



Aya Inc. Standard
As of 6.2.2019

About

Aya, Inc. is a mentoring organization that elevates the concepts of leadership, professionalism, and entrepreneurship in Black women and girls in Washington DC. Our dual mentorship program connects young professionals to undergraduate students at Howard University and those same students to high school students in the economically crippled communities of Southeast Washington, D.C. We offer a series of sessions that enhance the leadership, entrepreneurship, and professional development skills of our students. Through mentorship and weekly workshops, Aya Inc. prepares young women for leadership by empowering them to boldly pursue their professional endeavors while expanding their network through meaningful and consistent engagement with other professional Black women.

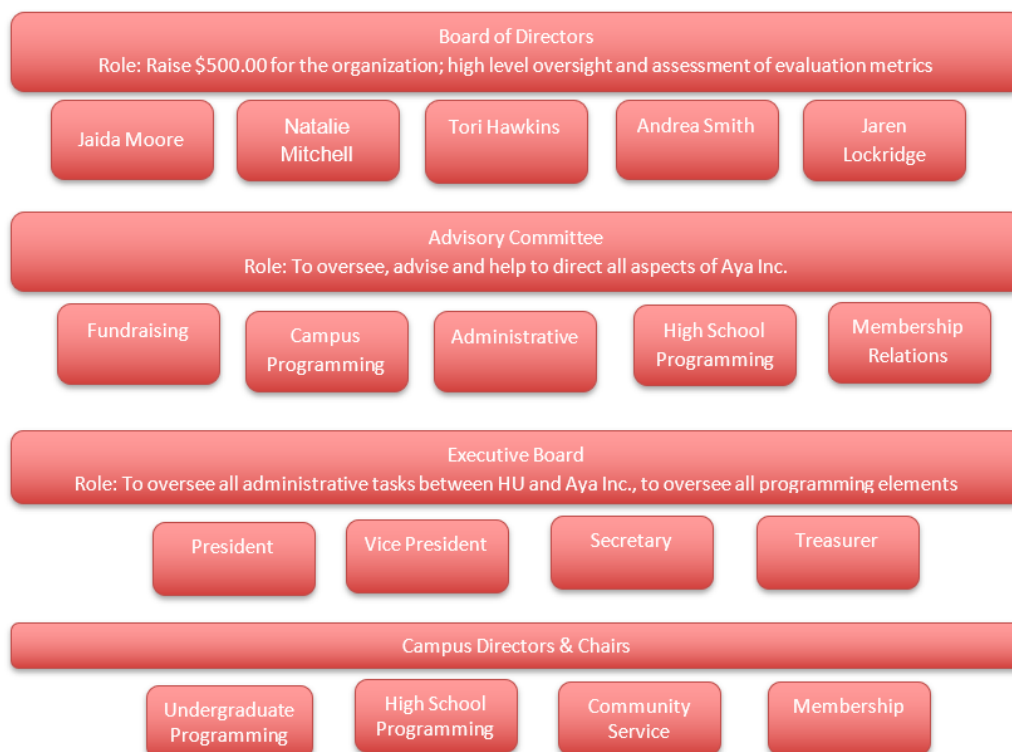
Aya is a West African word and Adinkra symbol for “fern” which is a plant that grows in difficult and rocky places. It symbolizes fearlessness, perseverance, and independence. Traditionally, kings and individuals would wear this symbol to display characteristics of toughness and a defiance. Our organization gives young women the opportunity to embody these qualities. We are supporting the young women in our program to become strong leaders, professionals, and entrepreneurs who will be successful despite the difficulties of being young, Black and female. “Aya” both connects them to their West African culture and challenges them to be steadfast as they move closer to their goals.

