

DATE: December 12, 2023

TO: Board of Trustees

FROM: Darrel Robertson, Superintendent of Schools

SUBJECT Establishment of Business and Innovation Alternative Program

ORIGINATOR: Kathy Muhlethaler, Assistant Superintendent

RESOURCE STAFF: Marnie Beaudoin, Tom Gillard, Geoff Holmes, Trish Kolotyluk, Ann Parker, Carrie Rosa, Sunita Sas

REFERENCE: [GA.BP Student Programs of Study](#)
[GAA.BP Delivery of Student Programs of Study](#)

ISSUE

Demonstrated student interest and demand warrants the establishment of a Business and Innovation Division alternative program.

BACKGROUND

Initiated in 2015, Career Pathways embodies the 2022-2026 [Strategic Plan](#) and the vision of enhancing pathways for student success. Career Pathways fosters growth and success for every student by supporting their journey from early learning through high school completion and beyond, and enhances public education through communication, engagement and partnerships.

The Business and Innovation alternative program will support the Division's [Career Pathways model](#). The goal of Career Pathways is to provide students with a broad range of learning opportunities that prepare them for their next steps in life—whether that be post-secondary, the world of work or involvement in their community, so they are able to transition from high school to a life of dignity and fulfillment. Students develop a curiosity about the world around them, and grow skills and competencies through rigorous and relevant projects, activities and experiences connected to curricular outcomes.

RELATED FACTS

- Business, Information and Technologies (BIT) courses are available as part of Career and Technology Studies (CTS) provincial curriculum.
- Based on student interest and a school wide focus on career pathways, McNally School offers a Business and Innovation pathway for students. Students take part in cross curricular learning opportunities that blend business and entrepreneurship CTS courses with a focus on innovation. Through entrepreneurial thinking, students focus on building competencies that will serve them in life beyond high school.
- Demonstrated student interest and demand warrants the establishment of a Division Business and Innovation alternative program.

RECOMMENDATION

That the Business and Innovation alternative program be approved as a Division alternative program from Grade 10 to Grade 12, effective September 2024.

CONSIDERATIONS and ANALYSIS

Student Interest and Demand

1. Business and Innovation at McNally School
 - For the 2023-2024 school year, 118 students are enrolled in a Business and Innovation pathway.

2. Introduction to Sustainable Business 201
 - For the 2022-2023 school year, 23 students at Strathcona School enrolled in this dual credit course offered in partnership with MacEwan University.

3. In the fall of 2021, Career Pathways invited students from Grade 7 to Grade 12 to participate in a student interest survey to gauge student interest in a variety of potential learning opportunities across all five career pathways:
 - Art, Design and Communication
 - Business and Information Technology
 - Construction, Manufacturing and Transportation
 - Health, Education and Human Services
 - Natural Resources and Environmental Science

2021 Student Interest Survey

The information received through this survey is used to support Division planning related to Career Pathways learning opportunities for students. Students could select their first, second and third choices from a list of 26 areas of interest. The number and percentage of responses indicates 1st, 2nd and 3rd choices for each area of interest.

Student Responses

18,849 total responses 37.75% of Division population (Grades 7–12)

The Career Pathways 2021 Student Interest survey data supports a strong student interest in Business and Entrepreneurship.

Area of Interest	Number/Percentage of Responses	Ranking out of 26
<p>Health Science Studying, researching, and gaining knowledge to improve health, cure diseases, and understand how humans and animals function.</p> <p>Related Careers: Dietician, Medical Technologist, Dentist, Pharmacist, Doctor, Nurse, etc.</p>	4,492/7.94%	1st
<p>Business and Entrepreneurship Focusing on financial institutions, commerce, retail operations and entrepreneurial endeavors.</p>	4,267/7.55%	2nd

Area of Interest	Number/Percentage of Responses	Ranking out of 26
Related Careers: Entrepreneur, Accountant, Bookkeeper, Administrative Assistant, Economist, Marketer, Sales Manager, etc.		
Computing Developing computer hardware and/or software. Related Careers: Software Developer, Software Test Engineer, Programmer Analyst, Web Developer, Information Technology Specialist, Video Game Developer, etc.	3,888/6.88%	3rd
STEAM (Science, Technology, Engineering, Arts, Math) Using Science, Technology, Engineering, Arts, and Math to tackle challenges and develop solutions. Related Careers: Architect, Engineer, Mathematician, App Developer, Product Designer, etc.	3,813/6.74%	4th

Response rates and definitions for all 26 areas of interest are available in the [student interest survey](#). (Attachment I).

