

Yestermorrow Design/Build School Community Outreach Intern 2011

Mission & Objectives

Yestermorrow's Internship Program is dedicated to provide a unique educational experience working and living as part of the Yestermorrow community. Interns learn a variety of skills by means of hands-on experience, and at the same time are able to take a variety of courses offered by talented faculty from all over the country. The Interns provide Yestermorrow with critical support in the day-to-day operations of the School while participating in hands-on learning opportunities both in and out of formal classes.

Overview

The Community Outreach Internship is an opportunity to learn marketing, outreach and project management skills while forging partnerships in the local community. The Outreach intern is responsible for management of Yestermorrow class projects, including in-depth communication and planning with Yestermorrow staff, instructors and community partners. The Outreach intern also represents Yestermorrow at public events, including conferences, energy fairs, home shows, and presentations around the state of Vermont and creates outreach and marketing materials for Yestermorrow, including brochures, e-newsletters, and flyers. Housing, meals and 12 weeks of classes provided.

Responsibilities

- Coordinating Yestermorrow class projects in the local community managing expectations, coordination and documentation for clients. This will involve in-depth communication and planning with Yestermorrow staff, instructors and community partners.
- Supporting existing partnerships with the Evergreen Senior Center, the Mad River Path Association, Carbon Shredders, Mad River Valley Localvores and the Kingsbury Community Farm/Vermont Foodbank by representing Yestermorrow and helping to plan collaborative design/build projects in the Mad River Valley. Past projects have included trail shelters, raised garden beds for seniors, and bus shelters.
- Representing Yestermorrow at outreach events, including conferences, energy fairs, home shows, and presentations around the state of Vermont.
- Creating outreach materials for Yestermorrow, including brochures, press releases, e-newsletters, advertisements, flyers, as well as online event promotion via various websites.
- Organizing adult volunteers and students from local schools for community work days and projects.
- Supporting the day-to-day operations and upkeep of the School.

Qualifications

- Excellent verbal and written communication skills
- Graphic design skills
- Proficiency with computers, web-based communications and graphics software
- Ability to have fun and remain flexible while maintaining attention to detail
- Ability to juggle multiple priorities
- Well developed interpersonal skills
- Ability to work in a dynamic office setting

- Undergraduate degree in communications, graphic design, marketing or similar discipline preferred and an interest in architecture, design, or sustainability recommended

Learning Objectives

Upon completion of the internship, the Intern will be able to:

- Identify potential community projects which fit class criteria
- Manage communications with instructors regarding class projects
- Schedule class projects and execute written agreements with clients
- Write and distribute a press release
- Confidently represent Yestermorrow's activities and mission at public events
- Create a monthly e-newsletter using MailChimp software
- Gain a greater understanding of social media strategy and techniques
- Demonstrate safe use of standard hand and power tools
- Demonstrate design competency through at least one individual design project
- Solve problems using the design/build process
- Implement sustainable living practices (composting, recycling, energy conservation)
- Identify networking opportunities with individuals in the local and Yestermorrow community
- Describe the mission and values of Yestermorrow to the public through tours and representing the school at public events
- Demonstrate knowledge of sustainable building and design practices implemented on the Yestermorrow campus
- Communicate effectively with staff and interns to work efficiently in a team setting and live in group housing

Schedule

The Internship Program is based on a 40-45 hour work-week, often with longer hours when interns are participating in classes. Interns' days start with chores at 8:00am, and a meeting with the staff at 8:30AM to discuss daily work projects and divide up daily tasks. Work ends at 5PM, sometimes later depending on workload and class schedules. Interns have an hour for lunch at noon. Interns have free time in the evenings and weekends (if they are not taking workshops or on weekend office duty). Interns are expected to rotate weekend office duty. Benefits also include 10 holidays throughout the year.

Supervision

The Community Outreach Internship is somewhat different from the Design/Build Internship in that the majority of the project work will be office-based and will work under the direct supervision of Kate Stephenson, Executive Director and Dan Eckstein, Curriculum Director.

Compensation

The Community Outreach Intern is a volunteer internship position. Interns contribute approximately 40-45 hours per week in exchange for room and board on campus and training in the form of classes during the 12 months of their internship. The intern can choose twelve weeks of classes throughout the year, and weekend workshops on a space available basis. The staff will make a strong effort to accommodate each intern's top class picks, but we cannot guarantee that space will be available.

