



New York State  
Office of  
Children & Family  
Services

# The NYSOCFS Youth Portfolio



State of New York

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The NYSOCFS portfolio includes strategies to develop and use a portfolio that will help you land a job, an internship, or even admission into higher education and training programs.

In your schools, faith communities, and neighborhoods, you engage in activities that teach the very qualities employers seek: dependability, honesty, punctuality, leadership, and initiative.

Some of you have even received certificates, awards, positive letters, and honors, that can be used to your advantage.

You stand out when you bring all this information to an interview in the form of a portfolio. A portfolio is a place for you to show the skills, strengths, and talents employers want.

The Office of Workforce Development has prepared materials and strategies to help you build a portfolio that will catch the eye of any employer.

Good luck!

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The NYSOCFS Portfolio was developed by the:  
New York State Office of Children & Family Services  
Office of Workforce Development

**For more information,  
visit us online at: <http://www.ocfs.state.ny.us/main/owd/>  
or call: (518) 473-1813**

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## Key Factors to Protecting Your Personal Information

Your portfolio contains personal information. If someone wrongfully takes that information it is a crime called **Identity Theft**. One way a person may steal your identity is by using copies of your Social Security Card, Birth Certificate, Working Papers and other identifying documents. It is very important that you keep your portfolio with you and not leave it with anyone. As with any crime, you can't guarantee that you will never be a victim, but here are some suggestions that can minimize your risk:

-  Don't give out personal information (Social Security Number, credit card number, date of birth, etc.) on the phone, through the mail or over the Internet unless you've initiated the contact and are sure you know whom you're dealing with.
-  Don't carry your Social Security Card; leave it in a secure place and commit the number to memory.
-  Secure personal information in your home, especially if you have roommates, employ outside help or are having service work done in your home.
-  To stop an identity thief from picking through your trash to take your personal information, tear or shred your charge receipts, copies of credit applications, insurance forms, physician statements, checks and bank statements, expired charge cards that you're discarding, and credit offers you get in the mail.
-  Carry only the identification information and the number of credit and debit cards that you'll actually need.
-  When deciding on a "password," avoid using easily available information like your mother's maiden name, your birth date, the last four digits of your Social Security Number, your phone number, or a series of consecutive numbers. Place all passwords in a safe place.
-  Give your Social Security Number only when absolutely necessary! Instead, ask to use other types of identification when possible.
-  Pay attention to your billing cycles. Follow up with creditors if your bills don't arrive on time. A missing bill could mean an identity thief has taken over your account and changed your billing address to cover his tracks.
-  Be wary of promotional scams. Identity thieves may use phony offers to get you to give them your personal information.
-  When at work, keep your purse or wallet in a safe place.
-  When ordering new checks, pick them up at the bank, rather than having them sent to your home mailbox.

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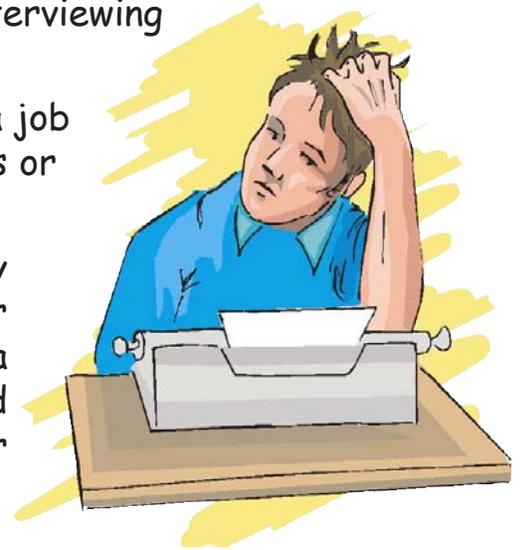
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# Your PORTFOLIO

A **portfolio** is an opportunity to show off your **skills**, **strengths**, and **talents**. Take the Portfolio with you whenever you are interviewing for a job or applying to a training program.

A **portfolio** is a tool you can use to prepare for a job interview. You should review it every few months or as you gain new skills, strengths and talents!

**Remember**, a portfolio is not a scrapbook, so only include information of interest to an employer or training program. This is your chance to make a good impression - all documents should be typed or neatly written and checked for good grammar and spelling.



## Portfolio Sections:

Each portfolio is as individual as you are and some information can be placed in more than one section. The general sections outlined in this sample portfolio are a start for you to build your own unique portfolio:

- ◆ Personal Profile- The 60-Second Infomercial
  - ◆ Resume/Fact Sheet
  - ◆ Five-Year Plan
  - ◆ Work Essential Documents
  - ◆ Academic Documents
  - ◆ Samples of Work
  - ◆ Awards and Recognition
  - ◆ References
  - ◆ Community Resources
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# Section 1

## PERSONAL PROFILE-

### *The 60-Second Infomercial*

This section is designed to help you prepare for the *dreaded* question everyone is asked during an interview: "Can you tell me a little about yourself?" By identifying your skills, strengths, and talents *and* connecting them to the expectations of employers, you will be able to sell yourself. It is important that your answer to the *dreaded* question comes easily. Networking opportunities can arise at unexpected times and being prepared is a key to making a good and lasting impression. In order to accomplish this task you must:

- ◆ Identify your selling points. An employer can't spend all day getting to know you: *Creating a 60-Second Infomercial* is the best way to market yourself. You can start crafting your Infomercial by writing a list. Putting it down on paper will help you organize your skills, strengths, and talents and will also help overshadow any of your weaknesses. Selling points should be unique to you, but you need to cover the basics that most employers look for (e.g. communication skills, team player, reliability, etc.). Use these basic skills as a starting point. When you have the basics out of the way, you can then concentrate on your unique skills, strengths, and talents. What sets you apart from the crowd? If you aren't sure of your skills, strengths, and talents, ask your friends, teachers, or family.
  - ◆ Write your script and place it in this section. If you need help, a sample format for a *60-Second Infomercial* can be found on the next page.
  - ◆ Practice it!
  - ◆ Video tape it and have it critiqued by others.
  - ◆ Reevaluate the script as you develop new skills, strengths, and talents
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## 60-Second Infomercial Script

You can use the following format to help you come up with your Infomercial Script:

- ◆ Your name: (5 seconds) \* This is just for recording your Infomercial. At an interview you probably won't need to mention your name again during your 60-Second Infomercial.
- ◆ Reason interested in the position: (10 seconds)
- ◆ Skills, strengths, and talents: (25 seconds)
- ◆ Previous employment experiences: (15 seconds)
- ◆ Your tag line or why you would make a good employee: (5 seconds) \*Your tag line is your final sentence used to market or sell yourself. Try to make it unique and memorable.

