

ACADEMIC INSTITUTION	Saint Mary's University	PROJECT NAME	Options Online
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NEED AND AUDIENCE

- *What need does this project address? (This is the place to explain why you decided to run this project)*
 - Increasing need for financial literacy for the youth, yet there is a shortage of resources and training. Absence of free resourceful online platforms. For instance, Udemy courses start at \$19.99 each (Price cited from - <https://www.udemy.com/>)
 - The project addresses mentorship, soft skills building, employability training, and financial education. The project allows access to free remote interactive learning on essential topics that help the youth to transition to long term employment.
- *What audience(s) did you target and why*
 - At-risk youth between the ages of 15 to 30 years facing multiple barriers. For example, a youth who is financially at risk and socially limited because of their socioeconomic status. The website is designed to boost youth's self-esteem and help them do better in their personal as well as professional development, in a fun learning process.

ACTION TAKEN

- *What activities did you undertake? (What did you do?)*
 - Provide 10 weeks of online training and a 20-week work term
 - Development of 10 courses with over 200 micro-learning lessons with gamification
 - Piloted an Enactus Cohort, "Options Online – Professional Development Series" consisting of 8 workshops with 8 different Speakers.
- *What partners did you work with?*
 - Options Online program was created in partnership with SMUEC and Enactus Saint Mary's
 - Partnered with NS Works, SMU Service Learning, Service Canada, Trees Platform
 - Partnered with 10 new Instructors from companies such as Kunye Financial Incorporation, CacheFlow, The Tech Effect, John K. Whitehead & Associates, Venture for Canada, On Deck, TEAM Work Cooperative, plus independent Instructors
- *This is a great place to provide more info on ownership, if needed.*
 - All courses created and uploaded to our platform will be solely owned by Options Online.

IMPACT

- *Please outline the overall impact your project had on participants*
 - At the end of our training session, 7 participants secured employment, and 3 participants returned to school to complete their degree
 - Increment in participant's income
- *Include any metrics not in the table below*
 - Number of employers engaged from April 1, 2021, to current is 10 employers (6 took the subsidy and 4 employers hired without the subsidy).

STANDARD METRICS

(These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of people educated on financial literacy	10	Number of people whose net worth has increased through increased savings or reduced debt	10
Of the total number of people educated on financial literacy, how many were small business owners?	0	Dollar value of change in net worth in CAD \$	\$117,538

PROJECT START DATE	2018	IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	No
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