City of Manor Internship Program Proposal

Internship Program Goals & Objectives

Projected Outcome(s):

- High School and College students will learn about local government and how to build community
- Provide staffing support to fuel and energize committee planning and program implementation
- Increase Council and Staff efficiency and productivity
- Positively impact the Manor Community

Knowledge and Skills

- Social media marketing strategies (planning, content creatio scheduling, analytics)
- Event planning logistics (budgeting, scheduling, vendor c rd   ion, on-site support)
- Communication skills (written, verbal, interpersonal)
- Project management and organizational skills
- Teamwork and collaboration

Success Metrics

- Completion of specific projects and tasks
- Feedback surveys (Intern, Councilmember, City S
- Data Analytics on social media eng   ent and eve   ttendance
- Long-term career outcomes for inte

Internship Structure & Logistics

Duration:

- Fall or Spring Ser ster: 500   urs (Part-   e); 1000 Hours (Full-time)
  - January - M
  - August - Dece
- Summer S   250 H   s (Part-time); 400 Hours (Full-time)
  -    .ne - Aug

Location.

- The Inte ship is Hybr in nature
- Virtual/re   oppor   ities are available with in-person planning sessions

Number of Interns.

- Start with a small number (4-14) and gradually increase based on program success.

Responsibilities:

- Research
  - [Baltimore Corps: Mayoral Internship - Mayor's Office of Neighborhoods - Neighborhood Liaison | WayUp](#)
  - [Mayor's Select Internship Program](#)
  - https://mwpc.org/wp-content/uploads/2020/03/MWPC-Intern-Roles-and-Responsibilities.pdf

Intern Roles and Responsibilities

Intern roles are provided to guide the course of the internship program and tether intern responsibilities to our core mission. These responsibilities and outcomes may vary and overlap depending on circumstances and are not meant to limit the scope of City of Manor's internships in any way. Interns should be prepared to take on duties and may receive outcomes from each role listed. The program may include group outings and projects outside of scope of interest.

Media & Communications (min. 10 hour per week):

Responsibilities: Design graphics, event invitations and other media, draft social media posts with a focus on online engagement. Create and push out events via social media. Draft emails for City of Manor and candidates, campaign materials for supported candidates, and press releases for City of Manor as needed. Create content and maintain the City of Manor blog. Other responsibilities will be assigned on an as-needed basis.

Outcomes: Intern(s) will learn to use social media as an engagement tool, with with candidate voice or using organizational messages, and create attractive and consistent media. Intern(s) will gain skills utilizing email communication tools, and the ability to write in various styles ranging from informal blog content to press release form. Intern(s) will gain an understanding of effective political advocacy and non-profit organizational structure.

Policy, Research & Data Management (min. 10 hour per week):

Responsibilities: Take responsibility for timely and accurate data entry as needed. Intern(s) will research upcoming legislation, research fundraising donors, award nominees, and conduct candidate and field research. Intern(s) will research venues and vendors for City of Manor events, and provide technical and logistical support at events. They will use historical data to provide clear information on trends within the City. Other responsibilities will be assigned on an as-needed basis.

Outcomes: Intern(s) will develop organization and tracking skills, and learn to manage competing priorities in an office setting. Intern(s) will develop the basic research skills as related to fundraising and candidate endorsements. Intern(s) will develop the ability to conduct research and utilize various media sources. Intern(s) will learn to assist in planning and executing a variety of events ranging in size, formality, and purpose. Intern(s) will gain an understanding of effective political advocacy and non-profit organizational structure.

Organizing & Community Outreach (min. 10 hour per week):

Responsibilities: Provide candidate support during election seasons, including: recruiting volunteers and voter outreach. Participate in outreach to candidates to facilitate the endorsement process; attend endorsement interviews and take notes. Provide support for key City of Manor events. Other responsibilities will be assigned on an as-needed basis.

Outcomes: Intern(s) will learn about each aspect of campaigning. Intern(s) will gain an understanding of effective political advocacy and non-profit organizational structure, and learn to facilitate a PAC endorsement process. Intern(s) will gain valuable event planning and facilitating

skills. Intern(s) will learn basic volunteer management skills.

