Overview:

Developing microcredentials to support self employment and procurement access

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Opportunity

Procurement is the purchasing of works, assets, goods and services for a government, company or organisation. Examples can be found on the province of BC website. With the expanded adoption of social and First Nations-focused procurement policies, W̱SÁNEĆ Leadership Council (WLC) members and businesses have an expanded opportunity to pursue these contracts and grow their businesses.

Microcredentials are a focused, tailored way to provide people with the relevant training they need to pursue employment or self-employment. When co-developed with post-secondaries, they can also ladder into certificate and diploma programs at a college or university.

Dave Paul at WLC approached Elysia Glover at South Island Prosperity Partnership to explore developing microcredentials to support members accessing these opportunities. Through several meetings they identified an expanded opportunity to co-develop microcredentials to support WLC members starting and expanding small businesses and accessing procurement opportunities.

Requirements

The following goals, needs and constraints have been identified for these microcredentials:

Goals:
- To give WLC members the best opportunity to become business people. This includes:
  - Starting new businesses
  - Expanding and strengthening existing businesses
  - For those who are interested, setting up procurement-ready businesses
  - Building capacity among WLC staff to support members starting or expanding their business and pursuing procurement opportunities.
  - *A more detailed breakdown of desired learning outcomes follows.*

Requirements:
- Culturally relevant content and delivery - adapted to WLC's context
- Delivery in community, online or on campus (with a preference for initial offerings in community or online depending on Nation and Public Health Orders)
- Microcredentials ladder into certificate and diploma programs at the partnering institution

- Content and delivery are accessible for those with various education levels and with various levels of understanding of business
- Content relevant to a variety of skills and businesses including but not limited to arts, craft and culture, trades, sewing and quilting, food products (including caught/harvested and prepared foods), cooking and culinary, and ecommerce.
- Fully funded (participants do not pay a fee)
- Clear alignment with local procurement opportunities (CRD, Government of Canada, Province of BC, City of Victoria, large organizations)
- Mentorship/coaching/network of support for those developing businesses
- Access to wraparound supports including but not limited to:
  - Childcare
  - Mileage / bus tickets
  - Computers/tablets and software
  - Additional computer/technology training
  - Cultural gifts, celebrations and support
  - Refreshments
  - Start up or expansion administration costs (registration, licenses, etc)

Constraints & Considerations:

- Transportation to and from program and related activities, in particular access to public transportation and rideshares
- COVID-19 protocols
- Timing with other WLC initiatives
- Timing of funding cycles
- Interest from members

Delivery Approaches

Post Secondary Partners

Camosun College, Royal Roads and the University of Victoria all expressed interest in co-developing microcredentials to meet WLC member needs. Camosun College is updating their continuing education program and is available to begin exploring partnership opportunities after August 2021. Royal Roads and University of Victoria are available to co develop microcredentials now. The University of Victoria submitted an overview of the courses they could potentially draw from and examples of existing certificates and diplomas they could build from (Appendix A).

Timeline:

Depending on funding cycles (eg. timing of grants, etc) and the priorities of WLC, the program could begin as early as fall 2021 or anytime after that.

University of Victoria has confirmed they can be flexible with the pacing of a program. For example, they can deliver a program in 12 weeks as an intensive or stretched out over 2 years,

it is up to the community. Camosun College and Royal Roads indicated similar flexibility. All would build in time and resources for co-designing the program and tailor learning outcomes and assessment to meet funder and community needs.

Content & Learning Outcomes :

To serve as many members as possible, the following is intended to first and foremost assist members starting or expanding a business. Procurement readiness training is included for those who are interested and for staff who may be working with future members interested in business and procurement.

Building a Business
- Identifying or strengthening business ideas
  - Skills to services (turning your skills or training into procurement-ready services)
  - Expanding existing business products and services
- Building or expanding a business:
  - Small business management
    - Business planning
    - Goal setting - short and long term goals and how to get there
    - Operations design
    - Supply chain management
  - Social media marketing
  - Professional sales skills
  - Financial accounting
  - Business administration
  - Cloud computing
- Specific milestones and outcomes - completion and/or knowledge of:
  - Incorporation
  - Registering a business name
  - Registering a business
  - Business licenses
  - Insurance
  - GST # (from a First Nations perspective)
  - Taxes (from a First Nations perspective)
  - Certification requirements (ex. Demonstrating a business is Indigenous owned)
  - Contracts
  - Banking
  - Branding
  - Basic marketing / communications presence
  - Financials (budget, cashflow, procurement financials, reporting, accounting)
  - Financing (loans, grants - options out there, how to build a strategy from scratch)
  - Ecommerce
  - IT/computing skills for business (preference for free tools, basic cybersecurity, basic accounting software, basic virtual meeting software, basic web and social media development)

