



Peer Academic Virtual Education

P.A.V.E. NEWSLETTER

NOVEMBER

Location:

Academy of Finance and Enterprise
30-20 Thomson Avenue, Long Island City, NYC 11101

Social Media:



Peer Academic Virtual Education



P.A.V.E.



Pave.ve



Pave.ve



Pave.ve

PAVE YOUR WAY TO SUCCESS

Announcement

Message from CEO:

November brought both challenges and triumphs. Our first trade show challenged our employees, chiefs, and executives. Going through such an experience allowed every single person to grow through their ability to interact with others and speak passionately about something that continues to intrigue them. I myself was unsure on how others would react to the months of work we have put to allow PAVE to grow, yet was happily surprised when it proved to be "worth it." Even with such challenges, we also had many amazing experiences (that allowed us to get past the rough moments) such as building on our collaboration during team building exercises or celebrating Thanksgiving all together prior to a company-wide break.

It was also really vital for every employee to work on their personal and departmental goals within the month. Giving a space for this development is a key aspect of PAVE, helping others to grow, but promoting such an idea amongst ourselves as well. Regardless of each and every person having these challenges mentioned before, we persevered together throughout the month of November.

Youssf Hegazy, CEO

Message from COO:

Dear P.A.V.E.,

Every single effort contributed and shared is so appreciated and really shapes where we have come so far. I'm certain our company will continue its mission to guide millions of students and open their eyes to college and career readiness from our financial literacy, college application, and career exploration courses.

We have created a family bond already that will forever be cherished in my heart. From developing concrete solutions for better education, to rehearsing for upcoming competitions, to writing a well structured business plan, I wait for our class everyday to share our laughs, ideas, perspectives, that takes Peer Academic Virtual Education as far as we take it.

I'm truly excited to continue this experience as it introduced a new meaning of work. A work that brings out our voices, our unique personalities, and most importantly our passions! As we bring in our beliefs of diversity and inclusion, of teamwork, of effective communication, our company's workforce environment is sure to be a unique one filled with talents. Let's continue to Persevere, Persist, and Progress at P.A.V.E.!

Aya Ibrahim, COO

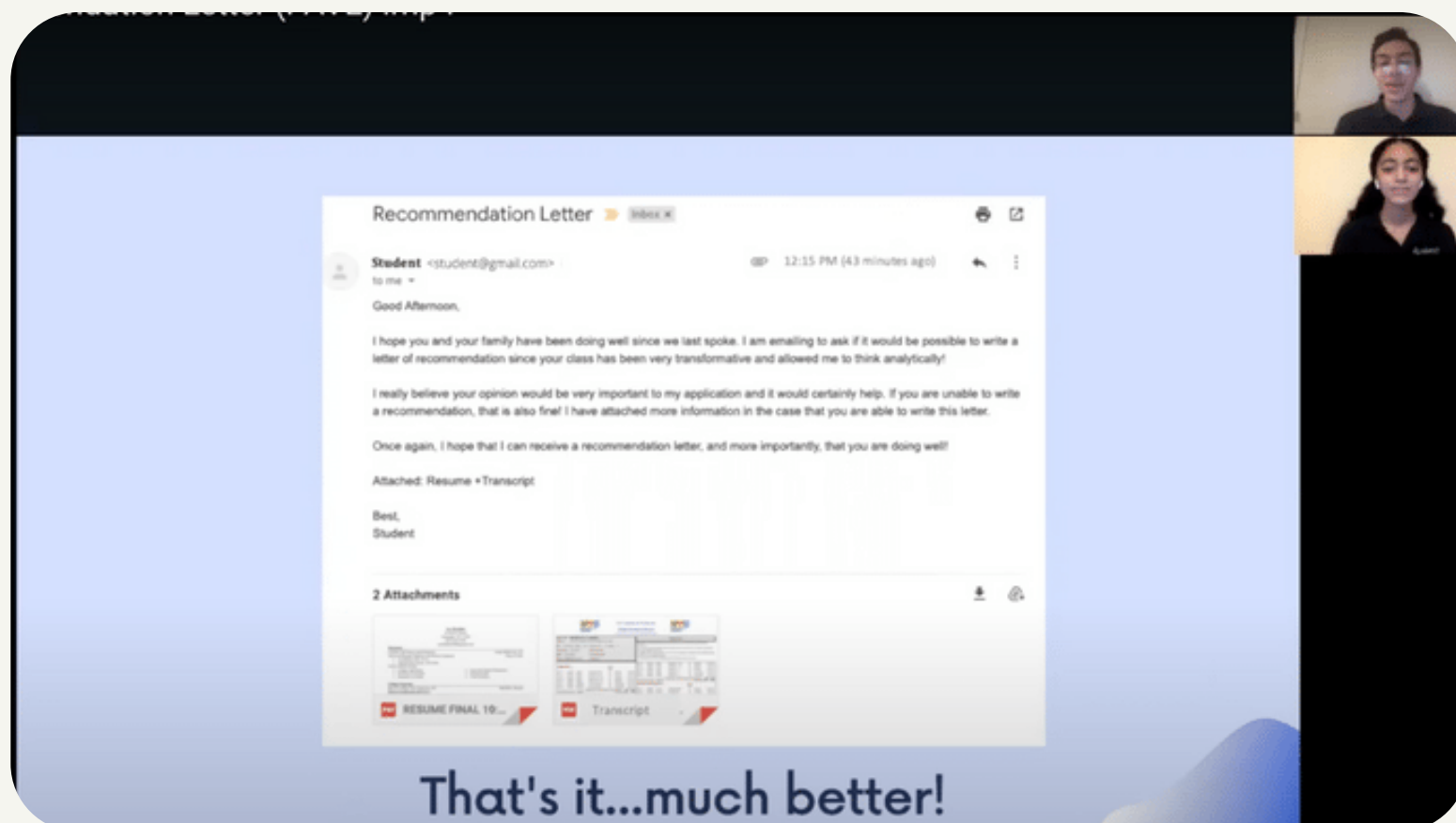


PAVE Overview



In the creation of the organization structure, and consequently chart, we emphasized diversity and inclusion, instead of a hierarchical system. As a result, the spiral chart includes all the individual departments illustrating the “each employee matters” principle that we uphold within the workplace. In this way, our organization directly demonstrates the strongest “team effort” while simultaneously showing a unique individual ability.

