

IGN.I.T.E the Future

Mary Jane Loustel

IBM Aboriginal Program Executive

mloustel@ca.ibm.com



Canada's Future...

“Canada's future prosperity depends on how successful we are in achieving equitable results in our labour market for Aboriginal Canadians”

Michael Mendelson, March 2004



The Digital Age

“Youth are developing important social and technical skills online – often in ways adults do not understand or value.”

Mizuko Ito, 2008

www.macfound.org



Digital Media

- Digital Media - Information and Communication Technologies (ICT's) serve as a tool for communication, collaboration and interaction
 - Social integration
 - Civic engagement
 - Economic participation
 - Cultural identity
 - Historical retention

IBM's National Aboriginal Strategy

Human Resources: Employment & Capacity Building

- Increase the number of Aboriginal people working for IBM Canada
- Grow the Aboriginal Diversity Network Group
- Develop Pipeline: Campus Recruitment/Post Secondary
- Promote Information Communication Technology Industry to Aboriginal Community
- Partner to impact early education to help keep Aboriginal children in school and focused on Post Secondary Education

Corporate Relations & Investments

- Provide assistance to organizations that are making a difference in the Aboriginal community, with an emphasis on Education, particularly K-12
- Help improve Aboriginal Community Infrastructure

Aboriginal Strategy

Procurement

- Break down barriers and facilitate the supply of products and services from Aboriginal companies to IBM Canada

Business Development

- Facilitate the growth of Aboriginal IT Sector Business
 - Partner on large opportunities
 - Promote Aboriginal firms as channel to traditional and Aboriginal markets
- Partner existing business partners with Aboriginal IT businesses
- Provide solutions to Aboriginal challenges
 - Health, Child and Family Services, Education
 - First Nation Government and Business
 - Community Services Infrastructure

IGN.I.T.E

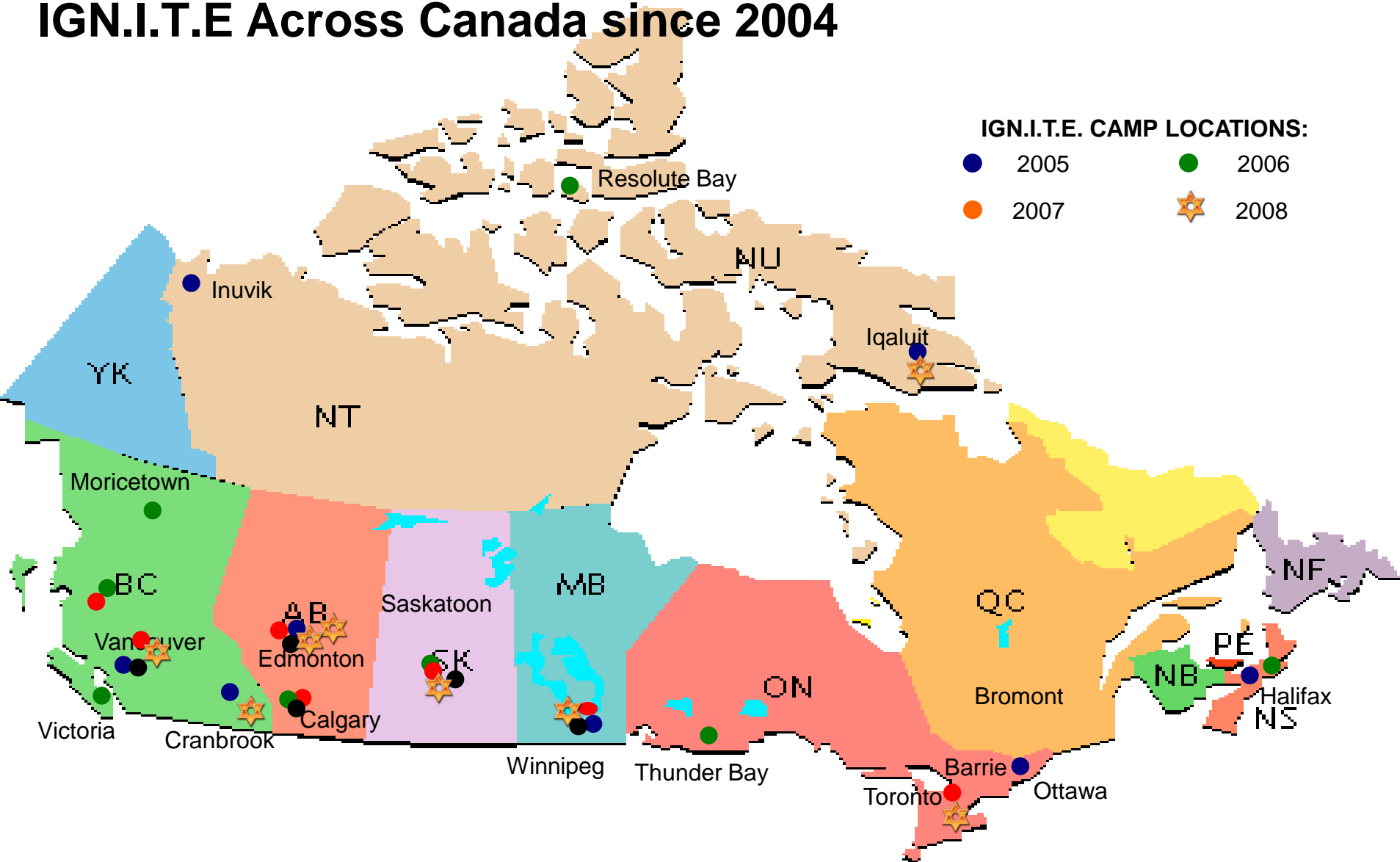
*For Boys & Girls from 8 to 14 years
Teachers, Family, Volunteers*

