



Community Experience
Initiative
 d'Expérience Communautaire

SUPPORTING A NEW GENERATION OF LEADERS
 Innovative. Socially Responsible. Visionary.



There is a new generation of Canadian business students that share a commitment to community, the environment and a sustainable future. They have a vision for a better tomorrow and the knowledge and skills to achieve it.

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2007 Summer Internships - Our 6th Year!

"Having more management skilled people would benefit the community sector" - 97% of organizations agree

This year we received over 50 project applications from community organizations and 300 applications from business students. It was an overwhelming increase of interest in our internship program that is indicative of a trend within the sector to integrate more management skilled individuals. It is an incredible opportunity for business graduates and business schools!

To facilitate project selection and ensure a quality internship experience, we developed a thorough project selection process, for which we engaged our alumni: every project submitted was reviewed and every hopeful organization was interviewed. Alumni were also engaged to review all student applications. Each application was reviewed by three people before being passed on to host organizations for final review & selection.

15 students were placed in organizations from coast to coast!



Erin Bishop at Trident



Henry Hou at Collective Kitchens

Vancouver:

Avi Fishman Ben-Nun (Sauder, MBA) - Market Research: **Starworks Packaging & Assembly**

Anushka Perera (Sauder, MBA) – Quality System Implementation: **Coast Foundation Society**

Faheem Moosa (Ivey, MBA) – Business Planning: **PLAN**

Calgary:

Erin Bishop (Haskayne, MBA) - ENGO Community/Corporate Research Project: **Trident**

Henry Hou (Haskayne, MBA) – Strategic Business Planning: **Collective Kitchens**

Edmonton:

Guillermo Mayta (Ivey, MBA) – Market Research & Planning: **Boyle Street**

Toven Simonsen (Sauder, MBA) – Communications: **YMCA**

London:

Rob Martin (Ivey, HBA) – Special Events Coordinator: **Thames Region Ecological Association**

Ottawa:

Anouk Bertner (JMSB, MBA) –Marketing & Communications: **The Natural Step**

Greater Toronto Area:

Sameer Jain (Rotman, MBA) – Retail Business Development: **Citizen’s Environment Watch**

Madhav Gottumukkala (Rotman, MBA) – “Toxic Nation Campaign” - Marketing: **Environmental Defense**

Peer Flach (Rotman, MBA) – Business Planning: **Multilingual Community Interpreter Services**

Khalid Parray (Rotman, MBA)- Nature Center Business Planning: **Ontario Nature**

Montreal:

Andrew Uyeno (McGill, Bcomm) - Social Marketing & Communications: **Santropol Roulant**

Halifax:

Anne Castonguay (MBA, UNB) - Sustainable Seafood Business Planning: **Ecology Action Center**

Testimonials & Evaluations

From Interns

“Such internships should continue to exist for business students”:	97%
“This internship adds an important dimension to my business studies”:	83%
“This experience will be a “plus” for my resume and future job hunting”:	80%



Anushka Perera at Coast in Vancouver



Toven Simonsen at the YMCA in Edmonton

IN THEIR OWN WORDS:

“So many of my friends were surprised when I told them how much I enjoyed my work, that I was in a very young environment, that I laughed hard at the office several times a day and that I really believed in what I was doing. Few people my age can say that!”

**Andrew Uyeno (McGill, Bcomm)
Santropol Roulant, Montreal**

“It is one thing to do theoretical work but a whole different thing to mingle with the workers on the actual plant floor. Only then did I realize what an impact I can really have.”

**Avi Fishman Ben-Nun (Sauder, MBA)
Starworks Packaging, Vancouver**

From Host Organizations

“Such internships should continue to exist for business students”	100%
“Further collaboration with business schools is important for our organization”	97%
“Further collaboration with business schools is important for the sector”	97%
“The business intern made an important contribution to the organization”	90%

IN THEIR OWN WORDS:

“Henry helped increase our skills & confidence related to business planning. The summer project was meaningful for us in that it provided us with a clear direction for next year and a detailed action plan & timeline, as well as clarification on our long-term goals for our social enterprise.”

- Centre for Newcomers (Collective Kitchen)

“The business plan that Faheem produced is sitting on my desk and ready to be taken to a financial institution for funding, investors for venture capital

and foundations for grants. It exceeds our expectations. We are now in a position to START our enterprise!”

- PLAN

“Anouk’s work helped us to sharpen the focus on the ‘business side’ of what we do, not just the charitable side. We have integrated the learning into our current programs and have improved relationships with our clients.”

- The Natural Step

CEI Alumni Successes

Magdalena Turlejski, CEI Intern 2005-

Working as a Human Capital Consultant at Deloitte

In her job, Magdalena will be working with public, non-profit and other organizations to hone their human capital and strategy, and graduation pledges.

