



Princeton
Internships in
Civic
Service

PICS 2010 Internship Description

Organization Name: St. Andrew's Resources for Seniors System (Social Networking)

Internship Location: 6633 Delmar Blvd, St Louis, MO 63130

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: 8:30 am End Time: 5:00pm
Lunch break: 30 minutes (duration) (specific time, if applicable)

Additional Information, if necessary:

(Please indicate if any of the preparation work will take place outside of the regular work schedule)

Organization Description

Please describe your organization briefly, including mission statement, activities, size etc. Please also explain the benefit that will be derived by your organization by sponsoring a Princeton intern.

St. Andrew's Resources for Seniors System (STARSS) is a leading provider of services, support and programs for seniors and their caregivers throughout the St. Louis metropolitan area. Founded in 1961, St. Andrew's mission is to **empower elders and their caregivers through choices and options that foster a vital life** with a vision of **a society where all elders are respected, productive, secure and fulfilled**. Each year, St. Andrew's serves over 5,000 older adults in the St. Louis region.

We empower seniors and caregivers by providing choices and options that foster a vital life.

- **Home and Community Based Services:** Through its comprehensive in-home care services, St. Andrew's helps seniors stay safe and independent.
- **Residential Communities:** We operate 22 communities throughout the area. These include independent living, assisted living and skilled care facilities. Financial arrangements range from full cost/private pay, to quality, subsidized low-income housing.
- **Spiritual Outreach Ministry:** St. Andrew's enriches the lives of the homebound and those within St. Andrew's senior communities through spiritual connection and support.

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- **Support for Families:** St. Andrew's provides support and guidance for families often overwhelmed by the challenge of caring for an older person.
- **Management and Consulting:** St. Andrew's assists other organization to accomplish their mission to elders by assisting them with management services and consulting on projects or development of new communities or services

An intern will provide us the capacity to spend time on needed planning and projects that our lean staff is unable to fit into their daily activities. Use of an intern will bring a fresh, objective viewpoint by a highly educated future executive.

Internship Description

Describe in detail the work or project will do; please be as specific as possible. Please also explain the benefit that a student will obtain by interning with your organization.

We are hearing more and more about the need for all organizations to be able to communicate to our audiences using the latest technological formats. While many people regard social networking tools as a fun diversion, some nonprofits are leveraging them to accomplish serious goals, such as increasing their visibility, helping constituents find jobs, and raising awareness about time-sensitive issues. Social networking platforms give nonprofits a forum for meeting like-minded organizations and potential supporters, and provide a medium for spreading their messages beyond the immediate community

We would like a student to spend the summer reviewing the various forms for social networking, seeing which are appropriate for our organization and developing a business plan for initiating those Social Networking capabilities for the St. Andrew's Resources for Seniors System and if there is time, executing the plan.

From Wikipedia

A **social network service** focuses on building [online communities](#) of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are [web based](#) and provide a variety of ways for users to interact, such as [e-mail](#) and [instant messaging](#) services.

Social networking has encouraged new ways to communicate and share information. Social networking websites are being used regularly by millions of people.

At the end of the summer we would like to be able to understand which forms of communication are best for our needs and how to implement within our environment.

1. **Research:** Research the online social networking phenomenon, share examples of nonprofits that are using these communities to further their missions, and discuss some of the challenges inherent in Internet-based outreach.
2. **Analysis:** Decide which social networking site our nonprofit should join, consider the features we'll need and the audience we hope to reach.

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3. *Current business culture.* Review how will this will fit into the present culture of our organization
4. *Feasibility:* Review how will these new vehicles fit into the present marketing plans and budgets.
5. *Financial requirements.* Clearly state the capital needed to start and continue these services. It should detail how the capital will be used, and the equity, if any, that will be provided for funding.
6. *Implementation plan.* Finally, the business case which is developed should incorporate a work plan for implementation as well as buy in by the corporate leadership that this plan will accomplish the desired end objectives.

We believe one of the trends in elder care services is in communication vehicles for researching and marketing services, disseminating information, forming social groups based on mutual interests, etc. The intern will have an entrepreneurial opportunity to develop a cutting edge marketing and communication program while learning how to develop and present a business case that is not a class assignment but a venture that could have real impact on our organization and the elders we serve. The intern will have access to an innovative group of leaders which will assist him/her in learning how to work with a dynamic team.

Intern Qualifications

Describe any particular skills, background, or qualities you are seeking in an intern.

The Internship would be appropriate for a student interested in pursuing a career in non-profit management, sales or marketing. Ideally, the Intern who would fill this position would be resourceful and creative...a strategic thinker with an ability to think "outside of the box". While the skills to be gained are clearly transferrable to the corporate world, he/she would be committed to service in a non-profit environment, have a passion for helping others and understand the limitations of working within a modest budget. We desire an intern who is knowledgeable of social networking vehicles, has basic knowledge of research, business planning, financial forecasting, and financing. Someone personable, poised, well-spoken and a good writer is preferred. Tolerance for detail and attention to deadlines is a must. A key ingredient to success will be the applicant's ability to wade the various potential vehicles, evaluate which are feasible for St. Andrew's usage and be able to put us on a path to implementation. Must be able to work independently while knowing when to ask for assistance.

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