

### **STRATEGIC PLAN 2014-17**

Supporting Nonprofit Capacity in the Bronx December 2014

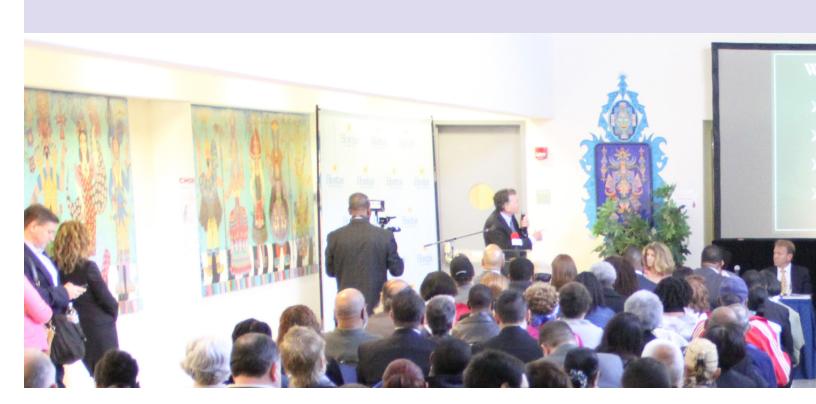


#### **MISSION**

To positively impact the quality of life for the members of the Bronx community by strengthening the capacity of Bronx nonprofits.

#### **ABOUT THE CBNP**

The Center for Bronx Nonprofits (CBNP) at Hostos Community College was launched in 2012 as a community focused resource to meet the capacity building needs of Bronx-serving nonprofit organizations, with collaborative support from the Jewish Community Relations Council (JCRC) and initial funding from the JPMorgan Chase Foundation and The New York Community Trust. CBNP functions as an important support organization to Bronx nonprofits, facilitating opportunities for leadership and organizational development, and technical skills training. CBNP brokers dialogue on resource-sharing so that Bronx-based and Bronx-serving nonprofits strengthen their individual and collective effectiveness.



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To view the Center for Bronx Nonprofits 2014-17 Strategic Plan electronically, please visit www.hostos.cuny.edu/cbnpstrategicplan



# Bronx Nonprofit Sector Key Stats

A total of 2,583 Bronx nonprofits are registered 501(c)3

Source: IRS, Exempt Organizations Business Master File, 2014.

Nonprofit organizations account for about 46% of private jobs (upwards of 200,000) in the Bronx

Source: "An Economic Snapshot of the Bronx", NYS Comptroller Office, NYS DOL.

### **OUR STRONG ROOTS AND THE PATH AHEAD**

Hostos would not exist today without the energy, vision, and hard work of generations of Bronxites.

There are a number of ways Hostos is giving back to the Bronx. Establishing the Center for Bronx Nonprofits is one of them. Nonprofit organizations are at their core mission-based institutions that galvanize community activism, much like that which resulted in the creation of our college. We feel compelled to support future generations of nonprofit institutions and leaders advocating for and serving the needs of Bronxites.

We also recognize that situating CBNP within Hostos, an institution of higher learning with a strong Bronx presence in its own right, positions CBNP to ensure this sector's continued vibrancy within our borough. Because CBNP is part of Hostos, it can credential professionals through certificate trainings. It can offer a "neutral" convening space that brings different constituencies in the borough together. It can undertake research and assessment of our program offerings, even publishing lessons learned on what works to build nonprofit capacity.

In the following pages you'll read about the goals we strive for, the programs we've created to get there, and the outcomes we expect to achieve over the next three years. We look forward to this next chapter for CBNP, where we will build on past successes, but also grow new programs and develop our infrastructure to support them.

CBNP is one clearinghouse that helps all nonprofits in the Bronx. Because it's housed at a community college – that also makes it feel more rooted, connected, and grassroots. There's nothing else like it."

Marianna Schaffer
 Advisory Board Member
 Director of Programs
 David Rockefeller Fund







From left to right: Participants of various CBNP events: Kate Rubin, Bronx Defenders; Arturo López, Bronxworks Immigration Attorney; and Kolu Zigbi, Jessie Smith Noyes Foundation.

