

University of Pittsburgh Pitt Business

College of
Business Administration

From the classroom.



To the city.



To the world.



Auberle | Pitt Business

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Agenda

- Pitt Business Support
- Overview of Research
- Auberle & Pitt Business Opportunities
- Student Engagement
- Media Recommendations
- Our Long-Term Plan
- Ending Remarks
- Questions

Support from Dean Murrell

- Pitt Business support for further involvement of plan
 - Student Organizations
 - Faculty Advisors
- Pitt Business support in plan of website/media content
- Support of future CPLE involvement to further this project
- Student Ambassador

Overview of Research

- The Client: Auberle
 - Worked directly with Erin Rhodes to establish needs and opportunities of Auberle
- Student Organizations
- Event Planning Document
- Social Media
- Long-Term Plan
 - Students also took multiple trips to Auberle for on site-research

Auberle's Purpose:

The Mission

- To help troubled children and families heal themselves.

The Identity

- Auberle is a faith-based Catholic agency.

The Vision

- To be the premier agency in Western Pennsylvania providing positive outcomes for all children and families they serve.

Our Project's Purpose:

Our Mission

- To enhance the programs and lives of those within Auberle by bringing in Pitt Business expertise.

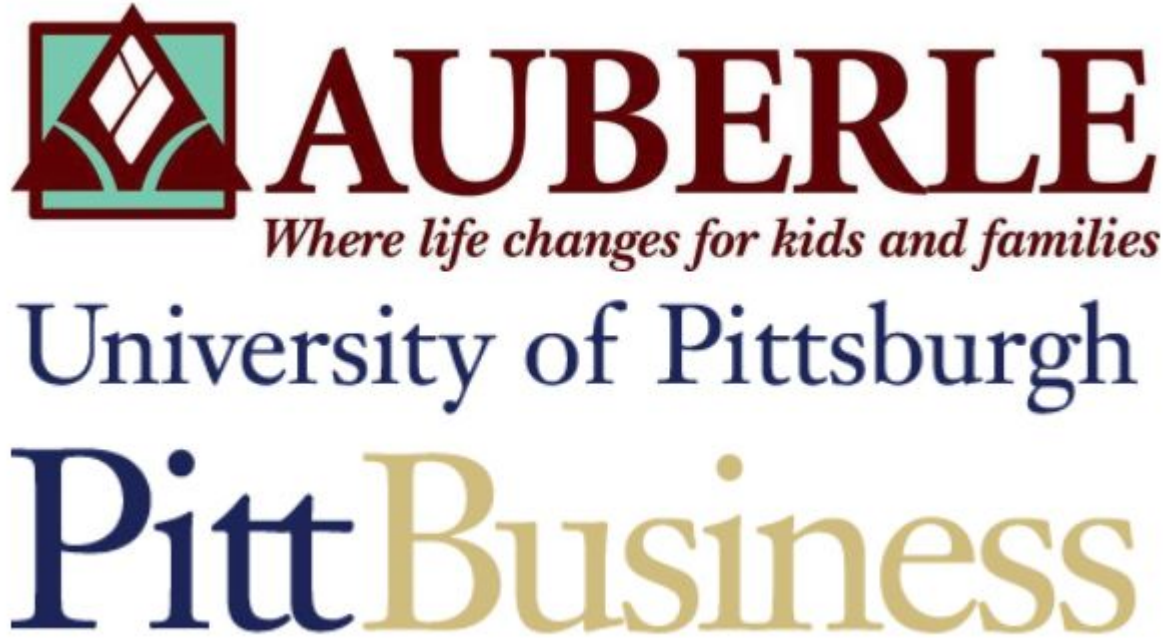
Our Identity

- Pitt Business is highly ranked public institution that strives to take its students from the classroom, to the city, to the world.

Our Vision

- To establish the *brand* of Auberle as the premier volunteer partner for business related service activities for Pitt Business students.

The “Go-To”





AUBERLE

Where life changes for kids and families



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AUBERLE IS A FAITH-BASED NON-PROFIT ORGANIZATION that transforms the lives of children, youth and families across eight counties in Southwestern Pennsylvania.

By building strong community partnerships and engaging the voices of the people we serve, Auberle continues to create innovative opportunities and resources for individuals and families in need.

OUR MISSION



Pitt Business Student Organizations

- General Overview
 - Over 20+ Organizations
 - Different interests and career paths represented
 - Career Specific
 - Professional Development
 - Diverse Affinity Groups

Student Organization Profiles



Bruce Hall Business Living Learning Community



- Residence hall composed of first-year business students
 - Motivated and curious first-year students
 - Business specific programming
- RA Experience
 - Resident Director: Ashlan Hudson
 - Programming Coordinator: Erin Milone
 - Therapeutic Challenge Course

Phi Beta Lambda



- Highly selective professional student organization
 - High GPA, communication skills & professionalism
- Organizational Research
 - VP of Community Service: Molly Horrel
 - Mock Interviews
 - Financial Literacy
 - Basketball
 - Faculty Advisor: Lindsay Crouse

Delta Sigma Pi



- National professional business fraternity
 - Co-ed fraternity
 - Motivated, Professional and Service-led
- Organizational Research
 - VP of Community Service: Michael Andrews
 - Future VP of Community Service: Nikki Wall
 - Financial Literacy
 - Basketball
 - Faculty Advisor: Ray Jones

Women in Business

- Professional student organization focused on the advancement of women in business careers
 - Impressive group of female business leaders
- Organizational Research
 - VP of Community Service: Delaney Jordan
 - Mock Interview
 - Financial Literacy
 - Faculty Advisor: Carolyn Kerr