- ○ Seasonality, managing supplies/production, peak seasons, key events

<u>Procurement</u>
- ● "The What"
  - ○ Basic overview, examples from Indigenous businesses, benefits.
- ● "The How"
  - ○ Understanding procurement policies and processes
  - ○ Designing your own procurement policy (for businesses & orgs)
  - ○ Responding to ROIs,
  - ○ Understanding a RFPs, RFQs, etc
  - ○ Finding partners
  - ○ Preparing a bid
  - ○ Responding to a rejected bid
  - ○ Accepting a bid
  - ○ Signing and managing contracts
  - ○ Payment
  - ○ Closing the contract/bid
- ● How to make it work for your business
  - ○ How to leverage the process to strengthen and grow your business
  - ○ How to evaluate if a bid aligns with your goals for your business
  - ○ How to navigate partnerships for joint bids
  - ○ Mentors/coaching - building your network
  - ○ More in depth examples of how other First Nations and Indigenous businesses have successfully gone through this process

Funding Options

While the organization would likely apply directly for funding, if requested all post-secondaries can support the preparation of applications for funding with additional support provided by South Island Prosperity Partnership.

Possible funding source:
- ● <u>WorkBC's Workforce Response Grant</u>
  - ○ Eligible Applicants:
    - ■ Indigenous governments, such as First Nations
    - ■ Indigenous organizations that serve First Nations, Métis or Inuit people
  - ○ Funding:
    - ■ The maximum funding per application is $300,000
    - ■ The maximum funding per participant is $15,000 per fiscal year (April 1 to March 31)
    - ■ This amount is cumulative across CWRG-funded projects within the same fiscal year
  - ○ Supported Activities:
    - ■ Employment assistance services
    - ■ Skills training

- ■ Financial support for participants
  - ○ Expected Outcome:
    - ■ Unemployed or precariously employed Indigenous participants obtain full-time employment or become self-employed.
  - ○ Intakes:
    - ■ Intake 2: deadline to apply is August 2 for programs starting between Sept 1, 2021 and Dec 31, 2021
    - ■ Intake 3: deadline to apply is Nov 30 for programs starting between Jan 1, 2022 and March 1, 2022
    - ■ *Organizations can apply to and receive funding from both intakes as long as each program is serving different participants.*

Further funding opportunities can be explored with the assistance of South Island Prosperity Partnership and the partnering post secondary.

Next steps

If the above is of interest to WLC and its members, next steps include:
- ● Ensuring the above requirements meet WLC goals, needs and approaches.
- ● Confirming which post-secondary partner WLC would like to work with.
- ● Initiating the partnership and design process for grant applications.
- ● Submitting funding applications with partner.

Please note, South Island Prosperity staff can add support as requested.

Appendix A: Recommendations From University of Victoria

Miranda Angus, Director of Business Programs oversees business and technology courses, and would be the person who works with WLC on co-developing programs.

Below is a list of areas they identified as strengths that may be of interest to WLC members. They already have courses and/or micro-credentials in many of these topic areas; others are in development.

- Business management
- Supervisory skills
- Managing distributed workforces
- Business communication
- Intercultural practises (Leading a diverse workforce or building a culture of EDI)
- Small business management
- Digital communication
- Tourism marketing
- Essential Skills for Technological Readiness
- Digital skills
- Digital planning for cultural sector

Examples Microcredentials and Programs

Examples of micro-credentials or Professional Development Certificates that are already offered for the general public by University of Victoria.These ladder into our longer certificate and diploma programs in business administration.

Programs	Structure	Topics
Professional Development Certificate in Business Communication	3 courses	☐ Interpersonal business communication ☐ Intercultural communication in the workplace ☐ Business writing

Professional Development Certificate in Administrative Technology	3 courses	☐ Computing Concepts (core course) Choose 2 electives: ☐ MS Office Bootcamp ☐ Digital Communication ☐ Cloud Computing ☐ Project Management ☐ Business Intelligence and Data Analytics Fundamentals
Business Intelligence and Data Analytics	3 courses	☐ Business Intelligence and Data Analytics Fundamentals ☐ Data Analytics Coding Fundamentals ☐ Data Visualization and Reporting

And, finally, we offer a wide range of business courses that you can look at if you click on "Courses" and then filter by topic "Business" you will see a list - https://continuingstudies.uvic.ca/courses

Recommendation from UVic
They recommend putting something custom together for WLC members using what is already in place as a basis. For more information on our process visit the Custom Learning Solutions webpage. Based on earlier conversations, these courses that may be of particular interest to small business owners and entrepreneurs:

- Small business management
- Social media marketing
- Professional Sales Skills
- Financial accounting
- Business Administration
- Cloud computing

They also have a cloud computing course that would be very useful. The focus is on helping people to understand different service models, and practice key job skills, such as setting up a cloud environment and constructing and employing a solution in the cloud. This course is just being redeveloped to focus more on business aspects like setting up an ecommerce site, security, and disaster recovery.