Having a prepared Infomercial will help you confidently answer when an employer asks, "Tell me about yourself."



Now that you have prepared a script, you should practice your Infomercial. A great way to do this is to record your Infomercial on a video camera. If you can memorize it first it might help you remember your points without using your script. Remember that you are marketing and selling yourself, so pretend you're at an interview and the camera is an actual employer.

Practice enunciating, looking the employer (camera) in the eye, and remember to speak loudly enough for the employer to hear you. Watch the Infomercial after you have recorded yourself. Ask yourself these questions:

- ◆ Did I market myself effectively?
  - ◆ Did I mention all of my skills, strengths, and talents?
  - ◆ Would the employer be interested in what I was saying?
  - ◆ Would I have been offered the job?
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## 60-Second Infomercial

**Name: Carmen Manero**  
**Job: Sales Representative**

### *The 00:60 Infomercial*

I'm a junior at St. Mary's High School. I've had two work experiences, one volunteer and the other paid. Each one taught me a lot about "work," things that I couldn't have learned in school.

I've been working at Fast Foods, Inc. since February. I work 15 hours/week and am keeping my grades up. I work the register, clean tables, and make french fries. Fast Foods taught me there's a lot more to running a business than the "glitzy" jobs of manager or owner. Unless a business is clean when the customer gets there, unless the customer's greeted with a smile, unless the customer feels important - the customer won't be back.

I also learned it takes a team of hard workers to make any business successful - whether it's Fast Foods or here at Retail Sales, Inc.

As a volunteer in my church summer camp, I was an activities counselor for a group of ten kids. I ran activities like arts & crafts and board games. There, I learned patience and the importance of being on time! It taught me that being late, even if it's just for five minutes, inconveniences somebody.

I'd also like to mention that this year, in school, I took a class in "How to Run a Business," where I learned about everything from profits and overhead, to hiring and firing, and how shoplifting hurts everybody.

If I had to list the top personal qualities that I'd bring to Retail Sales, Inc., I'd pick three:

I'm hardworking - There's always something to do in a business like this, and most of happens behind the scenes;

I'm honest - It takes a long time to earn somebody's trust, but you can lose it in a second. And once you do, you can never come back all the way; and

I want to learn - I believe that any job is a chance to learn new things. I know I've learned a lot so far.

What I promise you is this: If you hire me to work for you here at Retail Sales, Inc., my first responsibility will be to make you say everyday: "Gee, I'm so glad I hired Carmen."

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## 60-Second Infomercial

**Name: Erik Brown**

My name is Erik Brown. I'm 15 years old and a sophomore in high school. I've worked hard to maintain good grades and now that I'm on the Honor Roll my parents have given me permission to work 15 hours a week.

I've had two jobs: One was mowing my neighbor's lawn. This was a good experience for me. I had to manage my time in order to make sure the lawn was done once per week, taking the weather into consideration. I was very independent. My neighbor never had to remind me to do it.

My other neighbor asked me twice last summer to bring in her mail, water her plants and take care of her cat while she was on vacation. I was very proud that she picked me out of all the neighborhood kids. She knew I was trustworthy. I did a good job for her and she has already asked me to help her again next summer.

I am also on a Little League baseball team and have been playing for the past 5 years. This taught me a lot about teamwork and I won the "Sportsmanship Award" twice. I was able to not only do my best but to encourage other team members to do their best. My coach feels that I work well as a member of a team and always comments on how dedicated I am.

I would like to be a member of your team! Even though I don't have a lot of experience I do know that I follow through on my commitments, am a fast learner, can work well with others, and can take direction. I'm confident that if you give me this opportunity for my first job you will be as impressed with me as are my neighbors and coaches!

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## Section 2

### RESUME / FACT SHEET

It's important for you to understand how to create a resume as each job application may require a new or at least some changes to an existing resume. Here are some general guidelines:

- ◆ Review and update resume every 6 months or as new skills are achieved.
- ◆ Emphasize strongest attributes - skills, education, experience and accomplishments - that match job requirements.
- ◆ Use action verbs.
- ◆ Use phrases, not full sentences, leave out "I."
- ◆ Highlight special skills, strengths and talents.
- ◆ Include awards, certifications and licenses.
- ◆ Include an appropriate e-mail address.

There are many types of resumes available for use. Youth or those with little or no work experience may:

- ◆ Emphasize **skills** rather than employment.
- ◆ Highlight a variety of work experiences (paid, unpaid, or other work activities).

What goes on a great resume?

◆ **If you are 16 or older,**

your resume should include:

- ◆ Objectives/goals
  - ◆ Capabilities
  - ◆ Education
  - ◆ Employment experience (include volunteer, community service as well as paid work experience)
  - ◆ References
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◆ **If you are under 16,**

Instead of a resume, prepare a **fact sheet** with information such as your:

- ◆ Name and address
  - ◆ Education
  - ◆ Work-related experience/skills, with a contact name and phone number (include volunteer, community service as well as paid work experience)
  - ◆ Skills, strengths, and talents
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**Carmen Manero**

1234 Portfolio Place  
Brooklyn, New York 00000  
(111) 222-3333  
cmanero@iwillsucceed.com

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**OBJECTIVE:** To obtain a part-time entry-level position in retail sales.

