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To: [Stephanie Noriega](#)
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The Genesys Works quarterly scoop to keep you in the loop.

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A Quick Quarterly Look at What's Happening Across Genesys Works Q3 2019: Internal Newsletter



#MissionMoment

In September, GWBA hosted a Cocktails & Conversation event officially introducing our new GWBA Executive Director **Sahaar Rezaie** to the Bay Area.

Many Genesys Works alumni participated, however a few former program participants in particular really made the event stand out. [Michelle Villagran](#) (Class of 2015, Unifier Implementation Specialist at Westland Management Solutions), co-hosted the fireside chat with [Mathew Galvez](#) (Class of 2017, Data Analyst Intern at DocuSign), and also [John Tortolano](#) (Class of 2017, Content Management Specialist at VUDU) shared his story with a group of existing and potential supporters.



This fireside chat allowed our guests to get to know Genesys Works, Sahaar and Michelle Demars, through thoughtful Q&A, along with our **#awesomealumni** who represented **#GWimpact!**



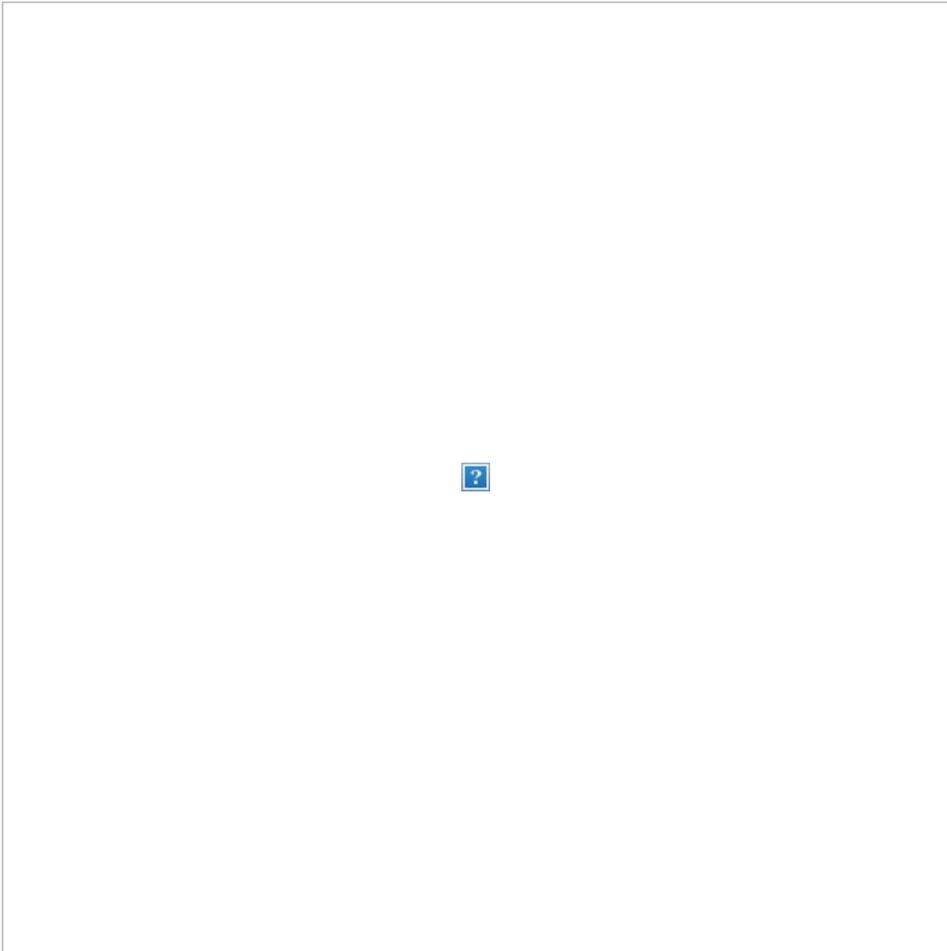
758 Young Professionals Begin their Internships!

Students from all sites began their internships at the end of Q3.

Org-wide, 758 high school interns are working today and 110 alumni. Our newest site, NYC, hit their goal of 20 interns and they all began working in September!

#Teamwork! Program coordinators and staff throughout our sites coordinated first-day drop offs for all of our Young Professionals - check out some **#firstday** snapshots below. Thanks to everyone for your effort and dedication to our students.

