



2016

C.A.S.H.
College Awareness Symbolizes Hope

A Program Sponsored by the



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Program Awards



- The Metro New York Chapter of the National Black MBA Association was awarded the National Chapter of the Year at the 2013 National Conference in Houston, TX for all of its excellent work over the previous 12 months



- C.A.S.H. Program was awarded the 2011 National Black MBA Association National Leaders of the Tomorrow Program of the Year – Congratulations to everyone for making us the #1 mentoring program in the country



- Former Program Director, Tyrone Scott was awarded The Ohio State University Fisher College of Business 2011 Alumni Community Service Award for his dedication to the C.A.S.H. Program. This very prestigious award was previously won by 2-time Heisman Trophy Winner Archie Griffin



History



- C.A.S.H. – College Awareness Symbolizes Hope, also known nationally as LOT – Leaders of Tomorrow
- 2016 will be the 24th Year for the C.A.S.H. Program
- Founded in 1993 by The National Black MBA Association, Inc. – New York Chapter
- A mentoring program created for African American high school students (**open to ANY and ALL students, regardless of race**)
- Over the years this program has grown and remains a jewel in the NYC Metro chapter. Under the past leadership of Tyrone Scott, Derrick Bryant, Mary McElrath-Jones, Sydney Askew, Lenora Hines, Gregory Bell, Pamela Shariff, and countless others, this program has continued to help high school students. Today Molly Creese chairs the program under the presidential leadership of Michelle McCleary.

Mission



The sole mission of the C.A.S.H Program is to provide African-American high school students with awareness, education and information of the economic, financial and social advantages of graduating from high school and matriculating through college and into the work force. It provides access to business professionals and resources to help the youth in our community in several aspects of their life from choosing the right college and career to living their lives financially independent. This program gives the students a competitive advantage to be able to soundly compete in today's and tomorrow's intertwined global economy.

Program Overview



- Mentoring program administered by the NY Chapter of NBMBA
- Geared towards high school students in the NYC Metropolitan area.
- 3 - 4 mentors lead groups of 10 - 15 students on college preparatory sessions ranging from choosing a college to essay writing
- Individuals within the group compete for a sponsored slot on the Alpha Phi Alpha historically Black college tour in October of each year.
- Groups compete in a final presentation of the students design for various prizes which in the past have included gift certificates, books, computers and other corporate donated items
- In June, there is a graduation where certificates of completion are awarded to each student



Program Affiliates

- **L.O.T. National Program – The national program sponsors a Leaders of Tomorrow conference during the national conference of the NBMBA. In addition, there is a national case competition held between LOT chapters across the country. During the annual conference students are able to:**
 - Network with students from around the country
 - Attend business sessions on preparing for college, work and etc.
 - Meet industry leaders for potential internship and educational opportunities





Program Affiliates

- **Alpha Phi Alpha Fraternity – Eta Theta Lambda Chapter – The sponsors of a 15 college HBCU College Tour. This 8-day tour introduces students to life on a black college campuses. Students visit the campuses of HBCU’s to learn of the academic, social, sport, and career opportunities offered to their matriculated students. At the end of the Tour, the students have data on the admissions procedure, majors offered and financial aid programs of each school. We are very proud of our 24 year partnership with the Alphas**





Program Affiliates

- **Columbia University's Harlem Small Business Development Center. Columbia has hosted the program for four consecutive years now. We are pleased to once again be hosted by Columbia University. We will hold the program sessions at the Columbia Business School located in Uris Hall on Columbia's campus.**
 - **Columbia's campus is located at 117th and Broadway Avenue (The train that goes to the campus is the 1 train)**





Program Affiliates

- **AXA Financial was the original host of the program in 1993. Today, AXA continues to help sponsor the program through financial support by providing scholarships to students in addition to other support for the program and students.**



Program Expectations



STUDENT EXPECTATIONS

- Attend all 18 sessions or the majority of them
- Participate each week by providing input at the sessions
- Obey rules of the program
- Respect other students of the program
- Take plenty of notes from mentors and guest speakers
- Be a good team player, help your team members
- Be willing to put in the work that the program requires
- Bring your A-Game as this is a very competitive program
- Have a serious commitment toward preparing yourself for college
- Engage in public presentations to the entire audience
- Utilize the Chapter's website weekly to find program resources

