

# Managing Internal and External Communication

Portland, Oregon ○ 2015 HI-TEC Conference ○ July 30, 2015

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*CUNY Kingsborough Community College, Center for Economic and Workforce Development*

# Managing Internal & External Communication

## *What We've Seen*

- **Section 1:** The Value Proposition – Be Relevant

## *What We've Done*

- **Section 2:** External Marketing
- **Section 3:** Internal Coordination
- **Section 4:** Data Guiding Internal Communication
- **Section 5:** Training

# Section 1: The Value Proposition

## -- Be Relevant

Managing Internal and External Communication

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Jessie Cinelli <jessica.cinelli@kbcc.cuny.edu>

# The Direct Approach

- Here are the Math courses we offer...
- Sign up!
- Are you interested?
- What? You're not interested in Math?
- Why not?



RadioShack.

# BUILD A SONAR BEVERAGE BARGE

Brought to you by RadioShack and Bob Parks, author of "Makers: All Kinds of People Making Things in Garages, Basements, and Backyards."

Exclusively for RadioShack, Bob Parks created a new project that's sure to please at the lake or poolside this summer. Using the power of Arduino and sonar, the Sonar Beverage Barge is a beverage delivery boat that motors to people floating in a pool or lake to offer them a cool refreshment. The twist—the beverage barge will only work if you clap a password in the correct sequence. Otherwise, the boat zooms away to find another customer.

The craft boasts speeds of up to three knots, as well as 256 kilobytes of memory and a 16MHz Arduino processor. As soon as you clap the correct password, it snaps a JPEG photo of you on your inflatable raft and saves it to memory. Its ability to locate people in pools and camps makes for an entertaining DIY project for makers to build this summer season.



RadioShack® Super Speed Hobby Motor



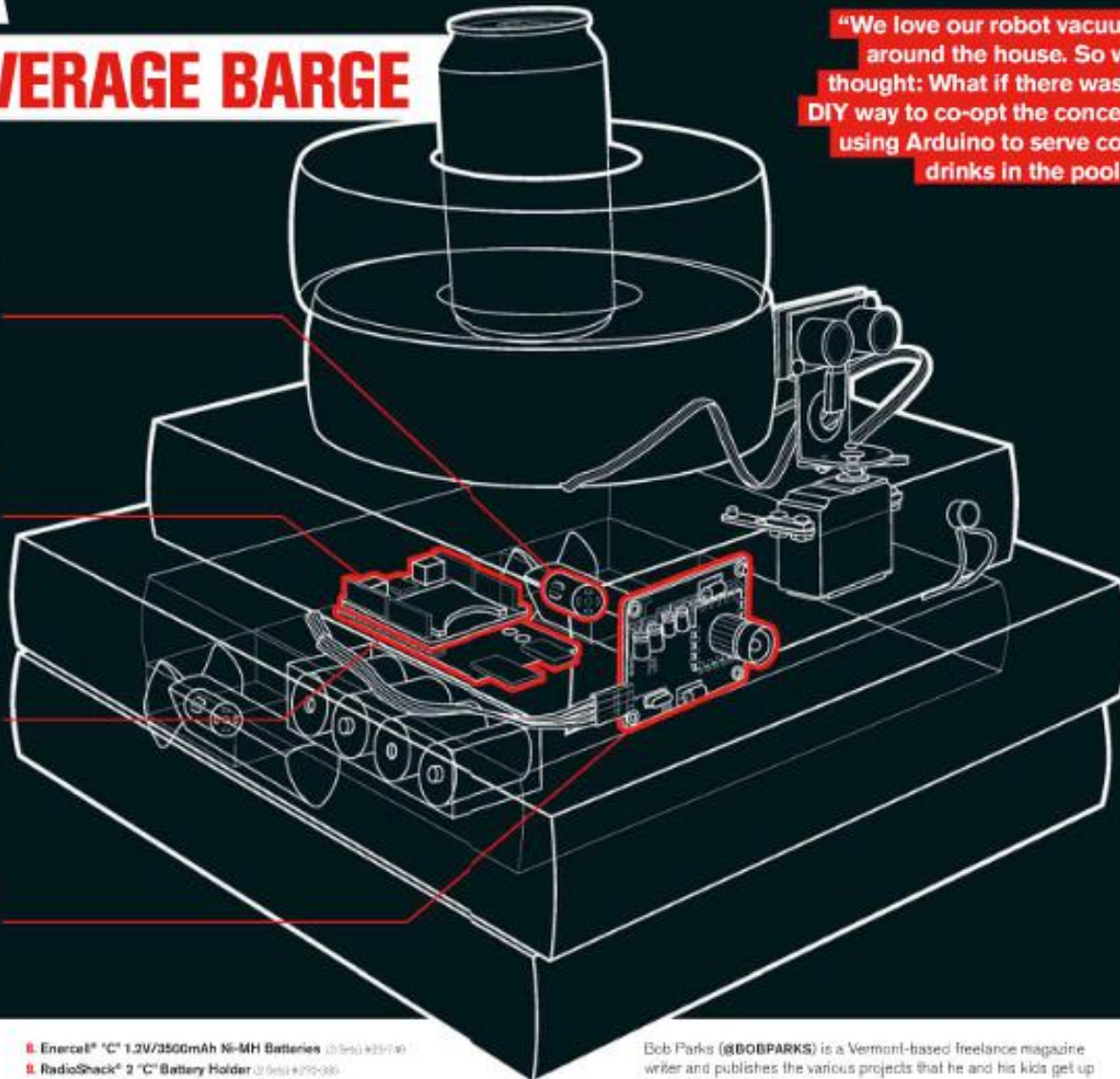
Seed INT106D1P SD™ Card Shield



Arduino Mega 2560



RadioShack® JPEG Color Camera Board



"We love our robot vacuum around the house. So we thought: What if there was a DIY way to co-opt the concept using Arduino to serve cold drinks in the pool?"



## STEP-BY-STEP

**Building the Sonar Beverage Barge is a rather straightforward process.** You just need a little coding know-how and various parts from RadioShack to be able to build this two-engine delivery barge system.

The Sonar Beverage Barge will be enclosed within four layers of rigid foam insulation, a common building material found at your local lumberyard. Rigid foam floats well and keeps your favorite canned beverage cold. Find two propellers, which can often be liberated from cheap toys with a rotary tool.

After cutting four layers of rigid foam insulation, hollow out an enclosure for the electronic components in one foam layer. Silicone can be used around the motors and to fill cracks for a watertight seal. Once this is complete, you'll need to mount the batteries, Arduino, relay board and various shields in the enclosure.

Next, connect leads for the Ping sensor and JPEG camera and feed the microphone through an op amp circuit to get a strong signal.

Attach the Ping sensor and its servo to the front of the boat. Make sure to angle the camera so it captures people at about raft height, and place the microphone up front.

Your next step will be coding the barge. As the Ping sensor feeds distance measurements to the Arduino, it stops the motors for objects (people) closer than three feet away. Then, the controller initiates a command to kick in reverse unless the microphone senses three loud claps in succession. When it detects the clap code, the boat stops to offer its precious 12-ounce cargo and snap a photo.

When your barge is complete, don't forget to decorate it with fluorescent colors so everyone can see the barge coming.

Bob Parks (@BOBPARKS) is a Vermont-based freelance magazine writer and publishes the various projects that he and his kids get up to on their blog, [JUDDER.NET](http://JUDDER.NET).

For a step-by-step guide to building your own Sonar Beverage Barge, go to [RADIOSHACKDIY.COM/SONAR-BEVERAGE-BARGE](http://RADIOSHACKDIY.COM/SONAR-BEVERAGE-BARGE).

