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SBIP Orientation:
Building Your Community
The basics & beyond

WELCOME

Welcome and Good Morning!

- ★ Welcome -Review today's agenda
- ★ Remarks from Special Guests
- ★ Meet your Small Business Internship Program Cohort!
- ★ Building Your Community | Small Business Internship Program (SBIP)
 - Your Training & Commitments
 - What to Expect in Your Online Class
 - Policies and Procedures
- ★ Google Classrooms Tour
- ★ Internship Kickoff
- ★ Next Steps



As we wait for everyone to login, please sign in by copying the link in the text box.



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Meet Your Program Manager



Andrea Huda, MS Ed

andrea.huda@lehman.cuny.edu

Program Manager

Small Business Internship Program(SBIP)

School of Continuing and Professional Studies

Hi! I'm your main point of contact for anything SBIP related! Feel free to reach out to me with any inquiries throughout your time in SBIP.



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Remarks from our Leadership

Dr. Jane MacKillop

Dean, School of Continuing and Professional Studies, Lehman College

Dr. Dene Hurley

Interim Dean, School of Business, Lehman College

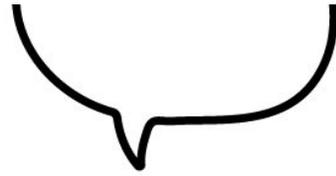
Deirdre Constant

Senior Advisor & Advising Manager, School of Business, Lehman College



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**2 truths
& a lie**



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Two truths and a lie

Directions:

You will be assigned a breakout room with a group of your colleagues.

Step 1) Jot down (on a piece of paper, document, your phone) three statements about yourself. 2 statements should be true, and 1 statement should be a lie.

Step 2) Going around your group share your name, your year and major at Lehman, and these 3 statements. Your group then needs to decide which is the lie!

Step 3) After everyone guesses, reveal to your group what your lie is and see how many people got it right or wrong!

Step 4) After everyone has gone, decide who of the group has the trickiest or most shocking statements. They will present theirs to all of group to see if they can stump the whole team!



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Two truths and a lie

Example:

Andrea Huda, Manager of the Small Business Internship Program,
Masters degree in Higher Education..

- 1) I was on Family Feud when I was 21.
- 2) I hold a yellow belt in a mixed martial art.
- 3) I auditioned for American Idol.



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Training Program Snapshot

Specific modules and sessions will be shared next week and can be accessed in the calendar. Modules hours vary per topic.

	Monday	Tuesday	Wednesday
10am	MODULE 1	MODULE 1	MODULE 1
1pm	LUNCH	LUNCH	LUNCH
2pm-5pm	MODULE 2	MODULE 2	MODULE 2



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Program Kickoff

MORNING MODULE: Kickoff Match Day Prep, ensuring everyone can access Google Classroom, and schedule.

AFTERNOON MODULE: First session of Marketing and Social Media with Instructor

	Monday	Tuesday	Wednesday
10am	PROGRAM KICKOFF	PROGRAM KICKOFF	PROGRAM KICKOFF
1pm	LUNCH	LUNCH	LUNCH
2pm-5pm	MKT & SOCIAL MEDIA	MKT & SOCIAL MEDIA	MKT & SOCIAL MEDIA



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Petia Abdur-Razzaaq Profile



Petia A. Abdur-Razzaaq is a Digital Marketing Strategist, and Principal of The Stylista Group. She began her corporate career at boston.com where she developed effective online marketing campaigns for major clients such as Dunkin Donuts and Fleet Bank.

Over the past ten plus years, Petia and her team have developed and implemented digital marketing plans that have produced outstanding measurable results.

Petia was one of the original Speakers for Constant Contact's Local Authorized Experts program where she delivered best practice presentations on email marketing and social media.

Today she holds a similar role as a Grow with Google Speaker.



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Special Events

Small Business Development Center (SBDC)



A special session set aside for you to meet the SBDC team.

In this sessions you'll learn meet the SBDC Center Staff, learn what they do, and the resources available to small businesses.

Match Day



Wednesday August 10th/Thurs Aug 11th during the afternoon session

In this event you will be able to meet the businesses that are hosting internships, interview with them, and select your top choices. Some time has been built into the program to help you prep for this event.



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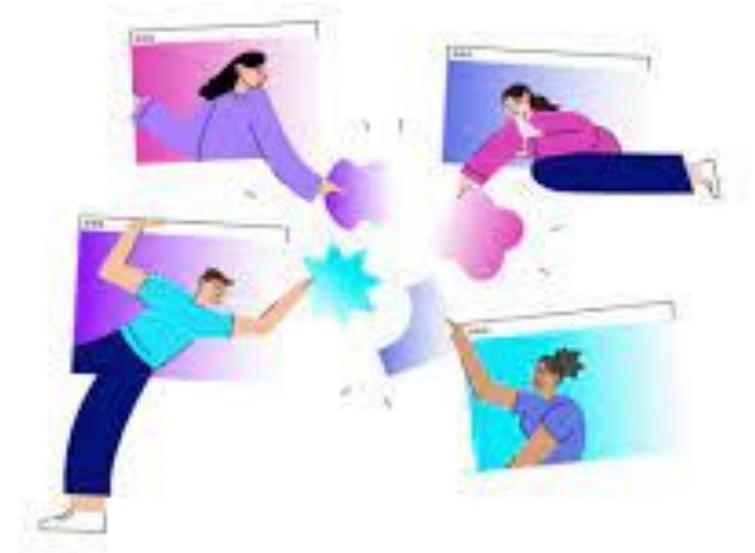
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Internship Support Class

Taught and Led by Deirdre Constant

In this class you will continue to fine tune your business skills and acumen while having a safe and supportive space to discuss what is going on in your internship.

