

Bronx Business Tech Center Incubator Report to the City Council for the period 7/1/2022-3/31/2023



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Impact

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Introduction

Lehman College School of Continuing and Professional Studies (SCPS) is pleased to submit this report on the outcomes of the FY22 Council Funds to Create New Tech Incubators, for the period 7/1/2022-3/31/2023.

In August 2020, CUNY on the Concourse (COTC) was the first Lehman facility opened for in-person classes after lockdown began on March 13, 2020. In preparation for the re-opening in early summer, 2020, when there was no approved re-opening policy and safety plan put in place by CUNY central office, COTC team developed a comprehensive safety plan to enable the essential healthcare skills classes to operate partially in person in early fall. This was essential so that students could finish their training, which required hands-on classes. The entire facility, including classrooms and labs, had to be re-designed and reconfigured to accommodate social distancing and CDC guidelines. The safety plan included constructing protection shields and designing and installing signs on the floor and walls. Disinfectant supplies and adequate PPT all had to be purchased. This was a huge undertaking since no one had ever before had to deal with a pandemic at a time when no one was vaccinated. In August 2020, CUNY central office approved the COTC plan, which met and exceeded the CUNY Guidelines, which were under development at that time. In addition to changes to the physical plant and operations, this partial reopening required COTC staff to learn how to manage COVID vaccine software, Cleared4, for non-credit students and the public to access COTC.

Starting August-September 2020, COTC opened two days per week for limited in-person allied health classes only (Certified Nursing Assistant, medical assistant, pharmacy tech and dental assistant) and CNA testing. As the city re-opened in Spring 2021, COTC opened one other day to accommodate more in-person classes. In fall, 2021, COTC's testing center opened, offering CLEP tests to the community and Lehman College degree students.

The Bronx Business Tech Center at CUNY on the Concourse has supported economic development in the Bronx, in general, and particularly its Tech Incubator clients in a variety of innovative ways since the COVID-19 pandemic lockdown began in March 2020. The Tech Center supported the twenty-six businesses in the Tech Center Incubator, and six new businesses in 2022, through remote services (telephone, email, or video conference) and in person from April 2022 to the present.

As the Bronx recovers from the Covid-19 lockdown, CUNY on the Concourse is now open three days per week for Tech Center businesses and in-person allied health classes (Certified Nursing Assistant, medical assistant, pharmacy tech and dental assistant), some digital training programs, and testing for CLEP, GED and Certified Nursing Assistant exams.

City Council funding for the Bronx Business Tech Center has enabled us to create a hub, which in turn has attracted multiple sources of grant funding which have multiplied the impact of the City Council allocation. The outcomes of the grant-funded programs are included in the report as an integral part of the overall impact of the Tech Center.

The Tech Center is a hub of business and training and is therefore an obvious locus for the expansion of the emerging cannabis sector. A grant from the Dept. of Labor to Borough of Manhattan Community College and Lehman College to provide business support and training means that the Tech center will also house the CUARD licensees as they acquire permits to open dispensaries and other businesses such as delivery. The technology innovation in this industry is well suited to the location.

1. The Tech Center Supported 26 businesses in the Tech Center Incubator.

[The Bronx Business Tech Incubator \(BBTI\)](#) opened for in-person access in April 2022. BBTI's current and new members have not been charged a membership fee for using the facilities and services at CUNY on the Concourse. This opportunity is made possible through generous funding by NY City Council.

BBTI Members receive business support from the Small Business Development Center (SBDC) business advisors. They are also invited to business workshops, sponsored by SBDC, and other economic development agencies. Weekly incubator newsletters are shared with the members to provide up-to-date information about programs, services, workshops, grants, and procurement opportunities. These are sent to over 40,000 community residents.

Incubator Client Interview Findings

Overall, the Incubator clients are thriving. We were able to interview 13/ 26 businesses in December 2022 (50%). The majority reported varying degrees of success, because of dynamic pivoting and in some cases, businesses have expanded and hired part-time consultants to fulfill the demand for their services. In answer to

the question “How would you describe your current business situation?” most of the businesses reported that they are recovering and flourishing. They also shared several accomplishments.

Terra Renee of African American Women in Cinema, who consistently works from the COTC Tech Center reported: *“We are moving forward after Covid. We pivoted many programs to online space, and this is helping us to provide information to our filmmakers.”* Terra had the opportunity to travel to Gambia, Africa, in September 2022 to produce a film.



Terra greeting children in Gambia, Africa

Terra made history in July 2022 as the first African American Woman in Film to host and moderate a panel on Capitol Hill to discuss “Detailing the Whistleblower story on Film.”

Link: [First African American Women Film Producer/Filmmaker To Host Panel On Capitol Hill - The Tennessee Tribune \(tntribune.com\)](https://www.tntribune.com/story/news/2022/07/20/first-african-american-women-film-producer-filmmaker-to-host-panel-on-capitol-hill-2022-07-20/)

Luis Taveras Of Optimization with An Impact reported:

“Business is building slowly but surely. Business has increased the number of clients. Up and running.”

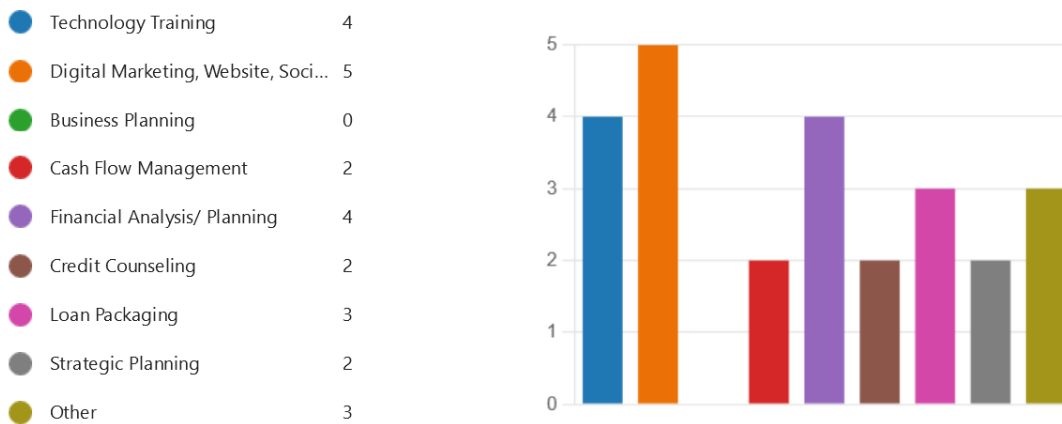
Demond of Modern Community Capital, LLC, also reported that his business as a real estate financing company is growing. He describes his business: *“We provide comprehensive solutions to financing real estate, we also have a community based real estate bridge lending platform focused on providing opportunities for investors to participate in real estate bridge loans while creating positive local community impact.”*

Obed Fulcar of Sherman Creek Conservancy Inc. shared with us that Algenis Martinez, a team member responsible for tech Initiatives/ application development has opened his own tech company named AMartinez Technologies LLC. Obed said,

“This would have not happened without the awesome support and opportunities provided by the Lehman Bronx Tech Incubator program.” Algenis Martinez a student at Isla High School, located at Walton HS Campus, in the Bronx, would not have founded the tech company without the encouragement of the Sherman Creek Conservancy Inc.

A common need reported amongst the incubator clients is the need for funding for for business advertisement, such as assistance in digital marketing, social media, website, and SEOs. The second need was financial planning and technology training. Some businesses are looking for support in loan packaging and financial services.

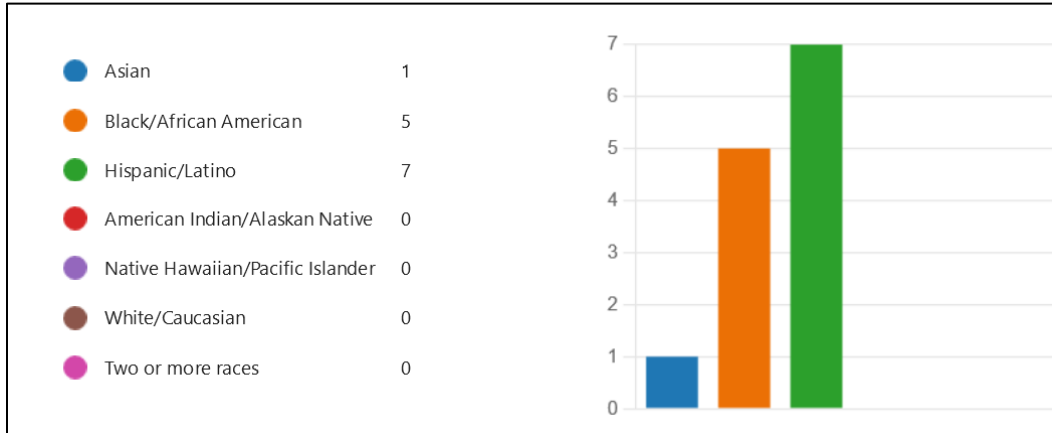
What services are you interested in receiving?



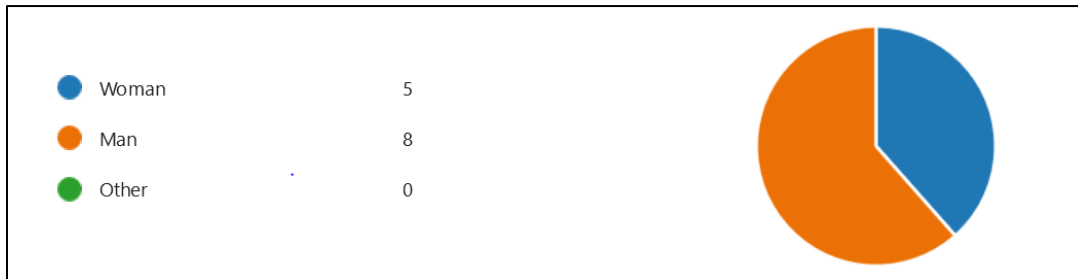
The Incubator continues to provide essential support to non-profits such as the Worldwide Veterans and Family Services Program, Inc., a social service agency in the Bronx, New York serving the needs of Veterans and their families at risk of being homeless. WW Veterans and Family Services Program has expanded and opened a foundation in Dominican Republic.