FIRST P.A.V.E. VIDEO

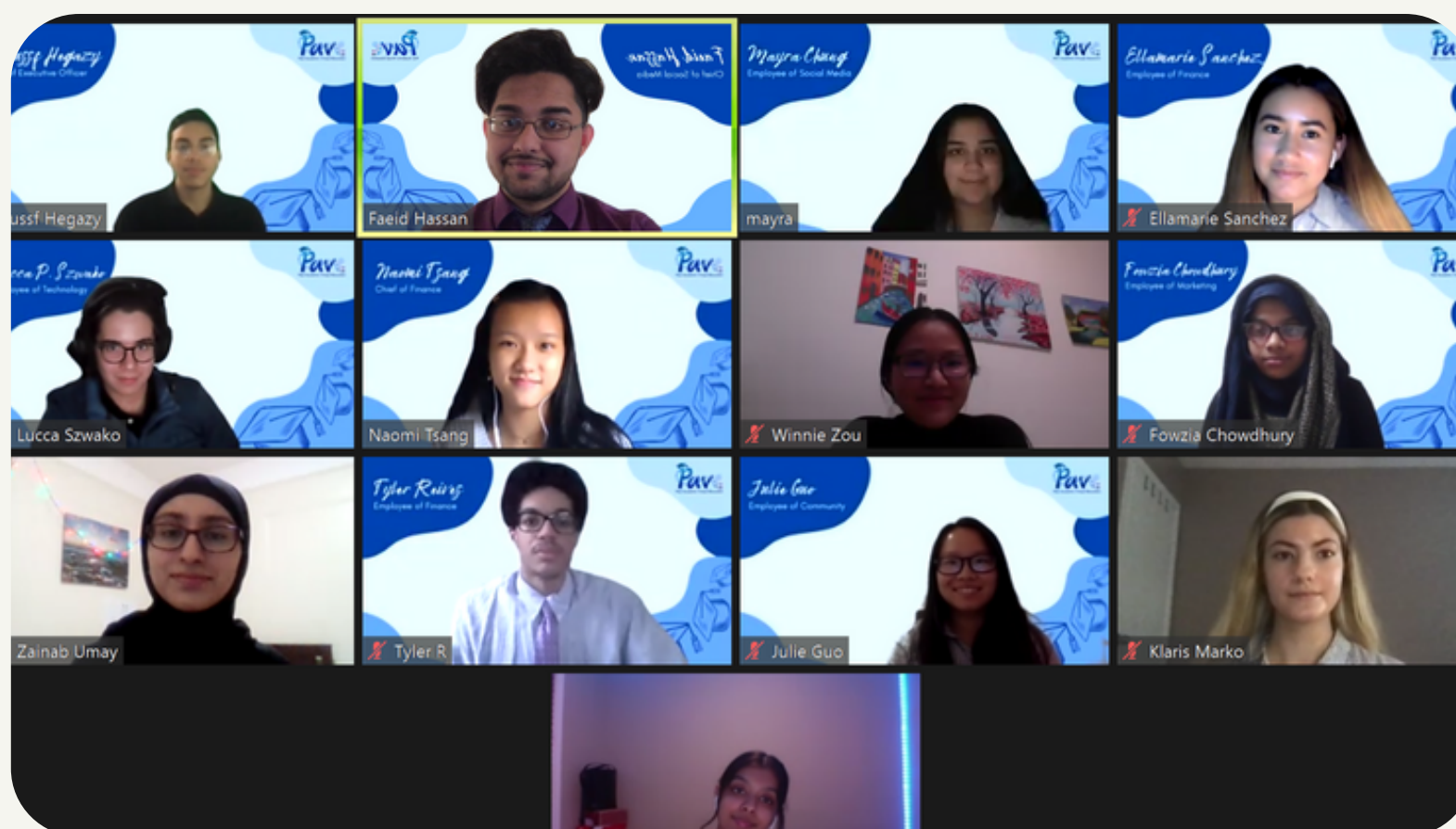
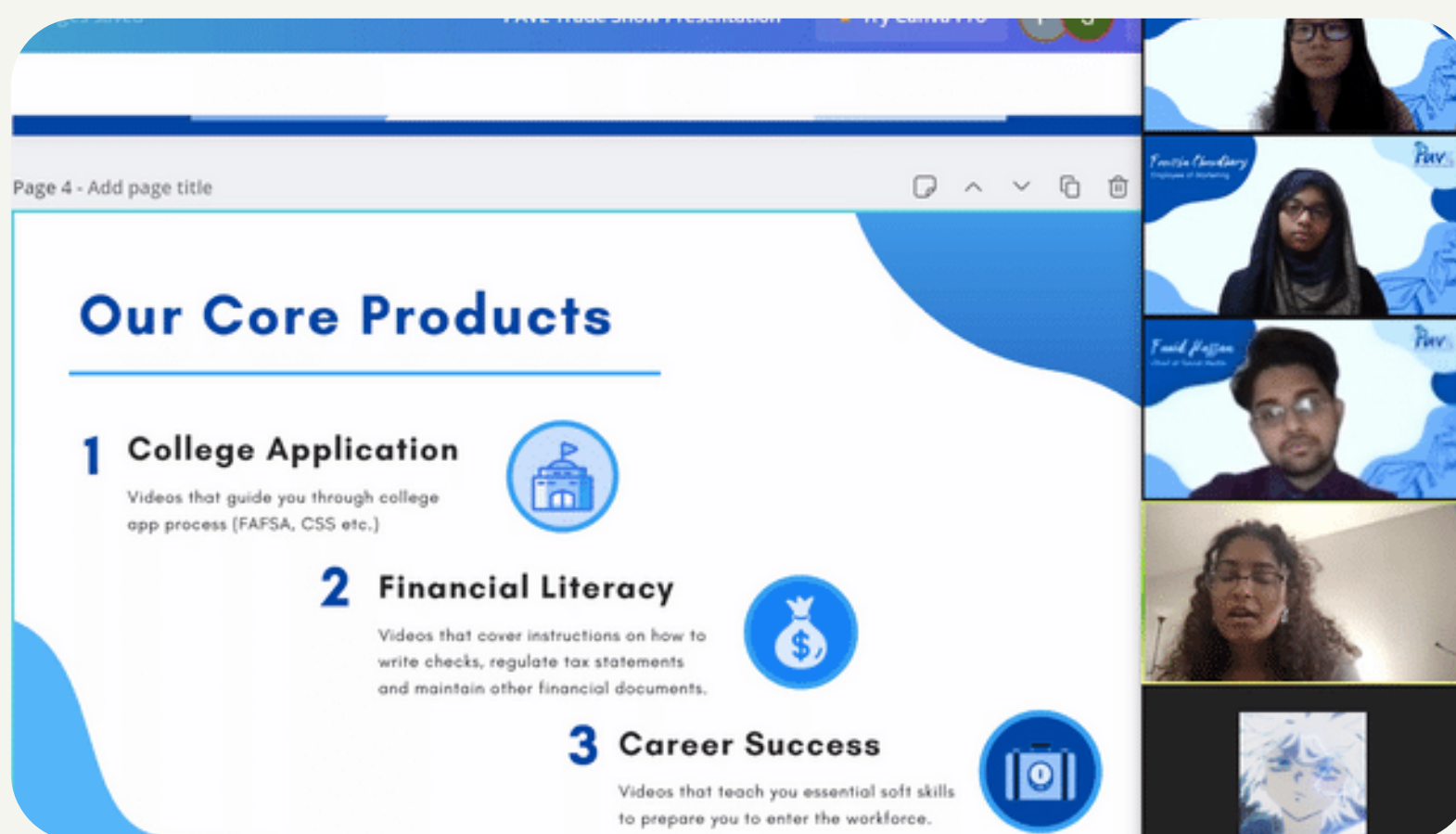


