

CienciaPR participates of NBCUniversal and PYXERA Global's Summer of Service ^[1]

Submitted by [Mónica Ivelisse Feliú-Mójer](#) ^[2] on 23 September 2020 - 8:46pm



^[2]



Ciencia Puerto Rico (CienciaPR) was one of a dozen non-profit organizations from all over the United States who participated of NBCUniversal's (NBCU) Summer of Service, an initiative that connects NBCU employees with organizations for pro bono consulting to enable them to achieve their organizational goals.

Over two weeks, a team of NBCU employees (Monique Joe, Linette Sifre, Andrea Ruiz and Kieran Bertram) developed several communications and marketing tools and strategies for our organization. The positioning statement, social media plan, templates, marketing plan and timeline (among other resources) created by them will help CienciaPR communicate our work, value, and impact better and do more with limited resources and bandwidth.

We are grateful to Monique, Linette, Andrea and Kieran for their hard work and leadership during their two-week stint with CienciaPR! They provided us with critical support and expertise, and their work is already having an invaluable impact for our organization. Truthfully, it would have taken us months to develop the materials they created in such a short period of time.

Summer of Service is a collaboration between NBCU and PYXERA Global, a non-profit that connects multinational corporations, local agencies, national governments and non-governmental

organizations to create opportunities for global engagement and social impact. This is the second time that CienciaPR participates of a PYXERA Global program. In 2018-2019, we were part of the SAP and PYXERA Global Social Sabbatical, which placed three SAP consultants at our San Juan, Puerto Rico headquarters for 8 weeks, to develop a roadmap to increase our human and financial resources.



The NBCU Team that worked with CienciaPR.

Tags:

- [NBCUniversal](#) ^[3]
- [PYXERA](#) ^[4]

Copyright © 2006-Present CienciaPR and CAPRI, except where otherwise indicated, all rights reserved

[Privacy](#) | [Terms](#) | [Community Norms](#) | [About CienciaPR](#) | [Contact Us](#)

Source URL: <https://www.cienciapr.org/en/blogs/equipo-informa/cienciapr-participates-nbcuniversal-and-pyxera-globals-summer-service>

Links

[1] <https://www.cienciapr.org/en/blogs/equipo-informa/cienciapr-participates-nbcuniversal-and-pyxera-globals-summer-service> [2] <https://www.cienciapr.org/en/user/moefeliu> [3] <https://www.cienciapr.org/en/tags/nbcuniversal> [4] <https://www.cienciapr.org/en/tags/pyxera>