

Community Internship Collaboration

Spring, 2017
Internship Posting

Organization name	Bradbury Science Museum Association
Mentor/Contact name	Ryn Herrmann
Address	109 Central Park Square
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Organization website	Bradburyassociation.org
Describe your organization	BSMA was formed to support the BSM's educational mission, as its non-profit partner. The BSMA promotes STEM educational outreach to Northern New Mexico.
Internship title	BSMA Marketing/Product Development Intern
Specific days/hours (if applicable)	Varies. Intern will work some hours at the new gift kiosk, Gadgets.
What will the student learn from the internship?	Intern will assist with BSMA kiosk product development for & sales at Gadgets.
What does your business need that a student intern can impact?	Currently the new gift shop has a very basic product line. We need help developing new products.
What project(s) will the intern work on?	Researching & advising on new products for the gift shop. Currently Gadgets has a very small product line offering of items that have the Bradbury Science Museum logo on them, such as hats, shirts, etc. We would like help extending that line to include magnets, key chains, etc. We would like help deciding which items would sell well, finding them at the best prices and ordering.
What skills are required for this internship?	Customer service skills, handling cash & credit card transactions, creative vision for products, organization.
What final deliverables will the student produce?	New product development recommendations.
How would you describe the primary purpose of this project? (Select one)	Marketing/Communications
If "Other", please specify	Click here to enter text.
Any additional information you would like to share?	The Bradbury Association did have a CIC Intern last year that worked on the Marketing Plan for the museum store. This proposed intern will work in the store to experience firsthand the product sales, but also develop and extend the product line.