



ace Advancement Career Exploration Internship

Project Descriptions

Each project will enhance your classroom learning by providing firsthand experience in an advancement office. The projects will strengthen your understanding of advancement by exposing you to a combination of areas, including alumni relations, communications, marketing and fundraising.

Alumni Insights Community

The alumni insights community intern will contribute to the analysis and presentation of real-time data produced from the Buckeye Room, our alumni research panel. The intern will coordinate, develop and program surveys and translate alumni behavior and opinion into business insights that provide valuable direction to advancement. The intern will also identify innovative strategies and tactics to recruit community members and keep them engaged.

Alumni Outreach and Engagement

The alumni outreach and engagement intern will develop a program for out-of-state alumni to get an Ohio State license plate. Project aspects include identifying current plate programs, researching ways to request university license plates, collaborating with university partners to establish an approval process for state DMVs and developing best practices to navigate future program opportunities.

Annual Giving

The annual giving intern will work closely with the digital fundraising specialist to review and implement crowdfunding projects. Responsibilities include reviewing crowdfunding options, assisting with project strategy and planning and monitoring use of the platform. The intern will partner with annual giving and fundraising staff to manage crowdfunding projects from start to finish.

College of Engineering

The College of Engineering intern will create the college's first annual impact of giving summary. The summary will show donors, through impact stories, the difference their support is making and what the college has been able to accomplish because of it. The intern will work with the engineering advancement team to gather financial data, identify stories and donors, create and edit content and ensure final delivery of the report.

College of Medicine

The College of Medicine intern will focus on alumni affairs and communications across the college, but specifically within the School of Health and Rehabilitation Sciences. The intern will complete a culture assessment for the college to help identify priorities for outreach to other disciplines and also will assess electronic communication strategies to improve the dissemination of information to alumni.

College of Nursing

The College of Nursing intern will create an impact report to showcase the great work donors are supporting and to highlight careful use of their dollars. The intern will research programs within the college, schedule photo shoots and conduct interviews with faculty, staff and student and then work with the design team to create a finished report.

College of Pharmacy

The College of Pharmacy intern will work collaboratively with all three aspects of advancement at Ohio State. The intern will tier key donors by priority with assistance from the advancement team in the college. They also will make phone calls, knock on doors, send emails and interview beneficiaries to get a real understanding of gift impact.

College of Public Health

The College of Public Health intern will assist in the design of a new alumni/student mixer program and help to create an online portal to inspire reunion giving. The intern will participate in event planning, development of a targeted outreach plan and creation of marketing materials with a focus on designing an interactive, online platform to foster student-alumni connections and highlight opportunities to give back.

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BUT FOR OHIO STATE



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Development Communications - Medical Center

The development communications intern for Ohio State's Wexner Medical Center will be tasked with identifying, developing and writing stories to be used in multi-channel fundraising communication plans. The intern will work on a diverse team of development and communications professionals and have the opportunity to publish work through various medical center channels.

Editorial Communications

The editorial communications intern will work in a number of different areas, focusing on content production for various multimedia properties. The intern will participate in editorial projects to be featured on osu.edu and promoted via Ohio State social media accounts. The student will gain a keen understanding of social media strategy and storytelling techniques while exploring other functional areas of communications.

Foundation Relations

The foundation relations intern will create a more interactive website with increased content such as funding opportunities, funder profiles and other information useful for those seeking foundation funding. The intern will develop an increased understanding of the foundation fundraising process, advancement communication strategies and the importance of prospect research and management.

Fundraising Communications

The fundraising communications intern will help tell the story of philanthropy at Ohio State. The intern will work on writing, design and project management for major and/or principal gifts fundraising proposals, annual giving content, event talking points and executive correspondence. The student will gain exposure to all areas of advancement, sharpen storytelling skills and develop the ability to communicate effectively and persuasively about the impact of giving.

Pelotonia - Team Buckeye

The Team Buckeye intern will research and develop stories of Pelotonia undergraduate and graduate fellows. The intern will capture these stories through photography, videography and written interviews to be used for social media, website content and other forms of communication. The intern will work with and learn from all members of The James' development and marketing team.

Publications

The publications intern will be responsible for a number of different editorial communications areas focusing on alumni print and digital magazine, as well as the faculty/staff web page. The intern will create a multiple piece story that is used in various different editorial communication publications and platforms. They will also assist with content plans for the end of the *But for Ohio State* capital campaign.

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