



The Funds will be used to launch our **Advising Fellow Community Manager Program** providing a recent college graduate of color the opportunity to support our first generation and underrepresented female high school members on our educational technology platform - Seed Online College prep Network. The Advising Fellow Community Manager will have the ability to become highly-trained in college admission, financial literacy and digital education skill set. This is essential as education becomes more digital it will allow them to be able to connect with students of color in new and imaginative ways like never before.

In most states, there is a large and growing gap between the students of color and teachers of color ratio. Efforts to increase teacher diversity have led to marginal increases 12% to 17% over 3 decades. Additionally, there has been a decline in the percentage of African American teachers in many large urban districts and the lower retention rates for teachers of color across the country.

The **Advising Fellow Community Manager** will be able to use social media, marketing, brand awareness, and interpersonal communication skills and abilities to continue to build our online community engagement for Seeds of Fortune Inc. members and scholars. With a community manager, we will be able to effectively digitally target and continue to engage students in our 3 target regions of Massachusetts, New York, and DC as well as use social media platforms to engage, and elicit feedback from our members. Additionally, they will be able track performance metrics, following and reporting on trends, and relay information to management for corporate and college partner performance reports for student member activity within the network.

Additionally, they will be the face of our virtual classroom and will allow them to be a more approachable figure for students to interact with. Taking on the role of a community manager will allow them to inject belonging and connectivity into the virtual platform, seeking ways to engage students while advocating for inclusion and belonging in and out of the (virtual) setting. Covid-19 has taught us to understand student comfort levels, this is because not everyone has access to a stable Internet connection nor may they want to show their home environment on camera. Our Advising Fellow Community Managers are prepared to ensure real-time course components are balanced with opportunities for self-paced reflection through our modules, chat feature, and live video sessions. Additionally, building advocacy for peer-to-peer networks to ensure students have ways to support one another through ed tech for group work and staying connected.



We have currently tested this with our successful college Telementor program, who are responsible for engaging with current Seed Online Network members and hosting weekly live workshops for members. The college Telementors will continue to support the new Advising Fellow Community Manager.

The \$37,500 will be used to distribute an entry level annual salary, healthcare benefits, increase in nonprofit insurance cost to cover a full time employee, and 3 month training on College Advising, National Endowment for Financial Education: High School Financial Planning Program, and digital community management.