

Initiating Streets University on the Local Level

Expanding Program Activities to Other Areas:

A nonprofit organization (with or without tax-exempt status) can become a 'Partner' with IBSA, Inc. to initiate, facilitate and grow the Streets University Youth Enterprise Development Program in their local geographic area; and to reap the ongoing financial reward generated from our partnership efforts.

A binding agreement seals our agency's desire and commitment to work together, and outlines the parameters & scope of our individual and collective duties and responsibilities. Please review, sign and return the [Nonprofit Partner Registration Agreement](#) to the mailing address provided.

Unlike traditional 'franchise' opportunities or the bureaucracy attached to establishing & operating branch offices or chapters, IBSA does not set an annual minimum amount to be raised, remitted to our organization or quotas, but instead we share program revenue in an equitable manner to encourage all parties involved to mutually work together.

Streets University has several components, but any partner agency can initiate only those of interest to their organization and community neighborhoods. Either way, the core learning of youth in computer tech and salesmanship will bring its own real value and worth. It can also serve as another magnet to secure additional resources an agency needs to address well-known and longstanding community socioeconomic conditions.

In a systematic manner, the following are considered the next-best steps, once we have pledged and signed onto an active partnership.

- Partner agencies will need to develop a strategy to speak with area income-eligible youth & young adults that may be interested in such a program.
- Partner agency will need to schedule an orientation for both youth/young adults and their parent/guardian to attend, and to share information provided herein.
- Partner agency will connect with and join the local Chambers of Commerce to begin building relationships and access to potential student & program sponsors.

Partnering with the local chamber will break down the initial barriers associated with rolling out a new program in a politically-charged city. It also begins the process of growing a field of human and technical support for the program and youth involved.

Becoming a part of a Chamber provides a voice and an avenue to influence other public policies; which in turn benefits our partnership. As Chambers consist of business owners large & small, executives from the larger corporations and key elected officials from all ethnic groups, I expect overwhelming support (financial & in-kind) from individuals that want to sponsor one student or lend support to the program. Having this partnership established first will make future interaction less hostile with school administrators, targeted state agencies and other organizations that may see this new initiative as a threat.

Initiating Streets University on the Local Level

Topical Areas Covered During Orientation Include:

- Explanation of program goals, methodologies, and statistics
- Explanation of the programs founding principles,
- Explanation of our strategy to penetrate and capture a target market,
- Information on activities students are expected to participate in; specifically the work using WordPress and the necessity of doing their best in meeting any goals set on recruiting individual program sponsors. *Both being requirements to receiving any earned income and compensation.*
- Explain where and how these sponsors & advisors will be identified and recruited

Program Staff & Administration:

Program Administrator

- Handle intake paperwork, program registration, inquiries, data-collection, etc...
- Prepares reports as needed, manages public relation efforts,
- Meets with program staff & external partners on an ongoing basis to assess program efficiency & community effectiveness, to answer questions and provide comment, leadership and advocacy to the program and other youth concerns.
- Assists Program Coordinator when appropriate, attend social functions and work in cooperation with other Partner Agency staff and those of IBSA, Inc.

Program Coordinator

- Sets up guest speakers, attend public functions to promote program results, and prospect for small business owners that show an interest to sponsor a youth involved i.e. Chamber Members, Downtown Business Associations, Etc...
- Assures refreshments are ordered, paid for and delivered for sessions agreed upon.
- Setup and oversee any planned field trips by the group to visit local tech companies, gov't agencies and any special events they may have an opportunity to work at and earn some additional income.
- Assists Program Administrator when appropriate and work in cooperation; and collaboratively with the Workshop Facilitator and other designated staff.

Initiating Streets University on the Local Level

Workshop Facilitator

- Leads most group workshops when guest speakers are not providing instruction
- Sets up room for workshop and prepares topic-level assignments for sessions
- May spend additional time with student(s) as needed to complete assignments, projects, and other documents that may include job application or resumes
- Meets with students as-needed, and on a one-on-one basis to answer questions, ask questions and help them sort through some things that are unrelated to StreetsU.
- Assists Program Coordinator when appropriate and work in cooperation; and collaboratively with the Program Administrator and other designated staff.

Establishing Partnerships by Level of Importance

1st Tier

Local Black Chamber of Commerce
Local Traditional Chamber of Commerce

2nd Tier (local government)

Office of the Mayor and/or City Manager
City or District Council Person

3rd Tier

Local Workforce Center Manager

4th Tier

School District Administrators
(middle & high school)
Community Organizations

5th Tier

Corporate Foundations
Community Foundations
Corporate Contributions

Initiating Streets University on the Local Level

Immediate & Ongoing Need(s)

Location to conduct orientation and to deliver workshop sessions in a comfortable, convenient, safe and empowering environment.

Access to computer technology; with internet connectivity so that students can complete assignments, projects and other work required in a safe and creative environment.

Concerned adults needed to serve as 'volunteer advisor' for youth participants. To include successful & motivating business owners and other well-known company professionals (*especially those with expertise in technology, WordPress and/or having a strong sales background and knowledge on commission/residual income*).

Finally, work to recruit recognizable educators with a strong sense of business as well as executive professionals representing a cross-cultural mix. Millennials should be highly engaged as they bring fresh insight, talent and skills to the program and those involved.

Minimum Goal for Each Student:

Successfully recruit 50 individual program sponsors at \$120/yr in a six-month period.

Task include calling to schedule an appointment, being prompt to meetings and providing an excellent interview experience, sending thank you letters to each person interviewed for their time and support, and following up with each sponsor recruited 4-times a year.

Create an online directory business profile for the program sponsor recruited within one-week of their payment. (*this task can be completed in one-hour*)

Required Tasks for Each Student That Recruits a Sponsor:

Draft and send a thank you letter to the business owner for sharing time out of their busy schedule to meet with you, accepting the interview and their ongoing or future support.

Gather information from the business owner so that you can create their online business profile in our directory(s) i.e. logo image, 10-keywords, written description of their business, preferred category(s), a few photos, social network links, video embeds, etc...

Login to the appropriate Wordpress 'dashboard' and go step-by-step to complete the business profile.

Have an advisor review, recommend and sign-off on the work i.e. wrote thank you letter & mailed, directory profile completed and without error, invoices created & sent, etc.

We use PayPal to pay all students and business check to reimburse partner agencies.

Initiating Streets University on the Local Level

Required Tasks for Each Student That Meets with a Potential Sponsor:

Draft and send a thank you letter to the business owner for sharing their time to meet with them, for accepting the interview and to lay the groundwork for future support.

Take a personal assessment to see what could have been done to change the outcome?

Traditional Funding Streams: (competitive)

Contributions & Sponsorship's
Corporate, Small Business & Government Agencies

Grants: City, County, State & Foundations
(CDBG, JJA, WIOA, TANF, Foster Care)

Contracted Services: fees-for-service, tuition, pay-per-performance agreements...

Special Events: Raffles, Banquets, Mixers & Network Socials, Etc...

Non-Traditional Program Funding:

Social Enterprise: having a viable product/service of value; which is promoted and sold on the open market to a targeted audience most likely to purchase. Revenues and profits generated are dedicated to maintaining an operation which remains consistent in transforming people, communities and neighborhoods for the better*

Prepared By:
Lazone Grays Jr
President/CEO

Corporate Office
IBSA, Inc.
629 SE Quincy, Suite 102
Topeka, Kansas 66603
(913) 735-4272