You will work with Deirdre to register for this class your upcoming semester



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Your Small Business Internship

Small Business' in the Bronx are signing on to host you this fall! We've excited to welcome business that relate to real estate, service providers, healthcare, fitness, and more. Remember this is a 7 week, 60 hr internship. You'll be compensated with minimum wage for your time.



As we move forward star to thing about:

- Would you prefer your internship experience to be online, in-person, or a hybrid?
- Would kind of projects would you like to work on? Projecting budget? cost benefit analysis, setting up marketing plans, streamlining social media?



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Program Tools and Communications

For this program we will be using:

ZOOM for our live sessions (remember as part of our program agreement please keep your screen on)

GOOGLE CLASSROOMS The email you shared checking in today will be linked to our classroom shell. Access to the Zoom link, class calendar, syllabi, and more.

LEHMAN COLLEGE EMAIL This is our primary communication tool. Please be sure to continue to check throughout the program.



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Accessing google classroom

- 1) An email from sbcpatlehman@gmail.com will be sent to you later today.
- 2) Click "Join" to access your class.

Be sure to check Spam as well!



Hello,
SBCP Lehman (sbcpatlehman@gmail.com) invited you to the class Small Business Internship Program (SBIP) SU22 SBIP Sect ?X? Tu/Thu 07/18/22-09/11/22 TIME.

CLASS INVITE

Small Business Internship Program (SBIP)

 TEACHER
SBCP Lehman

[Join](#)

If you accept, your contact information will be shared with the class members and applications they authorize to use Classroom. [Learn more](#)

Forward to only those you trust. Anyone with this email may be able to accept the invitation.

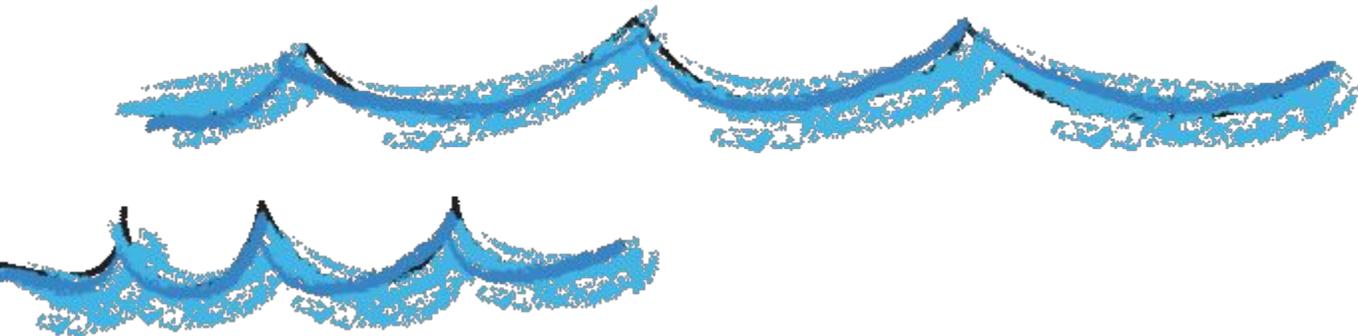


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Accessing your Zoom sessions

- 1) Login to Google Classrooms.
- 2) Go to your module for the day and click the active link.
- 3) **Enter the password: SBIP2022** This password is active for all modules and sessions.



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Class Logistics

For this program we will be using:

SYLLABI/OUTLINE Each of your modules will have a syllabus/outline in google classrooms. This document will show you what you will be covering, the contact info of your instructor, grading rubric, etc.

GRADING Each module will be graded with a letter grade. To complete the training successfully you must receive a B or higher in each module.

READING/MATERIALS/HOMEWORK Instructors will provide reading/studying materials to you in or before class. Also be mindful you may have homework to work on.



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Things to remember



- **Class starts promptly**, at scheduled time via zoom, please be on time
- **No distractions during class**. We know it's hard, but do your best to designate a quiet space for you to focus on the content.
- **Video screen must be on** for the duration of training unless otherwise noted by the Instructor.
- Instructor is a Facilitator for discussion, learning and sharing. **This program was built to be engaging and active!** Participate in class! :) Engage in the discussion.
- Remember, **all College policies regarding academic integrity and student conduct policies apply in this program**



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How to complete the program successfully

- **Attend all of your training sessions** and participate.
- **Hand in all required assignments** on time and work together on group work.
- **Pass all of your modules** with a grade of “B” or higher.
- **Complete the 7 week, 60 hour internship** at your assigned small Bronx business.
- **Successfully complete your Academic Support class** in your upcoming term.



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Next Steps

- **Make sure you can login to Google classroom.** If you have any issues, please email Andrea Huda.
- **Login to classroom zoom on Monday** for the Program Kickoff.
- **Block Match Day** in your calendar.



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