



Impact Report Spring 2023

**STUDENT RUN NON-PROFIT
EMPOWERING LOCAL
BUSINESSES**

**NC STATE
UNIVERSITY**

Dear Corporate Sponsors, Community Partners, Supporters, and Friends

As the Spring 2023 semester comes to a close, Consult Your Community at NC State would like to sincerely thank you for your continued support of our organization. We are proud of our accomplishments and are excited for the future. Over the past 5 months, we accepted 7 new members and completed 7 engagements.

This semester, our clients represented a wide range of industries, including nonprofits, public service, retail, and health and wellness. Our members were exposed to a wide array of opportunities to solve complex business problems, some of which you can gain insight into later in this report.

Our team is proud of the continued expansion of our impact. This semester we substantially broadened our client outreach to include a project with the City of Raleigh, reaching over 700 businesses in our community.

In this report, we want to highlight the impact that CYC has been able to make over this past semester. We hope that you are able to learn more about our organization and our engagements.

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

We want to thank you for your continued support, as our initiatives would not be possible without you. Please keep up with us at cycncstate.org.

Warm Regards,

Karis Dean

Rucheer Dave

Brian Poirier

Natalie Yeung

Steven Diniz



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Our Mission

Consult Your Community provides pro-bono consulting services to empower small businesses and drive positive change through inclusive collaboration.

Each diverse engagement team creates and implements recommendations that strengthen and grow our clients' businesses with guidance from top-tier consulting firms.

CYC equips students with hands-on experience and skills to bolster their professional development and prepare them for future careers while helping small business owners grow their companies.

History of CYC

2013

First chapter founded at UC Berkeley

2016

Establishment of NC State chapter

2023

One of NC State's premier student organizations

- 49 members from all majors and diverse backgrounds
- Served over 60 businesses from the following industries: food/beverage, startups, retail, nonprofits, professional services, digital therapeutics, healthcare, and many more!

Alumni Network

Our alumni live across the country and apply the skills they've developed through CYC in several industries – including consulting, banking, data science, academia, and engineering.

CYC retains a strong alumni network who provide valuable career advice, skills training, and much more for our current members.



Member Internship Spotlight

Iustina Banerji

This past semester, Iustina completed a Manufacturing Services & Technology (MS&T) Co-op at Beam Therapeutics, a cell and gene therapy start-up. The MS&T department bridges the gap between manufacturing and other divisions within the company. They serve as technical experts that can troubleshoot problems in the manufacturing process, while also facilitating discussions across the company to ensure regulatory compliance ahead of FDA approval. Her daily tasks revolve around serving as the aseptic process simulation (APS) lead, working with supply chain, and spending time on the manufacturing floor as a technical expert.

How has your time in CYC helped in this role?

"CYC has helped me prepare for professional communication in the workplace and developed time management and organization skills. As an engagement manager, I learned a lot about creating deliverables that cater to specific audiences which has also been applicable in my role. "



Fall 2022 Engagement Impact

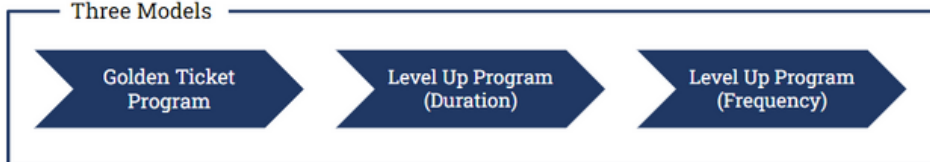
Azurelise Chocolates

Last semester, our team worked with Azurelise Chocolates to automate business processes and design a subscription service to drive revenue growth

This engagement team created subscription models and loyalty plans, each with three options, to help curate a holistic customer base and to draw out customer engagement year-round. These programs will be shared with customers through an announcement letter this upcoming holiday season! The customer loyalty programs are shown below.

Customer Loyalty Programs

Three Models



Goals:

- Create a fun and engaging way to increase interest in Azurelise products
- Decreasing the seasonality of customer engagement through loyalty programs that reward customers for more consistent engagement
- Implement three separate models to allow customers to choose the one that aligns best with their spending habits

Spring 2023 Engagements



- Designed a software system to analyze historical interview data and identify any bias in the process
- Devised a strategy to further standardize interviews



- Developed product pitch and marketing strategy to drive retail presence
- Created content calendar to implement social media strategy and expand online presence



- Re-designed website and migrated to new platform
- Developed an e-learning app
- Created an Employee Handbook to streamline new employee onboarding
- Identified and implemented Instagram features to optimize social media presence



- Created a financial model to project long-term growth
- Researched and compiled various private and public funding options
- Conducted cost analysis to design short-term hiring model

