



Winter Break 2019-2020 Host Sites & Descriptions

Some organizations are listed under multiple categories based on interest and industry.

COMMUNICATION, PR, MARKETING & MEDIA

- Brand Groupies
- BSTV Entertainment
- Pryor Cashman LLP
- Vetterly

CONSULTING

- Capco

CYBERSECURITY, INFORMATION SCIENCE & SOFTWARE DEVELOPMENT

- Samsung

EDUCATION K-12

- KIPP NYC
- New York City Department of Education-High School for Public Service

ENGINEERING & ENVIRONMENTAL SCIENCE

- US Army Corps of Engineers - North Atlantic Division

EVENT PLANNING & MANAGEMENT

- Luminary
- Powered by Professionals

FINANCIAL SERVICES, INVESTMENTS & INSURANCE

- Capco
- HSBC (Financial Crime)
- Revolve Wealth Partners

HIGHER EDUCATION & STUDENT AFFAIRS

- Hackensack Meridian School of Medicine at Seton Hall University

LAW, LAW ENFORCEMENT & CRIMINAL JUSTICE

- HSBC (Financial Crime)
- Pryor Cashman LLP
- State of New Jersey Judiciary - Middlesex County Courthouse

NON-PROFITS & ASSOCIATIONS

- Powered by Professionals

PUBLIC HEALTH & COMMUNITY ENGAGEMENT

- Bronx House
- New York City Department of Health & Mental Hygiene

PUBLIC POLICY

- US Army Corps of Engineers - North Atlantic Division

SCIENCE & HEALTHCARE

- Cancer Genetics INC
- The New York Stem Cell Foundation Research Institute
- Yale New Haven Hospital

START-UPS & ENTREPRENEURSHIP

- Luminary
- Powered by Professionals

INTERN FOR A DAY HOST DESCRIPTIONS
in alphabetical order

Brand Groupies, brandgroupies.com

Industry: Communications/Media

101 Crawford Corners Rd, Holmdel, NJ 07733

Brand Groupies offers strategic consulting for new brands and rebrands. Your “brand” refers to the combination of every nuance that contributes to your company’s overall public personality. Your “brand” reflects what differentiates your business from other businesses. It’s a word we use to simply describe what makes you special. What do your current and future customers (aka fans) immediately think about when they hear your name? Branding is more than your written brand name— your brand sparks emotion and builds a reputation from what you display as uniquely you. The more you rock your brand, the more loyalty you’ll build among your peers and fans. Whether you’re starting a new business or have been in business for 100+ years, Brand Groupies will meet you at whatever level of branding you’re at, and take your product, service, or personal brand to the next level! Brand Groupies consults in the areas of brand identity, creative, social media, marketing, public relations, partnerships, and events – acting as your “in-house” brand strategy team. We will work closely with your internal leadership team to analyze your current branding, define your company’s branding goals, and create a strategic roadmap of initiatives in stages that will yield the best return on investment and buzz-worthy results based on your top priorities and budget. We will curate a team of our passionate, trusted, and experienced creative consultants (ie. your brand “groupies”) to streamline and implement strategies that will make you look and feel like a rock-star brand across all touchpoints! Brand Identity Development of your brand pillars for laser-focused, consistent “on-brand” messaging that sets the foundation for all future branding initiatives, including your core brand values and identity, target market, and unique “wow” factors that set your brand apart. Creative Strategy Development of a creative strategy with a goal to attain 360-degree creative branding across all touchpoints, developing your core creative and marketing collateral – from your brand style guide to social media graphics to photography. Website Strategy We will assist you sorting through the range of website proposals and choose your “best fit” developer based on budget and business goals, providing initial creative direction and vision for the website Homepage design, site layout, assets needed and key messaging to stay on-brand. Social Media Strategy Customized social media, content and advertising strategy – whether to set you up or redefine your current approach – on social channels based on your brand pillars, target market, and goals for the long-term. From training your in-house marketing team to handling day-to-day social media, we act as a seamless extension of your internal marketing team. Marketing & PR Strategy Identify top marketing and PR opportunities, partnerships, and events based on target audience and for the best return on investment and maximum impact moving forward. Brand Maintenance Session Brand “maintenance” sessions available on an “as needed” basis to get quickie advice on new opportunities, brand investment decisions, brainstorm new marketing initiatives, train new team members or refresh strategic initiatives. Students can join me for a podcast taping in the studio if interested or will arrange a client or creative meeting to get hands-on experience of what goes into a day-to-day job as a brand strategist.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Tuesdays-Thursdays

