

# Community Internship Collaboration

Spring 2018

Internship Mentor Application

<b>Organization name</b>	Española Valley Fiber Arts Center (EVFAC)
<b>Mentor/Contact name</b>	Olimpia Newman & April Jouse
<b>Address</b>	325 Paseo de Oñate, Española, NM 87532
<b>Phone number</b>	505-747-3577
<b>E-mail address</b>	<a href="mailto:development@evfac.org">development@evfac.org</a> & <a href="mailto:operations@evfac.org">operations@evfac.org</a>
<b>Organization website</b>	<a href="http://www.evfac.org">www.evfac.org</a> & <a href="http://www.nmfibercrawl.org">www.nmfibercrawl.org</a>
<b>Describe your organization</b>	<p>Española Valley Fiber Arts Center (EVFAC) is nonprofit membership organization and a hub for all types of Fiber Arts activity.</p> <p>EVFAC's mission is to "cultivate and support multi-generational participation in local, traditional and contemporary Fiber Arts." Therefore we teach about the region's rich weaving history of New Mexico, foster Fiber Arts skills at every level, grow the appreciation for handmade Fiber Arts, and provide opportunities for the general public to appreciate the work of all Fiber Artists.</p>
<b>Internship title</b>	Media and Communication Intern
<b>Specific days/hours (if applicable)</b>	Office Hours Tuesday – Saturday 10am – 5pm Days/hours of internship: flexible
<b>What will the student learn from the internship?</b>	Communication, customer-focused writing, organization, event development and hosting
<b>What does your business need that a student intern can impact?</b>	We organize many events through the year, and for each we have to assure smooth communication, planning, coordinating participants and visitors. The intern will assist 4 staff and up to 10 volunteers in the development and hosting of all the planned retail events.
<b>What project(s) will the intern work on?</b>	<p>Several events are planned in February and March, however the most important will be the New Mexico Fiber Crawl scheduled for May 18-20, 2018, and extends from Albuquerque, Santa Fe, Española, Los Alamos, Jemez Springs all the way to Taos. The crawl includes shops selling supplies, fiber artists' studios, galleries, farms, and museums where attendees can explore fiber arts exhibits, participate in hands-on demonstrations, learn a skill, shop for locally made original fiber artwork and supplies, and meet local makers of Fiber Art.</p> <p>The intern will assist with the event at every stage, and during the event participate at various sites to gather input on its success. Post event the intern will work on data-collection and development of a final report and presentation that will be made available to donors and supporters.</p>
<b>What skills are required for this internship?</b>	Organization of information, customer contact and support, making phone calls, MS computer skills, presentation skills.
<b>What final deliverables will the student produce?</b>	Presentation about the event including; including how the event evolved, participant experience, photography, numerical facts about the event # of participants, sales, etc.

<b>How would you describe the primary purpose of this project?</b>	Marketing/Communication
<b>If "Other", please specify</b>	Event Planning
<b>Any additional information you would like to share?</b>	<p>EVFAC worked with an intern last year, and contributed towards the success of the event. The second New Mexico Fiber Crawl in 2018 has the following objectives:</p> <ol style="list-style-type: none"><li>1. Create an <b>economic impact</b> in terms of sales through increased visits by customers during the weekend of the Fiber Crawl.</li><li>2. <b>Raise awareness</b> of the size and diversity of the Fiber Arts community in New Mexico.</li><li>3. <b>Enable visitors to visit many sites</b> throughout the weekend, and offer incentives that encourage visitors to visit as many sites as possible.</li></ol>