



Community Internship Collaboration Business Proposal  
Spring, 2020

<b>Organization name</b>	Los Alamos County Economic Development Division
<b>Mentor/Contact name</b>	<b>Kelly Stewart</b>
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<b>Organization website</b>	losalamosnm.us
<b>Describe your organization</b>	The Economic Development Division of Los Alamos County attracting new businesses and housing developments, supporting local businesses, and managing tourism, destination branding and film services.
<b>Internship title</b>	Marketing Coordinator
<b>Specific days/hours (if applicable)</b>	To be negotiated between mentor and intern.
<b>What will the student learn from the internship?</b>	Written and oral communications skills, project organization, management & delivery, client services, progress reporting, participation in group meetings, creative pitches.
<b>What does your business need that a student intern can impact?</b>	<p>A positive, creative individual to participate in the development of a training module for local hospitality businesses (restaurants, hotels, retail stores) to help them market themselves more effectively through enhanced listings (e.g., Google, Yelp, Trip Advisor), and social media accounts (Facebook, Instagram). Intern would be responsible for contacting businesses and setting up appointments, then going to the business representative(s) at their place of business/computer/phone to show them how to create, enhance and maintain their listings and/or social media accounts per the training materials provided by the County and taking photos and images per training techniques. Intern will arrange follow-up check-ins and/or appointments with business clients to collect feedback/metrics. Intern will work with County to develop and update progress report. Intern is encouraged to contribute creative ideas for marketing each business. NOTE: County and partnering organizations will provide training materials and on-call support for intern throughout the process.</p> <p><a href="#">Click here to enter text.</a></p>
<b>What project(s) will the intern work on?</b>	
<b>What skills are required for this internship?</b>	Above all, a positive, can-do attitude, attention to detail; a strong work ethic and accountability; the willingness to jump out of your comfort zone and try something and possibly not get it right the first time—and then try again; the willingness to ask questions, clarify, check in after starting; basic writing skills; social media skills, and an interest in how marketing impacts people.
<b>What final deliverables will the student produce?</b>	A report showing the number of Los Alamos businesses who have enhanced their Google and other listings, added their information to directory listings, and either created or enhanced social media accounts, as well as feedback and metrics (Likes, views, etc.) for each business account. ALL with the help and guidance of the mentor.

<b>How would you describe the primary purpose of this project? (Select one)</b>	<input type="checkbox"/> Computer Science/IT <input type="checkbox"/> Science (Biology, Chemistry, Environmental) <input checked="" type="checkbox"/> Marketing/Communications <input type="checkbox"/> Project Management <input type="checkbox"/> Accounting/Finance <input type="checkbox"/> Other
<b>If "Other", please specify</b>	N/A
<b>Any additional information you would like to share?</b>	As mentor, I will provide as much support as needed, initially accompanying the intern on training appointments; providing examples of materials and approaches. Just ask when you don't know or understand something.