### **CBNP STRATEGIC PLAN 2014-17**

#### **Three Goals**

#### **Eight Programs**

#### **Seven 3-Year Outcomes**

- 1. Develop strong Bronx nonprofit leadership
- 1. Executive management certificate-plus
- 2. Leadership development peer learning networks cohort based
- 3. Executive Directors' breakfasts

- 2. Foster healthy Bronx nonprofit organizations
- 4. Capacity building consulting and assessment
- 5. CBNP co-learning seminars & events (including satellite capacity building workshops)

- 3. Promote a vibrant Bronx Nonprofit sector
- 6. TV show
- 7. Bronx conversation series
- 8. State of Bronx nonprofits and other content pieces

- 1. Bronx nonprofit leaders build skills hard and soft to do their jobs and advance in their careers.
- Bronx nonprofit organizational effectiveness

   in terms of operations, programs, financial, and organizational infrastructure
   increases as a result of staff participating in CBNP programs.
- 3. A stronger sense of community grows among the Bronx nonprofit leaders we work with.
- 4. Bronx nonprofits participate more in strategic partnerships and collective action.
- 5. More nonprofit leaders and organizations know about and participate in CBNP programs.
- 6. Public awareness increases of the unique assets and challenges of Bronx nonprofits.
- 7. Reach 50% of the nonprofit sector in the Bronx.

#### PLANNING METHODOLOGY

Since spring 2014, more than 100 community leaders – from nonprofits, philanthropy, government, academia, and industry – have responded and contributed to the creation of this plan.

CBNP staff led the strategic planning process, working closely with Hostos institutional research and assessment staff and the consultant who facilitated the creation of Hostos' collegewide 2011-16 strategic plan. Key CBNP planning activities included:

- Surveys of CBNP participants 85 nonprofit staff across different organizations responded;
- Interviews with 10 leaders of Bronx-serving nonprofits, philanthropy, and government;
- Comparative analysis, examining certificate and training options offered by other academic institutions and nonprofit support organizations in New York City; and
- 20-plus meetings with CBNP staff and other Hostos leaders to discuss, among other topics:
  - analysis of existing programs
  - new opportunities and challenges, as well as strengths and needed areas of improvement
  - literature on best practices in building nonprofit organizational capacity
  - findings from surveys and interviews
  - creation and final selection of goals, initiatives, and outcomes
  - infrastructure needed to support this plan

The product of this process – this 2014-17 Strategic Plan–represents a roadmap for CBNP grounded in evidence and thoughtful analysis of what Bronx nonprofit leaders, organizations, and the sector in the borough need to become more effective.

**66** The Bronx has been undergoing a quiet revival for the past several years, propelled in large part by the borough's neighborhood groups and nonprofit organizations. The Center is helping spread the word and, more importantly, it is creating opportunities for professional development and growth for Bronx organizations and nonprofit leaders so they can build upon the work they have done and meet the new challenges ahead."

> — Patricia Swann Senior Program Officer New York Community Trust

### WHO CBNP SERVES

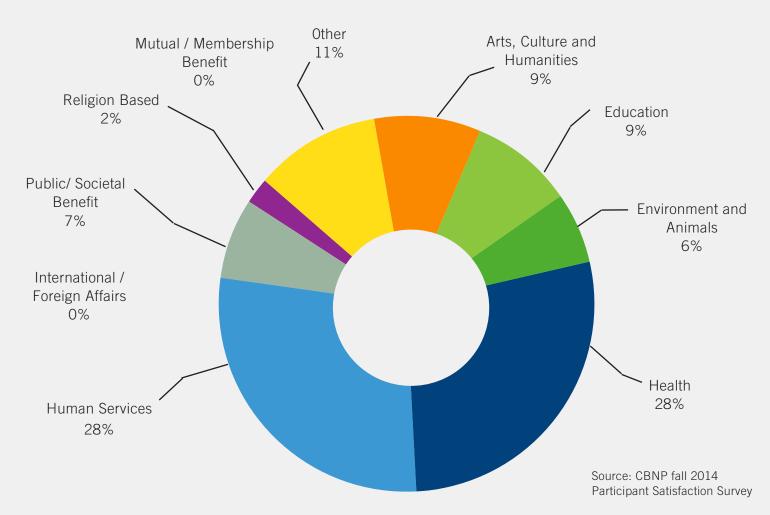
In its first two years of operation, CBNP offered a total of 22 workshops, trainings, and networking opportunities. We reached 728 Bronx nonprofit professionals across more than 422 organizations – accounting for more than 16% of registered nonprofits in the Bronx.

