



ROBI POLICIES / STUDENT CATALOG

Bay Atlantic University | 1510 H Street, NW | Washington, DC 20005
(O) 202.996.0880 | (F) 877.810.1347

www.bau.edu | www.canilivecommuniversiity.org | robi@bau.edu

Volume 1: 2020-2021



<u>ROBI PROGRAM WORKFLOW</u>	4
<u>ROBI ACADEMIC CALENDAR</u>	5
<u>ROBI PARTNERSHIP</u>	6
<u>GENERAL INFORMATION</u>	6
<u>SCHOOL FACILITIES, EQUIPMENT and CAMPUS</u>	6
<u>HOURS OF OPERATION</u>	6
<u>ROBI CAMPUS CLOSING</u>	6
<u>INFORMATION SESSIONS (VIDEO)</u>	6
<u>ENTRANCE APPLICATION</u>	6
<u>PIRANHA PITCH / PANEL INTERVIEWS</u>	6
<u>DOES CERTIFICATION</u>	7
<u>DOES DOCUMENT REQUIREMENTS</u>	7
<u>NOTICE OF ENROLLMENT</u>	7
<u>ORIENTATION</u>	7
<u>ASSESSMENTS</u>	7
<u>BUSINESS ADVISING / COACHING / CASE MANAGEMENT</u>	8
<u>BUSINESS TRAINING AGREEMENTS</u>	8
<u>LIFE MANAGEMENT / LIFE SKILLS</u>	8
<u>FINANCIAL & DIGITAL LITERACY</u>	8
<u>ENTREPRENEURSHIP & SMALL BUSINESS CURRICULUM</u>	8
<u>LIVE PLANS / BUSINESS PLANNING</u>	8
<u>BLENDED (HYBRID) LEARNING ENVIRONMENT</u>	9
<u>INCUBATOR / ROBI LAB</u>	9
<u>STUDENT INDUSTRY MENTORSHIP PLACEMENT</u>	9
<u>PROGRAM COMPLETION / RETENTION</u>	9
<u>EARNING MARKETING DOLLARS</u>	9
<u>BUSINESS LICENSING / ESB CERTIFICATION EXAMS</u>	10
<u>GRADUATION / PITCH COMPETITION</u>	10
<u>CONTINUING EDUCATION /ROBICONNECT PLATFORM</u>	11
<u>PROGRESS REPORTS / FOLLOW UP / PROGRAM EVALUATION</u>	10
<u>STUDENT RECORDS</u>	11
<u>STUDENT RIGHTS, PRIVILEGES & RESPONSIBILITIES</u>	11

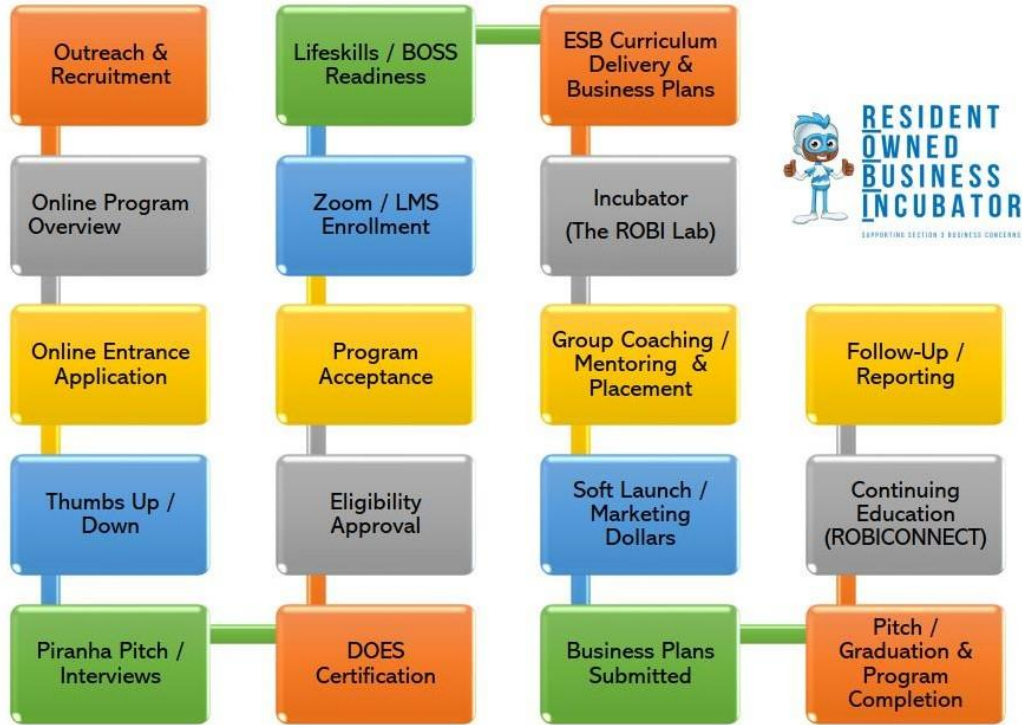


<u>STANDARDS OF OPERATION</u>	12
<u>STUDENT CONDUCT & GUIDELINES</u>	12
<u>DRUG & ALCOHOL AWARENESS AND PREVENTION</u>	13
<u>PROBATION / DISMISSAL & RE-ADMISSION</u>	13
<u>STUDENT COMPLAINT & GRIEVANCE PROCEDURES</u>	13
<u>ADDRESSING UNSATISFACTORY CONDUCT</u>	13
<u>TEMPORARY LEAVE OF ABSENCE</u>	14
<u>UNEXCUSED TARDINESS</u>	14
<u>UNSATISFACTORY ATTENDANCE</u>	14
<u>PROGRAM TERMINATION</u>	15
<u>STUDENT TUITION AND FEES</u>	15
<u>REFUND POLICY</u>	16
<u>PAYMENT OPTIONS</u>	16
<u>EDUCATIONAL SERVICES / PROGRAM CURRICULUM</u>	16
<u>JOB PLACEMENT / CONTRACTING OPPORTUNITIES</u>	17
<u>COURSE DESCRIPTION</u>	17
<u>LIST OF ROBI FACULTY</u>	19



BAU Bay Atlantic
University
WASHINGTON D.C.

