

2024



COLLEGE CHANGES EVERYTHING<sup>®</sup>  
CONFERENCE

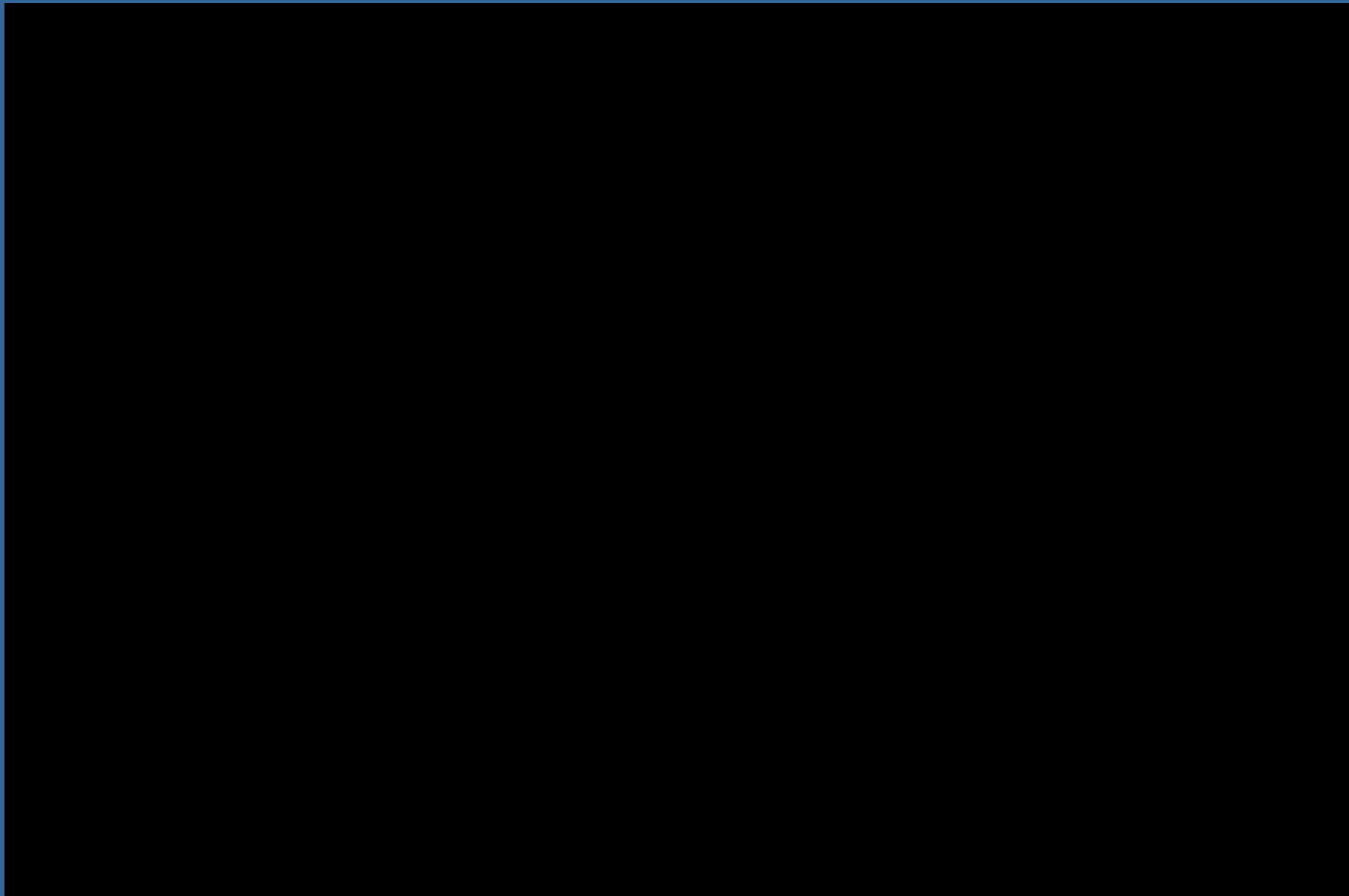
# Building Pathways for Professional Development Opportunities for First- generation Students in College and Beyond

Tom Kitzinger, IL Executive Director  
Flynn Okner, Director of Corporate  
Partnerships and Volunteer Engagement



# WHO'S IN THE ROOM

- Development Staff
- Executive Directors
- Program Staff
- Volunteers
- Board Members

