

AFRIMERICAN CULTURE INITIATIVE

Service Learning Group Project by :

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**AFRIMERICAN
ACADEMY**



Agenda

01 About our company

- What is Afrimerican Academy?
- Mission Statement
- Goals
- Board Members

02 Organizational Structure

- Where we fit in

03 Contribution & Learning

- Process charts
- User testing & feedback on UI
- Operational flow diagrams



01

About Afrimerican

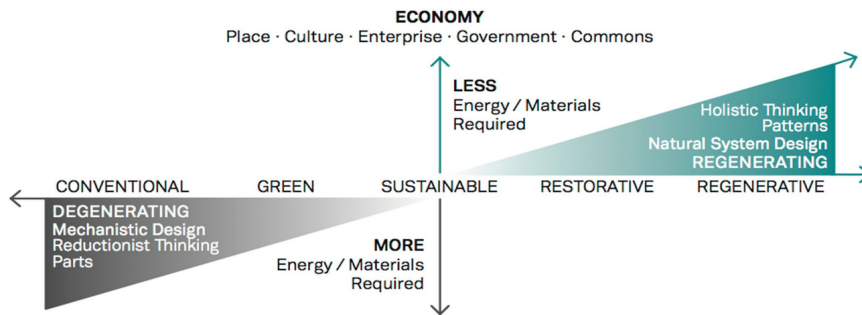


What is Afrimerican Academy?

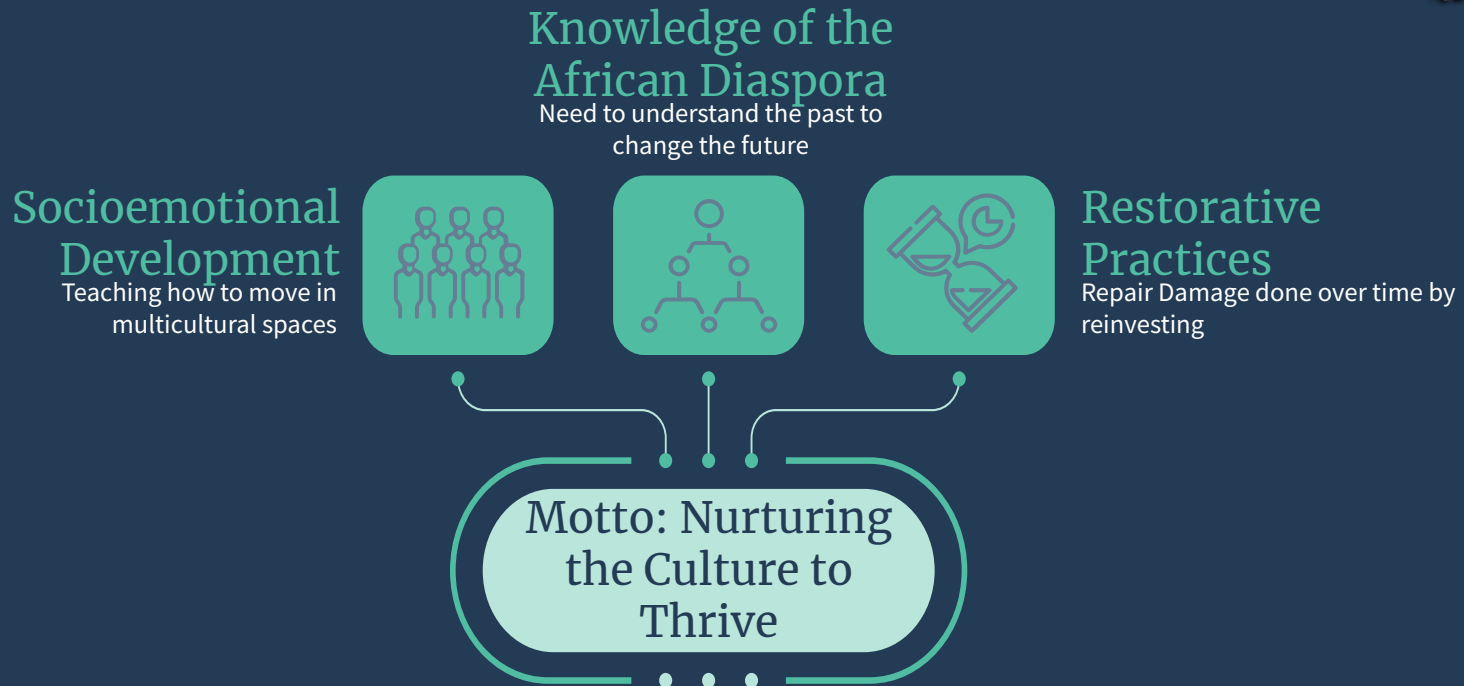
- Hybrid Educational Organization
- Restorative Organization for the Black Community
- Enrichment Summer Camp for BPS Students in the Boston area



