and salads to students in grades 3-12, as well as the school staff. This is an initiative of the students in the professional cooking class who wanted to offer other choices to support the school cafeteria, the profits of which go back to the school.

The feedback has been very positive, and people come back week after week and even day after day. The funding granted went towards the purchase of a refrigerated counter.

The project began in November with the professional cooking group. During the second semester, the students from the entrepreneurial cooking course took over by carrying out the steps to starting a microbusiness. They prepared a business plan and a market study, including a survey, to learn more about the tastes and needs of the students. The outcome was very positive, and they went ahead with the project.

In addition to completing the steps to start and manage a microbusiness and to make sure it is profitable, the students used Canada's Food Guide to come up with their menu.

They learned how to follow hygiene procedures and how to wash and cut food, as well as how to plan and place orders. It is a very worthwhile experience for the young people, and the entire school community benefits.



Type of project:	Product and Service
<b>Number of student participants:</b>	22
<b>Grades:</b>	11 and 12
<b>Project duration:</b>	November 2012 to June 2013
<b>Teachers in charge:</b>	Colette Savoie and Iselle Manuel
<b>Community officer:</b>	Ginette Manuel
<b>Other partners:</b>	School cafeteria, Baie-Sainte-Anne Co-op



**Bar fruité – École L’Odysée, Moncton**



This microbusiness is managed by the students on the wellness committee, and sells milkshakes and fruit-based frozen products.

The students, accompanied and guided by the school nurses, started this project at the beginning of the year. However, having only blenders designed for residential use, production could not always meet the demand because the equipment would overheat. With the funding obtained, the committee was able to purchase

two industrial blenders and three Yonana machines. These machines are used to make sorbets, which were added to the menu to provide more product variety. The first sale was held in April, and the profits went towards the *Grand défi des Héros du cœur* (a community fundraising event).

**“All of this new equipment is going to make things easier and help us reach more students,”** – Mélanie, committee chair

The students have different roles and are responsible for all aspects of their microbusiness: activity promotion, food purchases, booth operation, and management of finances.

They also help recruit committee members, find innovative ways to advertise activities, prepare communications, and help decide what products to buy. Moreover, they test different recipes and talk to their customers for feedback.



Type of project:	Product
Number of student participants:	8
Grades:	9-12
Project duration:	February to June 2013
Nurses in charge:	Claudette Devarences-Melanson and Denise Bourget
Community officer:	Julie Forest
Other partners:	Department of Healthy and Inclusive Communities

***Serre communautaire—École Clément-Cormier, Bouctouche***



This community entrepreneurial project is part of the major schoolyard greening and beautification project.

The community greenhouse has several objectives: provide a meaningful learning environment for the students in different courses at the school, make the schoolyard more welcoming, and create a meeting place for the community. The funding received went towards purchasing the materials needed to build the greenhouse, as well as boxes for the plants.

The carpentry students have started to build the different structures, and once weather conditions permit, they will be put to use on the grounds. The horticulture and landscaping students are in charge of the plants inside and outside the greenhouse, and they have started to cultivate seedlings in the classroom. They are also in charge of selling seedlings and advertising their products, in addition to building and maintaining a few composting sites.



This project is expected to produce several positive results. The students will have to face challenges of all kinds by working together and drawing on their strengths and those of their fellow classmates. Some of them will discover qualities they did not know they had. By inviting the community to participate at different levels, the project takes on a community aspect that will ensure a greater impact.

Type of project:	Community entrepreneurial/Product/Service
<b>Number of student participants:</b>	75
<b>Grades:</b>	9-12
<b>Project duration:</b>	January to June 2013
<b>Teachers in charge:</b>	Marc-André LeBlanc, Gilles Saulnier, and Jean-Marc Cormier
<b>Community officer:</b>	Nicole Comeau
<b>Other partners:</b>	Toyota Evergreen, Town of Bouctouche, Rebco, Kent Solid Waste Commission, Systemair, Irving, École Clément-Cormier

**Les P'tits Becs Sucrés — École Abbey-Landry, Memramcook**



This chocolate shop, managed by students from two Grade 2 classes, sell their products during traditional holidays such as Valentine's Day, Easter, Mother's Day, and Father's Day.

The funding obtained was used to purchase ingredients, moulds, utensils, packaging products, sterile gloves, and signs. As for the partners, the Bulk Barn offers a 10% discount on the purchase of chocolate wafers. The

school administration purchased a piece of furniture that is used as a sales booth as well as storage space for the materials.

To encourage student participation and make their learning experience more meaningful, they were divided into two groups. One of the groups looks after production; the other is in charge of the budget, the business plan, the purchasing of ingredients, sales, advertising, etc.