The largest number (about 50%) of Tech Center clients are Hispanic/Latino followed by Black/African American members.

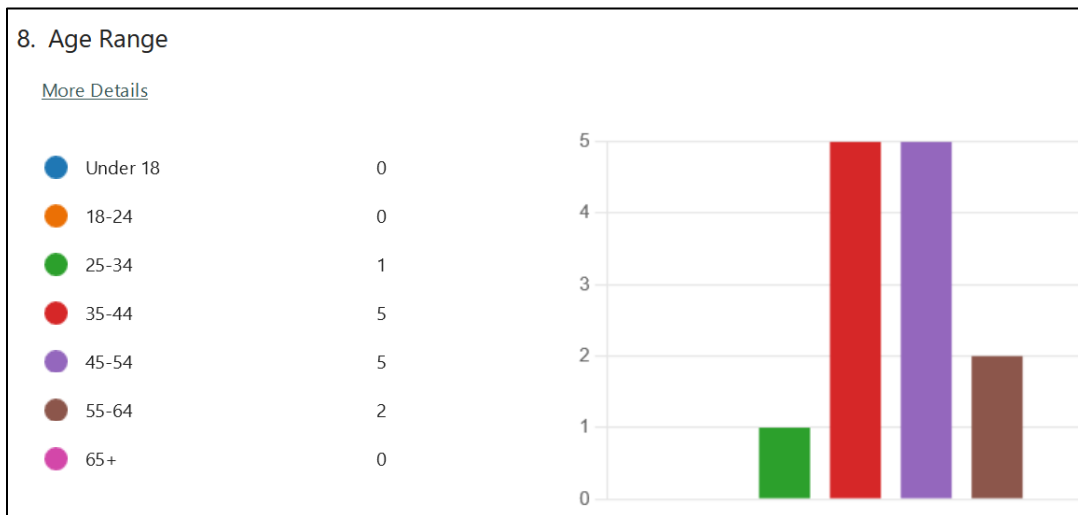
Ethnicity



Gender

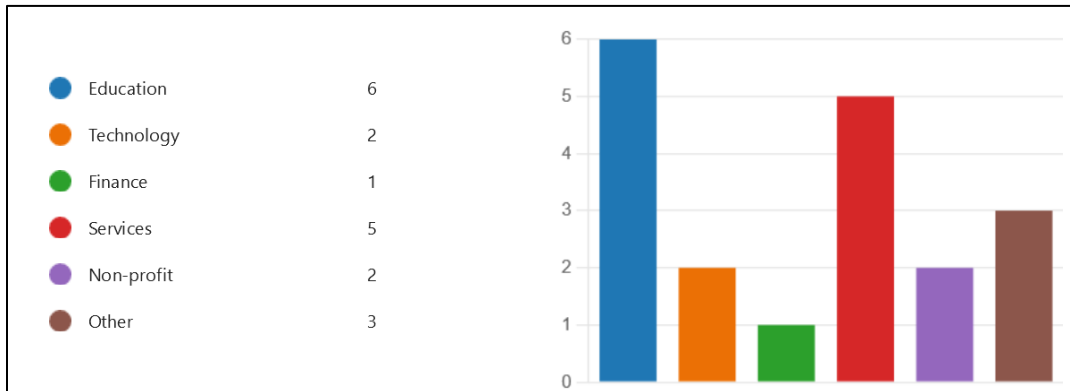


Age



More than 50% of BBTI members are in the Education field followed by Services including advertising and food services.

Business type:



2. Small business profiles



Broadway Housing Communities, Non-profit Settlement House. Alumni of Custom Courses at SCPC, CUNY on the Concourse.

1. PARTNERED with Lehman staff to customize courses to meet their training needs
2. ENROLLED 16 staff in a customized Google Workspace course
3. EMPOWERED team with professional development and hands-on learning
4. ACHIEVED their goal of protecting sensitive information and documentation

Broadway Housing Communities is a Bronx- based non-profit providing tenant services. A major challenge for Broadway Housing was to find a way to secure the sensitive tenant data required to receive rent subsidies from city and state agencies. Lehman College staff worked with their team to train 16 employees on the Google Workspace, including Google for Professionals and Google Forms to meet their goals of secure, digital, and functional departmental collaboration across platforms.

<https://www.broadwayhousing.org/>

Meldis Jimnez, Community Organizer from Broadway Housing Communities said, *“Services like this are greatly needed in our communities. There are businesses on many different levels, not just small ones, but that’s where the greatest need is, who are still trying to figure out how to provide the best customer service and improve their work efficiency. Digital group training like this is convenient and helpful for creating efficiency in the community, which improves services and creates a larger*

impact on the people we serve. As a human service worker, programs like this are useful for us. “

Marlene Valdez, Administrative Coordinator from Broadway Housing Communities said, *“Professor Leslie was magnificent. She was very detailed and took her time with our group. She provided an informational website that we can continue to review. She taught me that even though we can take shortcuts, it’s also good to retrace our steps and take the long way once in a while. I learned how to define my work into detail to better understand the tasks that need to be completed.”*

[Bronx Business Tech Incubator periodic report- November 2022](#)

3. Small Business Internship Program

<https://lehman.edu/techincubator/internship.php>



Introduction

The Small Business Internship Program (SBIP) formerly known as the Small Business Consulting Practice (SBCP) program is a project funded by the City Council of New York involving a partnership between the newly formed School of Business and the School of Continuing and Professional Studies (SCPS) at Lehman College. The goal of this project is to provide business students with applied business training and experience in the field. A total of 13 students were selected for the relaunch in Summer 2022 and 17 students were selected for the second cohort in Spring 2023. The selected students committed to the program by signing a agreement to attend 1 month of intensive training modules during the summer (cohort 1) or spring (cohort 2) followed by a 7-week internship with a Bronx small business. 7 businesses were served in total for cohort 1 and 14 for cohort 2. The businesses were varied and came to the program from personal recommendations, information sessions, and our work with the Small Business Development Center. In addition to the training, students also had a LinkedIn workshop, and a meeting with the Small Business Development Center to learn about its importance in the community, and the services they provide.

Overall, this initiative, which bridges classroom learning with hands-on experiential learning provides Lehman College undergraduates with valuable experience giving them an edge in the job market and a head-start on their professional endeavors. It's important to note that due to the COVID-19 pandemic training primarily took place online in a live format, and businesses hosted internships in various modes (online, hybrid, in-person) while working directly with the school and students to make arrangements that were comfortable and safe for all involved. Technologies such as Zoom, Slack, Gchat, GDrive, Google Classrooms, and others were used by these businesses.

STUDENT RECRUITMENT

Info Sessions/Open House (Cohort 1 & Cohort 2)

The recruitment process for the Summer/Fall 2022 Cohort began in April 2022, with the advertisement of an Info Session/Open Houses hosted online. For Winter/Spring 2023 recruitment began in September 2022. Working with our partners at the School of Business, this opportunity was shared with their students including information on how to sign up to attend along with a program brochure highlighting program information and details. For each cohort we successfully ran 4 info sessions at various times of day to encourage participation. During each session the Program Manager reviewed the program in detail, the benefits, schedule, how to apply, and next steps. Students were also given the opportunity to ask any questions and gain more information when needed. Deans from each school (Dr. Jane Mackillop, School of Continuing and Professional Studies and Dr. Dene Hurley, School of Business) welcomed students alongside the School of Business Advisor, Deirdre Constant. The application process was created to mimic a job application with heavy emphasis on the interview portion. This was done to accomplish two goals: to identify the students who were the most motivated and those who could gain the most from this opportunity. Finally, students were given a hard deadline of May 27th to submit their applications to the program. The excitement and participation for this program grew exponentially from cohort 1 to cohort 2 as seen by the number of applications and interest received.



Selection Process

For Cohort 1 we received 25 applications and cohort 2 received 75 applications. Over a 3-week period each application was reviewed, and interviews were scheduled with each candidate. Interview offers were extended to applicants who filled out the information properly, had well written answers to the questions, and were in compliance with their academic requirements.

Interview Process

Of those offered interviews in cohort 1, 23 scheduled and in cohort 2, 50 scheduled. Each student was asked 8-10 questions focusing on their experience, interest in the program, what they hoped to gain, their skills, and professional long-term goals. For cohort 1 13 students (6 female, 7 male) were selected from the 23 candidates; and in cohort 2, 17 students (7 male, 10 female) were selected from the 50 candidates.

