



YOUTH ENRICHMENT SEMINAR PROJECT PROPOSAL

GENESSIS COIPEL / CURLY GAL
JEAN CARBALLOSA / POLITICS FOR THE PEOPLE
CRISTINA MENENDEZ / M&CO.

Introduction

Objective:

We are three Miami based companies that would like to give back to our community by enriching and offering opportunities to local seniors in high school. These students tend to be unsure of their next step or at times might think that they've reached their ultimate potential and therefore have no other passions to pursue. This is where we come in. These students will soon be starting their semi-adult lives and eventually part of the workforce. Our goal is to give seminars that educate, aid, and entertain these students with different ideas and perspectives. Given that we are three fully developed businesses, we have already acquired the skills necessary for our definitions of success. Therefore, we are offering them the tools and knowledge we have acquired through experience, and as a result, potential recruitment opportunities.

Our companies:

Curly Gal

Curly Gal is a brand born from the hunger derived in CEO & Founder Genesis C. Dated from the beginning to current day, She has expressed a love for fashion with value. The model utilized in her logo symbolically represents the curly hair trait passed down through generations of her Dominican/Cuban descent. She dreams of expressing and sharing her passion through this urban fashion line with a variety of genres of styles and people. Her main focus is in showing creativity and beauty in change and in being natural. Her dream is to gain an empowerment of young women to come together and embrace the skin they are in. When you become a Curly Gal ambassador you also contribute to donations given to shelters in need while actively working in bringing a dream alive.

Politics for the People

Politics for the people is a company that aims to educate citizens of the importance of politics in their communities, however, our goal is to not only educate these citizens on national politics but local as well. This company was founded by Jean Carballosa, he noticed how his community was not politically involved and therefore endured the laws that others placed upon them without taking them into consideration. His main goal is for all of the citizens in the Miami-Dade area to have the information necessary to make educated votes on the people that are controlling the inhabitants' livelihood.

M&Co.

A company that focuses on social media presence and useful networking. The company was founded by Cristina Menendez, she saw the influence of social media and the momentum it was gaining with every passing year. She witnessed flaws in social media while using the multiple sources available and decided to create a company that would use the systems in place correctly and not adding onto the problem it's creating. Although M&Co. operates as an intended social media business, it also creates multiple projects like Repster; a safer social media app for 3rd-12th grade students that censor certain content depending on the age group. This is the essence of M&Co; we help individuals with social media and guide them correctly so that no other party gets harmed in any way.

Management Team

Role	Name
M&Co. Spokesperson	Cristina Menendez
M&Co. Assistant	TBA
Politics for the People Spokesperson	Jean Carballosa
Politics for the People Assistant	TBA
Curly Gal Spokesperson	Genessis Coipel
Curly Gal Assistant	TBA

Tentative Timeline (Monthly Schedule)

Schools	Week	Day of the Week
G. Holmes Braddock	1	Tuesday
Coral Gables High		Thursday
John A. Ferguson	2	Tuesday
St. Brendan High		Thursday
Miami Senior High	3	Tuesday
Miami Killian Senior High		Thursday
La Salle	4	Tuesday
Christopher Columbus High		Thursday

The Curriculum

Genesis

1. What do you love about yourself? and What do you not love about yourself? Would be the first lesson and question beginning the conversation. I want to know what the women love about themselves and what are their weaknesses. So we can work on the weakness but always remember why they are doing so and keep what they love about themselves as priority to understand they are special and are unique. This will give them an eye opener that others around them might feel the same way and they each can empower one another in the halls of school.
2. Morality and self-respect. Coaching the young ladies into understanding not to have a comparing mind due to social media outlooks. Everything you see isn't as beautiful as it looks. Teaching them to understand everyone is unique and loving their skin and being natural is as far more beautiful than becoming someone they aren't off of a trend they see. I want them to write down what makes them feel not attractive and work on a 30 day challenge in working on being natural, not comparing themselves but complementing one another.
3. Last lesson would be knowing their future goals after high school and giving them the opportunity to speak on how they feel better after the self-care and self-affirmations. Providing them lists of sorority they can attend in college and be a sisterhood. Women are beautiful in all skin colors. Teaching them how to be natural and embracing their straight, curly, kinky, tight curls, or wavy natural hair and not damaging it with products. Self-care facials and taking care of their skin. We all go through a stage in high school, showing them that they don't need to follow that lead and embrace the skin they are in. Latin, African American, White, and/or Indian, we all are one, we all have unique features that stand out but as a sisterhood we complement each other and do not bring one another down. We uplift each other because we all fight a battle inside our head that sometimes it will take over completely and make us feel ugly. Not good enough, not pretty enough and that is not true. We are beautiful.