Resident Owned Business Incubator (ROBI) Program Workflow



2020-2021 ROBI Enrollment / Event Calendar

July 2020							July- Summer Semester						
Su	M	Tu	W	Th	F	Sa	No New Cohorts						
			1	2	3	4							
5	6	7	8	9	10	11							
12	13	14	15	16	17	18							
19	20	21	22	23	24	25							
26	27	28	29	30	31								

August 2020							August						
Su	M	Tu	W	Th	F	Sa	31 Fall Semester Application Deadline						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

September 2020							September							
Su	M	Tu	W	Th	F	Sa	7 Labor Day							
			1	2	3	4	5							
6	7	8	9	10	11	12								
13	14	15	16	17	18	19								
20	21	22	23	24	25	26								
27	28	29	30											

October 2020							October- Fall Semester						
Su	M	Tu	W	Th	F	Sa	6 ROBI Cohort 3 Begins						
				1	2	3							
4	5	6	7	8	9	10							
11	12	13	14	15	16	17							
18	19	20	21	22	23	24							
25	26	27	28	29	30	31							

November 2020							November						
Su	M	Tu	W	Th	F	Sa	26-27 Thanksgiving Holiday Observed- No Class						
1	2	3	4	5	6	7							
8	9	10	11	12	13	14							
15	16	17	18	19	20	21							
22	23	24	25	26	27	28							
29	30												

December 2020							December							
Su	M	Tu	W	Th	F	Sa	18 Last Day to Certify with WIOA / Winter Sem							
			1	2	3	4	5							
6	7	8	9	10	11	12								
13	14	15	16	17	18	19								
20	21	22	23	24	25	26								
27	28	29	30	31										

January 2021							January- Winter Semester						
Su	M	Tu	W	Th	F	Sa	1 New Year's Day Holiday Observed- No Class						
					1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							
31													

February 2021							February						
Su	M	Tu	W	Th	F	Sa	26 Spring Semester Application Deadline						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30													

March 2021							March						
Su	M	Tu	W	Th	F	Sa	14 Daylight Saving						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

April 2021							April- Spring Semester						
Su	M	Tu	W	Th	F	Sa	1 April Fool's Day						
					1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							

May 2021							May						
Su	M	Tu	W	Th	F	Sa	30 Summer Semester Application Deadline						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

June 2021							June						
Su	M	Tu	W	Th	F	Sa	14 Flag Day						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

Calendar Templates by Vertex42.com

<https://www.vertex42.com/calendars/>

2021-2022 ROBI Enrollment / Event Calendar

July 2021							July- Summer Semester						
Su	M	Tu	W	Th	F	Sa	5 ROBI Cohort 6 Begins						
					1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							

August 2021							August						
Su	M	Tu	W	Th	F	Sa							
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

September 2021							September						
Su	M	Tu	W	Th	F	Sa	6 Labor Day						
					1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							

October 2021							October- Fall Semester						
Su	M	Tu	W	Th	F	Sa	4 ROBI Cohort 7 Begins						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

November 2021							November						
Su	M	Tu	W	Th	F	Sa	25-26 Thanksgiving Holiday Observed- No Class						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30													

December 2021							December						
Su	M	Tu	W	Th	F	Sa	17 Last Day to Certify with WIOA / Winter Sem						
					1	2							
3	4	5	6	7	8	9							
10	11	12	13	14	15	16							
17	18	19	20	21	22	23							
24	25	26	27	28	29	30							
31													

January 2022							January- Winter Semester						
Su	M	Tu	W	Th	F	Sa	3 ROBI Cohort 8 Begins						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

February 2022							February						
Su	M	Tu	W	Th	F	Sa	26 Spring Semester Application Deadline						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30													

March 2022							March						
Su	M	Tu	W	Th	F	Sa	13 Daylight Saving						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

April 2022							April- Spring Semester						
Su	M	Tu	W	Th	F	Sa	1 April Fool's Day						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30													

May 2022							May						
Su	M	Tu	W	Th	F	Sa	30 Summer Semester Application Deadline						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

June 2022							June						
Su	M	Tu	W	Th	F	Sa	14 Flag Day						
						1							
2	3	4	5	6	7	8							
9	10	11	12	13	14	15							
16	17	18	19	20	21	22							
23	24	25	26	27	28	29							
30	31												

Calendar Templates by Vertex42.com

<https://www.vertex42.com/calendars/>

THE ROBI PARTNERSHIP

ROBI is a Bay Atlantic University (BAU) Program offering in partnership with Can I Live, Inc (CIL). CIL is the creator, administrative and program management partners of the ROBI program.