Agreement

The selected students committed to a professional development training program that consisted of six training modules that took place 5 weeks before their internships began. The training was accredited by CUNY Lehman College and students were given 7 college credits in their major (BBA 466) upon completion. After completion of the training program, students were matched with a participating small business for their internship. Cohort 1 worked with 7 businesses and cohort 2 with 14. Students were also enrolled in an online class reporting on their experience (BBA 370) that gives them the opportunity to fine

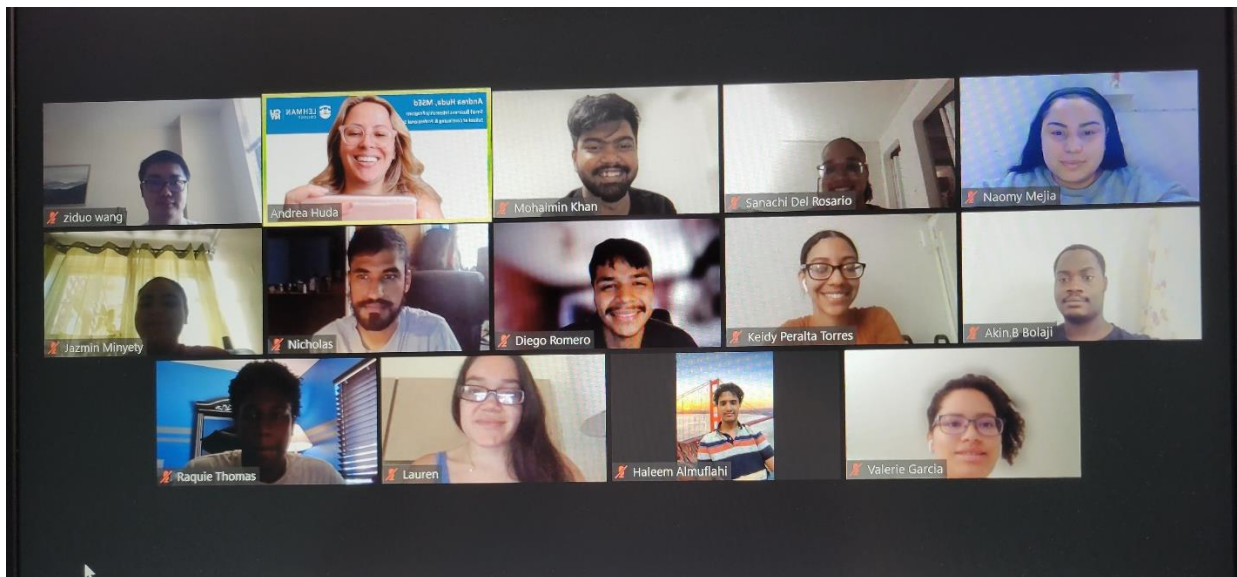
tune their skills and talk about their experience. Students signed an agreement, binding them to attend 60 hours of entrepreneurship training, and committing to

the 60-hour internship. The training included eight workshops on Presentation and Communication Skills, Marketing and social media, Web and SEO, Using Data to make Decisions, Finance in Small Businesses, Management & Recruitment. Students agreed to attend all classes and submit all assignments.

Orientation

Cohort 1: On July 14th, 2022, students participated in the program orientation line via zoom. Students participated in ice-breaker activities to help build their community as a cohort. Words of welcome were shared by the Deans of the Business School and School of Continuing and Professional Studies. The Program Manager then reviewed important program details such as scheduling, program rules, technology used, and more. Students left orientation well prepared for their first day of training on July 18th, 2022.

Cohort 2: On January 4th, 2023, students participated in the program orientation live on campus within the current covid19 protocols. Students bonded over an icebreaker activity and started to build their community as a team in the classroom, following a welcome by the Deans and a program review by the Program Manager. The Small Business Development Center (SBDC) gave a presentation on what services they provide, and the Director of Finance for SCPS met with the students to discuss financial compensation for their internships. Students left orientation well prepared for their first day of training on January 5th, 2023.



(Cohort 1 Fall 2022 from Orientation)



(Cohort 2 Winter 2023 Orientation)

BUSINESS RECRUITEMENT

Info Session

The recruitment process for small businesses started in May 2022 with the advertisement of online info sessions. Working with our internal and external partners (Small Business Development Center, Workforce Training) we shared this opportunity with local Bronx based businesses. For cohort 1, 4 info sessions took place over a month timeframe with 14 businesses signing up and cohort 2 had 20 businesses sign up. In each info session the Program Manager reviewed the program, the benefits for the business, how to apply and next steps. Businesses interested in pursuing next steps were prompted to arrange a meeting with the Program Manager.



HOST AN INTERN

Do you own a small business in the Bronx?

This fall become a business partner and host a Lehman College student in the Small Business Internship Program (SBIP). By hosting a student you'll be giving back to your community, help prepare the future workforce, and gain extra experience for your team!

INTERNSHIP SNAPSHOT

- 7 week 2023 Internship**
Support from mid February through the start of April
- Specialty Training**
Interns complete training in hot topics applicable to small businesses, sharing their expertise with you
- Customized Project**
Working with key partners, interns will complete a customized project for the business in their specialty

LEARN MORE AT A INFO SESSION

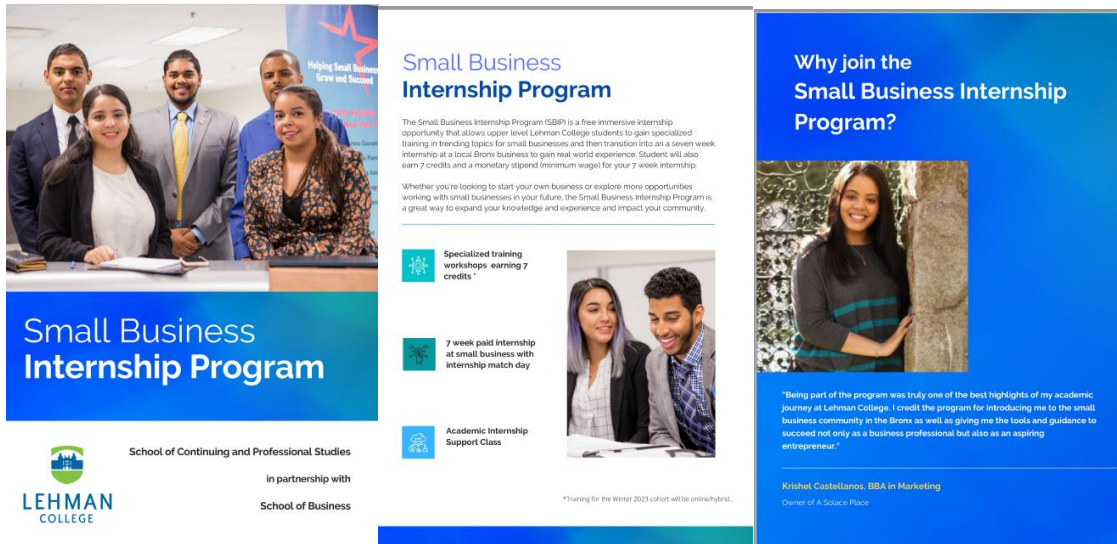
Sign up for an info session to learn more. **Sessions available Dec 7th or Dec 8th**. All sessions will take place virtually on Zoom. Scan the QR code to sign up or contact the Program Manager at the email below.

Questions? Feel free to contact the Program Manager:
 Andrea Huda, MS.Ed
 andrea.huda@lehman.cuny.edu




Selection and Interview Process

For cohort 1, 10 businesses and for cohort 2, 17 businesses arranged meetings with the Program Manager to discuss participating in the program. In this meeting they discussed the commitment of both the program and business. The program Manager ensured the business was a good fit and continued with next steps to secure their participation. As with the students, businesses signed agreements to participate. From the selection process 7 businesses were secured for cohort 1 and 14 businesses for cohort 2. Follow-up meetings were scheduled with the Program Manager to review program details and needs.



Small Business Internship Program

The Small Business Internship Program (SBIP) is a free immersive internship opportunity that allows upper-level Lehman College students to gain specialized training in trending topics for small businesses and then transition into an a seven week internship at a local Bronx business to gain real world experience. Student will also earn 7 credits and a monetary stipend (minimum wage) for your 7 week internship.

Whether you're looking to start your own business or explore more opportunities working with small businesses in your future, the Small Business Internship Program is a great way to expand your knowledge and experience and impact your community.

- Specialized training workshops earning 7 credits**
- 7 week paid internship at small business with internship match day
- Academic Internship Support Class

Why join the Small Business Internship Program?

"Being part of the program was truly one of the best highlights of my academic journey at Lehman College. I credit the program for introducing me to the small business community at the Bronx as well as giving me the tools and guidance to succeed not only as a business professional but also as an aspiring entrepreneur."

Krishal Castellanos, BBA in Marketing
Owner of A Science Place

*Training for the Winter 2023 cohort will be online/hybrid.

Small Business Internship Program
School of Continuing and Professional Studies
In partnership with
School of Business
LEHMAN COLLEGE

TRAINING

Presentation and Communication Skills

The Presentation and Communication Skills module helped students develop elevator pitches, describe their U.S.P. (unique selling point), and learn how to read people's body languages and project positive body language focusing both on in-person interaction and online interactions. This module ended in mock interviews where students practiced their skill set for Match Day (a day where they met the businesses providing internships). This module was 12 hours.

Marketing and Social Media

It's pivotally important to success for small businesses to have a digital marketing and social media presence. This module is split between effectively using social media for your business through marketing, visibility, and awareness, to the importance of the digital footprint as a business. A large focus was also placed on digital marketing and advertising and effective ways for small businesses to utilize these resources. Students also learned how to define a target audience and how to create a marketing plan for their needs. This module was 12 hours.

Finance in Small Businesses

In this workshop students focused on the financial aspects of running a small business. They learned the financial skills and know-how needed to perform key financial tasks in small businesses. A focus is placed on 'common issues' small businesses face financially and ways to overcome or remove those barriers. Students also focus on key topics to business financials such as budgets, projecting sales, and cash flow. This module is 12 hours.

