

Wir'ED

Student Training Session (part 1 of 2)



AGENDA

- **Welcome and Overview** - Mel McGee
- **Introduction of Project and Leaders**
- **Student Introductions** - Please share a 1-minute introduction of yourself, which school you are from, your grade, and why you are excited about this project.
- **Student Goals for Project** - Mel McGee/Dave Wank
- **Identification of Common Needs for Each Business** - Mel McGee/Dave Wank
- **Expectations of Students**
 - * **Meetings**
 - * **Surveys**
 - * **Goals / Weekly To Dos**

AGENDA *(cont)*

- **What a Students Week Will Look Like**
- **Meeting Schedule**
- **Who to contact**
- **Payment**
- **Next Steps (Training Session 2)**

WELCOME & OVERVIEW

- The WIR'ED Project pairs students and marketing professionals with brick-and-mortar store owners to improve online presence for marketing for Old Brooklyn and East Cleveland shopkeepers.
- Originally developed by the NeoSTEM Ecosystem and Old Brooklyn Community Development Corporation, formed in response to the COVID-19 pandemic.
- This is our second go-around. This time we are adding Case Western Reserve to our sponsors, allowing us to involve more businesses and students, specifically those in East Cleveland.

INTRODUCTION OF PROJECT: Project Goals

- *Provide students with a meaningful learning experience.*
- *Provide business owners with help at a time when they need it the most.*
- *Create a model that can be replicated throughout the city.*

Students, you will be put on a team (2-3 students per team) and paired with a Marketing Professional. Together your team will be partnered with a small local business that you will meet with, determine marketing and technology goals, and then implement those goals over the course of 6 weeks.

INTRODUCTIONS of Project Leaders

- **Ms. Jayme Bauer**, Old Brooklyn CDC
- **Ms. Mel McGee**, We Can Code IT
- **Mr. Dave Wank**, Project Manager
- **Ms. Angie Kastning**, TIES
- **Dr. Alyssa Briggs**, TIES/NEOSTEM ECO

STUDENT INTROS

Please share a 1-minute introduction of yourself, why you are excited about your involvement with this project.

STUDENT GOALS

- Learn about digital marketing.
- Learn leadership skills.
- Communicate effectively and regularly with teammates, businesses, and marketing consultants.
- Self-sufficiency and responsibility.

COMMON NEEDS for EACH BUSINESS

- Most businesses need support in the form of social media and digital marketing.
 - Facebook
 - Instagram
 - YouTube
- Some need more basic technology assistance.
 - Help setting up WiFi or Internet
- Some need general business assistance.
 - Refer to local business resource in the area.

EXPECTATIONS of STUDENTS

Meetings (see Meeting Schedule in next section)

- General meeting on Thursday at 4 pm starting at the end of this month for 6 weeks. You will receive calendar invitations to all.

Surveys

You will receive an email at the beginning of every week that will include a survey. You must fill this out and return it by Tuesday at 5 pm weekly.

Surveys include

- Timesheet/Work Performed
- Goals for upcoming week
- Blockers

WHAT a STUDENT'S WEEK WILL LOOK LIKE

Monday: Think about goals for the week, fill out survey sent from Dave.

Week long: Work on project goals.

Thursday at 4pm: Required Zoom Meeting with students, business owners, and marketing professionals.

MEETING SCHEDULE

- Tuesday, Jan. 12th - 4 to 5 pm (Training Session 1 with Students)
- Monday, Jan. 25th - 4 to 5 pm (Training Session 2 with Students & Marketing Professionals)
- Monday, Feb. 1st - 4 to 5 pm (Orientation of Businesses and Students - Kick Off)
- Monday, Feb. 8th - 4 to 5 pm [Weekly Meeting 1 With Students & Marketing Pros (Share plans, discuss strategies)]
- Monday, Feb. 15th - 4 to 5 pm [Weekly Meeting 2 With Students & Marketing Pros (Share plans, discuss strategies)]
- Monday, Feb. 22nd - 4 to 5 pm (General Progress Meeting with All)
- Monday, Mar. 1st - 4 to 5 pm [Weekly Meeting 3 With Students & Marketing Pros (Share plans, discuss strategies)]
- Monday, Mar. 8th - 4 to 5 pm [Weekly Meeting 4 With Students & Marketing Pros (Share plans, discuss strategies)]
- Monday, Mar. 15th - 4 to 5 pm [Weekly Meeting 5 With Students & Marketing Pros (Share plans, discuss strategies)]
- Monday, Mar. 22nd - 4 to 5 pm (General Final Meeting with All)

Who To Contact

For general questions and concerns about anything pertaining to the project please contact:

Project Manager, Mr. Dave Wank:

davewank3@gmail.com

Payment

- Complete W9 and return to Angie Kastning at AngieKastning@TiesTeach.org and CC DaveWank3@gmail.com
- The total student compensation for the project is \$550. Once your completed 1099 is finalized, you will receive two payments. Half of your payment will be up-front, and the other half will be at the end of the project.

Like any job, you *MUST* maintain participation, do the work, and meet your goals in order to be paid. This includes weekly meetings, weekly surveys, and weekly agendas/to dos.

If you are unsure of any of these, please contact Mr. Dave Wank at davewank3@gmail.com immediately.

Next STEPS for YOU

- Complete W9 and Media Release Form and return to Angie Kastning at AngieKastning@TiesTeach.org and CC DaveWank3@gmail.com
- Get into the habit of checking your email at least daily.
- Look for the Google Calendar Invitation to the next meeting and make sure to respond “Yes” (or “No” if you can’t make it).
- Meeting anticipated on Jan. 25th from 4-5pm Training Session 2 with Marketing Professionals



THANK YOU!

