

Community Internship Collaboration

Spring 2018

Internship Mentor Application

Organization name	The Family YMCA
Mentor/Contact name	Diana Martinez, Senior Program Director
Address	1450 Iris St.
Phone number	505-662-3100
E-mail address	dmartinez@laymca.org
Organization website	www.laymca.org
Describe your organization	The Y is a charitable nonprofit, established in 1955, dedicated to building community health by focusing on youth development, healthy living and social responsibility. Through fundraising we ensure that no one is turned away for inability to pay, which ensures that all have access to programs to help them have healthy spirit, mind and body.
Internship title	Videographer
Specific days/hours (if applicable)	Flexible to work with student; preferably M-F at times between 8am-5pm; however some assignments will be beyond those hours as mutually agreed upon.
What will the student learn from the internship?	The student will learn how to plan and execute the documentation using video/film to create small films for marketing purposes; basic marketing concepts; branding compliance; teamwork and cooperation. We hope the intern has the film and editing skillset already developed.
What does your business need that a student intern can impact?	We need to create some virtual tours of our main Y, our teen centers and our afterschool programs to show those interested what the programs look like.
What project(s) will the intern work on?	The intern will create short films of the main Y, the Express, two teen centers; the afterschool/camp programs; and other Y programs to be placed on our website to offer views of what the programs look like.
What skills, ability or education level is required for this internship?	Excellent videography and editing skills; story conceptualization; a cooperative attitude; the ability to take direction and provide input and feedback.
What is the final product will the student produce?	The final product will be 5-10 short videos displaying a virtual tour of our programs.
How would you describe the primary purpose of this project? (Select one)	Marketing/Communications