

SMALL BUSINESS INTERNSHIP PROGRAM (SBIP)

COHORT 1 RECAP

July 2022-December 2022



LEHMAN
COLLEGE

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NY

INTRODUCTION

The Small Business Internship Program (SBIP) formerly the Small Business Consulting Practice program (SBCP) is a project funded by the City Council of New York involving a partnership between the newly created School of Business, the School of Continuing and Professional Studies (SCPS), the Bronx Tech Center and the Small Business Development Center (SBDC). The goal of this project is to create a virtuous circle by providing Lehman business students with applied business training and experiential learning while at the same time supplying Bronx-based small businesses with needed support and resources in the form of student interns. The program was revamped and relaunched in Summer/Fall 2022 after a pause due to COVID19.

For the program relaunch a total of 13 students were selected for the project and 7 SBDC businesses received internship help. In the summer of 2022, the selected cohort attended a month of professional development training modules, LinkedIn training, Match Day, and meetings with the Small Business Development Center (SBDC) to prepare them for their internships and grow their skills followed by a 7 week internship at a small business in the fall. The participating businesses came to the program from various channels such as: recruitment events (info sessions), personal recommendations, and our work alongside the Small Business Development Center. The training took place online via zoom in a live classroom environment. The SBIP faculty created a curriculum that was engaging and hands-on to help students experience content, not just learn the theory behind it.. The Program Manager worked with each business to define goals, milestones, and processes to keep the business and student in sync. Overall this initiative, which bridges classroom learning with hands-on experiential learning provides Lehman College undergraduates with a valuable experience increasing their self-confidence, giving them an edge in the job market and a providing head start on their professional endeavors

It's important to note that due to the COVID-19 pandemic businesses hosted internships in various modes (online, hybrid, in-person) and worked directly with the school and students to make arrangements that were comfortable and safe for all involved. Technologies such as Zoom, Slack, Gchat, Google Classrooms, GDrive, and others were used by these businesses.

STUDENT RECRUITMENT

Info Sessions/Open House

The new manager, Andrea Huda, who had previously work as Director of Professional Programs at Baruch College, was hired at the end of February and made an immediate start on revamping the program. The recruitment process for the Summer/Fall 2022 Cohort began on April 2022, with the advertisement of an Info Session/Open Houses hosted online. Working with our partners at the School of Business this opportunity was shared with their students including information to sign up to attend along with a program brochure highlighting program information and details. We successfully ran 4 info sessions at various times of day to encourage participation. During each session the Program Manager reviewed the program in detail, the benefits, schedule, how to apply, and next steps. Students were also given the opportunity to ask any questions and gain more information when needed. Deans from each school (Dr. Jane Mackillop, School of Continuing and Professional Studies and Dr. Dene Hurley, School of Business) welcomed students alongside School of Business Advisor, Deirdre Constant. The application process was created to mimic a job application with heavy emphasis on the interview portion. This was done in order to accomplish two goals: to identify the students who were the most motivated and those who could gain the most of this opportunity. Finally, students were given a hard deadline of May 27th to submit their applications to the program.

Join the

SMALL BUSINESS INTERNSHIP PROGRAM

Program Snapshot

- FREE TRAINING, PAID INTERNSHIP WITH CREDIT**
- Want to Learn More?
- Contact
Andrea Huda, Program Manager
andrea.huda@lehman.cuny.edu
<https://lehman.edu/techincubator/internship.php>
- SPECIALIZED SMALL BUSINESS TRAINING**
- PAID SPRING 2023 SMALL BUSINESS INTERNSHIP**
- EARN 7 CREDITS TOWARDS YOUR DEGREE**

SCAN THE QR CODE TO JOIN A INFO SESSION!!

Selection Process

For the Summer Cohort we received 25 applications. Over the following 3 weeks, each application was reviewed, and interviews were scheduled with each candidate. Interview offers were extended to applicants who filled out the information properly, had well written answers to the questions, and were in compliance of their academic requirements.