MENTOR EXPECTATIONS

- Attend the sessions that you commit to whether it's the part-time or full-time schedule
- Facilitate the weekly sessions but let your team of students take the lead
- Administer the rules of the program with students
- Be prepared each week by reviewing the Mentor Resource documents for each week's sessions
- Have a team contact strategy to communicate with students throughout the program (CRITICAL)
- Be a good team player, communicate with your fellow team mentors
- Be willing to put in additional hours with your team outside of the regular Friday meetings (in particular near the end of the program)
- Bring your A-Game because the students are watching you
- Have a passion about helping our youth prepare themselves for college and beyond

Program Expectations



PARENT EXPECTATIONS

- Attend a minimum of 2 of the 18 sessions in order for the student to graduate. We recommend the following:
 - “How To Pay For College” and/or
 - “Financial Literacy” and/or
 - “The Community Service Event” and/or “Business Plan Presentation Day”
- Help spread the word about the program to other parents through PTA, school, community organizations, work, etc.
- Participate in parent discussions as the students are in sessions with their teams and mentors
- Encourage your child to complete the entire program (January through June)
- Review the program website for resources such as scholarship information
- Provide suggestions on how to improve the program
- Complete the General Release form

PROGRAM COORDINATOR EXPECTATIONS

- Attend the sessions that you commit to whether it's the part-time or full-time schedule
- Assist Program Director with administering the running of the program
- Help to hold students accountable for results
- Help communicate with students, mentors and parents and partners about program events
- Help mentors to contact students throughout the program year
- Assist with picture-taking and video capture throughout the program
- Be a good team player, communicate with everyone in the program
- Be willing to put in additional hours with “behind-the-scenes” tasks + toward end of program
- Have a passion about helping our youth prepare themselves for college and beyond

2016 Program Year Schedule



- **Jan 08** Introduction/Choosing the Right College
- **Jan 15** How To Pay For College
- **Jan 22** Academic Integrity
- **Jan 29** For 9-11: College Essay writing; For 12: Resume Writing/Interview
- **Feb 05** Think Like a Winner (Motivational Speaker)/Black History Month Launch
- **Feb 12** Using Microsoft Office
- **Feb 26** Negotiation Skills
- **Mar 4** Etiquette
- **Mar 11** Financial Literacy including Stock Game
- **Mar 18** Special Field Trip to Federal Reserve Bank and/or Stock Exchange
- **Apr 1** Careers in Technology and Business
- **Apr 8** Careers in Real Estate and Finance
- **Apr 15** Careers in Healthcare and Healthy Living
- **Apr 22** Careers in Media or the Arts or Fraud Investigation
- **May 6** Careers in Entrepreneurism and Intro to Writing Business Plan
- **May 13** Business Plan Preparation
- **May 20** Business Plan Preparation
- **May 27 or June 3** Business Plan Presentation to Venture Capitalist
- **May 28 or June 4** C.A.S.H Community Service Project Day
- **June 3 or June 10** Program Graduation

Session Descriptions



- **January – Choosing a College & Paying For College**
 - First day of registration
 - Students and Mentors will be given a schedule of sessions
 - Mentors will be given a guide to help facilitate sessions
 - Introduction of Career Choices
 - Icebreakers
 - Open session to discuss different career paths available to students
 - Discuss academic, college prep goals for the next year
 - Handouts will be distributed to help students choose an area of interests and worksheet to be turned in at the next session
 - What is important in paying for college?
 - Scholarships, Loans, Work Study Program?
 - Location, Location, Location
 - Cost of attendance: In state vs. out-of-state
 - Completing Financial Aid Forms

Session Descriptions (con't)



- **January – Academic Integrity**

- Students will learn the importance of maintaining academic integrity as they go through college, topics covered will include:
 - The importance of not cheating and ramifications of doing so
 - The definition and consequences of plagiarism
 - Why it is important to report academic misconduct
 - Long-term ramifications of not having academic integrity
- There will be several interactive activities and mini case studies used to demonstrate this important topic

Session Descriptions



- **January – Writing College Essays (For 9-11)**
 - Mentors will start a discussion regarding the importance of writing a great essay for school and scholarship applications:
 - Students will be given a copy of last years LOT essay to assess and develop a method to complete that type of essay
 - Students will be given sample essay questions from various college applications and work with their mentors on how to best write a winning essay
 - There will be an essay writing contest for an award