GENERAL INFORMATION

SCHOOL FACILITIES, RESOURCES, EQUIPMENT and CAMPUS. The ROBI Campus is located at the Bay Atlantic University at 1510 H Street, N.W., Washington, D.C. 20005. **Currently, the program is 100% virtual and hosted on our Learning Management System Called Matrix. The ROBI course can be found at www.canilivecommuniversiity.org**

The on-site facility meets accessibility standards and contains the following:

- Reception Area
- Recruitment/Intake Area
- Staff Offices
- Classroom
- Library/Resource Room
- Computer Lab
- Restroom Facilities
- Student Lounge
- Vending Machines
- Conference Room
- Collaborative Workspace

The facility is convenient to public transportation including the Metro-rail and bus stops. Can I Live, Inc complies with all District of Columbia government's regulations concerning fire hazards, health, and safety requirements.

HOURS OF OPERATION

ROBI office hours are from 10:00 AM until 3:00 PM Tuesday, Wednesday, and Thursday. Monday and Fridays are by appointment only. These hours are exclusive of holidays and emergency closings.

ROBI CAMPUS CLOSING

The policy of the ROBI Campus is to hold regular classes on all days scheduled on the training calendar. In the event of an emergency requiring area school closings, students to follow the DC Public Schools protocol announced in the early A.M., on radio and or TV. Students may call 202-996-0880 for verification or additional information.

INFORMATION SESSION (VIDEO)

Our online application is open to the public. Therefore, a pre-recorded video that serves as our information session is located on the application page. Students are responsible for watching the video and entering a 4-digit access code before submitting their online business profile application. This informational session gives students a thorough in-depth overview of the program, expectations, requirements, next cohort enrollment dates and deadlines, and nextsteps.

ENTRANCE APPLICATION

The entrance application is considered phase one (1) and starts with completing an online business profile. An application will not be considered complete, and thus will not be reviewed until the applicant provides the 4-digit access code. Once the business profile is completed, a ROBI team member will provide a thumbs up or thumbs down. The applicant then moves to the next phase of the application process.

PIRANHA PITCH / PANEL INTERVIEWS

Applicants schedule their piranha pitch via our online Calendly platform. During this time, ROBI past graduates' "alumni" will judge the pitches. Applicants engage in our online Piranha Pitch via zoom. This presentation tests the entrepreneur's confidence, determination, and temperament for risk. This is an

opportunity for the entrepreneur to share his/her ideas and where he or she is in the process of building their small business. Entrepreneurs are evaluated and scored by their peers (ROBI Alumni). Those with the highest scores are forwarded to the next phase of the ROBI process. Applicants who do not meet the minimum score are given a denial. They are encouraged to reapply for the next cohort. Students who pass this phase are then asked to complete the personal profile and upload their documents for certification with DOES.

DEPARTMENT OF EMPLOYMENT SERVICES (DOES) CERTIFICATION

The Department of Employment Services (DOES) is a part of the approval process. The point of contact "Case Manager" will provide the ROBI team with a Thumbs Up and or Thumbs Down. Students who are given a thumbs down are given additional information to solidify their certification. This is the final phase of the application process. Students who pass this phase are considered admitted into the ROBI program.

DOES CERTIFICATION DOCUMENT REQUIREMENTS

All applicants must be a DC Resident, at least 18 years of age with a High School diploma or GED. Upon being officially accepted into the program, the applicant must upload the following documents via our online portal. These documents are used to certify for WIOA workforce development programs through the local American Job centers.

Each student must have available and or be ready to quickly furnish the following:

- High School Diploma or GED;
- Birth Certificate;
- Valid Proof of Social Security Number;

- Proof of Residency;
- Proof of Income;
- Valid D.C. Driver's License, Non-Driver's ID, or Passport
- Current Resume and
- Proof of Selective Service for males born after 1960 between the ages of 19 to 26. Students will select the Certificate Program of their choice.

NOTICE OF ENROLLMENT

Applicants who are admitted into the ROBI program will receive an email from the application systems which congratulates them for a successful enrollment and welcomes them to the ROBI program. This email also confirms the first day of class / Orientation. The ROBI team then transfers students name onto the WIOA Roster and submit to the program point of contact.

ORIENTATION

During Orientation, students meet the ROBI staff and instructors, review the Course Syllabus, Academic Policies and Procedures, and Course Calendar, Review Business Waivers, Drug and Alcohol, Time and Attendance, and Incentives Policies and sign all necessary students' documents. During this time, students are also given two assessments to ensure their business ideas align with both innate personality and skills as well as their passion.

ASSESSMENTS

The Career Key and Purpose Discovery are two assessment tools that are used during this process. All students are required to take a pretest to gauge their skills which can be found the **Preliminary Exam Link:**
<https://www.surveymonkey.com/r/ROBIPRELIMINARYEXAM>

Assessments are conducted in a group setting; however, and results are discussed as a group with a Business Advisor/Life Coach/Case Manager within the Student Services Department.

BUSINESS ADVISING / LIFE COACHING / CASE MANAGEMENT

Once students complete their assessments, they meet with their case manager to go over any necessary forms required by our funders. A separate meeting is scheduled to meet with the business coaches to discuss assessment results and alignment with business goals. This is also the time when we evaluate the student's need for additional support (i.e., transportation, childcare, food insecurity, housing, etc.).

BUSINESS TRAINING AGREEMENTS

All students will be required to sign a Business Training Agreement at the beginning of the training program. The Agreement discloses all the responsibilities of the students and the timeframes in which information is to be received. If ever the student begins to show challenges such as attendance and or classwork and participation, Student Services will reach out to see if the student has additional needs that are preventing them from attending the program regularly. They are reminded of the terms and conditions of their agreement, along with the marketing incentives they will lose as a result of poor attendance and participation.