Interview Process

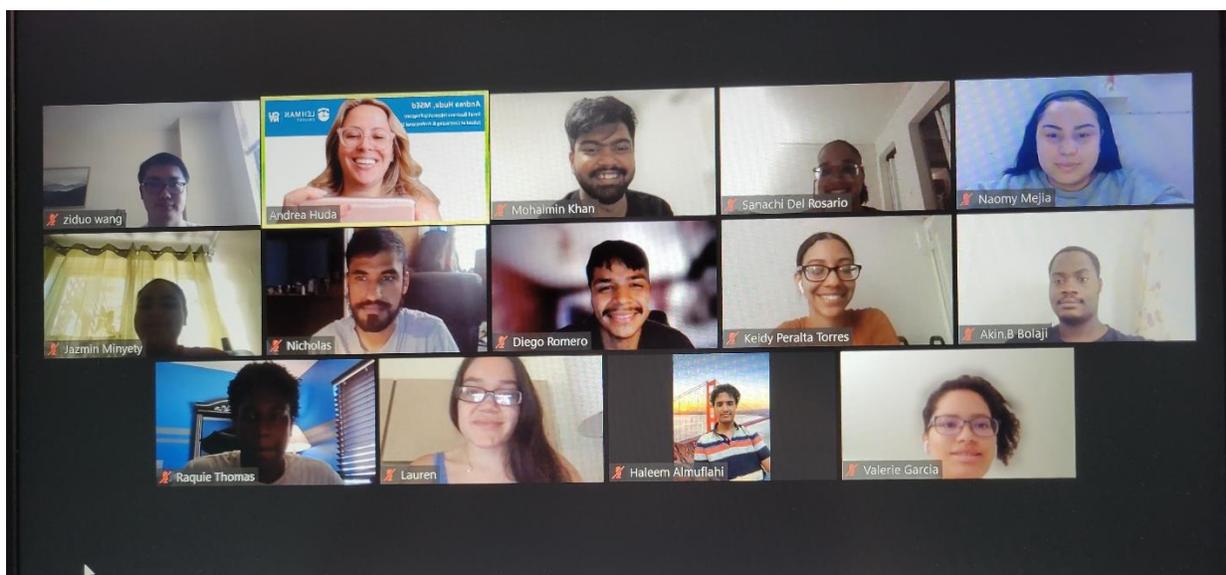
From those offered interviews, 23 scheduled. Each student was asked 8-10 questions varying on their experience, interest in the program, what they hoped to gain, their skills, and professional long-term goals. From these 32 interviews 13 students were selected to participate in the cohort (6 female, 7 male).

Agreement

The selected students committed to a Summer/Fall professional development training program that consisted of six training modules. The training was accredited by CUNY Lehman and students were given 7 college credits in their major (BBA 466) upon completion. After completion of the training program, Summer Cohort students were matched up with 7 different businesses and enrolled in an online class reporting on their experience (BBA 370). Students signed an agreement, binding them to attend 60 hours of entrepreneurship training, and committing to the 60-hour internship. The training included eight workshops on Presentation and Communication Skills, Marketing and Social Media, Web and SEO, Using Data to make Decisions, Finance in Small Businesses, Management & Recruitment. Students agreed to attend all classes and submit all assignments.

Orientation

On July 14th 2022 students participated in the program orientation line via zoom. Students participated in ice breaker activities to help build their community as a cohort. Welcome words were shared by the Deans of the Business School and School of Continuing and Professional Studies. The Program Manager then reviewed important program details such as scheduling, program rules, technology used, and more. Students left orientation well-prepared for their first day of training on July 18th 2022.



BUSINESS RECRUITMENT

Info Session

The recruitment process for small businesses started in May 2022 with the advertisement of online info sessions. Working with our internal and external partners (Small Business Development Center, Workforce Training) we shared this opportunity with local Bronx based businesses. 4 info sessions took place over a month time frame with 14 businesses signing up. In each info session the Program Manager reviewed the program, the benefits for the business, how to apply and next steps. Businesses interested in pursuing next steps were prompted to arrange a meeting with the Program Manager.



HOST AN INTERN

Do you own a small business in the Bronx?

This fall become a business partner and host a Lehman College student in the Small Business Internship Program (SBIP). By hosting a student you'll be giving back to your community, help prepare the future workforce, and gain extra experience for your team!

INTERNSHIP SNAPSHOT

- 7 week 2023 internship**
Support from mid February through the start of April
- Specialty Training**
Interns complete training in hot topics applicable to small businesses, sharing their expertise with you.
- Customized Project**
Working with key partners, interns will complete a customized project for the business in their specialty.

LEARN MORE AT A INFO SESSION

Sign up for an info session to learn more. **Sessions available Dec 7th or Dec 8th.** All sessions will take place virtually on Zoom. Scan the QR code to sign up or contact the Program Manager at the email below.