Web and SEO

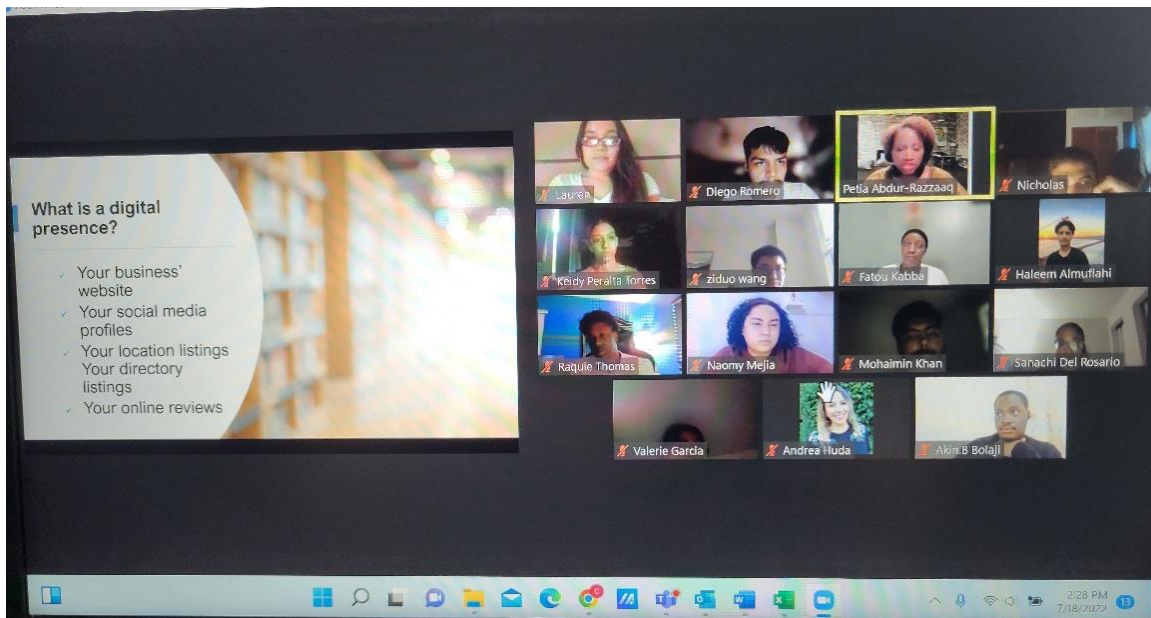
In this module students learn the importance of a website and the business presence online. A large focus is also placed on utilizing SEO (search engine optimization) which is pivotal for small business success as it helps patrons find your business. Students 'audit' websites to understand what is needed to be an effective digital tool. Students learn how to make the most of SEO using keywords and tactics to improve their score in their content area. This module is 9 hours.

Data and Market Research

In this workshop students focus on how data helps businesses make decisions and the importance of gaining market research as one makes business decisions. Students also learn how to use this data to create plans that strategize specific outcomes showcasing the data reported out. This workshop is 9 hours.

Management and Recruitment

In this workshop students learn the principles of management and being a business leader. Focus is placed on change management, conflict resolution and managing peer employees. The module also focuses on effective recruitment practices to attract talent to the business. This module is 6 hours.



ACTIVITIES

LinkedIn Bootcamp

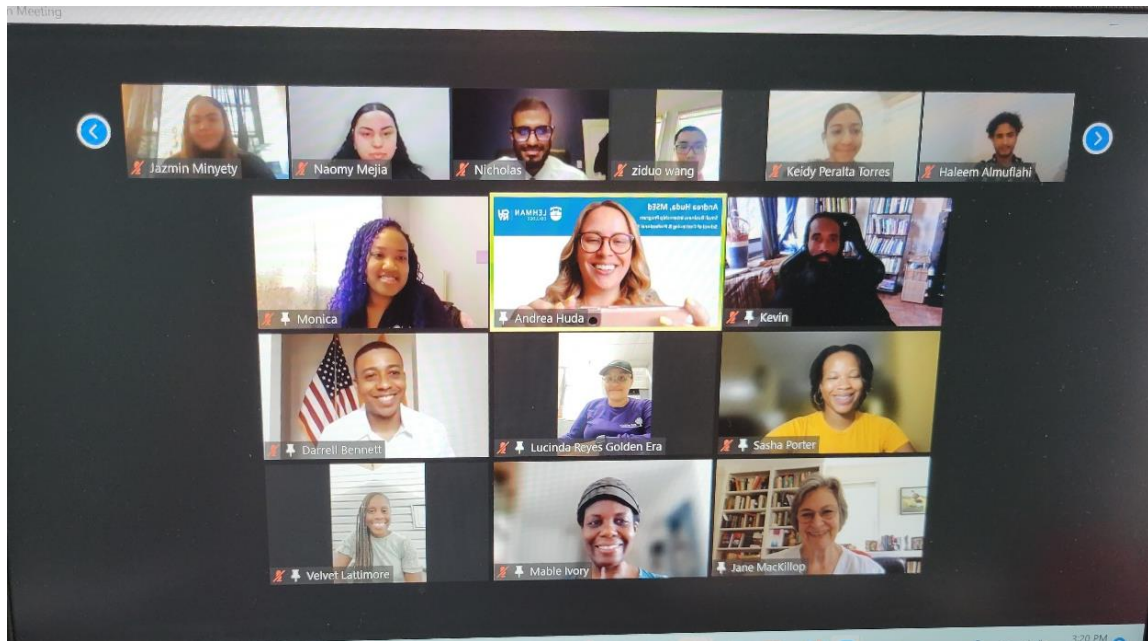
Students attended a hands-on LinkedIn bootcamp over a two-day period. In this bootcamp students created their LinkedIn profile or audited their current one using the 'top 7' model for a successful profile (profile pic, background, headline, summary, experience, location, recommendation). Working with the Instructor students worked during the session to update their profiles 'top 7' and learn the benefits of using LinkedIn as a professional tool. Completed students' profiles were then shared with businesses who participated as internship hosts to give them a 'sneak peek' at students.

Match Day

Cohort 1: On Thursday August 11th, 2022, we hosted Match Day (online), an opportunity for internship providers (businesses) to meet the intern class. Using the speed-meeting format all businesses were able to meet and interview all interns utilizing breakout rooms in Zoom. This was a great opportunity for students to practice their interview skills while also learning more about each company. The participating companies also appreciated this opportunity as they got to see what students fit well with their goals.

Cohort 2: On Monday January 23rd, 2023, we hosted Match Day in person at CUNY on the Concourse. Interns and businesses used the speed-meeting format to interview one another and learn more about their internships. This allowed students to gain in person interviewing practice in a safe and comfortable environment. Both companies and students enjoyed this concept as it allowed everyone to meet and learn about one another.

Upon conclusion of both Match Days businesses and students submitted their rankings to the Program Manager, showcasing their preference. This data was then used to match intern to business effectively and fairly.



(Cohort 1 Match Day)





(Cohort 2 Match Day)

Press Day

Cohort 1: For two weeks at the end of July the Program Manager visited each business and internship to discuss the program and gain valuable feedback. This was a great opportunity to check in with students and gain ‘in the moment’ thoughts, photos, snippets, and content.

Cohort 2: At the time of this report, Cohort 2 had not had their Press Day yet.



(Cohort 1 Press Day)

INTERNSHIPS

From September 11th – October 31st 2022 (cohort 1) and February 13th – April 14th 2023 (cohort 2) students participated in the internship portion of their program. Matched up with their host business during Match Day, each student was able to focus on their internship within their availability and interest. Over this 7 week period students worked for 60 hours either in a remote, hybrid or in-person internship. The ability for students to share their preference for their internship was paramount as they had additional buy in to their tasks. Students are paid minimum wage for the approved hours worked.



STUDENT PERFORMANCE AND OUTCOMES

Training

Overall students excelled in the training modules. Grading was heavily weighted to class participation followed closely by submitted work. All teachers report students were engaged in the curriculum and activities. Class average for all modules in both cohorts were in the A-/A range which truly

showcases the students' commitment to learning and gaining the most from their studies.

Internships

Students were successful in their internships. From the perspective of the Program Manager and business owners all students were committed and did useful work.

Some highlights from business owner evaluations from cohort 1 are:

"Diego was an asset to our organization for these 7 weeks. Diego was interested to learn more about real estate, business formation, and creating general wealth. He would ask questions and would spend extra unpaid time reading and learning more about these subjects. He was always early to meetings and has the confidence and determination to become very successful in our industry. He expressed interest in buying land in Texas and was provided a blueprint for accomplishing his goal. We are willing to hire Diego after he graduates. Diego has a bright future, and we wish him the best on his journey."

Kevin Shabazz, Greene Developers

"Jazmin was an absolute joy to work with. She was always prompt, friendly, positive and warm attitude, willingness to learn as well as work extra hours. Jazmin was also good on her feet."

Velvet Lattimore, VE Accessories
"It's been such a wonderful experience with Gia thus far. She's leveraging her ops mindset and experiences to help us develop a playbook for our Literacy Centers. She's brought such an incredible energy to the workspace. We're so grateful for our partnership."

Rina Madhani, Start Lighthouse

At the time of this report, cohort 2 is still in their internships and evaluations have not been sent.

CERTIFICATE CEREMONY

On Monday December 12th, 2022, Cohort 1 students, teachers, businesses and Lehman College leaders joined together to celebrate the success of our cohort and award them with certificates. The Program Manager, Dr Jane MacKillop, and Dr. Dene Hurley (Deans of School of Continuing and Professional Studies and Dean of School of Business respectively) congratulated the interns on their achievement. Cohort 2 is scheduled to have their certificate ceremony on Wednesday April 19th, 2023.