Bronx House, bronxhouse.org

Industry: Education

990 Pelham Parkway South, Bronx, NY 10461

Established in 1911, Bronx House is the first and longest-running community center in the Bronx. Our mission, as a community center, is to offer dynamic educational, health, recreational and cultural programs that are enriching and meaningful. Guided by our Jewish communal values and traditions, Bronx House welcomes all people to engage in opportunities to lead a better life. Our programs serve toddlers to seniors. We offer Pre-K for All, aquatics, youth sports, School for Performing Arts, a Teen/Tween Center, fitness and socialization programs for children with special needs, summer camp, and after-school child care. We serve lunch to about 85 seniors each day and provide a myriad of activities to engage seniors and help them age successfully in the community. While we strive to keep our program fees modest, they are out of reach for many area families. Bronx House awards more than \$208,000 in scholarships for performing arts, after-school and special needs programs and summer camp. The student will learn how important customer service is in the non profit industry today. They will see the importance of providing services for people in need and how giving some a place to go everyday helps them lead a more productive, longer life (Seniors). Students will be assigned to shadow me and some of our department heads. The programs include Early Childhood, Seniors, Afterschool.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Thursdays

BSTV Entertainment, bstventertainment.com
16 Label St, Montclair, NJ 07042

Industry: Arts

BSTV Entertainment is a television production company specializing in lifestyle programming. We produce the Emmy nominated Food Network shows The Kitchen & Trisha's Southern Kitchen. If you want a career in: -television production -talent management -camera/equipment/tech -editing - food and/or culinary You will spend the day on the set of The Kitchen while we shoot 2 episodes. You will move thru different departments of your choosing: culinary, art department, post production, etc.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

Capco, capco.com

Industry: Banking

77 Water St, New York, NY 10005

Capco is a global management and technology consultancy dedicated to the financial services industry. Our professionals combine innovative thinking with unrivalled industry and domain expertise to offer our clients consulting expertise, complex technology and package integration, transformation, delivery, and managed services, to move their organizations forward. Through our collaborative and efficient approach, we help our clients successfully innovate, increase revenue, manage risk and regulatory change, reduce costs, and enhance controls. We serve our clients from offices in leading financial centers across the Americas, Europe, and Asia Pacific. A day in the life of a consultant. Overview of project management and what it looks like to work at a smaller yet just as effective global consulting firm.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

Cancer Genetics INC, cancergenetics.com

Industry: Biotech & Pharmaceuticals

201 Route 17 North, Rutherford, NJ 07070

Cancer Genetics is a diagnostic company that looks at actionable gene mutations in solid tumors and blood borne cancers. We run NGS, Pyro, and Sanger Sequencing and report out mutations that have been detected. This helps doctors when specific gene mutations are detected with treatment options. Students will see lab work need to perform DNA sequencing in various forms. They will also see the reporting of genetic mutations. Any student interested in diagnostic medicine and lab work would benefit from shadowing.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Tuesdays-Thursdays

Hackensack Meridian School of Medicine at Seton Hall University

Industry: Higher Education

340 Kingsland St, Nutley, NJ 07110

Hackensack Meridian School of Medicine at Seton Hall University is a brand new Medical School. We just launched our inaugural class in July 2018. This opportunity will combine experience in higher education along with the innovation and flexibility of a start-up company. In this experience, students would observe curricula meetings, governance meetings, course support, student affairs, and higher ed governance. This could be beneficial for those in leadership tracks who aspire to careers in higher ed. administration.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Thursdays

HSBC (Financial Crime), hsbc.com

Industry: Banking

452 Fifth Ave, New York, NY 10018

HSBC is a global bank founded in 1865 with offices in over 60 countries worldwide. The day includes exposure to analytics used in keeping global banking systems safe. The student will meet employees from varied backgrounds including trading, risk management, capital markets, financial crime, and fraud. Students from varied backgrounds are welcome - English majors may find the context as fascinating as business majors.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Wednesdays & Fridays; Prefer after Jan 1 except Mon, Jan. 20

