



The Career Activator Employer Informational

WHAT

The Career Activator is an initiative funded by KPMG U.S. Foundation Reaching New Heights Grant Program, National Grid, along with others. The program designed for business school students from traditionally underrepresented backgrounds, provides an opportunity for students to participate in a three-week immersive and intensive professional development opportunity. The Career Activators (students) will participate in developmental workshops, work with small businesses, minority-owned businesses, or nonprofit organizations on Staten Island, connect with an industry mentor, and visit companies to understand the organization's operations.

MICRO-INTERNSHIPS

The Career Activator program provides participating employers with the ability to host a Wagner College student intern to complete short business-related projects for your company or initiative. You will have an opportunity to provide our students with professional experience and valuable mentorship to enhance their interpersonal and leadership skills which will help them in their future careers. The Career Activators (students) will have the opportunity to get hands-on experience by working in a micro-internship with local businesses and nonprofits. The micro-internship is preferred to be on-site work with local employers, however, if necessary, a hybrid option is a possibility.

WHO

The Career Activator is open to small or midsize businesses, minority-owned businesses, or nonprofit organizations on Staten Island.

WHEN

The Career Activator program begins on January 3, 2024, and ends on January 24, 2024. All participating businesses and nonprofit organizations will work with the Career Activators from January 10th, 2024 to January 24th, 2024. During this time, the students will complete mini-projects for the companies.

COMPENSATION

Participating organizations will receive a stipend for their time and effort to host our students.

PROJECT OUTCOMES

Each participating organization will have the opportunity to have an Activator aid in a company project and provide a student with enhancing their skills and experiences.

Objectives

- Provide Activators with work and life skills transferable to their career success
- Guide Activators through the process of business management in areas of marketing, accounting, finance, and management
- Enhance the Activator's leadership and critical thinking skills

Mentorship

In the role of the Career Activator organization partner, you will provide each Activator with an experience where they will have the opportunity to learn and gain skills that are transferable to their career success.

Types of Potential Projects	
Marketing Projects	Management Projects
Marketing Strategy Plan and Market and Survey Research	Operations research analysis (Business Operations, Business Strategy, Personnel scheduling)
Social Media Engagement and Promotion and Newsletter or Email Campaign	Human Resources Management (Recruitment and Hiring, Onboarding and Training Development, Employee Relations, DEI Strategy Planning)
Business to Business Strategy Planning and Outreach	Leadership Shadowing
Public Relations	Operational Management
Project Planning of small to large-scale events	Information management
Field service	Sales Services
Data collection and analysis	
Accounting Projects	Finance Projects
Project Financial Analysis	Financial Analysis
Budgets and Project-Cost Evaluation	Budget analysis
Data Entry of AR/AP	Investor relations
Budget Review	Financial reporting

Timeline

- Application deadline - October 16, 2023
- Meet and Greet: Participating organizations will meet their Career Activator on December 1, 2023, at 3 PM and on January 5, 2024, at 3 PM on Wagner College's Campus.
- The end of the program celebration will be on January 23, 2024.
- Program micro internships: January 10 - January 24, 2024

Next steps

- The businesses should come up with a list of projects and we can work together to scope and right-size the projects to ensure successful completion by the students and to ensure we deliver value to the clients
- Once Career Activators are selected in October, you will be invited to a meeting to connect with them.

[To apply click this link.](#)