Aya, Inc. was created because only a fraction of minority women are leaders within their industries. Founded in 2015, Aya, Inc. developed the idea that adequate training would lead more women to pursue professional leadership opportunities, negotiate their salaries, start businesses, or engage in public service as an appointed or elected official. We instill a sense of confidence in college women by offering workshops that introduce them to the many issues they will face as they progress in their careers, connecting them to women who will serve as mentors for them, and then to young women to whom they will serve as mentors.

Our intergenerational approach connects high school students to college students, and college students to young professionals, all whom will participate in mentorship and leadership training. During their first semester in the program, the college students attend seven workshops led by young professionals who can speak to the unique issues that Black women face in the workforce, such as the imposter syndrome or salary negotiation. In their second semester, they are encouraged to serve as mentors and lead seven workshops to a selected group of high school students. Simultaneously, the next cohort of college students are trained each semester.

Administration

Aya Inc operates as both a campus organization at Howard University and as a 501c3 non-profit organization.



Campus Leadership Roles

President - Preside over all general body meetings; finalize and create timelines; ensure that deadlines are met; set fundraising and programming goals; oversee all positions; ensures that campus organization is in compliance with Howard University

Vice President - Oversee all campus-wide programmings; oversees and facilitates all student org partnerships; helps to oversee all positions

Secretary - Capture all meeting minutes and share them internally; oversees all social media; track deadlines follow up with appropriate staff and maintain internal communication regarding internal and external programs

Treasurer – Compile budget requests and makes recommendations to the President; maintain the budget; maintain accounting

Community Service Chair - Plan and oversee all community service events that are both lead by Aya Inc as well as other campus and nonprofit organization in the DC area

High School Programming Chair- Assist with planning and oversee the programming and logistics for all high school programming including annual programs and special events

Undergraduate Programming Chair - Oversee the logistics and programming elements for Cohort 5

Membership Chair- Oversees all elements of the recruitm*20ent week and intake process; works with membership advisor to create, facilitate and attend all social activities; works with Membership advisor to maintain membership directory; helps to oversees the Sister-Sister program

Membership

- New cohort members must attend at least 3 of the 5 mandatory workshops during the spring semester
- Must attend at least 4 of the 8 general body meetings on campus which are held every 2nd Saturday of the month
- Must dedicate at least 2 hours a month as an attendee or assist with the planning of high school enrichment programs
- Must be a dues paying member (10.00 per semester)
- Must be a member of a committee

Elections

- All elections must be held via google doc
- All campus officers (executive board and chair) must be elected by majority (50% plus 1) vote
- Nominations will be the 3rd Tuesday in March. President and Vice President seeking elected office should be a rising Junior or Senior, have a minimum of a 3.0 GPA, and be in good standing within the organization (up to date on dues and have attended all required meetings). If you're seeking nomination, you will email the advisory board (info@ayaincorporated.org) with your platform statement.
- All candidates should prepare to communicate their platform and answer questions at the March GB Meeting on the. Platforms should explicitly express the goals of the person who is seeking the position and any specific activities or innovations that they plan to implement.
- Elections will be held on the 2nd Tuesday in April. The election will happen through a Google form ballot. The results will remain among the advisory board and the faculty advisor so that the incumbent board to protect the integrity of the election.

Recruitment

Undergraduate Recruitment

The Aya Inc. recruitment week is typically held within the first three weeks of September with applications opening in the first week of September and closing at the end of the recruitment week. It consists of 3 days of programming that elevate leadership, professionalism and/or entrepreneurship topics.

Click here to find a sample special guest invitation document

- [Click here to find a sample planning document here](#)
- [Click here to find a sample undergraduate mentor application](#)

Interviews

Interviews are held in two parts – individual and group. A maximum of 3 ladies should be interviewed at once for the group interview. Interviewees are asked to introduce themselves and are given instructions for a group exercise which requires them to develop a program activity for a group of high school girls. They should be instructed to try to make the program as engaging, enlightening and aligned with the mission of Aya Inc. The group exercise is judged based on the full participation of all members.