Program Description

The Business and Innovation alternative program will deliver the Alberta Program of Studies, and be informed by the Career Pathways guiding principles:

- Programming - Innovative learning approaches that are embedded across curricula.
- Authentic Experiences - Engaging students through meaningful and relevant experiences that connect learning to career pathways.
- Community Connections - Building relationships with parents, community and businesses that intentionally connect students to experiences and potential career pathways.
- Future Focused - Adapting to ever-changing environments and realities.

Students will engage in learning through CTS Business, Information and Technologies courses across a variety of pathways such as (but not limited to):

- Management and Marketing
- Enterprise and Innovation
- Financial Management
- Analyzing, Financing and Marketing the Venture

In Grade 10, students will be exposed to CTS courses across a variety of business pathways. As they advance through to Grade 12, a specific area of focus may be selected. Throughout their high school experience, students will engage in cross curricular learning through instructional approaches such as project based learning, design thinking and inquiry. Students tackle and solve real world problems in innovative ways while developing competencies such as communication, critical thinking, creativity and problem solving (for example). Students will connect their learning to the real world through the

planning and implementation of a business venture. Collaboration with post-secondary institutions, business and industry will provide students with authentic learning opportunities and experiences. Students will demonstrate an entrepreneurial spirit transforming ideas into actions through real-world learning experiences.

Registration

Registrations will follow [HC.AR Student Admission and Enrolment](#). There is no entrance criteria for the Business and Innovation alternative program.

Facilities and Resources

No facility modifications are required to accommodate the Business and Innovation alternative program. No additional Division funds will be required.

Human Resources

Human Resources was consulted and has confirmed they are able to support any staffing requirements for this program.

Fees

There will not be a Business and Innovation program fee. Standard schools fees may apply (such as field trips fees, lunch supervision fees, or fees for consumable student course materials, for example).

Transportation

Edmonton Transit Service (ETS) is the preferred method of transportation for senior high students.

NEXT STEPS

Upon approval of the recommendation:

- A recommendation will be provided to the Superintendent confirming the school that will accommodate the Business and Innovation alternative program, effective September 2024.
- The Division will update epsb.ca and the annual High School Guide to reflect information about the Business and Innovation alternative program.
- Once a school location has been confirmed, the school will provide information about the new alternative program to parents and school communities through a range of methods including SchoolZone, school website, social media, school council meetings and open house materials. Division Communications will support the school with messaging.
- Curriculum and Learning Supports (CLS) will support the identification of curriculum and resources including Career and Technology Studies (CTS) courses, Locally Developed Courses and dual credit courses that will support the Business and Innovation alternative program.
- Career Pathways (CLS) will support the exploration of potential post secondary, business and industry partnership opportunities.
- Distribution of future Business and Innovation program sites will be coordinated through Programs and Student Accommodation.

ATTACHMENTS and APPENDICES

ATTACHMENT I [Student Interest Survey](#)