In fall 2014, we conducted our first annual survey of all CBNP participants. This survey informed much of the program direction outlined in this strategic plan and helped us understand trends among those we are reaching. Three of the most notable trends include the following:

#### 1. CBNP serves a diverse array of Bronx nonprofits sub-sectors...

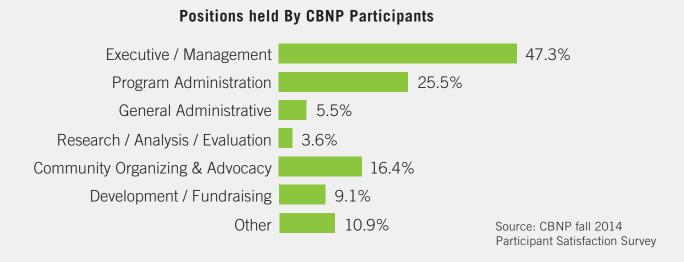
While human services and health-focused nonprofits constitute the largest sub-sectors of CBNP program participants, organizations represent many sub-sectors, from faith-based organizations to environmentally focused and educational institutions.

#### **Sub-sector Representation Among CBNP Participants**



#### 2. CBNP serves a mix of staff, many at executive levels...

Nearly half of those participating in our programs hold executive/management positions within Bronx nonprofits. However, we have served professionals at all levels who hold administrative and program positions within their organizations, from research / analysts to community organizers.



#### 3. CBNP serves some newcomers, but most have worked at their organizations for a while...

About one third of our program participants to-date have been employed by their current nonprofit for less than three years, with 11% at their current employers for less than a year. The remaining two-thirds of CBNP participants have been at their current nonprofit organization for more than three years.



Source: CBNP fall 2014 Participant Satisfaction Survey

### **CBNP PLAN GOALS**

Three goals frame the direction of CBNP's Strategic Plan. Together they represent the essential capacity building ingredients to help us achieve our mission and provide unique programs that meet Bronx nonprofit needs.

GOAL 1

#### **Develop strong Bronx nonprofit leadership**

Having strong institutions means little without having effective leaders.

CBNP realizes that many Bronx nonprofit executives have leadership experience and expertise that, if shared, could help others grow in their leadership capacities. At its core, CBNP's leadership programming approach will be peer-based; harnessing home grown Bronx talent to share with other existing and upcoming leaders. Through structured, facilitated conversations, leaders will come together to learn from each other, helping to develop a robust network of Bronx leaders while retaining talent in the borough.

# GOAL 2

#### **Foster healthy Bronx nonprofit organizations**

Bronx nonprofits, like many nonprofits across the country, need organizational capacity building support to improve their effectiveness.

Our research to create this plan uncovered the need for programming targeted to meet some fundamental organizational development needs, including board development, planning and assessment, financial management, and fundraising. Rather than reinvent the wheel, CBNP will, in many instances, partner with existing nonprofit capacity building providers, to ensure that Bronx nonprofits have access to programs that make them stronger.

# GOAL 3

#### **Promote a vibrant Bronx nonprofit sector**

The health and well-being of individual nonprofits depends on the real and perceived strengths and challenges of the sector at large.

CBNP will undertake efforts to raise the visibility of not just individual organizations, but also of the Bronx nonprofit sector as a whole. This includes increasing public understanding of the needs of Bronx nonprofits, as well as their contributions to the borough – on behalf of constituencies served and to the local economy.

CBNP will host gatherings that bring prominent stakeholders across nonprofits, philanthropy, government, and business to a common table so they can discuss and take action on common issues of concern.