THE SCHOOL OF CONTINUING
AND PROFESSIONAL STUDIES
& SCHOOL OF BUSINESS
WELCOME YOU TO THE

**SMALL
BUSINESS
INTERNSHIP
PROGRAM
CERTIFICATE
CEREMONY**

DECEMBER 12TH 2022
3 PM
HOSTED AT:
BRONX BUSINESS
TECH INCUBATOR



CEREMONY PROGRAM

**WELCOMING
REMARKS**

ANDREA HUDA
MANAGER, SMALL BUSINESS
INTERNSHIP PROGRAM

**CONGRATULATIONS
FROM
LEHMAN COLLEGE**

DR. PETER NWOSU
PROVOST AND SENIOR VICE
PRESIDENT FOR ACADEMIC AFFAIRS
AND STUDENT SUCCESS

DR. JANE MACKILLOP
DEAN, SCHOOL OF CONTINUING &
PROFESSIONAL STUDIES

DR. DENE HURLEY
INTERIM DEAN, SCHOOL OF BUSINESS

**AWARDING OF
CERTIFICATES**

ANDREA HUDA
MANAGER, SMALL BUSINESS
INTERNSHIP PROGRAM & STAFF

CLOSING REMARKS

**GRADUATING
CLASS**

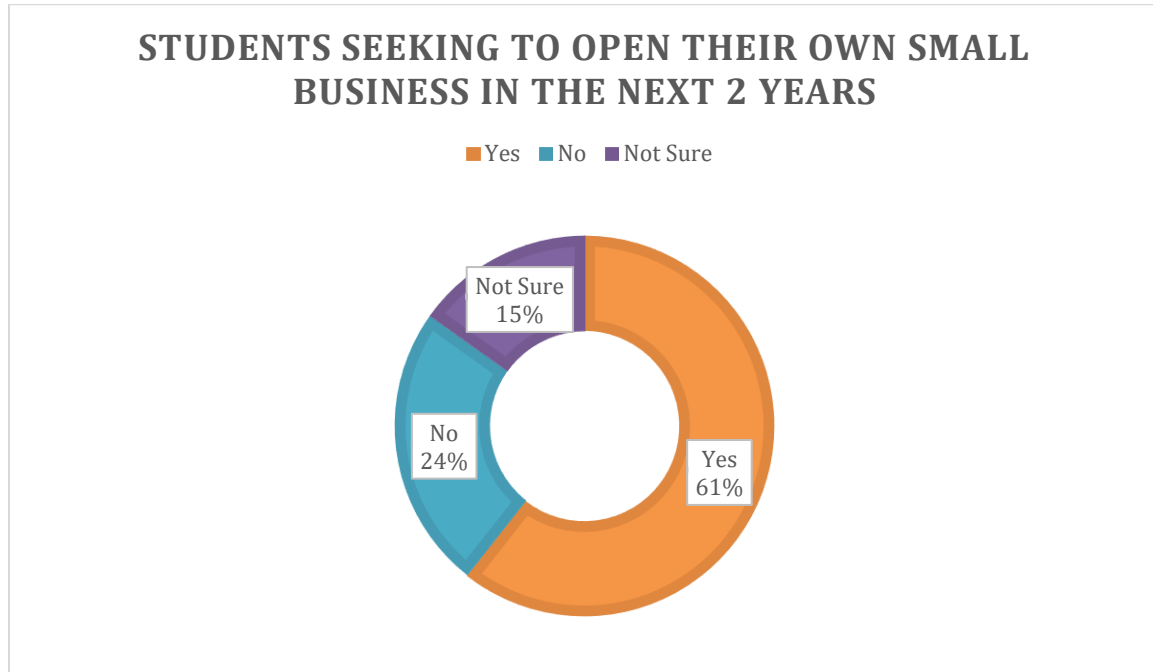
- AKINBOBOLA BOLAJI
- DIEGO ROMERO
- FATOU KABBA
- HALEEM ALMUFLAHI
- JAZMIN MINYETY
- KEIDY PERALTA
- LAUREN FIGUEROA
- MOHAIMIN KHAN
- NAOMY MEJIA
- NICHOLAS BALJIT
- RAQUIE THOMAS
- SANACHI DELROSARIO
- ZIDUO WANG

**THANK YOU TO OUR
BRONX SMALL BUSINESS
PARTNERS**



The Ivory Group



TRAINING PROGRAM IMPACT (COHORT 1 ONLY)**4. AR/VR Unity Training**

Unity is the state-of-the-art software to design and develop Virtual Reality (VR) applications and contents. Students learn to create prototypes and VR projects/ contents from start to finish, beginning with a blank design document and ending with a fully functional project. The Unity course will help students bring ideas to life in VR. This certification helps the future game developers showcase their mastery of core Unity skills and concepts to obtain their first professional Unity role.

Unity training is subsidized by the City Council funding. In collaboration with the Unity Technologies administration in the UK, four Unity courses, both introductory and preparing for the Unity Certified Game Developer certificate, have been offered remotely using Zoom. These courses meet the continuing demand in the Bronx for AR/VR training and certification.

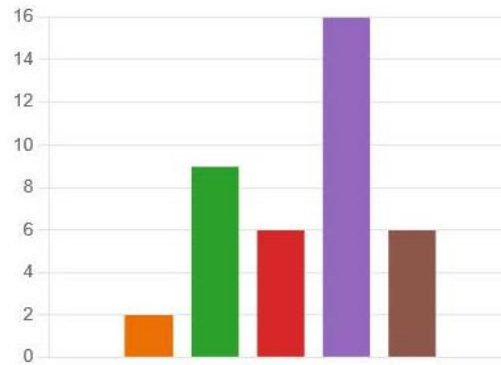
Unity training will start in-person, at CUNY on the Concourse Hyflex VR lab , in summer 2023.

Course	Dates	Enrollment
Unity Certified Associate	05/10/22 to 06/09/22	11
Unity Certified Associate	07/05/22 to 08/16/22	14
Unity Certified Associate	11/01/22 to 11/29/22	6
Unity Certified Associate	3/14/23 to 5/2/23	8
Total		39

Student statistics and demographic information, education, sector, purpose.

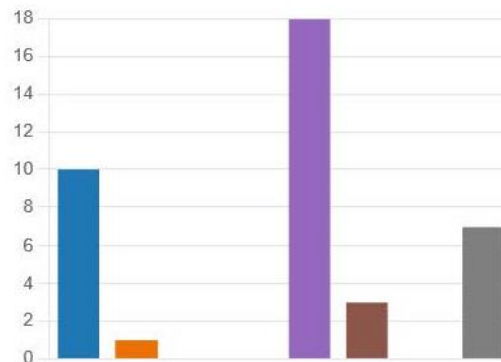
Education

● No high school diploma	0
● High school diploma	2
● Some college, no degree	9
● Associate's degree	6
● Bachelor's degree	16
● Master's degree	6
● Doctoral degree	0



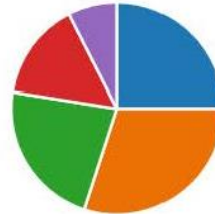
Sector

● Education	10
● Finance	1
● Non-profit	0
● Social Services	0
● Technology	18
● Health	3
● None	0
● Other	7



What's your purpose in learning Unity (VR/AR content creation platform)?

● Job prospects	10
● Increase opportunities	12
● Become a Unity Certified Associ...	9
● Game creation	6
● Other	3



This program is funded by the New York City Council with the expectation that the participants agree to the time commitment (attendance of 80% or above). Upon successful completion of the program, participants will receive a Lehman certificate and a digital badge. If you are not able to fulfill the attendance requirements, or the course is not a good match for you, please choose the 1st bullet point so that your seat can be given to a wait-listed student.

Please confirm your participation status:

● I will drop out	2
● I will agree to the time commit...	38
● Other	0



5. The Testing Center expansion for Computer-based GED and Person Vue.

CUNY on the Concourse test center administers computer-based Pearson Vue tests, computer-based GED test, and The College Board's College-Level Examination Program (CLEP).

New York State selected the General Educational Development Test (GED® Test) as the primary pathway to a New York State High School Equivalency (HSE) Diploma. The GED Test includes four sections:

- Reasoning Through Language Arts (RLA)
- Mathematical Reasoning
- Science
- Social Studies

Pearson VUE provides computer-based testing for information technology, academic, GED, government and other testing programs empowering professionals

in these industries through certifications. The computer-based GED test is a secure, reliable, and valid instrument that is used to verify that candidates have knowledge in core content areas equivalent to that of graduating high school.

CUNY on the Concourse test center capacity is 10 candidates at a time. The tech center team is implementing a plan to double the testing center capacity by the beginning of Spring 2023. This means we will be able to test 40 candidates per/week. This is an important community service benefiting the Bronx and the surrounding communities.

6. IT Manager at the Tech Center and CUNY on the Concourse.

The Tech Center has hired a dedicated tech manager to support the center technologies and the tech center clients. Dwayne Mack has a bachelor's degree in computer science and graduated from Lehman College in May 2022 having graduated from high school with honors in June 2018.

His experience working at Lehman College ITR enables Dwayne to bring the expertise needed to the tech center, including but not limited to:

- Cisco APs/ Cisco office phones/ Windows Desktops
- Patching network connections
- Windows/MAC Desktop network troubleshooting/configuration
- Software Configuration
- Tech support for tech center businesses

He is Proficient in MS Office, Windows 7, 8, 10 and many other tools and software.

7. Bronx Business Council.

The Tech Center continued to provide economic development agency leadership through the Bronx Business Council (BBC). The following organizations are members of the Council:

Bronx Business Council Partner Organizations
BOC, Business Outreach Center Network
Bronx Women's Business Resource Center
BOEDC, Bronx Overall Development Corp.
Bronx Chamber of Commerce
Fordham Road Business Improvement District BID
NYC Business Solutions
SoBro, South Bronx Overall Development Corp.
SoBro, Industrial Development Zone
Hostos Community College
Bronx Community College
Workforce Education Program, Lehman College
School of Continuing and Professional Studies, Lehman College
Small Business Development Center, Lehman College
CUNY on the Concourse Campus, Lehman College

Meetings of the Bronx Business Council were convened on 6/30/2022, 10/25/2022, and 1/26/2023 to share information and good practices and ensure that there are no gaps in services or unnecessary duplication. Partners have been working closely with businesses by connecting them to procurement and funding opportunities. All partners reported that they have been helping small businesses across the borough with several relief options to help businesses and nonprofits organizations.