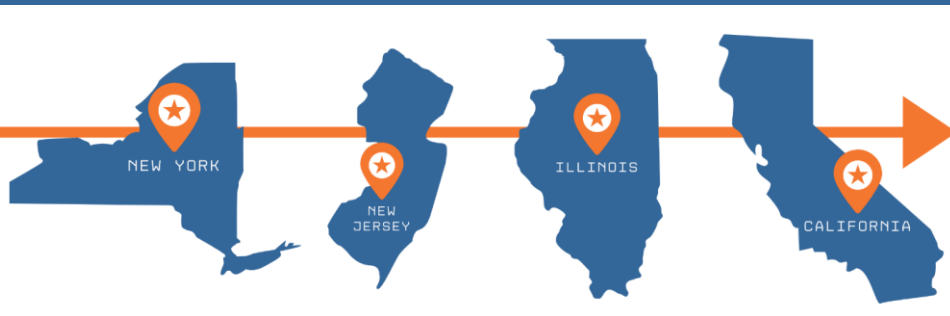




# OUR MISSION

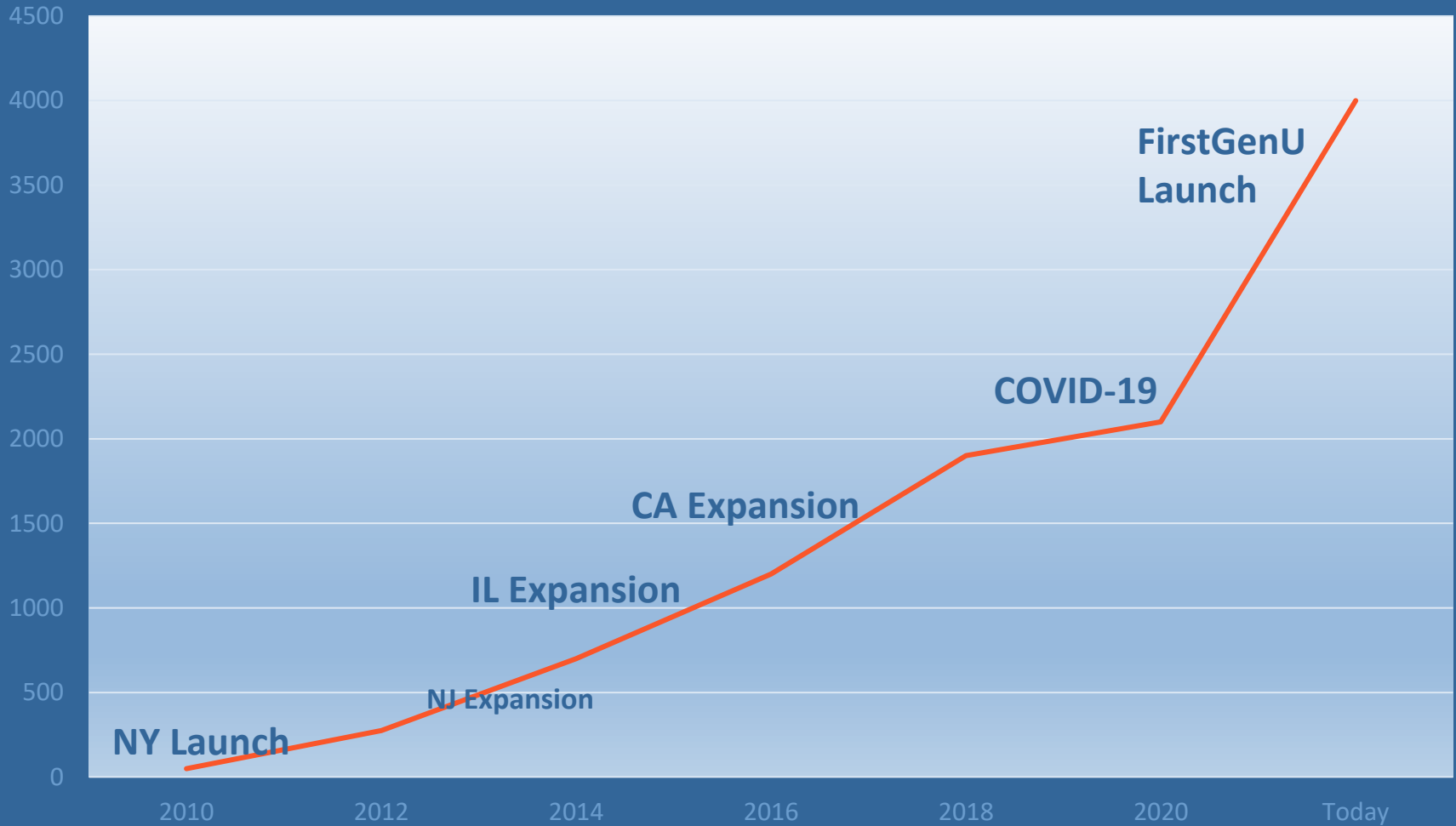
America Needs You (ANY) fights for economic mobility for ambitious, **first-generation** college students.