Team Members: Yousff, Aya, Ashley, Julie, and Jonathan

The very first P.A.V.E video was created by a team of well experience members who have successfully requested a letters of recommendation from the teachers. This video provided crucial tips for obtaining a good recommendation letter. It went over how to build strong relationships with teachers, email etiquette, and choosing a recommender. To add, the video includes an interview with an AP English teacher at the Academy of Finance and Enterprise. P.A.V.E has gotten great feedback from customers expressing that the video has helped them with the recommendation letter process!

REGIONAL VE TRADE SHOW

November 18, 2020



The first ever online 2020 NY Metro & Northeast Regional Trade show P.A.V.E made a total of \$160,350 in sales. This exceeded our projective goal which was \$100,000. One of the factors let us to accomplished our goal was our strong bonded teamwork, dividing everyone in groups to maintain a flow, and to providing opportunities for every members to make a sale during the VE trade Show. P.A.V.E. demonstrated a strong positive energy and professionalism to welcome our clients.



AD FUTURES COMPETITION



BE PERSUASIVE AND BE CREATIVE!

AD FUTURES COMPETITION

presenters) to the AD Council's of the brief or service, know creative language and visual

Tool Kit sent to all

ars & Teams Begin

nts should have a n materials, and be campaign worked out. Final touches and

5pm EST - Submit

ne (TBD) - Tech Mtg. Time (TBD) - Tech

nt starts: 10am 🏆

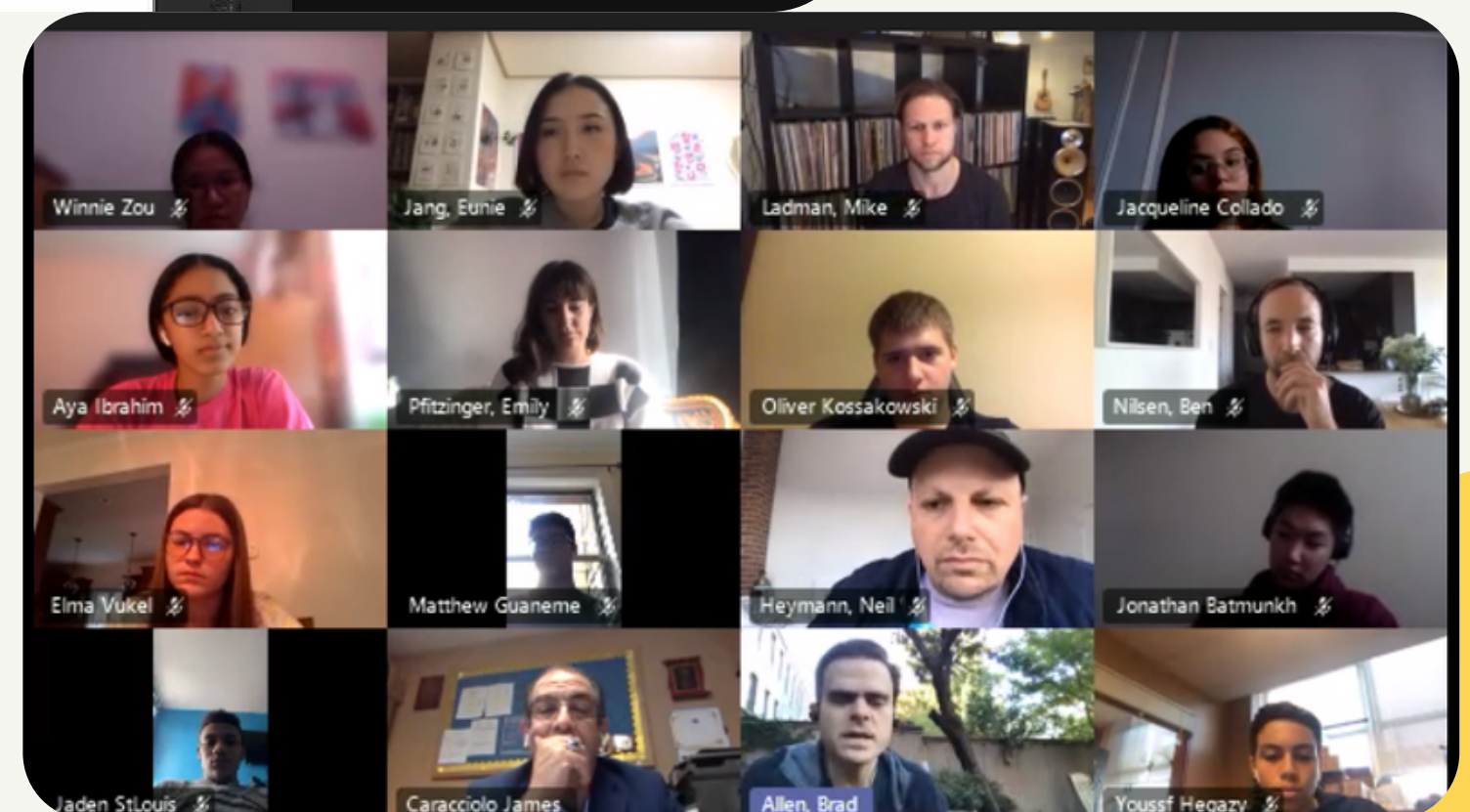
BRAINSTORM IDEAS, BE PERSUASIVE AND BE CREATIVE!

COMPETITION RULES

- MANDATORY - Entries must be in the following format: SCHOOL NAME - AD TITLE - AGENCY MENTOR NAME
- Entries close Monday, November 16, 2020, 5pm.
- Presentations 10 be 7 minutes (points deducted for exceeding limit).
- PowerPoint format uploaded to the link provided - TBD

COMPETITION TIPS

- Take audience through your thought process.
- "Our idea is _____" (one powerful sentence, less than a minute)
- Sell us on this amazing campaign (executions and media) using your powers of persuasion, visuals you've created, sheer enthusiasm and whatever else you've got. (5 minutes or less)
- Close Strong!
- Stick to key points (you'll be amazed how quickly time flies)
- Rehearse. (No really, rehearse.)
- Bring energy and enthusiasm!
- Dress to impress. Everyone will be focusing on the work, but you will feel more confident if you look your best.



