**College of Social and Behavioral Sciences**

**School of Communication Phone: 928-523-2232**

**PO Box 5619 Fax: 928-523-1505**

**Flagstaff, AZ 86011-5619**

**Internship Information Guidelines**

Thank you for your interest in providing one of our students with an internship. Please provide the following information so that we can publish this information in several locations accessible to interested students. Please feel free to respond on this form and send it back to us via email at school.communication@nau.edu. Please copy Norm.Medoff@nau.edu on this email.

Organization offering internship: American Conservation Experience

Contact information: Tom Wilson, Program Director ACE Conservation Vacations.

2900 N Fort Valley road, Flagstaff

Phone: (928) 814 8164

Email: twilson@usaconservation.org

**When internship is to take place** (Fall, Spring):

Students would be welcome to start in the fall, and continue into the spring.

**Type of Internship Offered** (Internship Title and Responsibilities):

Marketing and Public Relations Intern.

ACE Conservation Vacations offers volunteers the opportunity to participate in short-term conservation service projects at Grand Canyon National Park, Bryce Canyon National Park, Lake Mead National Recreation Area, and Catalina Island. In 2013 the program has attracted about 80 individuals, predominately students and young professionals. As well as sustaining the current demographic, a specific aim for 2014 is to increase recruitment of older professionals, baby-boomers and retirees.

Responsibilities of the Marketing and Public Relations Intern would include developing a marketing strategy for the Conservation Vacation Program to attract a greater number of baby-boomers and retirees – how to successfully engage with, and target, this demographic.

Subsequent projects will involve implementing the strategy by carrying out the measures identified during the development of the marketing strategy. I would expect this to include the production of advertisements to be placed in magazines and online, copywriting, and development of other promotional materials.

**Paid/Unpaid** (if paid, please put type of payment e.g. stipend or salary):

I would offer a weekly stipend.

**Total number of hours of work per week**:

Negotiable with the student so as not to adversely affect their ongoing studies.

**Total number of weeks** (an academic semester for fall or spring is 16 weeks long, for the summer it is 12 weeks long):

Again negotiable. Promotion of the program will need to start in late 2013 or early 2014 and continue into the late spring.

**Special skills required** (e.g. web design, Excel, Powerpoint, etc.):

Practical skills are desirable, but not necessary. Proficiency in Photoshop or Lightroom and Illustrator would be helpful. More important is the ability to be creative and generate ideas.

**Please provide any additional information for interested students:**

I would ensure that the Intern could (if they wanted) visit as many of our project sites as possible, and give them the opportunity to experience the Conservation Vacation, as I believe that this would generate an understanding and make it easier to promote. Plus we work in stunning locations that are well worth the visit!

I believe this is a good opportunity for a student to put to use the skills they have acquired throughout their studies to help a local registered 501(c)(3) non-profit conservation corps.

Students must have a minimum of a 2.5 GPA (on a 4.0 scale) and be seniors (89 credit hours) in order to qualify for formal internship credit. Students who have not achieved senior status are able to qualify for formal internship credit on a case-by-case basis.

Thank for your interest in our students. I look forward to working with you.

Norman J. Medoff, Ph.D.

Professor and Director

Internship Coordinator

School of Communication

College of Social and Behavioral Sciences

Phone: 928-523-8257