1. Arduino Mega 2560 (244-314204-10)
2. Seed INT106D1P SD™ Card Shield (4216-040)
3. Parallax Ping Sensor (4216-106)
4. Parallax Ping Mounting Bracket Kit (4216-030)
5. RadioShack® JPEG Color Camera Board (4216-040)
6. Electret Microphone Element with Leads (4216-030)
7. 2-Blade Boat Propellers from Radio-Controlled Boat
8. EnerGel® "C" 1.2V/3500mAh Ni-MH Batteries (3500-140)
9. RadioShack® 2 "C" Battery Holder (4216-035)
10. 2"-Thick Rigid Foam Insulation, 2' x 2' x 8"
11. 2-Blade Boat Propellers from Radio-Controlled Boat
12. Op Amp Breakout Board
13. 8" by 8" Plexiglass

Source: Email campaign from thedailymuse.com

If you are unable to see this message, [click here to view](#)

themuse

Daily Inspiration

APPLY TO JOBS

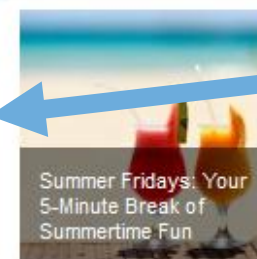
DISCOVER COMPANIES

GET ADVICE

EXPLORE CAREERS

Job Seekers

Employers



**WORK SUCKS LESS**  
when you have a BFF

FRIEND US

Tell a friend **SHARE NOW**

Stay in touch



Subject **Meet Larry**

9:02 AM

To Edgar Troudt★

Other Actions ▾

**GA GENERAL ASSEMBLY**

Learn On Campus Online

---

Instructor Spotlight

---

# Meet Larry

**GA student turned instructor.** Larry is an illustrator who learned to code in GA's Web Development Immersive program, and now teaches online classes at the intersection of programming and design.



**“Learning to code was liberating — this idea that you could build whatever was in your head. I teach because I'd like others to have that same feeling.”**

— Larry Buchanan

**Source:** Email campaign from generalassemb.ly

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Upcoming Classes Taught by Larry

---

# Osterwalder 9-Box Business Model

- Customer Segments (CS): Who?
  - Apple: affluent customers, style conscious customers
- Value Propositions (VP): Why?
  - Apple: “quality”, “just works”, “status symbol”, “associated with innovative”
- Awareness Channels (CH): “Touch”
  - Apple: cards at Starbucks,
  - Retail: quality bags, frequent app updates

**Reference for 9-Box Model Boxes:** Osterwalder, A., Pigneur, Y., “Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers”

and <http://www.businessmodelgeneration.com/>



# THE LIAISON CAPITOL HILL

AN AFFINIA HOTEL

RESERVATIONS

OUR HOTELS

SPECIAL OFFERS

MEETINGS & EVENTS

LEARN MORE



## Come Stay with Us for DC's National Cherry Blossom Festival

Reserve a stay and receive \$10 Metro passes, a tote bag of picnic goodies from Art and Soul restaurant by Celebrity Chef Art Smith, and access to our bikes for cruising around the city.

[BOOK NOW](#)

AFFINIA MANHATTAN

AFFINIA GARDENS

AFFINIA SHELBURNE

AFFINIA DUMONT

AFFINIA 50

THE LIAISON



## ESSENTIAL DC DINING:

Art and Soul by Celebrity Chef Art Smith.

[Find out more](#) ▶

# Osterwalder 9-Box Business Model

- Customer Segments (CS):
  - new students, second career students, certificate students
- Value Propositions (VP):
  - knowledge acquisition, job acquisition, moving “up the ladder”
- Awareness Channels (CH):
  - articles/events of relevance

**Reference for 9-Box Model Boxes:** Osterwalder, A., Pigneur, Y., “Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers”

and <http://www.businessmodelgeneration.com/>


# Osterwalder 9-Box Business Model

- Customer Segments (CS):
  - first generation college graduates
- Value Propositions (VP):
  - exceeding my parent's accomplishments and moving to a new economic bracket
  - going to a college that understands me
- Awareness Channels (CH):
  - stories about people like me

**Reference for 9-Box Model Boxes:** Osterwalder, A., Pigneur, Y., "Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers"

and <http://www.businessmodelgeneration.com/>

# Awareness Channels: Understand Me

Search  

*Pinterest*

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Lexington Lynx says "Congratulations Class of 2012!"

Uploaded by user

**Pinterest is an online pinboard.**  
Organize and share things you love.

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Our 2012 Commencement Speaker  
Yvette L. Campbell

hsanyc.org

Congratulations Class of 2012!

Uploaded by user

Maria Luisa Goriotti, Class of 2011

sps.cuny.edu

Luis Alberto Pimentel, Class of 2011

sps.cuny.edu

April Wainwright, Class of 2011

**Source:** The CUNY School of Professional Studies via [Pinterest pinterest.com/cunysps](https://www.pinterest.com/cunysps) (June 2012)

# Market Segmentation

- **Geographic:** locations.
- **Demographic:** personal characteristics.
- **Behavioral:** knowledge of and attitude toward a product, usage rate and loyalty status.
- **Psychographic:** personal activities, opinions and interests.

**Source:** [http://en.wikipedia.org/wiki/Market\\_segmentation](http://en.wikipedia.org/wiki/Market_segmentation)

# Section 2: External Marketing

Managing Internal and External Communication

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# External Marketing

- Online presence and social media marketing
- Centralization



## **SOCIAL MEDIA**







# CUNY CareerPATH Program

2nd

Free to Low Cost Training Program at The CUNY CareerPATH Program

Brooklyn, New York | Professional Training & Coaching

Education Kingsborough Community College

Preparation for Adults Through  
Training and Higher Education

Connect

Send CUNY CareerPATH InMail

27

connections



<https://www.linkedin.com/pub/cuny-careerpath-program/81/9a4/a6a>

## Background



### Experience

#### Free to Low Cost Training Program

The CUNY CareerPATH Program

October 2011 – Present (3 years 10 months)

CUNY CareerPATH at Kingsborough Community College provides career and college-focused occupational training, with integrated math skills instruction in Culinary Arts, Food and Beverage Service/Hospitality, and Community Health. Strengthened connections between college transition programs, occupational training, and degree programs—bolstered by strong advisement and enhanced student services—will help students progress at each step of their education and career pathway. In the short-term, participants can earn industry-recognized credentials and find jobs. In the long term, they can translate their training into college credit and enter degree programs.



PREMIUM

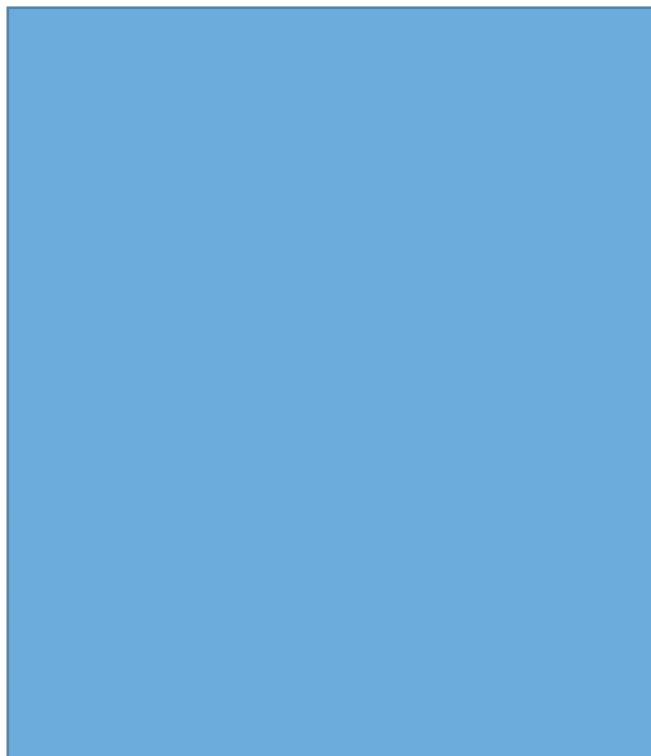
90 days of details on Who's Viewed  
Your Profile and how they found you

15 InMails per month to contact  
anyone outside your network

3x more profile views as a Premium  
member

Try for free

## People Also Viewed






**CUNY CareerPATH**

**CUNY Career PATH Preparation for Adults Through Training and Higher Education**

Education

Like Following Message

Timeline About Photos Likes More

3,205 people like this  
Norma D'Arancio and 3 other friends

Invite friends to like this Page

ABOUT

CUNY Career PATH is a program that can support you in career advancement and successful college transition.  
<http://www.cuny.edu/academics/conted/PATH.html>

APPS



**EzTexting**

Post Photo / Video

Write something...