Thank you!

Any questions?

Peer Academic Virtual Education

From Eunie J to Everyone

American Lung Association: Incentives for Parents!

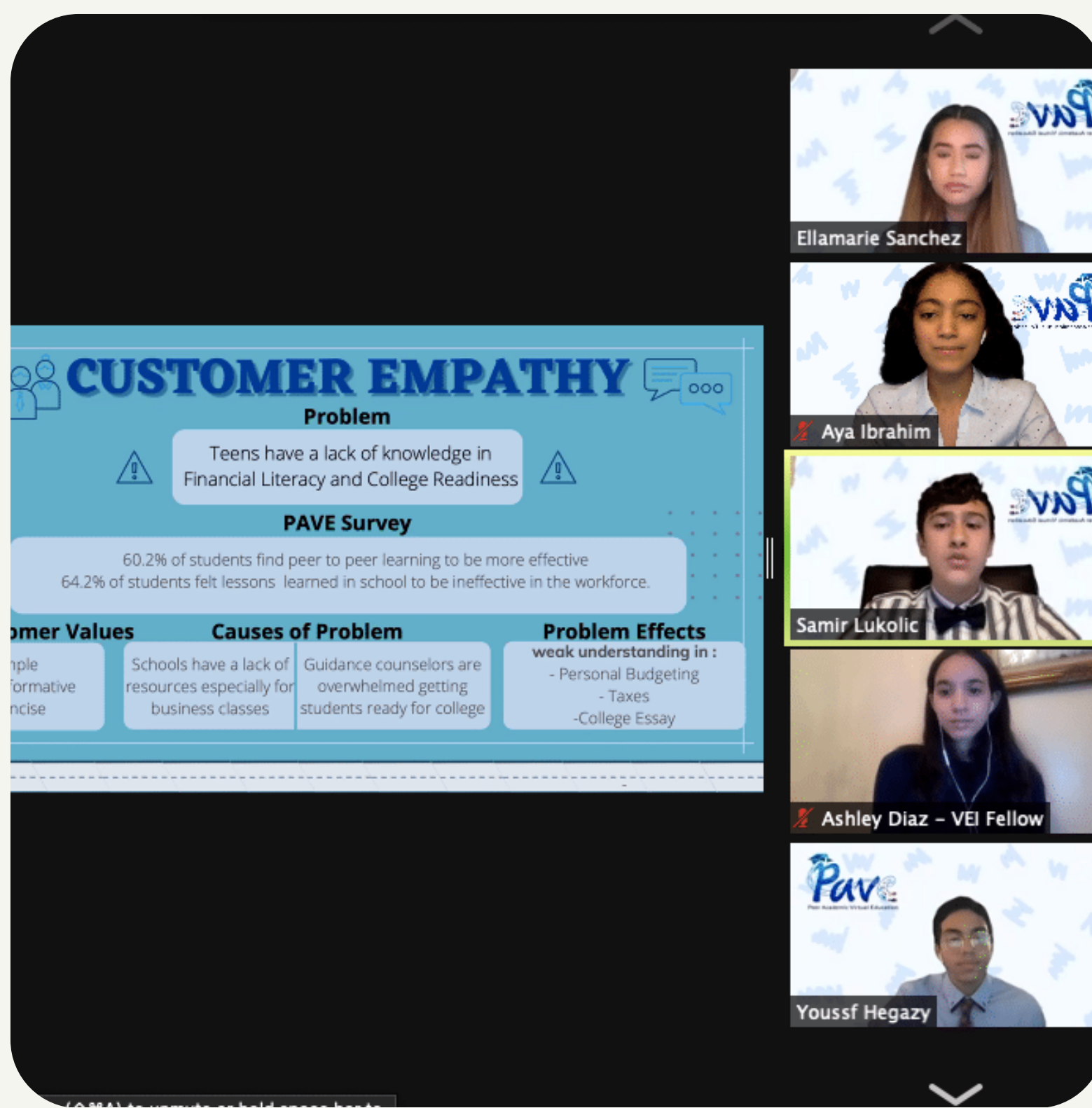
- 01
Initiative: Encouraging parents to submit photos to the American Lung Association website (as a way to reflect on their memories).
- 02
Mentorship: Providing in-depth content regarding the building of parents' relationships with their children.
- 03
Resources: Using statistics to aid parents in making the right decision about counseling their children to maintaining lung health.

Team members: Youssf, Aya, Winnie, Jacqueline, and Jonathan

One of the main focuses at P.A.V.E is being socially responsible which is something that all our employees respect and take into consideration. This year we are paving young individual to a healthy path of stressing anti vaping. To provide ideas and strategies which will encourage parents to be in the process to help teens away from vaping. Furthermore, we collaborated with Droga 5 who helped tremendously prepare P.A.V.E. for the AD Futures Competition.



D4D COMPETITION



Top 25% nationwide!