We do this by providing transformative **mentorship** and intensive **career development**.





# STUDENTS SERVED OVER TIME





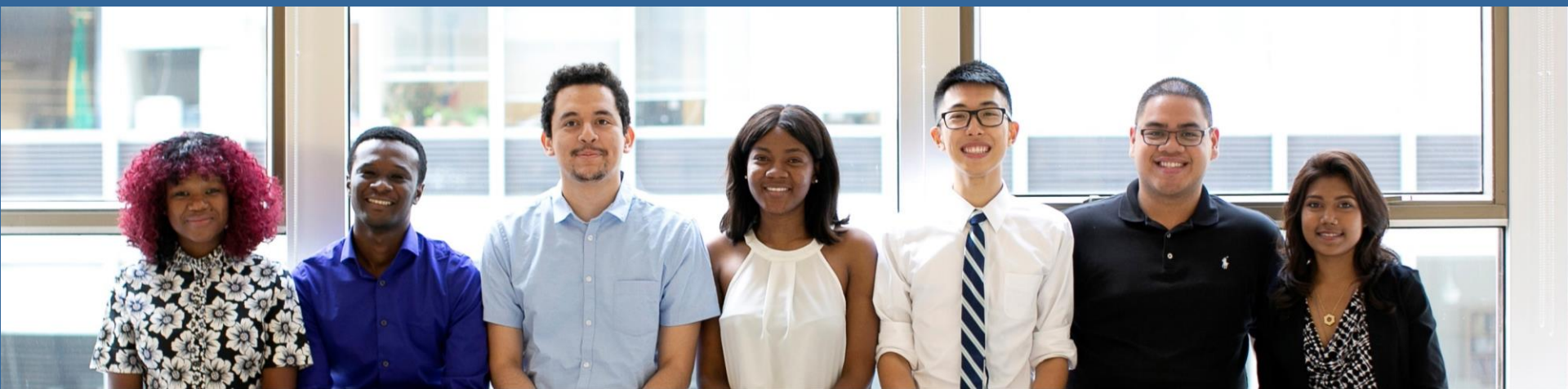
# CORPORATE PARTNERSHIP GROWTH

**\$2.7M** 2012

\$780K corporate gifts  
75 gifts  
Average gift size  
~\$10K  
Range \$1K – \$65K

**\$4.9M** 2023

\$2M corporate gifts  
141 gifts  
Average gift size ~\$20K  
Range \$1K – \$325K





# CORPORATE ENGAGEMENT IS STRATEGIC

In a 2016 Conference Board survey, over two-thirds of large North American corporations surveyed said that using their philanthropy to further business goals was one of their top three priorities of the year.

Good news for us - their business goals are ALSO often our business goals!



# CORPORATE ENGAGEMENT IS STRATEGIC

Life at Deloitte

## Deloitte Volunteer Impact Research

Measuring important aspects of corporate community engagement

For several years, the Deloitte Volunteer Impact Research series has focused on measuring important aspects of corporate community engagement.



### Strengthening the workplace environment through volunteerism

Deloitte's 2017 Volunteerism Survey results indicate that creating a culture of volunteerism in the workplace may boost morale, workplace atmosphere, and brand perception. Findings from the survey—which was aimed at working Americans who have volunteered in the last 12 months—also support the idea that employees may volunteer more if they have a better understanding of the impact their efforts are making.



2017 Deloitte Volunteerism Survey

[Download PDF](#)

### Developing leadership skills through volunteerism

Deloitte's 2016 Impact Survey results indicate that volunteering experience may play a big role in building leadership skills considered to be "must haves" for successful leaders. Findings from the survey—which was targeted at individuals who either directly influence hiring or indirectly influence the person making the hiring decision—also support the idea that including volunteering experience on a résumé may make job candidates significantly more attractive to employers.