Post

**CUNY Career PATH Program**  
May 19 ·

Get ready for summer employment NOW! Join us on Tuesday, May 26th at 9am for one stop sign up for our \$35 Food Handlers Training Program which begins on MAY 27th! The training is every M/W for the Month of June and comes with 2 test prep certifications, job placement assistance, support services and so much more! Best deal in NYC! What are you waiting for? **CALL NOW TO RESERVE YOUR SPOT - 718-368-4637!**

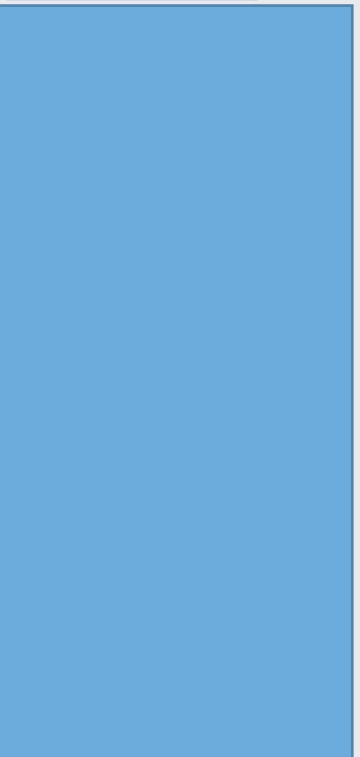
**Prepare YOURSELF for Summer Employment NOW!**  
Get your New York City Department of Health Food Protection Certificate for only \$35!!

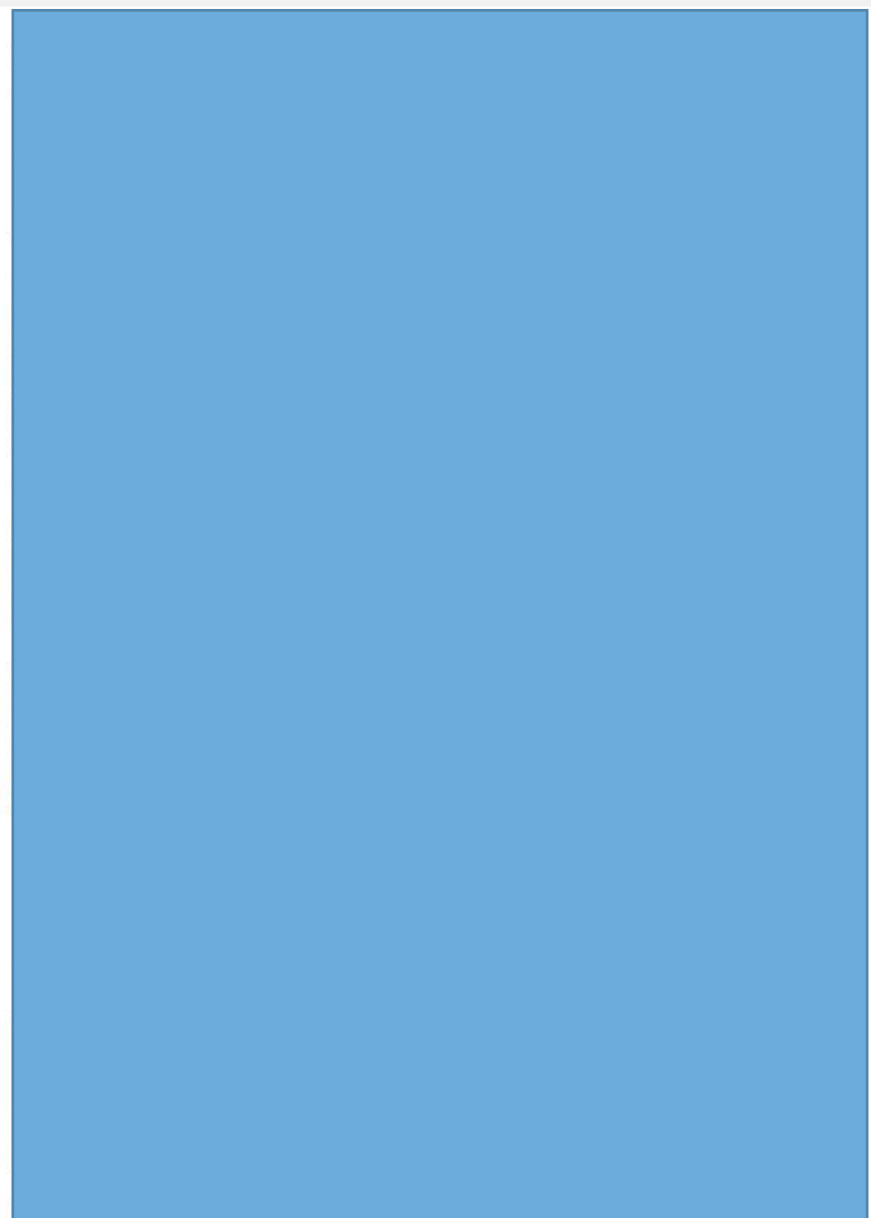
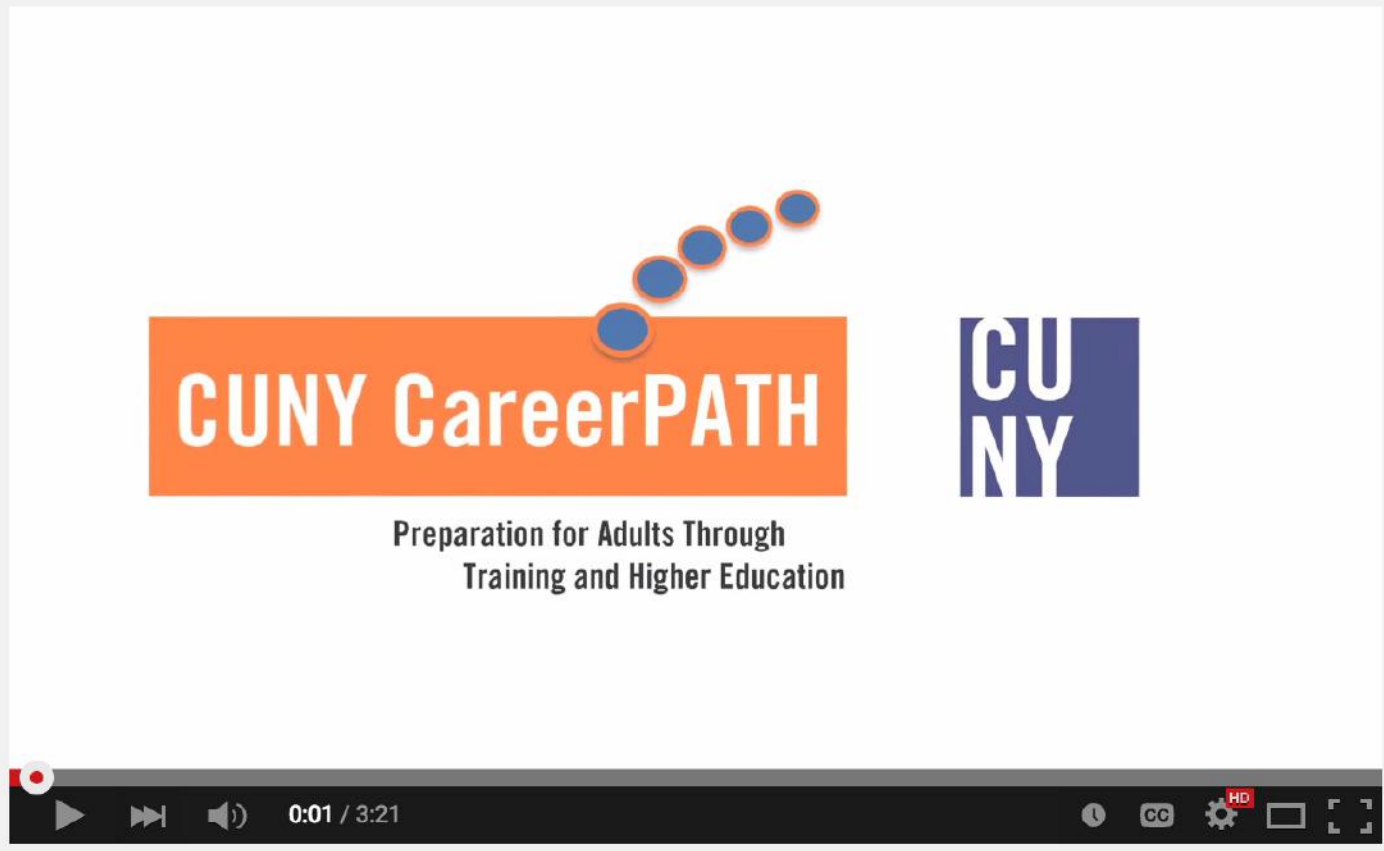
Under the New York City Health Code, every food-service establishment — whether it's a restaurant or an institutional cafeteria — must have a certificate holder present during business hours to ensure food safety. [The Food Service Upgrade Training Program](#) at

