



ST. JOHN'S UNIVERSITY

THE PETER J. TOBIN COLLEGE OF BUSINESS

December 2020

The

GLOBE



Global Loan Opportunities for Budding Entrepreneurs

Gazette

*Celebrating our GLOBE Community with:
#StrengthInUnity*



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GLOBE Managers

Fall 2020



Enterprise Development and Impact Audits Team:

Nicolas Bermudez, Chris Bernabe,
Nicolette Daisley*, Francesca Scarpa

Finance, Budgets and Risk Assessment Team:

Husna Bedar, Abigail Guzman,
Joshua Miller*, Dylan Willis

Marketing and Fundraising Team:

Shane McGovern*, Becky Mei,
Jayda Parrish, Justine Pascual

Technology and Communications Team:

Jennifer Bonilla, Hiwetay Haile,
Daniil Prokopenko, Kayley Wood*

* Denotes Team Liaisons



Enterprise Development & Program Impact Audits Team

Internal Audit Goals

- Review and make revisions to the internal auditing process
- Conduct three audits throughout the semester on a rotating basis of team members
- Complete a final updated audit on the day before the final presentations

External Audit Goals

- Follow up with former *GLOBE* borrowers to get feedback
- Revise the external audit process to reflect measures of personal and societal impact
- Determine the impact of the pandemic on our borrowers

Enterprise Development Goals

- Create an informative booklet to include business and healthcare resources
- Explore new areas of operation for *GLOBE*

Finance, Budgets and Risk Assessment Team

Finance and Risk Goals

- Establish a definitive time frame of three weeks between receiving each loan and presenting the recommendation to the *GLOBE* Steering Committee for a vote
- Create a socially distanced way to connect with our loan applicants
- Analyze data in Borrower Update Spreadsheet to determine patterns in defaulted loans
- Develop a Loan Recommendation Template to guide future *GLOBE* Finance managers in writing up loan recommendations for Steering Committee review

Marketing and Fundraising Team

Marketing/Awareness Goal:

- Organize *GLOBE* Live series with the IT team and solicit sign-ups from *GLOBE* managers
- Have *GLOBE* managers write personal letters thanking donors
- Design and order *GLOBE* masks as a donor appreciation initiative
- Send out thank you cards to long-time donors by Thanksgiving with masks included

Fundraising Goals:

- **GiveCampus Campaign:** \$1,500
- **Promotional Items:** \$400
- **Final Presentation Raffle:** \$500
- **Total Goal:** \$2,400

Technology and Communications Team

Promotion Goals:

- *GLOBE* Live: A weeklong series of Instagram and Facebook Live events hosted by *GLOBE* managers, created in conjunction with the Marketing and Fundraising Team
- Post Marketing fundraising campaigns on social media in a timely fashion
- Create video for GiveCampus Campaign and post to YouTube

Social Media Goals:

- **Facebook:** Post at least 2 times per week; Increase follower engagement by 10%
- **Instagram:** Post at least 2 times per week; Increase follower engagement by 10%
- **LinkedIn:** Post at least once per week; Increase follower engagement by 8%



GiveCampus: #StrengthInUnity

This semester, **GLOBE** Managers organized the program’s 11th GiveCampus; they wanted to focus the attention on the impact that the pandemic has had on people all over the world, including **GLOBE**’s borrowers. The Campaign is centered on the theme “Strength In Unity”. The purpose is to create a sense of community and to emphasize the belief that overcoming obstacles can be done more effectively by coming together. **GLOBE** Managers believe this message was an important reminder especially during these challenging times and hope to build a stronger community of supporters for **GLOBE**’s borrowers.

The Campaign is set to run through the Final Presentations on Tuesday, December 8th with the hopes of encouraging more donations at the event. The campaign is currently at over 160% of the \$1500 goal, exceeding expectations. We hope to double our goal by the end of the campaign. All donations help us continue to empower entrepreneurs around the world!

GLOBE’s #ManagerMonday

#ManagerMonday posts featured a manager’s major, an interesting fact about them, and most importantly: Why they joined **GLOBE**. This initiative was targeted to **GLOBE**’s core audience on Instagram -- current St. John’s students. The goal was to inspire those who have not already become **GLOBE** managers to do so in the future.



Thank You Cards to Donors with GLOBE masks included

This initiative was created to recognize donors for actively donating to **GLOBE** in previous years. These thank you notecards were pre-printed with an expression of gratitude and included a handwritten thank you from the **GLOBE** Managers. Students designed masks that sported **GLOBE**’s logo, and these were inserted in the thank you note as a token of appreciation to the donors for supporting the program’s mission and highlighting their many contributions to the program’s success. Additionally, a goal of the initiative was to raise the visibility of the program by having people don the mask with the logo and inspire people who may not have heard of **GLOBE** before to learn more about it. This idea was both, practical and helpful in creating walking endorsements of **GLOBE**. The cards and masks arrived to donors just before Thanksgiving, which was perfect timing for this expression of gratitude.