#### NONPROFIT CAPACITY BUILDING CBNP'S NICHE

This planning process revealed a number of ways the CBNP – a nonprofit capacity builder situated within an institution of higher learning - can set its mission and programs apart. The following pages include programs that:

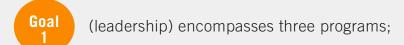
**Bronx Nonprofits** and and issues Leverage academic Offer an **array of programs** to conduct research, and services – from 1-off study, and report meetings and workshops out on what kind of to intensive cohort-based capacity building CBNP's certificates and peer works Niche Benefit from **Hostos**' Provide **low or no** community activist cost programs – **reputation**— situated certificate will be South Bronx priced lower than

### **CBNP MAJOR PROGRAMS**

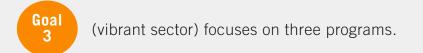
The poverty stats for the Bronx are heartbreaking. While there are many organizations in the Bronx, the community is not as well-resourced and led as other boroughs. The Bronx needs help organizing the sector, getting nonprofit leaders connected so partnerships can happen. The CBNP supports that critical leadership development."

Angie Kamath
 Executive Director, Per Scholas
 CBNP Advisory Board Member

CBNP will implement eight major program initiatives to achieve its goals:







The following shares highlights of the rationale for each program, as well as key program objectives and activities that the CBNP will undertake. In addition CBNP, responses to the expressed needs of the community providing programs such as the one pictured below bringing representatives of the NewYork State Attorney General office to Hostos to discuss nonprofit regulations.

Representatives from the Office of the New York State Attorney General Eric T. Schneiderman and Eileen Newman, executive director for the Center for Bronx Nonprofits.



GOAL

#### LEADERSHIP PROGRAMS **Develop strong Bronx nonprofit leadership**

#### 1. Executive Management Certificate+

Rationale: Rising executives (aka middle management and new EDs) face unique challenges in establishing themselves as leaders. In the Bronx, we know nonprofit executive-level turnover is high, and many rising executives end up taking their skills, experiences, and talents to Manhattan. This nine-month training program helps these emerging leaders address real organizational and leadership challenges they confront so that their learning is applied and helps boost their track record for success. The + is that participants will join a peer learning network upon completion of the training, so they can continue to learn from and network with their nonprofit peers.

#### **Program Objectives:**

- Train 20-25 rising executives (aka middle management professionals) each year via certificate program
- Each participant addresses an organizational challenge that he/she faces and believes is relevant to other Bronx nonprofits
- Upon certificate completion, awardees join the Rising Exec Peer Learning networks (PLNs) where they continue to network and build skills

#### **Rollout Highlights:**

#### Year 1:

- Design application process and certificate and PLN curriculum
- Develop marketing approach including targeted outreach to recruit 1st pilot cohort
- Offer to 1<sup>st</sup> cohort in spring 2015 rolls into PLN in fall 2016
- Design assessment mechanisms to assess immediate and longer-term impact
- Pursue MPA articulation possibilities

#### Year 2-3:

- Rollout annual certificate 20-25 new rising executives participate each year
- Alums join PLN

### **CBNP MAJOR PROGRAMS**

GOAL 1

# **LEADERSHIP PROGRAMS Develop strong Bronx nonprofit leadership**

#### 2. Leadership Development Peer Learning Networks - cohort based

**Rationale:** Peer Learning Networks (PLNs) are considered a valuable approach to strengthen nonprofit capacity. Through six months of facilitated peer-to-peer interaction, and a curriculum largely designed by the participants, Bronx nonprofit leaders can learn valuable lessons and build skills in ways that support their leadership success while also fortifying their capacity to address specific issues Bronx nonprofits face.