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  - 2012
  - Launched

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# CUNY CareerPATH at Kingsborough Community College

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# ONLINE PLATFORMS

Kingsborough Community College Website

CEWD Word Press Page

Craigslist.com

Ebay Classifieds

Gumtree.com

Backpage.com

Alignable.com

Nextdoor.com

Google +





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- About
- CUNY CareerPath
- Project Rise
- Northeast Resiliency Consortium
- KCC Urban Farm
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## Center for Economic and W



The Center for Economic and Workforce Development is a City University of New York (CUNY) collaboration with Kingsborough Community College and Kingsborough Community College Center for Economic and Workforce Development. We are committed to providing training and employment services that will positively impact the lives of unemployed residents with the training and education initiatives in partnership with Kingsborough Community College, Tourism and Hospitality, as well as other local businesses to develop trainings in the economy.

Visit our blog for news and updates about [www.cewdkbcc.com](http://www.cewdkbcc.com)

Inside KCC  Go [Contact Us](#)

★ DREAMS BEGIN HERE ★

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**CUNY Career PATH Program**  
May 19

Get ready for summer employment NOW! Join us on Tuesday, May 26th at 9am for one stop sign up for our \$35 Food Handlers Training Program which begins on MAY 27th! The training is every M/W for the Month of June and comes with 2 test prep certifications, job placement assistance, support services and so much more! Best deal in NYC! What are you waiting for? CALL NOW TO RESERVE YOUR SPOT - 718-368-4637!

Prepare YOURSELF for Summer Employment NOW!



Preparation for Adults Through Training and Higher Education

## CUNY CareerPATH: An 8-College Consortium Led by KCC

### About:

The City University of New York was awarded funding through the United States Department of Labor's Trade Adjustment Assistance Community College and Career Training (TAA CCCT) grant program to offer *CUNY Career PATH*, a three-year program aimed at supporting adult students in career advancement and successful college transition, and building CUNY's capacity to serve adult workers.

CUNY CareerPATH is a low to no-cost program supporting adult workers without jobs and adult workers looking to advance their careers by providing opportunities (1) to earn both industry-recognized credentials and college credits and (2) to find jobs in one of five sectors: Business, Education, Food Service & Hospitality, Healthcare, and Manufacturing. CUNY CareerPATH offers job training opportunities throughout New York City's 5 boroughs across 8 different colleges.

For more information about all CUNY CareerPATH programs, please visit [www.cuny.edu/careerpath](http://www.cuny.edu/careerpath) or call 1-855-333-PATH (7284).

For news and updates about CUNY CareerPATH, visit our blog: <http://cewdkbcc.com/category/cuny-career-path/>

# Direct/Indirect Outreach

CONSTANT CONTACT

TEXTING

QR Codes

T.V. MONITORS  
Campus & NYC DMV



-----*MESSAGE RECEIVED!*-----

[http://cewdkbcc.com/current-programs/northeast-resiliency-consortium/  
community-health-worker/](http://cewdkbcc.com/current-programs/northeast-resiliency-consortium/community-health-worker/)

<http://bit.ly/1gq0Ym2>

Want a career change? Love to cook?  
Can't afford culinary school?

Join our affordable summer-by-the-sea culinary  
training program for only \$100!



☎ 718-368-4637  
[www.cewdkbcc.com](http://www.cewdkbcc.com)

Let Us Be  
Your Next Stop!



Kingsborough Community College



Subway Directions: Take the Q or B Line to the Bighton Beach Station, then transfer to the eastbound B1 to Kingsborough Campus or take the Q or B Line to the Sheepshead Bay Station, then transfer to the S49 to Kingsborough Campus.

Included in the \$100 cost of training:

- ✓ Job Placement Assistance
- ✓ Full Employment Readiness Services
- ✓ College Enrollment Readiness Services
- ✓ Personal & Financial Counseling

Space is limited. Classes begin mid-June. Schedule is 4 days a week for 6 weeks. To be eligible to apply, individuals must be 18 years or older, hold a high school diploma or GED, and be legally authorized to work in the United States. Other eligibility requirements may apply.

Disclaimer: This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, adequacy, continued availability, or ownership. This program is an equal opportunity employer program and auxiliary aids and services are available upon request to individuals with disabilities.





# External Marketing

- Online presence and social media marketing
- Centralization



craigslist



# Why blog?

- Central location
- It's nice to look at
- Flexibility and control
- Audience attraction
- Layers of information

# Center for Economic and Workforce Development

at Kingsborough Community College

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## NRC Employer Event

[Leave a reply](#)

On July 20th, Kingsborough's [Northeast Resiliency Consortium Culinary Arts](#) program hosted an employer event where our partners from [Workforce1](#), a program of NYC's Department of Small Business Services that connects qualified candidates to job opportunities in NYC, and a manager from a local [Chipotle](#) restaurant, came to KCC to talk about jobs in NYC's fast-paced culinary industry. Additionally, participants were invited to directly apply to food service positions available at Brooklyn's Barclays Center. The highlight of the event was a past NRC Culinary Arts participant who shared his experience in the program and how it impacted both his employment and personal life.



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UPCOMING EVENTS

There are no upcoming events at this time.

TAGS

BMCC [Brooklyn career](#)  
[CEWD](#) [www.college](#)

# Why blog?

- Central location
- It's nice to look at
- Flexibility and control
- Audience attraction
- Layers of information

KCC Urban Farm

Leave a reply

Now that school is back in session, the Urban Farm/Single Stop produce

We will continue to distribute produce to students in addition to produce, this is what is being given out.

Note: this distribution is for one of our Community

Here's a snapshot of past

Brooklyn career

College enrollment

College Community

continuing education credits Culinary

CUNY CareerPATH education

employment events Food

fair internship job fair

ment jobs job training

Urban Farm

Single Stop distribution



Urban Farm distribution image 2 / 4

CEWD VIA EMAIL

cewd@kbcc.cuny.edu

EVENTS

Eventual Green vs. Green?

5 @ 8:00 am - April 24, 2015

EVENTS

Brooklyn career

College enrollment

College Community

continuing education credits Culinary

CUNY CareerPATH education

employment events Food

fair internship job fair

ment jobs job training

Urban Farm

Single Stop distribution

### A Project Rise Graduate

Leave a reply



I sat down with Natalie, a recent [Project Rise graduate](#), to talk about her experiences with the program.

**Me:** How did you hear about Project Rise and what made you sign up?

**Natalie:** My mother. She saw the Project Rise advertisement in the Kingsborough Community College Brochure. My family is run on tough-love so she basically threw the brochure at me and told me I needed to get my G.E.D (I swear she is a very kind and funny woman). But I did like how they offered a paid internship and work readiness. Heaven knows I had no job experience.