Jean

1. My first lesson revolves around "Political Understanding" on both local and national level. Recently the state of Florida had what is called a Midterm-Election, where American citizens get to vote for their representatives in congress, senators, and governors. These are the individuals that speak for the general good of the people that live in these communities; also the people we

elect also represent us on a national level and choose our country's next leader. Moreover, it is important to know who you're voting for, and what they represent because local politics affect so many aspects of our day to day life, examples taxes, our jails, our parks, our bridges and roads, our education, etc. Politics for the people understand that politics may not be appealing to certain people, and that we offer a hands-down approach to learning politics.

2. Another lesson we want to provide to high school seniors is "Financial Literacy." We want to prepare the next generation as much as possible, and we want every high school senior to be equipped with the proper tools & knowledge to handle things like taxes, credit cards, taking out loans, and things like interest. Moreover, the importance of having a 401K, being prepared for retirement. High schoolers are probably thinking "I'm years away from retirement if anything I'm just starting", but recent events have taught us the importance of managing our finances like the recession of 2008, and now the COVID-19 Pandemic that has brought the market down to depression, leaving millions of people in the United States without jobs, and so we want to teach young adults tips and tricks on managing money to be better prepared for whatever comes our way.
3. All of these things go hand & hand because when you vote for a candidate it doesn't matter his or her political affection. What matters is what they plan to do once they're in office, and this is why we want you to get involved in the community because it all affects us, and we want to challenge you to get more involved in our community. We want to host community rallies, for issues that the citizens of Miami Dade County feel are important, one of the big issues people are passionate about is Climate Change, and want to host beach cleans up, and even Walks where all profits go to funding things like education, our parks, and our roads, etc. We want to provide services for young adults, high school seniors, to want to get more involved in their community, thus offering the opportunity to get community service hours for their graduation.

Cristina

1. What really is social media?: This is an intro class for those that have social media or that don't. My main goal is to show these users how social media truly works through different platforms like Instagram, Facebook, and LinkedIn; and how influencers and products make their money off of ads or the consumers (the high schoolers). First half of the session would deal with basic social media handlings but the main focus will be on the business side.

2. Our next lesson would emphasize social media as a potential business or presentation platform for them. This includes how to network correctly with people, have a digital accessible resume on LinkedIn, and how to respond and maintain your social media. Anything anyone ever does is a reflection of themselves and their values, therefore, we must be cautious of what we post because it is how other people will perceive us. This applies to anything from landing a massive job to seeking a lifelong partner; the first thing they'll do is search up your name on google and any, and every, social media platform that exists.
3. Human judgement is unavoidable, but sometimes we, ourselves, must judge our actions and the things we post. Obviously we are always free to express ourselves, however, I would recommend you to think whether or not you should post something. Although we sometimes believe the people that have access to our information and our accounts are people that we know, but really that information is out there to the masses and to other people (strangers). What you deem acceptable is not always universal so this lesson focuses on conscious posting for your followers and others. M&Co.'s project, Repster, focuses on safe social networking for the youth and these youngsters more often than not look at you (the high schoolers) to follow; you are their role models. Therefore, the purpose of this lesson is to ask you (high schoolers) to be leaders and be cautious of your posts because they are sometimes taken more seriously than what we think.

Evaluation/Recruitment:

Genesis

My targeted audience are people who normally don't believe in their natural beauty and don't have confidence with themselves whether it's with their skin or hair they just don't think that they are beautiful. These are the young girls that I actually want to encourage to be free and love their hair in any texture it's blossoming in, they can get more comfortable in the naturalization of being an Afro Latin Queen. Self-confidence is the picture here, for them to join a sorority of empowering women to gain self-love and not be in the comparable bubble of social media. During high school there is bullying so being able to be strong and not allow the weak take over. These girls will receive their credit for graduation for joining in a sisterhood of building one another. They can continue this in their future life and always know their worth whether it's in school or in the real world.

