

MBA STUDENT MEETS NEEDS OF COMMUNITY IN CEI PLACEMENT

ADRIENNE ROSENSWIG (BA '99), met Kariann Aarup (BA-ECON '91, MBA '93) and Eric Steedman (MBA '00) through Net Impact, a society which allowed her to pursue and contribute to social awareness in business studies, and through that relationship found out about their Community Experience Initiative (CEI). After discovering CEI's summer internship program, she had only to make her way through the highly competitive application process in order to find herself working for Santropol Roulant – the Montreal Meals on Wheels/intergenerational community where she volunteered as an undergraduate student.

When speaking with Adrienne, I found it easy to see why she was drawn to Santropol Roulant. The atmosphere is dynamic, people laughing and enjoying their work, meetings taking place on sofas in the corner, and volunteers bustling in and out the side door.

Now Adrienne is contributing to that atmosphere in meaningful ways through her internship. As a student interested in Social Marketing, she finds that her interests are often not covered in standard marketing classes. "But a lot of what marketing involves," she said, "are things like developing strategic alliances and communication between businesses, project management, etc."

She said that these are just as important in not-for-profit organizations; it's just that "a lot of not-for-profit organizations simply lack the documentation that most businesses have."

That's where she comes in. Adrienne has come on board at Santropol Roulant to develop its messages and communicate them to different audiences and stakeholders. Additionally, she is spearheading Santropol Roulant's on-line store (which sells Santropol merchandise), developing their web strategy, facilitating communication so that sponsors and funders can donate effectively, and ensuring that the spirit of the Roulant's mission comes through in all of its communications.

"I was delighted to know," she said, "that at the end of the internship I would not just be producing a report, rather I will be able to point to many measurable initiatives that worked to increase the interconnectedness and reach of this organization in the community."

Although her internship has only just begun, she is already seeing the difference she is making. "Adrienne has only been with us a few weeks," said Santropol Roulant executive director Vanessa Reid, "but it seems much longer because of how much we've accomplished already." Although from the tone of her voice, it's clear that she's



Adrienne Rosenswig (CEI intern) with Vanessa Reid (Executive Director of Santropol Roulant) in front of Santropol Roulant's kitchen

not surprised. "The students who applied were all great and it was very hard to decide. But where an MBA might come in and try to change the way we work, Adrienne has joined right in and added value to what we do."

Vanessa, who was approached a couple of years ago to be on CEI's board of directors, was interested in participating in the initiative because of the collaborative approach it encourages between sectors. "It's possible," she said, "to know the language of your sector and not be able to communicate with others. Management doesn't just take place in business. It happens in relationships, governments, the voluntary sector ... The same set of skills can be applied to any relationship or organization."

So the skill set that Adrienne brings to Santropol Roulant is paying off for both of them. For the Santropol Roulant's part, when asked if she would apply for an intern again, Vanessa said, "Absolutely." And Adrienne can't speak highly enough of her experience: "I help in the kitchen when they need it and do at least one delivery route per week. All the roles are integrated and as a result I'm much closer to what I do." And no matter what the job, that means fostering a community environment and impacting cross-sectoral change – precisely the impact CEI is all about. 🍁