AP:kd



Participating Students

18849

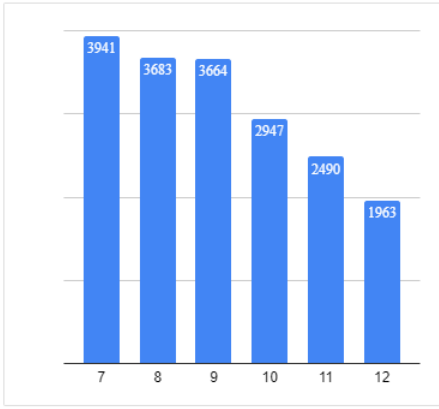
37.75%

Participating Schools

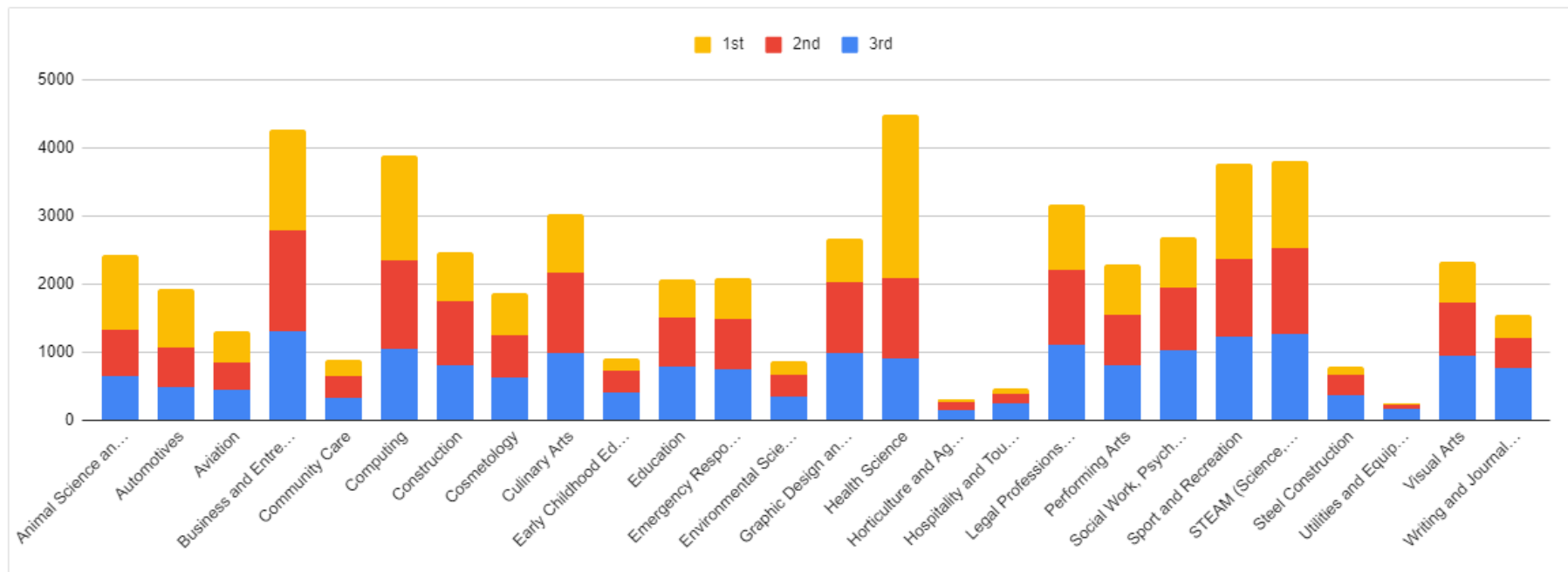
82

83.67%

Grade Responses

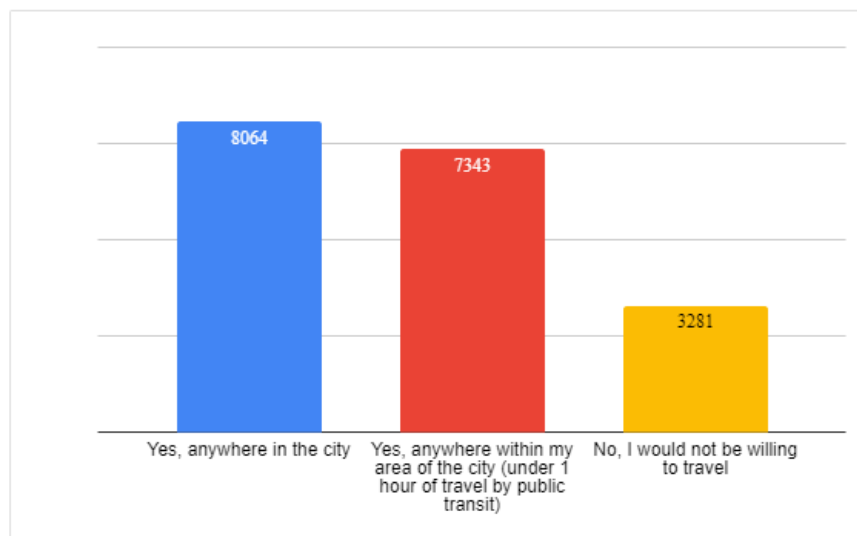
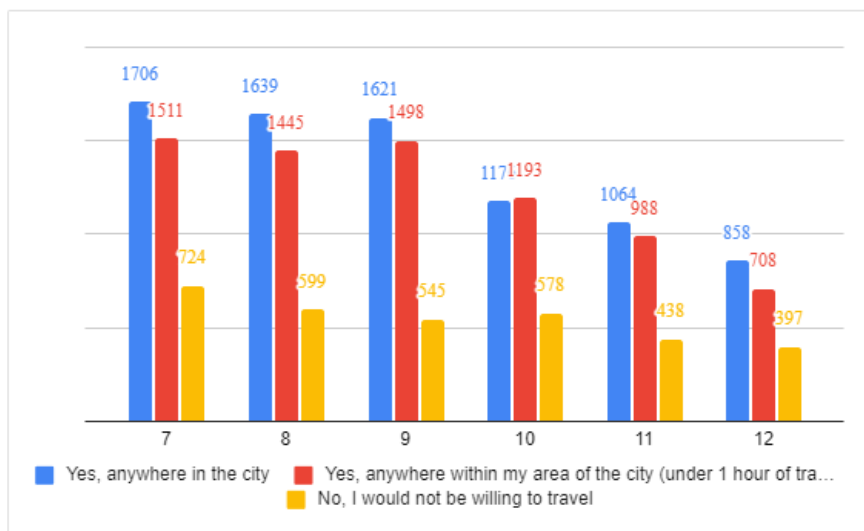


Areas of Student Interest



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Willingness to Travel



Descriptions of Fields of Interest Provided on the Survey

1. Animal Science/Veterinary

Protecting, caring for and conducting research regarding the health and well-being of animals.

Related Careers: Veterinarian, Farmer, Animal Trainer, Animal Scientist, Zoologist, Animal Control Worker, etc.

2. Automotives

Performing preventative maintenance, diagnosing problems and repairing many types of vehicles.

Related Careers: Auto Body Technician, Automotive Painter, Automotive Repair, Mechanic, Truck and Transport Mechanic, Railcar Repair, etc.

3. Aviation

Operating and maintaining aircraft and working in the airline industry.

Related Careers: Aerospace Engineer, Air Traffic Controller, Aircraft Mechanic, Flight Attendant, Pilot, etc.

4. Business and Entrepreneurship

Focusing on financial institutions, commerce, retail operations and entrepreneurial endeavours.

Related Careers: Entrepreneur, Accountant, Bookkeeper, Administrative Assistant, Economist, Marketer, Sales Manager, etc.

5. Community Care

Providing basic health services for clients who have medical conditions.

Related Careers: Caregiver, Client Care Attendant, Geriatric Health Aide, Home Support Worker, Nursing Assistant, etc.

6. Computing

Developing computer hardware and/or software.

Related Careers: Software Developer, Software Test Engineer, Programmer Analyst, Web Developer, Information Technology Specialist, Video Game Developer, etc.

7. Construction

Design, planning, creation and maintenance of residential, commercial and industrial buildings. (Indeed.com)

Related Careers: Construction Trades, Concrete Finisher, Drywall Installer, Glazier, Roofer, etc.

8. Cosmetology

Improving the appearance of a customer's face, hair, or skin using make-up and beauty treatments.

