Team Neon

Making a Difference
Who we are

We are Team Neon. In completing our Leadership Lab project, our goal was to improve student life on campus, doing something small to make Columbia a better place.
Robert Wren Gordon

CC’14
Hispanic Studies with Specialization in Catalan
Football fan
Bora Kim

SEAS ‘13
Financial Engineering
Sunny Li

- CC '14
- Pre-med
Planning

- Some initial ideas
  - CU Campus Events website
  - Charity food drive with Westside
  - Appreciation dinner for Public Safety
To our dismay, many of these ideas already existed, or required a large amount of planning and cooperation with outside organizations.

In early March, we decided to work with Lions for Cubs, an on-campus organization promoting relationships between freshmen and seniors.
Lions for Cubs

Initial plan: collaborate with Lions for Cubs to:

- improve the program
- expand its reach beyond just a simple meeting between a freshman and a senior
Lions for Cubs

**Input:**
- Volunteers
- Lions for Cubs leaders
- Possible funding

**Activities:**
- Marketing to class councils
- Days on Campus tabling
- Biweekly outings
- Scheduling

**Output**
- 2+ mentors host 20+ students for each outing
- Most legitimate and efficient student-mentor relationship on campus, students get to explore city

**Impact**
- Incoming students form strong bonds with mentors
Lions for Cubs

- Bora took the lead and met with Alicia, the current director of Lions for Cubs.
- Bora also talked to Carla, who was assigned as our student advisor; she held further meetings with Sonia, another Lions for Cubs representative.
Lions for Cubs

- Although the current Lions for Cubs staff were willing to help us now, they would not be able to assist us in the coming semester.

- The lack of long-term commitment from Lions for Cubs, compounded with our initial lofty goals made success in the project unlikely.
Styleta

- Bora presented the idea of working with Styleta
- Styleta is a charitable organization active on several college campuses with the purpose of collecting stylish used clothes for charity
Bora took the lead as she had contacts in both Styleta and Community Impact.

Collaborating with CI, we booked a space in Lerner for Saturday, April 8.

Purpose of event: to recruit members to join Styleta, CI’s annual auction, and CI’s future events.
Styleta: Preparation

- Bora attended CI’s meetings and established a relationship with their supervisor, Chloe

- Promoting the event:
  - Flyers made and distributed everywhere
  - Word-of-mouth advertising
  - Facebook
Food was purchased for the event, however, despite our attempts to promote it, the event only had one attendee.
ELP Promotion/Awareness

- Met with Jade on April 15 to discuss our previous plans
- Switched focus to promoting the ELP among current members of the Class of 2014 and prospective members of the Class of 2015
ELP Promotion/Awareness

Using his amazing interpersonal communication skills, Robert secured a table for the group during the second session of Days on Campus (in less than 24 hrs.)
ELP Promotion/Awareness

- However, due to inclimate weather during Days on Campus and Perspectives on Diversity, many students were diverted away from the club fair on Saturday.

- Sadly, sign up was not as successful as we had initially hoped.
Despite various setbacks, we are committed to fulfilling our current goal of promoting the ELP for the coming year.

Sunny, who has been in contact with Jade, has created a group promoting the ELP on Facebook to recruit prospective ELPers.
ELP Promotion/Awareness

- As the Class of 2015 begins to commit to Columbia, we will increase our promotion of the ELP in their Facebook groups.
- Robert will be on campus during NSOP week and will promote ELP to freshmen.
ELP Promotion/Awareness

- Robert’s plan is to combine ELP promotion with LitHum textbook sales
- He’s already thought of slogans to use on flyers he intends to distribute in freshmen dorms during NSOP
- “Buy discounted LitHum books, sponsored by the ELP”