

# SMALL BUSINESS INTERNSHIP PROGRAM (SBIP)

## SUMMER/FALL 2023 COHORT 3 REPORT



LEHMAN  
COLLEGE

CU  
NY



## **INTRODUCTION**

The Small Business Internship Program (SBIP) is a free immersive internship opportunity that Lehman College undergraduate students to gain specialized training in trending topics for small businesses where they then transition into an a seven week internship at a local Bronx business to gain real world experience. Student earn 7 credits towards their degree and monetary payment (minimum wage) for the 7 week internship.

## **PROGRAM OVERVIEW**

The Small Business Internship Program (SBIP) is a project funded by the City Council of New York involving a partnership between the newly formed School of Business and the School of Continuing and Professional Studies (SCPS) at Lehman College. The goal of this project is to provide business students with applied business training and experience in the field. After an initial launch in Fall 2022 and Spring 2023, SBIP has continued to help students impact their community. In Summer/Fall 2023 17 students completed the program. The selected students committed to the program by signing a agreement to attend 1 month of intensive training modules during the summer followed by a 7 week internship with a Bronx small business. 14 businesses were served in total this term. The businesses were varied and came to the program from personal recommendations, information session, and our work with the Small Business Development Center. This cohort we added an interactive component highlighting our partnership with the Small Business Development Center (SBDC). Students visited the Lehman based center and spent a 'day in the life' with the SBDC staff. In addition to the training students also had a LinkedIn workshop, and a meeting with the Small Business Development Center to learn about it's importance in the community, and services they provide.

Overall this initiative, which bridges classroom learning with hands-on experiential learning provides Lehman College undergraduates with a valuable experience giving them an edge in the job market and a head start on their professional endeavors.

SBIP is run in a hybrid format making this program accessible for all students. Technologies such as Zoom, Slack, Gchat, GDrive, Google Classrooms, and others were used by these businesses and students.

## **AWARD RECEIVED**

Recently the Small Business Internship Program (SBIP) was recognized by the Continuing Education Association of New York (CEANY) with the James C. Hall 2023 Exemplary Credit Program Award. This prestigious award is given annually by the organization to a New York state collegiate program that shows innovation and excellency in education.



## STUDENT RECRUITMENT

### Info Sessions/Open House

The recruitment process for Summer/Fall 2022 Cohort began on April 2023, 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 6 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. 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 15th to submit their applications to the program. The excitement and participation for this program is exponentially grew, as we had over 75 students sign up to learn more.



## Selection Process

For this cohort we received 48 applications. Over a 3 week period 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 28 scheduled interviews. 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.

## Program Offers

From the application pool 17 students were offered slots for the summer/fall term. 11 students were male and 6 were female. 8 were seniors, 8 were juniors, and 1 was a sophomore. As part of their program agreement they created presentations introducing themselves to their fellow classmates and Instructors.

## Agreement

The selected students committed to a professional development training program that consisted of six training modules that took place 5 weeks before their internships began. The training was accredited by CUNY Lehman and students were given 7 college credits in their major (BBA 466) upon completion. In addition to the training this semester students spend a day with the Small Business Development Center (SBDC) team that is located at Lehman College. Our partnership with the SBDC is a pivotal launching pad for both the student and businesses success. Students were able to see hands on the work SBDC does to support small businesses in the Bronx and gain the resources they need to carry over to their internships.

After completion of the training program, students were matched with a participating small business for their internship. This cohort worked with 14 companies in their internships. Students were also enrolled in an online class reporting on their experience (BBA 370) that gives them the opportunity to fine tune their skills and talk about their experience. 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 August 2st 2023 students participated in the program orientation live on campus. Students bonded over an icebreaker activity and started to build their community as a team in the classroom. Welcome words were shared by the Deans and the Program Manager reviewed important details of their program. The Small Business Development Center (SBDC) gave a presentation on what services they provide, and the Director of Finance for SCPS met with the students to discuss the financial compensation for their internships. Students left orientation well prepared for their first day of training on August 3<sup>rd</sup> 2023.



## BUSINESS RECRUITEMENT

### Info Session

The recruitment process for small businesses started in November 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. 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. In total we had 20 companies interested in learning more about participating in the program soon.



**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
- Speciality 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 speciality

**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.huda@lehman.cuny.edu



### Selection and Interview Process

Businesses that arranged meetings with the Program Manager discussed participation 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 16 businesses were secured for this 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

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

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

## TRAINING

### Presentation and Communication Skills

The Presentation and Communication Skills module (hosted onsite for optimal learning) 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.) This module was 12 hours.