Developing leadership skills through volunteering

[Download PDF](#)

## Local Community Engagement

Empowering people to inspire and mobilize volunteers and organizations to deliver systemic and positive impact in their local communities.



25.7M

Volunteer hours recorded between 2011 to 2022 toward goal of 30 million hours by 2030



529K+

Volunteer hours recorded toward underserved Black communities in 2022



2M

Volunteer hours recorded in 2022





# THE TRENDS

- Philanthropy and volunteering programs have become an increasingly prominent part of the workplace. In fact, more than 70% of employees demand social responsibility from companies. Additionally, over 93% believe that organizations must lead with purpose.
- Companies see a boost in productivity, employee engagement, and retention.
- Companies and individuals are looking for flexible and virtual opportunities while still providing meaningful impact.



# ANY'S PARTNERSHIP MODEL



**VOLUNTEERISM**



**TALENT PIPELINES**



**PHILANTHROPIC**





# CLARIFY THE WHY - CORPORATE

- Increased employee sense of well-being, purpose, and mental and physical health
- Increased retention rate
- Boosts productivity

"Potential applicants found companies with employee volunteering programs especially attractive, for three key reasons: job seekers' anticipated pride in being affiliated with the company, their perception of how their values fit with the firm, and their expectations about how the firm treats its employees."

- Jessica Rodell  
Harvard Business Review  
University of Georgia College of Business



# CLARIFY THE WHY - INDIVIDUAL



Becoming a Mentor Coach has been a profound learning experience. It has taught me the importance of empathy, patience, and active listening. Every student has a unique story and set of challenges, and understanding these deeply has helped me provide more personalized and effective guidance."

-Kevin Ke  
Mentor Coach



"I became a Mentor Coach to pay forward the career guidance, advice, and help I have received over the years. I'm passionate about the mission of ANY and have enjoyed giving back to the community by mentoring first-generation students of various backgrounds as well as industries."

-Jessica Liu  
Mentor Coach



# CLARIFY THE WHY - INDIVIDUAL



"ANY means being able to sit at tables that I didn't have access to. I always knew the potential, **I knew I was going to get somewhere big, but I just didn't have the resources or the network to do so.** ANY has not only helped better my professional development, it has helped better me as a person. I truly believe this program has changed my life."

Mircelis Paredes  
ANY Fellow



introduced me to the LSAT after one of our Saturday ANY workshops. She brought in one of her old prep books and went through the different sections of the exam. Fast forward three years later and I am texting her on a Saturday morning after getting the LSAT score that would eventually get me into Harvard Law. My mentor's selflessness with her time was an invaluable resource to me and contributed greatly to my success after undergrad."

"I was insecure about an interview I had, and Johanna told me that I didn't need to be perfect, just honest and demonstrate how much I have to offer them. She makes me feel so secure and worthy. "

Karolyn Pena





# ANY WORKSHOP FORMAT



---

Monthly workshops are held In ANY corporate partner offices

---

Year 1 and Year 2 cohorts have dedicated topics based on their grade



---

Presentations are interactive with breakouts, role playing, panel discussions and student presentations

---

Mentors sit with their Fellows at every workshop; in some cases, facilitate key topics



# WORKSHOP TOPICS

Career Planning	Soft Skills
Assessing The Right Career For You	Communication Skills
Resume Writing/Cover Letters	Leadership & Teamwork
Interviewing Strategies	Organization In & Out of the Workplace
Mock Interviews/Elevator Pitch	Project Management
Informational Interviews	Skills for the Modern Workforce
Critical Thinking	Life After College
Communication Skills	Life After College Panel
Presentation Skills/Public Speaking	Managing Up
Networking Skills	Organizational Culture
Developing Your Personal Brand	Communication in the Workplace
Time Management	Unwritten Rules of the Workplace

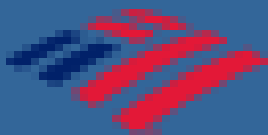




# MENTOR COACH EMPLOYERS

Current ANY IL Mentors are Employed in the Following Industries:

- Financial Services
- Consumer Products
- STEM
- Law
- Education
- Consulting
- Advertising
- Healthcare
- Government
- Media







