

Sample Job Description and Learning Plan for New LEAP Agreement

Name of the organization:

Hamline University Office of Strategic Communications

Name of the position: Public and Media Relations Intern

Brief description of the organization and its functions (a short paragraph):

The Office of Strategic Communications oversees and implements public relations, online communications, traditional and social media relations, internal and external communications, government relations, and crisis communications strategies and efforts for the university. It also manages the publication of Hamline's internal newsletter.

A summary description of your internship role:

The Public and Media Relations Intern for Office of Strategic Communications will be a member of a dynamic, professional team focused on conceptualizing, pitching, developing and completing projects for Hamline and outside businesses and nonprofit organizations through strategic public relations, social media, video production, media relations, and communications.

Learning Outcome:	Learning Plan:	Artifacts and Evaluation
<p>By the end of your internship, you will be able to:</p>		
<p>1. Apply learning from particular academic programs or discipline to your internship experience.</p>	<p>I plan to apply the knowledge I gained in my Public Relations Cases and Campaigns course into this internship by approaching each project with specific theories and frameworks in mind. I plan to test at least three different theories throughout the course of the internship to see how they work in a professional setting and evaluate what I learned. I also plan to observe and reflect upon what theories the professionals in my internship seem to be utilizing most in their daily work. I will conduct informational interviews with at least two staff members at the internship to ask how communications theories inform their work as professionals.</p>	<p>I will keep an ongoing journal that documents my work and the framework through which I approach my projects. I will reflect weekly on what went well, what areas I could</p>

3. Reflect throughout the internship experience to develop personal insight, growth, and development, and to build capacity for lifelong learning

I would like to use this internship to identify my areas of strength as a communications professional, areas where I feel like I need to develop and begin making a plan for professional and career development. I hope to use this as an opportunity to identify one or two potential career paths and make a plan for pursuing those avenues in the future. To do this, I will reflect weekly on the things that are going well and the areas I am feeling challenged. I will seek feedback from my supervisor on my performance to further inform my understanding of my strengths and my areas for growth. In addition to discussing this with my supervisor, I plan to conduct formal informational interviews with at least two staff members in the office to gain their insights on what is needed to be successful in the field, and get their suggestions for how I