**SKILLS AND ACHIEVEMENTS:**

- Creative problem solver
- Excellent telephone etiquette
- Detail orientated
- Good organizational skills
- Works well with customers and fellow employees
- Awarded Camp Counselor of the Week – Summer 2003
- Inducted member of National Honor Society – Spring 2002

**WORK HISTORY:**

**Fast Food Server** Summer 2004 – Present  
Fast Foods, Inc.  
0000 Hamburger Street, Brooklyn

- Greeted customers and assisted them with menu selections
- Operated an electronic cash register, took customer payment, and made change
- Followed food preparation and cleaning procedures
- Performed all other duties, as assigned

**Volunteer Camp Counselor** Summer 2002  
Camp KIDS  
St. Mary's Church, Brooklyn

- Assisted with recreational and arts and crafts activities
- Acted as a role model for children aged six to ten

**EDUCATION:**

**St. Mary's High School**  
Brooklyn  
Major: Business  
Projected Graduation: 2006

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## FACT SHEET

**Name:** Erik Brown

**Address:** 100 Employment Street  
Syracuse, NY 11111

**Phone Number:** (111) 222-3333

**Email Address:** Erik Brown@iwantajob.com

**Education:** South Chandler HS, Syracuse, NY  
Class of 2007

**Work Experience:** (Include supervisor's name, address, and phone number)

Mowing lawns, (summer 2004)

House/pet sitting (summer 2004)

**Volunteer/Community Service:** Animal Shelter

### References:

1. Mr. Needs Hislawnmowed, 90 Employment Street, Syracuse (111) 222-3334
2. Mrs. Kat Lady, 87 Employment Street, Syracuse (111) 222-3345
3. Mr. Baseball Coach 27 Recreation Lane Syracuse (111) 333-1111

**Interests:** Baseball

**Skills, Strengths, & Talents:** Getting along well with others, being a team player, trustworthy, good with animals, enjoys working outdoors.

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## Section 3

### FIVE-YEAR PLAN



You may not have a clear idea of a career path. So, it's important to use formal and informal assessments to help you explore various career clusters.

When setting a five-year plan you're able to set short-term goals and set small steps toward a larger goal. The following instruments are used to help you understand yourself better:

- ◆ Self-Directed Search
- ◆ Holland Assessment, and/or Interest Profiler
- ◆ Multiple Intelligences Assessment (Smart Options)
- ◆ Learning Style Assessment
- ◆ Work Importance Locator
- ◆ Ability Profiler
- ◆ Ansell-Casey Life Skills Assessment

Once you have completed these assessments, you can use the information toward explore career choices in identified areas and determine a path that meets your educational and vocational goals.

You can also use the Income Growth Strategy to help plan small steps to achieving your ultimate career goal.

You should look at entry-level work experience as a stepping stone to gaining better positions.

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**My Five-Year Plan**

	<u>Education</u>	<u>Work</u>
<i>Where I Am Today</i>	<i>High School Junior</i>	<i>Fast Food</i>
<i>Goals</i>	<i>College Graduate</i>	<i>Management Program Retail Industry</i>

**YEAR 1**                      **High School Senior**                      **Sales Associate (part-time)**

**YEAR 2**                      **Freshman Year College**                      **Sales Associate (part-time)**

**YEAR 3**                      **Sophomore Year College**                      **Sales Associate (part-time)**

**YEAR 4**                      **Junior Year College**                      **Shift Supervisor (part-time)**

**YEAR 5**                      **Senior Year College**                      **Shift Supervisor (part-time)**

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**ERIK BROWN**

**My Five-Year Plan**

	<u>Education</u>	<u>Work</u>
<i>Where I Am Today</i>	<i>High School Sophomore</i>	<i>Active Volunteer</i>
<i>Goals</i>	<i>Post High School Degree</i>	<i>YMCA Executive Director</i>

<b>YEAR 1</b>	<b>High School Junior</b>	<b>YMCA Recreation Assistant (part-time)</b>
<b>YEAR 2</b>	<b>High School Senior</b>	<b>YMCA Recreation Assistant (part-time) - Attain Red Cross Certification in First Aid and CPR</b>
<b>YEAR 3</b>	<b>Freshman CC College</b>	<b>YMCA Recreation Assistant (part-time) - Attain Red Cross Certification in Water Safety</b>
<b>YEAR 4</b>	<b>2nd Year CC College</b>	<b>Chandler Community Center Shift Supervisor (part-time)</b>
<b>YEAR 5</b>	<b>Associates Degree</b>	<b>Chandler Community Center Assistant Director</b>

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## Section 4

### WORK ESSENTIAL DOCUMENTS

This is the place to keep the documents you will need to show an employer:

- ◆ Working Papers
- ◆ Birth Certificate
- ◆ Social Security Card
- ◆ Alien Registration Card (if applicable)
- ◆ Non-Driver Photo ID Card, Drivers Permit or License (if applicable)
- ◆ Selective Service Registration (if applicable)



AT-19

THE UNIVERSITY OF THE STATE OF NEW YORK  
THE STATE EDUCATION DEPARTMENT  
ALBANY, NEW YORK 12234

Student General Employment Certificate  
Valid for Lawful  
Employment of a Minor 16 or 17 Years of Age  
Enrolled in Day School When Attendance  
Is Not Required

12345

3-25-04

Number

Date of Issuance

Carmen Malerno

Name of Minor

9-24-87

100-00-1001

Date of Birth

Social Security Number

*Carmen Malerno*

Signature of Minor in Presence of Issuing Official

St. Mary's High/New York

(School Building and Public School District)

*Mr. Timothy O'Green*

Signature of Issuing Official

Rev. 9/91

AT-18

THE UNIVERSITY OF THE STATE OF NEW YORK  
THE STATE EDUCATION DEPARTMENT  
ALBANY, NEW YORK 12234

Nonfactory Employment Certificate  
Valid for Lawful  
Employment of a Minor 14 or 15 Years of Age  
Enrolled in Day School When Attendance  
Is Not Required

This certificate expires the day preceding the minor's sixteenth birthday.