“The Afrimerican Academy is a nonprofit educational organization that offers multicultural communities culturally competent after school & summer camp programs designed to Nurture the Culture to Thrive”



Mission Statement





AFRERICAN
ACADEMY

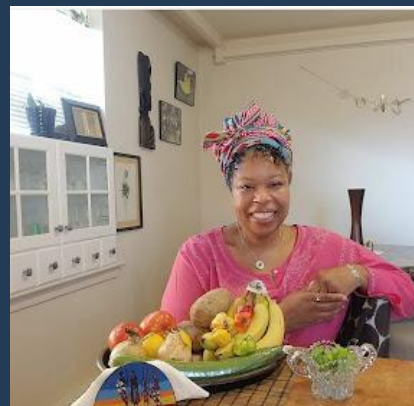
Instructors



Dapo Olagbaju
Financial Literacy &
Entrepreneurship Instructor



Marlon Solomon
Restorative Project
management//Cultural
Competency/Civics/History
Instructor



Glorya Fernandez
Cultural Nutrition Instructor



Nkiru Obi
POP Culture & Advocacy
Instructor



**Community Goals: NURTURING
THE CULTURE TO THRIVE!**



- **Identify, research, design, build & maintain restorative projects**

- **Dedicated to multicultural hybrid community development**

- **Committed to thriving creativity, hard work & perseverance**

- **Advocacy, Critical thinking, Collaborative problem solving**

- **Develop & maintain a restorative mind, body & soul**

- **This is a restorative organization: give back by investing in students futures**