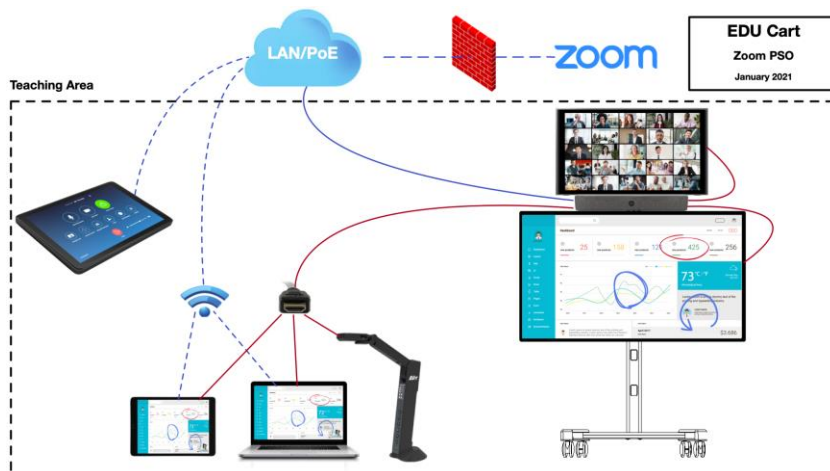
8. Tech Center newsletter.

The Tech Center continues to send the BBTI weekly online newsletter to 40,000 Bronx businesses on our mailing list to keep them informed about new grant and loan funding as it becomes available as well as training opportunities. This has been a source of critical information as the Bronx weathered the lockdown and prepared for economic recovery and is a source of much needed updates and informatoin.

[BBTI newsletter data, April- December 2022](#)

[Newsletter analytics](#)

9. Updating technology equipment including HyFlex classrooms at CUNY on the Concourse.



The Tech Center has an IT agenda that focuses on accelerating digital investments in response to growing business's needs, using new data to improve business operations, increasing technology capabilities to overcome pandemic restrictions, and increasing the abilities of businesses to grow.

We are pleased to announce that as of fall 2022, the Bronx Business Tech Incubator has been converted into a HyFlex space along with several classrooms and labs such as; the A+ lab, Cisco Lab, AR/VR lab, two CNA labs, a Pharmacy Tech lab, a Medical Assistant and regular classrooms at COTC, for a total of 11 rooms. A HyFlex course/workshop gives students and businesses the ability to choose to attend the sessions either face-to-face or online (e.g., synchronous).

The equipment installed includes:

- HD cameras with optional pan, tilt, and zoom options
- Microphones to capture the instructor and student voice
- Touch screen monitor with pen tool on the side of the monitor
- Document camera (that can also be used as a camera input)
- Updated podium control panel

Grant-funded Programs, co-located at CUNY on the Concourse:

1. The Small Business Development Center (SBDC) at Lehman College

The SBDC at Lehman College School of Continuing and Professional Studies continued to collaborate closely with the Tech Center to support the local small

businesses. The mission of the SBDC is to support the businesses so that they can stay open, recover from the difficult times and grow.

The SBDC supported the Tech Center clients with advice on business financing, government contracting, e-commerce/social media, grants and more (e.g., PPP, Shuttered Venues funding, etc.). They provided free business consulting, information about licensing, permit guidance, and the SBA Coronavirus Economic Injury Disaster Loan.

<https://www.nysbdc.org/centers/centers.aspx?centid=52>

For this year, May 01- December 13, 2022, the Bronx SBDC at Lehman College:

1. Provided one-on-one counseling to 417 new clients.
2. Had economic impact of \$4,487,703.09
3. Served clients with the following demographic breakdown - 57% Black - 36% Hispanic 15% White. Note that 53% of clients counseled were women.
4. Conducted 27 training events with 623 participants.

Vanessa Joseph, branch manager at TD Bank and Vice President of Mt. Vernon Chamber of Commerce, joined SCPS and the Tech Center in October 2022 as the Regional Director of the Bronx Small Business Development Center.

SBDC trainings and events, May 01- December 13, 2022

Date	Title	Atten .
5/26/2022	Is Owning a Business a Good fit for You?	9
6/01/2022	Navigating The Red Tape	23
6/09/2022	Banking Services	56
6/23/2022	Strong Business Credit	46
6/28/2022	Access To Real Estate Lending! 504 Loan Program	41
7/06/2022	Improving Business Productivity: Technology & Cyber Security	26
7/12/2022	Navigating Your Business Cashflow	20
8/03/2022	Tips & Tricks Boost Your social media	24
8/11/2022	Managing Cash Flow	14
8/24/2022	NYPL Webinar	15
8/25/2022	Organizational Types	13
9/06/2022	Throggs Neck Merchant Association	12
9/06/2022	BID Community Heath Day	10
9/07/2022	BID Fights Up Zoning	16
9/08/2022	Recordkeeping	27
9/13/2022	FIN TECH- Small Business Need Big Solutions	30
9/22/2022	Risk Management	23
9/27/2022	Financing Your Small Business	24
10/06/2022	Risk Management	13
10/11/2022	FIN Tech Finance	31
10/20/2022	Selling Your Business & Succession Planning	26
10/27/2022	Networking Opportunity	7
11/02/2022	Get Business Money: No Red Tape	56
11/10/2022	Tax Planning & Reporting	9
11/17/2022	Business Booster Network	11
12/01/2022	Time Management with Ponce Bank	19
12/01/2022	M/WBE Borough Forum/ Exhibitor	22
Total		623

2. Digital skills training for small business employees (NYC Means Business: Training Your Employees) final report

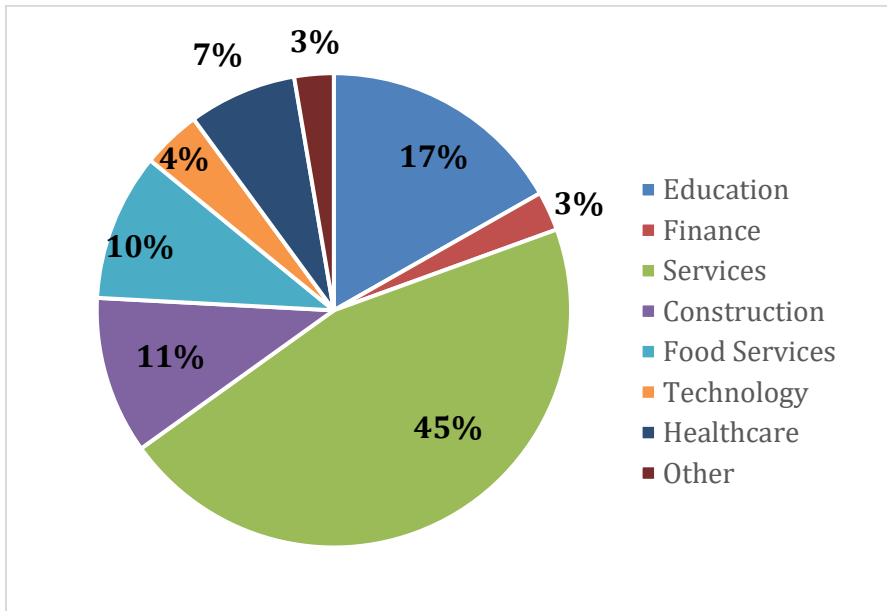
NY Means Business offered critical digital skills and safety training, as well as consultation services, to NYC small business owners and their employees. Lehman SCPS was able to provide a team of experienced staff from multiple departments who were experts in small business services, program development, online training design and delivery and client services. The leveraging of existing staff and resources allowed Lehman to scale quickly and be responsive to the changing NYC small business ecosystem post-pandemic.

Between January 2021 and June 2022 NY Means Business served 149 NYC small business owners and their 348 employees.

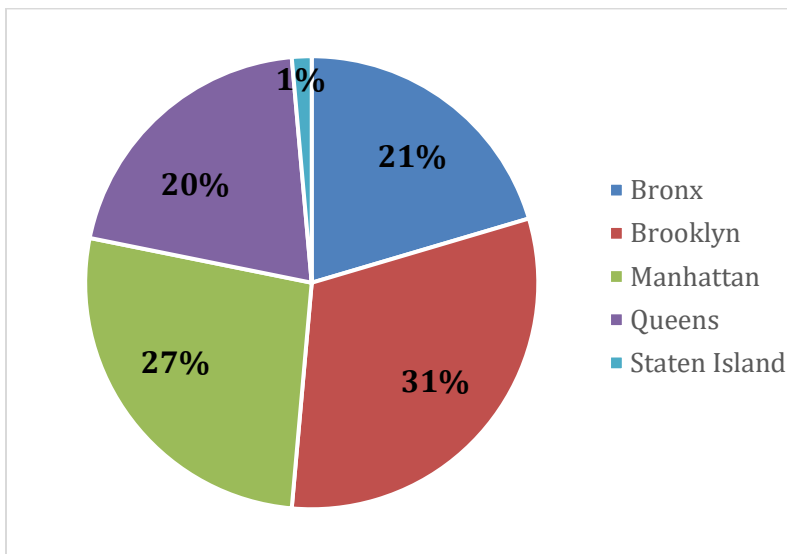
Total # of eligible businesses referred to Lehman College	204
Total # of Business – participated and consulted	149
Total # of Business - no response provided	16
Total # of Business - withdrew	39

Demographics (149 participating businesses)

Industry	149	%
Education	25	17%
Finance	4	3%
Services	68	46%
Construction	16	11%
Food Services	15	10%
Technology	6	4%
Healthcare	11	7%
Other	4	3%