45678                      6-4-04  
Number                      Date of Issuance

Erik Brown  
Name of Minor

9-7-89                      444-41-2222  
Date of Birth                      Social Security Number

*Erik Brown*

Signature of Minor in Presence of Issuing Office

South Chandler High/Syracuse  
School Building and Public School District

*Dawn Lester*

Signature of Issuing Office

Rev. 4-91

# Your General Hospital

City, State



**His** Certifies that Carmen Manero

was born in the Your General Hospital in the City of Syracuse  
on the Twenty-fourth - day of - September - A.D. 19\_87

Sex: Male

Father: Name of Father

Mother: Name of Mother

Date Filed: October 30, 1987

State File No.: 2001-316525



*In Witness Whereof the said Hospital has  
caused this Certificate to be signed by its duly  
authorized officer and its Corporate Seal to  
be hereunto affixed*

*Bill Cole*

*Dr. Harris G. Romanest*  
Attending Physician

Administrator

# Your General Hospital

Syracuse, New York



*This Certifies that* Erik Brown  
*was born in the* Your General Hospital *in the City of* Name  
*on the* ninth *day of* September *A. D.* 1987

*Sex:* Male

*Father:* Name of Father

*Mother:* Name of Mother

*Date Filed:* 03-06-2001

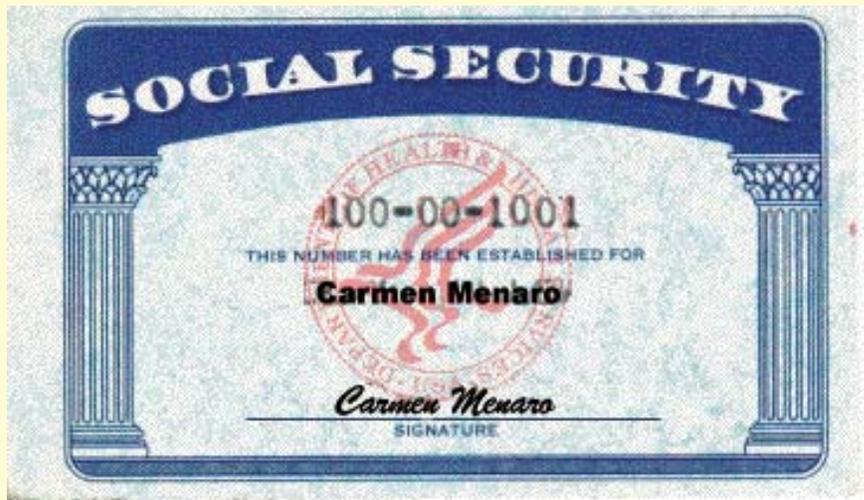
*State File No.:* 2001-316525

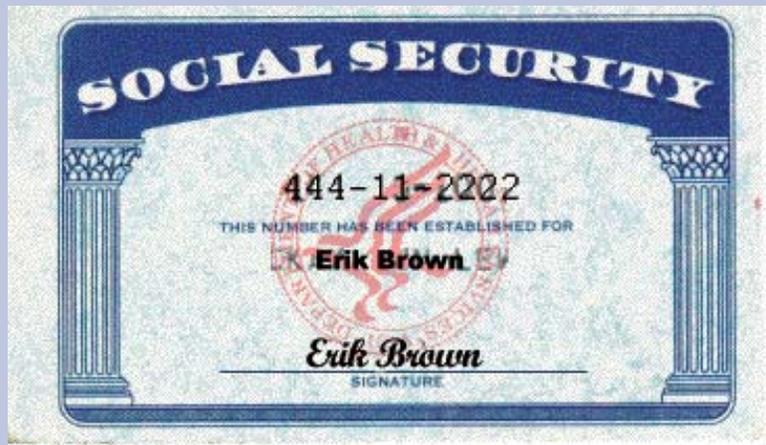


*In Witness Whereof the said Hospital has caused this Certificate to be signed by its duly authorized officer and its Corporate Seal to be hereunto affixed*

*Dr. Harris G. Connerbert*  
*Attending Physician*

*Bill Cole*  
*Administrator*





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## Section 5

### ACADEMIC DOCUMENTS

No portfolio would be complete without talking about your school performance. Be sure to include your:

- ◆ Report Card
- ◆ High School or College Transcripts
- ◆ Honor Roll Certificates
- ◆ GED
- ◆ SAT or PSAT scores

A hand-drawn report card titled "REPORT CARD" with two columns: "SUBJECT" and "GRADE". The subjects and grades listed are: MATH (A), SCIENCE (B), LANGUAGE ARTS (C+), SOCIAL STUDIES (B), PHYS. ED. (A), MUSIC (A), and DRAMA (B+). Below the table is a section for "TEACHER COMMENTS" with several lines of illegible handwriting.

REPORT CARD	
SUBJECT	GRADE
MATH	A
SCIENCE	B
LANGUAGE ARTS	C+
SOCIAL STUDIES	B
PHYS. ED.	A
MUSIC	A
DRAMA	B+

TEACHER COMMENTS  
Gym was very good  
with the help of  
the gym teacher  
and the students

## St. Mary's High School Transcript Graduation Year 2006



<b>Student Information</b>	03220
<b>Name (Last, First, MI)</b>	Manero, Carmen
<b>Address</b>	1234 Portfolio Pl.
<b>City/State/Zip</b>	Brooklyn, NY 00000
<b>Parents</b>	Jim and Mary
<b>Telephone</b>	(111) 222-3333
<b>Gender</b>	Female
<b>Place of Birth</b>	Brooklyn, NY
<b>Date of Birth</b>	9/24/87

Subject	YEAR 02-03 Final Grade	YEAR 03-04 Final Grade	YEAR 04-05 Final Grade	YEAR 05-06 Final Grade
Algebra I	92			
Algebra II		95		
American Literature	95	96	98	
Biology	94			
Chemistry		99		
Earth Science			95	
Home Economics I	95			
Intro to Business		97		
Leisure Piano	P	P	P	
Life Science				
Physical Education	P	P	P	
Regents-Advanced Math			94	
Spanish I	99			
Spanish II		97		
Spanish III			98	
U.S History		97		
U.S World Relations			98	