Questions? Feel free to contact the Program Manager: Andrea Huda, MS.Ed. andrea.hudalehman.cuny.edu

Selection and Interview Process

10 businesses arranged meetings with the Program Manager to discuss participating in the program. In this meeting they discussed the commitment of both the program and business. The program Manager ensured the business was a good fit and continued with next steps to secure their participation. Just like with the students, businesses signed agreements to participate. From the selection process 9 businesses were secured and confirmed their participation in the summer/fall cohort. Follow up meetings were scheduled with the Program Manager to review program details and needs.



Small Business Internship Program

The Small Business Internship Program (SBIP) is a free immersive internship opportunity that allows upper-level Lehman College students to gain specialized training in trending topics for small businesses and then transition into an seven week internship at a local Bronx business to gain real world experience. Student will also earn 7 credits and a monetary stipend/minimum wage for your 7 week internship.

Whether you're looking to start your own business or explore more opportunities working with small businesses in your future, the Small Business Internship Program is a great way to expand your knowledge and experience and impact your community.

- Specialized training workshops earning 7 credits*
- 7 week paid internship at small business with internship match day
- Academic Internship Support Class

Why join the Small Business Internship Program?

"Being part of the program was truly one of the best highlights of my academic journey at Lehman College. I credit the program for introducing me to the small business community in the Bronx as well as giving me the tools and guidance to succeed not only as a business professional but also as an aspiring entrepreneur."

Krishel Castellanos, BBA in Marketing
Owner of A Source Place

*Training for the Winter 2023 cohort will be online/hybrid.

School of Continuing and Professional Studies
In partnership with
School of Business
LEHMAN COLLEGE

TRAINING

Presentation and Communication Skills – 12 hours

The Presentation and Communication Skills module helped student develop elevator pitches, described their U.S.P. (unique selling point), and learn how to read peoples body languages & project positive body language focusing both on in-person interaction and online interactions. This module ended in mock interviews where students practiced their skill set for Match Day (a day where they met the businesses providing internships).

Marketing and Social Media -- 12 hours

It's pivotally important to success for small businesses to have a digital marketing and social media presence. This module is divided between effective use of social media for business marketing, visibility, and awareness, and the importance of the digital footprint. A large focus was also placed on digital marketing and advertising and effective ways for small businesses to utilize these resources. Students also learned how to define a target audience and how to curate a marketing plan for their needs..

Finance in Small Businesses -- 12 hours

In this workshop students focused on the financial aspects of running a small business. They learned key financial skills and know-how needed to perform critical financial tasks in small businesses. A main focus was placed on 'common issues' small businesses face financially and ways to overcome or remove those barriers. Students also focused on key topics of business financials such as budgets, projecting sales, and cash flow.

Web and SEO – 9 hours

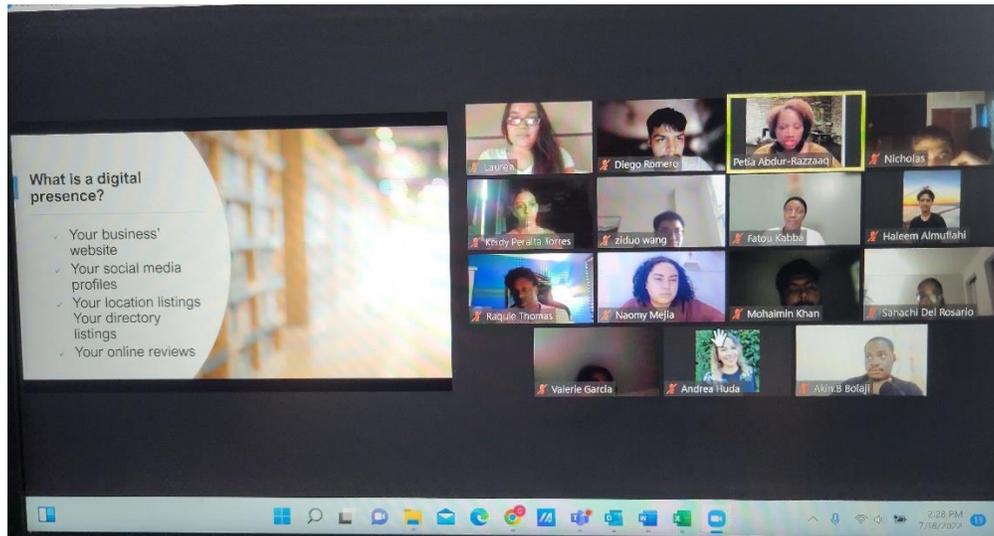
In this module students learn the importance of a website and the business presence online. A large focus is also placed on utilizing SEO (search engine optimization) which is pivotal for small business success as it helps patrons find your business. Students 'audit' websites to understand what is needed to be an effective digital tool. Students learn how to make the most of SEO using keywords and tactics to improve their score in their content area.

