

PART I: FOUNDATION

Values Statement

I believe that the core values that drive my life are purpose, authenticity, passion, intention, and impact are at the heart of my personal and professional path. Purpose guides my life because it means finding meaning in everything I do, enabling me to serve something greater than myself. Authenticity shapes my decisions by reminding me to embrace my abstract idea and trust that they will reach their full potential when I pursue them with my own flair rather than pretending to be someone else. Passion brings fulfillment to my life when I channel my energy into projects I love. Intention influences my relationships by building genuine connections through my words and actions for a positive impact on others' lives. Impact is important to my future because it reflects my purpose, authenticity, passion, and intentions to ultimately make the world a better place.

Objectives Statement

In the short term, my goals are to graduate in December with established job opportunities, complete a successful inaugural cohort of my youth mentorship program through Coach Lee's dance camp, and collaborate with Camilo's team to advance my nonprofit initiative as my Capstone project. My long term goals include building my career as an artist, expanding my platform to collaborate with other nonprofits, and developing benefit concerts with philanthropic initiatives. I also plan to establish an LLC that serves as an integrative hub for my services, including entertainment, program consulting, holistic art integration-seminars, and public communications.

Important Topics/ Issues

Given these goals and objectives, the topics/ issues I find most important include arts, youth development, community programming, mental wellness, healthcare, education, and social advocacy. Education, healthcare, and mental wellness are pillars for foundations for success, promoting equity and dismantling negative generational cycles. Community programs play a vital role in providing individuals with essential tools and a sense of belonging. Youth programming is necessary for community performance and resilience as it helps them reach their full potential, preparing them to become future leaders.

One Sentence Mission Statement

I am Gabriella Cortes-Alban, a multisector strategist dedicated to igniting social impact by strengthening community resilience through the arts, program development, and public advocacy, because I believe this integrated approach empowers people from all walks of life.

PART II: THREE AREAS OF STUDY

Public Affairs

Opening Statement:

I studied Public Affairs to understand how organizations interact with the government and public entities, develop skills in building strategic relationships, influence policy, and implement programs for social change. The topics covered in this area of study that I enjoyed the most are strategic planning, project management, and nonprofit management, as they equipped me with knowledge and skills to assume executive leadership roles and implement ideas to address community challenges.

Skills and Knowledge Development:

In this field of study, I gained knowledge in nonprofit fundraising development, organizational program planning, as well as policy analysis and advocacy.

Course Examples :

In the course *Project Management*, we studied the intricate components of bringing an organizational project of life. These details included developing measurable timelines, implementing quality control, fostering action-oriented team collaboration, honing analytical skills to effectively carry out project visions, conducting research to support and present proposals, along with managing project outcomes and team members

In the course *Strategic Planning of Public and Private Organizations*, we studied how to design strategic initiatives, conduct SWOT analyses, set SMART goals, implement evaluations based on performance metrics, along with articulating organizational mission and vision statements.

In the course *Nonprofit Leadership Seminar*, we studied financial oversight, legal processes, effective leadership practices, strategic decision making driving the mission's engine of impact, along with program implementation and evaluation.

Synthesis and Application:

Together, I developed strategic and analytical thinking for administrative roles in executing abstract visions; knowledge of ethical and legal considerations; compelling written communication; and effective team leadership using performance metrics to drive mission-aligned initiatives. I can utilize these skills and knowledge to design and implement social impact programs that are actionable, measurable, and align with my visions for community empowerment.

Commerce

Opening Statement:

I studied Commerce to gain knowledge in business management, finance, marketing, and entrepreneurship, which are essential for ensuring project sustainability and effective promotion. The topics covered in this area of study were social ventures, target demographic promotion, and investing as they revealed how commercial principles can be applied directly to my projects.

Skills and Knowledge Development:

In this field of study, I learned finance strategies, effectively marketing to target populations, and pitch business plans.