LIFE MANAGEMENT / LIFE SKILLS

All students participate in our life skills management course. During this time, students engage with tools and strategies that assist with healthy lifestyles, mental health, wellness, time management, successful lifestyles, mindset, and attitude. Guest speakers such as mental health experts, community services are invited to share available resources with students.

FINANCIAL & DIGITAL LITERACY

Students engage in a financial and digital literacy boot camp. During this time, students learn about the various platforms we utilize in ROBI. They also learn through money

management, budgeting, credit, and debt financial education. Both are the cornerstones to building a successful business.

ENTREPRENEURSHIP & SMALL BUSINESS (ESB) CURRICULUM

Students engage in a robust Entrepreneurship & Small Business (ESB) Curriculum. During this time, students are applying business planning concepts and principles to their actual businesses. The course is built around fundamental in understanding the mindset of entrepreneurship, opportunity recognition, starting a business, operating a business, marketing, and sales channels, and financial management. Students are enrolled in the "ROBI LAB" - a virtual toolbox that encapsulates everything from marketing, and licensing how-tos to accounting chart of accounts and access to business documents and templates.

LIVE PLAN (BUSINESS PLANS)

Students work towards completing a business plan which must be submitted before a business license can be rendered. Students are assigned an accountability coach and peer group to ensure live plan metrics are achieved. Students must also complete their business plan before entering any of the 4 annual pitch competitions.

Live Plan Grading Scale

✓ Lean Business plan	30 pts
✓ Opportunity Analysis	25 pts
✓ Execution Plan	25 pts
✓ Company Overview	25 pts
✓ Executive Summary	15 pts
✓ Revenue and COGS	25 pts
✓ Personnel/ Expenses	25 pts
✓ Assets and Financing	25 pts
✓ Presentation Pitch	25 pts

Total	220 Pts
--------------	----------------

220 Pts	=A+
206 Pts	=A
198 Pts	=A-
191 Pts	=B+
184 Pts	=B
176 Pts	=B-
169 Pts	=C+
162 Pts	=C
154 Pts	=C-
147 Pts	=D+
132 Pts	=D-

BLENDED (HYBRID) LEARNING ENVIRONMENT

The ROBI programmatic framework uses a blended hybrid learning model which involves developing challenging and engaging online interactive learning activities that complement vigorous self-paced study and assignments. Our blended learning environment provides an interactive, individualized, and a more personalized learning experience.

Students typically will engage with live classroom instruction 2 hours per day. After their lunch break, students resume their lesson online with their assigned groups. Afternoon sessions are typically held in online break-out rooms. Students are expected to share the workload in their respective groups.

Instructors will engage students and guide them through their teamwork group assignments.

INCUBATOR (THE ROBI LAB)

During the first or second week of class, students are granted access to the ROBI LAB to best ensure they have all the tools to build their business from the ground up. During the ROBI LAB, students work on their websites, marketing materials, branding, pitch decks, social media sites, and establishing all back-office administrative requirements (i.e., phone, fax, automation, and integrations) for a smooth launch.

STUDENT INDUSTRY & EDUCATION PLACEMENT / MENTORSHIP

Students are expected upon graduation to be working in their field/industry, engaged in an internship, apprenticeship, mentorship relationship, pursuing post-secondary education, and or engaging in a small contracting/subcontracting project. The ROBI program coordinator assists students with their next steps after graduating from the ROBI program.

PROGRAM COMPLETION/RETENTION

At ROBI, we work very hard to ensure that every student enrolls, completes the course. Unless a student withdraws for extenuating circumstances (i.e., death, illness, etc.), our students will complete the course and receive acknowledgment of such completion. While we encourage participation, through marketing incentives and rewards earned for attending class and participating, we understand some students may take the opportunity more seriously than others.

Therefore, we have created completion levels of performance to include Satisfactory, Acceptable, Adequate, Sufficient, Distinguished Donors, and exceptional excellence.

Certificate of Completion Level of Performance: (Based on Attendance)

✓ Satisfactory	50-59 %
✓ Acceptable	60-69 %
✓ Accomplished	70-79 %
✓ Proficiency	80-89 %
✓ Competent w/ Honors	90-99 %
✓ Mastery w/ Excellence	100 %

ROBI MARKETING DOLLARS

Students are awarded points for completing various tasks in the online LMS (COMMUNIVERSITY). Students can earn anywhere between 300 to 500 points per week. These points are tallied and will indicate which



marketing incentives the student is eligible to receive.

All students must host a “SOFT LAUNCH” approximately at week 10. It is during the student’s soft launch, the ROBI team tabulates the student’s points and begins to purchase all of the services they have earned during the course.

BUSINESS LICENSING / ESB CERTIFICATION EXAMS

Each funding partner may have their preference on what the student must receive at the end of the ROBI program. All students receive a Basic Business License with the District of Columbia Regulatory Affairs (DCRA) paid for by the ROBI program. If the student desires to also sit for the ESB certification, this is optional and will require the student to pay out of pocket for the exam fees. In the event, the certification exam is a part of our program deliverables, students will be prepared to sit for this exam and fulfill the requirements of the Business License.

The ROBI Curriculum / Program of Study is the ESB (Entrepreneurship and Small Business) Certification program offered by Certiport, a globally recognized leader in certification exam development. The ESB exams include retakes and practice exams.

