

 Consult Your Community

**NC STATE**



**SPRING 2020**  
**IMPACT REPORT**

Presented by

**Consult Your Community at NC State**  
Leadership Team

Dear Sponsors, Community Partners, Supporters, and Friends,

As the Spring 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 10 new members and completed 6 engagements.

This year, our clients represented a wide range of industries including equitable housing, education, 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**  
Chapter President



**Dylan Rickenbaker**  
VP of Development



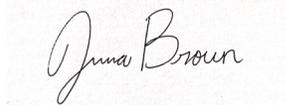
**Braun Wilson**  
VP of External Affairs



**Bradley Smith**  
VP of Engagements



**Jenna Brown**  
VP of Internal Affairs



## What We Do



### MOBILIZE TEAMS

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.

### CONSULT & IMPLEMENT

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.

### EMPOWER SMALL BUSINESSES

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 SBDCs and SCORE centers.

Through this 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.

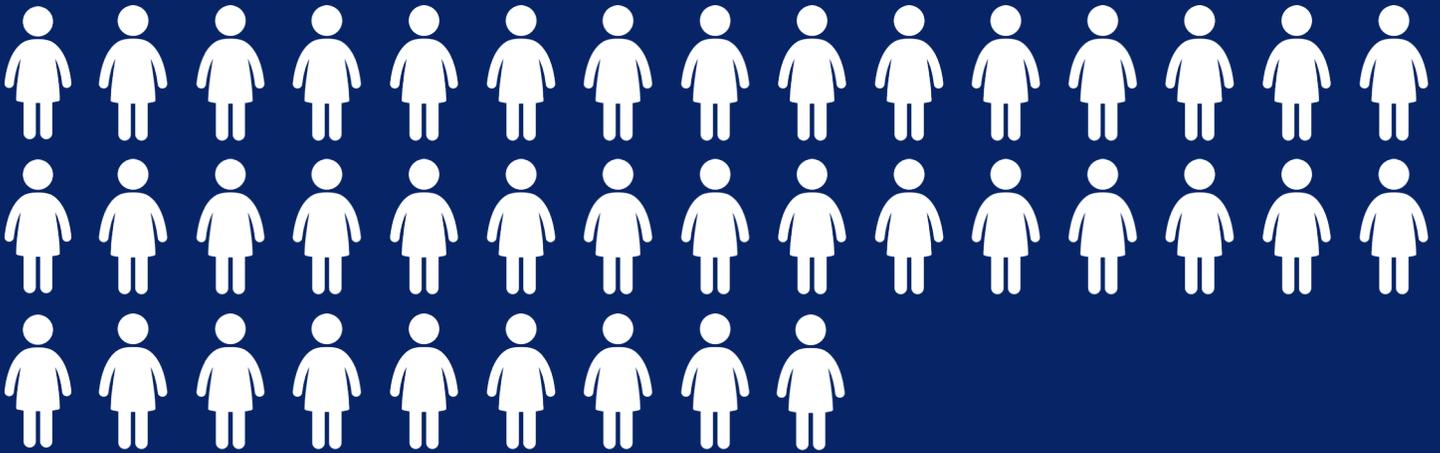
## How We Started

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**.

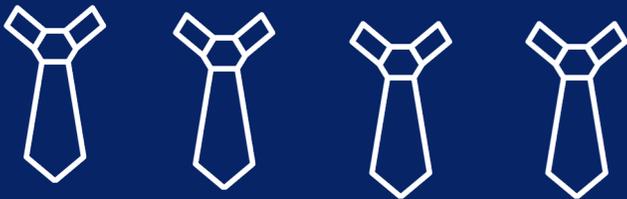
The NC State chapter was established in 2016. In just three years, our chapter has become one of NC State University's most successful student organizations. We have served a variety of businesses in the following areas: food/beverage, startups, retail, nonprofits, professional services, and more.

## Our Impact Spring 2020

39 Members



4 Professional Advisors



6 Small Businesses Impacted



For this semester, our teams contributed **~2,400 hours** of pro-bono consulting for the Raleigh community!

## Spotlight Engagement

### Clients

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, education, clothing, and affordable housing.



### Highlight of a Spring 2020 engagement:

CYC had the pleasure of partnering with Redefined Courage, a nonprofit organization passionate about helping and encouraging women fighting breast cancer.

The CYC team conducted a market analysis in order to find new local producers to help reduce cost and expand product offerings to further support and encourage women with breast cancer. Also, the team automated processes by creating an email template for reaching prospective partners; compiling a list of potential partnerships to establish a foundation for long-term growth and access to corporate sponsors and speaking events.

## Our Members Spring 2020

12

Seniors

11

Juniors

8

Sophomores

8

Freshmen

## Where We're Employed

Intern/Full-Time | Spring 2020

Deloitte.



FRESHWHEEL  
A COMCAST COMPANY



BioMedOmics™

DukeHealth



MetLife



ANALOG DEVICES



MERRILL  
A BANK OF AMERICA COMPANY



3.77  
Average GPA

Created by Edwin Prayogi M  
from Noun Project

62%  
Male

Created by Omar Safaa  
from Noun Project

38%  
Female

Created by Jordan Alfarishy  
from Noun Project

## Majors

- 16 in Business
- 15 in Engineering
- 3 in Math/Statistics
- 3 in Life Sciences
- 1 in Design
- 1 in Social Sciences

## Incoming Leadership Team

As some of our previous leadership has graduated, we are excited to announce our leadership team for the upcoming Fall 2020 term.



### **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 Engagements | Matthew Traenkle (NEW)**

Matthew will be a senior majoring in Mechanical Engineering and Economics and has been a member since Spring of 2018. Matthew 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 Development | Mayowa Ogunmola (NEW)**

Mayowa will be a senior majoring in Statistics and Economics and has been a part of CYC since Spring of 2019. Mayowa 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.



### **VP of Internal | Kathryn Sharpe (NEW)**

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 External Affairs | Bradley Smith (UPDATED)**

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 (NEW)**

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.