

# Community Internship Collaboration

Spring 2018

Internship Mentor Application

<b>Organization name</b>	Bradbury Science Museum Association
<b>Mentor/Contact name</b>	Ryn Herrmann
<b>Address</b>	109 Central Park Square
<b>Phone number</b>	(505) 661-4807
<b>E-mail address</b>	ryn@losalamos.org
<b>Organization website</b>	Bradburyassociation.org
<b>Describe your organization</b>	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. Gadgets museum shop supports BSMA
<b>Internship title</b>	BSMA Marketing/Product Development Intern
<b>Specific days/hours (if applicable)</b>	Varies. Intern will work some hours at the science museum gift kiosk, Gadgets
<b>What will the student learn from the internship?</b>	Intern will assist with BSMA kiosk product development for & sales at Gadgets.
<b>What does your business need that a student intern can impact?</b>	Currently the new gift shop has a very basic product line. We need help developing new products and managing shop
<b>What project(s) will the intern work on?</b>	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.
<b>What skills, ability or education level is required for this internship?</b>	Customer service skills, handling cash & credit card transactions, creative vision for products, organization.
<b>What is the final product will the student produce?</b>	New product development recommendations.
<b>How would you describe the primary purpose of this project? (Select one)</b>	Computer Science/IT; Science (Biology, Chemistry, Environmental); <b>Marketing/Communications</b> ; Project Management; Accounting/Finance Other (please describe)
<b>Any additional information you would like to share?</b>	The Bradbury Association has had previous CIC Interns. The first intern helped develop the initial Marketing Plan for the museum store. The second intern worked in the store to experience firsthand the product sales and developed a new product (keychain). This proposed new intern would be required to work some hours in the store and assist with new product development.