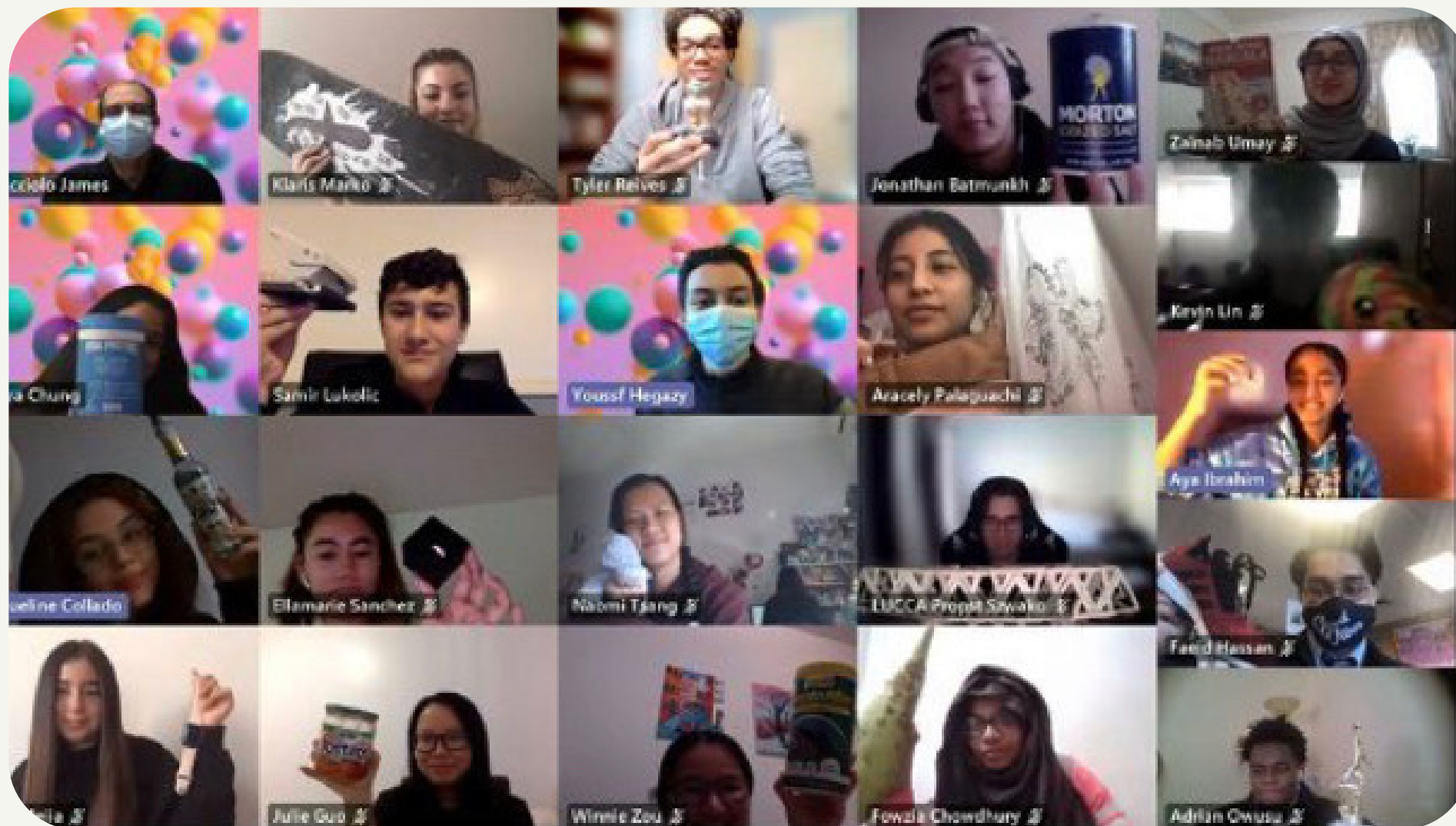


Team members: Aya, Youssf, Ellamarie, and Samir

A group of P.A.V.E. members created and presented a presentation giving insight into P.A.V.E.'s idea and brainstorming process. This competition was to demonstrate our creative process, customer empathy, and rapid experimentation, P.A.V.E was born to empower young people with the skills needed to unlock their potential. This group worked extremely hard and placed in the **top 25% nationwide!**