- [A sample group interview can be found here](#)

The second part of the Aya Inc interviews reflect an individual interview with each candidate. Candidates are asked a series of questions.

- [A sample of the individual interview questions can be found here](#)
- [A sample of the assessment metrics can be found here](#)

Interviews should include the recruitment chair, an advisory board member, 2 general body members and 1 executive board member.

Following the interview sessions, the membership committee and executive board should discuss each candidate's performance individually and make the decision of accepting/rejecting each. Candidates should be notified of their status no later than 1 week following their interview.

- [A sample congratulations letter can be found here](#)
- [A sample workshop schedule can be found here](#)

Young Professional Mentors

· Young professional mentors are recruited through word of mouth. A recruitment email to the Aya Inc. network should be sent by Aug. 15 with the intake form. A final email should be sent on Sept. 15.

· Separately, an email to all past mentors should be sent on Aug. 30 to inquire if they would like to mentor again.

· By Oct. 1, all mentors should be contacted with instructions regarding the orientation and upcoming workshop schedule.

- [A sample welcome letter to the young professional mentors can be found here](#)

Pairing

Undergraduate

Mentors and mentees should be paired first according to professional aspirations and then by personality traits. On occasions, more than one mentor can be assigned to the same mentee. This usually occurs when there are more mentors than there are mentees.

High School

The primary goal of the fall semester is to introduce the high school students to each other and to foster a relationship. The primary goal of the spring semester is to confirm mentorship between the college and high school students and to facilitate leadership, entrepreneurship, and professional development programs. At the end of the fall semester, high school and college students alike should write down the names of 2 potential mentors/mentees and mentorship should base firstly on who each person wants for themselves. The pairing should be secondly based on professional interest and personality.

- [Please find a sample pairing document here](#)

Orientations

The orientation for the new undergraduate cohort should be held on the first Saturday in November (1pm) and are open to all cohorts, new mentees and mentors. The purpose of the orientation to give an overview of the purpose, expectations and history of the organization. Additionally, the orientation is the first opportunity for new mentees and mentors to meet as well as the opportunity for new cohorts to become acquainted.

- [Please find a sample orientation agenda here](#)

The orientation for the mentoring high school students should be held in the first two weeks of September and should be open to all cohorts.

- [Please find a sample orientation agenda here](#)

Programming

Undergraduate – Aya Academy

Programming for undergraduate students are held between November and April, annually. The core elements of undergraduate programming consist of workshops that prepare students for their post-graduation plans that highlight:

- Professionalism: practicing the “pre-workforce essentials” including but not limited to resume building, networking, and interview skills.
- Leadership: gaining an understanding of leadership concepts; pinpointing the leadership skills in each mentee as well as the leadership skills that she wants to develop.
- Entrepreneurship: exploring entrepreneurship concepts, business models, and strategic planning.

All workshops include an activity that offers a practical experience that connects to the overall theme of the day followed by a moderated conversation with at least 2 special guests who are suited to share insight into the theme and a reflection period or activity which reinforces the workshop. The moderated conversation gives the young ladies an opportunity to engage with other women of color who have different professional backgrounds and can speak directly to the

successes and challenges that they have faced in their career. The conversations are free flowing with young professional mentors, undergraduate mentees, and special guest alike sharing experiences, ideas, and goals. Young professional mentors are engaged with their mentee throughout each workshop and show have a specific role related to the opening activity.