Parents help with sales, which take place over the lunch breaks. The students must analyze profit and loss results. The profits generated will be invested in the purchase of school materials, as well as educational outings and a reward at the end of the year.

According to the students, their microbusiness is a real success. They have all been actively involved from the start. They decided on the names and prices of their products and they came up with marketing ideas while showing a sense of responsibility and cooperation. The teachers plan to continue the project in September with their new students.

Type of project:	Product
Number of student participants:	31
Grade:	2
Project duration:	January to June 2013
Teachers in charge:	Shelley LeBlanc and Linda LeBlanc
Community officer:	Paulette McGraw
Other partners:	Bulk Barn, École Abbey-Landry

***Innovation Plus* — École Carrefour Beausoleil, Miramichi**



This initiative provides students in trades courses with entrepreneurial training through projects geared towards practical work experience in the various technology labs. This enables the students to have meaningful experiences that make sense to them. The funding obtained went towards purchasing materials and equipment.

Among other things, the carpentry students built a shed (like the one in the photo) that they will sell to someone in the community. The students had to calculate

and plan the purchase of all materials, and contact various businesses in the area to negotiate the best prices. They also established a partnership with a local entrepreneur who will transport the shed to the home of the buyer at a discounted rate. At the end of the project, the students will prepare a financial report.

The goals of *Innovation Plus* include: increasing self-esteem and self-confidence through a successful experience; showing young people how the math and French grammar they learn at school can be applied in everyday life; giving them a reason to pursue their high school studies; and introducing them to teamwork, as well as desired attitudes and behaviours, so they are able to make a smooth transition into the workplace.



The students are highly motivated and are disappointed when school activities disrupt their work on these projects.

Type of project:	Product
Number of student participants:	13
Grades:	10-12
Project duration:	January to June 2013
Teacher in charge:	Donald Cormier
Community officer:	Ginette Manuel
Other partners:	Local entrepreneurs

## EDUCATIONAL MARKETING

One of the seven pillars of New Brunswick's community school model (whether it be entrepreneurial, cultural, or otherwise) is the strategic axis of recognition and appreciation. And so, educational marketing plays a key role in promoting partnerships between the school, the family, and the community.



### Website

It is in this spirit that PAC has chosen to highlight the successes and engagement of young people, school staff, parents, and its partners. At the end of May 2013, the organization is launching its new website ([www.pacnb.org](http://www.pacnb.org)), which has three components: Entrepreneurial Culture, Training and Job Placement, and the International Program.



### Television and web production

A major television and web project is in production. This initiative stems from a partnership between Bellefeuille Production, PAC, District scolaire francophone Sud, the Regional Development Corporation, and the Caisses populaires acadiennes.


Bellefeuille Production in Moncton is leading this project, which includes an interactive website with 20 vignettes about projects funded by the

PAC support fund, as well as two 30-minute television shows that will air on CHAU-TV.

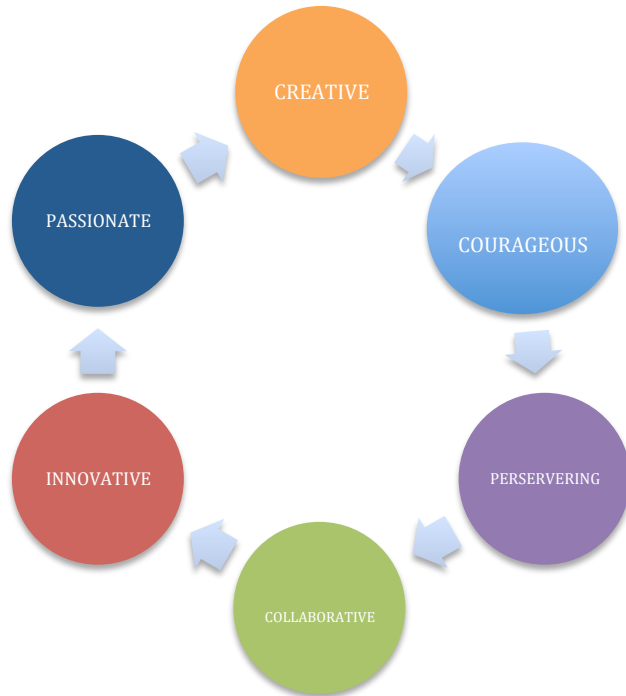
The airing of the shows and the launch of the Bellefeuille Production website are slated for the fall of 2013.