ABC HUNT

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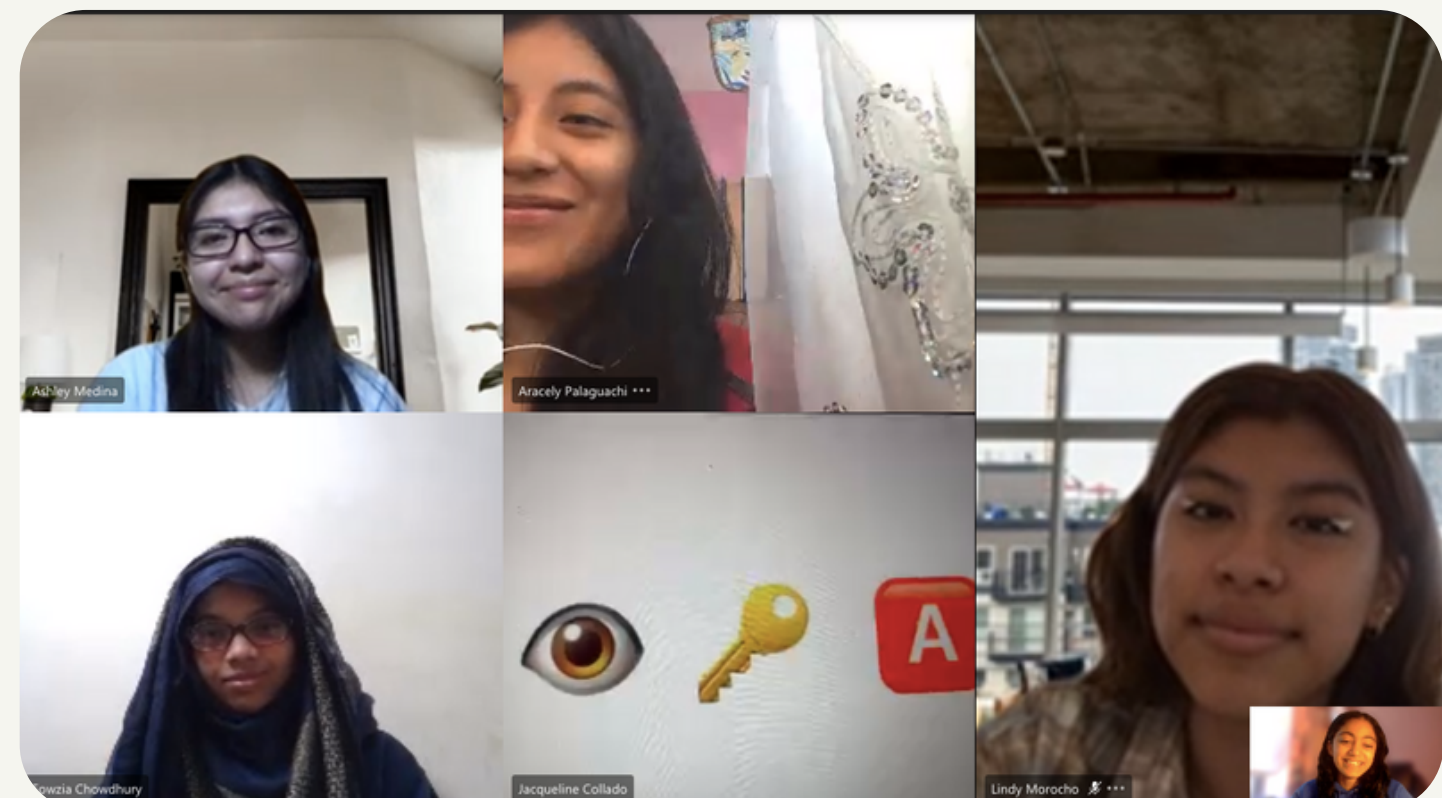
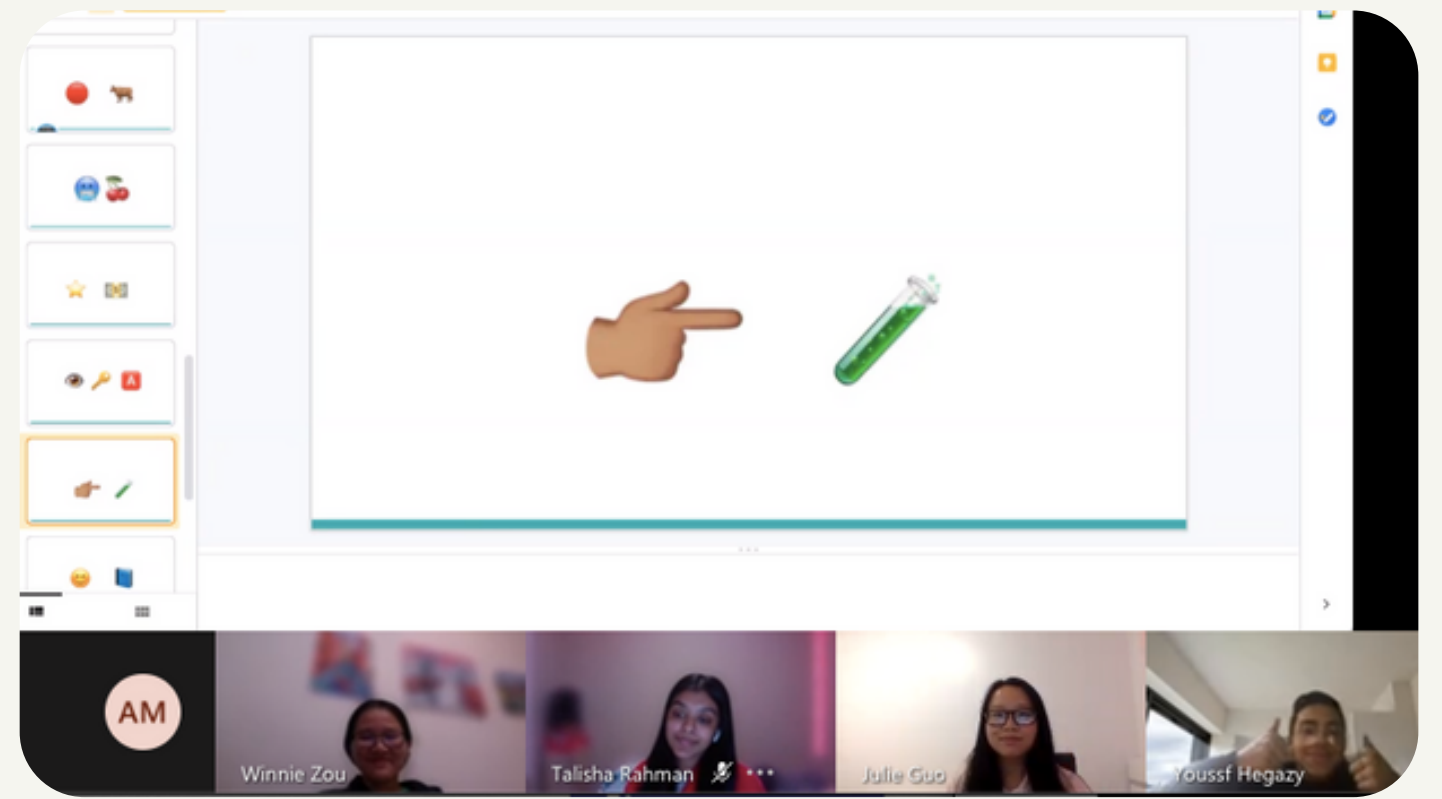
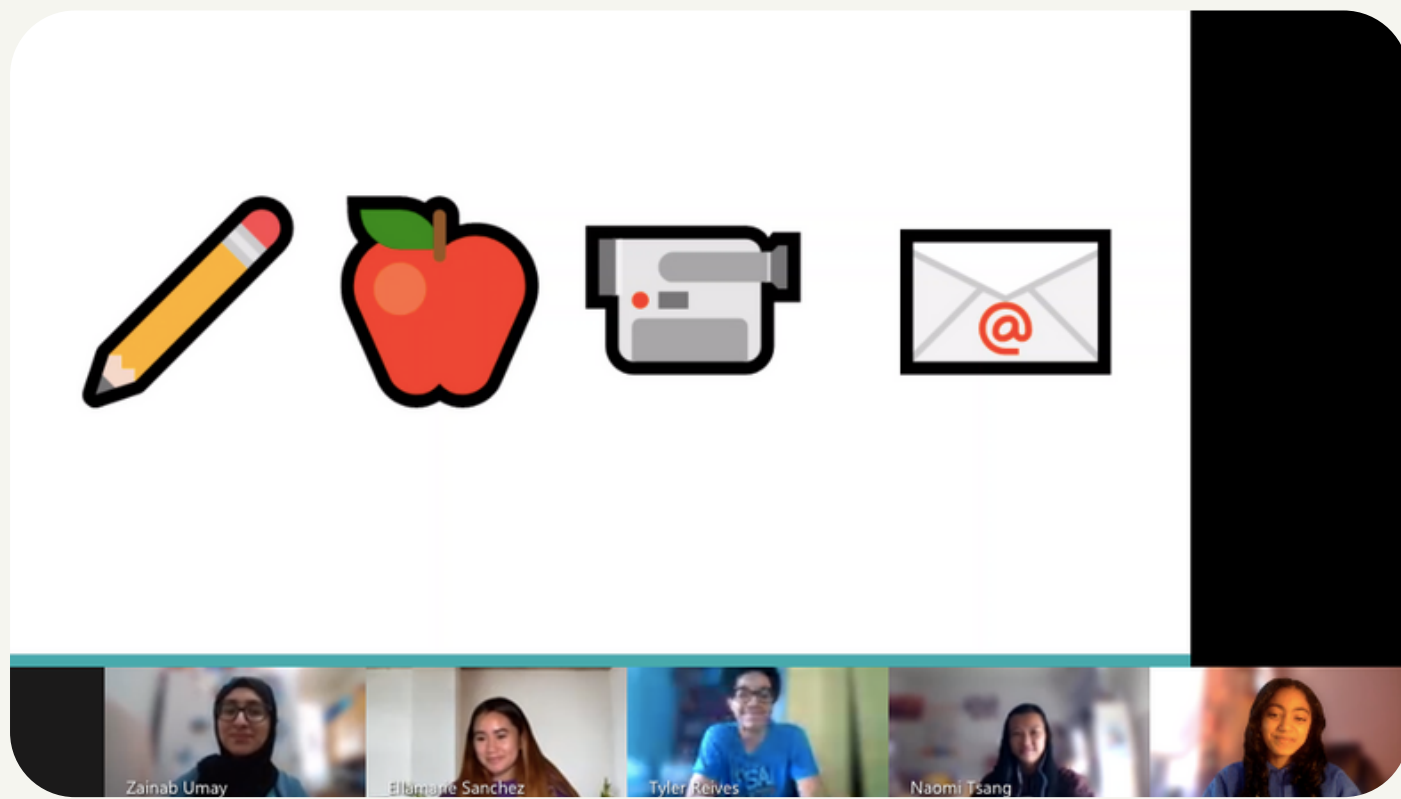
For this team's building activity, we were able to move around our house to find objects that correlated to the assigned letters as a department. This activity allowed P.A.V.E. members to have some fun while strengthening our team work.