This year, we have a new tool to help bring supervisors on board. The supervisor video, produced by GWH, highlights the importance of mentors and also lets them know what to expect. You can view it [here](#).



#WORK

Awesome teammates, living our GW behavioral values

Our GW values call for us to work together Willingly, Openly, Respectfully, and Kindly. We continue to be grateful for the cross-collaboration that happens each day at Genesys Works. It's thanks to teammates like **Geraldine Mpetey**, a Program Coordinator in the Twin Cities, who is supporting GWNYS, that makes us truly one Genesys Works!

Geraldine Mpetey



Geraldine has stepped up to provide CCC instruction to our interns in NYC. She's leading zoom calls and will also be visiting in person to conduct one-on-one meetings with interns and supervisors. Thank you, Geraldine, for being an **#awesometeammate!**

Congratulate Geraldine on [Chatter!](#)

You can also post your own nomination on Chatter with the hashtag **#awesometeammate** or email your story to Stephanie Noriega at snoriega@genesysworks.org



5 Q's with Caitlin

Caitlin MacDonald, CISO, National

Caitlin MacDonald joins the National Senior Leadership Team as Chief Strategy and Innovation Officer. In her role, Caitlin will tackle key organizational initiatives such as the strategic plan and culture. Learn more about Caitlin by reading her interview below!

Q: Who inspires you and why?

A: I have always looked up to my dad, but over the last several years he has especially inspired me. He suffered a stroke that left him paralyzed on his left side and was told that he wouldn't walk again. He was at the peak of his career and otherwise very healthy and active, so it was absolutely life-changing. After almost 6 months of grueling rehab, he walked out of the hospital and continues to fight today to keep his mobility. He also continues to be positive and enjoy life, although in different ways now. His spirit and strength inspire me every day.

Q: What's your favorite movie or book and why?

A: This is a tough one because I'm a huge fan of books and movies, so I'll go with the most recent book that I really loved. I've been trying to read all of the winners of the Pulitzer Prize for Fiction and just finished A Visit from the Goon Squad by Jennifer Egan. It feels like a collection of short stories but reads like a novel and really breaks all kinds of rules. One chapter is a PowerPoint presentation! I think it's so creative and so well-written. I couldn't put it down!

Q: What has been your favorite place to visit and why?

A: I really love to travel and especially love opportunities to spend a meaningful amount of time in a new place to really get to know the community. I've been really lucky in my

life and career to live in a bunch of amazing places including Honolulu, Galway (Ireland), Phoenix, LA, San Francisco, and Boston. I really couldn't pick a favorite because there are so many things unique to love about each of them.

Q: What is your favorite thing about working at GW?

A: Our students! The American Dream as we once knew it feels unattainable these days, and many of the systems in our country are set up to reward wealth and privilege, not hard work, persistence, and motivation. I am so inspired by our Genesys Works students and other young people who challenge these systems with their drive and perseverance to achieve great things for themselves, their families, and their communities.

Q: What would we catch you doing on your time off from work?

A: Well normally I would say you'd catch me on the slopes, but after an ACL shattering crash last spring, I tend to spend most of my free time these days at Physical Therapy. I still get my fix of the outdoors spending time at the beach, and I also love music and go to tons of live shows and festivals.



Student Recruitment Retreat

October 15-17, Chicago

Team members are gathering in Chicago to prepare for school and student recruitment season. The three-day workshop will allow the team to review and build on the standardized process that was put in place at last year's Recruitment Retreat, share best practices, and finalize a standardized, documented recruitment process which will be helpful for both current and future sites. Details are below:

- **WHO:** Krystal Stackhouse (GWNCR), Tanita Wiley (GWH), Jasmine Morehead (GWH), Aaron Harper (GWTC), Tim Ziner-Davis (GWBA), Chelsea Segal (GWBA), Anslem Gardner (GWC), Gabriel Lopez (GWC), and Kareen Eichberger (GWN)
- **WHAT:** Recruitment Retreat
- **WHERE:** Chicago
- **WHEN:** 10/15 -10/17



Branding Initiative Update

The first step in creating a strong brand is developing positioning to differentiate us from our competition and create a compelling impression in the minds of our students, corporate partners, donors, schools, and parents. This work will help us strengthen our messaging and positioning, ensuring we

are all describing our work in a clear, consistent, and compelling manner. This is the current focus for our internal brand team and Burns Group.