KIPP NYC, kippnyc.org

Industry: Education

201 E 144th Street, Bronx, NY 10451

KIPP NYC is a high performing network of public charter schools located in Manhattan, the Bronx, and Brooklyn. Our schools primarily service students from low-income neighborhoods, with a focus on preparation for college and career. Students would have the opportunity to observe and participate in child study meetings, teacher observations and coaching, restorative practices, and planning meetings for school events. If interested, students could also visit a local elementary or middle school with KIPP NYC. My work is primarily focused on working with students with special needs or students who need additional interventions.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays, Wednesdays, Thursdays

**Luminary, <https://www.luminary-nyc.com/>
61204 Broadway, 4th Floor, New York, NY 10001**

Industry: Entrepreneurial/Start-Ups

Luminary is New York City's premier collaboration hub for women and women-identified who are passionate about professional development and expanding their networks. It is a refuge for the curious, the ambitious, the connectors, and the change agents. It is the ultimate career advocate for women-identified providing the professional coaching and social community needed to thrive. We are a diverse collective of women focused on fostering meaningful relationships. Luminary is member-based with co-working space and offers multiple programs weekly, helping women navigate their personal and professional future. Their open floor plan, as well as conference and meeting rooms, accommodate a variety of courses, workshops, events, meetings and gatherings. They also know just how busy women really are and offer a fitness studio, showers, beauty bar and a changing/locker room.

Students will be shadowing Luminary's Event Manager, who executes 4-10 events per week from small workshops to large panel discussions. They will learn what that process looks like from start to finish and see various events in real life where inspiring and successful women talk about their experiences and how they've navigated challenges in their careers. Students will also be able to sit down with the CEO (also a UMD graduate!), who can share her experience as an entrepreneur who self-funded her business after a successful 20 year career in banking. Luminary is a fast-paced start up (opened November 2018) where the student will learn about event planning, the hospitality sector, and about a business that is helping women develop their careers at any stage in their life.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Thursdays

**New York City Department of Education- High School for Public Service, highschoolforpublicservice.com
600 Kingston Ave, Brooklyn, NY 11203**

The mission of the High School for Public Service: Heroes of Tomorrow is to enable each student to develop the academic and social skills necessary to be an active participant in the community and society. The school focuses on a dedication to community service in the classroom. Every student must complete at least 50 hours of community service per year. We have many educational options for our students including Medical and Legal academies. Depending on scheduling, it is possible that I will be collaborating with a NYC theater company (MCC) in my social studies classroom during UMCP's winter break. This means that a visiting Terp might experience a day of regular classroom instruction, or a workshop day with an MCC Teaching Artist. The benefit of this is exposure not only to teaching, but also to potential careers in theater, educational support, community-based work, and more!

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays, Tuesdays, Thursdays, Fridays

**New York City Department of Health & Mental Hygiene, www1.nyc.gov/site/doh/index.page Industry: Govt
42-09 28th St, Queens, NY 11101**

With an annual budget of \$1.6 billion and more than 6,000 employees throughout the five boroughs, we're one of the largest public health agencies in the world. We're also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field. Every day, we protect and promote the health of 8 million diverse New Yorkers. Our work is broad-ranging. You see us in the inspection grades of dining establishments, the licenses dogs wear, the low- to no-cost health clinics in your neighborhood, and the birth certificates for our littlest New Yorkers. We're also behind the scenes with our disease detectives, investigating suspicious clusters of illness. Our epidemiologists study the patterns, causes and effects of health and disease conditions in New York City neighborhoods. These studies shape policy decisions and the City's health agenda. The challenges we face are many. They range from obesity, diabetes and heart disease to HIV/AIDS, tobacco addiction, substance abuse and the threat of bioterrorism. We're also working to address enduring gaps in health between white New Yorkers and communities of color. Structural racism is at the root of these health inequities, which is why the Department has made racial justice a priority. The New York City Health Department is tackling these issues with innovative policies and programs, and getting exceptional results. The Division of Mental Hygiene (DMH) works to advance population health through supporting access to quality mental health services and is responsible for overseeing programs and services regarding mental health, substance use and developmental delays and disabilities. DMH connects approximately 1,000 community programs, advances policies that benefit people it serves, and works in collaboration with City and State partners to prevent or reduce the burden of these conditions and to promote recovery. The Division builds upon a portfolio of policy and programming that spans clinics and communities across the city, and includes the programmatic bureaus of Alcohol and Drug Use, Prevention, Care and Treatment; Children, Youth and Families; Developmental Disabilities; Mental Health, Administration; Mental Hygiene Community Engagement, Policy and Practice; as well as the Bureau of Health Promotion of Justice-Impacted Populations. The Bureau of Health Promotion of Justice-Impacted Populations (BHPJIP), in the office of the Deputy Commissioner of the Division of Mental Hygiene, works to address structural racism, prevent and reduce the consequences of criminal justice involvement, and improve health and social outcomes of people impacted by the justice system. BHPJIP advances an approach that integrates access to health care, behavioral health, and social services. Students will experience

