



Mackay Centre Entrepreneur Projects

By: Susan Reisler

April 18th, 2018

Background

- ▶ I teach deaf high school age students from the Mackay Centre. Three years ago we realized we needed to adapt our program to meet the needs of our non academic students. I met with Travis Hall, the EMSB Career Development consultant and we set up the WOTP, Pre-Work Program, in our satellite class at Royal Vale High School.
- ▶ I chose the Vista Residence for Seniors as one of their work study placements because in the future with an aging population, there will be a need for more and more help in that field. Vista was close to our school and the Recreational Director welcomed our students and allowed them to participate in a variety of work placements in order to develop their work skills.

Work Placements At Vista Residence



Art Activities



Assisting Seniors on Field Trips



Shopping at Provigo

Dealing with Reality - their Disability

- ▶ **Our students use American Sign Language to communicate.**
- ▶ **I chose areas where they can easily learn to do a routine, repetitive job while communicating using gestures, and if necessary in writing.**
- ▶ **This allows them to develop self-confidence in knowing what is expected of them**

Working at the Vista Kitchen



Food Preparation



Food Preparation



Working at the Vista Restaurant



Games and other Activities



Yahtzee		Team
Total of	3 of a kind	Total of all dice _____
Ace - 1 _____	4 of a kind _____	
Twos - 2 _____	Full House - 25 pts. _____	
Threes - 3 _____	2 of 1 - 3 of 1	
Fours - 4 _____	Sm. Straight - 30 pts _____	
Fives - 5 _____	4 in a row	
Sixes - 6 _____	Large straight 40 pts _____	
	5 in a row	
	Yahtzee 50 pts _____	
	Chance - total dice _____	

Assisting Seniors - Games



Assisting Seniors - Games



The Cookie Day Project Origins

- ▶ At the end of the 2016 school year in June, my students made cookies for the staff at Vista to show their appreciation for allowing them to gain these useful experiences.
- ▶ The cookies were very well received and the Supervisor of the kitchen asked our students if they would like to make cookies for their weekly "Cookie Day".
- ▶ Our students happily agreed and the next year, our first entrepreneur project was born.

The Cookie Day Project Objectives

- ▶ Teach students the basic principles of setting up a small business.
- ▶ Teach them how to compare prices when shopping for ingredients and how to get the most value for their money
- ▶ Teach basic business principles such as:
 - ❖ How to figure out the cost per recipe, or cost of goods
 - ❖ How to calculate the cost per cookie including labour
 - ❖ How to determine the selling price of each cookie
 - ❖ How to determine the resulting profit margin including wastage/shrinkage.



Cookie Day Project

Lisa Lorenzetti. She is the manger of the Vista kitchen.

Ysabelle Solibaga



At Vista Residence for Seniors

Megan Brooks

Hope McComber

Our first “Cookie Day”

We made Mrs. Field’s chocolate chip cookies.



Our next “Cookie day”

We made Franny’s Tatales, Italian cookies.



Our third “Cookie Day”

We made gingerbread cookies and shortbread cookies and decorated them.



Our next “Cookie Day”



We made brown sugar cookies at our school, Royal Vale High School, for the “Cookie Day”.



We put brown sugar cookies on the trays at Vista, in the kitchen. They were delicious!



We made oatmeal cookies with chocolate chips at Royal Vale High School for our next “Cookie day”.



We are putting the cookies on trays for the afternoon at Vista, in the kitchen.



The Seniors are enjoying our cookies.



Recognition of our Efforts



- ▶ We won the OSE (Student Entrepreneur Contest) local award and received a \$500 prize

OSE Regional Gala (Student Entrepreneurship Contest)



- ▶ An additional \$500.00 Regional Prize for our Cookie Day Project



New Project: Personal Manicures

- ▶ Since the Cookie Day Project was such a success we wanted to continue with another entrepreneur project for this year.
- ▶ The students became aware that many Seniors at the Vista Residence are lonely, not visited often, (or at all), and lack individual attention and physical contact with others.
- ▶ We decided to set up a new service business focusing on doing manicures for Seniors in Residences or at home.
(nail cleaning, filing, polish and massage)
- ▶ We entered the OSE student entrepreneur contest again.

Getting Started – Creating Manicure Kits

- ▶ The students watched a video on line (How to Give a Perfect Manicure).
- ▶ They made a list of all the materials needed and went shopping for them. Each student made their own kit with all the supplies.
- ▶ Then they practiced on each other, other teachers, friends etc. until they perfected their skills. They also learned the importance of sanitizing their materials after each use.



Instructions - How to give Manicures

Have a bowl of warm water with a little bit of soap in it ready with you before you begin. Make sure your tools are clean (disinfected!)

1. Wash your hands.
2. Sanitize person's hands-front and back. Wipe with a cloth.
3. Gently file nails on one hand. Move from 1 side to centre then other side to centre.
4. Use oil and dropper to put a little bit of oil on each cuticle of each finger. Massage in.
5. Place person's hand in water bowl to soak for a few minutes.
6. While the person's hand is soaking, repeat steps 1-5 with the person's other hand.
7. Remove person's hand from water bowl . Place other hand in warm water bowl.
8. Dry hand and fingertips.
9. Wrap cotton (Twist) in wood cuticle stick. Push back cuticles with stick.
10. Now re-do steps 8-9 on 2nd hand.
11. Massage skin cream into own hands first. Use cream to give arm and hand massage.
12. Use cotton and nail polish remover to wipe and clean each nail.
13. Apply base coat to all 5 fingernails. Let dry.
14. Apply nail polish. Let dry.
15. Apply another coat of nail polish. Let dry.
16. Apply clear top coat. Let dry.
17. Repeat steps 12-20 for second hand.
18. Sanitize your tools

Project Outcomes



- ▶ Provides Seniors individual attention for 30 min.
- ▶ Manicures allow Seniors to feel good about themselves and makes them feel special
- ▶ Provides needed touch (physical contact),
- ▶ Provides the senior residents with a feeling of dignity, improves their self image, and makes them happy about the way they look.

Examples of Delivering the Service



Examples of Delivering the Service



Goals of our Project

- ▶ To give our students hands-on experience of what it would be like to work as a manicurist.
- ▶ They developed an appreciation of what it would be like to work 8 hours a day giving manicures.
- ▶ Students learned the basics of setting up a small manicure business for Seniors and homebound individuals.



Goals of our Project (continued)

- ▶ Although our students gave 30 min. manicures to the Vista residents (at no charge), they tracked their time and approximated what this was worth.
- ▶ With this, along with the cost of materials, they determined what should be charged per manicure to make a profit.
- ▶ They learned how to set up a demo website to market and promote the business <https://bffnails.wordpress.com>
- ▶ They also will design their own logo and company business cards.

Outreach

- ▶ **Students will interview a woman later this month, who started a manicure business in her home, expanded the business, bought a shop (named Platinum) & grew the business.**



- ▶ **We plan to make house visits to seniors in the area who are not mobile.**
- ▶ **Students can offer their services at charity booths and at fund raisers at schools, non-profit groups, Churches, Synagogues. Mosques, etc.**

Affirmation

Success of the project, provided:

- ▶ **Proof to the students that they can make a difference in people's lives.**
- ▶ **Students feel good about themselves because they are Giving - providing a service & something good and appreciated for others.**
- ▶ **Make residents at Vista feel good about themselves in us providing them with manicures, and giving them something to look forward to.**
- ▶ **Students realized that their small business venture could create income They developed skills and tools to open up a small business**

Thank You