## 22 THE ENTREPRENEURIAL CULTURE IN EDUCATION

 PLACE AUX COMPÉTENCES		<b>THE ENTREPRENEURIAL CULTURE in EDUCATION</b> <b>Projects funded 2012-2013</b>	
SCHOOL	PROJECT NAME	TYPE OF PROJECT	# students
Abbey-Landry (Memramcook)	Théâtre	entrepreneurial/event	160
	La chocolaterie «Les p'tits becs sucrés »	entrepreneurial/product	31
	Yonanas	entrepreneurial/product	40 to 45
Amirault (Dieppe)	Ma vie m'étouffe (vidéo intimidation)	entrepreneurial/service	25
	Les minis mystérieux	entrepreneurial/product	10
	Amiro - Amigo	entrepreneurial/service	12
Anna-Malenfant (Dieppe)	ABC, pour s'amuser!	literacy/product	23
	Journal étudiant	entrepreneurial/product/service	12
Arc-en-ciel (Oromocto)	Nos amis les poissons	product/event	16
École des Bâtisseurs (Fredericton)	Une murale acadienne	entrepreneurial/product	27
Calixte-F.-Savoie (Sainte-Anne-de-Kent)	La petite chocolaterie	microbusiness/product	18
Camille-Vautour (Saint-Antoine de Kent)	CaLoRéMo	entrepreneurial/service	18
	Studio PURE	product/event	45
Carrefour de l'Acadie (Dieppe)	Collations fruits santé (Jus santé)	entrepreneurial/product/service	20
	Guide de formation et de conseils	entrepreneurial/service	8
Carrefour Beausoleil (Miramichi)	Innovation plus Carrefour Beausoleil	entrepreneurial/product/service	13
	Jeux de rondelles	entrepreneurial/product	8
	Achat d'un camion	entrepreneurial/service	6
Centre formation secondaire Shediac	Mijotons	entrepreneurial/community	7
Centre formation sec. Bouctouche	Qu'est-ce-qui mijote?	entrepreneurial/community	8
Champlain (Moncton)	Créons notre classe verte!	entrepreneurial project	24
Clément-Cormier (Bouctouche)	Serres communis de l'ÉCC	entrepreneurial/community/product	75
	Cours d'entrepreneuriat de l'ÉCC	entrepreneurial	9
	raCONTE-moi	collective educational project	260
Donat-Robichaud (Cap-Pelé)	Brochures	educational marketing	-
	Smoothie Express	microbusiness/product/service	17
Dr-Marguerite-Michaud (Bouctouche)	La savonnerie	microbusiness/product	18
	Les coeurs de pommes	microbusiness/product	23
	Micro-action (recyclage sacs cadeaux)	microbusiness/product	78
	Recettes pré-préparées	microbusiness/product	30
	Grand défi des Héros du cœur	Community project/sponsorship	36
Grand-Digue	Les élèves s'élèvent pour la francisation	entrepreneurial/product/service	10
Le Mascaret (Moncton)	Cantine Santé: La vague des collations	microbusiness/product	25
	RÉCUP - Recyclage	entrepreneurial/service	8
	Brico-Déco	entrepreneurial/product	5
L'Odyssée (Moncton)	Énergie Plus (projet classe de leadership)	entrepreneurial/service/event	40
	Le bar fruité (bar laitier)	microbusiness	8
	Les ateliers de l'Odyssée	microbusiness/product	17
	L'affichage bilingue	entrepreneurial/product	40
Louis-J.-Robichaud (Shediac)	Auto-vestiaire	entrepreneurial/community/service	30
	raCONTE-moi	collective educational project	340
	Comité Impro	entrepreneurial/service	10
Marée-Montante (Saint-Louis de Kent)	Baluchons familiaux pour favoriser la lecture	microbusiness/product/service	130
	Déco Acadie	microbusiness/product	10
Mathieu-Martin (Dieppe)	La shoppe Mathieu-Martin	entrepreneurial/product/service	210
Mgr-François-Bourgeois (Shediac)	Recette d'antan	entrepreneurial/product	17 to 35
	J'aide et j'apprends	entrepreneurial/service	25
	Projet d'écriture-photo	microbusiness/product	17
	Créer pour aider	microbusiness/product	21
	Attention tension	educational project	30
Mgr-Marcel-François-Richard (Saint-Louis de Kent)	Quoi qui c'tchuit	microbusiness/product	30
Mgr-Martin (Saint-Quentin) *	Clôture de serre community MFR	entrepreneurial/product	15
Mont Carmel (Sainte-Marie-de-Kent)	Comédie musicale-Troupe de théâtre	entrepreneurial/event	39
	Livres de recettes nutritives	entrepreneurial/product	34
	Fabrication de maison en pain d'épice	microbusiness/product	17
	Des smoothies pour nos amis	microbusiness/product	11
	Livre sonore	entrepreneurial/product	22
Notre-Dame (Notre-Dame de Kent)	Notre communauté-Sainte-Marie-de-Kent	community	12
	Bouger pour sa santé	entrepreneurial/product	11
Père-Edgar-T.-LeBlanc (Grand-Barachois)	Documentaire et le processus pour y arriver	microbusiness/product/event	119
	Les créations Shanessa et compagnie	entrepreneurial	6
	Jardin biologique et vente d'herbes	entrepreneurial/product	39
	Bricomagie	entrepreneurial/ product	31
	Photographie	entrepreneurial/service	20