As we continue to work through this process, we may discover that our current name doesn't align with our updated positioning. While we are exploring the possibility of a name change, it is not a foregone conclusion that we will need to, or want to, adopt a new name. As the Burns Group continues to build out the key stakeholder messaging, they are also developing a list of naming options that align with our revised positioning. It could be that none of the options make more sense than keeping the Genesys Works name.

By end of Q4, we will have the following deliverables:

- Revised positioning statement
- Key messages by stakeholder group
- Recommendation of whether or not to keep the GW name
- Cost-benefit analysis of name change

A big shout-out to the internal brand team for all of their hard work and dedication to this important work: Abbey Nelson, Grace Oribamise, Peggy Rhoads, Tanita Wiley, Michelle Demars, and Caitlin MacDonald.



HR corner: Staff highlights

Anniversaries and Birthdays

Congratulations to the following GW staff members who will be celebrating work anniversaries in **Q4!**

6 years

Kareen Eichberger (GWN) *November 4*

5 years

Katherine Taylor (GWH) *October 20*

Janet Heath (GWN) *November 10*

Stephanie Baumgartner (GWN) *December 1*

Dave Robertson (GWN) *December 1*

4 years

Stephanie Noriega (GWN) *November 3*

Shelby Maurer (GWBA) *December 3*

3 years

Ross Heidecker (GWH) *October 10*

Yoali Salgado (GWH) *November 14*

2 years

Amelie Smith (GWN) *October 18*

Geraldine Mpetey (GWTC) *October 23*

Anslem Gardner (GWC) *December 18*

1 year

Grace Dickman (GWC) *October 1*

Bradley Selsberg (GWH) *October 8*

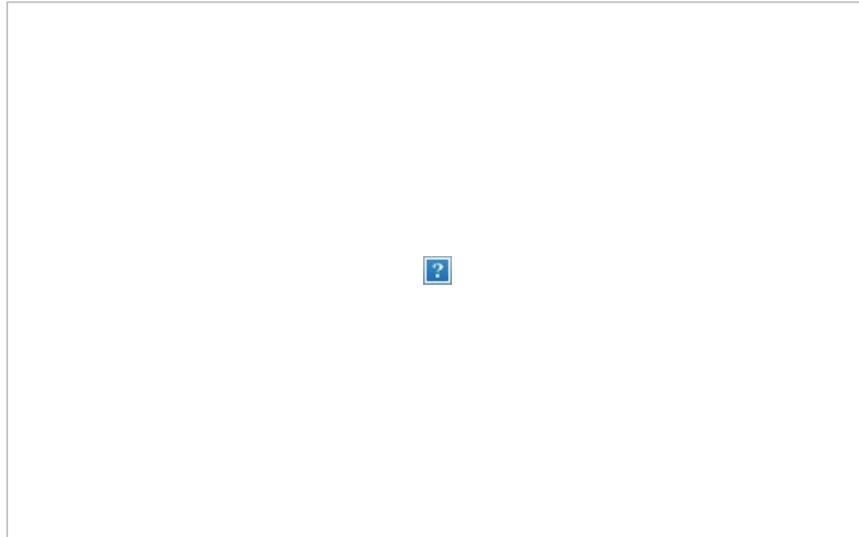
Heba Baig (GWH) *October 15*

Jesse Ocanas (GWC) *November 5*

Isamar Valentin (GWC) *November 5*

Mikala Bedor (GWTC) *November 12*

Happy Birthday to our teammates who will celebrate in Q4!



#WhereAreTheyNow?

Following the journeys of our Genesys Works alumni

James Beeks joined Genesys Works because he had a dream of working a professional job in a “big” building in downtown Houston.

Skills training and an internship gave him confidence and a sense of direction. Genesys Works also helped him realize that he loved to help others. During the college and career support meetings, he was often the one assisting his friends in meeting scholarship and college deadlines with email and text reminders, as well as sharing scholarship websites.



He was placed at [Targa Resources](#) and was part of the desk side support team there. After high school, James graduated from Stephen F. Austin State University (SFA), where he had been a finalist for the “Mr. SFA” award, the highest student recognition from the SFA

Alumni Association.