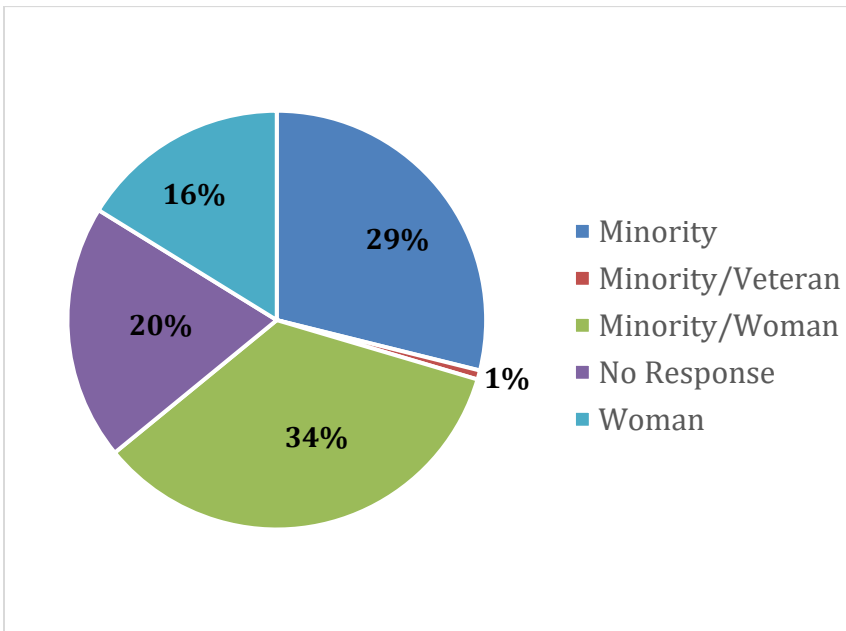


Borough	142
Bronx	29
Brooklyn	44
Manhattan	38
Queens	29
Staten Island	2



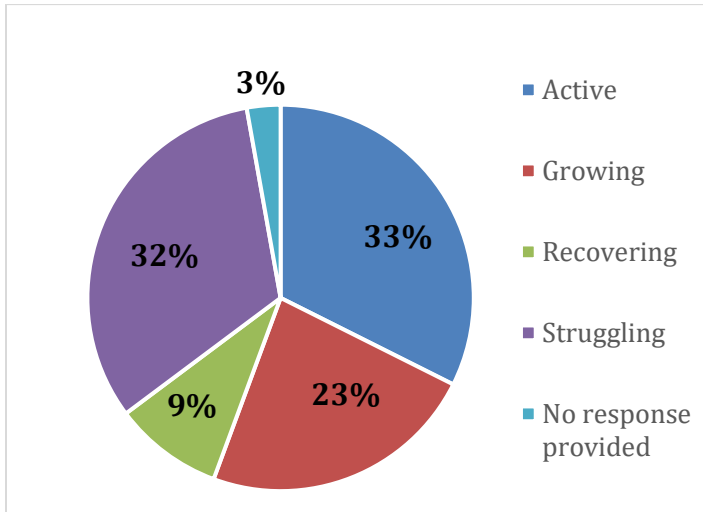
MWBE *	142
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Minority	41
Minority/Veteran	1
Minority/Woman	49
No Response	28
Woman	23

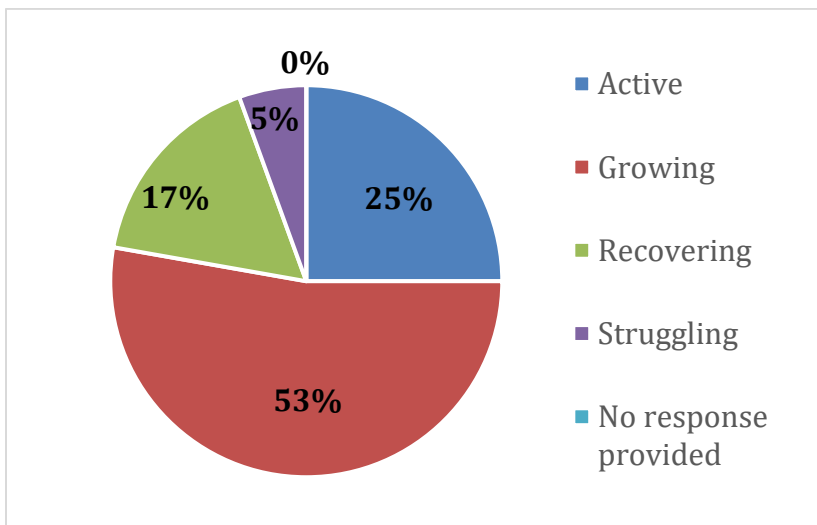


Business Status at beginning	142
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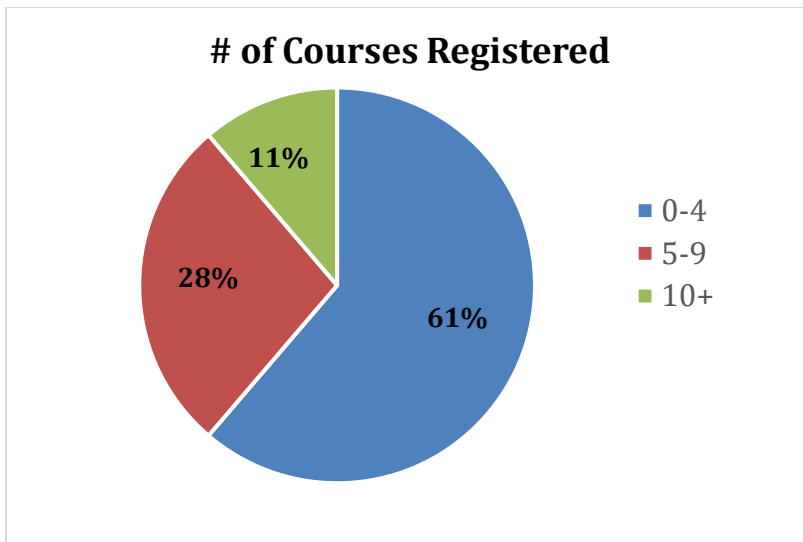
Active	46
Growing	33
Recovering	13
Struggling	46
No response provided	4



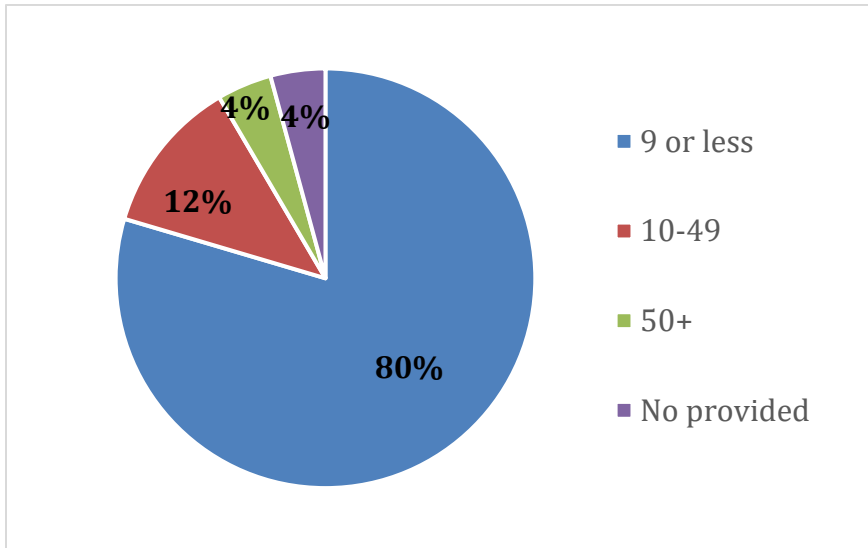
Final consultation: Business Status		36
Active		9
Growing		19
Recovering		6
Struggling		2
No response provided		0



# Of Courses Registered	142
0-4	87
5-9	39
10+	16



Employee Size*	142
9 or less	113
10-49	17
50+	6
Not provided	6



The number of participants enrolled in training through the 149 participating businesses was 348. The participating employees registered for a total of 836 individual trainings. Out of the 836 trainings, 641 were recorded as “Successfully Complete” <75% attendance for the class, or 77%. This meets the goal set by the RFP of 75% overall attendance for the training.

Total # of participating trainees	348
Completed	334
Withdrawn during the training	14

Attendance report	Actual
# of successfully completed trainings by a trainee	641
# of unsuccessfully completed trainings by a trainee	195
Total # of trainings completed (excluding withdrawn courses)	836

% Of trainee attending at least 75% of the sessions of one course = 77%

[Link to “Digital skills training for small business employees” final report](#)

Enrollment data by course:

Courses	Enrollment # 892
Microsoft Excel 365: Part 1	94
Communication: Google Meet and Gmail	83
Shared Cloud Storage: Google Drive	67
Building an Online Presence	66
Finding New Customers Online	63
QuickBooks	62
Document Creation: Google Docs, Sheets, Slides	61
Data Collection, Surveys and Analysis: Google Forms	59
Introduction to Microsoft Teams	53
Create Your Own Website / Selling Your Product Online - BOC	36
Microsoft Excel 365: Part 2	31
Cloud Storage: Dropbox and Microsoft OneDrive	27
Scheduling and Managing Zoom Meetings (for Hosts)	23
Microsoft Word 365: Part 1	22
Microsoft Outlook 365: Part 2	21
Zoom Essentials	19
Microsoft Outlook 365: Part 1	16
Spanish - Shared Cloud Storage: Google Drive	10
Spanish - Document Creation: Google Docs, Sheets, Slides	10
Education: Google Classroom	10
Spanish - Communication: Google Meet and Gmail	9
Spanish - Data Collection, Surveys and Analysis: Google Forms	9
Computer Basics (Computer Essentials)	9
Microsoft PowerPoint 365	8
Microsoft Office 365 Basics	7
Payroll Fundamentals (Digital Payroll Using QuickBooks for Small Business)	7
Health and hygiene in a pandemic	5
Microsoft Word 365: Part 2	5
Mandarin - Communication: Google Meet and Gmail	0
Spanish - Zoom Essentials	0
Spanish - Scheduling and Managing Zoom Meetings	0
COVID safety for retail	0
Mac Basics	0
Mandarin - Shared Cloud Storage: Google Drive	0
Mandarin - Document Creation: Google Docs, Sheets, Slides	0
Mandarin - Data Collection, Surveys and Analysis: Google Forms	0
COVID safety for food and beverage businesses	0
Mandarin - Zoom Essentials	0
Mandarin - Scheduling and Managing Zoom Meetings	0
Spanish - Health and hygiene in a pandemic	0

3. Cannabis Workforce and Business Development Training Program

Lehman College SCPC, in partnership with Borough of Manhattan Community College (BMCC), has received \$600,000 for 3 years from New York State Department of Labor to support a Cannabis Workforce and Business Development Program at COTC's Tech Center, training individuals, entrepreneurs, and others to start up and manage small businesses in this new sector. The New York State Department of Labor anticipates 30,000-60,000 new jobs in the cannabis industry will be created in the next few years. Potential entrepreneurs and small businesses will have access to the Tech Center advisors and interns, getting support on managing a small business and its technology needs. SCPS has hired a dedicated case manager and is hiring a full-time business adviser to oversee the program operations.