# South Chandler High School Transcript

**Student: Erik Brown**

**Actual Course Breakdown**

Year \_\_\_\_\_

<b>Term 1</b>		<b>Term 2</b>		<b>Term3</b>	
Design	B	Art & Design	A	Art & Design	A
Biology	C	Biology	C+	Biology	C
Chemistry	A	Chemistry	A-	Chemistry	A-
Economics	B	Economics	B+	Economics	B
English Language	A	English Language A-	English Language	English Language	B
German	C+	German	C	German	C
History	B+	History	B	History	B+
Mathematics	B	Mathematics	B	Mathematics	B-
Music	A	Music	A-	Music	A-

Year \_\_\_\_\_

<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>	
Art & Design	A	Art & Design	A-	Art & Design	B
Biology	C-	Biology	C	Biology	C+
Chemistry	A	Chemistry	A	Chemistry	A
Economics	B-	Economics	B	Economics	B+
English Language	A	English Language	A-	English Language	A
German	C	German	C	German	B-
History	B+	History	B+	History	B+
Mathematics	B+	Mathematics	B+	Mathematics	B-
Music	A	Music	A	Music	A

Year \_\_\_\_\_

<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>	
Biology	C+	Biology	B-	Biology	B
History	B+	History	A-	History	A-
Art & Design	A	Art & Design	B+	Art & Design	B+

Year \_\_\_\_\_

<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>	
<b>Biology</b>		<b>Biology</b>		<b>Biology</b>	
History		History		History	
Art & Design		Art & Design		Art & Design	

**National Honor Society**



*This is to certify that*

*Carmen Manero*

*has been inducted into the National Honor Society*

*Principal Walter Short*

*December 2004*

# *HONOR ROLL*

*This certifies that*

**Erik Brown**

*has demonstrated superior achievement  
and academic excellence for this grading period.*

Mrs. Stockholm

December 2004

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## Section 6

### SAMPLES OF WORK

Employers and training programs will want an idea of your **SKILLS, STRENGTHS AND TALENTS**. Samples of your work can come from a variety of experiences, so be sure to draw from your community service, volunteer experience, and job shadowing. Include in this section:

- ◆ Vocational training certificates you have earned (e.g. American Red Cross Babysitting, First Aid or CPR)
- ◆ Photos of you at work or involved in a vocational activity
- ◆ Samples of your writing
- ◆ Excel or PowerPoint Presentations
- ◆ Samples of your artwork or poetry



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# Carmen's Camp for Creative Children

## Business Plan

### Business Description

Carmen's Camp for Creative Children, Inc. (Carmen's Camp) is a quality, structured, children's summer camp business for school-aged children between ages 6 and 8. Carmen's Camp, located at 1234 Portfolio Place in Brooklyn, provides child sitting services for the residents of Longwood Park during the summer months, Monday through Friday, from 8:00 a.m. to 4:00 p.m., or, by appointment.

As an alternative to summer programs or leaving children unattended, staff help with/ monitor appropriate programming, serve a light snack, and/or supervise children until their parents arrive. The summer service includes outdoor activities within the neighborhood when the weather is nice, playing games, arts and crafts, and down time activities.

### Service Description

Carmen's Camp is a quality summer camp business for residents of Longwood Park that offers a structured program that is both educational and fun. Services and activities include: 1) making and serving lunch and before dinner snacks; 2) monitoring play time; 3) supervising children until parents arrive; and 4) providing a safe and fun summer camp experience. Fridays focus on outdoor activities within the neighborhood, such as going to the park, playing at the local play ground, and swimming at the local pool. Quiet time, which consists of reading stories, taking naps, coloring, and television and movie viewing with parents' consent.

### Operating Hours

Summer camp services are offered Monday through Friday only from 8:00 am to 4:30 p.m., except holidays, which require a special agreement.

### Business Location

Carmen's Camp is located at 1234 Portfolio Place, Brooklyn, NY 00000.

### Marketing

Carmen's Camp uses a variety of media to promote the business. Flyers are the primary way to reach residents with school-aged children. These flyers are distributed door-to-door and by a direct mailing campaign, twice annually. Since there are only about thirty families in the neighborhood who may want to use the service, the cost of a direct mailing campaign has been minimal, e.g., 30 families x \$0.37 = \$11.10. In addition to the direct mail and the door-to-door campaigns, the Carmen's Camp website offers an agreement form which families may download or printout to complete and fax or mail. While there are no costs associated with maintenance of the website (it is a pull-down menu button on Carmen's mother's website), Carmen pays a monthly fee of \$20.00, which equals \$240 annually toward maintenance of the website.

In addition to door-to-door distribution, direct mail campaigns, and e-business, Carmen's Camp markets and promotes the service by placing flyers on bulletin boards in community centers, recreational centers, and schools. Carmen's Camp also uses word-of-mouth and conducts focus group sessions during several Home Owner Association meetings.

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The focus group sessions have been an excellent way to determine residents' interest in the services offered by Carmen's Camp. Eighty percent of the families with school-aged children said that they were interested in using or learning more about Carmen's Camp. As a result of the focus group sessions, the business has the commitment of four families who are interested in using the service, and two additional families who have expressed an interest in learning more about Carmen and the business. While these families are less than the thirty percent market share that Carmen had hoped to recruit, these potential clients represent twenty percent of the total summer camp market in Longwood Park, a fairly good market share.

### **Competition**

Since Carmen's Camp is the only summer camp business operating at Longwood Park, there are no direct competitors. However, in Tanglewood which is less than three-quarters of a mile away, there are three summer camp businesses operating with which Carmen's Camp must compete: Camp Bethany, Camp Littlefeather, and Tanglewood Community Camp in the Park.

Camp Bethany is a child day care service that specializes in providing day care to toddlers from ages 2 to 5. This business has been operating for nearly four years and targets working parents in Tanglewood only. Camp Bethany appears to have captured 50 percent of the child care services in the Tanglewood area and at this time does not appear to be interested in expanding into Longwood Park. Camp Littlefeather, like Camp Bethany, operates in Tanglewood but offers child day care services to newborns, infants, and toddlers up to age four. Camp Littlefeather has been operating for nearly two years and has captured about twenty-five percent of the newborn, infant, and toddler market in Tanglewood. Recent advertisements indicate that Camp Littlefeather has moved into the Longwood Park area but, like Tanglewood, focus only on the newborn to toddler market. Tanglewood Community Camp in the Park operates in Tanglewood but offers camp services to children ages 10 to 14. The Tanglewood City Camp has operated for over fifteen years and has captured 45 percent of the 10 to 14 market and at this time does not appear to be interested in expanding into Longwood Park or serving younger children.