Local and Regional Committee Support Intern (min. 10 hour per week):

Responsibilities: Provide support to the City of Manor Local & Regional Committees. Provide regional committee candidate support during election seasons, including: recruiting volunteers and voter outreach. Participate in outreach to candidates to facilitate the endorsement process; attend endorsement interviews and take notes. Provide support for key City of Manor regional committee events. Other responsibilities will be assigned on an as-needed basis.

Outcomes: Intern(s) will learn about each aspect of campaigning. Intern(s) will gain an understanding of effective political advocacy and non-profit organizational structure, and learn to facilitate a PAC endorsement process. Intern(s) will gain valuable event planning and facilitating skills. Intern(s) will learn basic volunteer management skills.

Supervision & Mentorship:

- Assign a dedicated supervisor or mentor to guide intern.
- Provide regular check-ins, feedback, and support.

Compensation:

- Potential Program Cost: up to $42,000
- High School - Unpaid and Paid ($500 - $1000)
- Undergraduate or Graduate - Unpaid and Paid ($1000 - $3000)

Recruitment & Selection Process

Application Process:

- Online application form.
- Resume and Cover Letter Review
- 3-5 Letters of Reference (Character, Work Ethic, Competency)
- Interviews (Phone or In-Person)
- Portfolio Review (if applicable)

Recruitment:

- Partner with public schools, local universities and colleges.
  - Manor ISD
  - Huston-Tillotson University
  - Austin Community College
  - Texas State University @ San Marcos and Round Rock
  - University of Texas @ Austin
- Post internship opportunities on job boards and social media platforms.
  - Linkedin.com
  - Facebook, Instagram
- Attend Career Fairs

Onboarding & Training

Onboarding Program:

- Introduce interns to your organization's mission, values, and culture.
- Meet staff and other interns
- Walkthrough the internship program and expectations
- Conduct safety or any required training (if applicable).
- Assign technology, access codes, other resources (if applicable)

Ongoing Support & Evaluation

Provide regular feedback and guidance:

- Conduct weekly or bi-weekly check-ins with interns.
- Offer constructive criticism and support.
- Encourage open communication and address any concerns promptly

Monitor intern progress:

- Track project completion, deadlines, and performance
- Gather feedback from interns through surveys and informal conversations.

Make adjustments as needed:

- Continuously evaluate the program and make necessary adjustments based on feedback and performance.

Appendix

Social Media & Community Event Planning Specifics

- **Content Calendar Creation:** Have interns assist in developing and maintaining a content calendar.
- **Content Creation:** Encourage interns to brainstorm and create engaging social media content (text, images, videos).
- **Community Engagement:** Have interns monitor and respond to comments and messages on social media platforms.
- **Analytics & Reporting:** Involve interns in analyzing social media data and preparing reports on campaign performance.
- **Community Event Planning:**
- **Event Research & Planning:** Have interns assist in researching potential event venues, vendors, and entertainment options.
- **Logistics & Coordination:** Involve interns in coordinating event logistics, such as scheduling, volunteer recruitment, and on-site support.
- **Community Outreach:** Have interns assist in community outreach efforts to promote events and encourage attendance.

Communication Best Practices

Clear and Consistent Communication:

- Establish clear communication channels between interns, supervisors, and other team members.
- Utilize email, instant messaging, and regular team meetings.
- Provide clear and concise instructions and expectations.

Active Listening & Feedback:

- Encourage open and honest communication and active listening.
- Regularly solicit and provide feedback on performance and development.

Conflict Resolution:

- Establish a process for resolving any conflicts or disagreements that may arise.

Key Considerations:

- **Legal and Compliance:**
  - Ensure your internship program complies with all relevant labor laws and regulations.
- **Budget:**
  - Determine the budget for your internship program, including costs for stipends, training materials, and other expenses.
- **Technology:**
  - Provide interns with the necessary technology and software tools to perform their duties effectively.