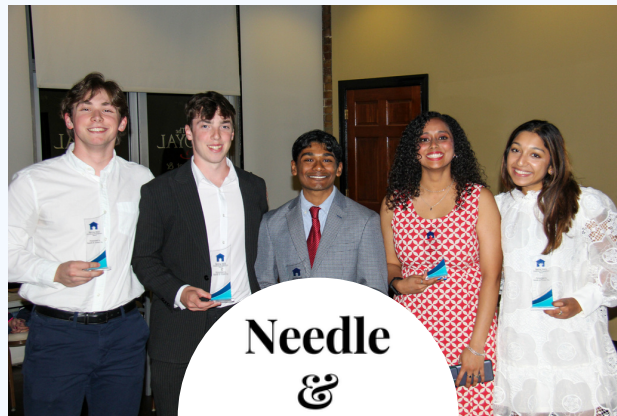
Spring 2023 Engagements



- Developed a data collection method using Python, ArgGIS and Google APIs to reduce data collection time by 240 hours for city infrastructure projects
- Conducted data collection to create a repository of over 700 business to be integrated with city website



- Conducted needs assessment and pricing analysis to recommend business softwares
- Cost analysis to develop advertising and operational budget
- Developed and implemented social media strategy to increase Instagram engagement



- Conducted cost analysis to develop hiring model
- Launched job postings and pre-screened 10+ applicant resumes
- Created an onboarding guide for a social media manager

Volunteering in the Community

Aside from our engagements, we also go out into the community to volunteer once a month. We use this opportunity to further our service mission and help local businesses in more ways than consulting.

This semester, we volunteered with Real-Life Works at the thrift store they operate. Our team worked on re-organizing the hardware section of the store. The team also had a chance to speak with Chrystal, Executive Director of the organization, and learned about some of the pain points they face which can be addressed in a potential engagement next semester.

We enjoyed volunteering in the community and developing relationships with potential clients!



Engagement Spotlight: City of Raleigh



While they do not represent our typical client profile, our team's work with the city has impacted over **700 businesses in just one semester**. The engagement team wrote code to establish a data collection methodology and created a repository of small businesses that would be affected by the construction of the Bus Rapid Transit (BRT) project in the New Bern Avenue corridor. Google APIs were implemented to reduce data collection time by 240 hours. The city will use these deliverables to replicate the engagement's work for other corridors as construction continues.

Collaborating with the local government has proved to be very rewarding for the CYC team and beneficial for the City of Raleigh. Engagement Manager Beckett Stillman describes working with the city as "immensely fulfilling" and states "**It made me very excited for the future of Raleigh and it was gratifying to know that I was helping contribute in some way**". He also notes that this particular engagement points towards a trend of doing more technical and advanced work for clients.

Community Partner Spotlight: Live It Up! Hillsborough Street

Thank you to our community partner Live It Up! Hillsborough Street for their continuous support and collaboration. This partnership has played a special role in CYC's mission of empowering small businesses. They also host our end of semester celebration that celebrates our organization's and members' accomplishment and introduces us to potential clients

The Live It Up! Hillsborough Street team connected us with City of Raleigh officials and City Council members. These introductions led to a successful semester long engagement and \$5,000 in City Council Contingency funding for our upcoming Small Business Fair. We are excited to continue expanding our impact throughout the greater Raleigh area!



About Our Members

Consult Your Community prides itself on its diverse members committed to fostering an inclusive and nurturing environment.

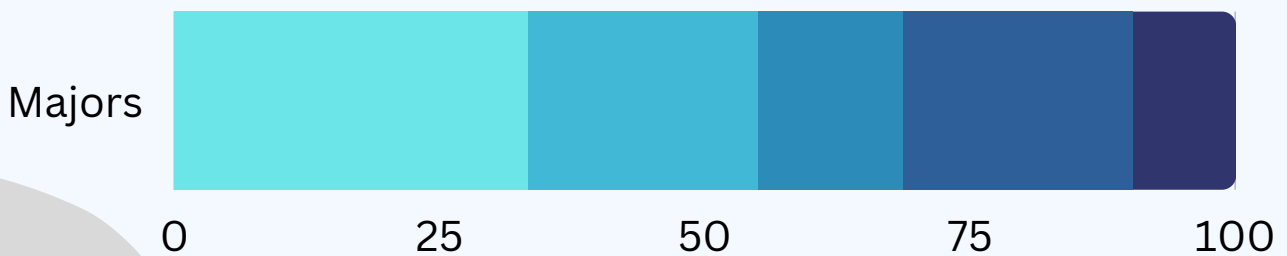
Fast Facts

- **40** members
- **50%** Male, **50%** Female
- Average GPA: **3.74**



67.5% of our members report having upcoming internships or full-time jobs

■ Business Admin ■ Economics
■ Computer Science ■ Engineering ■ Other



**THANK
YOU!**