		<b>THE ENTREPRENEURIAL CULTURE in EDUCATION</b> <b>Projects funded 2012-2013</b>	
SCHOOL	PROJECT NAME	TYPE OF PROJECT	# students
Polyvalente A.-J.-Savoie (Saint-Quentin)*	Couronnes de Noël acadiennes	entrepreneurial/product	25
Régionale de Baie Sainte-Anne	Vitrail PJAS	entrepreneurial/community/product	60 +
	Toile identitaire	community project	215
	Percussions	community project	14
	Cantine santé	microbusiness/product/service	3
	Danse à claquettes	community project	12
	Bar à sous marins (Classe cuisine prof.)	microbusiness/product/service	22
	Une école, un artiste	community project	215
	Nœuds de pêche	community project	15
Saint-Henri (Moncton)	Joujouthèque	entrepreneurial/service	25
	Beauté Henri	microbusiness/product	25
Saint-Paul (Saint-Paul de Kent)	Fabriquer l'histoire et la modernité	educational project	11
Sainte-Anne (Fredericton)	Tric-Truc	entrepreneurial/product	20
Sainte-Bernadette	Jardin de citrouille: livre	microbusiness/product	19
	Éditions La Classe	microbusiness/product	-
Sainte-Thérèse (Dieppe)	Le Super Thérèse (marché scolaire)	microbusiness/product	28
Samuel-de-Champlain (Saint John)	Les Cartes de Samuel	entrepreneurial/product	8
Secondaire Assomption (Rogersville)	Entreprise mini-caféteria	microbusiness/product/service	11
	Restaurant	microbusiness/product/service	12
	Les chefs de l'Assomption	microbusiness/product/service	12
Soleil Levant (Richibucto)	Collaborons ensemble	entrepreneurial/service	15
	Jeux de société ds pays du tiers monde	entrepreneurial/product	22
	On n'est pas des pros (classe entrepreneuriale)	microbusiness/product/event	23
W.-F.-Boisvert (Rogersville)	Cantine santé de WFB	microbusiness/product/service	16
	Bâtissons des liens entre générations avec l'art	entrepreneurial/community/product	15
Francophone sud school district schools	Comptoirs cantine santé	Community project	-
			<b># participating students: 3321</b>
+			
** Project funded in the District scolaire francophone Nord-Ouest			

Teachers who choose to develop the entrepreneurial culture are...



## MISSION

Place aux compétences is a not-for-profit organization that collaborates with the private and public sectors to implement innovative projects designed to encourage the development of the entrepreneurial culture in the fields of training, employment and education in New Brunswick.

## VISION

To develop a culture of entrepreneurship, promote the teaching of essential work skills and encourage a process of social engagement, in order to ensure that our schools reach their full potential, and to contribute to the economic development of our communities.

### EXECUTIVE COMMITTEE

**Lise BABINEAU**, President  
(RCMP)

**Maxime GAUVIN**, Vice President  
(District scolaire francophone Sud)

**Kim LANDRY**, Secretary  
(CBDC)

**René CÔTÉ**, Treasurer  
(CBDC)

**Marc-André BOUCHER**, Advisor  
(EDC, City of Dieppe)

**Guy RICHARD**, Advisor  
(Caisse populaire Sud-Est)

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**Suzanne GAGNON**, Director  
New Brunswick French International Student  
Program

**Micheline Ruest-Mallet**, Bookkeeper

**Michel DUPUIS**, Job Placement Co-ordinator

**Renée MOREL**, Educational Marketing Co-ordinator

### ADVISORY COMMITTEE

**Ghislaine BOUDREAU-GRANT**, Regional Director  
New Brunswick Department of Post-Secondary Education, Training  
and Labour

**Paul TONER**, Early Childhood, Middle Years and Youth Coordinator  
United Way

**Claude ALLARD**, Director  
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**Germaine GUIMOND**, Supervisor  
New Brunswick Department of Social Development

**Lise BABINEAU**, Community Program Officer  
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**Anne-Marie LEBLANC**, Superintendent (Acting)  
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**Jean-Louis CARON**, Executive Director  
Place aux compétences



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