



i c stars "Civics 101" - Cyle 49- Sesson #4

Music: "The Fire" by the Roots, suggested by Emmanuel - <https://www.youtube.com/watch?v=n94URvpQOAc>
 - Song picked - to motivate - inspiring - but ominous!

Reflections from Session #3

- Jhordan Howard - The importance of mission statements

Why Donate?

- Some people have \$ to give.
- Jhordan Howard - When I can, I give money to the homeless.
- Leandro Brahimaj - Usually donate to people with terminal illnesses.
- You donate because of the cause - it hits you!
- Gabriela Sanchez - To help people who need the money more

Who Has Donated?

- Donate to St. Jude's Hospital. Take cares of kids with severe disease.
- Wants to help - take pain away...
- Donate time to HIV/AIDS orgs. Collect/distribute condoms.
- Motivation to donate to St. Jude's ->Had a scare in family - young relative had a tumor - Saw ad for St. Jude's and responded....

Role of Reputation in Making Contributions

- Gabriela Sanchez - I heard about i c stars if from a alumni from Milwaukee
- Jhordan Howard - I heard it from my mom, who heard it from an alumni
- Gabriela Sanchez - If I remember correctly, when I asked our recruitment manager how many people applied the number was in the hundreds
- From Tom Tresser - Powerful way to communicate is from past users. When you hear an endorsement from someone you know, it carries tremendous weight and credibility

Evidence of Success? There is a saying, "We measure what matters"

- Gabriela Sanchez -their path? What happened to past participants/users/clients?
- # of people impacted - how THEY are impacting community
- Improvement #s while **in** program (pre and post tests of stuff learned, etc)
- How many interns are on nonprofit boards?
- How many are employed?
- How many do start-up/own companies?



Special Guest - Yemi Akisanya, Global Head of Diversity, Equity & Inclusion, Groupon - <https://www.linkedin.com/in/yemiakisanya>

- Went to local high school. IL public university then into corp work - IT related positions - started teaching IT
- Had great interaction w bright students - who were Interns - they invited him to High Tea.
- Recalls his first High Tea - he GOT inspired BY the Interns. Going in, thought he would doing all the inspiring...

- He picked up the Interns' hunger to learn.
- "I became a servant of i c stars" - became member of working committee.
- He then helped staff connect to corporations...When Board opportunity opened up - Sandee asked if he would join - 4 yrs ago.
- Reflecting his first meeting w i c stars "High Tea" format.
- Listening to stories told - "reminded me of me... Today!" See a mirror in front of me. A lot work before me...
- Was inspired to offer to help - Then he met Sandee. First time met Sandee... Sandee gives big hug - not usual corp greeting - she told her story and Origin Story of the organization. He left meeting ready to take part...
- He recalls particularly, One thing she said - how measure impact - they look at measuring the home purchase stats after grad - esp IN the community. i c stars has HUGE mission - NOT just tech jobs...

Chicago Advisory Board does....

- Governance, Strategic Focus, Accountability
- Governance - There is National Board that oversees the whole operation. Yemi is on the Chicago Advisory Board - focus here.
- Strategic Direction - We understand the Mission - and we make sure to support the staff, content, physical space, etc. are all on point.
- Keeping eye on the Big Picture for the org. Look at opportunities/gaps/possible ways to go...
- Accountability - Board oversight of senior leadership. Meets quarterly as whole, committees meet more regularly to produce work for the whole.
- Example of Yemi acting as Ambassador or "salesman" for i c stars Interns PLUS trainers who can train in the corp settings. Now have "i c culture" as a stand-alone service.
- Nisaini sought out Yemi for advice/counsel...Got it and was on point, valuable, used

Questions?

Q: What qualities needed to be great no board member?

- Great board member: look at sports team - coach wants balanced team members. Same for nonprofit board - diversity of background/skills/life experience

Q: What barriers?

- Look for areas of opportunity. Thinking creatively and strategically.
- Be grounded in the i c stars way and world.
- Being able to pitch i c stars in the market - making the message as it is a crowded and competitive marketplace

Q: What non-obvious qualities need to be a great board member?

- Yemi says - passion is high about the or, the mission, the Interns.
- He does great job "campaigning" for i c stars on daily basis.
- Emmanuel Nwaiwu - I'm over here in my mind celebrating Yemi Akisanya as a fellow Nigerian.
- From Tom Tresser - the 4 Ws of being an effective board member: Wealth - Work - Wisdom - Width

Words to leaders in training?

Yemi's message: Be selfish. Take a deep dive on what you want to do with life - your impacts - not about wealth - but your legacy. Think big for the future. Don't let the \$ distract you.