Information sessions and business training on how to manage your own small business will be held at the Tech Center at CUNY on the Concourse in collaboration with technology experts, including but not limited to the below organizations:

LeafLink: Wholesale Platform connects 8,400+ retailers with 3,700+ brands and distributors for streamlined cannabis commerce.

Dutchie: an all-in-one technology platform powering the cannabis industry with Point of Sale, Ecommerce, Payments, and Insurance. Helping cannabis businesses access software that simplifies their operations.

Lucid Green: Building a standard for trust and transparency in the cannabis ecosystem. Lucid Green's platform provides retailers and distributors with a complete touchless inventory management solution.

Cannabis Workforce Development Virtual Panel Discussion, 3/15/23

On Wednesday, April 15, 2023, Lehman College and the Bronx Cannabis Hub co-sponsored a panel discussion focused on workforce development in the cannabis sector in New York City and state. Facilitated by Tanya Osbourne of Women Grow/the CannaDiva, panelists discussed the various current efforts to develop and expand employment opportunities in training and job placement. Panelists represented educators, trainers, community activists and entrepreneurs awaiting licensing by the Office of Cannabis Management. The Bronx Deputy Borough President, Janet Peguero, brought greetings. The audience of 65 comprised legacy entrepreneurs, as well as the general public. Discussion focused on the need for proper training, education, understanding of regulatory compliance, and what lies ahead for the cannabis industry in NYS as it develops this widely anticipated, vast new industry, with the capacity to

bring thousands of employment opportunities to the constituents of New York. Marketing for this event was done by Bronx community groups including the Bronx Defenders, the NY CUARD Network and the Bronx Community Foundation.

To view a recording of the discussion, please follow the below link:

<https://www.lehman.edu/techincubator/training-for-small-business/cannabis-past-events.php>

Cannabis Career Exploration and Worker Rights Certification Program

The Cannabis Workforce Initiative, a collaboration between the Workforce Development Institute, and Cornell's NYS School for Industrial and Labor Relations, will be delivering a 10-week Cannabis Training course, beginning on April 20, 2023, and offering the most comprehensive survey of the cannabis sector that is available to the public. Each two-hour class will offer an in-depth examination of topics including cultivation and processing methods, retail dispensary operations, regulatory compliance, workers' rights in the industry, the science of the plant, and more. The curriculum and delivery of the course are from educators David Serrano and Esta Bigler, and the course is offered as either an in-person or on-line educational experience, and completely free of charge. To date 213 people have registered for the course, 144 to take the class remotely and 69 in person at COTC

4. Xenegrade: Bronx Business Tech Incubator new registration management application.

[XenDirect](#) is the maker of Xenegrade, which is a leading registration management application built for continuing education, workforce development, contract training, adult education, and similar educational programs. The School of Continuing and Professional Studies' Workforce Program, Adult Degree Program and the Bronx Business Tech Incubator are utilizing the new registration software solution to better track data, courses, foot traffic, and workshop registrations. This technology also creates surveys, reports, and evaluations. The integration of the software and training is on-going and full transition to the new system is expected in summer 2023.

5. NCLEX, ESOL bridge to immigrant nursing program for English language learner

This program is 100% free for immigrant nurses. The program goals include:

- Improve English language skills
- Learn about nursing in the US healthcare system
- Prepare for the NCLEX-RN exam to become re-licensed in NY State
- Job placement upon obtaining NYS RN licensure

All applicants must meet the following requirements:

- Have a nursing equivalent degree from a country outside of the US
- Read at an intermediate-to-advanced level in English
- Be an English language learner
- Have the authorization to work in the US
- Be a full-time resident of New York City
- Have the authorization to test for the NCLEX-RN exam or have recently applied to NYSED and CGFNS
- Be fully vaccinated for COVID-19
- If employed, earn less than \$40,000 a year

Students from the first cohort will take the NCLEX test in January 2023 and will be graduated from the program. Second cohort recruitment is on-going.

1. [nyc.gov/healthcaretraining](https://www.nyc.gov/healthcaretraining)
2. <https://www.lehman.edu/academics/continuing-education/learn-more/Internationally-Trained-NursesNCLEX/>



"This program is the best part of my life, it has not only helped me carefully prepare for the NCLEX exam, but it has also helped me so much with my English speaking and understanding. I have gained so much knowledge. I love this program and all that it has to offer. I no longer feel so nervous about taking the NCLEX exam because I feel like I have received great support in all areas." - Jyoti Pandey, NCLEX Participant
Immigrant Nursing Program for English Language Learners.

[Internationally Trained Nurse \(NCLEX\) flyer](#)

NCLEX training update and outcomes:

Cohort 1

NCLEX Exam Retest Status: 4 candidates retested in March

Cohort 1

- Pass Rate for Cohort 1: 85%

Employment Status:

- Employed/ Job Offers: 8
- NYS RN License received/ waiting: 11

Cohort 2

ESOL Bridge

- Starting enrollment: 29
- Current enrollment: 26 (3 trainees withdrew due to personal reasons)

6. Certified Nursing Assistant (CNA) for English language learners

The ESOL Bridge full-time day program for speakers of other languages is dedicated to improving the English skills needed to qualify for the Nursing (NCLEX-RN) program. Lehman College Adult Learning Center (ALC) and SCPS/ CUNY on the Concourse have partnered to offer this NYSED-approved CNA training program for non-native English speakers who are seeking employment in hospitals, nursing homes. This program is offered at no cost to students earning less than \$63,928 / year starting in Spring 2022.

[CERTIFIED NURSING ASSISTANT \(CNA\) flyer](#)

7. Upskilling Short Courses and Blackstone LaunchPad entrepreneurship program.

Thanks to the City Council funding, the Tech Center was able to support the Upskilling Initiative and the Blackstone LaunchPad, by providing resources and staff to collaborate with Lehman's Computer Science Department this spring, allowing students and the community to take their skills to the next level. This valuable program has provided free seven to ten-week Upskilling courses for small business owners, the community, Lehman College students, and alumni. The program prepares individuals for open positions in high industry growth areas such as IT, Data Analytics, Healthcare, Business Administration, and Cyber Security. Upskilling covers up to 100% of tuition for course(s) applied for and approved. All Lehman College undergraduate students are eligible to take these one-credit courses.

<http://www.lehmanupskilling.org/> Program outcomes: Upskilling Data

The spring courses finished on mid-March, 2022. 228 community residents and Lehman College students enrolled to the program.

- From fall to spring 2022 (288) there was a 1% increase.
- 70% of attendees were women,
- 29% of applicants are unemployed,
- 24% small business owners,
- 27% Lehman College students,
- 73% community attendees,

The 24% increase in community attendance is most impressive. In addition to the courses reported in the December report, the Intro to Project & Construction Management course was rolled out this spring.

Blackstone LaunchPad

The Blackstone LaunchPad is designed to teach entrepreneurial skill-building, foster entrepreneurial interest, help students create entrepreneurial networks and provide resources to enable students to create and build businesses.

The first cohort of 15 students started in February 2022. In December, Lehman ran its first Blackstone Ideas Competition, and our two winners had innovative ideas in literacy and blockchain technology. In addition, the cohort is receiving wrap-around services that will help create polished pitch decks and get the cohort "startup ready" for Pitch Day next month and future local and national entrepreneur competitions.

- **Impact**

Programs	Budget
Tech Incubator small business services	\$111,225
AR/VR Unity Training (December numbers)	\$56,400
Computer-based GED	\$4,320
Bronx Business Tech Center newsletter and support services	\$43,500
Bronx Business Council	\$4,612
Small Business Internship Program	\$184,943
Technology equipment and OTPS	\$45,000
Total	\$450,000

Programs	Outcomes
Tech Incubator small business services	30
AR/VR Unity Training (December numbers)	39
Computer-based GED	128
Bronx Business Tech Center newsletter and support services	13,947
Bronx Business Council	20
Small Business Internship Program	48
Technology equipment and OTPS	NA
Total	14,212

Next steps

Bronx Business Tech Incubator (Tech Center)

1. As the college maintains its 70% opening rate so the Tech Center is moving to fulltime opening, thereby expanding the number of businesses served.
2. Instructors will use HyFlex modalities to reach other learners, including trainee health care workers and ESL students.
3. Legacy entrepreneurs who have received licenses to run dispensaries selling adult-use marijuana will receive services at the Tech Center as they start up. To date two entrepreneurs (of the ten in NYC who have licenses) have been contacted and one medical-use cannabis business has joined the incubator. The use of technology for the growing, production and retail of marijuana makes the Tech Center especially valuable in this context.