Meet Our Borrowers from Guatemala, Nicaragua and Vietnam!

We received 13 new loan applications this semester from new and returning borrowers. See some of their stories below!



Angelica Maria Alquijay Gomez is 32 years old and a first-time borrower from Guatemala. She is single with 3 children and works as a street vendor. Her loan of \$258 is to buy a hand cart device to help her carry goods to and from market.



Sonia del Carme Aguirre Palacios is 46 years old and a third-time borrower from Nicaragua. Her previous loans were to open her current business selling personal hygiene products and books. Both past loans were successfully paid back. Her new loan of \$974 is to buy bulk inventory for her book/personal hygiene shop. She is single and supporting her 3 children.



Jenifer Ester Lopez Mendoza is 27 years old and a first-time borrower from Guatemala. Her loan of \$575 is to start a new business of selling used clothes to friends and family through social media. She currently cares for her 4 children and 1 sibling, who is 16 years old and financially dependent on Jenifer since their parents passed away.



Le Minh Man is 26 years old and a second-time borrower from Vietnam. Her first loan for a motorbike was paid off early. Her second loan of \$430 is to purchase another motorbike, although this would be for her younger brother who is entering sophomore year at college and takes the bus to school. Motorbikes are crucial in Vietnam and would serve him as means of transportation from and to school, internships, and work post-college.



Elizabeth del Carmen Pichardo is 33 years old and a first-time borrower from Guatemala. She is single with 4 children and works in the domestic and market field. Her loan of \$193 is to purchase supplies for second-hand clothes and bagged fruit business. She will receive support from her oldest son who is currently working as a mason's assistant.



Nguyen Thi Ngoc Yen is 52 years old and a first-time borrower from Vietnam. She is a housekeeper and currently works as a food vendor. Her loan of \$433 is to open a new food cart. She is married and has 2 children. However, her husband's health is not too good since he has difficulty walking due to arthritis.

Alumni Corner

Ayana Ibarra

GLOBE Manager

Fall 2017

GLOBE GA

Fall 2019 - Spring 2020



When I applied for the **GLOBE** program during my junior year, I had no idea that it would impact my life the way that it has. When I became a **GLOBE** manager, I had little professional experience outside of what I learned in the classroom. The **GLOBE** program is unique in that it provides student managers with the opportunity to gain hands-on experience in entrepreneurship, teamwork, and public speaking. In the few months we worked together, myself and my classmates all evolved professionally. Two years after completing the program I became the **GLOBE** Graduate Assistant and got to see first-hand the impact **GLOBE** has on students' professional development. I watched students like myself, who entered the **GLOBE** program with no hands-on experience, who were timid when speaking in front of a room full of people, grow into confident young professionals over the course of 15 weeks.

This alone would be amazing if the only goal of **GLOBE** were to assist students in professional development, but the fact that the professional growth of students takes place while they are also making a difference in the lives of budding entrepreneurs around the world is what makes **GLOBE** extraordinary. The opportunity to help provide loans to these entrepreneurs, be it through fundraising, digital marketing, building their loan amortization chart, or providing them with tools to manage their funds after the loan is dispersed, helps students realize that their work has a ripple effect on other's lives. **GLOBE** helped me realize just how big the impact of one person could be.

During my time on the Technology and Communications Team, it was our responsibility to measure click rates for our end-of-semester GiveCampus fundraiser.

It was in doing this that I realized that often times, it only took one student sharing a link for their friends and family to band together and donate \$200. With a goal of \$4,000 that seems like it barely made a dent, but the fact is \$200 is a loan amount that could change someone's life in another country. That could mean buying inventory to sell and provide for their families, or it could even mean repairing the roof of their shop so they could resume business. **GLOBE** truly defined teamwork, and how if everyone does their part, each semester of student managers could change the lives of a handful of people.

After saying goodbye to my time as a **GLOBE** student manager, I had this new space in my life, a space for collaboration and giving back, that I knew I had to continue to fill. Like many students, my love for **GLOBE** trickled into my professional life, and I often bring up **GLOBE** in interviews or casual talks about my time as a student. Since **GLOBE**, I have regularly volunteered, completed freelance projects for growing organizations, and prioritized working with/for organizations that regularly donate goods, time, or money to those who need it. I am happy to say I will always be an active member of the **GLOBE** family, taking the mission of **GLOBE** and the values that Dr. Sama has ingrained into the program with me wherever I may go. Go **GLOBE!**

THANK YOU always for your continuous support of GLOBE!



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