Hands On Experience with Awesome TECH Stuff like:

- @Web Page Design & more
- @Demystifying a PC
- @Program your ROBOT with LEGO® Robotics
- @Snap on Circuits to create an FM Radio & more

IGNiting Interest in Technology and Engineering

IGN.I.T.E Across Canada since 2004





IGN.I.T.E Results

- Build an awareness of the opportunities in engineering, science and technology;
- Provide an environment that facilitates learning and excitement about engineering, science and technology;
- Introduce children to role models who encourage them to work hard on their studies and consider careers in technology; and
- Demonstrate that technology is fun and exciting.



Key Ingredients

- Involvement of the Aboriginal community.
- Participation of Elders for guidance and spiritual support.
- Involvement of IBMer's and community members engaged in technology careers to serve as role models.
- Collaboration



Collaboration

“Manitoba Education, Citizenship and Youth has worked closely with IBM in the development of IGNITE Camps: 3 days sessions designed to create interest in science and technology. IGNITE Camps in Manitoba are held in schools with significant aboriginal student populations, to expose these students to the exciting worlds of science and technology. IBM, creator of IGNITE Camps, has provided leadership, equipment, human resources and expertise which led to the completion of 2 successful camps in Manitoba in 2007/2008 and is providing the same support in 2008/2009. MECY values its relationship with IBM and looks forward to future collaborations.”

John Finch Consultant
Manitoba Education, Citizenship and Youth

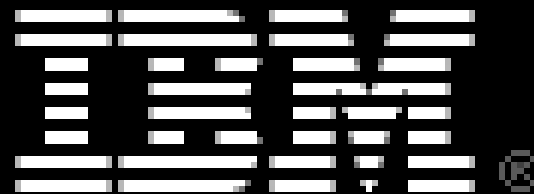
Camper's "*Live*" on Blog....

- Camp was good and I enjoyed making a Photostory. Making my robot R2D2 was my most favorite part. I liked looking at all the pictures that our school photographer took during the 2 days of camp and picking my favorite ones. When I put the story together and added the music it looked GREAT!!!
- Today we worked on Demystifying the box and its about taking a computer apart. We got to see inside the computer box it was really kool. (The answer to the question is the hard drive. The project was about like well its sorta hard to explain well those who are reading this and in grade 5 always listen and be respectful to all the people that are there. Well that was my second day at IBM (Does IBM mean - I Bug Mom j/k) camp. bye
- Hey, it was awesome! What i really liked is taking the pieces out. I was cool when I saw the amazing things when I opened the lid. I learned more about the computer.
- I made my robot with my mom. I learned how to build the robot from many different pieces. I got really excited when my robot followed me.



Technology in Education

- The IGN.I.T.E Camps have been in high demand across Canada.
- IGN.I.T.E in a Box.
- Reading Companion, Destination Reading, and a robust portfolio of K-12 Curriculum.



Thank You

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