

2025 IMPACT REPORT

JOINT MESSAGE FROM PRES/ED

To Our Work Force:

Last year, we celebrated our first full year as a 501(c)(3) nonprofit organization, and our aim is to continue the positive momentum in 2026. When we launched SLMG CO-OP in 2023, we understood the work we had in front of us. Among the challenges we considered was how to effectively introduce our mission and programming to all who could benefit from it or support our cause. Our top priority was clear—to continue SLMG’s 10-year legacy of providing impactful experiential learning opportunities to students and emerging professionals. But how exactly would we measure our impact? Each time one of our program participants obtains the experience they are looking for to enter their career field of choice is a success, *right?* Yes, *of course*, that’s a huge part of our purpose. But that alone doesn’t tell our entire *impact* story. So we looked deeper.

We needed to learn more from our operational team, our participants, our alumni, and our partners to better understand the impact of our experiential learning programming. In turn, we decided to launch a multifaceted self-study and sought to involve all the aforementioned stakeholders to aid in identifying and measuring our most meaningful performance indicators. With their assistance, four *impact* areas were selected to examine:

- 1. The professional growth of our participants.
- 2. The effectiveness of our mentorship initiatives and coaching.
- 3. The career readiness of our interns after completion.
- 4. The ability of our alumni to obtain gainful employment in positions associated with the internship/fellowship position they completed with us.

During the summer of 2025, we deployed a series of surveys that aligned with the impact areas listed above. The information we collected from this self-study is featured in this report and informed our priorities for the current academic year (2025-2026). In December of 2025, we also made the decision to standardize these four impact areas and conduct our self-study annually to foster continuous improvement and competitive career development programming.

This inaugural *Impact* Report hallmarks the efforts of those who contributed to both the standardization of our self-study research protocols and data collection procedures. It also highlights our program achievements and opportunities for improvement. Moreover, this report will aid us in sharing our current and future priorities that will actively contribute to our continued goal of offering meaningful, industry-relevant cooperative education programming.

Encouraged by your support,

Sam Goode
Executive Director

Dr. Zakiya Brown
President, Board of Directors



OUR VALUES

- CREATIVITY
- INCLUSIVITY
- COLLABORATION
- CURIOSITY
- EXCELLENCE
- WELLNESS
- INNOVATION

ABOUT SLMG CO-OP

The SLMG Cooperative Education Consortium (SLMG CO-OP) was established in 2013 as the internship program office within SLMG Brand Management Firm, a public relations company headquartered in Cleveland, OH, with satellite offices in Columbus, OH, and Atlanta, GA. The firm officially discontinued operations in 2022. Although it had achieved more than 10 years of success, the firm was unable to remain solvent in the wake of the COVID-19 global pandemic. It was the decision of SLMG Brand Management Firm’s leadership and the internship program’s advisory board to continue the mission of the cooperative education program (and the firm’s research and development department) as a new separate entity. The SLMG Institute was established as a nonprofit organization in early 2023, and SLMG CO-OP has served as its flagship program since that time.

Sam Goode, who served as managing partner at SLMG Brand Management Firm, was appointed as the executive director of SLMG CO-OP largely due to his experience on the advisory board of the program and his extensive experience in higher education leadership and nonprofit management. With the assistance of the continuing advisory board members, Goode led the selection process of the SLMG Institute’s board of directors as well as the development of the organization’s initial bylaws.

In May of 2024, the SLMG Institute was granted 501(c)(3) status.

Sam Goode continues to serve as the executive director, proudly continuing the SLMG’s legacy and its commitment to workforce development.

2025 PROGRAM STAFF

- Executive Director.** Sam Goode.
- Associate Director of HR.** Lauren Studer.
- Creative Director.** Jaelyn Flores.
- Associate Program Coordinators.** Jamie Buck. Alexis Jarrell.
- Senior Performance Coach.** Jamie Buck.
- Performance Coach.** Angelina Macias.