GRADUATION / PITCH COMPETITION

All student must take a Final Exam, **Exam Link: <https://www.surveymonkey.com/r/ROBIC4FINALEXAM>** to closeout program participation.

The pitch competition is the ultimate showcase where students demonstrate mastery of key concepts. The competition is judged by 3 local *celebrity-ish* guests who will serve as judges. Each pitching business is evaluated and scored. The top three winners will share in a cash prize of at least \$5,000. All students must submit a completed business plan to enter the pitch competition.

CONTINUING EDUCATION TRAINING PLATFORM (WWW.ROBICONNECT.COM)

At ROBI, we understand entrepreneurship is a lifetime of learning. To this end, we have established an online platform (www.robiconnect.com) –a virtual quarterly trade show, pitch, and expo platform designed to provide on-demand training and grant ROBI students access to win capital for their business.

WEEKLY PROGRESS REPORTS / FOLLOW-UP / OUTCOMES / EVALUATIONS

Student’s progress will be monitored informally weekly and formally mid-way and at the end of the training program.

- Students are asked to submit daily progress notes to ensure skills and learning are gained. Students also meet weekly or biweekly with the ROBI program coordinator who is responsible for all case management and submission of progress notes.
- Midway checkups are conducted to get a pulse on where each student is in their mastering of key concepts. This check-up also helps the ROBI staff understand what other tools and support students may need to complete the course with the minimum satisfactory level of performance. This is completed by a trusted third party. All students are expected to complete their surveys. Points are also earned for this activity.
- Exit interviews are conducted with students before graduation. This feedback helps the ROBI program improve and make modifications where necessary. It also provides testimonials for the program. Admissions conduct a final checklist to ensure the student

has everything they need to officially launch their small business.

ROBI utilizes a professional program evaluator to assist us with this process which ensures the team implements the program improvements and modification throughout the various departments, workflows, and processes. Modifications to any existing policies and new policies if any are created during this time.

STUDENT RECORDS

ROBI maintains student records in a manner consistent with state and federal laws and regulations including but not limited to the Family Educational Rights and Privacy Act ("FERPA"), and the Health Insurance Portability and Accountability Act ("HIPAA"), as may be amended from time to time.

ROBI document retention and destruction policy identify the record retention responsibilities of staff for maintaining and documenting the storage and destruction of ROBI student documents and records. In addition, our policy will ensure student's access to and confidentiality of their records. The records on file include those directly related to a student that includes proof of Birth and Citizenship; Social Security or State Identification Number; residency; family size; family income; High School Diploma or GED and disability and Selective Service, if applicable. The policy for maintaining all student records during and after enrollment is as follows:

- All student records will be retained for 5 years.
- Applicants who decide not to attend or are not approved by the funding source will be given the option to retrieve their documents or authorize ROBI to destroy the same.
- To maintain student confidentiality, records will be secured under lock and

key by the Program Manager or their designee

- No information or records will be released without the student's prior written consent (dated and signed)
- Students may obtain a copy of his/her academic and financial records by making a written request to the Program Manager to inspect, review and/or obtain a copy of their records.
- A Public Notice of Rights under FERPA is posted at the ROBI Campus

There are circumstances when the ROBI Campus will not honor a student request based on FERPA. Specifically, the ROBI Campus is not generally required by FERPA to provide an eligible student with access to academic calendars; course syllabus, or general notices such as announcements of specific events or extra-curricular activities. Generally, this type of information is not directly related to an individual student and therefore does not meet the definition of an education record.

The ROBI Campus will not release an academic record or the financial history of a student without the written consent of the student.

STUDENTS' RIGHTS, PRIVILEGES AND RESPONSIBILITIES

ROBI will comply with the "Student's Right to Know Law" and will disclose information to applicants on completion rates, number of contracts received, number of job placements, internships and contracts obtained, and average salary.

Timely warnings will go out whenever a criminal threat to students and employees is present; including hate crimes, violence against women, domestic violence, dating violence, sexual assault, and stalking.

STANDARDS OF OPERATION

To ensure that the ROBI training facility is operated in an orderly and efficient manner, all students and employees are expected to meet certain institutional, academic, behavioral, and social standards.

STUDENT CONDUCT, POLICIES, AND GUIDELINES

During the ROBI orientation session, staff will review the ROBI Standards of Conduct with students and emphasizes what is expected of them and what will not be tolerated. The Standards of Conduct for every student enrolled in the ROBI training program will be fully explained. We share with them the fact that our policies are patterned after those that prevail in the employment, contracting, and small business industry.

The student reads the "Business Training. The agreement" and is asked if they understand each requirement and signing it commits them to adhere to all school policies and procedures including respecting staff members and instructors and fellow students; arriving to class on time; providing a valid excuse for missing classroom time and/or assignments; completing the training and conducting themselves in a manner that is a credit to them and the ROBI program.

Listed below are specific categories of those standards.

DRESS CODE

The ROBI staff is informed as to what is acceptable attire. Ask your instructor for guidance. Hats and Hoodies are prohibited in class and on camera. Students should report to online instruction and coaching sessions in business casual attire, cameras on and in backgrounds that are well lit and conducive for learning. Students who repeatedly show up to

a class without their camera or may be removed from the class.

THEFT

It is illegal and a violation of the ROBI training program policy to steal property (tangible or intangible) belonging to the program, company, partners, government, or ROBI faculty or students. Students found in violation of this policy will be subject to disciplinary action, up to and including termination.

VANDALISM

Willful destruction of School property is expressly prohibited. Students found guilty of vandalism will be subject to disciplinary action, up to and including termination.

