

2014 Summer Funded Internships

During Summer 2014, the Helene and Grant Wilson Center for Social Entrepreneurship funded 13 internships at nonprofits and social enterprises:

Ryan Bassemier, BA

Communication Studies, 2015

Dyson College of Arts and Sciences

Host Organization: [New Markets Support Company \(NMSC\)](#)

Job Title: Marketing & PR Intern

Ryan's role as a marketing and PR intern was for the Small Business Administration Loan Program in eight of the cities where LISC/NMSC has a presence. He is helping to "get the message out into the communities" about NMSC's lending program through a series of marketing campaigns and partnerships. He works under Steve Petsos and, when Steve isn't in office, Geraldine Baum, the former head of the LA Times. He coordinates with eight of LISC/NMSC's offices across the country to identify media challenges and work on ways to promote the organization's work in top priority cities. Essentially, he explains, he is running a brand diagnostic for the organization, looking for ways to rebrand and revitalize NMSC's online presence, and he has helped to identify project costs for NMSC as they move forward with this goal. He has also produced content for the National Equity Fund regarding new lending problems.

What makes this internship far different from any other internship Ryan has had is the level of autonomy he has been given. He is proud of the ways he has learned more about himself through this position so that he will be able to perform to a higher level of excellence in the "real world."

Chinmoy (Rocky) Chakraborty, MBA

Financial Management, 2016

Lubin School of Business

Host Organization: [Historic St. George Theater](#)

Job Title: Marketing and PR Intern

Rocky's role on the St. George staff consists of market research with a "quantifiable goal," as the theater looks to restructure its revenue model from 80% earned income to 70%, with fundraising from donors making up the difference. The theater's main challenge is harnessing a fundraising mechanism within a community in which there is no main industry, and Rocky has designed a strategy which, when implemented, should increase the theater's revenue by over \$60,000. Rocky is currently working on redesigning the membership structure, including incentivizing memberships by selling sponsorships on seats.

According to Wayne, Rocky has brought "youth and enthusiasm" to the position, coupled with a "global perspective" in his market research. He has quantified membership applications, worked to sell sponsorships on seats, and his database— which was a project which Rocky pinpointed and executed himself — has helped the theater clarify and structure the theater's media strategy. Rocky is a "unique individual," who has a passion for entrepreneurship and is incredibly self-motivated.

Wayne adds that most students do not look to the nonprofit sector as a way to “do business,” which is why it is so important to expose traditional business students like Rocky to the process of running a nonprofit.

Wonyoung (Max) Choi, MS

Accounting, 2016

Lubin School of Business

Host Organization: [Corona Youth Music Project](#)

Job Title: Summer Administration Intern

This summer Alvaro was looking for an intern to help with planning for the future of the program, which included making sure the organization’s accounting was in order. Bookkeeping for nonprofits is a “challenge,” and so Max has been identifying the accounting processes which need restructuring for the future. The majority of Max’s time is spent addressing CYMP’s accounting needs. In addition to clarifying these processes, Max will be creating an accounting manual for CYMP to use in the future as they continue to expand. He also assists weekly with the summer orchestra program. This is the first time that CYMP has been able to take a summer to restructure their accounting processes, and so Max’s duties are similar to that of a CFO. He worked with Alvaro to remodel a budget that will be sent for approval to the Board of Directors, and he is learning how to adapt his accounting skills for the nonprofit world. He feels his experience at CYMP was “custom-made” for him. He spends about 15% of his time on administrative work because he assists with summer and fall registration during some of his time with Alvaro.

Max wants to open a nonprofit that will also serve the immigrant community, and before this internship he hadn’t realized how critical relationships are in the nonprofit sector. Alvaro leverages his relationships in the community to aid CYMP’s growth and as such the relationships themselves are a kind of capital for the organization. For Max, this is one of the biggest takeaways.