Jean

My way of evaluating how effective my seminars are is if seniors are signing up to volunteer, and are interested in wanting to get involved in helping the community. We obviously offer high school seniors the opportunity to get community service hours, which is a graduation requirement, and an added bonus that seniors that can advantage of, but the goal is to get more and more people involved in the community, regardless if it's clean up our beaches, or hold community rallies, going door to door and get signature on issues they want to be on a ballot. That is how we want to evaluate how successful our project is; let's get the community active and bring true change to our society.

Cristina

Engagement is our biggest indicator whether or not we are doing an adequate job. The topics I'll be covering should be interesting given that a lot of our audience practically lives on social media and if they can find cool ways to monetize their passions as well as emulate their personalities on these platforms; then my goal has been met. Throughout this 3 month period they will have the opportunity to reach out to me and my company for any cool ideas or suggestions they have. Moreover, I will be offering community service hours for those that would want to know more about social media as a business, however they must first show that they are conscientious beings that care about others and help others. After this project is completed I will be offering summer internship programs that will benefit different people; i.e. people that want/need some form of experience, people that are creative (they will have an outlet that they can find what matters to them), people that are completely lost and want to try things to see what they like and what they hate. This 2 month unpaid internship would be followed by full employment for a selected few (just in time for them to get the hang of working and attending college). Personally I'm a huge believer in working and getting an education simultaneously because if you can acquire this skill early in life, then you could forever work and keep learning (bettering yourself).

Mutual Thoughts

All of us want to teach these students different qualities and their engagement will come and go depending on who is really passionate about what we are preaching. The best part is that we are enabling these students to be interested in an array of businesses and topics so there is something for everyone and if enough students are interested then we are all open to recruiting and enabling them to help us help their own communities.

Where your money would go?

That's the best part! Our services are completely free, all 3 classes per school are meant to help our community/schools produce eager students that have some semblance of direction and passion. Now given that this is a trial run of a project, if we receive good feedback we might be open to summer internship programs. This is where schools could donate money and help us guide students, after they've completed school, successful through the job market. They will in extent give back to their community and kickstart their working careers by having experience. Good or bad, experience is experience.

Benefits/Risks

The benefits of this project are evident throughout our proposal, but just to summarize, we want to give these students the opportunity to be passionate about something and potentially guide them through their introduction to the real world. Our diverse corporations give these students a variety of fields to ponder in, and try out. This project is a start and a bridge from the traditional school setting to real world working careers; this transition is terrifying but we can help guide some of these individuals that are completely lost or those that have nothing because of the circumstances they might be enduring, or maybe even the ones that just follow orders from their parents because it is safe even though it isn't what they want. We are offering these chances to these students because in turn, we will have a more mentally stable youth entering the workforce. These young adults will be prepared professionally and more conscientious of those that they are in contact with. Lastly, they will be more oriented in making choices that will work for them and their community and eventually give back, just like us, but it needs to start somewhere.

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Writer's Memo

The purpose for this proposal is to create a project that bridges the transition between finishing high school and starting college/ or entering the work force. It is a project aimed at helping the community by providing guidance and services to the youth that tend to be dismissed; they are indoctrinated to think that they must find their own way through the real world by acquire debt and not getting to experiment with what drives them, thus settling.

We aimed this project to take place in local Miami high school, this is where we grew up and we already went through the same process, all of us didn't have any help while we were transitioning. Also, given that we're first gen immigrants we didn't have the connections in place to get ahead ourselves. We chose schools that we knew and how they pretty much operate. Due to our experiences with these schools we understood the type of students that would benefit most from this project and focused this proposal on them, these are the students that live in low-income households. Another type of student this project is aimed for are those that don't know what they want to pursue and we offer them the possibility to try and see what sparks their interest. My first priority when writing this proposal was to have a strong foundation; that foundation being my "years" of experience and success over those years. Moreover I related back to my original and previous project Repster, thus showing my growth over time and skill to re-invent and aid my community.

I absolutely love these projects of creativity, especially this one because it turned out to be something I did not expect and I loved the turnout idea of creating a bridge/transition. I personally endured this challenge as an 18 year old and it's not easy when you're alone in this world. My advice for this task is to have a group meeting, everyone agreeing on a skeleton for the proposal, and then simply thinking of creative ways to include all 3+ companies. I genuinely thought of this idea in the shower and it got me so excited that I wrote the whole proposal first-hand in like 40 minutes and it's like an 8 page proposal. The most important point I want to emphasize is to write about something you feel like you love and then putting it in a logical perspective, otherwise this can become a tedious endeavor really quick.