Course Examples (minimum 3):

In the course *Social Entrepreneurship*, we studied how to design programs tailored for the needs of specific underserved groups, develop feasibility reports, present entrepreneurial pitches, along with bridging profit and nonprofit models for social impact. We implemented this knowledge in a comprehensive social venture proposal, which I developed using my real-world nonprofit initiative *Sembrando Arte, Cosechando Esperanzas*.

In the course *Marketing*, we studied the four P's of marketing, market segmentation, targeting marketing, marketing research processing, the buying decision making process, and developing competitive strategy.

In the course *Personal Finance and Investment*, we studied investment opportunities, financial analysis, credit scores, time value of money, and financial strategies for maximizing returns.

Synthesis and Application:

Taken together, I was able to develop strategic business design and evaluation models; market and consumer insight; and financial analysis. .

I can utilize these skills and knowledge to ensure my projects or programs have effective business strategies, appropriate marketing position, and financial sustainability.

Performing Arts Administration

Opening Statement:

I studied Performing Arts Administration to navigate the industry, integrate the arts into community programming, and leverage my platform as a performing artist for widespread reach. The topics covered in this area of study that I enjoyed the most were building industry networks, gaining legal business knowledge for artist protection, and facilitating arts programs to address real-world issues. These topics interested me because they taught me how to legally advocate for artists and how to design programs that use the arts to create a positive impact on someone's life.

Skills and Knowledge Development:

In this field of study, I learned industry understanding, financial literacy in the arts, along with program design and facilitation.

Course Examples (minimum 3):

- In the course *Introduction to the Entertainment Industry*, we studied entertainment industry terminology, entertainment products as economic assets in the global economy, leadership management concepts, along with the importance of ethics and social responsibility to stakeholders.
- In the course *Theatre Studies in Creative Drama*, we studied drama-based strategies to foster engagement while addressing the developmental, social, cognitive, and physical needs

of youth. We applied these objectives by designing and facilitating arts programs in Orange County schools and children's hospitals.

- In the course *Music Business and Industry*, we studied recording, publishing, copyrighting, royalty structures, contract analysis legal considerations, and performing arts organizations. We integrated this information by developing a fictitious music business initiative.

Synthesis and Application:

Taken together, I was able to develop legal awareness, industry-specific practices, analytical thinking based on industry trends, project management, negotiation skills, and creative problem-solving. I can utilize these skills and knowledge to develop art programs and ventures to empower communities, support artists, and drive social impact.

PART III: Career Matching

Program Director Performing Arts- Boys & Girls Clubs of Central Florida

Skills You Already Have:

Skills	Evidence
Ability to design, implement, and evaluate arts-based curriculum and programming that aligns with organizational goals	<ul style="list-style-type: none">- Theatre Studies and Creative drama course (UCF)- Dance curriculum supervisor (Coach Lee's Afterschool Camp)
Group leadership skills, including the ability to foster creativity, collaboration, and positive group dynamics.	<ul style="list-style-type: none">- youth mentor and head program facilitator (Healthy Teens)- President of several clubs in high school- group projects in courses
Strong organizational and project management skills with attention to detail.	<ul style="list-style-type: none">- all end of semester projects at UCF (comprehensive social venture business plan, strategic planning project for an organization, arts-integration for school and hospitals in Theatre Studies class, volunteer management assessment of a nonprofit organization, fundraising event strategy for resource development etc),

Proficiency in standard office software applications (Microsoft Office Suite, Google Workspace) and comfort with digital/virtual platforms for artistic programming.	<ul style="list-style-type: none"> - Use of software for UCF courses
Ability to communicate effectively with youth, parents, staff, community partners, and organizational leadership.	<ul style="list-style-type: none"> - Youth Health Organization intern (Healthy Teens) - Dance program supervisor (Coach Lee's Afterschool Camp)
Commitment to the mission, vision, and values of the Boys & Girls Clubs of Central Florida.	<ul style="list-style-type: none"> - I have volunteered with the before and have a connection with the president of the Bradenton/ Sarasota area Boys and Girls chapters.
program management & youth development, curriculum & program design	<ul style="list-style-type: none"> - My nonprofit initiative for youth arts programming to combat mental health. - Theatre studies youth arts-integration facilitation
community engagement & public relations in interdisciplinary showcases and other events for community connections	<ul style="list-style-type: none"> - Community Outreach Specialist at Fred Astaire Dance Studios

