



CYC - NC STATE

IMPACT REPORT

FALL 2020



WHERE WE ARE NOW

We are at the highest point in terms of membership we've been since since the inception of our chapter in 2016. Thank you for your continued support!

Dear Sponsors, Community Partners, Supporters, and Friends,

As the Fall semester of 2020 is finished, Consult Your Community at NC State would like to thank you for your continued support of our organization. We are proud of what we have accomplished so far this year and we are excited to look ahead to what is next. To provide an overview of the past 5 months, we accepted 12 new members and completed 6 engagements.

This year, our clients represented a wide range of industries including health & wellness, clothing, and sustainable packaging. This gave our members a wide range of opportunities to solve complex problems, some of which you can gain insight into later in this packet.

We are also excited to announce transitions in our leadership team as some of our members graduate and advance into industry.

Lastly, we want to thank you for your lasting support as our initiatives would not be possible without you.

Warm regards,

Jopsy Bayog

- President



Bradley Smith

- VP of External Affairs



Kathyrn Sharpe

- VP of Internal Affairs



Mayowa Ogunmola

- VP of Development



Matthew Traenkle

- VP of Engagements



Rachel Figard

- VP of Public Relations



WHAT WE DO

Through our process, students gain hands-on business experience and develop skills that prepare them for their future careers, while business owners become empowered to foster their own economic independence and secure their future prosperity, both of which contribute directly to community growth and our nation's economic development.



Consult Your Community recruits highly motivated and dedicated students from the best universities in the country. Students that pass through our rigorous interview process are trained to develop business acumen and problem solving skills by experienced faculty and professionals from top-tier firms.



Giving students the opportunity to combine their knowledge of business with their passion for service, teams of 4-5 students engage with low-income, female-owned, and minority-owned small businesses over the course of a semester. To guarantee impact, CYC focuses on actively working with business owners to implement changes, not just to craft strategic recommendations.



To give business owners the tools to succeed post-engagement, teams create a plan to implement their recommendations, may assist in implementation, and identify partners like local Small Business Development Centers (SBDC) and the Service Corps of Retired Executives (SCORE).

HOW WE STARTED

CYC was founded in February 2013 by a group of undergraduates from the Haas School of Business at the University of California, Berkeley. Since our organization's founding, we have rapidly grown into a national organization, with over **24 chapters at top schools across the country.**

The NC State chapter was established in 2016. In just three years, our chapter has become one of NC State University's most successful student organizations. We have served a variety of businesses in the following areas: food/beverage, startups, retail, nonprofits, professional services, and more.

ENGAGEMENTS

This semester, we had the opportunity to work with 6 unique and engaging clients with a diversity of business dilemmas. The clients we served were in the following industries: sustainable packaging, breast cancer awareness, clothing, and health & wellness.



700 Rivers



Herbal Healing



Lyrix Elixirs



Colors of Yoga



Don't Waste Durham



Redefined Courage



Namrata Rajaraman
Engagement Manager,
Colors of Yoga

Personally, what most impacted me about this engagement was getting an inside view of the obstacles currently being faced by small business owners during this pandemic, which made me even more aware of the situation faced by small businesses due to closings. What I most enjoyed about being an Engagement Manager (EM) was getting closer to my team members and interactions with the client, as well as being able to discuss and learn about different aspects of the deliverables with my team. Through being an EM, I learned a lot about meeting planning and delegation of meaningful work to my team members, as well as, broadly, about my own strengths and weaknesses as a leader. It was a really good opportunity for pushing me out of my comfort zone and growing, and I learned a lot!

ENGAGEMENT SPOTLIGHT

This Fall, CYC worked with Herbal Healing, a small business that creates natural remedies for curing all sorts of skin ailments, to boost their company branding on social media.



Herbal Healing was founded in 2018 after owner Judit Beres had no luck with any medications in treating her son's severe eczema. She decided to create her own all-natural skin healing treatment to help her son, working with herbalists to create the perfect blend and develop a product that is sustainable, good for the body with less side effects, and actually works. Her personal mission has since morphed into a business with a variety of all-natural skincare products. She is now working to expand into major retail locations and grow her brand into a household name.

The CYC team created tools such as a content posting calendar, a media kit to send out to potential influencers and created multiple guidelines and best practices for maintaining a consistent image.