While all businesses may offer a degree of competition because each could expand into the market which Carmen's Camp has targeted, Carmen's Camp is in an excellent position to capture thirty percent or more of the market; if Carmen's Camp uses an aggressive, targeted advertising campaign. Furthermore, there is a possibility that Carmen's Camp can pick up a portion of the child sitting market for children ages six to eight in Tanglewood since neither of the competitors serve these markets.

### **Management**

Carmen's Camp for Creative Children is owned and operated by Carmen Manero, a 17-year-old student at St. Mary's High School in Brooklyn. Carmen is an honor student and has worked with young children at a church-run summer camp, has earned a Red Cross Babysitting Certificate and is a Certified Lifeguard.

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## Startup Budget

Below are estimates of costs for Carmen's Camp for Creative Children, Inc.

<b>Equipment</b>	<b>Costs</b>	<b>Total</b>
PC or Laptop	\$20.00	\$20.00
Printer paper	\$29.00/ 2 boxes	\$58.00
Color printer	\$15.00	\$15.00
Internet access	\$16.95/month x 12	\$203.88
Webpage design	\$ 500.00	\$500.00
Advertising/Promotion	\$25/month x 4	\$100.00
Flyer Design/printing	\$0_____	\$0_____
-	<b>\$602.95</b>	<b>\$896.88</b>

## BALANCE SHEET

### Carmen's Camp for Creative Children

#### ASSETS

Tower Federal Savings Account	-
\$50.00	
Supplies	<u>\$100.00</u>
Total Assets	<u>\$350.00</u>
-	-
-	Total Liabilities+ Owners Equity equals

#### LIABILITIES

\$250.00	Supplies
-	
Total Liabilities \$50.00	
Owners Equity \$300.00	
	\$350.00

## INCOME STATEMENT

### Carmen's Camp for Creative Children

#### Anticipated Revenue

<b>Revenue:</b> (per month)	\$900.00
<b>Expenses:</b>	-
Internet	\$ 15.00
Printer paper	\$ 5.00
PC/Laptop Repairs	\$ 8.00
Printer cartridges	\$ 15.00
Ads/Promos	\$ 25.00
Wages	<u>\$150.00</u>
Total Expenses	<b>\$218.00</b>
A. Net Profit:	<b>\$682.00</b>
B. Taxes*	<b>\$100.00</b>
C. Net Profit after taxes: taxes)	\$410.00 (a - b = c — or net profit minus taxes equals net profit after

\* Estimated taxes at 30%

Carmen has an agreement with her mother to pay the following expenses:

- Internet Access \$5.00/month
- Printer paper \$5.00 bi-annually
- Ads/promotions \$25.00/4 months
- Webpage design \$100.00 one time payment
- PC maintenance \$20.00/year
- Color cartridges \$15.00/year

Prepared by: Carmen Manero, Mrs. Jones' How To Run A Business' Class.



A not for profit  
association of  
professional  
safety and health  
educators

### AMERICAN SAFETY & HEALTH INSTITUTE

This certifies that

Carmen Manero  
has successfully completed a course in

- Pediatric CPR
- Adult CPR
- Adult/Pediatric CPR

VOID IF MORE  
THAN ONE  
COURSE  
CHECKED

**CPR**  
for the Community and Workplace™

### ASHI APPROVED CERTIFICATION CARD

John Smith

Authorized Instructor (Print Name)

John Smith

Holder's Signature

1/7/04

Date Completed

1/6/07

Renewal Date

555 1212

Training Center Phone No.

Training Center Note

Successful completion indicates card holder has met the required knowledge and skill objectives of the curriculum to the satisfaction of an ASHI authorized instructor. Successful completion does not guarantee future performance, nor imply state certification or licensure. The ASHI CPR curriculum is consistent with widely accepted guidelines for basic life support. Rate this program online at [www.ashinstitute.org](http://www.ashinstitute.org) or call (800) 682-5067.

VOID



A not for profit  
association of  
professional  
safety and health  
educators

### AMERICAN SAFETY & HEALTH INSTITUTE

This certifies that

Carmen Manero  
has successfully completed a course in

- Pediatric First Aid
- Adult First Aid
- Universal First Aid

VOID IF MORE  
THAN ONE COURSE  
CHECKED

**Basic First Aid**  
for the Community & Workplace™

### ASHI APPROVED CERTIFICATION CARD

John Smith

Authorized Instructor (Print Name)

John Smith

Holder's Signature

1/7/04

Date Completed

1/6/07

Renewal Date

555 1212

Training Center Phone No.

Training Center Note

Successful completion indicates card holder has met the required knowledge and skill objectives of the curriculum to the satisfaction of an ASHI authorized instructor. Successful completion does not guarantee future performance, nor imply state certification or licensure. Rate this program online at [www.ashinstitute.org](http://www.ashinstitute.org) or call (800) 682-5067.

VOID

# **Erik's Lawn Mowing Service**

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**Trustworthy & Reliable**

**FREE ESTIMATES**



**Call Today  
(111) 222-3333**



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## Section 7

### AWARDS AND RECOGNITION

This section is for your bragging! Include awards, such as:

- ◆ Student of the Month Award
- ◆ Most Improved Student Award
- ◆ Best Team Player Award

Be sure you're able to talk about how you achieved the award, how it made you feel, and how this is applicable to the job for which you are applying.

Think this over, because we often sell ourselves short. It's easy for somebody to say: "I won the Most Improved Student Award," but think about what this means: you are a hard worker, goal oriented, and you see things through. These are qualities employers want in an employee.

Include this information in your 60-Second Infomercial!