Roberto Clemente Minority Business Association

- Professional affinity organization for minority business students
 - Most diverse student organization
- Organizational Research
 - President: Christopher Smith
 - Mock Interviews
 - Financial Literacy
 - MLK Day Events
 - Faculty Advisor: Laura Carroll



Human Resources Club

- Business student organization with a specialized focus on the field of Human Resources
 - Communication and support skills
- Organizational Research
 - Chair of Community Service: Jesse Heebner
 - President: Sumi Shah
 - Mock Interviews
 - Faculty Advisor: Deb Good



Students Leading Diversity & Inclusion

- Newly formed student organization focused specifically in Diversity & Inclusion
 - Potential for passionate and engaged students
- Founding Experience
 - Faculty Advisors: Laura Carroll & Lindsay Crouse
 - MLK Day Events

Events

- Therapeutic Challenge Course
- Basketball
- MLK Day
- Mock Interviews
- Financial Literacy

What are Mock Interviews?

- Focus on practicing behavioral question
 - Was there ever a time where you had conflict with someone, and how did you handle it?
 - Give an example of a time you failed and how you overcame it.
- Will help participants become more comfortable and confident.

Financial Literacy Event

- Education sessions on:
 - How to write a check
 - How to budget
 - The relationship between credit cards and debt

Jane Doe
123 Main St
Anywhere US 10111

Date 07/01/2018 790

PAY TO THE ORDER OF ACME Grocery Shop \$ 8.15

EIGHT AND 15/100 DOLLARS

Your Bank
456 Main St
Anywhere US 10111

MEMO Lunch w/Friends Jane Doe

① ② ③ ④ ⑤ ⑥

① 234567890 ② 1001001234 ③ 0790

Media Recommendations

Home Page



AUBERLE

Where life changes for kids and families

VOLUNTEER OPPORTUNITIES FOR PITT BUSINESS

Home

Gallery

FAQ



Volunteer Today!

Organization *

Email *

Project Title *

Message - Include possible date, time, and how many volunteers

Send

Descriptions



FINANCIAL LITERACY

Financial literacy is defined as having the set of skills and knowledge that allows an individual to make informed and effective decisions with all their financial resources for a lifetime of financial well-being. Because learning personal finance is extremely difficult to learn on your own, Auberle's 412 Program focuses on navigating these young adults through our complex financial system. Financial literacy can be anything from information connected to math or history, learning how to write-out/understand a check, comprehending how to pay off a credit card, to understanding one's credit score.



SPORTS - BASKETBALL

Basketball is a game played between two teams of five players in which goals are scored by throwing a ball through



MOCK INTERVIEWS

A mock interview is when an environment is set up that mirrors a typical interview; it is essentially a practice of a real interview. A mock interview helps with preparing one for the types of questions he/she will be asked in an actual interview, practicing the right body language, and learning the correct etiquette that should be utilized in a professional interview. An effective mock interview will help prepare future interviewees in a number of ways.



THERAPEUTIC CHALLENGE COURSE

A challenge course is designed to help a group obtain a specific outcome(s). This group can consist of coworkers, students, camp organizations, etc., and proves to be extremely beneficial. The challenge course incorporates stimulating and enjoyable activities at ground level, on

Frequently Asked Questions

Home

Gallery

FAQ

Frequently Asked Questions

01 / What clearances do volunteers need?

Pennsylvania Child Abuse Clearance

<https://www.compass.state.pa.us/cwis/public/home>

Criminal Background Check

<https://epatch.state.pa.us/>

04 / Where is the 412 Youth Zone?

Auberle's 412 Youth Zone

304 Wood Street

5th and 6th Floor

Pittsburgh, PA 15222

Pitt Students can take any 61 or 71 bus to Wood Street.

02 / Can I take pictures with the students?

Avoid taking pictures including the students of Auberle's faces for your personal or organizational media use.

05 / Where is Auberle Main Campus?

Auberle Main Campus

1101 Hartman Street

McKeesport, PA 15132

412-673-5800

Sample Social Media Posts



Calling all Business Organizations!
The 412 Youth Zone is seeking young professionals to lead Professional Development Workshops in the fields of Financial Literacy, Job Readiness, and more!

More information on events can be found at www.newauberlesite.com

#Auberle #412YouthZone

Sample Social Media Posts



Sending many thanks to the members of Delta Sigma Pi!

These young professionals lead a Financial Literacy event at Auberle's 412 Youth Zone navigating students through our complex financial system.

Learn more on how your organization can get involved in leading a Professional Development Event of your own!

www.newauberlesite.com

#Auberle #412YouthZone #Pitt
#DeltaSigmaPi

Sample Social Media Posts



Get Up! Get Active!

Come join Auberle in the Sunday afternoon basketball games! Take a break and relieve stress in a fun way while getting in your daily exercise.

Learn more about how you and your organization can get involved!

www.newauberlesite.com

#Auberle #Basketball

Long Term Plan

Year 1 (2018-2019)

- Establish the Pitt Business/Auberle brand as the premier volunteer partner
- Seven events at Auberle that Pitt Business students organizations can participate in

Events

- Mock Interviews
- Financial Literacy Workshop
- Therapeutic Team Building Ropes Course
- Basketball Event
- MLK Day
- A Day of Caring

Year 2 (2019-2020)

- Pilot Job Readiness and SNAP programs to build long term relationships with Auberle
- CPLE project: planning and piloting
 - Integrate existing career preparatory programs
 - Homework help

Year 3 (2020-2021)

- Further brand extensions
 - Long term sustainability of Pitt Business and Auberle relationship
- CPLE Project: CCAC involvement
 - Connect young adults at Auberle with CCAC culinary arts

By establishing the *brand*, Auberle can be established as the premier volunteer partner for business related service activities for Pitt Business students.

Questions

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