



Chatham Business Association, SBDI

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GET Connected IT Ambassadors

2013 Report

Pilot Program

November – December 2013

Background

The GET Connected: IT Ambassador Program is designed to train Chicago Youth to teach small businesses tools to improve their Access, Marketing and Technology. The IT Ambassadors are available to train the Small Businesses on the importance of social media marketing, email branding, smart business technology, and website development, all these tools are necessary in order for Small Businesses to increase their digital online footprint.

Having the trained IT Ambassadors allowed CBA to place individuals in the small businesses in Chatham that desperately needed assistance with their online presence. Majority of the businesses have difficulty leaving their place of work to attend CBA's training workshops. By placing the trained IT Ambassadors in the small businesses for four weeks, business owners were able to have access to these valuable tools without leaving their front door.

The three-week training included the GET Connected Curriculum and Job Readiness training. With the Job Readiness training, the IT Ambassadors learned how to write a resume, how to prepare for interviews and workplace etiquette. The GET Connected Curriculum created in 2012 and modified in 2013 was developed based on the needs of the businesses in the Chatham community. *(See the next page for the GET Connected Curriculum)*



IT AMBASSADOR TRAINING

The GET Connected Training curriculum was developed based on the needs expressed by the Small Businesses in the Chatham Community. The curriculum is developed to address three major concerns: **Access**, **Marketing** and **Technology**. CBA believes these areas are key for a successful business.

The GET Connected: IT Ambassador training includes 4 Categories:

1. Training in Email Branding and Management:

- Signing up for a professional email account (name@businessname.com)
- Forwarding old accounts to new accounts
- Syncing email to mail, outlook, smart phones or tablets
- Adding a business signature to all email correspondence
- Creating and importing contacts
- Usage of email tools (calendar and cloud storage)

2. Training in Social Media Marketing:

- Research on Social Media sites (what demographic do the sites reach, what time of day is the site most effective, what social media site is best for different business types)
- How to set up the different Social Media sites (includes formatting of images for headers, profile pictures and albums)
- How to link various Social Media Sites to each other
- How to address security and privacy issues
- How to change settings for notifications

3. Training in Smart Business Technology:

- Research on apps that can benefit business productivity (Square Up, Evernote, Social Media Apps, etc.)
- The importance of using Cloud based products and online office tools (Google for business, Microsoft Office 365, Polaris Office)
- How to navigate a Smart Phone/Tablet

4. Training in Website Development:

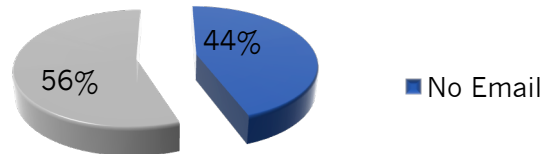
- How to create and/or use a template
- How to insert photos and edit content
- How to add social media links
- How to add Contact Us buttons (link to email account)
- How to publish the website

(Note: CBA uses www.gybo.com/illinois to set up websites, this site is powered by Google and allows simple 3-page websites for FREE for 1 year)

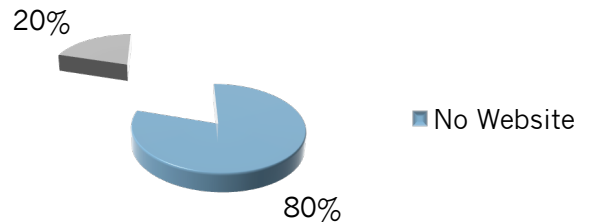
OUT OF 200 BUSINESSES SURVEYED IN CHATHAM:

44% had No Email
80% had No Website
39% had No Internet

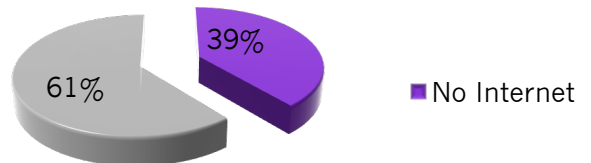
Email



Website



Internet



IT AMBASSADOR 2013 REPORT

Student Enrollment

For the 2013 IT Ambassador Program, Chatham Business Association partnered with community organizations on the South Side of Chicago to leverage resources and build off of their existing youth program.

The program was presented to 44 students on the South Side of Chicago. Of the 44, 28 students signed up for the GET Connected: IT Ambassador Program and 24 students completed the entire 7-week program.

The 24 students were trained in the fields listed above for 3 weeks. Also included in the 3 week training was a door-to-door exercise. The students were taught how to introduce themselves professionally to Small Business owners, follow up on request and interact on a professional level. They were also asked to introduce the Google Places for Business service to the small businesses in the Chatham Community. In 2 days, the students were able to introduce the service to 60 businesses. 34 businesses showed interest in signing up for Google Places for Business.

