



About Adopt-a-Business

Adopt-a-Business is a student intern program, which provides local businesses with access to free, one-on-one support in social media and digital marketing. Students gain real world experience in business consulting and the opportunity to expand their professional networks, while local businesses receive student support to enhance their online marketing presence and grow their business. One of the primary objectives of the program is to reinforce and lend visibility to the existing eco-system of technical assistance services for small businesses.

Implementing Partners

The program, established in 2015, is overseen by SUNY Geneseo's Center for Inquiry, Discovery and Development (CIDD) and implemented in partnership with the Livingston County Downtown Partnership Program, and the Letchworth Gateway Villages (LGV) Initiative.

How the Program Works

As a first step, businesses interested in working with an Adopt-a-Business intern will go through a brief assessment to determine their current social media presence and what opportunities there are to optimize their online visibility moving forward. Based on the assessment students and merchants will work together to develop specific objectives for the coaching support and a work plan to achieve these objectives over the course of the semester. These goals may include developing brand awareness, increasing in-store sales through social media campaigns, or expanding their online presence. In circumstances where the needs of the business are beyond the expertise of the student, businesses will be referred to an appropriate technical assistance provider like the Chamber of Commerce.

Training Locations

Businesses will be able to work on campus with students through SUNY Geneseo's Center for Inquiry, Discovery and Development (CIDD) located in Doty Hall, or receive support on-site in Perry, Mount Morris and Geneseo via training clinics hosted by the Letchworth Gateway Villages Initiative. The program will begin taking appointments **September 29, 2017**.

Contact

Letchworth Gateway Villages Director, Nicole Manapol serves as the field coordinator for Adopt-a-Business. Businesses or organizations interested in receiving one-on-one coaching support should email Nicole at adoptabusiness@geneseo.edu or call (585)-237-8079 to set up an appointment.



Implementation Structure and Program Oversight

Management + Oversight	Faculty	Student	Community
	CIDD	AAB Student Coordinator	AAB Field Coordinator
	David Parfitt + individual department advisors	Julia Tannenbaum	Nicole Manapol, LGV Director
AAB Student Intern Roles	AAB Program Management		Coaching Support for Businesses
	Manage key aspects of AAB program (i.e. marketing & communications, evaluation, student training & curriculum development, recruitment)	Direct coaching to businesses on various social media platforms and digital marketing tools: Facebook, Instagram, Snapchat, Canva, Eventbrite, Mailchimp, etc.)	
*Implementing Partners	Downtown Partnership Program (LCED) Letchworth Gateway Villages (LGV) Public Library System in Perry, Mount Morris and Geneseo <i>LivCo + WyCo Chambers of Commerce and Tourism [TBD]</i>		
Target Communities	Livingston County Downtown Partnership Program		Letchworth Gateway Villages
Delivery Model	<i>Businesses come to the CIDD, 3 Doty Hall, SUNY Geneseo Campus</i>		<i>On-site Community Training Clinics</i>
	Villages of: Avon Caledonia Dansville Leicester Lima Livonia Nunda		Perry Mount Morris Geneseo



Adopt-a-Business Student Intern Job Description

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The program, established in 2015, is overseen by SUNY Geneseo's Center for Inquiry, Discovery and Development (CIDD) and delivered in partnership with the Livingston County Downtown Partnership Program, and the Letchworth Gateway Villages (LGV) Initiative.

This year students will have the opportunity to work on campus with businesses through SUNY Geneseo's Center for Inquiry, Discovery and Development (CIDD) located in Doty Hall and work on site in Perry and Mount Morris to host training clinics with the Letchworth Gateway Villages initiative.

Key Objectives

Students and merchants will work together to articulate specific objectives for the coaching support and develop a work plan to achieve them over the course of the semester. These goals may include developing brand awareness, increasing in-store sales through social media campaigns, or expanding their online presence.