In May of 2014, James started as a Program Coordinator in the Houston Office. After 2.5 years at GWH, he took a job with The University of Texas at Austin as an Admissions Counselor. James is now a successful College Counselor at YES Prep Public Schools. He says, “We live in a ‘small world’ and I believe in connecting and collaborating with as many diverse individuals as possible.”

Share your alumni update with us! Members of our alumni and program teams can share stories with us through Chatter using **#wherearetheynow** as a hashtag.



Corporate partner spotlights

TransUnion, Target

TransUnion is a long-time partner in Chicago. In fact, they have been placing interns since 2010! As we reflect on partners who understand our mission and are willing to go deep to support us, TransUnion is a prime example!



Going on 10 years, TransUnion has supported our program and our students in many ways -- including hiring alumni as full-time employees! In 2017, [Manuel Robles](#), Class of 2011, was hired as an Information Security Analyst at TransUnion. *Class of 2020 interns are pictured to the right.*



Hear from a current intern about her experience at TransUnion:

“The best part of my internship experience is that I am learning and



expanding my knowledge in business, especially with getting connections, networking, and practicing communicating with everyone in my workplace.”

- Emmely, Class of 2020

Whitney M. Young Magnet High School



ICYMI: Target Blog, "A Bullseye View"

Target truly understands the value of the Genesys Works program and supports our students to and through college. Recently, Target hired three former Genesys Works interns from the Twin Cities to join their tech team. As employees of Target, they will explore new paths, gain confidence, and inspire others!

Click here to read the story on Target's corporate blog:

https://go.pardot.com/e/455192/article-2019-08-genesys-works/7ljbhq/919309087?h=82j7uLw_qv5BNAemxJVGcbkv_VlfhxdU4QSS6xvgOok

Davon, Annie, and PaNa:



HR Corner + New Faces



National is currently seeking a **People and Culture Director**, and that new role will oversee the Mentorship Program. That means the timeline for the kick-off will happen after that role is filled (tentative launch in Q1). You can expect to hear more details early next year!

In addition to the People and Culture Director opening at National, there are more open roles at different sites, and we encourage you to apply if you feel like the right fit:

- GWC Program Manager, Internship Services
- GWTC Manager, School and Community Partnerships
- GWTC Recruitment Specialist
- GWNYC Program Manager
- GWNYC Program Coordinator
- GWBA Program Coordinator
- GWN Major Gifts Officer

GWN Institutional Giving Officer

Click [here](#) to access the careers page online and view all the details.

A BIG WARM WELCOME to our newest Genesys Works colleagues who have joined our team since July:

Kristyn Behrends, Program Coordinator, Chicago

Sahaar Rezaie, Executive Director, Bay Area

Michelle Demars, SVP Sales & Development, National

Vanadie Carpio, Program Coordinator, Houston

Aria Johnson, Program Coordinator, Houston

Caitlin MacDonald, CISO, National

Isabel Boratav, Program Coordinator, Chicago

Jacqueline Spiess, Program Coordinator, Twin Cities

Constance Taylor, Program Coordinator, Twin Cities

Elana Lambert, Program Coordinator, Twin Cities

Tonny Yang, Program Coordinator, Twin Cities

Corinne Collard, Program Coordinator, Houston

Sophie Dennison, Program Coordinator, Twin Cities

Prashant Bashyal, Software Engineer & Analyst, National

Jacqueline Bisson, College Success Specialist, Twin Cities





...words, pictures & videos to share...

IN THE NEWS:

David's Op-Ed in the 74 million: [High School Career Readiness Programs Can Break the Cycle of Poverty](#)

Target Blog: [Meet Three Former Genesys Works Interns Now Part of the Tech Team at Target](#)

GWH: [When Motivation Meets Opportunity](#) (Video)



[#WhereAreTheyNow](#) on Chatter

Fundraising Wins to Celebrate!

We have officially received a signed contract from the **Jenesis Group**, granting Genesys Works **\$750,000!** We are so grateful to the Jenesis Group for all of their past support, especially with this impactful gift that will go toward our rebranding project, development initiatives, and completing our organizational Strategic Plan!



Upcoming Events:

- October: Diversity Awareness Month Recruitment Retreat (Oct. 15-17)
- GWC Cracking the Code (Nov. 6)
- Thanksgiving Holiday (Nov. 28-29)
- Giving Tuesday (Dec. 3)



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Tips or comments? Email [Stephanie Noriega](mailto:Stephanie.Noriega), newsletter editor