# WORKSHOP SCHEDULE

## America Needs You 2024-2025 Fellows Workshops Program Calendar

Semester	Date	Times	Event Category	Event Overview	2024 Cohort (Year 1)	Event Overview 2	2023 Cohort (Year 2)	Delivery	Location
Fall Semester (July-December)	7/13/2024	9:30am -3pm local time	Workshop	Orientation	Orientation	Orientation	Orientation	In Person	PwC, 1 North Wacker Drive, Chicago, IL, 60606
	7/27/2024	9:30am -3pm local time	Workshop	Workshop 2	Beginning Your Career Path: Resumes + Elevator Pitch	Workshop 14	Finding Strength and Personal Branding	In Person	KPMG Aon building 200 E Randolph St   55th Floor   Chicago, IL 60601
	8/24/2024	9:30am -3pm local time	Workshop	Workshop 3	Developing Your Personal Brand	Workshop 15	Interviewing II	In Person	PwC, 1 North Wacker Drive, Chicago, IL, 60606
	9/21/2024	9:30am -3pm local time	Workshop	Workshop 4	Match Day	Workshop 16	Skills for the Modern Workforce	In Person	PwC, 1 North Wacker Drive, Chicago, IL, 60606
	10/26/2024	9:30am -3pm local time	Workshop	Workshop 5	Intro to Interviewing	Workshop 17	Public Speaking as Leadership	In Person	110 N. Carpenter Street, Chicago IL 60607-2104
	11/16/2024	9:30am -3pm local time	Workshop	Workshop 6	Team Lunch, Info Interviews, Project Management	Workshop 18	Project Management Skills	In Person	PwC, 1 North Wacker Drive, Chicago, IL, 60606
	12/7/2024	9:30am -3pm local time	Workshop	Workshop 7	Cover Letters and Emotional Intelligence	Workshop 19	Building Your Personal Board of Directors	In Person	KPMG Aon building 200 E Randolph St   55th Floor   Chicago, IL 60601
Spring Semester (January-June)	1/25/2025	9:30am -3pm local time	Workshop	Workshop 8	Public Speaking + Mock Interviews	Workshop 20	Organizational Culture	In Person	KIRKLAND & ELLIS LLP 333 West Wolf Point Plaza Chicago IL 60654
	2/22/2025	9:30am -3pm local time	Workshop	Workshop 9	Organization In and Out of the Workplace	Workshop 21	Identity in the Workplace	In Person	
	3/8/2025	9:30am -3pm local time	Workshop	Workshop 10	Public Speaking	Workshop 22	Life After College	In Person	PwC, 1 North Wacker Drive, Chicago, IL, 60606
	4/5/2025	9:30am -3pm local time	Workshop	Workshop 11	Year 1 Capstone	Workshop 23	Year 2 Capstone	In Person	KPMG Aon building 200 E Randolph St   55th Floor   Chicago, IL 60601
	5/3/2025	9:30am -3pm local time	Workshop	Workshop 12	Unwritten Rules of the Workforce and Managing Up	Workshop 24	Graduation	In Person	110 N. Carpenter Street, Chicago IL 60607-2104