**Me:** You just graduated. Congratulations! What did you like most about the program?

**Natalie:** Generally I liked the whole package. The fact that I was going to be able to study and take the G.E.D. for free and have a paid internship along with obtaining college credits not to forget we had the chance to work on the [Urban Farm](#), it was great...still is.

**Me:** That's quite a lot to do in just one year! Was there anything unexpected?

**Natalie:** Just when I thought they couldn't offer the cohort anything else we were offered extra tutoring which was great for some of the students who needed extra help. There was also free pizza involved and I LOVE PIZZA!

**Me:** Were staff members helpful when you reached out to them?

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UPCOMING EVENTS

KBCC's Eco-Festival Green vs. Green?

April 22, 2015 @ 8:00 am - April 24, 2015 @ 5:00 pm

View All Events

TAGS

Brooklyn career

College enrollment

College Community

continuing education credits Culinary

CUNY CareerPATH education

employment events Food

fair internship job fair

ment jobs job training

Urban Farm

## Center for Economic and Workforce Development

In collaboration with Kingsborough Community College, CEWD uses labor market data and employer input to create training programs that meet the needs un- and under-employed New Yorkers whether they seek immediate employment or a higher educational goal.

**Over \$14 million in grants awarded since 2006**

Federal: \$10,788,818    NSF: \$968,885    State: \$2,692,104  
 Private: \$18,912    CUNY: \$119,914

### Northeast Resiliency Consortium

2013-present: US DOL TAACCCT prepares trade-impacted workers in key industries who play a role during times of crisis.

<b>850 will enroll</b>
382 will obtain jobs
184 will enroll at KCC

### Project Welcome

2007-2010: US DOL employment-driven training initiative that prepared un- and under-employed for jobs in hospitality and food service industries

<b>798 enrolled</b>
610 completed training
295 obtained jobs
65 enrolled at KCC

### Project Rise

2011-present: SIF, CEO GED, college and employment readiness program for 18-24 year olds

<b>160 enrolled</b>
55 GEDs obtained
29 enrolled at KCC
80 obtained jobs

### CUNY Young Adult Program

2009-2011: CEO, NY DOL prepared low income young adults (18-24) for employment in hospitality and food service industries

NYC DOH Food Service License  
Customer Service Certificate  
ServSafe  
Food Production  
National Workforce Readiness Credential

### CUNY CareerPATH

2011-present: US DOL TAACCCT supporting adult students in career advancement and college transition

<b>549 enrolled</b>
256 obtained jobs
64 enrolled at KCC

### Workforce Development Initiative

2010-present  
Quantitative Reasoning Across Industries  
Foreign Language Credential for Healthcare  
Social Media Workforce Dev. Strategies  
Brooklyn Farmers  
Accessible New York

### Urban Farm Initiative

2012-present  
organic farm site that offers credit and non-credit opportunities for students to study food systems, sustainability and healthy eating

[www.cewdkbcc.com](http://www.cewdkbcc.com)

## Community Health Worker Training at the Northeast Resiliency Consortium

CHWs are a bridge between clients, the community and healthcare networks. They motivate, coach, collaborate, facilitate and advocate for their clients, helping them receive the care they deserve.



**Skills you'll learn:**  
 Navigating the healthcare system  
 Promoting health care access  
 Developing client-centered health behavior plans

Healthcare networks

en clients, families and

ou'll earn:

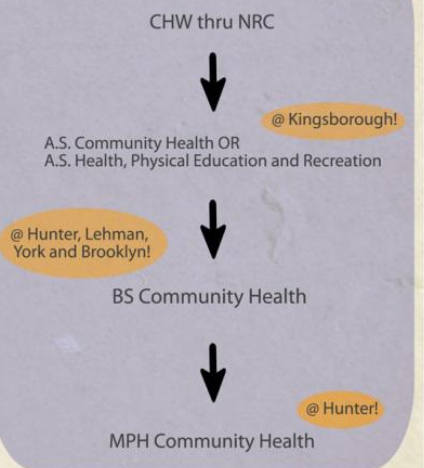
ht work:

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er



### Educational progression example:



[www.cewdkbcc.com](http://www.cewdkbcc.com)

by a grant awarded by the US Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not represent the views of the US Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, expressed or implied, with respect to the accuracy of the information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or any other aspect. The Department of Labor is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.



image 2 / 5

# Community Health Worker Training at the Northeast Resiliency Consortium



CHWs are a bridge between clients, the community and healthcare networks. They motivate, coach, collaborate, facilitate and advocate for their clients, helping them receive the care they deserve.

## Skills you'll learn:

- Navigating the healthcare system
- Promoting health care access
- Developing client-centered health behavior plans
- Building health-resource networks
- Making referrals
- Communicating between clients, families and health professionals

## Certifications you'll earn:

Cardiopulmonary Resuscitation (CPR)

## Where you might work:

- Hospitals and Community Health Care Centers
- Social Service Agencies
- Disability Service Agencies
- Homeless Service Agencies

## Job titles of graduates:

- Case Manager
- Community Health Worker
- Health Coach
- Community Counselor
- Patient Navigator
- Care Associate



## Educational progression example:

CHW thru NRC



A.S. Community Health OR  
A.S. Health, Physical Education



@ Hunter, Lehman,  
York and Brooklyn!

BS Community Health



MPH Community Health

## Community Health Worker



The **Community Health Worker (CHW)** training program through the **Northeast Resiliency Consortium** prepares students to work within their communities as patient advocates, health educators and liaisons between the community and existing health/social services at large. CHW students will be introduced to a variety of health related themes that will prepare them for this multi-faceted position, including the relationship between health and human

behavior, managing high-risk behaviors and disease prevention.

Eligible students are qualified to receive enhanced services through NRC. These services include:

- Full suite of employment readiness services
- Job placement assistance
- College enrollment assistance
- Personal supportive services
- Access to NRC's textbook lending library
- Job retention services

Students are responsible for the \$100 non-refundable program fee. To read more about NRC, visit the program's [homepage](#). Please visit our [application session](#) page for upcoming dates and to begin the application process.

Share this:

SUBSCRIBE TO CEWD VIA EMAIL

Email Address

UPCOMING EVENTS

There are no upcoming events at this time.

TAGS

- [BMCC Brooklyn career](#)
- [CEWD 86 topics](#)
- [enrollment community college](#)
- [Community Health Worker](#)
- [continuing education credits](#)
- [Culinary Arts CUNY CUNY](#)
- [CareerPATH education](#)
- [employers Employment](#)
- [entrepreneurship events Food](#)
- [GED internship job fair job](#)
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- [Community](#)
- [College millennials networking](#)

This workforce solution was funded by a grant awarded by the US Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the US Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, expressed or implied, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, availability, or ownership. The Northeast Resiliency Program is an equal opportunity employer/program and auxiliary aids and services are available upon request to individuals with disabilities.

# A Project Rise Graduate

[Leave a reply](#)



I sat down with Natalie, a recent [Project Rise graduate](#), to talk about her experiences with the program.

**Me:** How did you hear about Project Rise and what made you sign up?

**Natalie:** My mother. She saw the Project Rise advertisement in the Kingsborough Community College Brochure. My family is run on tough-love so she basically threw the brochure at me and told me I needed to get my G.E.D (I swear she is a very kind and funny woman). But I did like how they offered a paid internship and

work readiness. Heaven knows I had no job experience.

**Me:** You just graduated. Congratulations! What did you like most about the program?

**Natalie:** Generally I liked the whole package. The fact that I was going to be able to study and take the G.E.D. for free and have a paid internship along with obtaining college credits not to forget we had the chance to work on the [Urban Farm](#), it was great...still is.

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April 22, 2015 @ 8:00 am - April 24, 2015 @ 5:00 pm

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## KCC Urban Farm

[Leave a reply](#)

Now that school is back in session, the Urban Farm/Single-Stop produce distribution is back in full swing.

