

Community Internship Collaboration

Spring 2018

Internship Mentor Application

Organization name	projectY cowork Los Alamos
Mentor/Contact name	Lauren McDaniel
Address	150 Central Park Square, Los Alamos, NM
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Organization website	www.projectYLosAlamos.com
Describe your organization	projectY cowork Los Alamos, a collaborative coworking space located at 150 Central Park Square in Los Alamos, New Mexico, serves as a hub for startups, freelancers and others to be connected to like-minded entrepreneurs, business experts, investors and mentors who will help them achieve their personal and professional goals. It is an initiative between Los Alamos Commerce and Development Corporation, Los Alamos County, Los Alamos National Laboratory (LANL) Feynman Center for Innovation and Community Relations and Partnerships Office, and Central Park Square owner Philip Kunsberg.
Internship title	Marketing & Business Intern, projectY cowork Los Alamos
Specific days/hours (if applicable)	projectY is open Monday-Friday 8am-5pm and would request an intern come in twice a week on a day of their choosing for 2-hour timeslots each day.
What will the student learn from the internship?	The student will learn a variety of skills related to effective marketing: verbal and written communication, interpersonal skills, media relations and design techniques. They may also assist with events, as needed, and learn event and project management skills.
What does your business need that a student intern can impact?	Developing case studies featuring projectY member businesses (500-word profiles) to be used in a member-specific marketing campaign in the new year.
What project(s) will the intern work on?	The project will entail interviewing members and building a series of case studies featuring member companies in order to support a marketing campaign that reaches key constituents in the community and helps build projectY's social media following. These case studies will showcase those who already find the coworking model conducive to enhancing their own business operations while at the same time highlight their own business operations.
What skills, ability or education level is required for this internship?	Great written and oral communication, people skills, creativity, basic design knowledge, great demonstration of persistence and follow-through, attention to detail. Ideally possesses an inquisitive nature and interview experience (not required, however).
What is the final product will the student produce?	The intern will develop a portfolio of case studies about projectY member business and their projects to share in various local, state and possibly national levels (with media, in newsletters and projectY marketing campaign, including social media).
How would you describe the primary purpose of this project? (Select one)	Computer Science/IT; Science (Biology, Chemistry, Environmental); Marketing/Communications ; Project Management; Accounting/Finance Other (please describe)
If "Other", please specify	
Any additional information you would like to share?	