and observe community-based, health-led, cross-sector strategies that reduce criminal-justice involvement, and improve the transition of individuals back to the community after incarceration and community supervision. Students interested in government administration and policy development would benefit.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

Powered by Professionals, poweredbyprofessionals.com

Industry: Non-Profit

1460 Broadway – 9th floor, New York, NY 10036

Entrepreneurial business that I started about 18 years ago focused on Fundraising and producing major events for the nonprofit industry. We work nationally with 15 different nonprofit organizations in helping them fulfill their missions. There are three areas of focus for the company tied to helping nonprofits - professional fundraising (board development, high level donor fundraising), event management (producing major events - concerts, galas, run/walks, etc.) and technology/back office support. Interest in entrepreneurship, nonprofit fundraising, event management and leveraging technology to grow a business.

- Interested in all majors; juniors, seniors preferred
- Best days to shadow: Wednesdays & Fridays. The week of January 6th - 10th Wednesday, January 8th or Friday, January 10th work best. I am not available from December 19th through January 5th

Pryor Cashman, LLP, pryorcashman.com

Industry: Law

7 Times Square, Fl 40, New York, NY 10036

I run marketing at a 185 attorney law firm, where we represent artists, brands and even Fortune 500 organizations. Note this is not only for prelaw students, but is for those in PR, business development and marketing. Students will observe Marketing tech stacks, how CMS/CRMs work, mailing list development and the like. Perhaps a biz dev planning session.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

Revolve Wealth Partners, revolvewealth.com

Industry: Financial Services

411 Hackensack Ave, Suite 1005, Hackensack, NJ 07601

Revolve Wealth Partners helps you to imagine your future, build the best path toward your goals, and manage your wealth plan along the way. We understand that making financial decisions in an ever-changing and complex world can be overwhelming and time-consuming. We seek to ease this burden with impartial, time-tested advice that provides clarity and direction for your future. Students will observe, finance, financial planning, and investments.

- Interested in all majors; freshmen, sophomores juniors, seniors welcome
- Best days to shadow: Mondays & Thursdays

Samsung, samsung.com

Industry: Technology

837 Washington St, New York, NY 10014

Samsung Electronics I work specifically on the "services" side - so rather than focusing on hardware manufacturing (e.g., fridges, TVs, phone), we focus on the software side / apps (e.g., Samsung Pay, Samsung Health, VR). Career interests: growth strategy, innovation, design, tech Learn: How to identify tech innovation concepts How to do consumer research on innovation concepts How to create a business case for a new innovation concept How to design an app user interface (UI) How to build an app prototype.

- Interested in business majors; freshmen, sophomores juniors, seniors welcome
- Best days to shadow: Mondays, Tuesdays, Thursdays

State of New Jersey Judiciary - Middlesex County Courthouse, njcourts.gov

Industry: Law

156 Paterson St, New Brunswick, NJ 08903

The New Jersey Superior Court judicial system is divided geographically into different regions. The region, vicinage, I serve as a trial judge is Middlesex County, located in New Brunswick, New Jersey. I preside over civil matters. I am the only statewide designated judge for asbestos matters. These matters involve claims by plaintiffs who allege they contracted an incurable, terminal illness from exposure either to products designed to contain asbestos that were widely in use or a specific product, such as cosmetic talcum powder, not designed to contain asbestos, but for which plaintiffs claim did contain asbestos and caused their illness. Generally, I ask the students whether they have a particular interest or a specific interest. They have options to observe proceedings involving: small claims, matrimonial, civil, criminal chancery (equity). Based upon their interest, I facilitate their ability to observe proceedings within these separate trial level divisions and we meet throughout the day to review what they observed and discuss the matters.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

The New York Stem Cell Foundation, nyscf.org
619 West 54th St, New York, NY 10019