We will continue to distribute fresh produce to students every Thursday. In addition to produce, this distribution also provides information on what is being given out. Check out the video below for more details.

**Note:** this distribution is only open to students and faculty. For one of our Continuing Education classes, please contact us for more information.

Here's a snapshot of past distributions:



Urban Farm distribution



Single Stop distribution



Urban Farm distribution  
Image 2 / 4



Image 1 / 6

content/uploads/2015/07/Distribution-Samples-1.jpg?fit=1024%2C1

community  
education  
employment  
events Food  
internship job fair  
ment jobs job  
job training  
Urban Farm  
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Community

# Why blog?

- Central location
- It's nice to look at
- **Flexibility and control**
- Audience attraction
- Layers of information

# Flexibility and Control

- Continually change/update content
- Reacting to followers/responders
  - Requests for more information
  - Listening to questions and comments

## Information Sessions

[Culinary Arts](#), [Community Health Worker](#) and [Food Service Upgrade](#)

Monday, January 5, 2015—9:00a

Wednesday, January 7, 2015—9:00a

Monday, January 12, 2015—9:00a

Wednesday, January 14, 2015—9:00a

Wednesday, January 21, 2015—9:00a

Friday, January 23, 2015—9:00a

Monday, January 26, 2015—9:00a

Wednesday, January 28, 2015—9:00a

Monday, February 2, 2015—9:00a

Wednesday, February 4, 2015—9:00a

Monday, February 9, 2015—9:00a

Wednesday, February 11, 2015—9:00a

Friday, February 13, 2015—9:00a

Wednesday, February 18, 2015—9:00a

Friday, February 20, 2015—9:00a



To register for an above information session, please fill out the following form and an NRC representative will be in contact with all the information you need to know

Name: \*

First Last

E-mail: \*

Phone: \*

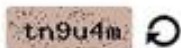
 - 

Area Code Phone Number

Program of interest:

How did you hear about us?

Word Verification:



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[entrepreneurship](#) [events](#) [Food](#)

[GED](#) [health care](#) [internship](#) [job fair](#)

[job placement](#) [jobs](#) [job](#)

[satisfaction](#) [job training](#)

[KCC Urban Farm](#)

[Kingsborough](#)

[Community](#)

[College](#) [LinkedIn](#) [millennials](#)

[networking](#) [New York](#) [New](#)

# Student Success Story: Maya Stansberry at KCC Urban Farm

[1 Reply](#)



If you've read any of our recent [posts](#) about [KCC Urban Farm](#), you've probably seen photos of one of our most dedicated and energetic student aides: Maya Stansberry. Before the holidays I sat down with Maya to talk about her work on the farm and her future plans in urban agriculture.

## What is your interest in urban farming and where did it come from?

Growing up, gardening was a pastime that my mother and relatives eagerly shared, and something that I learned to appreciate as well as enjoy. While my family has no professional/educational background with gardening, we always had gardens or small, indoor greenhouses going on somewhere. As a result, and I feel like a hippie saying this, I love being outside and connecting with the earth. There's something exciting about putting something in the earth and getting something else back.

I wouldn't say that my interest in urban farming comes from growing up in Baltimore, but more comes from growing up in a family with a southern/country heritage where gardening/farming incidentally runs in the family (my fraternal grandfather, who grew up on a farm, has his own vegetable garden which I helped tend to in my early teens; my maternal grandmother has a

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## UPCOMING EVENTS

There are no upcoming events at this time.

## TAGS

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[enrollment](#) [community college](#)  
[Community Health Worker](#)  
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March 21, 2014 at 8:01 pm

Have been in the food business for two decades. Worked in every position. Have always wanted to make my past employment, my actual business of ownership.

I look forward to hearing from You

Regards

[Redacted signature]

[Edit](#)

[Reply ↓](#)



**cewdkbcc**

Post author

March 23, 2014 at 10:48 am

Hi [Redacted]

We'd love to help you towards developing your long-term goals. Have you filled out our online survey (<http://fluidsurveys.com/s/CEWDNRC/>)? Either start there or give us a call on Monday (718.368.4637) and we will check your eligibility for this upcoming training. I will also email you with this information.

We look forward to hearing from you soon!

# Why blog?

- Central location
- It's nice to look at
- Flexibility and control
- Audience attraction
- Layers of information

# Who is our audience?

- Prospective participants
- Industry professionals
- People who didn't know they were searching for us



## Search

community exploration day

advance job fair on october 30, 2014 at jacob javits center in ny

coast to coast career fairs at the radisson hotel nyc

how many employees are at kingsborough community college

nrc taaccct

what does kingsborough community college kitchen ventures require?

cewdbbcc.org

nyc job fairs november 2014

november job fair in queens

kingsborough community college career service center

empowering parents workshop

job fair postings

north east resiliency information technology

dates for tasc exam at kingsboro college

farming community college ny

new york city college of technology workforce development center

kingsboro community college workforce development

Unknown search terms

# December Job Fairs

[Leave a reply](#)

With 2015 right around the corner, don't you think it's time to start following your dreams? We try to keep readers on top of information relevant to upcoming job events. Check our tips on writing and editing your [resume](#), building your professional [social media presence](#), preparing for [career fairs](#) and [interviews](#), and discovering relevant [job-focused websites](#). Write your resume, polish your cover letter and start talking to people at these local events:

## Upcoming Fairs/Workshops/Events\*:

- **December 9, 2014**, 3:00-6:00p—[Local Union Job Fair](#) @ the Hollywood Episcopal Church 715 W 179th St, NYC
- **December 9, 2014** 10:00a-3:00p—[Diversity Job Fair](#) @ The New York Midtown Hilton Hotel, 1335 Avenue of the Americas NYC
- **December 9, 2014** 6:00-8:00p—[Job Interviewing Preparation](#) @ 30 Broad St, 14th fl., NYC
- **December 10, 2014** 11:00-3:00pm—[National Career Fair](#) @ Holiday Inn Midtown 440 West 57th Street, NYC
- **December 13, 2014** 12:00-3:00p—[NY Career Fair](#) @ Holiday Inn Midtown 440 West 57th Street, NYC
- **December 18, 2014**, 6:00-8:00p—[Job Interviewing Preparation](#) @ 30 Broad St, 14th fl., NYC

CEWD at Kingsborough continues to offer a number of trainings throughout the year. In January, the [Northeast Resiliency Consortium](#) will have [information sessions](#) for our [Community Health Worker](#) and [Culinary Arts](#) training programs. If you're interested in any of these, sign up on the information session website (link above) and an NRC representative will be in contact with everything you need to know.

[Continue reading →](#)

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[GED](#) [health care](#) [internship](#) [jo](#)  
[job placement](#) [jobs](#)  
[satisfaction](#) [job train](#)

# Why blog?

- Central location
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- Audience attraction
- **Layers of information**
- Mimic Ning.com for CEWD employees

# Job Training Through NRC – Now Recruiting

[Leave a reply](#)



We are currently recruiting for [Community Health Worker](#), [Culinary Arts](#) and [Food Service Upgrade NRC classes](#). Fill out our [quick online survey](#) and an NRC representative will be on hand to speak with you about eligibility requirements. While these classes won't start until spring 2015, it's never too early to start planning your future.

NRC programs seek to build a resilient and educated workforce that is not only able to perform tasks required by their jobs, but also has the skills to react when crises arise.