Ashleigh Deosaran, BA

Fine Arts/Psychology, 2016

Dyson College of Arts and Sciences

Host Organization: [Snug Harbor Cultural Center and Botanical Garden](#)

Job Title: Graphic Design Intern

The original job description specified candidates for print and design collateral to assist with Snug Harbor’s three phases of rebranding (website, print and design collateral, and press cultivation). Ashleigh is a fast and able designer in print and design collateral, and Jaclyn has tailored the workload to allow Ashleigh to expand her web design abilities. During the second half of her internship, Ashleigh will be working on web enhancements in addition to marketing for both institutional programs and external press cultivation.

Jaclyn looks to Ashleigh not as her subordinate but as “my teammate” with whom she works to execute deliverables. Ashleigh has a remarkable ability to follow Jaclyn’s direction in a clear and focused way, and she keeps up with Jaclyn’s pace. Marketing, Jaclyn says, is often about personality, and Ashleigh has the interpersonal skills necessary to shine in this position.

Keyanna Doctor, MPA

Public Administration, 2015

Dyson College of Arts and Sciences

Host Organization: [LIFT-NY](#)

Job Title: Public Benefits Intern

LIFT-NY is one of the 35 Single Stop Public Benefits Providers in New York City. Single Stop is a program that works through community-based partnerships to provide screening for, and access to, a wide range of government resources as well as cost-free legal, financial, and tax preparation expertise all in one location. As a Single Stop Site, LIFT provides Benefits Screening and Counseling, identifying members' eligibility for government supports (like health insurance, food stamps, and unemployment) and helping them to apply. Keyanna's position in the Public Benefits Clinic enables her to work closely with members to utilize the services of the Single Stop Program. The job description for Keyanna's position initially called for a Summer Associate to assist with LIFT's general services to members. Because of her professional background in healthcare benefits, Chelsea and Sandy decided that she would be a good fit for the Public Benefits Clinic.

Sandy says that Keyanna plays a critical role in facilitating the services of the Public Benefits clinic. Her personal experiences and the wealth of knowledge which she brings from her time working at Verizon are invaluable to LIFT, and she has actually taught the staff several things about administering benefits of which they had previously been unaware.

Christopher Glancy, BBA

Management, 2014

Lubin School of Business

Host Organization: [Staten Island Economic Development Corporation \(SIEDC\)](#)

Job Title: Project Division Intern

As there were several projects in the pipeline for the coming summer, when Steve and Varun constructed the job description they initially thought that the intern would be more involved with the Industrial Business Program. But with the launch of several new projects by the Board of Directors, the position was tailored to address research the board needed to apply for project funding. Chris has done mapping research for the South Shore BID utilizing an online mapping tool called OASIS, so that the SIEDC can get votes from property owners in support of the program proposal. He has worked extensively on the Storm Water Management Proposal, and he has played a large role in the events and outreach in neighborhoods where the SIEDC has funded projects.

Chris is a "tremendous help," an "extremely competent" employee who has been proactive about projects like the South Shore BID. He has undertaken a large amount of work without needing to be constantly supervised.

Jason Gonzalez, MPA

Public Administration, 2016

Dyson College of Arts and Sciences

Host Organization: [International Rescue Committee](#) (IRC)

Job Title: Program Quality Unit Intern

The focus of Jason's internship has been an ongoing strategy review for the unit as a whole. The initial job description did change a bit once Ciaran became aware of Jason's background in research and analysis, and he and Jason retooled the position so that he would be able to utilize and enhance these skills. During the first half of his internship, Jason completed research on Disaster Risk Reduction and Risk Management for the unit, and produced a seven page briefing report which the unit will use as it continues to implement a new DRR strategy. Jason also sends out briefings about the World Humanitarian Summit for the IRC's senior staff, and he supported the Budgeting unit in creating "digestible" historical analyses for team members to use.

In addition, Jason has aided the health unit in drafting research regarding both resettlement issues as well as poverty and conflict. Throughout the second half of his internship, Jason will be focusing on social finance and impact investing, two burgeoning fields in the nonprofit world.

Tobias Laforest, BS

Business Economics, 2014

Dyson College of Arts and Sciences

Host Organization: [The F.B. Heron Foundation](#)

Job Title: Capital Deployment Intern

Toby's position on the capital deployment team allows him to be immersed fully in the F.B. Heron environment. Given his background and experience in the Fed Challenge, while at Pace and other experiences, Dana had him focus on synthesizing and analyzing large amounts of raw BLS data, critical for Heron to identify the impact an investment will create.