2025 BOARD OF DIRECTORS

- | | | | |
|--|---|---|---|
| Dr. Zakiya Brown
President
<i>Joint Leadership</i>
<i>Executive</i>
<i>Institutional Assessment</i> | Anitra Rivera
Secretary
<i>Joint Leadership</i>
<i>Executive</i>
<i>Fundraising</i>
<i>Budget/Finance</i> | Ronnell Anderson
Chair
<i>Reach</i>
<i>Fundraising</i> | Gabrielle Davis
Digital Media Chair
<i>Development</i>
<i>Fundraising</i> |
| Dr. Shawn Kindle
Director
<i>Institutional Assessment</i> | Rahim Nichols
Director
<i>Reach</i> | Ivy Banks, ESQ
General Counsel
<i>Joint Leadership</i>
<i>Fundraising</i> | |

ALL
SLMG CO-OP
INTERNSHIPS AND
FELLOWSHIPS WERE
100% REMOTE

(during 2024-2025
academic year)

NUMBER OF INTERNS WE SERVED

2024-2025 Academic Year — 23 Interns

- Content Writer = 3
- Social Media Content Developer = 1
- Video Production = 2
- Event Marketing = 1
- Website Management = 2
- Market Research = 2
- Graphic Design = 6
- Event planning = 2
- HR Assistant = 4

**WE HAVE
HAD OVER
100 PROGRAM
PARTICIPANTS
SINCE 2020!**

2024-25 TOTAL EXPERIENTIAL LEARNING HOURS

2024-2025 Academic Year — 1350 hours

- 4 Early exits
- 20 x 90 = 1800 hours

FELLOWSHIPS

Total Offered — 11

- First Year Fellowships - 8
- Year Two Fellowships - 3
- Year Three and Beyond Fellowships - 0

Percentage of Fellows that were hired into desired positions in-field or were promoted in-field — **100%**

(note: fellows that did not complete the minimum one-year requirement or decided to continue their study were not included in this figure)

Percentage of fellows who did not complete the required minimum of one year with SLMG CO-OP — **18%**

2024-2025 academic year: Fellowship positions offered

- Associate Director of Human Resources
- Associate Program Coordinator
- Creative Director
- Performance Coach
- Creative Coordinator
- Nonprofit Admin
- Research Assistant
- Grant Writer

New fellowships in development to be offered in the near future

- IT Help Desk Coordinator (2026)
- Creative Project Manager (2026)
- Digital Media Manager (2027)

2024-25

FEATURED REVIEWS FROM INTERNS

I am really grateful for this opportunity. Having the internship taught me things I never knew before, and it helped me transition out of my master's into the workforce. I would have been a lot more involved throughout my internship had I not landed a job right in the middle of it. I want to thank everyone who helped me during the internship. I know I was not the easiest person to work with, and I am really thankful that everyone who worked with me was patient and understanding of my situation and feelings toward the internship.

- Sabina Barber (Copy Writer)



Because y'all focus on working with students and highlight communication, it was really easy to work with y'all. From scheduling around life, different time zones, and I never had issues or hesitation talking with y'all. Thank you for the wonderful opportunity!!

- Selina Lewis (Graphic Designer)



This internship with SLMG has been one of the most rewarding experiences of my college career. I was able to apply what I've learned in my event management courses to real-world scenarios and build skills that I know will be critical for my future career in event marketing. The team is supportive, encouraging, and always willing to help interns grow. If you're looking for an internship that offers hands-on experience, great mentorship, and an opportunity to truly contribute to exciting events, I highly recommend SLMG's CO-OP program!

- Rebekah Lott (Event Planning)

2024-25
INTERNSHIP PROGRAM HIGHLIGHTS

Demographics

Median Age: 28.5 Age Range: 20-40

Race/Ethnicity:



Gender:



Education Level:



2024-2025 Academic Year Program Alumni Success:

**Former interns that participated and successfully completed our program from July 1, 2024 to June 30, 2025*

Program Alums Employed in a Related Career Field:



Salary Ranges of Program Alumni:



Program Alumni Working in Field:



Over 70%
Alumns are working in field or landing a job in career field of choice

81%
Alumns feel more prepared for the job market than before completing their internship

Intern Program Evaluation Results and Priorities

Goal: To gather in-depth feedback from interns regarding critical aspects of their experience, including onboarding processes, performance coaching, and overall work quality.