Speaker Deadlines:

- Any changes to the programming topics must be made voted on by the general body by July 1st and tracking document must be finalized by July 1st
- Confirmation of Access to Locke Hall must be made by October 5th
- All invitations for sessions 1-3 must be sent by October 5th
- All invitations for the sessions 4-6 must be sent by February 1st
- All logistics emails must be sent to confirmed panelist on the Monday prior to each session
- All thank you notes must be sent by the Monday following each session

[See appendix or click here for Sample tracking document](#)

Correspondence:

Workshops

- [Session 1 Invitation](#) – Creating a Career
- [Session 2 Invitation](#) - Caring for the Queen in Me
- [Session 3 Invitation](#) - Building Power, Building Networks
- [Session 4 Invitation](#) - Leading Across Lines
- [Session 5 Invitation](#) - Building Your Empire
- [Session 6 Invitation](#) - A Seat at the Table

[Logistics Email](#)

[Thank You Email](#)

College Mentee/Young Professional Mentor Deadlines:

- A hard copy for annual program schedule should be distributed during the orientation
- A one pager should be email to each mentee and mentor before October 15th
- Calendar invites should be sent to each mentee and mentor before October 15th
- Reminders should be sent via slack/groupme on the Monday before each session
- Calendar invites should be sent via slack/groupme on the Monday before each session

Correspondence

College Mentees: Mentee correspondence should be sent via email calendar invite and groupme/slack

- Sample groupme message: Join us this Saturday at 10am for a session on . Please remember and business casual is preferred, and food will be provided

Additional Notes

- All Aya members are invited to attend sessions and therefore Aya cohort sessions should also be posted in groupme/slack.

Smart Girls (High School Programming)

Programming for undergraduate students are held between August and May, annually. The core elements of undergraduate programming consist of workshops to prepare high school students for their post-graduation plans and highlight:

- Professionalism: how to develop a professional college, scholarship, and/ or job application. Students also explore what life after high school is like – both in a college and workforce setting
- Leadership: gaining an understanding of leadership concepts; pinpointing the leadership skills in each mentee as well as the leadership skills that she wants to develop; how to lead in difficult situations.
- Entrepreneurship: exploring ways that the young women can build upon their passion and ideas to eventually gain profit from them. Students will also gain an understanding of the concepts of financial literacy
- Wellness: discovering ways to sustain oneself and affirming womanhood in healthy ways; understanding physical, mental and spiritual health; discussing the legacy of women who have worked hard and achieved greatness

Workshops are held every 1st, 2nd and 4th Wednesday at the FBR Boys and Girls Club (1901 Mississippi Ave. SE) from September to November and from January to April. Each workshop will include a brief conversation on the topic and activity. Special guests are invited to join occasionally. Possible activities have included:

A detailed calendar of programming events must be finalized by October 15th and should be sent to the campus members via email by October 30th.

[Click here a copy of the mentor guidelines](#)

Future Planning

- Vision board
- Life after high school – students work with mentors to research colleges and discuss the pros and cons of various types of schools (big/small, pwi/hbcu)
- College life panel – invite representatives from student organizations to join for a discussion on college life
- Scholarship search
- HU College Tour
- What is FAFSA (guest speaker is needed)

Mentor Bonding/ Sisterhood

- Speed networking
- Game night
- Do you see who I see – students take photos with each other and then describe the other person using characteristics that the other person may not see in themselves
- Reach out and touch

Movie Nights

- School Daze
- Love and Basketball
- The Hate You Give

Love

- Listening and discussion of the Miseducation of Lauryn Hill
- Discussion about what love is and what it is not
- Love letter to yourself

Career Readiness

- Mock interview
- Resume review
- Cover letter prep

Entrepreneurship

- Lessons in starting a business – invite various entrepreneurs to discuss their journey

Campus-Wide Programming

Outside of the recruitment week, there should be 2 campus wide programs held annually. They can cover a wide range of topics that are unique to Black women including:

- Advocacy (Unpacking the Me Too Movement, Voter Education program, etc.)
- Professional Development (Salary Negotiation Training, How to Manage Microaggressions/Whiteness at Work, What Is Networking and Who Should I Be Networking With, etc.)
- Life Skills (Life After Howard, Black Women in Business, Personal Budgeting 101, etc.)