Toby joined Heron while they were in the midst of preparing for several large deliverables – a Board meeting, the G8 summit in Europe and a large convening in Buffalo, anchored by the foundation. Toby was quickly engaged in this work and was instrumental in getting some key information together. He was able pull together information quickly and efficiently, and with minimal guidance. For the first few weeks, Dana interacted mostly through Skype and conference calls with Toby. She highlighted that from the first week Toby "was thrown into the fire, and never complained," and his ability to synthesize and analyze massive amounts of data has been incredibly helpful to the Heron team.

Tatiana Milcent, BA

Psychology, 2015

Dyson College of Arts and Sciences

Host Organization: [Neighborhood Trust Federal Credit Union \(NTFCU\)](#)

Job Title: Marketing and Community Outreach Intern

NTFCU recently moved locations, and with this move came a shift in the population the credit union serves. NTFCU is employing what is known as the blue ocean strategy to identify gaps in the usage of its products and services, and expand its services to this new market. There is a "big need" to address the immigrant and undocumented population in the Washington Heights area, and Tatiana's role was pinpointing those needs. Tatiana's survey received a great response from members, and with guidance from her supervisor, Tatiana was then able to develop action plans to address the findings.

Tatiana is very proactive and independent. She was conscious of the timeline for her deliverables, and she even went beyond her work plan. She went alone to meetings at other credit unions in the area to learn about their marketing strategies, and her work has enabled NTFCU to reflect on the ways it is able to implement its mission in the Washington Heights area.

Oluwabukola Oyalabu, MBA

International Business, 2015

Lubin School of Business

Host Organization: [The Trust for Public Land](#)

Job Title: NYC Playgrounds Program Intern

Bukola's role is one step in the participatory design process which helps to create playgrounds that communities care about, and which meet each neighborhood's unique needs. She is the first to visit the sites which have been recommended by the Department of Education, City Council members, and the Department of Environmental Protection, as well as residents of particular communities to assess their suitability for a park infrastructure. She reports back with both pictures and written assessments, as well as recommendations for future action on each site. She also has a role in facilitating environmental education workshops held at parks and schools around the city. In addition, she collaborates with the marketing team to do work on press releases about park openings in the fall.

Bukola is "wonderful," the best intern that TPL has ever had. She is a delightful personality, a great worker, incredibly well-spoken and intelligent. Several of her site recommendations are actually going to head into the next step of the design process, which is very exciting. She has also helped the team organize the lists of sites which TPL has visited as well as those they want to visit in the future.

Shayleen Reynolds, BA

Economics, 2016

Dyson College of Arts and Sciences

Host Organization: [National Museum of the American Indian \(NAMI\)](#)

Job Title: Marketing and Community Outreach Intern

Shayleen is as adept at analyzing numbers as she is at working directly with the public. Her largest project this summer has been looking at the internal factors surrounding a drop in visitors to the museum, which required her to gather and synthesize large amounts of data from different departments in order to create a report that will be sent to the Washington, D.C. headquarters. This report, on which Shayleen collaborated with PR firm Meltwater, will help the New York location better articulate its need to hire a full time public relations person.

Shayleen has also taken control of NMAI's social media accounts, and she has done a great job with posting regularly about NMAI events. In addition, she has offered assistance with events such as Summer Dance.

Alan Yu, MBA

Accounting, 2016

Lubin School of Business

Host Organization: [Impact America Fund](#)

Job Title: Capital Deployment Intern

Alan was selected because of his background as well as his understanding of the concept of impact, and initially Kesha was not quite sure what the intern would be doing, especially as things have changed so quickly for the fund. Because of this, the job description changed as the fund's needs became more defined.

Alan has been given a high level of responsibility within Impact America, and he feels that such an experience has pushed him to "go a step higher" with the standard of work he submits. He has spent time drawing up investment memos for the organization, which he feels is his key accomplishment. He says that working on these memos has inspired in him more of an interest in the concept of impact. The most exciting (and scary!) part of this internship is knowing that the work he is doing has a real influence on the future of the fund.