DISORDERLY / DISRUPTIVE CONDUCT

Disorderly conduct such as quarreling, intimidation by words or other actions, or fighting is not acceptable and will not be tolerated. ROBI students will not participate in disruptive activities, or in activities that interfere with normal and efficient operation of the school.

E-MAIL AND OTHER TELEPHONIC COMMUNICATIONS

Electronic communication systems and all information transmitted by, or received from any client site, or from ROBI's own systems, will be used solely for school-related purposes and not for personal matters. Students who violate this policy will be subject to disciplinary action, up to and including discharge.

SUBSTANCE ABUSE AND INTOXICANTS

Under the Drug - Free Workplace Act of 1988, ROBI is committed to maintaining a drug-free workplace.

While on government or company property, ROBI faculty/instructors will not possess, sell,

consume, or be under the influence of intoxicants, drugs, or any other incapacitating agents that produce similar effects. The unauthorized possession of alcohol or drugs on a federal installation is a felony offense. This subject is covered in more detail in the Drug/Alcohol Awareness and Prevention section of this Catalog.

DRUG/ALCOHOL AWARENESS and PREVENTION POLICY

ROBI's Drug and Alcohol Awareness and Prevention Policy is designed to help keep drugs out of schools, neighborhoods, and the workplace. The program prohibits the unlawful possession, distribution, dispensing, or use of illicit drugs and alcohol by students, employees, or others on ROBI property.

The program will identify and advise students and faculty about available drug and alcohol counseling, treatment, or rehabilitation.

In the event of any violation, ROBI may impose appropriate disciplinary sanctions on students including expulsion or dismissal, or referral to the appropriate rehabilitation program.

PROBATION, DISMISSAL, and RE-ADMISSION

It is NOT ROBI's policy to take and pass random drug tests as well as a physical examination. However, the program prohibits the unlawful possession, distribution, dispensing, or use of illicit drugs and alcohol by students, employees, or others on ROBI property.

STUDENT COMPLAINT and GRIEVANCES PROCESS

ROBI maintains an open-door policy. During study at the ROBI Campus, a variety of issues may arise. If you experience a problem, or you have a suggestion, you should discuss the suggestion or problems with your Instructor or ROBI program manager. If the problem or suggestion is not dealt with to your satisfaction,

you should submit the problem or suggestion, in writing, to the ROBI Program Director, or to a member of management staff at Can I Live, Inc.

If you feel that staff members of ROBI have not resolved your grievance or complaint to your satisfaction, you have the option to elevate your concerns to either the Department of Employment Services (DOES) or Office of the State Superintendent of Education (OSSE), Higher Education Licensure Commission (HELIC).

This Agency should be used as the Last Resort in the grievance process.

Office of the State Superintendent of Education
Higher Education Licensure Commission
1050 First Street, NE,
Washington, DC 20002.

No student will be subjected to unfair action and/or mistreatment by any of the ROBI staff or officials, as a result of the initiation of a complaint.

ADDRESSING UNSATISFACTORY CONDUCT

STUDENT CONDUCT AND CAUSES FOR DISMISSAL

The ROBI Campus may terminate a student immediately for serious misconduct. These infractions include but are not limited to dishonesty, insubordination, illegal conduct, serious deviations from rules and procedures (including those involving safety), non-performance, or any other conduct that significantly interferes with the efficient operation of the ROBI Campus or is detrimental to the continued good reputation of the ROBI Campus.

DISCIPLINARY ACTION AND/OR DISMISSAL AND READMISSION

Failure to adhere to the ROBI Campus's policies is grounds for disciplinary action and/or

dismissal. Actions will be initiated for the immediate dismissal of a student for serious misconduct, including but not limited to dishonesty, blatant insubordination, illegal conduct, serious deviations from rules and procedures (including those involving safety), non-performance or conduct that significantly interferes with the efficient operation of the ROBI Campus. A student will be advised that they can submit a written request for re-admission that will be evaluated under our Administrative Procedures. The student will be notified of the final action.

THE ADMINISTRATIVE PROCESS

Staff will prepare an Incident Report documenting unsatisfactory conduct and recommendations for corrective action(s) up to and including dismissal. The ROBI program manager, will meet with the student and provide them with a copy of the report and stipulate the action to be taken including the student's right to appeal. The student will be given 5 days to respond, in writing, to the corrective action plan. The ROBI Campus has an internal appeals process for students to follow concerning complaints. The student will be advised to exhaust the ROBI Campus's appeal process before seeking outside assistance. A copy of the report will be placed in the student's file.

Upon receipt of the student's response, the ROBI Campus will make its final decision and communicate it to the student. The student will be informed that the Higher Education Licensure Commission (HELC) is the agency of last resort in the grievance process and that students have the right to escalate the complaint by submitting a letter to the Office of the State Superintendent of Education, Higher Education Licensure Commission, 1050 First Street, NE, Washington, DC 20002.

TEMPORARY LEAVE OF ABSENCE

Excused absences may be granted in advance by the Instructor or program manager for illness or approved leave. An excused absence may also be granted in other rare circumstances such as family emergencies or medical situations, at the instructor's discretion. All absences will be recorded in the attendance log.

