

Internship Memorandum of Agreement (MOA)

University of Illinois at Urbana-Champaign
College of Media

Center for Innovation in Teaching & Learning | Marketing & Communications Intern

Internship Objectives and Requirements

The goal of the internship is to provide the student with an opportunity to participate in the operation of the **Center for Innovation in Teaching & Learning** thereby enhancing the student's knowledge in this area. The student should develop a thorough understanding of how **CITL** operates, its organizational structure, and services provided by **CITL**.

Abigail Kalsto will serve as an intern at **CITL** during Fall 2018. She will work toward fulfilling requirements for the 495 course. Internship responsibilities as outlined below will be performed under the supervision of **Kalee Ackerman, Marketing and Communications Specialist, Marketing Department**.

<p>Goals: Below are the goals the intern has developed with his/her internship supervisor.</p> <p><i>Example: To learn how the WCIA newsroom runs effectively and efficiently.</i></p>
<ul style="list-style-type: none">• To learn how to effectively develop and execute multiple marketing plans among various academic partners.• To gain exposure from a real-world marketing and communication operation.
<p>Learning Objectives: Below are the activities and areas of learning that will help the intern achieve his/her goal. These activities are agreed upon with the internship supervisor.</p> <p><i>Example: Assist with research for a story</i> <i>Attend departmental meetings as time allows</i> <i>Conduct informational interviews with reporters, producers, directors, anchors, etc.</i></p>
<ul style="list-style-type: none">• Assisting in the implementation of multiple marketing plans.• Writing, editing, and proofing content for print, email, web, and social media.• Collect data on prospects, competitors, and market place and consolidate information into actionable items, reports, and presentations.• Serve as a department ambassador and positively promote the department and academic partners at events and activities.
<p>Learning Outcomes: Below are the learning outcomes the student hopes to accomplish at the end of the semester that will be used to identify whether the student has accomplished the goals outlined above.</p> <p><i>Example: I will be able to articulate the various components of the WCIA newsroom.</i> <i>I will be able to describe the organizational structure of the office and the role each staff person plays within the organization.</i></p>

- I will be able to provide strategic recommendations on marketing/public relations efforts for my clients.
- I will be able to communicate my ideas in a professional way to the clients and my coworkers.
- I will be fluent in the following platforms used during the internship: Google AdWords, Hoot Suite, Air Table, Box etc.
- I will be able to write short feature stories in a way that tells a compelling story about an organization and/or an influential figure within them.

Proposed Internship Schedule

The following schedule of hours will be maintained by the intern to satisfy the 100 clock hours necessary for completion. Changes in this schedule will be discussed with the site supervisor in advance.

Indicate the days and times you will work in your internship site below:

Monday and Wednesday from 10:00 A.M. -2:30 P.M.

This Memorandum of Agreement has been discussed with and agreed upon by those signing below:

Internship Student: Abby Kalato Date: 10/03/2018

Site Supervisor: Kalee Ackerman Date: 10/3/18

Course Grader: _____ Date: _____

And, the Site Supervisor verifies that he/she has reviewed the course requirements and is willing and able to comply with his/her role in aiding the student with completing them.

Site Supervisor: Kalee Ackerman Date: 10/3/18