#### **Program Objectives:**

#### Develop 2 cohorts of 20+ nonprofit leaders each – one for middle managers and new EDs

 Peers learn to problem solve from each other on issues they face as leaders of Bronx nonprofits

#### **Rollout Highlights:**

#### Year 1:

- Research models of PLNs, determine CBNP framework - curriculum based on cohort soft skill leadership development needs
- Create pilot ED cohort of 10-15 to rollout in spring 2015 and assess
- Develop rising executives PLN for year 2 rollout
- Develop methodology to study PLNs as a tool for capacity building

#### Year 2-3:

- Determine next iteration of ED pilot
- Rollout rising executive PLN for Bronx nonprofit rising executives who have completed the executive management certificate
- Determine if/how to connect PLN alums

#### 3. Executive Director Breakfasts and Speaker Series

Rationale: In addition to expressing interest in more intensive offerings, Bronx nonprofit executive directors want increased opportunities to network with each other, even, at times, engaging their board members. They have also asked for greater access to outside expert speakers who could share the latest on emerging nonprofit innovation.

Program Objectives:	Rollout Highlights:
<ul> <li>40-50 nonprofit EDs participate in quarterly breakfasts</li> <li>2-3 nonprofit expert speakers featured</li> </ul>	Year 1:
	<ul> <li>Design basic breakfast structure – line up of speakers</li> <li>Develop marketing and outreach plan to reach nonprofits</li> <li>Determine board member engagement</li> </ul>
	Year 2-3:
	Assess and refine

### **CBNP MAJOR PROGRAMS**

GOAL

## **HEALTHY ORGANIZATIONS Foster Healthy Bronx Nonprofit Organizations**

#### 4. Capacity Building Consulting

**Rationale:** Bronx nonprofits have sought out CBNP for planning and assessment assistance. Foundations have come to CBNP to broker technical assistance for Bronx nonprofits. Through this program, CBNP will provide consulting that helps nonprofits and foundations address their capacity building needs and then help connect them with technical assistance.

#### **Program Objectives: Rollout Highlights:** Year 1: Partner with foundations to broker capacity building technical assistance for Partner with 1-2 foundations to provide Bronx nonprofits technical assistance to nonprofits • Conduct pro-bono 1:1 capacity Develop 1:1 capacity assessment assessments with 30 or more Bronx approach nonprofits by 2017 and then connect them with the support they need Year 2-3: Outreach to additional 2-3 foundations to broker technical assistance for Bronx nonprofits - as well as to make them aware of capacity assessment capabilities 30+ nonprofit capacity assessments over the course of 3 years

#### 5. CBNP Co-Learning Seminars and Satellite Capacity Building Workshops

Rationale: CBNP's workshops in key areas of organizational management, such as planning and assessment, are in high demand. Nonprofits are looking to CBNP's expertise to continue these workshops and add some other key topics, such as board development, leadership transition, financial management, fundraising, and communications. CBNP will offer some of these directly, and then partner with existing technical assistance providers to bring their workshops to the Bronx. In all sessions, CBNP will explore ways Bronx nonprofits can share their knowledge and experience on these subjects, creating opportunities for Bronx nonprofit staff to learn from each other and deepen networking that builds their mutual skills.

#### **Program Objectives:**

- CBNP will offer 3-4 co-learning seminars directly each year (e.g., on planning and assessment, board development, leadership transition, etc.) - spotlighting the work of 10-20 nonprofits doing this kind of work
- Bring leading nonprofit technical assistance providers to the Bronx to offer 3-4 workshops each year (e.g., on fundraising, communications, and financial management)

#### **Rollout Highlights:**

#### Year 1:

- Select co-learning seminar topics and speakers for CBNP to develop
- Recruit technical assistance providers and hone topics
- Develop marketing and outreach plan to reach nonprofits
- Conduct 6-8 co-learning seminars and satellite workshops

#### Year 2-3:

Assess success of year 1 and repeat

### **CBNP MAJOR PROGRAMS**

GOAL

## **VIBRANT SECTOR Promote a Vibrant Bronx Nonprofit sector**

#### 6. Public TV Show

**Rationale:** In summer 2014, CBNP was approached by Bronxnet, the public television access network, to partner in the development of a 30-minute show that features the work of nonprofits. Starting in spring 2015, CBNP will host Mission Bronx, which features the mission-driven work of nonprofits in our borough. Mission Bronx positions Hostos and CBNP as the host on important conversations concerning Bronx nonprofits. It also highlights the value of Bronx nonprofits by sharing stories of the work that they do in various issue-based areas.