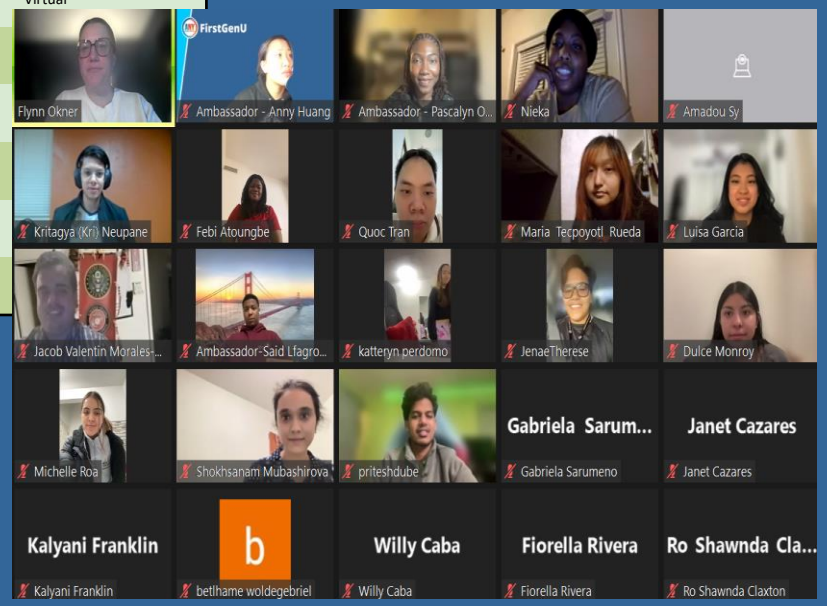


# ENRICHMENT SCHEDULE

## America Needs You 2024-2025 Fellows Enrichments Program Calendar

Semester	Date	Times	Event Category	Event Overview	2024 Cohort (Year 1)	Event Overview 2	2023 Cohort (Year 2)	Delivery	Location
Fall Semester (July- December)	7/16/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Y2 Resume Review and Support	Required Virtual Enrichment Opportunity	Y2 Resume Review and Support	Virtual	
	7/17/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Y1 Resume Review and Support	Required Virtual Enrichment Opportunity	Y1 Resume Review and Support	Virtual	
	7/18/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Y1 Resume Review and Support	Required Virtual Enrichment Opportunity	Y1 Resume Review and Support	Virtual	
	10/8/2024	6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Virtual	
	10/9/2024	6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Virtual	
	10/10/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Required Virtual Enrichment Opportunity	Networking/Elevator Pitches (Both Y1 & Y2)	Virtual	
	12/3/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Makeup Virtual Enrichment Opportunity	Makeup Networking/Elevator Pitches (Both Y1 & Y2)	Makeup Virtual Enrichment Opportunity	Makeup Networking/Elevator Pitches (Both Y1 & Y2)	Virtual	
	12/5/2024	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Makeup Virtual Enrichment Opportunity	Makeup Networking/Elevator Pitches (Both Y1 & Y2)	Makeup Virtual Enrichment Opportunity	Makeup Networking/Elevator Pitches (Both Y1 & Y2)	Virtual	
Spring Semester (January- June)	2/25/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Mock Interviews	Required Virtual Enrichment Opportunity	Mock Interviews	Virtual	
	2/26/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Mock Interviews	Required Virtual Enrichment Opportunity	Mock Interviews	Virtual	
	2/27/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Mock Interviews	Required Virtual Enrichment Opportunity	Mock Interviews	Virtual	
	4/22/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Industry Roundtables	Required Virtual Enrichment Opportunity	Industry Roundtables	Virtual	
	4/23/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Industry Roundtables	Required Virtual Enrichment Opportunity	Industry Roundtables	Virtual	
	4/24/2025	11am-12:15pm and 6pm-7:15pm CST	Enrichment Opportunity	Required Virtual Enrichment Opportunity	Industry Roundtables	Required Virtual Enrichment Opportunity	Industry Roundtables	Virtual	

All Fellows must attend one enrichment event per month





# EXPERIENTIAL LEARNING FOCUS

Networking



Interviewing/Job Search Strategies



Public Speaking



Panel Discussions



Senior Executive Support



Career Guides

**Career Guides: What's Available?**

Available Guides		
<b>Financial Services</b>	<b>Consulting</b>	<b>Undecided</b>
Financial Services careers with insights into recruitment timelines, career paths, and key	Overview of the various types of consulting, the degrees that often feed into them, considerations	This is a collection of resources for students who know their major but aren't sure about potential career paths or areas

[Access Here](#)

Resume Book

Username

Password

**Log in**

Forgot your password? [Not a member?](#)

Are you an employee? [Login here](#)