*Fast Foods, Inc.*  
*Employee of the Month*

*This certificate is awarded to*

*Carmen Manero*

*Ronald D. Manager*  
*Manager*

*Boss of Ronald*  
*Division Manager*



*Camp Kids  
Certificate of Recognition*

*is hereby granted to*

*Carmen Manero*

*Camp Counselor of the Week*

*Director Smith*

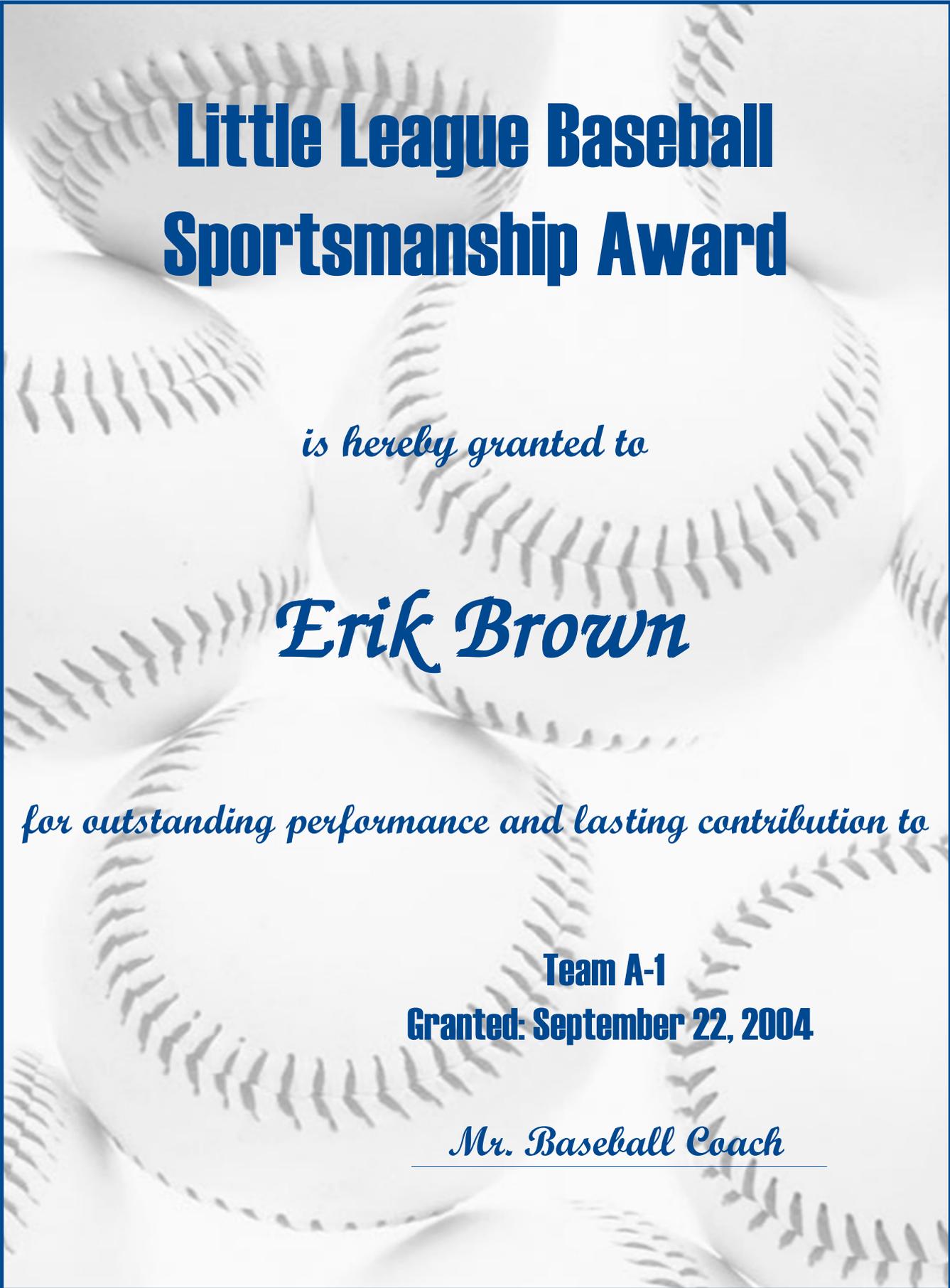
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*Camp Director*

*Counselor Jones*

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*Head Counselor*



# **Little League Baseball Sportsmanship Award**

*is hereby granted to*

***Erik Brown***

*for outstanding performance and lasting contribution to*

**Team A-1**

**Granted: September 22, 2004**

***Mr. Baseball Coach***

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## Section 8

### REFERENCES

If you're interviewing for a new job, expect to have your references checked prior to getting an offer. Having good references can be the clincher to getting that new job. Plan ahead and compile a list of references and some letters of recommendation, so you're prepared when a prospective employer requests them.

**Who should you ask to provide references?** On the average, employers check three references for each candidate, so have many ready. It's important to know your references, to select the right people, and to get permission to use them. You need people that can confirm that you worked there, your title, your reason for leaving and other details. It's also very important to have a good idea of what they are going to say about your background and your performance. It's perfectly acceptable to use references other than your employer. Acquaintances, teachers, customers, and neighbors can all make good references. If you volunteer, consider using leaders or other members of the organization as personal references.

When leaving a position, you should ask for a letter of recommendation right away. As time passes and people move on, it's easy to lose track of previous employers. With letters in hand, you'll have written documentation to give to prospective employers. If you haven't already done so, it's never too late to go back and ask for letters from previous employers.

**How do you ask for a letter of recommendation?** Don't ask, "Could you write a letter of reference for me?" Rather ask: "Do you feel you know my work well enough to write a good recommendation letter?" or "Do you feel you could give me a good reference?" That way, your reference has an easy out if they are not comfortable writing a letter and you can be assured that those who say "yes" will be enthusiastic about your performance.