VE OFFICE VISIT

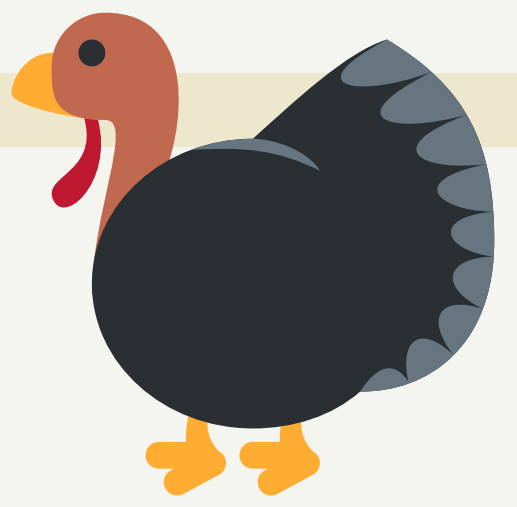
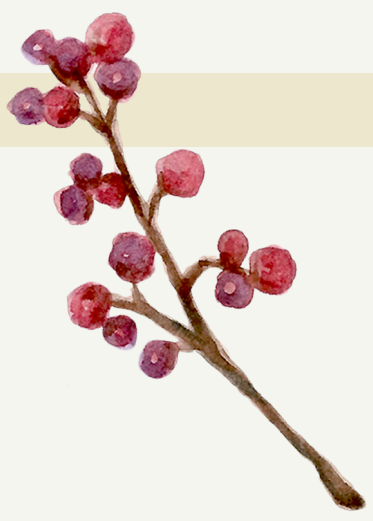


VE visitors visited P.A.V.E. to see an overview of the company structure. Every department presented an overall summary for their department's tasks in descriptive details. They also asked questions for feedback to improve on certain areas.

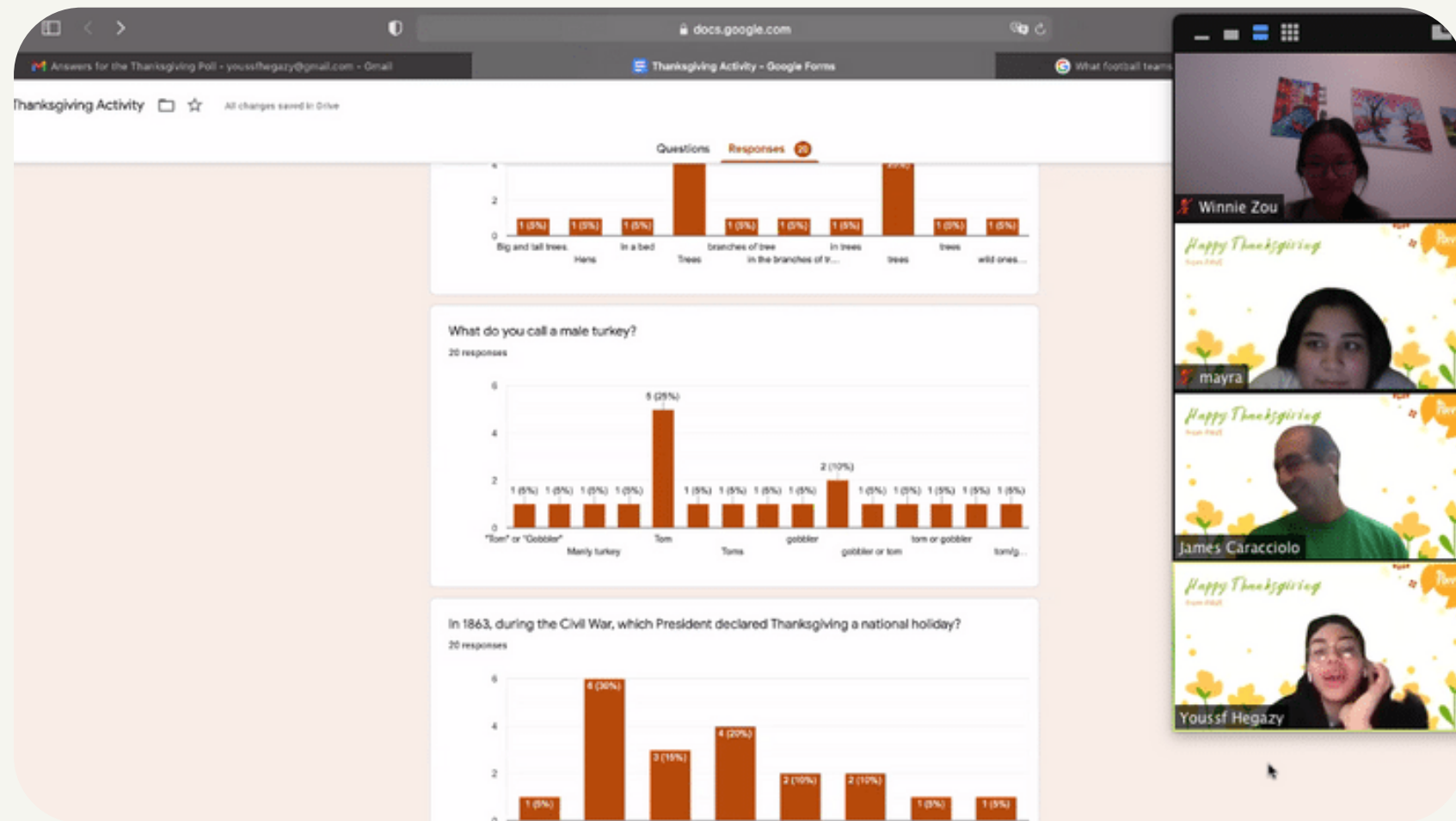
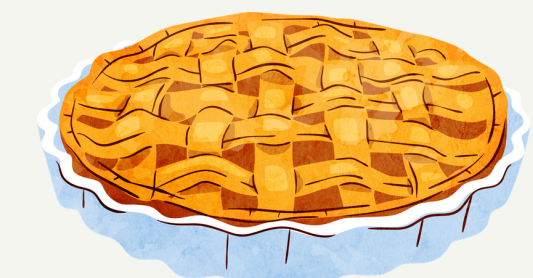
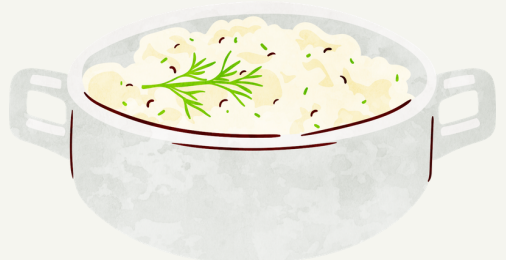
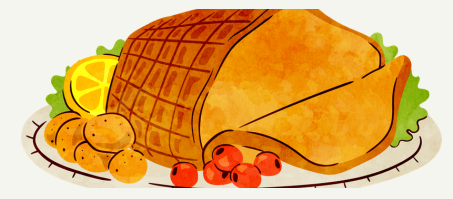
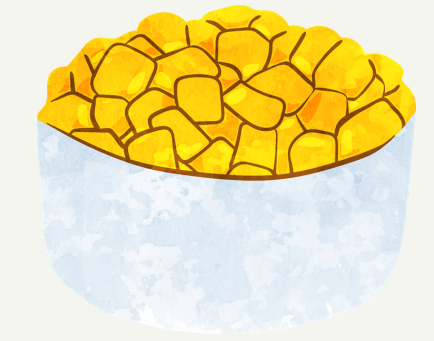
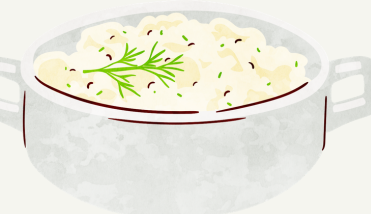
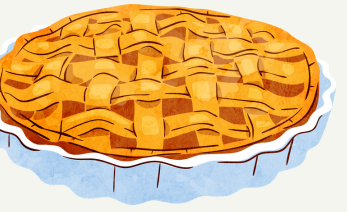
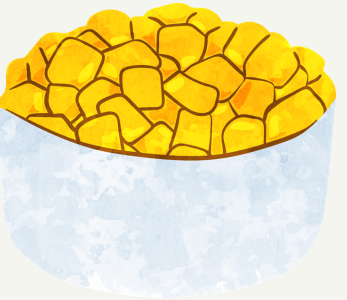
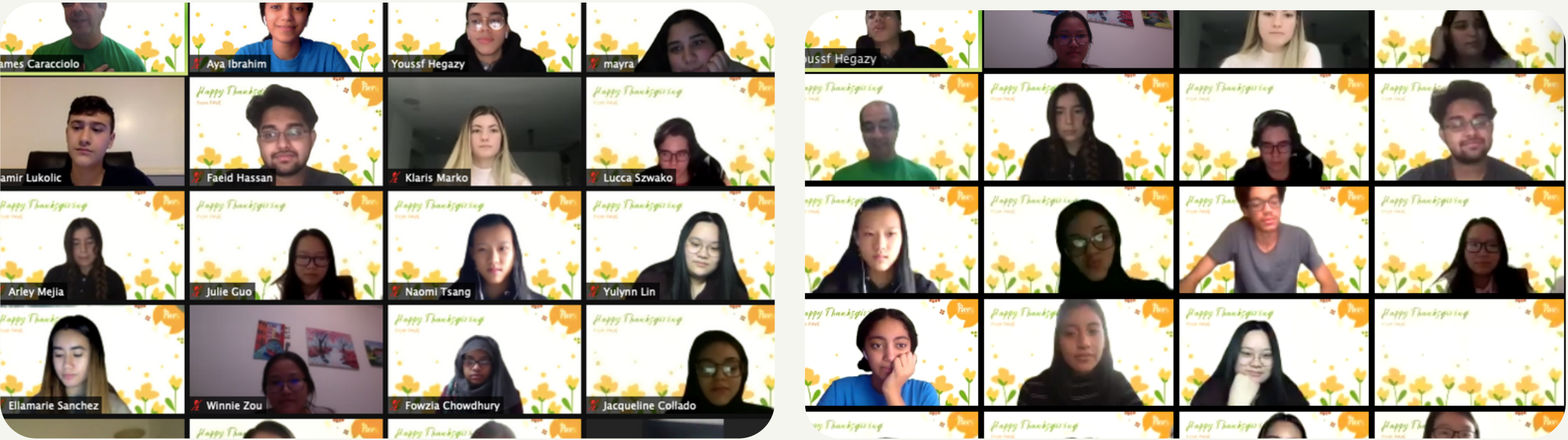
EMOJI GAME