Session Descriptions (con't)



- **January – Writing Winning Resumes, Cover and Thank You Letters and Interviews (For 12)**
- Mentors will start a discussion regarding the importance of a writing a great resume for school and scholarship applications:
 - Mentors will emphasize that resumes represent the person
 - Students will be required to bring in a resume at the second session
- Mentors will start a discussion regarding the importance of being prepared for interviews and why looking your best is important:
 - Do's and Don'ts of interviewing will be discussed
 - Discussion on types of questions asked and importance of preparing questions for the interviewer
 - Discussion on effective verbal and non-verbal communication
 - Students should already have been assigned to bring in their resume or a resume for this session
 - Students will practice giving and receiving a mock interview during this session

Session Descriptions (con't)



- **February – Think Like A Winner (Motivational Speaker) Black History Month Launch**

- The purpose of this lecture is to help students realize the power within:

- Positive Thinking
- Realistic Thinking
- Strategic Thinking
- Negative Thinking

Most people already adapt these in live, however might not be used to fullest potential and might be used in wrong way or not enough. When to demonstrate what type of thinking and why these are important to possess.

- This session will also be near the beginning of Black History Month and therefore we will have a major celebration of our heritage for the month. This will be a very interactive session with mentors, students and parents being asked to play a role in Black History Month. Teams will have to create presentations.

Session Descriptions (con't)



- **February – Using MS Office & Effective Communication**
 - In order to help the students prepare to give their presentations, this session will be geared towards Public Speaking.
 - How to give an effective presentation
 - Knowing your audience
 - Preparation
 - Visual aids
 - Researching topic
 - Each student will prepare a two to three minute presentation on any subject. They will make their speech to their group and be critiqued by mentors and fellow group members.
- Effective Public Speaking is discussed and demonstrated
- During the wrap-up at the end of the session, one member from each group will make a speech to the entire assembly.



Session Descriptions (con't)

- **February – Negotiation Skills**
- Being able to negotiate is a critical skill in life, whether its getting more money on a job offer to getting more money for a college scholarship or even for general life events, is highly important for young people to learn in order to succeed
- Students will learn that not every negotiation is about one side winning while the other side loses; Students will learn the necessary skills to find “win-win” scenarios in any and all walks of life
- Students will learn pitfalls of not having proper negotiation skills and why “win-lose” negotiations may actually become “lose-lose” in some situations

Session Descriptions (con't)



- **March – Etiquette (multiple types)**
 - Students will gain insights on how to perform successfully in business environments such as interviews, dinners, professional meetings and general surroundings.
 - An expert will lead training that will prove to be valuable for the students to understand the importance of learning business and general etiquette tips

Session Descriptions (con't)



March - Financial Literacy- including Stock Game

- Students will learn the importance of Savings, Credit, Budgeting ect.
- Mentors will explain these topics by using charts, tables and creating real life examples
- Students will also learn about the different indexes such as the NASDAQ
- .Students will be introduced to investing in the stock market
 - Students will learn how the stock market works and impacts everyday life and be introduced to the stock game competition
 - Students will learn how to conduct research to help them make smart investments and how to write an outstanding investment report

Sessions Description (cont'd)



March - Special Field Trip to the Federal Reserve Bank and/or The Stock Exchange

_ Students will get to experience and see the operations and be able to ask questions to gain a better understanding of functions

Session Descriptions (con't)



● April – Careers in Technology and Finance

- We will bring in experts in the technology and business world and discuss careers in Finance and Technology
- Students will learn about the importance of creating a monthly budget in addition to wisely managing their finances
- Specific topics for this session include:
 - Computers and Modules
 - Managing Your Monthly Budget
 - Understanding Credit
 - Apps and Programs used in Business and Finance
 - Protecting Your Credit Score
 - Savings and Investing
 - The importance of the internet in business

Sessions Description (cont'd)



April - Careers in Real Estate and Finance

- Students will learn the correlation between Real Estate and Finance
- What is Real Estate and the jobs associated with it

Employers range from pension funds, insurance companies, and private-equity firms, to commercial banks, private banks, and credit unions.