University of Victoria courses that can be adapted	
COURSE	DESCRIPTION
Small Business Management BMBA290 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/small-business-management	Small businesses represent a vital economic activity in Canada, and small business owners and managers must quickly develop a broad range of entrepreneurial and managerial skills in order to prosper and grow their companies. BMBA 290 provides essential business skill development in marketing, business modelling and strategic planning, scaling up, understanding customers and delivering value, managing cashflow, funding and financing, intellectual property protection, and government compliance. **Learning objectives** Upon completion of this course students will be able to: ● Predict the impact of macro-environmental forces - social, economic, political and competitive forces - on small businesses ● Recommend appropriate strategic marketing and customer development plans and tactics ● Evaluate funding and financing alternatives ● Evaluate value proposition and business model alternatives ● Interpret intellectual property protection, government compliance requirements and recommend global risk mitigation strategies ● Evaluate the entrepreneurial journey relative to your own career goals and objectives
Social Media Marketing BMBA450 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/social-media-marketing	**Course description** As the internet has evolved to play a larger role in our daily lives, it has also developed into a powerful tool for businesses. But with so many possible platforms and technologies available online, where should a business focus its digital marketing efforts? In this course, you will learn about web-based business models, social media technologies and strategies, and digital marketing trends. We will also examine privacy and security considerations. **Learning objectives** ● Define important social media and digital marketing terminology and acronyms. ● Describe how social media technologies and applications can enable the achievement of business goals.

	● Use knowledge of consumer behaviour concepts to develop better marketing and sales strategies. ● Discuss current trends and practices in social media and digital marketing. ● Discuss how information systems affect privacy and security.
Professional Sales Skills BMBA270 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/professional-sales-skills	Based on the consultative sales approach, this course focuses on the self-management, business development and selling techniques that facilitate a successful career in modern professional sales. Lectures, discussions, group learning activities, hand-in assignments and simulated sales presentations provide you with a step-by-step approach to building relationships and servicing customer needs. Topics include: ● selling as a profession ● social and ethical issues ● buyer behaviour ● preparation for relationship selling ● the Relationship Selling process ● time management ● negotiation skills and other keys to a successful sales career **Learning objectives** ● Understand the role of the modern sales professional. ● Understand and employ the consultative sales approach. ● Create and implement strategies for business development. ● Employ effective time management and self-management techniques. ● Manage the ethical issues associated with professional selling. ● Analyze customer needs and behavior and utilize appropriate sales techniques to build relationships and secure business.
Financial Accounting BMBA140 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/financial-accounting	**Course description** This course is an introduction to financial accounting. You will be introduced to the accounting cycle as well as the preparation of journal entries and financial statements. Other topics covered include the accounting for: ● cash ● accounts receivable ● inventory ● capital assets ● current liabilities ● owner's equity A strong knowledge of the principles of accounting gives you the power to make sound business decisions. **Learning objectives** ● Prepare journal entries, financial statements and reports. ● Analyze and interpret financial reports. ● Understand accounting for cash, accounts receivable, inventory,

	capital assets, current liabilities and owner's equity. ● Analyze and record corporate transactions. ● Understand the accounting cycle from source documents to trial balance. ● Prepare a classified income statement, statement of retained earnings and a balance sheet. ● Develop principles and practical expertise in order to prepare and analyze financial statements for small- to medium-sized businesses.
Business Administration BMBA100 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/business-administration	This course introduces you to the nature and scope of decision making in business, and provides an overview of the functional areas of management, finance, marketing, and organizational behaviour. Using a business case approach, you will develop a personal framework for defining and analyzing business problems and developing solutions and plans of action.
Getting Started with Cloud Computing TECC027 https://continuingstudies.uvic.ca/business-technology-and-public-relations/courses/getting-started-with-cloud-computing	**Course description** Cloud Computing is now fundamental to the digital economy and labour market. It is the on-demand availability of computer system resources, especially data storage and computing power. Employers value people who can understand and evaluate the design, construction and structures of cloud systems. This course will help you understand different service models, and practice key job skills, such as setting up a cloud environment and constructing and employing a solution in the cloud. Cloud computing service models that you will learn comprise Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS). You will explore other subjects including security and disaster recovery. **Learning objectives** Upon completion of this course students will learn: ● History of Cloud Computing ● Fundamental philosophies behind Cloud Computing, its applicability; benefits, as well as current and future challenges ● Basic ideas and principles in cloud application design ● cloud management techniques and cloud software deployment considerations ● The AWS platform and cloud computing frameworks ● Learn about differences between AWS and Azure cloud and key concepts for each vendor ● Modern analytics and AI solution on clouds ● Cloud career paths ● Cloud certifications paths and requirements

	Learning outcomes: ● A clear understanding of the core concepts of the cloud computing paradigm: how and why this paradigm shift came about, the characteristics, advantages and challenges brought about by the various models and services in cloud computing ● Types of cloud services e.g. Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) ● Economic benefits of cloud computing: apply fundamental concepts in cloud infrastructures to understand the advantages in power, efficiency and cost ● Examine system, network and storage virtualization and outline their role in enabling the cloud computing system model ● Illustrate the fundamental concepts of cloud storage and demonstrate their use in storage systems such as AWS and Microsoft Azure ● Review and understand Cloud Architecture ● Prerequisites ● Basic knowledge of operating systems (i.e. Linux, windows) ● Knowledge of using command line interface (optional)