Fun Learning Activities





# FELLOW ACCOUNTABILITY

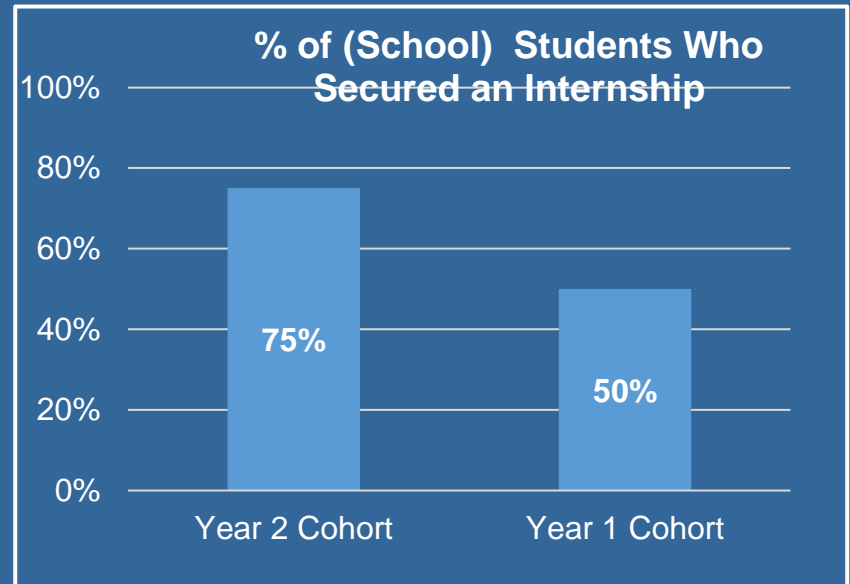
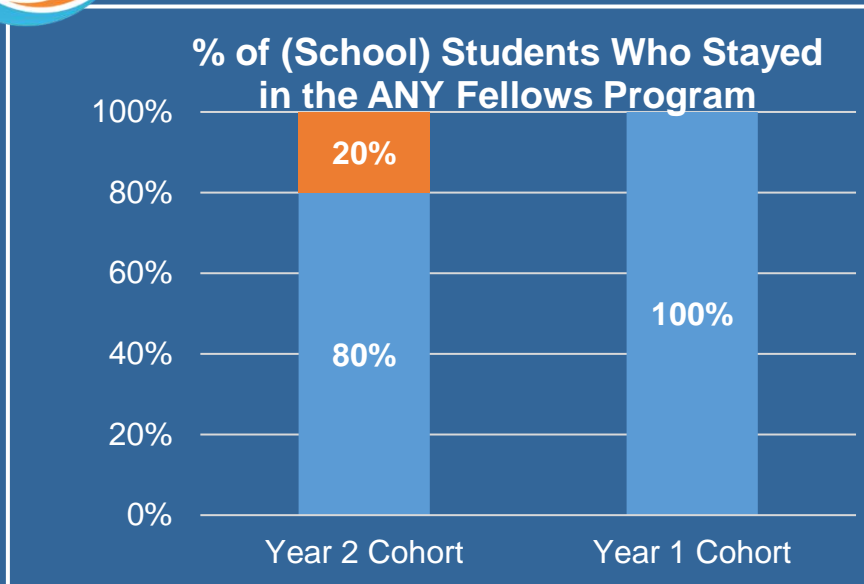
- Partner Internship/job App Tracker
- OUFs – monthly reporting by Fellow on grades, internships, college status
- Career Days Attendance
- Workshop Attendance
- Enrichment Opportunities

The screenshot shows an Excel spreadsheet with the following data:

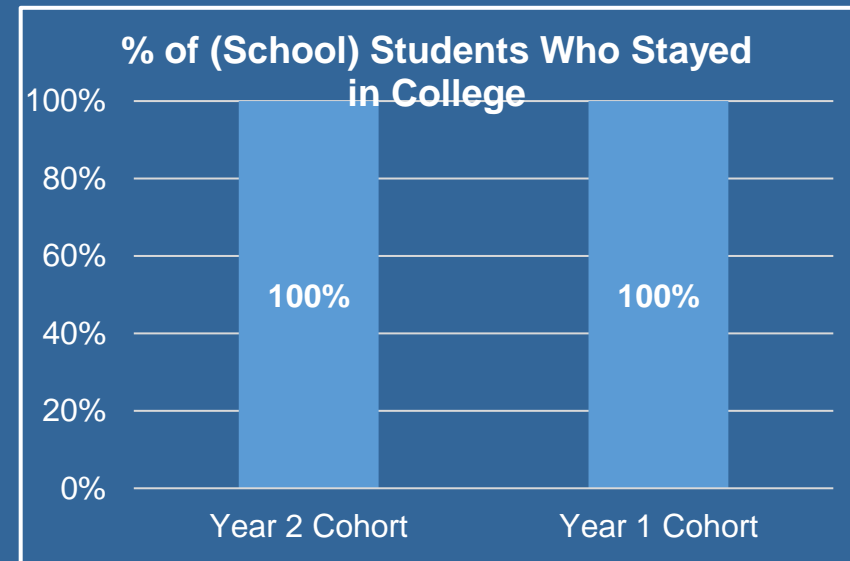
B	C	D	E	F	G	H	I	J	K	L	
123 New York	Said Ltagrouche	<a href="mailto:sifagrouche@inths.org">sifagrouche@inths.org</a>	Laundry Service Internship			Internship	Applied	Fall 2024	5/15/2024	Baruch Col	Spring 2025
123 New York	Taylor Puchalski	<a href="mailto:taylor.puchalski02@myhunter.cuny.edu">taylor.puchalski02@myhunter.cuny.edu</a>	Laundry Service Internship			Internship	Applied	Fall 2024	5/17/2024	Hunter Coll	Spring 2026
122 New Jersey	Cleveland Allen Jr	<a href="mailto:clallenj3@gmail.com">clallenj3@gmail.com</a>	Laundry Service Internship	Advertising and Pu	Internship	Applied	Fall 2024	5/16/2024	Seton Hall	Spring 2025	
122 New Jersey	Cleveland Allen Jr	<a href="mailto:clallenj3@gmail.com">clallenj3@gmail.com</a>	Brand and Property	Advertising and Pu	Internship	Applied	Fall 2024	5/22/2024	Baruch Col	Spring 2026	
123 New York	Karen Urglies	<a href="mailto:karlourj@gmail.com">karlourj@gmail.com</a>	Laundry Service Inte	Advertising and Pu	Internship	Applied	Fall 2024	5/31/2024	Montclair S	Spring 2025	
123 New Jersey	Chloe Shepard	<a href="mailto:cshepard192@gmail.com">cshepard192@gmail.com</a>	Analytics Intern			Internship	Applied	Fall 2024	5/31/2024	Montclair S	Spring 2025
123 New Jersey	Chloe Shepard	<a href="mailto:cshepard192@gmail.com">cshepard192@gmail.com</a>	New Business Intern			Internship	Applied	Fall 2024	5/31/2024	Montclair S	Spring 2025
123 New York	Carmen Lai	<a href="mailto:laicarm04@gmail.com">laicarm04@gmail.com</a>	Career Day			Enrichmer	Applied	sSpring 20	6/19/2024	St. Francis	Spring 2026