Strong background in one or more performing arts discipline	- Gigging singer and professional dancer
staff supervising	- Dance Supervisor & Coach Lee Afterschool camp
solid record working with diverse populations	- youth health education intern and spokesperson in marginalized communities (Healthy Teens)
strong verbal and written communication skills	- excellent demonstration of this in my coursework and public speaking remarks.
ability to manage multiple tasks	- attend university, work, manage a nonprofit initiative, and work as a performing artist

Skills You Need to Acquire:

- time management (get things done faster)
- meeting deadlines

Your Development Plan:

- Learning to say no to things that will not allow me to complete tasks at hand by the due date
- perhaps a productivity/ time management course.

Manager of Philanthropy and Grants- BBCDC

Skills You Already Have:

Skills	Evidence
crafting persuasive narratives,	- practice in class project proposals

outcome-focused reports aligned with organizational goals/ funder priorities; strong writing abilities	<ul style="list-style-type: none"> - repeated invitations to public speak - scholarship awards based on essays
ensure compliance with grant guidelines	<ul style="list-style-type: none"> - previous work experience on a grant committee, know what they are looking for
develop and implement comprehensive fundraising strategies	<ul style="list-style-type: none"> - Strategic planning, resource development, and nonprofit courses at UCF - planned and executed my own fundraisers

Skills You Need to Acquire:

- award-winning grant writing experience (five years of progressive experience with track record in securing six-figure and multi-year awards).
- identify and engaging with potential corporate supporters, philanthropic foundations, and high-net-worth individuals in Central Florida area
- leading stewardship initiatives to ensure donor retention and satisfaction
- partnering with marketing companies to produce compelling donor materials
- proficiency in CRM platforms such as Raiser's Edge, FLUXX, Salesforce, or comparable systems

Your Development Plan:

- Reach out to local nonprofits to write their grants and acquire experience
- Work with local nonprofits to work on their fundraising events committee (specifically in Orlando area to make networking connections)
- Obtain certifications on CRM platforms
- Volunteer in a Central Florida Foundation to be on their grants committee and learn the ins and outs

Development & Fundraising Manager- Tews Company

Skills You Already Have:

Skills	Evidence
Arranging meetings and preparing	<ul style="list-style-type: none"> - practice in presentations for college,

presentations	public presenting background in youth health organization (Health Teens)
Overseeing communications and follow-up efforts	<ul style="list-style-type: none"> - Dance program supervisor (Coach Lee's afterschool camp)
Plan and manage fundraising events; strong event planning and donor relationship-building skills	<ul style="list-style-type: none"> - Have planned and executed my own fundraising events
Collaborate with staff and volunteers for successful events	<ul style="list-style-type: none"> - working in group projects, group setting work (patient coordinator, Dance program supervisor, Community Outreach Director)
excellent written and verbal communication abilities for grants, newsletters, donor reports, and impact updates	<ul style="list-style-type: none"> - Extensive written projects (Nonprofit Resource development, Nonprofit leadership, Social Entrepreneurship, Strategic Planning) - frequent public speaking
self starter, work independently and collaboratively	<ul style="list-style-type: none"> - manage many projects while in school, working on teams, working as a performer, etc.
Proficiency in Microsoft Office/ Google Workspace	<ul style="list-style-type: none"> - Nine years of experience

Skills You Need to Acquire:

- 3-5 years of nonprofit fundraising experience
- demonstrated ability to meet or exceed fundraising goals

Your Development Plan:

- Reach out to local nonprofits to write their grants and acquire experience
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