Additionally, NRC-eligible students are qualified to receive enhanced services through the program. These services include:

- Full suite of employment readiness services
- Job placement assistance
- College enrollment assistance
- Personal supportive services
- Access to NRC's textbook lending library
- Job retention services

Want to read more about what NRC classes have to offer? Check us out:

- [NRC Highlights](#)
- [Jazz Age Lawn Party](#)
- [KCC Culinary Arts Students and the KCC Urban Farm](#)
- [Food Service Upgrade](#)
- [NRC Community Health Worker Training](#)

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[GED](#) [health care](#) [internship](#) [job fair](#)  
[job placement](#) [jobs](#) [job](#)  
[satisfaction](#) [job training](#)  
[KCC Urban Farm](#)

# Content Calendar

	CONTENT	LINK	POST TYPE / PROGRAM	COLLEGE	TIME	DATE	DAY
Facebook	Despite facing the worst job market in recent memory, young people with college degrees are faring better when it comes to employment. The new unemployment rate for graduates is now at a low 3.9%.	<a href="http://www.nytimes.com/2013/05/04/business/graduates-fare-well-in-jobs-market-even-through-recession.html?pagewanted=all">http://www.nytimes.com/2013/05/04/business/graduates-fare-well-in-jobs-market-even-through-recession.html?pagewanted=all</a>	College Education	All	4pm	7/3/2013	Wed
Twitter	College grads faring better when it comes to employment. Unemployment rate for graduates now low 3.9% #education	<a href="http://www.nytimes.com/2013/05/04/business/graduates-fare-well-in-jobs-market-even-through-recession.html?pagewanted=all">http://www.nytimes.com/2013/05/04/business/graduates-fare-well-in-jobs-market-even-through-recession.html?pagewanted=all</a>	College Education	All	4pm	7/3/2013	Wed
Facebook	The average wage for college grads after the recession: \$645/wk. For high school grads that age: \$394/wk. Having a college degree can help you earn more money.	<a href="http://www.today.com/money/young-college-grads-fared-better-peers-recession-1B7912282?franchiseSlug=todaymoneymain">http://www.today.com/money/young-college-grads-fared-better-peers-recession-1B7912282?franchiseSlug=todaymoneymain</a>	College Education	All	4pm	7/10/2013	Wed
Twitter	Average wage 4 college grads after #recession: \$645/wk. H.S. grads: \$394/wk. Having #college degree helps you earn \$.	<a href="http://www.today.com/money/young-college-grads-fared-better-peers-recession-1B7912282?franchiseSlug=todaymoneymain">http://www.today.com/money/young-college-grads-fared-better-peers-recession-1B7912282?franchiseSlug=todaymoneymain</a>	College Education	All	4pm	7/10/2013	Wed
Facebook	Positive trend alert! The unemployment rate for recent college graduates in 2009=17.6%; 2001=13.5%; 2012 estimates in at 12%.	<a href="http://www.bostonglobe.com/business/job-market-for-new-college-grads-but-still-cold-out-there/nA2oN2t5UIB6kPxjxJO5VM/stor">http://www.bostonglobe.com/business/job-market-for-new-college-grads-but-still-cold-out-there/nA2oN2t5UIB6kPxjxJO5VM/stor</a>	College Education	All	4pm	7/17/2013	Wed
Twitter	Positive trend! #Unemployment rate for recent #college graduates in 2009=17.6%; 2001=13.5%; 2012 estimates in at 12%.	<a href="http://www.bostonglobe.com/business/job-market-for-new-college-grads-but-still-cold-out-there/nA2oN2t5UIB6kPxjxJO5VM/stor">http://www.bostonglobe.com/business/job-market-for-new-college-grads-but-still-cold-out-there/nA2oN2t5UIB6kPxjxJO5VM/stor</a>	College Education	All	4pm	7/17/2013	Wed

# Importance of Quality Control

- @ChryslerAutos: "I find it ironic that Detroit is known as the #motorcity and yet no one here knows how to f\*\*king drive"
- **Source:**  
<http://mashable.com/2011/03/09/chrysler-drops-the-f-bomb-on-twitter/>
- Red Cross: <http://mashable.com/2011/02/16/red-cross-tweet/>

# Section 3: Internal Coordination

Managing Internal and External Communication

Edgar E. Troutt <edgar.troutt@kbcc.cuny.edu>

Jessie Cinelli <jessica.cinelli@kbcc.cuny.edu>

# COMMUNICATIONS VIA NING

Ning is an online platform for people and organizations to create custom social networks. Ning offers the ability to create a community website with a customized appearance and feel; feature sets such as photos, videos, forums and blogs; and support for the “like” option, plus integration with Facebook, Twitter, Google and Yahoo!

The screenshot shows a web browser window with the address bar displaying `cunycareerpath.ning.com`. The user is logged in as Christine Zagari, with a "Sign Out" link. The page title is "CUNY Career PATH Consortium Members Page".

**Navigation Menu:** HOME, Consortium Members, Groups, Photos, Leaderboards, Manage, Important Dates, Attachments & Policies, Success Stories, FAQs, Marketing, Resources, Resources II.

**Top Discussions:** This section is currently empty, with a message: "This Leaderboard is empty."

**Members:** A grid of 12 profile pictures is shown. Below the grid are links: "+ Invite More" and "View All".

**Latest Activity:** A post by Christine Zagari-LaPorto is visible. The post content reads: "Kingsborough Community College as the LEAD for the CUNY Career PATH (CCP) program in conjunction with the CUNY Central Office, has created this social networking site to provide a platform for all of the Consortium Members. This user friendly platform will enable us to interact with all program coordinators and staff to share materials, ideas, multimedia, events and so much more."

**User Profile (Christine Zagari-LaPorto):** Includes links for Sign Out, Inbox, Alerts, Friends (with a plus sign), and Settings.

**Invites:** A section for "New Invites" showing "3 Group Invites".

**Post Interaction:** Below the latest activity post, there is a "Share" button, a "Discussion" link, a "Photos" link, and a "Note" link. A text input field contains the text "What are you up to?". Below the input field are social media sharing icons for Facebook and Twitter, along with a "Share" button and a count of "140".

**Footer:** A small text block at the bottom right of the page reads: "CUNY Career PATH, building capacity to effectively serve adult learners while creating opportunities to earn credits with training programs."





# NORTHEAST RESILIENCY CONSORTIUM

- Home
- Calendar
- Documents & Forms
- Working Groups
- Discussion
- NRC Events
- NRC Schools
- Resources

**All Groups** My Groups Questions Working Group 1: Acceleration



Sort by Most Members

**Working Group 2:  
Advanced Technology**

15 Members

**Working Group 1:  
Acceleration**

14 Members

**Working Group 3:  
Employer and Strategic**

11 Members

**Working Group 4:  
Outreach, Assessment,**

10 Members

**Project Directors**

7 Members

**Questions**

6 Members

## Members



[View All](#)

# Section 4: Data Guiding Internal Communication

Managing Internal and External Communication

Edgar E. Troutt <edgar.troutt@kbcc.cuny.edu>

Jessie Cinelli <jessica.cinelli@kbcc.cuny.edu>

# DOTS: Dynamic Outcomes Tracking System

- Developed internal tracking database for TAACCCT grants.
- **Round 1:** CUNY CareerPATH (Kingsborough CC, NY).
- **Round 3:** Northeast Resiliency Consortium (Passaic CC, NJ).
- 1 database, all participants consortium wide.

# DOTS: Data Tracked

- Participant Demographics
- Course/Program Enrollment and Exit Dates
- Credentials/Certificates Earned
- Internships and Employment Outcomes

# DOTS: Progress Measures

Common progress  
measures identified.

Activities and services  
recorded.

Case notes.

Report

Progress Report

College %

Begin Date 10/01/2011

End Date 06/17/2013

[Preview](#) [Clear](#)

By checking the box on the left, I agree with [Terms and Conditions](#)

[Download](#)

	Progress Measure	Total
College: ALL	CUNY Career PATH Cumulative Totals 10/01/2011 - 06/17/2013	
ENROLLED	CCP Officially Enrolled	
CAT1	Students Passing At Least 1 CUNY Assessment Test	
CAT3	Students Passing All 3 CUNY Assessment Tests	
ATTEMPT1	Students Who Took the CAT Attempt #1	
ATTEMPT2	Students Who Took the CAT Attempt #2	
ATTEMPT3	Students Who Took the CAT Attempt #3	
NCREDITS	Students Earning Credits in a Non-Degree Grant-Funded Program	
CREDITS	Students Earning Credits in Any Grant-Funded Program	
OTNODEG	Students Enrolling in Grant-Funded Non-Degree Occupational Training	

## Report

### Important

The data contained in these reports is for INTERNAL USE only. To request official reports for use externally, please contact [cwddtech@kbcc.cuny.edu](mailto:cwddtech@kbcc.cuny.edu). Note that Personally Identifiable Information (PII) may be downloaded through this system, and thus care with files must be taken. Reports may only be generated under the direct supervision of the Campus Coordinator. Any data saved to your local computer may only be done temporarily, and in an encrypted volume generated by TrueCrypt ([www.truecrypt.org](http://www.truecrypt.org)) or other College-approved software suite.