Program Objectives:	Rollout Highlights:
<ul> <li>Develop 30-minute monthly show for Bronxnet - CBNP will host and feature 2-4 nonprofit leaders to talk about thematic issues facing Bronx nonprofits (e.g., changing the face of healthcare) – 24-48 Bronx nonprofits featured per year</li> <li>Bring attention to featured nonprofits and CBNP as a convener</li> </ul>	Year 1:
	<ul> <li>Pitch title and develop format (30-minute monthly, etc.)</li> <li>Line up initial guests and topics</li> </ul>
	Year 2-3:
	Assess and refine

#### 7. Bronx Conversation Series

Rationale: One of CBNP's most popular programs to-date, these conversations bring the public, government officials, industry representatives, nonprofit practitioners, and funders together to share information, network, discuss issues and explore possibilities for collective action. Topics have ranged from the quality of justice, housing, and food issues. Each program has drawn more than 100 participants.

Program Objectives:	Rollout Highlights:
<ul> <li>Host 4 conversations per year</li> <li>100+ participants in each – more than 250 unduplicated participants each year</li> </ul>	Year 1:
	<ul><li>Design series conversations for year</li><li>Select speakers</li><li>Conduct marketing outreach</li></ul>
	Year 2-3:
	Assess and refine

### **CBNP MAJOR PROGRAMS**

GOAL

## **VIBRANT SECTOR Promote a Vibrant Bronx Nonprofit sector**

#### 8. State of Bronx Nonprofits and Other Content Pieces

**Rationale:** The data on Bronx nonprofits and the issues they are addressing is limited. More knowledge about the Bronx nonprofit sector can help stakeholders – from government officials to foundation executives, the public, and nonprofits themselves – understand the contributions of Bronx nonprofits and the investments made in them (or not). CBNP will rollout content pieces in partnership with interested Hostos and CUNY staff and faculty who bring relevant research experience to the study areas selected.

Program Objectives:	Rollout Highlights:
<ul> <li>Develop a State of the Bronx Nonprofit Sector Report</li> <li>Develop other content pieces on Bronx nonprofits, as appropriate</li> </ul>	Year 1:
	<ul> <li>Design methodology – survey, 990 analysis, additional methods, etc.</li> <li>Implement instruments and undertake research</li> </ul>
	Year 2-3:
	<ul><li>Produce 1st report</li><li>Assess and refine</li></ul>

Top, from left to right:
Amaha Kassa, Director
African Communities
Together; and Angela
Fernández, Northern
Manhattan Coalition for
Immigrant Rights.
Center, from left to right:
Ester Fuchs, Columbia
University and an
event participant a the
symposium for non-profit
regulations.



### THREE-YEAR OUTCOMES CBNP WILL STRIVE FOR

Over the next three years, CBNP will track progress along a number of fronts, making sure it achieves the objectives for each program outlined on the previous pages. We will also assess our progress toward the seven three-year outcomes we have set for our work across programs.

#### **Develop strong Bronx nonprofit leadership**

#### 7 CBNP 3-Year Outcomes

- 1. Bronx nonprofit leaders build skills hard and soft to do their jobs and advance in their careers.
- 2. Bronx nonprofit organizational effectiveness in terms of operations, programs, financial, organizational infrastructure increases as a result of staff participating in CBNP programs.
- 3. Stronger sense of community grows among the Bronx nonprofit leaders we work with.
- 4. Bronx nonprofits participate more in strategic partnerships and collective action.
- 5. More nonprofit leaders and organizations know about and participate in CBNP programs.
- 6. Public awareness increases of the unique assets and challenges of Bronx nonprofits.
- 7. CBNP will reach 50% of the nonprofit sector in the Bronx with various offerings.