Job titles range from investment banker, to mortgage bankers and brokers, and underwriters.

Typical job functions in the field involve consulting potential borrowers and originating loans, servicing existing loans by making sure payments are being made and taxes and insurance are paid, securitizing pools of loans to be sold in the secondary MBS and CMBS markets, and much more.

Session Descriptions (con't)



- **April – Careers in Healthcare and Healthy Living**
 - We will bring in experts in healthcare and media industries and discuss why their respective industries are so “hot” to get into for young people
 - Students will learn about the importance of healthy living and healthy eating habits as part of the healthcare part of the program
 - Students will be introduced to social media and the importance of using it wisely as part of the media part of the program

Session Descriptions (con't)



- **April – Careers in The Arts and Entrepreneurism**
 - We will learn about considering careers in the Arts and owning their own business through entrepreneurship and building personal wealth while being their own boss
 - Specific topics for this session include:
 - Arts and music
 - Arts for business
 - How to build wealth through owning your own business
 - How to have personal satisfaction from building an idea from scratch
 - How to get started and tips for raising funding
 - The importance of having a Personal “Board of Directors”

Session Description (cont'd)



May - Careers in Media/Arts/Fraud
Investigation

Session Description (cont'd)



May - Careers in Entrepreneurism and Intro to Writing A Business Plan

Session Descriptions (con't)



● **May – Business Plan Preparation**

Details for Business Plan Competition:

- Each group must compete, everyone in group must participate
- Presentations are made by students under the direction of the mentors
- Business plans can be of the team's choosing:
 - A product idea that they may want to take to market
 - A service idea that they may want to create
 - A social idea that they want an investor to invest in
- Presentations can be skits, videos, debates, shows, etc.
- Presentations will be judged based on:
 - Student Participation
 - Creativity
 - Content
 - Overall Presentation

Session Descriptions (con't)



- **May/June – Community Service Project**
 - Students will lead the effort in finding a worthwhile community service project that the entire CASH family will be a part of on a Saturday in June
 - Students will engage their family, friends and community to be a part of this effort
 - Past community service projects done by the CASH Program included cleaning up an entire park and vacant play area in the Bronx; restoring an urban garden in Red Hook, Brooklyn; recognizing our military vets and service members; and collecting school supplies for underprivileged children

Session Descriptions (con't)



- **May/June – Business Plan Presentations**
 - Each group will present their plans to be judged.
 - Final day for students to submit Stock Game Reports
- **June – Graduation**
 - Each student will be awarded a certificate of completion
 - Winners of the Stock Game will be announced
 - Winners of the Case Competition will be announced
 - Winners of the College Tour will be announced
 - Senior awards recipients announced; special awards recipients announced



Final Presentations

- Students are responsible for presenting their business plans in June to a panel of judges
- The students choose the topic, do the research, create the style of presentation and assign tasks to fellow group members
- Often groups and mentors meet outside of the scheduled sessions to complete work on this project
- Mentors do not determine the project scope or do any of the research required for the project
- Student teams present in front of their peers and a panel of professional judges who determine the outcome of the competition
- All teams receive positive and constructive feedback about case presentations before winners are announced

Student Awards



During our annual graduation ceremony, each of our students receive a personalized certificate of completion for the 6 month program. In addition, standout students receive some of the following items in recognition of their efforts throughout the program:

Awards and Prizes

- Admission on the HBCU College Tour
- Team Case Competition Winners Gift Cards
 - 1st Place
 - 2nd Place
 - 3rd Place
- Stock Game Top 3 Winners Awards
 - Nintendo or PlayStation
 - PlayStation Personal (PSP)
 - Gift Certificate
- Essay Writing Contest Winner Awards
 - Gift Certificates for Top 3 winners
- Laptop Computers & Accessories (for Top Seniors)
- Attendance at the National Conference
- Gift Bag Giveaways
- Special Recognition Awards
- Weekly prizes and giveaways for Current Events & Black History Month quizzes

*The above are not guaranteed and are based on similar prizes awarded the last two to three years; Actual awards vary year to year based on budget and corporate and private donations.

Contact Information



Please visit our website at:
www.nyblackmba.org/cash

To be added to the 2015 mailing list or to contact the Program Director,
send email to:
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