### Report

By checking th

- Activity Report
- Annual Report
- Annual Report Revision
- CareerPATH Combined Report
- Certification Exam Report
- Credential Report
- CUNY Score Report
- Employment Outcomes Report
- Employment Report
- Enrollment Report
- Exit Report
- Participant Report
- Partner Report
- Program Report
- Progress Report
- Test Annual Report

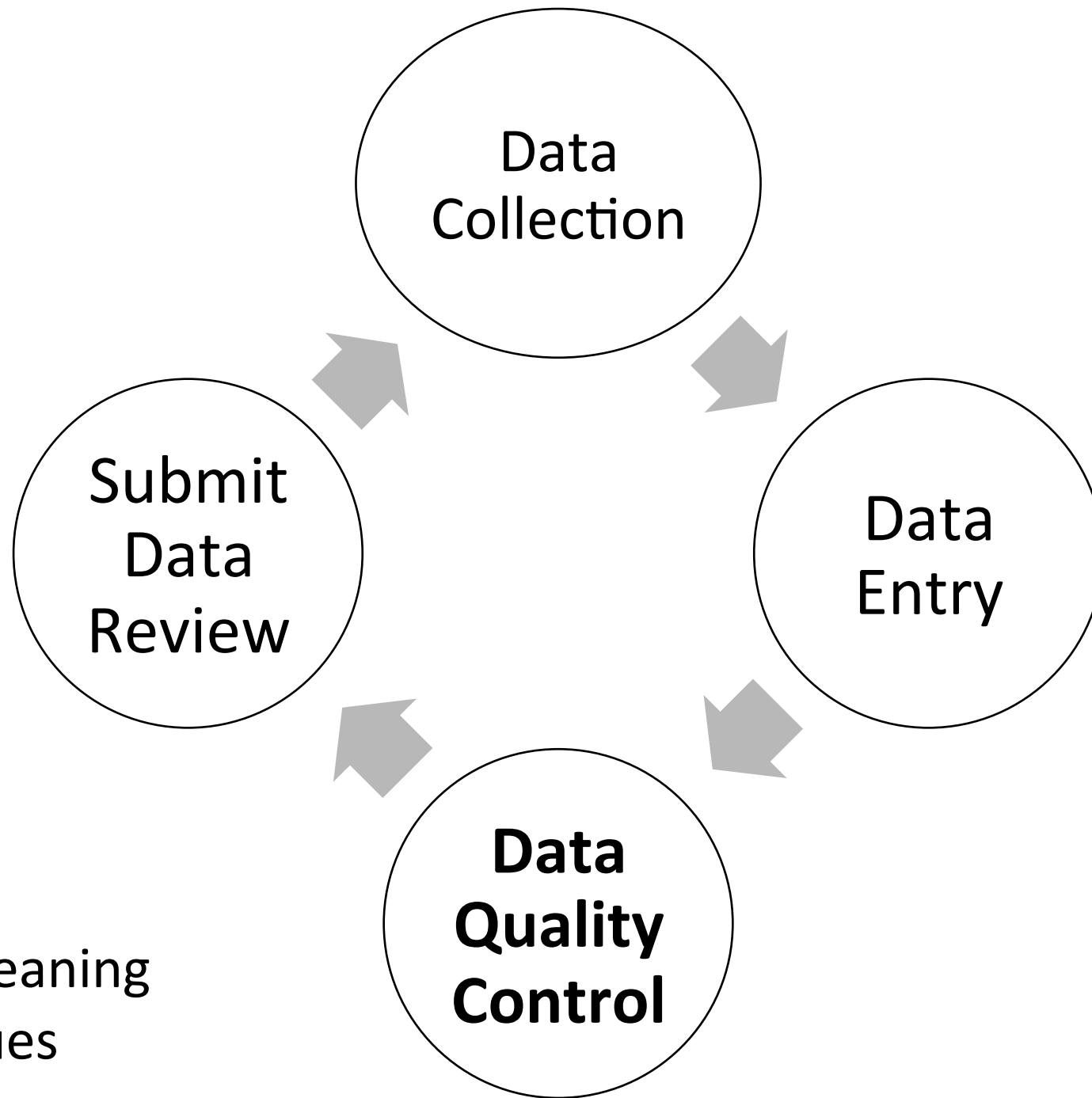
[Terms and Conditions](#)

### Recent Reports Accessed

Report		User	College	Date	IPAdd
Progress Report	Download				
Progress Report	Download				
CareerPATH Combined Report	Download				
Activity Report	Preview				
Progress Report	Download				

# DOTS: Management Advantages

- “Apples to apples” comparisons.
- Developing consortium-wide data sheets.
- Request wage record data from the state as an aggregate.
- Centralized quality control.



- Missing Data
- Consistent Meaning
- Plausible Values



# DOTS: Security and Retention

- Prevents partners from using non-secure local storage methods.
- Lead College accesses all data.
- Partner College access own data.
- Account access reports sent to lead college.
- Allows compliance with Department of Labor data retention TEGP.



Preparation for Adults Through  
Training and Higher Education



CUNY Career PATH

[Person](#) [Partner](#) [Course](#) [Report](#) [Staff](#)

## PERSON

[Existing Records](#) | [Add](#)

[Back to Lis](#)

	Activity	Credential	CATScore	Enrollment	Exam	Employment	Tab
<b>Person ID</b>	CP19741114RT01 AD9F9D29-C67D-4A20-80A2-DD477A6CBBA5						
<b>Last Name</b>	Test						
<b>First Name</b>	Randomns						
<b>M.I.</b>							
<b>DOB</b>	11/14/1974						
<b>SSN</b>	*****6789 <a href="#">Full SSN</a>						

# DOTS: PII

Random ID used for email discussions

# Section 5: Training

Managing Internal and External Communication

Edgar E. Troutt <edgar.troutt@kbcc.cuny.edu>

Jessie Cinelli <jessica.cinelli@kbcc.cuny.edu>

# Making Training Sustainable

- Face-to-face training comes first.
- Costly, need to transition to a sustainable model.
- **TAACCCT DOTS:**
  - Training transitioned to recorded webinars and a “data dictionary”.
  - Allows for replication of database.
  - Gives evaluators a starting point for designing studies.

# Making Training Sustainable

- **NSF ATE STEM Entrepreneurship Grant:**
  - Annual face-to-face training → video training.
  - Active learning taught via active learning.
  - Serves as model for instructor and resource for students.

**INSTITUTE FOR** **VIRTUAL ENTERPRISE:**  
**STUDENT**  
**ENTREPRENEURS**

# Student Entrepreneurs Series\*

## *Business*

- What additional businesses would you create in this space?
- Who is the likely market for the ideas expressed in the video?
- Where would you go to determine their interests and to validate your idea?

## *Interpersonal*

- Was the brainstorming session conducted well?
- Was it constructive to put forth ideas that were eventually eliminated?
- Was everyone's opinion respected and given adequate consideration?
- How did the different strengths of the students play into the decision making process?

\*Supported by the National Science Foundation under grant number DUE-1205031. Views expressed are those of the investigators and do not necessarily reflect those of the NSF.

# Managing Internal and External Communication

Portland, Oregon ○ 2015 HI-TEC Conference ○ July 30, 2015

**Edgar E. Troutt <edgar.troutt@kbcc.cuny.edu>**

**Jessie Cinelli <jessica.cinelli@kbcc.cuny.edu>**

*CUNY Kingsborough Community College, Center for Economic and Workforce Development*