Data and Market Research -- 9 hours

In this workshop students focused on how data helps businesses make decisions and the importance of gaining market research as one makes business decisions. Students also learned how to use this data to create plans that strategize specific outcomes showcasing the data reported out.

Management and Recruitment -- 6 hours

In this workshop students learn the principles of management and being a business leader. Focus was placed on change management, conflict resolution and managing peer employees. The module also focused on effective recruitment practices to attract talent to the business.



ACTIVITIES

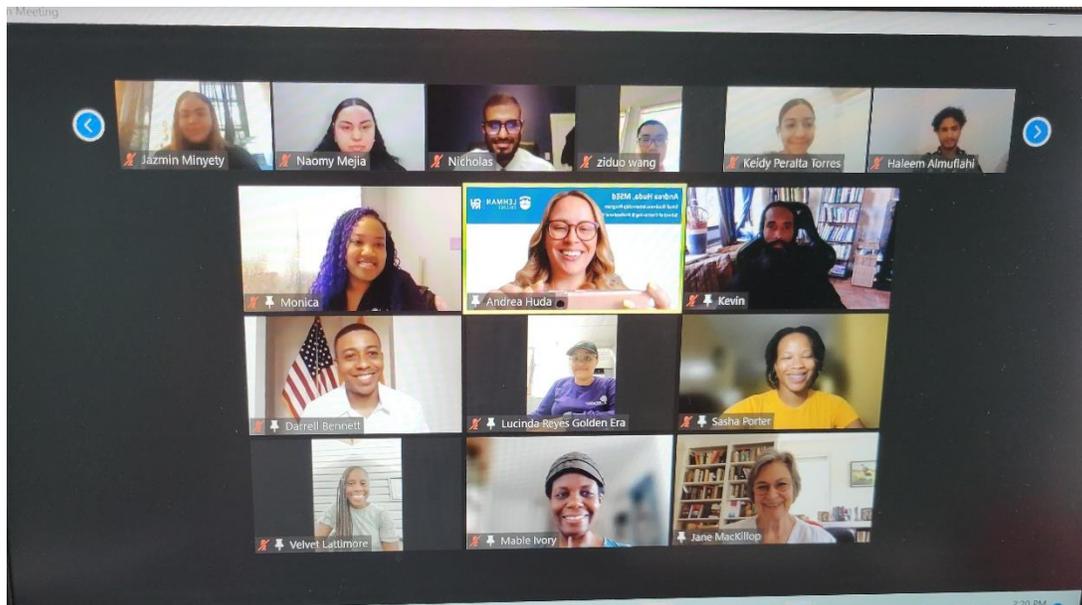
LinkedIn Bootcamp

Students attended a hands-on LinkedIn bootcamp over a two-day period. In this bootcamp, students created their LinkedIn profile or audited their current one using the 'top 7' model for a successful profile (profile pic, background, headline, summary, experience, location, recommendation). Working with the instructor, students worked during the session to update their profiles 'top 7' and learn the benefits of using LinkedIn as a professional tool. Completed student profiles were then shared with businesses, who participated as internship hosts, to get a 'sneak peak' at students.

Match Day

On Thursday August 11th 2022 we hosted Match Day (online), an opportunity for internship providers (businesses) to meet the intern class. Using the speed-meeting format, all businesses were able to meet and interview all interns utilizing breakout rooms in Zoom. This was a great opportunity for students to practice their interview skills while also learning more about each company. The participating companies also appreciated this opportunity to see which students fitted best with their company.

Upon conclusion of Match Day both businesses and students submitted their rankings to the Program Manager showcasing their preference. This data was then used to match intern to business effectively and fairly.



Press Day

For two weeks at the end of July the Program Manager visited each business and internship to discuss the program and gain valuable feedback. This was a great opportunity to check in with students and gain 'in the moment' thoughts, photos, snippets, and content.