"My CEI Internship with VON was instrumental in that it provided me the hands on experience of a non-profit business. It gave me the opportunity to be a self-starter, entrepreneurial, and creative in my analysis and recommendations in the projects I took part in."

Elana Ludman, CEI Intern 2005, Santropol Roulant – Hired by Santropol Roulant

Elana has graduated from McGill and has been hired FULL time by [Santropol Roulant](#) as their director of Fundraising.

"I have fallen in love with the organization and really feel that I am part of the community it strives to build"

Jevone Nicholas, CEI Intern 2001 Hired by Canadian International Development Agency

Jevone has worked at [CIDA](#) since soon after graduation. Jevone is a **Development Officer, responsible for the Democratic Republic of Congo** (DRC). He recently spent a month in Democratic Republic of Congo, being a witness to a historic event. On July 30, the country successfully held its first free elections in more than 40 years.

"My CEI Internship gave me a much better understanding of how non-governmental organizations operate. This is quite beneficial in my current work, as many of my development partners are Canadian NGOs doing work in the Congo. In appreciating how these organizations face challenges, I am much better positioned to establish stronger relationships with them."

Laurie Asuncion, CEI Intern 2005 Co-founder of Business School Student Club

Founded by Laurie and Michelle Asuncion, the mission of [DeGroot Corporate Social Initiatives](#) is to encourage social and environmental responsibility in the De Groot School of Business primarily by educating university students about current ethical issues, as they grow to become moral, competent business leaders. CSI will encourage students to think beyond organizational goals but to address worldly issues dedicated to making a positive difference both socially and environmentally.

Erin Bishop – CEI intern 2006 – Presents to Canadian ENGOs and The Pembina Institute

Erin presented the findings of her summer project on "**Corporate/ ENGO Collaboration**" at a [Sustainability Network Forum](#) in Toronto in September. The event was attended by representatives from two dozen ENGOs, was extremely well received, and stimulated lots of interesting discussion! Erin will also be presenting at a [Pembina Institute](#) workshop on '[Engaging Companies for Corporate Environmental Responsibility](#).'

Well done Erin!

CEI Career Events – Our 5th Annual Series

In dialogue with the many students that have been involved in past years, the events were given a **NEW NAME:**

“LEADERSHIP & SOCIAL CHANGE CAREER EVENT”

The fact that students chose the name they did speaks volumes! “Leadership” & “Social Change”: MBA students, for whom the values of social responsibility and sustainability resonate, want to be LEADERS and AGENTS of SOCIAL CHANGE.

The events this year took place in:

- **Vancouver at the Sauder School of Business, UBC** with students from Sauder, SFU, and Royal Roads. Attendance included 80 students & 12 speakers in 4 dynamic workshops.
- **Toronto at the Rotman School of Management, U of T** with students from Rotman, Schulich, Ivey & Queen’s. Attendance was well over 150 students. 25 organizational representatives and 8 speakers made for a very thought provoking and stimulating day. **Key Note:** Rocco Rossi, CEO Heart & Stroke Foundation.
- **Montreal at the Desautels Faculty of Management, McGill** with 16 speakers and 120 MBA students from, HEC Montreal and John Molson School of Business, the day was a very engaging one.

CEI in Print

CEI produced “**The CEI Interview Guideline & Preparation Document**” to assist host organizations in their preparation for interviewing students and hosting their interns.

In collaboration with the student organizers at each of the Career Events this year, a “**Leadership & Social Change Career Event Manual**” was produced to capture the lessons learned over the past 4 years and to help future students with events yet to come. This document is a first step towards transferring the events into the capable hands of students!

Fundraising & Financial Support

In 2006, CEI secured new funding relationships with BC Hydro, Nexen Inc, Direct Energy and EcoHosting.Net.

GOLD (over \$10,000)

- The J.W. McConnell Family Foundation
- CIBC

SILVER (\$5-\$10,000)

- The EJLB Foundation
- The Laidlaw Foundation
- Rotman School of Management
- BC Hydro
- Direct Energy
- Nexen Inc
- Trident Explorations

BRONZE (under \$5000)

- Montréalité
- EcoHosting.net

CORPORATE SPONSORS



UNIVERSITY PARTNERS**Rotman**

Looking Ahead to 2007

INTERNSHIP PROGRAM:

We will be increasing the summer stipends to ensure that the CEI internship is a competitive choice for students.

6th ANNUAL CAREER EVENTS**Montreal Career Fair - TBD**

Desautels Faculty of Management, McGill

Vancouver Career Fair - March 16th

Sauder School of Business, UBC

Toronto Career Fair - March 21st

Rotman School of Management, U of Toronto

We would like to take this opportunity to say

THANK YOU

to all of our partners for their continued support.

2006 was a GREAT year for CEI.

For more information on any of
CEI's events and programming contact: _____