The Role

To achieve these goals, Adopt-a-Business is seeking student coaches to support the program during the 2017-2018 academic year, specifically the following:

- Help develop engaging profiles and case studies that highlight and promote innovative local business practices.
- Help design and deliver a training program tailored to main street business owners on how to improve their online visibility through social media platforms and digital marketing.
- Specialized short-term projects based on student interest and community needs



Illustrative Responsibilities / Projects:

The following are examples of what a student may be responsible for:

Adopt-a-Business Social Media and Marketing:

- Manage AAB's social media presence across multiple platforms
- Expand digital audiences, maintain follower lists, engage directly with audiences
- Monitor current social media trends, new platforms and related issues
- Curate relevant content for blog and Facebook posts

Technical Assistance (Adopt-a-Business):

- Provide technical assistance to target businesses to improve online visibility, search engine optimization and digital marketing via social media sites like Facebook, Instagram, Yelp and TripAdvisor
- Provide technical assistance to businesses on how to use data and other analytics to track performance and improve digital marketing
- Assemble and maintain information on technical assistance resources and funding opportunities for businesses and entrepreneurs

Project Administration:

- Track program performance metrics and collate data for SUNY Geneseo reports and other communications
- Support general project administration (i.e. filing, setting up systems to manage photos and other collateral, data entry and administration)

Qualifications

Here are some of the specific qualifications we seek:

- Enrolled in a bachelor's degree program at SUNY Geneseo, with an interest in communications, business, sociology, economics or design.
- Interest in community / small business development
- Excellent working knowledge of how to tailor content and manage audiences across multiple social media platforms (e.g., Facebook, Twitter, Yelp, Trip Advisor and Instagram).
- Experience in creating and/or managing visual content, including graphic design, web design, photography, film editing and digital publishing
- Knowledge of Microsoft Office Suite and Google Apps
- Proven ability to meet deadlines, work under pressure and deliver quality outputs
- High degree of maturity and emotional intelligence



Fall 2017 Adopt-a-Business Student Cohort

Name: Marissa Citarell

Year: Junior

Major: Communication

Past experience: Marissa has a strong background in photography and is fluent in Adobe Photoshop and Lightroom. In addition, she has created a documentary for a local business in her hometown. She has worked with different social media platforms in the past and has relayed her knowledge to other individuals.

Name: Holly Gilbert

Year: Senior

Major: Economics and English

Past experience: Holly has implemented a social media plan designed for my Business Communications course into Heard@Geneseo, a student organization she manages that publishes the life stories of local senior citizens. She now runs their Facebook page as well as student recruitment through emails and posts. In the past, she has run the social media accounts (Facebook, Twitter) for residence halls as the publicity coordinator. On a personal note, she has experience operating a travel WordPress blog from her study abroad experience and advertising her Etsy store through Facebook and Instagram.

Name: Shannon Lynch

Year: Junior

Major: Economics and International Relations

Past experience: In her sophomore year of high school she traveled to Shanghai China and managed the Twitter, Facebook, and Tumblr accounts for the bridal company "Simply Bridal" based out of California. This summer (2017) she has been handling the social media accounts (Facebook, Instagram, Twitter, Pinterest) of the dessert delivery service "Doorstep Desserts" in Buffalo, NY. In addition, she has a strong background in analytics as an Economics major.



Name: Aileen Mack

Year: Junior

Major: Communication

Past experience: Aileen has contributed to the social-media driven online magazine, The Odyssey for two years. Additionally, she has worked with Promote Geneseo! to create a new public relations strategy focused on exposing the Geneseo community to the benefits of this organization. Her primary form of outreach was social media.

Name: Hannah Robbins

Year: Junior

Major: Communication

Past experience: Hannah was the Downtown Partnership Program Summer Intern for Livingston County. She collected the necessary data to accurately and fully update the Downtown Diva database of Livingston County. In addition she improved the communication, promotion, and visibility of businesses, events, and news occurring in Livingston County every week through the creation of the newsletter. Hannah has also had experience working with Facebook, Twitter, Instagram, Pinterest, Tumblr, Snapchat and Constant Contact. In addition, she has personally worked with and manages the social media of Keuka Brewing Company.

Name: Clayton Smith

Year: Senior

Major: Communication, Minors in Business and English

Past experience: As the film programmer on the Geneseo Campus Activities Board, Clayton has used social media marketing to drastically increase student turnout to events. He has also had experience managing an Instagram page for a local Antiques store in his town. Since 2014, Clayton has reported for the Highlands, a weekly publication in Cold Spring, NY. As part of this work he conducted interviews, took photos, edited copy and wrote articles. You can view samples of his portfolio here:
<http://highlandscurrent.com/author/csmith/>