Strengths

- **Hands-On Experience:** Interns gained real responsibilities and practical skills.
- **Positive Work Environment:** Supportive and welcoming culture.
- **Helpful Coaching:** Performance coaches provided strong guidance and mentorship.

Opportunities

- Ongoing Support and Training of Partner Company Supervisors
- Implementation of Performance Coaching Review/Evaluations
- Continue to Grow Engagement Activity Opportunities Among Program Participants
- Increase Program Awareness Across Digital Media Platforms

Priority Actions to be Implemented in 2026

- Performance Coach Review to be Completed by Interns
- Enhanced Performance Coach Evaluation
- Launch of Expanded SLMG CO-OP Website
- Launch of National Internship Day (Internship Awareness) Promotions on LinkedIn and Website
- Weekly Slack Engagement Activities and Learning Activities for Program Participants
- Publishing the 2025 Impact Report

Priorities to be Implemented by 2028

- Enhanced Orientation for Partner Company Supervisors
- Ongoing Training Series for Partner Company Supervisors
- Partner Company Evaluation to be Completed by Program Participants
- Launch of Facebook, Instagram, and TikTok Social Media Pages

Intern Mentorship and Support Stats

- Percentage of interns who received at least one performance evaluation per month - 100%
 - **Note:** Formal performance reviews are conducted at the midpoint the internship participation period and 30 days before each intern's end date.
- Percentage of interns who completed at least one self-assessment during their internship experience - 100%
 - **Note:** Self-assessments are provided to interns to complete at the midpoint of their internship period.
- Percentage of interns who participated in the minimum required number of career mentoring sessions per week - 81.8%
- Percentage of interns that completed our program - 80% (16/20)

Conclusion

The 2024–2025 academic year demonstrated that SLMG CO-OP is not only delivering internships, but we are also cultivating career readiness at scale. Strong completion rates, high levels of participant engagement, and meaningful post-program outcomes confirm that our model is effectively preparing individuals for early career success. At the same time, we recognize that impact and growth must evolve together. In the year ahead, we will focus on strengthening participant career assets (including resumes and portfolios), enhancing partner supervisor training, and expanding program visibility to reach a broader audience of aspiring professionals.

Looking beyond 2026, SLMG CO-OP is positioned to deepen its impact through expanded fellowship programming and scalable, self-guided career development initiatives. These efforts will allow us to serve more learners, more effectively... while continuing to uphold the personalized, mentorship-driven experience that defines our model.

