



Princeton
Internships in
Civic
Service

PICS 2010 Internship Description

Organization Name: San Francisco Education Fund (formerly School Volunteers)

Internship Location: San Francisco

Required Dates: Yes No If yes, internship must start on: _____ and end on _____ or
must include the period:

Housing Will Be Available to Intern: Yes No If yes, housing will be free: or housing
will cost the student:

Expected working schedule for this internship:

Start Time: 9am End Time: 5:30-6pm
Lunch break: 30min-1 (duration) (specific time, if applicable)

Organization Description

San Francisco School Volunteers began as a modest, all-volunteer endeavor to support public schools and was founded in 1963. The first eight volunteers read to children at two schools. Today School Volunteers is the largest source of trained volunteers serving the specific needs of teachers and students in public schools throughout the city. We recruit, train, and support approximately 1,900 individuals who come from the community and business sectors to volunteer in virtually all of San Francisco's K-12 public schools.

Since its founding more than 45 years ago many aspects of public education and volunteerism have changed. School Volunteers is adapting to these changing times by strategically refining its strategy and services accordingly. Imagine a school where there is an actively engaged community of support that works with students and teachers to ensure the highest quality education. The local barber, engaged San Franciscans from other neighborhoods, employees from the downtown corporation partnership, church congregation members and the parents are all working together to support their students and schools. These volunteers are working one-on-one with students, serving as classroom aids, gardening, providing career mentoring, hosting the bake sale to raise funds for the school assembly, and working together to support the needs of the school.

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School Volunteers' vision is to create a community of support and a culture of volunteerism in every school, beginning with those schools that need it most.

In July 2009, School Volunteers merged with the San Francisco Education Fund. Both organizations were dedicated to strengthening public schools in SF. Now as a combined organization we are able to address pressing needs in schools in new and more powerful ways. We have integrated our programs so that in addition to strengthening student achievement with volunteers we also approach it by enhancing teacher quality with our teacher grants and professional development program and through youth engagement through our peer resources program.

The San Francisco Unified School District (SFUSD) identified closing the achievement gap between African-American and Latino students as a top priority. School Volunteers/Education Fund is poised to play a major role in the effort to close the achievement gap with our targeted approach. While still providing volunteers to all San Francisco public schools, School Volunteers/Education Fund recognizes the importance of working strategically and has identified 36 "Priority Schools" with the most urgent need and strongest desire to mobilize a community of volunteers. Over the next three years, School Volunteers/Education Fund is working with these targeted schools to develop a sustainable volunteer program that meets the specific needs of each school community.

School Volunteers/Education Fund is a staff of 25. We are a diverse group with backgrounds in education, volunteer management and civic engagement. We have robust goals and are working on a lot of fronts at the same time, with an intern's help we accomplish more of those goals faster and every second counts because every 26 seconds a student drops out of school. The volunteers we place in schools help to keep students engaged in school.

Internship Description

A Princeton Civic Service Intern would assist School Volunteers/Education Fund with exciting new efforts to overhaul the way in which we communicate with our many constituents: volunteers, teachers, principals, donors, and partners. We have converted to a web-based database which offers the opportunity for integration with communications tools. We are in the process of adopting new brand identity to reflect our merger, and anticipate have a whole corresponding new brand strategy which gives us the opportunity to breathe new life into our marketing collateral materials and strategic direction. We are also in the process of overhauling our website. We would like help creating an integrated communications plan that takes into consideration each type of constituent, which channel of communication speaks best to the constituent while also clearly communicating the core messages of our strategic plan.

Scope of Work: Under the direction of School Volunteers/Education Fund's Volunteer Engagement Manager, the intern will:

- Conduct audience research, addressing:
 - Who are our various constituents?

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- What kinds of communications do they read?
- What kind of information do they find useful and/or compelling?
- Overhaul website content to enhance user navigation:
 - Edit content and adjust site map
 - Recording and posting videos
 - Conducting interviews to gather best practices and start a searchable library
- Conduct research about online communications tools:
 - What electronic communications tools exist that would be effective with our audience?
 - Can or should we create an online networking tool to link our volunteers with one another, with School Volunteers/Education Fund, and with the schools?
 - What online networking tools can we utilize to recruit new volunteers?
 - What costs are involved? Human and financial?
- Assist with the annual update of PR materials, packets, website etc.
- Design and launch fall new volunteer recruitment campaign

The intern would have hands on experience with many areas of outreach and communications—skills that are applicable to any non-profit and many for-profit positions. The intern would be given clear expectations and parameters and also the space then to own the different projects. The intern would directly affect our agency's style and quality of communication (which greatly affects the retention) of more than 1,900 volunteers that support the public school students in San Francisco.

Intern Qualifications

We would like an intern with the following skills and characteristics:

- who enjoys working in a team but also can manage projects on his/her own
- clear and concise writer
- good editing skills
- creative and not afraid to brainstorm new ideas (such as new ways to connect with volunteers using online medium or ways to recruit new volunteers)
- interested in working in a fast paced work environment
- entrepreneurial

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