UNEXCUSED TARDINESS

Prompt arrival is expected at all class activities. Excessive tardiness will be dealt with in the same manner as unexcused absences, with three (3) or more instances of tardiness (defined as being 15 or more minutes late) being equivalent to one unexcused absence. Students must sign in and out upon entering and exiting the classroom. Lateness will be recorded in the attendance log. Without prior notification from the student and approval from the instructor, the program manager will log the lateness in the attendance log. Students will be notified of their attendance and participation levels at the end of every month. Reduced attendance and participation levels will reduce eligible marketing and incentives rewarded at the end of the program. While work can be made up, an unexcused absence will count towards attendance and participation levels.

Except for circumstances beyond the student's control, students are responsible for making up any missed assignments, examinations, and the material covered in sessions from which they were absent. Any course work due on the date of a scheduled absence remains due on that date unless otherwise stipulated by the course instructor.

UNSATISFACTORY ATTENDANCE AND APPROVED LEAVE

If a student has unsatisfactory attendance and has been granted an approved temporary leave of absence, the student may be re-admitted

into the course as long as their presence does not adversely affect the other students and DOES approves the program reentry.

ROBI will provide a student with a leave of absence for medical, family, or other issues that may keep a student from completing the course.

UNEXCUSED ABSENCE

If for some reason a student cannot attend a scheduled class, the student is responsible for notifying the instructor at the earliest possible opportunity. Failure to notify appropriate staff will result in an unexcused absence.

PROGRAM TERMINATION

Students who consistently violate policies and or disrupt the learning environment of others, and or fail to report to class with evidence of missing more than fifty (50%) percent of class instruction will be issued a “Notice of Termination”. This notice will be placed in the student’s records and reported to the funding agency.

ROBI STUDENT TUITION/ FEES

ROBI’s tuition is based on rates established by competitive pricing of a local, similar program in the market and throughout local Workforce Development Programs. The tuition includes books, training materials, certifications, and license fees.

These fees are non-refundable.

ROBI does not participate in the Federal Student Aid program; however, residents who do not qualify for local WIOA funding have the option of private pay. Private Pay students enter into a contractual Agreement with ROBI. Applicants have the option of making a down payment with the balance of the payments to be made in installments. The Agreement

includes a three (3) day withdrawal/cancellation period.

ENTREPRENEURSHIP AND SMALL BUSINESS CERTIFICATE PROGRAM INSTRUCTIONAL FEES
300 Hours / 15 Weeks

ESB CERTIFICATION (Includes) \$5,000

- Program Enrollment Fee
- Life skills / Management
- Financial & Digital Literacy
- ESB Training Delivery
- Case Management
- Business Coaching
- ROBI Lab (Marketing)
- Job Placement and Mentorship
- Business Licensing / Credentials
- Pitch Competition / Graduation
- Continuing Education Platform
- Books, Training Materials,
- Graduation Fee \$

Total \$5,000

REFUND POLICY

BAU in adherence to the D.C. Regulations governing proprietary schools, Title 5, Sub-Chapter A, of the Office of the State Superintendent of Education (OSSE) Regulations Governing Postsecondary Non-Degree Schools.

Any private pay student who starts the program and wishes to withdraw from classes after training has started may receive refunds. Refunds will be made according to the following schedule:

REFUND/FEE PERCENTAGE NUMBER OF DAYS

100%	1st – 5th day of class
90%	6th – 10th day of class
50%	11th – 14th day of class

NO REFUNDS AFTER THE 14TH DAY

*** WIOA certified students do not qualify for refunds.**



PAYMENT OPTIONS

Private pay students may not begin classes for their upcoming cohort until they have made their First installment payment. Payments can be made using the following methods, either Online or at the Finance Office:

Cash: Cash is only received at the Finance Office. Please do not send cash payments through the mail.

Check: Made payable to “Bay Atlantic University” with the last 4 digits of the student’s SSN written on the front. Previously endorsed checks are not accepted. Checks must be payable in US dollars with an intermediary bank in the U.S. Checks may be mailed to Bay Atlantic University or hand-delivered to the Finance Office.

MasterCard, Visa, Amex & Discover: Debit and Credit card payments are accepted at the Finance Office and online.

EDUCATIONAL SERVICES / PROGRAM CURRICULUM

The mission of ROBI is dedicated to reducing dependency on government subsidies. Our Mission is to advance affordable housing, economic inclusion, and personal responsibility through education, civic engagement, and entrepreneurship.

We are building an inclusive society, where all people can build powerful lives centered around great health and economic empowerment. The measure ROBI takes to improve the success of students is consistent with our mission.

The ESB program curriculum is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. These core concepts include entrepreneurship; recognizing and evaluating opportunities; planning for, starting,

and operating a business; marketing and sales; and financial management.

The Entrepreneur

Lifestyles, mindset, and characteristics of the entrepreneur, strengths, weaknesses, and risk tolerance, benefits, and opportunities of being an entrepreneur.

Opportunity Recognition

Recognizing a business opportunity, identifying benefits and drawbacks of different types of opportunities (e.g., start a new business, buy an existing business, and buy a franchise)

Starting a Business

Identify the appropriate legal structure, identify different types of licenses and regulations that are required, identify various sources of start-up funding, identify available support for the business on a local, state, and federal level, and ethical practices

Business Operations

Human capital needs, business payroll, and taxes, intellectual property issues and copyrights, standard operating procedures, and factors of sustainability.

Marketing and Sales:

Developing sales strategies, determining value, methods of communication, customer retention networking, and developing relationships

Financial Management

Positive credit, understanding basic financial statements, cash flow, budgets, and break-even points for their business

The ESB program is consistent with BAU’s philosophy of self-determination, which promotes the personal development and education of unemployed or underemployed persons by providing them with supportive

services and marketable skills and training services that contribute to their socio-economic self-sufficiency.