Industry: Sciences

****THIS EXPERIENCE WILL TAKE PLACE ON FRIDAY, JANUARY 10 from 10AM-11:30AM. PLEASE ONLY PREFERENCE THIS HOST IF YOU ARE AVAILABLE ON FRIDAY, JANUARY 10 from 10AM-11:30AM.****

The New York Stem Cell Foundation (NYSCF) Research Institute is an independent non-profit organization accelerating cures and better treatments for patients through stem cell research. The NYSCF global community includes over 150 researchers at leading institutions worldwide, including the NYSCF–Druckenmiller Fellows, the NYSCF – Robertson Investigators, the NYSCF – Robertson Stem Cell Prize Recipients, and NYSCF Research Institute scientists and engineers. The NYSCF Research Institute is an acknowledged world leader in stem cell research and in developing pioneering stem cell technologies, including the NYSCF Global Stem Cell Array™ and in manufacturing stem cells for scientists around the globe. NYSCF focuses on translational research in an accelerator model designed to overcome barriers that slow discovery and replace silos with collaboration. For more information, visit www.nyscf.org.

NYSCF Research Institute Visits are an ongoing education program that seeks to provide stem cell science education and career inspiration to middle school, high school, and college students throughout the greater New York City area. The goal of this program is to promote scientific literacy, educate young people on the promise of stem cell research, and encourage students to study and pursue careers in science and technology. Visits include the following: Presentation Introduction to Human Stem Cell Research, Therapeutic Discovery & Development, and NYSCF Tour of the NYSCF Research Institute. During the tour, students get a comprehensive look at a state-of-the-art research laboratory and have the chance to see scientists and engineers at work. They are introduced to NYSCF's major program areas such as The NYSCF Global Stem Cell Array™, diabetes, Parkinson's disease, multiple sclerosis, cancer, tissue engineering and others. Career Panel Career panels make up an important part of the Research Institute visits, which provide students the opportunity to sit down with scientists, engineers, project managers, program leaders, intellectual property attorneys, and others to discuss stem cell research, therapeutic discovery and development, and explore the wide variety of career opportunities in this fast-paced field. We strive to include individuals on the panels who fill a broad range of roles at NYSCF that require varying levels of education. It is our goal to show students that they do not necessarily need a PhD to pursue a career in science, there are roles for people with bachelor's degrees, for example, and there are also roles for individuals who may want to work in science, but not actually conduct bench research.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- This experience will take place on Friday, January 10, 2020

US Army Corps of Engineers - North Atlantic Division
Fort Hamilton, Brooklyn, NY 11209

Industry: Financial Services

****STUDENTS MUST BE A US CITIZEN FOR THIS SHADOWING EXPERIENCE****

The North Atlantic Division of the U.S. Army Corps of Engineers delivers vital engineering services across 13 states and Europe and Africa to strengthen our Nation's security, energize the economy and reduce risk for disaster. Every day at the U.S. Army Corps of Engineers North Atlantic Division is different, and observations may depend on the day the student can visit and/or may be tailored to interest. They may shadow me as I review an agency decision milestone on a key civil works project or flood control project, meet with regional stakeholders, or visit a military construction project. Students interested in careers in engineering, environmental science or government policy would benefit most. There are also opportunities for those exploring career fields in business and communications.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays-Fridays

Vettery, vettery.com
27 W 23rd St 2nd Floor, New York, NY 10010

Industry: Technology

We are a fast growing tech company. We make a tool for job seekers to find jobs and help companies hiring to make hires. In short, we are an online hiring marketplace whose mission is to discover the best tech talent and introduce them to inspiring, growing companies. We work with companies like Netflix, Capital One, JP Morgan all the way to series A startups to help them make the best hires for less money. During your visit, you'll have the chance to shadow two alums that work on the Sales Team as Account Executives. You will see first hand what it takes to get companies interested in our product all the way to closing a deal with our clients.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Monday January 13th - Friday January 17th, 10am-5pm - ideally we would want both students to pick the same day and time so they can shadow together.

Yale New Haven Hospital
200 Kennedy Dr, Torrington, CT 06790

Industry: Healthcare

In this experience, students will observe a medical oncology/hematology office. The students will shadow a physician, APRN and RNs.

- Interested in all majors; freshmen, sophomores, juniors, seniors welcome
- Best days to shadow: Mondays- Fridays