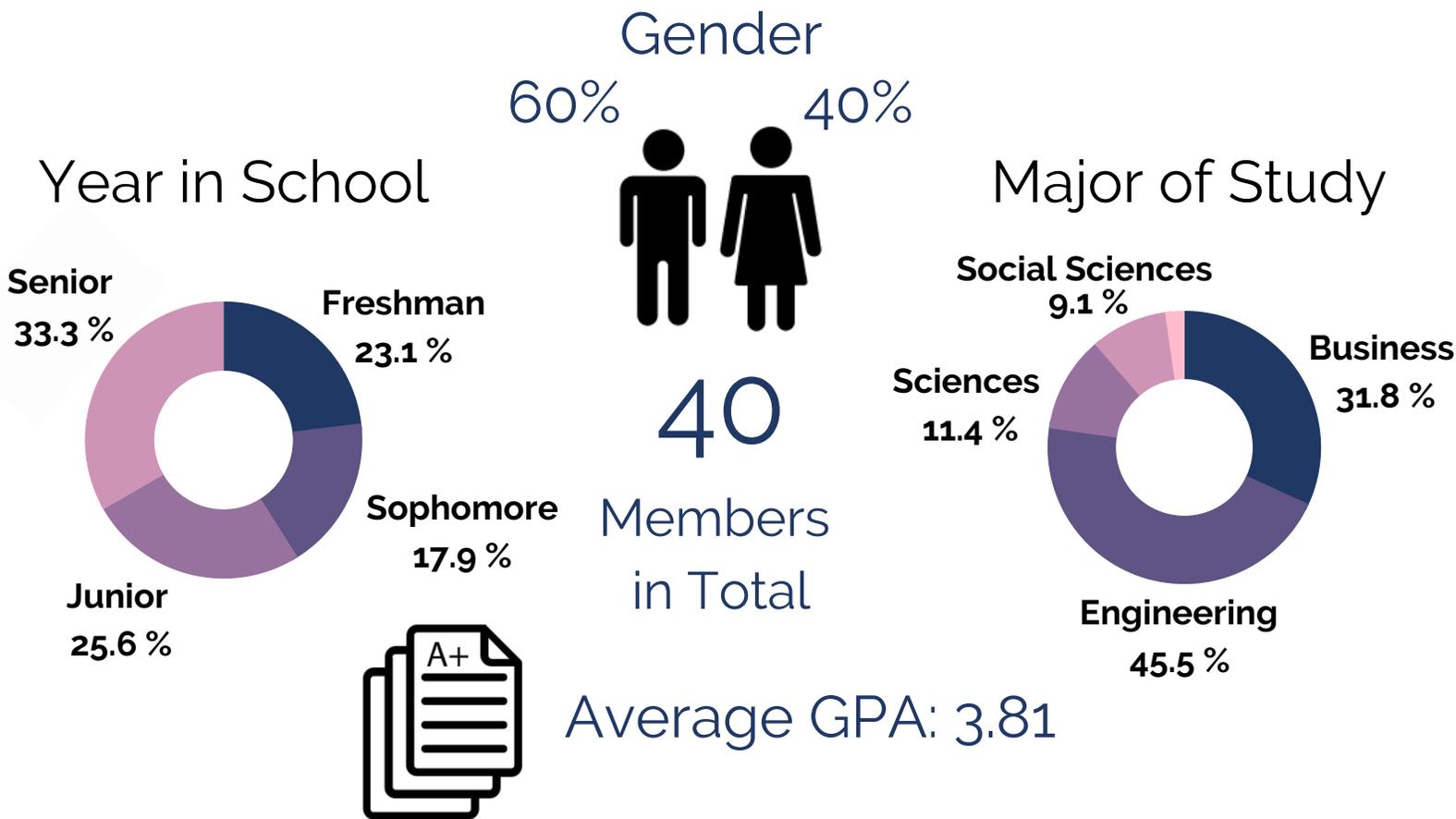
"We could better conceptualize the importance of virtual marketing through this project, especially now that many businesses have switched over to online sales. I especially enjoyed working with such a diligent and knowledgeable team; I was astounded at how skilled they were in graphic design and content creation!"



Alex Rojas - Engagement Manager, Herbal Healing

OUR MEMBERS

This semester, our teams contributed ~2,500 hours of pro-bono consulting to the Raleigh community!



Moe's or Chipotle?



Favorite ice cream flavor?



WHAT WE'RE DOING

See where our members will working this upcoming summer!

Deloitte.



LexisNexis



PARTHENON

Morgan Stanley

LEVEL



pwc

**CLARKSTON
CONSULTING**

citrix

ABB



ITRE

Institute for Transportation
Research and Education

NC STATE UNIVERSITY



Michael Ozgun
Business Analyst,
Lyrix Elixirs

After graduation, I will be joining EY-Parthenon in Boston as an Associate. CYC has been an incredible part of my college experience, and it pushed me to develop personally and professionally. No two engagements are the same -- I've worked with business owners across multiple industries, and I've addressed a variety of challenges, from creating a pricing strategy to conducting market research. I learned how to quickly orient myself and become an expert on a client's business. As I begin my career, I'm confident that my time with CYC will make me a more adaptable and successful consultant.

INCOMING LEADERSHIP

As some of our previous leadership near graduation, we are excited to announce our leadership team for the upcoming Spring 2020 term. CYC has the pleasure of welcoming two new members to the leadership team!



President | Jopsy Bayog

Jopsy will be a senior majoring in Statistics and has been a crucial part of CYC since Fall of 2017. He has served as a Business Analyst, Engagement Manager, the Vice President of Engagements and will continue as Chapter President, managing day-to-day operations of the chapter and ensuring its long-term success and sustainability.



VP of Internal | Kathryn Sharpe

Kathryn will be a senior majoring in Business Administration with a concentration in Marketing and IT and has been a dedicated member since Fall of 2018. Kathryn will be responsible for the recruiting and training processes for all members to prepare the organization for success.



VP of Engagements | Karis Dean (NEW)

Karis will be a junior majoring in Economics and has been a member since Fall of 2019. Karis will be responsible for overseeing the entire engagement process and will work with engagement managers, faculty, graduate students, and local businesses to ensure the highest-quality consulting services.



VP of External Affairs | Bradley Smith

Bradley will be a senior majoring in Business Administration with a concentration in Finance and IT and has been a part of CYC since Spring of 2017. Previously the VP of Engagements, Bradley will now be responsible for managing various relationships with outside partners to support the various functions of the organization.



VP of Public Relations | Rachel Figard

Rachel will be a senior majoring Industrial and Systems Engineering and has been a part of CYC since Fall of 2019. She will assume the new VP of Public Relations position. Rachel will be responsible for event and digital marketing to promote the mission of the organization and recruit top talent.



VP of Development | Avital Politi (NEW)

Avital will be a junior majoring in Biology and has been a part of CYC since Fall of 2019. Avital will be responsible for impact tracking as well as completing regular administrative tasks and large continuous improvement projects to meet the ever-changing current and long-term needs of the organization.



On behalf of everyone from the CYC family,
we hope you all stay in good health and
enjoy the holidays. We look forward to
sharing our progress next year!

CYC NC STATE

*Thank
you!*