### Marketing and Social Media

It's pivotally important to success for small businesses to have a digital marketing and social media presence. This module splits it's time between focuses on effectively using social media for your business from marketing, visibility, and awareness, to the importance of your digital footprint as a businesses. 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. This module was 12 hours.

### Finance in Small Businesses

In this workshop students focused on the financial aspects of running a small business. will learn the financial skills and know-how needed to perform key financial tasks in small businesses. A main focus is placed on 'common issues' small businesses face financially and

ways to overcome or remove those barriers. Students also focus on key topics to business financials such as budgets, projecting sales, and cash flow. This module is 12 hours.

### **Web and SEO**

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. This module is 9 hours.

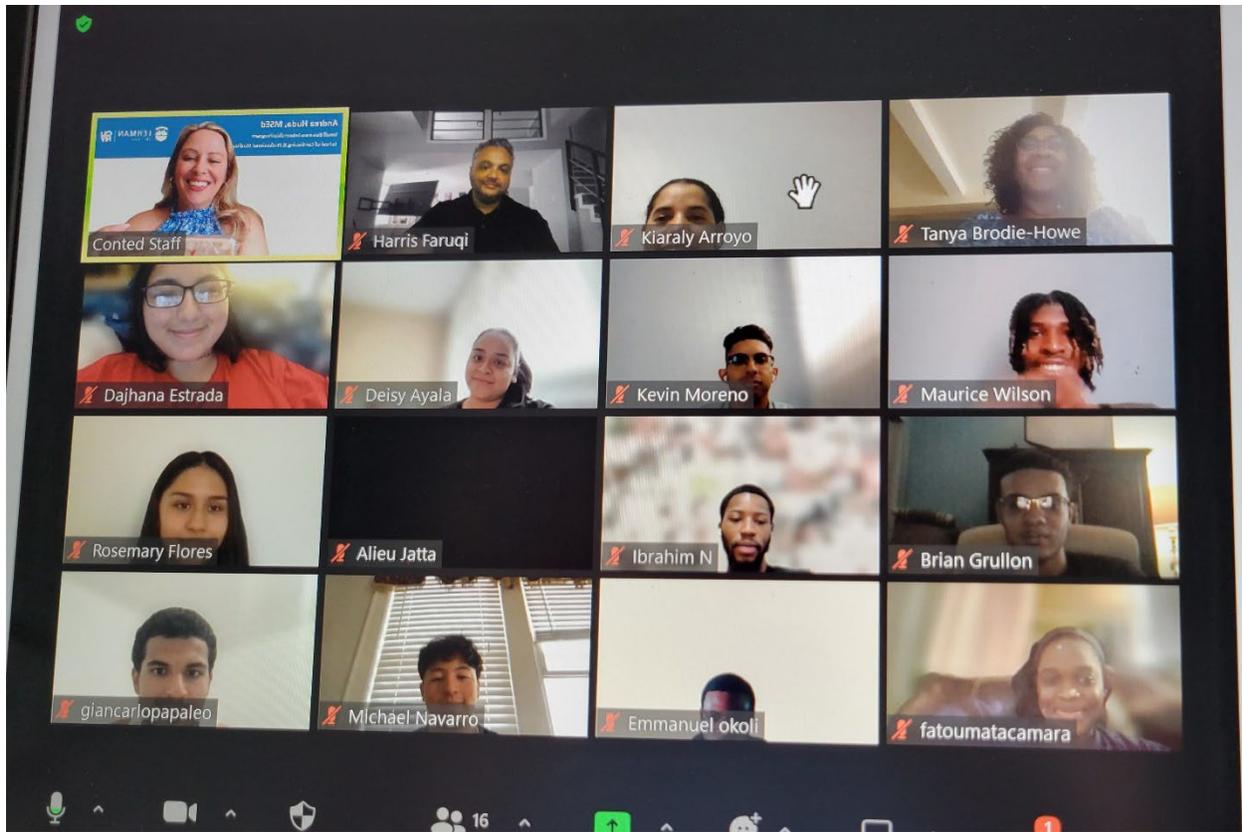
### **Data and Market Research**

In this workshop students focus on how data helps businesses make decisions and the importance of gaining market research as one makes business decisions. Students also learn how to use this data to create plans that strategize specific outcomes showcasing the data reported out. This workshop is 9 hours.