JOB PLACEMENT / CONTRACTING OPPORTUNITIES

STUDENT INDUSTRY & EDUCATION PLACEMENT / MENTORSHIP

Students are expected upon graduation to be working in their field/industry, engaged in an internship, apprenticeship, mentorship relationship, pursuing post-secondary education, and/or engaging in a small contracting/subcontracting project. The student placement coach assists students with their next steps after graduating from the ROBI program.

COURSE DESCRIPTION

What is Accomplished with This Certificate Program?

Students will learn key conceptual knowledge of entrepreneurial and small business principles which validate their skills and knowledge in a middle-skill trade profession as their own boss and those with entrepreneurship and small business career aspirations. ESB certification engages and prepares students who will pursue additional vocational training after their formal schooling or those who elect to enter the small business sector immediately upon graduation. The entrepreneurial concepts validated by this certification ensure that these students are career-ready.

Program Overview

The certification is administered through classroom training with lectures, interspersed with PowerPoint presentations, handouts, using the internet, and some hands-on workshops. The ESB certification is built to test and validate foundation-level concepts and knowledge in entrepreneurship and small business management. These core concepts

include entrepreneurship; recognizing and evaluating opportunities; planning for, starting, and operating a business; marketing and sales; and financial management. Students are expected to complete home---study assignments. Students are required to complete a capstone at the end of each module to matriculate through the course of the program of study. Students are required to complete the Student development success skills course and elective course to sit for the ESB exam.

Following is an outline of the course:

ESB 200 – Life Management Skills (Prerequisite-General Education Course)

Life Management gears the students into the lifestyles and mindset of successful entrepreneurs. Students learn time management, decision making, life management and organization, conflict resolution, emotional intelligence, delaying instant gratification, critical thinking, handling conflicts in the workplace, note taking and test preparation, academic planning, contract readiness.

ESB 201 – Financial & Digital Literacy

These sessions assist further substantiating the lifestyles and skills successful entrepreneurs must have to remain a growing concern in their local economy. Students learn about personal credit, budgeting, savings, taxes, loans, interest rates as well as navigating in a digital and global world. Students are given an overview of Microsoft office, google suites, email campaigns, social media, and navigating various business platforms.

ESB 202 – The Entrepreneur

These sessions cover the big WHY? As they identify and analyze the necessary lifestyle, mindset, and characteristics of the successful

entrepreneur; analyze the strengths, weaknesses, and risk tolerance, benefits, and opportunities of being an entrepreneur.

ESB 203 – Opportunity Recognition

These sessions will identify the benefits and drawbacks of different types of opportunities (e.g., start a new business, buy an existing business, and buy a franchise); analyze the demand for the goods or services and opportunities in an environment; identify the ideal customers and developing your value offering.

ESB 204 – Starting a Business

These sessions identify the purpose and value of a business plan, appropriate legal structure, benefits and drawbacks for different legal structures for a business; identify different types of licenses and regulations that are required, identify various sources of start-up funding, identify available support for the business on a local, state, and federal level, and ethical practices.

ESB 205 – Business Operations

These sessions will focus on identifying key positions and human capital needs, business payroll and taxes, intellectual property issues of trademarks, copyrights, and patents; identify standard operating procedures (set up, conduct, internal controls, separation of duties); identify factors that lead to sustainability and milestones as part of a growth strategy.

ESB 206 – Marketing and Sales

Students will develop a sales strategy, identify characteristics of a successful sale, analyze the costs/benefits of finding customers, retaining customers, determining value, understand methods of communication including websites, brochures, social media, and advertising.

ESB 207 – Financial Management

These sessions will focus on interpreting basic financial statements such as income statement and balance sheets; identify the factors that influence credit rating and importance of positive credit; identify the factors that impact the price to the customer, analyze cash flow including accounts receivables, accounts payable, inventory and debt; creating a cash flow budget and identifying break-even points for the business.

ESB 208 – ROBI LAB

During the Business lab, students are putting all the nuts and bolts into their business plans together. Students must complete their website templates, brochures, marketing materials, create forms, automate administrative processes, link social media accounts, and meet with potential clients to discuss business opportunities within their new enterprise.

LIST OF ROBI FACULTY

ADMINISTRATION		EMAIL CONTACT
PROGRAM DIRECTOR	RW Jones	rwjones@canilive.org
DEPUTY DIRECTOR / PROG MGR.	Moira Washington	mwashington@canilive.org
ACCOUNTANT	Brittany Spence	bspence@canilive.org
COURSE PRODUCER / CAO	Aquila Ledbetter	aquilaledbetter@gmail.com
STUDENT SERVICES	Maiah Washington	mawashington@canilive.org
PLACEMENT & OUTCOMES	Dr. Kelvin Spragley	kelvins@spragleygroup.net
PARTNERSHIPS	Dr. Connell Wise	cwise@wise-associates.com
INSTRUCTORS / BUSINESS COACHES		
INSTRUCTORS	Aquila Ledbetter	aquilaledbetter@gmail.com
	Latoya Riggins	lofficialconsulting@outlook.com
	RW Jones (Back-up)	rwjones@canilive.org
COACHES	Charles Griffin	cgriffin@canilive.org
	Dr. Connell Wise	cwise@wise-associates.com
	Kendrick Jackson	jacksonkendrick@gmail.com
	Marco Kornegay	mkornegay@canilive.org
	RW Jones (Back-up)	rwjones@canilive.org
	Linda Stroman	lstroman@canilive.org