A fun game created by the HR department for our team building activity. This required teamwork and creativity within each department to figure out what the emojis represented. The Marketing Department won this game.

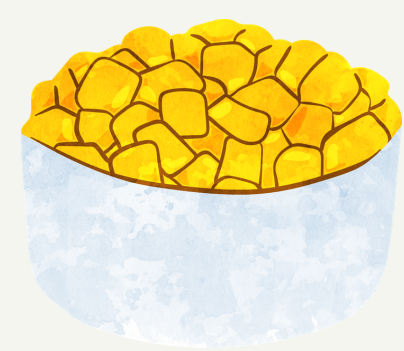
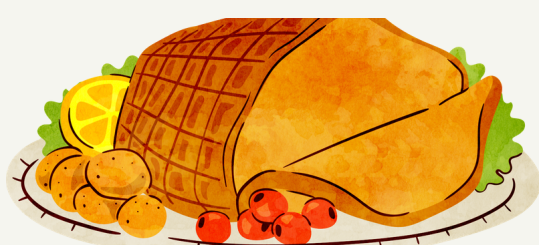


THANKSGIVING



Link: [Thanksgiving Form](#)

An event organized by the HR department with questions related to the history, background, and fun facts about Thanksgiving. In addition, we expressed what we were thankful for this year.



DELOITTE

Deloitte is one of the "Big Four" accounting firms and the largest professional services network in the world by revenue and number of professionals.

They have been helping and answering any questions and concerns that we have come across. In addition, we show them our work and they provide insightful feedback.



The following document outlines the roles each person will have on a rotating schedule for the November 18th VE Trade Show

n 1:

| November 18th Trade Show | | | | | |
|---|------------|----------|------------------|---------|--------|
| Divisions (each team has a respective role) | | | | | |
| | 2 | 3 | 4 | 5 | 6 |
| nir | Jacqueline | Jonathan | Aracely | Naomi | Faied |
| o | Winnie | Mayra | Zainab | Klaris | Nawang |
| dy | Erald | Tyler | Youssf or Aya*** | Talisha | Fowzia |
| ey | Lucca | Kevin | Adrian | Ashley | Julie |

n 2:
format, but divisions are based on departments. Marketing would split into two, leaving departments with a minimum of 3 people (4 breakout rooms instead).

EMPLOYEE OF THE MONTH



Mayra Chung

**Thank you Mayra for your positive
attitude every day and dedication to
P.A.V.E.!**

NOVEMBER BIRTHDAYS



Zainab



Erald



Jonathan



Ellamarie



Lindy



Arley

HAPPY BIRTHDAY TO ALL OF THESE EMPLOYEES!!