

3. Website for NYC mayoral campaign,
<http://carlperson2013.nationbuilder.com/int Curriculum> .

Related Videos by Carl E. Person

I have various YouTube videos of possible interest. See my list and description of my job-related YouTube videos in the Appendix below.

Carl E. Person's Curriculum for 500-Hour Training Program for \$25-\$60/Hour Jobs

President Obama has finally implemented a high-tech training program, but predictably has done this for the benefit of big business, government and the military. The program is not designed to be of much use for small business or small entities.

The program is about the same length as my 500-hour program, but taught full-time over a 3-month period perhaps in community colleges (16 weeks at 31 hours per week would equal about 500 hours).

The 500-hour technical curriculum I propose to train persons to go to work for small business (to be taught by one instructor on my "rolling admissions basis") is the following:

Marketing

- Blog marketing
- Public relations including press release distribution
- Use of graphics, logos and pictures
- Assisting in growth of business activities
- QR Codes and Generators, smart displays
- AdWords, Bing Ads
- Email lists and mass emailing techniques
- Groupon
- Robo-dialing
- National do not call list

Financial

- Cash flow monitoring
- Accounting/bookkeeping systems

- Paying bills
- Reconciling bank statements
- Quik Deposits of checks from office
- Password inventory and protection
- Credit card management
- Late-fee management
- PayPal, Wallet and other payment systems
- Obtaining refund or downloading or completion of incomplete purchases (e.g., software downloads, credit card processing applications)
- Identifying, auditing and reducing subscriptions, duplications and no longer needed, and automatic payments
- Kickstarter and clones
- Preparing projections and funding proposals

Timekeeping, Billing and Collection

- Maintaining timekeeping/expense system
- Periodic billing for time and expenses
- Making calls to collect overdue receivables

Calendaring and Scheduling

- Maintain calendar for owner or manager
- Assist in scheduling appointments

Technical Support

- Dealing with technical support including technical support telephone calls
- MyBook, external drives and flash drives
- Backups including offsite and scheduling

Telephone and Broadband

- Wireless broadband and protection

- Purchasing and installing broadband and telephone equipment and services
- Routers and administration
- Cell telephone and 3G/4G networks
- Smartphones and applications
- Smartwatches
- Skype and other Internet telephone systems

Saving Time of Owner/Manager

- Prioritizing my activities on a daily basis
- Dealing with immediate problems requiring resolution
- Doing personal errands with the understanding that this frees up the owner or manager's time to increase profitability of the whole entity and increase my own value and compensation
- Finding and retaining independent contractors to perform what I cannot do myself
- Set up system for telephone numbers
- Maintain inventory of supplies and reorder when necessary
- Set up email filters and manage email
- Organize, inventory and remove hard-copy files to offsite storage facility
- Screen calls
- Training others to take over areas of my responsibility needed for growth and success of the entity
- Unwanted solicitation by telephone or email

Websites

- Insuring against loss of website files (through backups, domain name renewal calendar)
- Managing domain names
- Consolidating domain name management
- Website maintenance
- Anti-virus protection

- HTML
- Adding website features such as search, blogs, email address capture, RSS feed, directions, social networking and YouTube links
- Filezilla and FTP
- Basic website creation
- Search engine operation (SEO)
- Landing pages
- Google Analytics
- Consolidating website servers

Video Production and Distribution

- Video shooting, editing and uploading
- Setting up shooting studio in office
- Streaming video
- Video conferencing
- YouTube with social network links
- Preparing Power Point presentations

Social Networking for Owner/Manager

- Facebook
- Twitter
- LinkedIn
- MySpace
- Meetup
- Pinterest
- Reddit
- NationBuilder

Computer Networking/Communications

- Computer networking (Google, Rackspace)
- Backups according to schedule
- Cloud computing (OpenStack, CloudStack, and Eucalyptus), to assist in transition to cloud computing, for saving time, money and resources through open-source, portable, scalable computing and elimination of legacy IT systems - cloud computing enables users to pay for what they use in an "elastic computing environment"
- Organizing and shortening links through Bitly
- Drop boxes
- Conversion of data from one form to another including list creation and maintenance

Search and Information

- Setting up systems, including forms
- Keeping inventory of hard-copy file location including files in storage
- Documents retention/destruction program
- Scribd
- Google Alerts
- Google and Bing - see WEBSITES above

