

Cohort Leadership Program I

Overview

The purpose of the Cohort Leadership Program, *Introduction to Markets, Professionalism, Analysis, Community, and Teamwork* (IMPACT), is to facilitate community building among Stern freshmen. IMPACT achieves its mission by cultivating an educationally stimulating environment of curricular and co-curricular experiences. IMPACT's dynamic platform exposes students to Stern Undergraduate College's values: *Explore, Collaborate, and Engage*. Freshmen *explore* some of the central tenets of business through academic theory, *collaborate* to develop a real-world strategy based on social impact, and *engage* in the implementation and launch of their strategy.

Structure

CLP I: IMPACT consists of ten sessions developed around topics of leadership, communication, and teamwork. Each freshmen will participate in various sessions that promote professional and mindful behavior led by NYU Stern administrators and student leaders.

CLP: IMPACT will incorporate social impact in the curriculum. In partnership with DoSomething.org and Be the Match, students will be participating in the Give a Spit campaign, which aims to increase the number of potential bone marrow donors on the national registry. Students will develop their own business strategies to market the initiative and run Give a Spit drives to collect cheek swab samples in each of the ten cohort neighborhoods.

Seminar Dates

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| • Professionalism: Introduction to IMPACT & Give a Spit Challenge | Sept. 20 |
| • Teamwork: Servant Leadership within a Team | Sept. 27 |
| • Teamwork: Communication within a Team | Oct. 4 |
| • Community: Neighborhood Scavenger Hunt | Oct. 11 |
| • Markets: DoSomething.org | Oct. 18 |
| • Team Strategy Session | Oct. 25 |
| • Cohort Consulting Session | Nov. 1 |
| • Give a Spit Bone Marrow Drives | Nov. 8 |
| • Analysis | Nov. 15 |
| • Closing Session | Nov. 22 |

Student Benefits

Students who completes the CLP I: IMPACT class will:

- Engage in a curricular and co-curricular environment
- Build community with cohort members and interact with Stern administrators
- Enhance communication skills
- Participate in developing a social media marketing strategy for a social cause