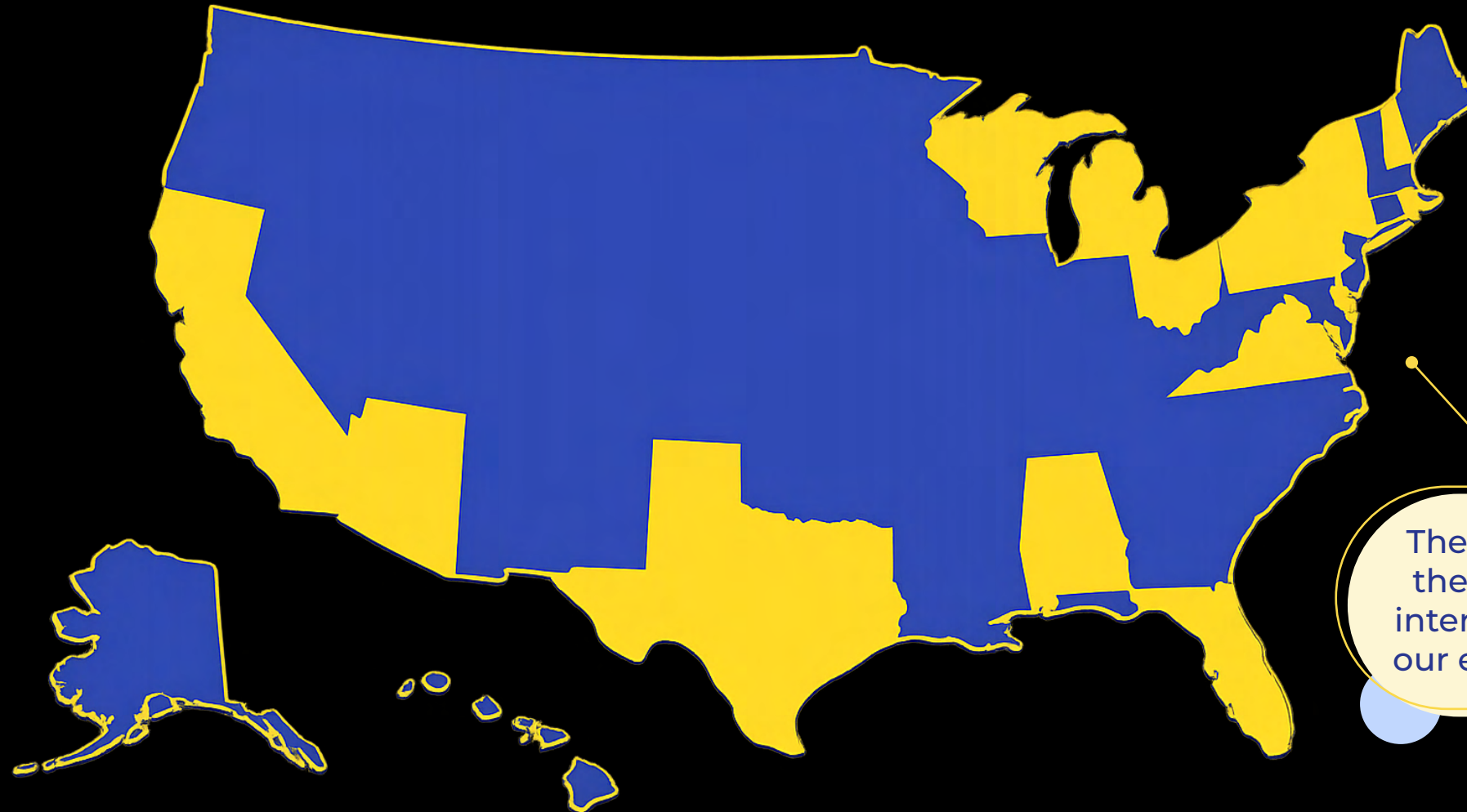
Ultimately, our work remains centered on one goal: ensuring that every participant leaves SLMG CO-OP not just with experience...but with direction, confidence, and a clear pathway forward.



Data collection disclosures - The data represented in this section did not represent the full number of program participants during the 2024-2025 academic year. Fully completed survey data was collected from 11 of the 23 internship program participants (6 participated in the focus group in June 2025 as well).



**WE
PARTNERED
WITH OVER 40
SCHOOLS AND
COMPANIES
IN 2025**



The highlighted states represent the places where our 2024-2025 interns and fellows participated in our experiential learning program.

OUR 2024-2025 PARTNER SCHOOLS AND COMPANIES

- Bay Path University
- Brigham Young University-Idaho
- Ferris State University
- Golden West College
- High Point University
- New York University
- Oregon State University
- Penn State University
- Post University

- Purdue University-Northwest
- SUNY Purchase
- Savannah College of Art and Design
- Stony Brook University
- The University of Wisconsin-Stout
- University of Alabama at Birmingham
- University of California, Davis
- University of California, San Diego
- University of Central Florida

- University of Houston
- University of Nevada, Las Vegas
- University of North Carolina
- University of Southern California
- Walden University

- All American Writing Instruments (AAWI)
- Beautiful Sangria
- Garland
- Goode Holdings, LLC
- Goode Worldwide
- Jade Owl Cafe
- PenScents
- Pencil Heroes
- Pokka
- RePen
- RevMark
- The Elite Event Co

END CREDITS

Design. Jaelyn Flores. Phem Chaney. Yonni Crutcher. Selina Lewis. Kiara Massey. Cameron Mayfield

Content Development. Sam Goode. Jaclyn Barlett. Hana Qwfan. Moiesha Wilfred.

Research. Lieza Klemm. Lauren Studer. Elana Rae. Athalie Cayo. Jamie Buck. Angelina Macias.

Reviewers. Sam Goode. Zakiya Brown, Ed.D. Shawn Kindle, Ph.D. Ivy Banks, Esq. Nico Luevanos.