A&F Student Internship Proposal

SAMPLE

Purpose
The A & F Student Internship program is designed to provide meaningful and engaging work experiences for GT undergraduate students. Through this program they will play an active role in the advancement of the services, systems, and programs within Administration & Finance.

Objective
Develop a program that provides robust, desirable jobs for students providing them with valuable experience to prepare them for full time opportunities at GT and beyond.

Using the form below, please outline your proposed internship opportunity. Accepted proposals will demonstrate how this transformational experience will provide participants with valuable job experience, stretch growth opportunities, relevant exposure, and well-defined skill development. All interns will be paid $15 hourly. Salary increases for multi-year engagements will be considered.

<table>
<thead>
<tr>
<th>A &amp; F Department</th>
<th>Unit/Office</th>
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<tbody>
<tr>
<td>Administration and Finance, Central Office</td>
<td>N/A</td>
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<tr>
<th>Work Site</th>
<th>Desired Term of Engagement (Date Range) and Anticipated number of hours per week</th>
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<tr>
<td>Lyman Hall</td>
<td>Summer 22 and beyond, up to 20 hours weekly</td>
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<tr>
<th>Supervisor – Name and Email</th>
<th>Human Resources Business Partner</th>
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<tbody>
<tr>
<td>Kim D. Harrington</td>
<td>Click here to enter text.</td>
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<tr>
<td><a href="mailto:Kim.Harrington@gatech.edu">Kim.Harrington@gatech.edu</a></td>
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Position Summary – Provide a brief overview of the opportunity and outline the alignment to the program purpose.

Administration & Finance seeks a Marketing and Design Intern to assist with a portfolio of projects and initiatives for staff and students. Key A&F in scope initiatives include, but are not limited to, Staff Culture Council, Ethics Programming and Educational Council, Student Internship Program, and Student Advisory Council. Working up to 15 hours weekly, the intern will assist with the development of communication and marketing strategies, design of web graphics, forms, surveys, flyers, banners, and other marketing materials as needed within GT design standards. This intern will play a critical role in the full lifecycle of select A&F projects and initiatives.
Responsibilities and Duties *(bulleted list of 5 to 7)*

- Assist with development of program templates for projects and initiatives
- Assist with development of detailed communication strategies for each project and initiative
- Assist with development and maintenance of web forms and online files
- Design marking materials as needed, to include flyers, promotional pieces, banners, etc.
- Develop of surveys and program assessments
- Create reports from data collected through surveys and assessments
- Participate in project and initiative meetings as needed
- Develop and update designated websites

Basic Qualifications, Skills Required, and Target Audience *(bulleted list)*

- Graphic design skills
- Excellent written and verbal communication
- Organizational skills
- Editing skills
- Adept with social media
- Knowledge of digital media software
- Enthusiasm
- Creative self-starter
- Task oriented
- Proficient in Adobe, Canva, photoshop or other common design applications
- Collaborative
- Experience and comfort with website updates

Expectations of Intern beyond duties, if applicable (e.g., work location, work style, required shifts, etc.) *(bulleted list)*

Please note: All design work must be in full alignment with Institute design standards with appropriate review before publication or release. Additional expectations are as follows:
• Ability and interest in communicating and marketing to staff and students
• Willingness to generate and share new ideas
• Professional communication and adherence to agreed upon deadlines
• Work location and hours are flexible to accommodate school schedules

Please outline how this experience aligns with Institute Values and advances the A&F Strategic Plan

• This internship provides a unique opportunity to actively engage a student's talent, voice, and perspective in improving the culture and community within A&F through development and delivery of communications and marketing material. Students are our top priority, and this internship is one way to operationalize this value. In line with this, the first goal in the A&F strategic plan speaks to providing transformative learning experiences to help students grow as creative, ethical, globally aware, and technologically sophisticated leaders. This internship will advance each element of the goal.

Learning Outcomes
Through this experience, the student will gain the following soft skills, hard skills, and competencies:

• Increased graphics and design experience
• Exposure to design thinking concepts
• Ability to develop and leverage social media strategies
• Survey development skills
• Data reporting
• Enhanced presentation skills
• Increased professional communication skills
• Increased project management and process flow insight
• Awareness of Institute design standards and guidelines

Anticipated Deliverables

• Full portfolio of marketing materials and communication strategies for the key A&F initiatives
• Website development and updates
• Social media strategy
• 10–20-minute presentation summarizing the experience