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**References**

Mr. Ronald D. Manager  
Manager  
Fast Foods, Inc.  
Hamburger Street  
Brooklyn, New York 000-0000  
Phone: 000-000-0000

Sigmund Freud, Ph.D.  
Guidance Counselor  
St. Mary's High School  
Brooklyn, New York 00000  
Phone: 000-000-0000

Fr. Billy Graham  
Assistant Pastor  
Sr. Mary's Church  
Brooklyn, New York 00000  
Phone: 000-000-0000

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**CARMEN MANERO**

To Whom It May Concern:

Ms. Manero has been employed by Fast Foods, Inc. on Hamburger Street, Brooklyn, for the past 18 months. She has distinguished herself as a responsible, enthusiastic employee who treats co-workers and customers with cheerfulness and respect.

From the start, Ms. Manero has been a hard worker who was never late and would always ask questions to learn more about how to do her job better.

On several occasions, customers would seek me out to tell me how she extended herself to help them. Once, she was even commended by our Division Manager and, for her special help, was awarded the Employee of the Month.

I wish Ms. Manero the best of luck and regard her next employer as most fortunate to have her.

Sincerely,

*Ronald D. Manager*

Ronald D. Manager  
Manager  
Fast Foods, Inc. - Hamburger Street, Brooklyn

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**Saint Mary's Church**  
**Brooklyn, New York 00000**

September 10, 2004

Ms. Carmen Manero  
1234 Portfolio Place  
Brooklyn, New York 00000

Dear Carmen,

On behalf of the St. Mary's Church summer camp, I would like to thank you for volunteering your time and energy this summer to Camp Kids. Your devotion, enthusiasm, along with your positive attitude improved the "quality of life" for these underprivileged children.

Camp Kids is very fortunate to have young adults such as yourself committed to helping the community. Good luck in your future endeavors.

Sincerely,

*Father Billy Graham*

Father Billy Graham  
Assistant Pastor

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**Saint Mary's High School**  
**Brooklyn, New York 00000**

June 27, 2004

Ms. Carmen Manero  
1234 Portfolio Place  
Brooklyn, New York 00000

Dear Carmen,

In reviewing our records, we are delighted to recognize that you have attained Academic Honor Roll status for each semester from 2002 to the present. This achievement qualifies you for possible induction to the National Honor Society.

The administration at St. Mary's encourages you to apply for acceptance in this nationally recognized society. Please stop by my office to discuss this matter.

In closing, we want to congratulate you on your academic performance over the last three years, your outstanding work ethic is a model for all students at St. Mary's High School. Congrats!

Sincerely,

*Mr. Joe Guidance*

Guidance Counselor  
St. Mary's High School

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ERIK BROWN

June 30, 2004

Dear Erik,

Thank you so much for taking care of my mail, plants and dear kitty cat Kitty. I know two weeks was a long time and I appreciate the extra effort you put in when dear Kittly threw up all over the living room

I will be going to visit my sister in August and would once again like you to resume your duties for me. I will leave the key in your mailbox and emergency contact numbers on the refrigerator if you are available from August 12th - 23rd. Please let me know. I know I can count on you to be reliable and trustworthy and Kitty just loves you! Talk to you soon.

Sincerely,

*Mrs. Kat Lady*

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## ERIK BROWN

### *References*

1. Mr. Needs Hislawnmowed 90 Employment Street, Syracuse (111) 222-3334.
  2. Mr.Baseball Coach 27 Recreation Lane Syracuse (111) 333-1111
  3. Mrs. Kat Lady 87 Employment Street Syracuse (111) 222-3345
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## Section 9

### COMMUNITY RESOURCES

Learn about the resources in your community. Record in this section the contact names, addresses, and phone numbers of:

- ◆ Local One-Stop Career Center
- ◆ Community-Based Organizations that offer workforce development programs
- ◆ Childcare resources (if this is applicable)
- ◆ Transportation
- ◆ Private sector employers you may want to contact
- ◆ Workforce development programs offered by your school district (e.g., BOCES, vocational high school, magnet schools)



## My Community Resources

### 1. My One-Stop Center

#### Brooklyn Workforce Career Center

9 Bond Street, 5th Floor  
Brooklyn, NY 11201  
Contact: Leonard Battle  
E-Mail: [lbattle@goodwillny.org](mailto:lbattle@goodwillny.org)  
Phone: (718) 246-5219

### 2. Community-Based Organizations

#### a. Catholic Charities

000 Catholic Charities Street  
Brooklyn, New York 0000  
Contact: James T. Jones  
E-Mail: [jtcatholic@charities.website](mailto:jtcatholic@charities.website)  
Phone: 000-000-0000

#### b. All-You-Can-Be After School Program

000 After School Street  
Brooklyn, New York 0000  
Contact: Mr. George Washington, Director  
E-Mail: [1stpresident@allyoucanbe.usa](mailto:1stpresident@allyoucanbe.usa)  
Phone: 000-000-0000

### 3. Women's Health Clinics

Planned Parenthood  
1234 Fit for Life Ave.  
Brooklyn, New York 00000  
000-000-0000.

#### My Town Community Health Center

123 Healthy Ave.  
Brooklyn, New York 0000  
000-000-0000

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## My Community Resources

Name and Address of Community Resource	Phone Number	Contact Name
One-Stop Center		
Syracuse CNY Works 123 Salina St., Syracuse	(123) 456-7890	CNYworks@youthrvs.org
Community Based Workforce Development Program(s)		
Partners for Education & Business 465 Working Place JOBS Plus, 678 Park Place	(123) 456-7890 (098) 765-4321	Joe Youth John Doe
East Side Neighbors in Partnership	(111) 111-1111	Jane Doe
Youth Bureau or City Youth Agency	435-2362	
Work contact Green Lawn Landscape Service 111 Green St, Syracuse	(000) 000-0000	Mr. Green Jeans
Physician/Health Center University Health Care Center	464-5831	
Local School Onondaga County BOCES Syracuse Vo-Tech	433-9930	
Transportation Information/contact Robert DeWitt-Uncle CENTRO	(222) 222-2222 www.centro.org	
Child care	N/A	
Police/Ambulance	911	
Local Department of Social Services Civic Center, 421 Montgomery Street Syracuse	(315) 435-2985	
Emergency Housing Civic Center, 421 Montgomery Street Syracuse	(315) 435-2985	
Other: Boys and Girls Club	472-6714	