INTERNSHIPS

From September 11th – October 31st 2022 students participated in the internship portion of their program. Matched up with their host business during Match Day, each student was able to focus on their internship within their availability and interest. Over this 7-week period students worked for 60 hours either in a remote, hybrid or in-person internship. The ability for students to share their preference for their internship was essential to ensuring maximum buy-in to their tasks.



STUDENT PERFORMANCE AND OUTCOMES

Training

Overall students really excelled in the training modules. Grading was heavily weighted to class participation followed closely by submitted work. All teachers report students were excellent and engaged in the curriculum and activities. Class average for all modules was in the A-/A range, which truly showcases the students' commitment to learning and gaining the most from their studies.

Internships

Students also did well in their internships. From the perspective of the Program Manager and from feedback from the business owners all the students showed they were committed and did excellent work. Some highlights from business owner evaluations are:

“Diego was an asset to our organization for these 7 weeks. Diego was interested to learn more about real estate, business formation, and creating general wealth. He would ask questions and would spend extra unpaid time reading and learning more about these subjects. He was always early to meetings and has the confidence and determination to become very successful in our industry. He expressed interest in buying land in Texas and was provided a blueprint for accomplishing his goal. We are willing to hire Diego after he graduates. Diego has a bright future and we wish him the best on his journey.” Kevin Shabazz, Greene Developers

“Jazmin was an absolute joy to work with. She was always prompt, friendly, positive and warm attitude, willingness to learn as well as work extra hours. Jazmin was also good on her feet.” Velvet Lattimore, VE Accessories

CERTIFICATE CEREMONY

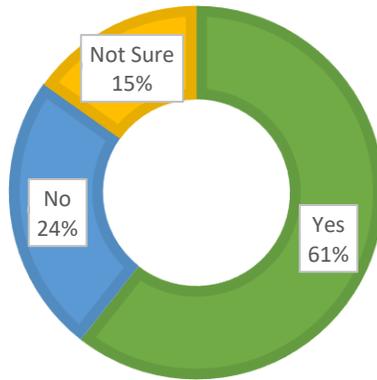
On Monday December 12th 2022 students, teachers, businesses and Lehman College leaders joined together to celebrate the success of our cohort and award them with certificates. Welcome words were shared by the Program Manager, Dr Jane MacKillop and Dr. Dene Hurley (Deans of School of Continuing and Professional Studies and Dean of School of Business respectively.)

<p>THE SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES & SCHOOL OF BUSINESS WELCOME YOU TO THE</p> <p>SMALL BUSINESS INTERNSHIP PROGRAM CERTIFICATE CEREMONY</p> <p>DECEMBER 12TH 2022 3PM HOSTED AT: BRONX BUSINESS TECH INCUBATOR</p> 		<p>CEREMONY PROGRAM</p> <p>WELCOMING REMARKS ANDREA BUDA MANAGER, SMALL BUSINESS INTERNSHIP PROGRAM</p> <p>CONGRATULATIONS FROM LEHMAN COLLEGE DR. PETER NWOSU PROVOST AND SENIOR VICE PRESIDENT FOR ACADEMIC AFFAIRS AND STUDENT SUCCESS DR. JANE MACKILLOP DEAN, SCHOOL OF CONTINUING & PROFESSIONAL STUDIES DR. DENE HURLEY INTERIM DEAN, SCHOOL OF BUSINESS</p> <p>AWARDING OF CERTIFICATES ANDREA BUDA MANAGER, SMALL BUSINESS INTERNSHIP PROGRAM & STAFF</p> <p>CLOSING REMARKS</p>	<p>GRADUATING CLASS</p> <p>AKINBOBOLA BOLAJI DIEGO ROMERO FATOU KARRA HALEEM ALMUFLEHI JAZMIN MINVETY KEHY PERALTA LAUREN FIGUEROA MOHAMMID KHAN NAOMY MEJIA NICHOLAS BALJIT RAQUE THOMAS SANAGHI DELROSARIO ZIDUO WANG</p>	<p>THANK YOU TO OUR BRONX SMALL BUSINESS PARTNERS</p> 
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TRAINING PROGRAM IMPACT

STUDENTS SEEKING TO OPEN THEIR OWN SMALL BUSINESS IN THE NEXT 2 YEARS

■ Yes ■ No ■ Not Sure



COHORT PLANS FOR 2023