# PARTNERSHIP WITH CAMPUSES



- Meetings with Campus partners scheduled once per semester
- Review their student metrics in ANY program/status
- Discuss opportunity areas – recruiting, professional development; internship strategies, etc.



Source: Salesforce – student reporting



# FELLOW MENTOR TESTIMONIAL



“At my first ANY workshop, I met my mentor, **Daisy Chen**, who is here with us tonight. When I first met her, I was so surprised when I learned Daisy was a volunteer/mentor coach. We had immediate and genuine connection by sharing things we had in common, like coming from another country and struggling with the language barrier.

She was so relatable, and that led me to have some assumptions about her right away, like our society does, that professionals are always serious or cold, especially women, that we have to show ourselves as powerful and strong to be taken seriously. But Daisy was different, and I could see myself being a professional like her - someone who is warm AND has high expectations.”



# FELLOW TESTIMONIAL



**BRANDY VALDEZ**  
America Needs You Alumna



# NATIONAL OUTCOMES



- National 6 Month FTE employment rate **increased by 4%**
  - 78% in 2022 vs 82% in 2023
- National 6 Year Graduation rate **remains above 90%**
  - 95% in 2022 vs 96% in 2023
- Average First Salary After Graduating **increased by 6%**
  - \$62,734.29 in 2022 vs \$66,669.62 in 2023
- Top industries Alumni represent remains consistent: **Financial Services, STEM, Healthcare and Education**





# KEY CHALLENGES

## FELLOW ENGAGEMENT/COMMUNICATION

- Finding the right balance/approach to communicate to students outside of workshops
- Supporting and balancing student mental health with ANY/college commitments

## Mentor Coach Recruitment

- Fellow recruiting trends exceeding Mentor Coach recruiting plans
- A challenge across ANY sites

## Local Internship Opportunities

- Companies are investing less (or the same) in internship opportunities, creating a constrained and competitive market for all students.
- Finding/supporting unique and diverse (function/industry) internship opportunities

## Workshop Space

- Current corporate partners can accommodate 150-200 total participants (Fellows, MCs, Staff). Future Fellow growth may exceed our current corporate support space

## Overall Costs

- Increased Fellow enrollment will result in higher overall costs – scholarships, workshop space, workshop materials, food, Mentor recruiting, and staff, etc.



# QUESTIONS, KEY TAKE AWAYS



[Tom.kitzinger@americaneedsyou.org](mailto:Tom.kitzinger@americaneedsyou.org)

[Flynn.okner@americaneedsyou.org](mailto:Flynn.okner@americaneedsyou.org)

[www.americaneedsyou.org](http://www.americaneedsyou.org)