**SAMPLE 2**

**Thank you for completing the Designing a Cooperative Extension Internship form.**

## A copy of your submission has been sent to your supervisor's email.

As supervisor, you are receiving this copy of Susan Jennings's submission to Designing a Cooperative Extension Internship Form.

Please follow up with your supervisee to see if they need help and support with this internship.

## Your Name

Susan Jennings

## Your Email

susan.jennings@maine.edu

## Your Supervisor's Name

Lisa Phelps

## Your Supervisor's Email

lisa.phelps@maine.edu

## Name of Internship

4-H Youth Development Marketing and Development

## Where/location of the internship

Virtual Base, York Complex - Orono Campus

## Is there office space/support for an intern if needed?

Yes

## If yes, where is the space located or who would provide office support?

York Complex, UMaine Extension

**Is there computer/technology access available if needed?**

Yes

## Proposed Start date for the internship

02/01/2021

## Proposed End date for the internship

06/30/2021

## Who will supervise the intern?

Susan Jennings, Director Maine 4-H Foundation

## Does the supervisor have experience supervising an intern or college student worker?

Yes

## Do you have a student already identified for this internship?

No

## If no, how will you help advertise this internship?

Maine Extension/Maine 4-H Foundation

## Will this internship be for academic credit?

Yes

## What will the hourly rate be for this internship?

$12.15

## What chartfield will be used for the internship?

Extension/Maine 4-H Foundation

## Why do you want to host an intern?

The Maine 4-H Foundation would like to provide an opportunity for real world social media and creative fund development work experience for a college undergraduate or graduate student exploring work in one or both of these fields.

## What are the benefits to a student with this internship?

Students will:

* Gain valuable applied work experience in the field of Marketing
* Be responsible for social media development campaign design
* Have opportunities to connect to professionals in the field including a marketing professional with National 4-H, and a professional video marketing design engineer
* Explore creative marketing techniques online and apply best practices

## What is the overarching goal of the Internship?

The overarching goal is to increase the marketing reach of the Maine 4-H Foundation and ultimately the fund development opportunities.

## What are the three main learning objectives?

Learning Objectives:

1. Research successful marketing campaigns for non-profit youth programs and create an online log of campaign profiles and success rates including the campaign description, online presence and details of outreach success.
2. Creatively design and create one online media campaign focused on marketing the Maine 4-H program and the Maine 4-H Foundation.
3. Create and design the tools for one fund development outreach push in partnership with the marketing and social media campaign to launch from summer 2021 through winter 2022.

## What are the learning tasks for the 3 main learning objectives listed above?

Learning Tasks:

1. Evaluating successful marketing campaigns of past: The intern will compile a list of non-profit youth organizational websites (state level non-profit organizations), develop a comprehensive online data base with links to marketing campaign ideas successfully used by 4-H and other youth development organizations.
2. Intern will brainstorm ideas for a marketing campaign, lock in one successful idea with the Director of the Maine 4-H Foundation, and then work on tools for the campaign. These will include social media posts, banners, ads, pull-up screen ads, videos, short clips, photo design marketing, and ad layout.
3. Intern will develop one and two page statements on the campaign, letters for appeal, news release copy, artwork for the campaign, media releases and any other hard copy items to support the fund development outreach.

## What’s the Research Component?

Research component: The active research will be on the successful strategies for both marketing and fund development campaigns. Developing a researched based central database of historical campaigns and their efficacy. This work will then be analyzed for future unique creative development work.

## Describe the specific activities/tasks/responsibilities expected of the intern?

The training and activities for the Maine 4-H Foundation intern:

1. Take part in UMaine Extension training for internships
2. Take part in the Maine 4-H Foundation training for the internship position
3. Meet weekly with the Maine 4-H Foundation Executive Director
4. Meet with the President and representatives of the Maine 4-H Foundation Board
5. Work with the Maine 4-H Foundation Executive Director to create a plan of work
6. Research the successful marketing and fund development non-profit campaigns
7. Work on the marketing and social media campaign for the Maine 4-H Foundation
8. Work on the fund development tools that complement the social media and marketing campaign

### **What networking opportunities will you offer the intern?**

The intern will have the ability to network with the Maine 4-H Foundation Board, Maine 4-H Staff, UMaine Foundation Staff and other key stakeholders as opportunities present themselves. This would be in addition to interacting with the other Interns within Cooperative Extension.

## Outline the site-specific training plan for the intern?

Maine 4-H Foundation specific training:

1. History of the Maine 4-H Foundation
2. Maine 4-H Foundation Website history and plans
3. History of the connection between the Maine 4-H Foundation, UMaine Extension, UMaine Foundation, and nationwide Extension and 4-H foundations.
4. Work expectations - virtual, office space, time, weekly reporting, time sheets, payment structure
5. How to create a plan of work, SMART Goals, use of reporting forms
6. Internship expectations and plans
7. Contact information, plans for weekly meetings and reporting

## Outline your supervision support plan for the intern?

Supervision plan:

1. Internship Orientation
2. Support for paperwork, weekly reporting, payroll reporting
3. Support for the plan of work
4. Daily availability and contact lists for research
5. Website connections for support building web pages
6. Social media support for the campaign
7. Work examples of successful development tools

## What is the total time commitment of the intern for the internship?

20 hours per week

## What is the weekly schedule?

Flexible (office 8:00 am - 4:30 pm)

## What are the specific skills or abilities expected of the intern?

Interest in marketing and development, creative design interest,

## Are there things the intern will be expected to learn? If so, how will the intern gain these skills?

The Maine 4-H Foundation intern will be responsible for the following:

1. To learn web design and the supervisor will help with arranging technical support.
2. Plan of work design and the supervisor will work directly to support the development of this plan.
3. Research successful non-profit marketing and fund development campaigns with supervisor help.

## What are the work environment expectations of the intern?

The majority of this internship can be done virtually. Office space in York Complex with the Maine 4-H Foundation will be made available.

## Do you have a learning contract for this internship?

Yes

## A formal evaluation is expected of each intern. What is your process for evaluation?

Evaluation:

The internship position will require a written evaluation following a reflective session between the intern, supervisor and any board members involved in the internship experience. Evaluation form will be, in part, developed in partnership with the intern as part of the reflective learning experience.

Evaluation process will include an in-person meeting as well as answers to a formal written evaluation, and a reflective letter of the internship experience and successful outcomes.

## How do you plan to provide mentoring to an intern to help identify their strengths?

The Maine 4-H Foundation internship experience is designed for learning about the non-profit world and providing a young person with valuable insight into their outreach skills in language use, organization, creative marketing/planning, social media artistic design and messaging, goal setting (including SMART goals), and fund development planning (design, proposal and content development).

Weekly meetings will focus on identifying what is working well, what is needed, what has been learned, what more needs to be developed.

## How will you conduct an exit interview for the Intern?

Internship refection:

Starting with the very first planning meeting, the internship position will look at assessing weekly goals and make a commitment to assessing how things are going and what support is additionally needed.

The collection of the weekly meetings will be the source for the initial reflective points for conversation at the final exit internship. Did this process work, what would have been a better process to assess the experience, looking back how could the internship experience be improved, what was valuable, what could improve the experience? A list of reflective questions will be created during the internship in addition to the process outlined.

## Do you have questions for the exit interview?

Yes