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# 28 DAYS OF EXCELLENCE

UP-CLOSE AND PERSONAL LIFE  
FAIR!

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YEAR 3 THEME  
THE HUSTLE & MOTIVATE  
TOUR!

REPRESENTATION MATTERS!

*CURATED BY: ERADAJERE OLEITA  
WITH SUPPORT FROM CRYSTAL HENDERSON*



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# PROJECT OVERVIEW

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## OBJECTIVE

28 days of excellence was created out of a need for representation in black and brown spaces. 28 days is more than a career fair, its a life fair. It serves as a way to connect school age students to people and careers in every field of life. 28 days also curates authentic conversations around harsh topics.

This years theme is Hustle and Motivate and its purpose will be to highlight different millennials in Detroit during black history month. The goal is too shed a light on a few amazing individuals in the city that are making an impact both locally and nationally.

## HOW SPEAKERS & SCHOOLS ARE SOURCED?

- Mentors are chosen through a volunteer application process. In special cases mentors request a specific school based on relationship ( alumni, age range, school type..) . We seek out mentors with unconventional jobs (artists, You-Tubers, entrepreneurs) and successful people with or without college degrees.
- Schools are sourced through the DPSCD database and by writing it, with a preference for middle and high schools. Schools are then given a form to fill and are then selected based on availability.

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# PROGRAMING STYLE

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## WHAT YOU CAN GET :

WE OFFER TED STYLE CONVERSATIONS FOR AUDITORIUM AND CLASSROOM SETTINGS.

PANEL STYLES: (EACH PANEL IS MODERATED WITH PRESELECTED QUESTIONS AND AUDIENCE SOURCED QUESTIONS.)

- **Mental health Panel;** A group of 6-10 Mental health professionals and Media Influencers talking about their journeys and ways to self-care. Living as a teenager with mental health.
- **Adulting Panel;** A group of 6-10 people that will talk through the perils of life and the common mistakes taken by young people.
- **Financial Literacy Panel:** A group of 6-10 people will talk about credit scores, loans, paying bills, opening bank accounts and more...
- **STEM & Career panel:** A group of 6-10 professionals representing one field of the professional sector from lawyers to engineers.
- **Entrepreneur Panel:** A group of 6-10 millennial entrepreneurs that will talk about proper business practices as well as also talking about the pitfalls that come with this line of work.
- **Living as a man in America:** A panel of 6-10 MEN with the guidance of a moderator will have an open dialogue conversation about living like a man and what comes with it.
- **Living HER life:** A panel of 6-10 WOMEN with the guidance of a moderator will have an open dialogue conversation about living like women and what comes with it.



# THE BREAKDOWN

The speakers will also be given the opportunity to be mentors and build that bond with the students over the course of mentor speed dating portion, and their information is provided to all in attendance.

## WHO

### MILLENNIALS

28 days seeks out Michigan raised millennials in professional fields. Careers from doctors to social media influencers. The reason behind our career choices stems from the rapidly changing professional climate in response to digital age.

## WHERE

### SCHOOLS & COMMUNITY SPACES

The main goal is to meet students where they are at, i.e schools. We are seeking out middle and high school aged students in underserved and underrepresented communities.

## WHEN

### MONTH OF FEBRUARY AND MARCH

We seek to have our program during black history month. Since breaks happen during that month we added another one, in order to get the more out of it.

IN THE TWO  
YEARS OF  
RUNNING WE  
HAVE WORKED  
WITH:

25  
SCHOOLS

60+  
MENTORS

40+  
CLASSROOMS &  
10 ASSEMBLIES

" I never knew I could be  
an artist and make  
money!"

SAMPSON WEBBER STUDENT



# PARTNERSHIPS

## PAST MENTORS

Ally the Pub-TV/Radio Personality  
Jewell Jones-Michigan State REP  
Larry A Smith II-LII Media (L2 Media)  
Lando Success- Flight attendant  
Curtis Lamar- CEO of CROWDFREAK  
Jovan Pillow-Harmon- Party Promoter  
Jason L. Ford (SQUEEZE)- Author  
Lamaria McClendon- Life Coach  
Valyncia Page- FrontPage Relator  
Kristy Love- T.V Host & Life coach  
Ché Taylor- Rapper  
Inglish Reed-Jones- Millennial V.s Everybody founder  
Raphael Wright- Author and Entrepreneur  
MeYonna SwaVaye- Sex Educator  
Tony Whlgn®- Visual Artist & Influencer  
Eccentric danny - Visual artist & SBOY

## OUR SCHOOLS

SAMPSON WEBBER  
COMMUNICATIONS AND MEDIA HIGH SCHOOL  
EMERSON MIDDLE SCHOOL  
BOGGS SCHOOL  
OSBOURN HIGH SCHOOL  
DETROIT COLLEGIATE PREP  
EAST ENGLISH VILLAGE  
RONALD BROWN  
JOHN. R. KING  
MANN ELEMENTARY  
CLIPPERT ACADEMY  
NEINAS ACADEMY  
KEIDAN  
MAYBURY.....

# WHAT WE NEED FROM YOU

## SCHOOLS

- Auditorium or classroom
- Speakers
- Microphone
- Overhead projector
- Chairs for guests and students
- Availability calendar
- A point person.
- Completed survey and Sign-up form
- Signed photo and video release form

## MENTORS/ SPEAKERS

- Completed interest form
- A Bio sheet
- Availability calendar for the month of February and March
- Headshot

"We all have an obligation to pass  
the knowledge we have to the youth  
we know!"

SOCIETY



# WHAT WE PROVIDE

## SCHOOLS

- Mentors
- Light refreshments/food for Mentors
- Resources guide
- Contact information for mentors
- Keepsake

## MENTORS/ SPEAKERS

- A certificate of completion
- A video and/or picture of Event
- A memento Headshot
- A chance to impact young growing minds

## WHAT NEXT:

IF THERE ARE ANY ADDITIONAL QUESTIONS OR CONCERNS, CONTACT ERADAJERE OLEITA BY PHONE AT **(313)585-3664** OR EMAIL **[ERADA@YOUTHENERGYSQUAD.ORG](mailto:ERADA@YOUTHENERGYSQUAD.ORG)**

REGISTRATION OPENS NOV.8TH 2019 AND  
CLOSES JAN. 17TH 2020.