Applications and Programs

- email, gmail, including periodic review for expected emails
- MS Outlook and MS Outlook Express
- Internet Explorer
- Google Chrome (and some limitations)
- Mozilla Firefox
- Wolfgang Alpha
- MS Office
- Adobe Acrobat, search and edit
- Spreadsheets

- Litigation support
- Database programs (e.g., for telephone numbers)
- Macro development (e.g., for MS Word and Excel)

Internet Transactions

- Internet Transactions: Amazon, ebay, Half, Craigslist, Kindle, movies, payment systems, money transfers

Google -Additional

- Google use assistance, with many different features, and ever increasing, such as Google Alerts, Google Wallet, YouTube, AdWords, Chrome, cloud computing

Equipment and Related Software

- ScanSnap (Fujitsu) with Adobe Acrobat
- Copier, scanner, fax machine, printer (multi-function equipment)
- Color printer and sparing use
- Saving money on toner cartridges
- Rerouting faxes to computer
- Notebooks
- iPods
- Kindle coordination
- Basic 3-D printing for manufacturing
- Basic robotics
- Obtaining adequate lighting and electrical service, outlets and surge protection

Mailing and Delivery Services

- Postage weighing, purchasing and printing systems
- Avoiding 13-ounce USPS rule
- Federal Express and others (air and ground)
- UPS (air and ground)

- Postal Express including USPS pickup services
- Arranging for messenger and delivery services

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[End of Curriculum Text]

Form of Resume for Graduate of Program

I am hoping that a program graduate's letter seeking employment would entice a prospective small-business employer if it said something like this:

RESUME OF

Mary Jane Doe
999 E. 99th Street - Apt. 99
New York NY 10099-9999

Tel: 212-999-9999
Fax: 212-999-9998
mjdoe@doemail.com

Small Business Assistant

I'm a trained *Small Business Assistant* having successfully completed a 1-year program in small business information technology, during my 4th year of high school, in the New York City High School system [or in a 1-year NYC adult education program].

My final grade is **B+ or 90**.

I am trained to handle almost any kind of computer or internet technical problem occurring in a small business, small non-profit, governmental organization or non-governmental organization, or with a self employed person (each of them being a "Small Entity"). If I can't solve a technical problem myself, I have been trained how to obtain the needed professional help and to do so with the least amount of involvement and interruption for the Small-Entity owner or manager.

The type of programs, applications, equipment, software, systems or events I can probably take over and handle for a Small Entity is quite broad, including the following areas or categories:

Marketing; Financial; Timekeeping, Billing and Collection; Calendaring and Scheduling; Technical Support; Telephone and Broadband; Saving Time of Owner/Manager; Websites; Video Production and Distribution; Social Networking for Owner/Manager; Computer Networking/Communications; Search and Information; Applications and Programs; Internet Transactions; Google -Additional; Equipment and Related Software; and Mailing and Delivery Services.

My training has taught me to think like a Small-Entity owner or manager and figure out how to avoid using his/her time to solve a problem, to enable the owner/manager to concentrate on the business matters of higher value or requiring his/her attention.

The owner/manager has an hourly value to the Small Entity of perhaps \$100 to \$500 per hour and by hiring me this higher earning value of the owner/manager can be obtained by the entity.

On the next 2 pages I list specific things I have learned about and can help you with.

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[End of Form Letter]

President Obama's Hi-Tech Training Initiative Announced 3/9/15

Obama's program will enable more robotics technicians, elevator repairpersons, biofuel specialists and technicians and specialists in various highly-technical fields to become trained and obtain a high-paying job with a large organization, but this type of training has nothing at all to do with the very broad training (in more than 100 subjects) needed to qualify someone to become the assistant to the owner/manager of a small business or other small entity. Community colleges do not have the instructors to teach the type of course needed for small business. But, Obama is on the right track (and seems to have run with 2 of my four reforms for full employment I urged in 2012 as a Presidential candidate). Clearly this country through its school systems needs to provide technical training to high school seniors and to adults to enable them assist businesses in technology, but the course to train persons for small business is wholly different from the courses that Obama has in mind for big business.

The Obama White House issued the following press release on March 9, 2015:

FACT SHEET: President Obama Launches New Tech-Hire Initiative

President Obama Announces Multi-sector Effort and Call to Action to Give Americans Pathways to Well-Paying Technology Jobs; Makes Available \$100 Million in Grants

The President and his Administration are focused on promoting middle class economics to ensure that all Americans can contribute to and benefit from our American resurgence. Part of