Workforce Development

At the end of the program, the IT Ambassadors were asked to revisit and/or create a resume. After only 7 weeks, the IT Ambassadors were able to add the following skills and experiences to their resume:

Expertise and Skills Include:

- 7 week training on marketing for small businesses by utilizing small business social media outlets. Training includes Email Branding, Social Media Marketing, Smart Business Technologies and Website Development.
- Trained to teach and work with small business clients
- Identify needs of the business
- Create a plan to execute a solution for the business' problem, Implement a plan to assist the needs of the small business
- Informed Small Businesses on the importance of being on Google Maps and assisted with sign up
- Informed Small Businesses about Google Apps for Business which includes Calendar, docs, contacts, drive, domain set up and email signatures
- Create and distribute forms to collect customer feedback and data
- What to promote and market on social media
- Which social media site to choose based on the type of business
- Website development



IT Ambassadors attended and helped at the Quarterly networking event: CBA's Holiday Mix N Mingle. The IT Ambassadors assisted with set up, registration, coat check, catering orders and clean up.



To better understand the importance of networking and maintaining relationships in the business world, the IT Ambassadors were introduced to various business owners, politicians and corporations at the 2013 Quarterly Holiday Mix N Mingle. The IT Ambassadors are pictured above with Mayor Rahm Emanuel.

Outcomes

During the 7-week program in 2013, the IT Ambassadors were able to reach out to 75 businesses and introduce them to the IT Ambassador program and various online tools.

The IT Ambassadors were able to assist 15 businesses 1-on-1, in the following categories:

- Website Development
- Social Media Set Up
- Google Apps for Business Set Up
- Smart Phone Apps
- Google Places for Business Sign Up
- Social Media Marketing Strategies
- Email Configuration

Success Stories

Five Loaves Eatery

Five Loaves Eatery was able to enhance their Facebook page with the assistance of their IT Ambassador. They were able to make their business page go public and reached a milestone of 500 Likes while participating in the IT Ambassador program

Fleck's Coffee Co.

Fleck's Coffee Co. was able to merge their two Facebook pages into one. Also with the help of the IT Ambassador on the weekend, Fleck's Coffee Co.'s Facebook page gained 100 additional Likes. Triston Wilson, IT Ambassador for Fleck's Coffee Co, was also asked to run the register one weekend when things got busy at the store. He learned how to use the register very quickly which impressed Olga Turner, owner of Fleck's Coffee Co. She has offered Triston a position to stay on as a regular employee.

JAS Family Support Services

Judith Stewart of JAS Family Support Services came in to work with an IT Ambassador to assist with her website and social media. The IT Ambassador was also able to assist Judith in acquiring a new contract lead for 2014.

Ms. Tittle's Cupcake

Ms. Tittle's needed assistance with technology, mainly her smart phone. The IT Ambassador was able to show her how to sync various applications to her phone, how to organize contacts and lastly what apps to use to help manage her business efficiently.

“
What I like most [about the IT Ambassador program] were several things: The one on one time, being able to ask questions and go through the process more than once to make sure I had it and understood it. Plus, if I thought of something I wanted to know [as I was going through the program], we were able to work on it. Thank you!”

-Denita Tittle, Ms. Tittle's Cupcakes



IT Ambassador, Asia Armour, is pictured above with the Judith Stewart of JAS Family Support Services. Asia was not only able to assist Ms. Stewart with Social Media Marketing and Website Development but she was also able to assist Ms. Stewart in acquiring a new contract for 2014.

IT AMBASSADOR 2013 REPORT

CBA Community Center in Chatham: State of the Art Tech Center

The IT Ambassador Program could not have been possible without an adequate workspace. The 24 IT Ambassadors were able to train and work in CBA's state of the art Tech Center located at 800 East 78th Street, Chicago IL 60619.

The facility is equipped with 22 computers, 6 laptops, 2 HD-TV Screens, an instructor computer (synced to the TV Screens), printer and high speed internet.

Thanks to the financial support from Broadband of America, DCEO and PNC bank, the Tech Center (www.cbatechworks.org) is where the IT Ambassadors were trained. PNC not only funded the completion of the Tech Center but also included funding for workforce development, CBA was able to leverage this funding to off set cost to launch the IT Ambassador pilot program.

The Tech Center was used to train the 24 IT Ambassadors and was also open to the small businesses to receive 1-on-1 training with the IT Ambassadors. The facility allowed for multiple 1-on-1 training sessions to occur simultaneously.

CBA Resources

Also available at CBA's State of the Art Tech Center are the following resources:

- Loan Micro-Lending
- GET Connected Workshops
 - Social Media (Facebook, Twitter, LinkedIn)
 - Google Training (Google Apps for Business – Docs, Drive, Calendar, Google Maps, Google Voice)
 - Website Development
- Workforce Development Training
- 1-on-1 Training (1 Hour Sessions by Appt.)

Software available:

- High Speed Internet (Explorer, Firefox, Chrome)
- Microsoft Office Suites (MS Word, MS PowerPoint, MS Excel)
- Adobe Acrobat
- AutoCAD 2013 (Student Version)
- More to Come!



CBA Community Center in Chatham is open to the public daily, 10AM-4PM. Please call ahead to check on availability: 773.994.5006.



Relationships Matter in Chatham, the Tech Center could not be possible without the help from our supporters. Special thanks to DCEO, Broadband for America and PNC for helping CBA fund the Tech Center.