#### **Assessment Methods**

- Participant attendance data for all offerings (e.g., workshops, certificate trainings, convenings, PLN sessions)
- Program enrollment data
- Program specific surveys and focus groups
- Annual CBNP-wide participant survey and interviews
- Additional learning data analysis (e.g., peer learning outcomes assessment)
- 990 Analysis and other IRS data
- NYS Department of Labor and other sources of Bronx-specific nonprofit data
- E-mail analytics
- TV show viewership data
- Media tracking

Data will be reviewed by CBNP staff each quarter and by CBNP's advisory board once a year, so that we can assess progress toward goals, objectives, and outcomes and adjust our direction as needed.

#### PLAN IMPLEMENTATION – THE INFRASTRUCTURE TO GET US THERE

In order to implement what is outlined in this strategic plan, CBNP staff has identified ways to build capacity in key areas, with a focus on:

- Staffing and professional development strengthening staff skills and expertise
- Advisory board development engaging these key leaders to champion the CBNP's efforts and leverage advisory board member connections and expertise
- Communications and marketing strengthening CBNP's brand recognition and presence among key stakeholders, from Bronx nonprofits, to foundation, government, corporate, and community leaders
- Fundraising maintaining strong funding relationships with existing funders while seeking new opportunities to support the programming of CBNP
- Partnerships developing relationships with capacity builders to help run programs with other colleges to articulate programs, and with foundations and government to undertake projects of mutual interest
- The previous pages outline CBNP's programming direction for the next three years. The following describes how CBNP will build its infrastructure to accomplish what we've laid out

Infrastructure development and program activities will be identified and implemented annually as part of Hostos' operational planning process. Each year, Hostos creates a college-wide operational plan that outlines the key actions to be undertaken that help it achieve its college-wide strategic plan goals and outcomes. Each unit within the College, including CBNP, contributes to this operational plan. These operational plans include annual targets for service and outreach, as well as activities designed to build CBNP's own capacity to achieve its mission.

Each year, CBNP drafts its annual operational plan between May-July. Progress toward annual targets and activities then gets assessed formally each February and August, as part of mid-point and end-of-year operational plan assessments. Being part of this college-wide process creates formal opportunities for input from other leaders at Hostos, including the College President.

We are proud to be an initial supporter of the Center for Bronx
Nonprofits. We recognize the need for strengthening the leadership, staff, programming and operations of nonprofits in the Bronx and the CBNP has been working across all sectors to provide the needed training and leadership development to make that happen."

— Gayle Jennings-O'Byrne JPMorgan Chase Global Philanthropy

### WHAT'S NEXT FOR CBNP

My organization has paid me a lot of money to send me to other trainings around data, and I didn't really understand much of what had been taught. But I am going to start using what I learned here at CBNP. It is so wonderful to have a resource like this available here in the Bronx."

— Participant from the Free 3-day Data Evaluation Workshop Series

In just two years, CBNP has positioned itself as the capacity building provider of choice for many Bronx nonprofit leaders and their organizations.

In implementing this plan we will wear many hats, from convener to confidante, teacher, and advocate. We have set high expectations for how we will improve our quality of service and reach, whether through one-time convenings, or by helping leaders come together to discuss important issues, build connections, and make plans together. Our success depends on the reputation we continue to build: as a place where Bronx professionals can learn to become better leaders and build their organizational capacity; and as a champion for the Bronx nonprofit sector's issues and needs.

We look forward to reporting back on our success in the years to come.



#### **ABOUT HOSTOS COMMUNITY COLLEGE**

Hostos Community College is an educational agent for change, transforming and improving the quality of life in the South Bronx and neighboring communities since 1968. Hostos serves as a gateway to intellectual growth and socioeconomic mobility, and a point of departure for lifelong learning, success in professional careers, and transfer to advanced education programs.

Hostos offers 27 associate degree programs and two certificate programs that facilitate easy transfer to The City University of New York (CUNY) four-year colleges or baccalaureate studies at other institutions. The College's award winning Division of Continuing Education & Workforce Development, in which the Center for Bronx Nonprofits is housed, offers professional development courses and certificate-bearing workforce programs.

Hostos is a part of CUNY, the nation's leading urban public university serving more than 500,000 students at 24 colleges.



# NOTES






CENTER FOR BRONX NONPROFITS
Continuing Education & Workforce Development

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