Past Experiences



Above the clouds



New England Aquarium



Dorchester Arts
Project

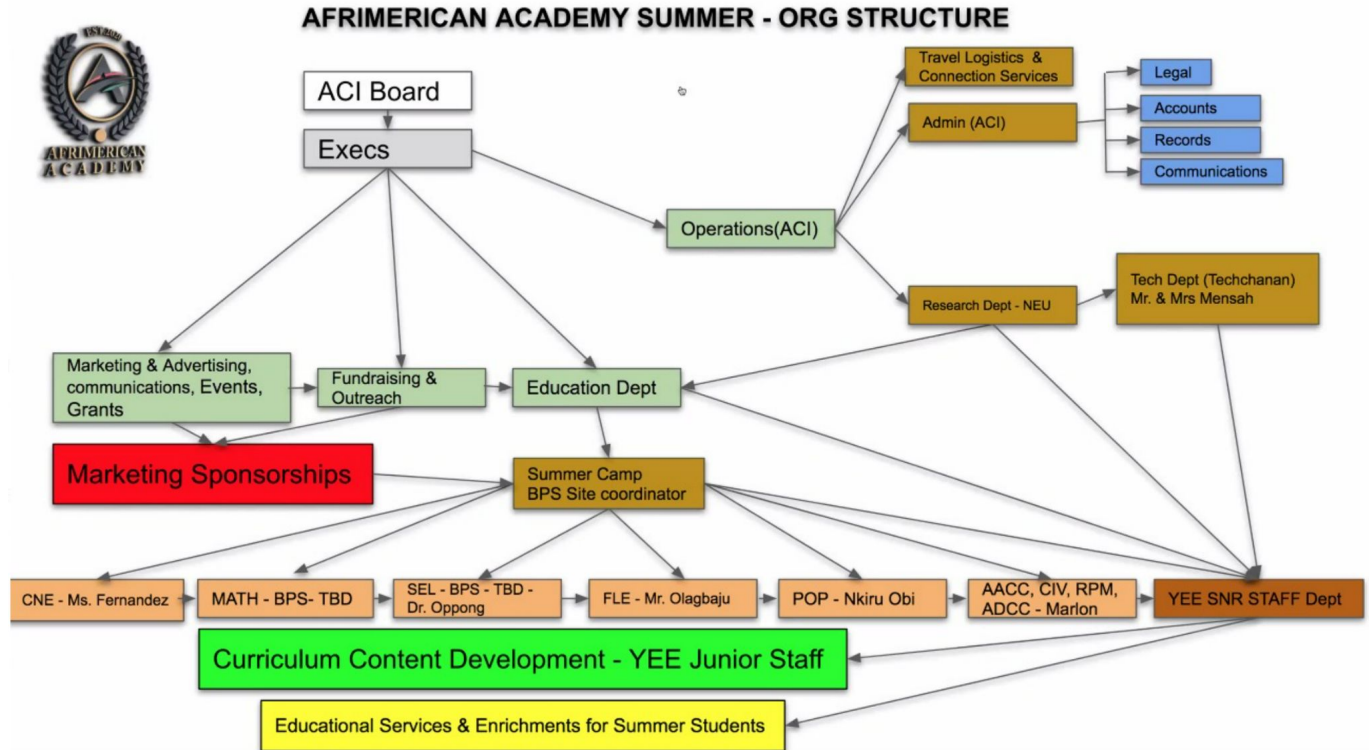


National Center of
African American
Artists

02

Organizational Structure

Organizational Structure



03

Our Contribution



Goal of NEU Students

- Collaborated with Marlon and assisted in finalizing **Process Maps** for various processes.
- **Streamlining Processes of the Organisation:**
 - Admission process map
 - Event planning
 - Podcast Generation
- Performed a **SWOT** Analysis of the Virtual/Hybrid Model.

Afrimerican Academy

Dept/Process Map

Instructions



1. Make a step by step 'process list - a list of bullet points of the milestones needed to complete your process from start to finish.
2. Use the color highlight tool & 'Process Shape Color Code legend' to color code (identify creative, administrative & data/info)
3. Make sure you check the shape and color each activity.
4. Input/output & internal process will usually require internal links to info, other process maps, online tools etc.
5. Insert the links to relevant input/output & internal process activities as listed.
6. Revise & update regularly when utilizing process maps to execute work activities & make comments attention marlon@afrimericanone.org to document each change.



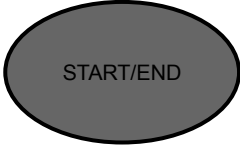
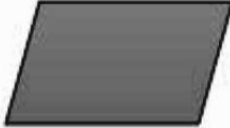
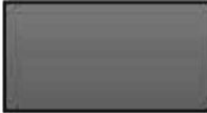

Dept/Process Map Legend

Activity Color code:

Green - Creative

Yellow - Administrative

Red - Data/Information Collection

Process Shape	Name	Function
	Start/End	Use this shape only to signify the start and end of a process
	Input/Output	Use this shape to signify the input/output of qualitative or quantitative data
	Process	Use this shape to show that an internal process needs to be performed
	Decision	If there is a decision that needs to be made that will lead to separate paths, use this shape



Sample - Event Planning Process Map

[Sample - process map index](#)

PRE PRODUCTION

START

EVENT SCHEDULING

1. [Research best time/date](#)
2. Make decision select time and date & [Update google calendar](#)
3. Send info to relevant parties
 - a. [Marketing](#)
 - b. [FR&O](#)
 - c. [YEE](#)
 - d. [Education committee](#)
4. Produce event links Youtube or Zoom.

COLLECT INFO FROM PANELLISTS

1. Headshots - How do we collect better than email?
2. [Panelist info](#)
3. [Panelist release form](#)
4. Panelist sign up survey

PROMOTE THE EVENT

1. Post Eventbrite
2. Update Linktree
3. Update Social Media Outlets
4. Make & Send email blasts

DISTRIBUTE ALL INFO TO THE TEAMS

[E&O dept next steps](#)

YEE info designation for memes

POST PRODUCTION

EVENT PRODUCTION

END

REACH OUT FOR FEEDBACK

1. Send out panelist feedback survey
2. Send out guest/attendee feedback survey (ideally, when event is about to end or immediately after via email, if registered).

CREATING EVENT CLIPS FOR SOCIAL MEDIA

1. Tools finalization
2. Outsourcing and inhouse functions
3. Update on YouTube
4. Remove LinkTree & other static promotions

EVENT EXECUTION

Paid promotions (1 week to event)
Zoom or Restream.

TEAM PROMOTIONAL ACTIVITIES

1. Sharing on stories
2. Make Artwork
3. Make Blurb
4. Memes

- ## HAVE PREP. MEETINGS
1. Restream
 2. Slideshow creation
 3. Pre podcast interviews



Supporting Modules...



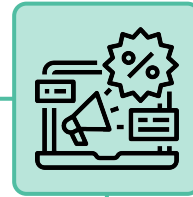
User Testing

Conducted website test to run end-to-end admission flow



Google Classroom

Researched on the Google Classroom to ensure seamless lecture delivery during the summer camp



Promotion

Found out different ways of promoting the Summer Camp online and offline

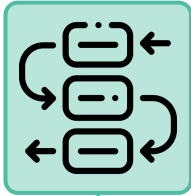


Template

Worked out on creating a draft of the official communication



Key Learnings



Planning



Collaboration



Communication



Documentation

THANK YOU