Related Careers: Hair Stylist, Nail Technician, Salon or Spa Manager, Wedding and Event Stylist, Makeup Artist, Esthetician, etc.

9. Culinary Arts

Preparing meals, managing food inventory and eating establishments.

Related Careers: Chef, Food and Beverage Manager, Cook, Caterer, etc.

10. Early Childhood Education and Childcare

Working with young children and families in child care centres, school based programs, home settings or other educational settings.

Related Careers: Daycare worker, Daycare supervisor, Early Childhood Educator, Preschool helper, etc.

11. Education

Working to support learning at various stages in people's lives.

Related Careers: Classroom Teacher, Educational Assistant, Post-secondary Instructor, Professor, Principal, etc.

12. Emergency Response

Responding to unexpected or dangerous occurrences and reducing the impact of the event on people and the environment.

Related Careers: Emergency Medical Responder, Firefighter, Police Officer, etc.

13. Environmental Science and Alternative Energy

Gathering data and monitoring environmental conditions. Analyzing environmental problems and developing solutions.

Related Careers: Environmental Scientist, Geological Engineer, Hydrologist, Climate Change Researcher, Energy Broker, etc.

14. Graphic Design and Media

Combining art and technology to communicate ideas through images and layout.

Related Careers: Graphic Designer, Animator, Web Developer, Creative Director, etc.

15. Health Science

Studying, researching, and gaining knowledge to improve health, cure diseases, and understand how humans and animals function.

Related Careers: Dietician, Medical Technologist, Dentist, Pharmacist, Doctor, Nurse, etc.

16. Horticulture and Agriculture

Working with garden cultivation and management, learning to grow crops and studying how to raise animals.

Related Careers: Landscaper, Farm Worker, Agricultural Engineer, Botanist, Food Scientist, etc.

17. Hospitality and Tourism

Accommodating guests with lodging, food and drink service, event planning, transportation, and travel.

Related Careers: Guest Services, Event Planner, Tour Guide, Banquet Services Staff, etc.

18. Legal Professions and Criminology

Researching laws, analyzing data, reviewing evidence and making judicial decisions.

Related Careers: Lawyer, Criminologist, Crime Scene Investigator, Court Clerk, etc.

19. Performing Arts

Conveying artistic messages using voice, body or objects.

Related Careers: Actor, Director, Makeup Artist, Music Director, Set Designer, Producer, Dancer, Choreographer, Singer, Costume Designer, etc.

20. Social Work, Psychology and Psychiatry

Understanding problems at home, at the workplace, or in the community and identifying strengths, or resources that can help.

Related Careers: Social Worker, Psychologist, Psychiatrist, Mediator, Community Health Worker, etc.

21. Sport and Recreation

Planning, organizing, directing, controlling and evaluating the operations of recreational, sports and fitness programs and services.

Related Careers: Exercise Physiologist, Athlete, Health Educator, Coach, Personal Trainer, Referee, etc.

22. STEAM (Science, Technology, Engineering, Arts, Math)

Using Science, Technology, Engineering, Arts, and Math to tackle challenges and develop solutions.

Related Careers: Architect, Engineer, Mathematician, App Developer, Product Designer, etc.

23. Steel Construction

Using tools, machines and your hands to make engines, computers, toys, electronic devices, control panels and more.

Related Careers: Welder, Metal Fabricator, Boilermaker, Millwright, etc.

24. Utilities and Equipment Operation

Operating maintenance equipment and vehicles, such as excavators and loading machines for electricity, gas, water, or sewage.

Related Careers: Equipment technician, Construction Equipment Operator, Operating Engineer, etc.

25. Visual Arts

Using creative abilities to convey messages through various types of media.

Related Careers: Painter, Sculptor, Art Consultant, Art Historian, Curator, Cartoonist, Fashion Designer, etc.

26. Writing and Journalism

Conveying a message through various types of written media.

Related Careers: Author, Journalist, Broadcaster, Cartoonist, Podcaster, Social Media Influencer, etc.