



## ace Advancement Career Exploration Internship

### Project Descriptions

#### Advancement Events

The Advancement Events Office works with units across Ohio State to coordinate and support engagement activities directed at donors and alumni, along with awareness building activities for multiple internal and external audiences. An ACE intern will assist with logistics for alumni, the *But for Ohio State* Campaign and foundation events, including: researching event best practices; developing mailing lists; researching and coordinating venues; drafting invitations and other event communication materials; coordinating event needs with vendors; and recruiting and training event volunteers. The intern will also have the opportunity to complete a research project to find out what other universities or similar organizations do for campaign closing events. We will provide guidance on benchmark organizations and will work with the intern to develop the list of questions for each organization. The intern will be responsible for developing a written report that highlights the findings, which will be used in the initial planning meetings for our 2016 campaign closing activities.

#### College of Arts and Sciences

The College of Arts and Sciences seeks an ACE Intern to assist in developing an annual giving strategic plan for The Ohio State Marching Band's "Dot the i" campaign effort. The intern will be responsible for creating plans for annual giving solicitations, Skull Session floor ticket sales, marching band website updates and stewardship opportunities for annual gifts. This will be accomplished in collaboration with the Office of Annual Giving, School of Music, Department of Athletics, College of Arts and Sciences Communications and the TBDBITL Alumni Club. The ACE intern will also research and benchmark other marching band campaigns. As the College of Arts and Sciences has numerous funding priorities, there will be ample opportunity for the intern to gain exposure to constituent fundraising by joining College of Arts and Sciences Development Officers on cultivation and stewardship visits with donors and volunteers.

#### Editorial Communications

Editorial Communications identifies compelling stories about The Ohio State University and tells them creatively across print and digital platforms—enhancing the university's reputation and forging stronger bonds with its students, faculty, staff, alumni, donors and the general public. The experience will provide the intern a richer appreciation for the strategies, tools, tactics and work flows needed to complete print and online Advancement publications. The ACE intern will report and write stories and news briefs for onCampus, OSU Today and the Ohio State Alumni Magazine. The internship also will include coverage of at least one significant event or topic across print and digital platforms. The project will provide experience in project management, collaboration with colleagues on other teams, coordination with photographers and different writing styles and approaches for print vs. online publications. By the end of the internship, the student will have a portfolio of several published stories on different platforms.

#### Medical Center Development and Alumni Affairs

The Fundraising Events team plans signature events throughout the year to raise funds and awareness in support of The Ohio State University Wexner Medical Center and The Ohio State University Comprehensive Cancer Center—Arthur G. James Cancer Hospital and Richard J. Solove Research Institute. The ACE intern will have the opportunity to gain valuable experience working on highly successful fundraising events while gaining a great understanding of the field of development. The internship provides the student with a unique perspective of development, philanthropy and event planning and execution. The events team will need assistance on its signature fundraising events—The Value City Furniture Swing Classic Golf Tournament and The Herbert J. Block Memorial Tournament—that will take place at the end of summer and early fall. An intern would provide invaluable assistance both as a general support person for the events team and also by managing specific projects and tasks within the events. Projects include management of sponsor/participant databases—including mailing lists, event registration lists and responses, volunteer lists—creation and maintenance of event records and print materials, management of event signage, participant/sponsor relations and development of event marketing materials.

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#### Reporting and Analytics

The ACE intern will serve as a business analyst to help develop a comprehensive unit fundraising activity dashboard report. With access to a report currently in use for the College of Veterinary Medicine as a reference point, the intern will interview units to identify their various needs and requirements. From these they will design a common dashboard report. Proposed data fields will be defined, one or more presentation concepts will be designed and documentation materials created. At the end of the internship the results will be presented to both unit representatives and reporting staff for final feedback before the report begins development.

#### University Communications-Brand and Marketing

The ACE intern will help further articulate and build the strong relationships and connections of central university brand with athletics marketing/creative services and trademark and licensing. The intern will focus on projects for three distinct parts. The first part involves the further definition and articulation of the university brand guidelines with a possible project to include outlining and defining brand requirements for merchandise application and student organization/sports team branding. Within athletics marketing and creative services, the intern will also focus on the application of the brand and the implementation of fall 2014 messaging within various print and digital applications. The intern will work with trademark and licensing on the management and enforcement of the brand with a focus on sponsorship, sports camp merchandising and "scarlet and gray" Fridays.

#### University Communications

This is a unique opportunity for an intern to support a very significant university initiative—the approach and tactics developed to introduce the next President of the university. A selected group of leaders from across campus are beginning to develop a university-wide plan that will ensure we welcome our new President (TBD) with maximum positive impact on building the university's reputation, deepening the engagement of alumni and friends, gaining momentum in support of the institution and amplifying his or her effectiveness. The ACE intern will help execute a comprehensive and strategic approach to how we introduce Ohio State's next president to our students, faculty, staff, alumni and friends.

#### Volunteer Programs

The ACE intern will help effectively implement strategic recommendations from the Board of Directors. This is a tremendous opportunity for a student to learn about Advancement, board management and strategic planning. The Board structure is undergoing evaluation and the ACE intern will help complete the final stages of the execution plan. Projects include the updating all external and internal information and reviewing and developing integral documents related to recommendations. The ACE intern will also be responsible for developing templates and drafts corresponding with the plan, such as e-mails and surveys. Additionally, the intern will help with and attend meetings as applicable. At the end of the internship, the intern will be familiar with board operations and volunteer engagement while gaining experience leading the final implementation and collaborating with a team.

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