### **Management and Recruitment**

In this workshop students learn the principles of management and being a business leader. Focus is placed on change management, conflict resolution and managing peer employees. The module also focuses on effective recruitment practices to attract talent to the business. This module is 6 hours.







## ACTIVITIES

### Linked Bootcamp

Students attended a hands on LinkedIn bootcamp. 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 students profiles were then shared with businesses who participated as internship hosts to get a 'sneak peak' at students.

### SBDC Visit

This year we grew our partnership with the Small Business Internship Program (SBDC) by having students spend a day with the SBDC Center learning more about what they do as a support center for small businesses, while experiencing a 'day in the life'. Students attended webinars, meetings, and advisement session.



5.



## Match Day

On Wednesday August 30<sup>th</sup> 2023 we hosted Match Day in person at CUNY on the Concourse, a Lehman College SCPS location. Intern and businesses used the speed-meeting format to interview one another and learn more about their internships. This allowed students to gain in person interviewing practice in a safe and comfortable environment. Both companies and students enjoyed this concept as it allowed for everyone to meet and learn about one another.

Upon conclusion of both Match Days 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.







## INTERNSHIPS

From September 10<sup>th</sup> 2023 – October 31<sup>st</sup> 2023 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 paramount as they had additional buy in to their tasks. Students are paid minimum wage for the approved hours worked.

## 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 in both cohorts were in the A-/A range which truly showcases the students commitment to learning and gaining the most from their studies.

Student Notes from Training:

*Great opportunity and so grateful that Lehman is offering this kind of internships.  
Everyone was very kind and I can say that I feel confident now to start my own business.  
-Senior, Marketing*

*I really liked the crash courses, they helped refresh information that i had already learned. The review was helpful. – **Senior, Accounting***

*The SBIP programs is one of the best unique programs I been with. It allowed me to not only learn how it is in to be in a business setting for a day it also taught what to expect when building a business and but also gave me an opportunity to network with many people. – **Junior, Marketing***

## **Internships**

Students truly excelled in their internships. From the perspective of the Program Manager and business owners all students were committed and did excellent work. Some highlights from business owner evaluations from this cohort are:

*Maurice and Tanya were stellar as interns for me at African American Women in Cinema (AAWIC). They both came in with great skill sets, excitement to learn and impact their communities. **Terra Renee – Owner, AAWIC***

*Giancarlo was a star! We've worked with interns for years now, and Giancarlo came in ready to run and make a difference at Equity Design. His professionalism at such a young age is refreshing and I look forward to seeing what he does in his future. – **Maurelhena Walles - Founder, Equity Design***

*Fatoumata helped me establish my social media presence and made a post go viral! From this, my company gained 100 new followers ! **Velvet Lattimor, Owner – VE Accessories***

## **CERTIFICATE CEREMONY**

On Wednesday November 15<sup>th</sup> 2023 students, families, 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.) Students and their guests celebrated after with a light reception.

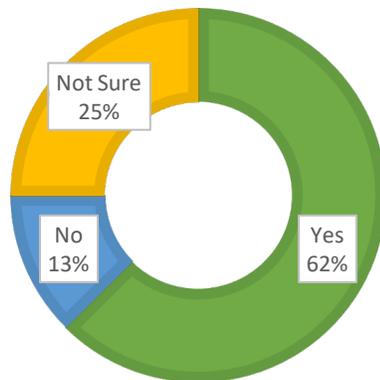




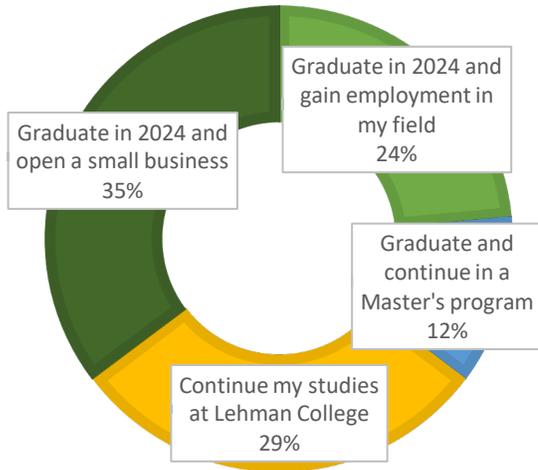
## TRAINING PROGRAM IMPACT

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

■ Yes ■ No ■ Not Sure



### COHORT PLANS FOR 2024



### BX BUSINESS INTERNSHIP HOSTS (TYPE)