Communications

- The Director of Undergraduate programming is responsible for all internal correspondence to the cohort about their programs
- The Director of High School programming is responsible for all internal correspondence to the mentors and high school students about their programs and general body meetings
- The Secretary is responsible for all other communications include:
 - Social media
 - Newsletter
 - Aya socials engagement activity (with the assistance of the Membership Director)
 - Upcoming Aya meetings (Executive Board and General Body)
 - Campus wide programs (with the assistance of the programming chair)
 - Community service programs (with the assistance of the community service chair)

Newsletters

Aya Inc. sends 4 newsletters to members and additional newsletters to its wider Aya network as needed. A breakdown of the membership newsletters are scheduled as followed:

September (3rd Tuesday)

- College Mentee spotlight
- Recruitment updates
- Upcoming sister social

December (First Tuesday)

- Anticipated spring programming
- Upcoming Fundraisers
- High School Mentee spotlight

March (Third Tuesday)

- Plans for the end of the year ceremony
- Planning meetings for the following semester

July (First Tuesday)

- Recap of previous year's programming
- Introduction of following year's e-board members

The additional newsletters that are sent to the wider network include:

- Young Professional mentor recruitment (links and deadlines)
- Fundraisers (fliers)
- End of the academic year recap (Photos)

Instagram, Facebook, Twitter

The Aya Inc. Instagram page includes a image of each event, photos of members and an inspiring woman. Each Instagram post should also be posted to the Aya Inc. facebook and twitter pages.

Website

The Aya, Inc. website was created and is maintained through squarespace. The following elements should be updated to it:

- Aya Inc application (undergraduate) and intake forms (young professional)
- Fliers for Aya Inc events
- Programming photos

Standard/Brand

Aya, Inc. uses the following colors on all marketing materials: purple (#ab2849) and pink (#ff63b1)

The standard font for Aya, Inc. fliers are League Gothic and IM Fell

All fliers can be created through canva. The login is:

- [Click here to for a sample Aya Inc. flier](#)

Alumni Relations

Sister-Sister

At the end of each academic year, a membership committee assigns each new member to a Big/Little family. Each member is assessed based upon their leadership type, career aspirations and personality characteristics. A sample Big/Little assessment can be found [here](#).

The membership committee is responsible for:

- Annual update of the directory
- Annual update of professional development networks
- Quarterly correspondence regarding upcoming leadership opportunities
- Quarterly sister engagement activities

Annual Budget/ Fundraising

Annual Fundraiser

Each year, Aya Inc. host a fundraiser. The purpose of the fundraiser is to highlight the accomplishments of the organization and to bring awareness to the organization. Fundraisers are typically held at Busboys and Poets or The Secret Garden. Fundraisers should be planned in coordination with the Fundraiser advisory board member. This event typically happens in March (Women's history month) or November (incorporation month).

Google Matching

Aya Inc. maintains a partnership with google whereby staff members who make bi monthly contributions to the organizations are matched by google. At this time, we have one employee who donates 10.00 of every paycheck and is matched by google which allows at least 20.00 every two weeks. The funds raised specifically fund any special activities for the high school or undergraduate students throughout the year and the annual mentor training that is held each year.

Amazon Smile

AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice. Supporters should visit smile.amazon.com to get started.

Membership Dues

Each campus member who has completed a semester of Aya Inc. programming is required to pay \$10 in dues each semester. Payments can be made via cashapp at \$AyaInc.

Budget

| Item | Annual Cost | Time Frame |
|-------------------------------------|--------------------|-------------------|
| Transportation (HS Sessions) | 500.00 | Sept.-May |
| Supplies (HS Sessions) | 100.00 | Sept.-May |

| | | |
|-------------------------------|-----------------|------------------|
| Dinner (HS Sessions) | 250.00 | Sept.-May |
| Lunches (UG Sessions) | 250.00 | Sept.-May |
| Supplies (UG Sessions) | 100.00 | Sept.-May |
| Social Activities | 250.00 | Sept.-May |
| Graduation Stoles | 550.00 | April |
| Total | 2,000.00 | |