

# Yale University

## President's Public Service Fellowship

### Proposal for Fellowship Placement Summer 2023

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#### Organization information

<i>Name of organization</i>	CitySeed
<i>Full street address</i>	817 Grand Ave., New Haven, CT 06511
<i>Website or link to social media page</i>	<a href="http://www.cityseed.org">www.cityseed.org</a>

#### PPSF Fellow's direct supervisor

*The supervisor must be available to supervise Fellow on a daily basis.*

<i>Name</i>	Blaise Berglund
<i>Title</i>	Farmers Market Manager
<i>Cell phone number</i>	203-209-4474
<i>E-mail address</i>	<a href="mailto:blaise@cityseed.org">blaise@cityseed.org</a>

**Placement dates (8-11 weeks between Tuesday, May 30, 2023 through Friday, August 11, 2023)**

May 30, 2023 - August 11, 2023

**Are placement dates flexible? Are there any dates on which your Fellow must work?**

11 weeks preferred but not required.

**Proposed work schedule (work week should equal and not exceed 37.5 hours per week)**

Tuesday - Saturday

Tuesday, Thursday, Friday 9:00am - 5pm

Wednesday - 10:30am - 6:30pm (Farmers Market Day)

Saturday - 9:00am - 2:30pm (Farmers Market Day)

**Organization description (*mission statement, population served. 1,000 characters or less*)**

CitySeed is a nonprofit organization that seeks to provide access to fresh, local food for all New Haven residents. In our view, access is a combination of proximity to food, affordability of food, and knowledge about food. We operate a series of food-related services and activities toward that end that includes a network of 4 farmers markets in located in Wooster Square, Edgewood Park, Downtown and Fair Haven neighborhoods of New Haven.

CitySeed's mission is to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture. Our vision is to create a sustainable model of local economy, urban community, regional agriculture, environmental stewardship, and well-being through food.

**Write a 1-2 sentence summary of the work that the Fellow would be conducting (500 characters or less).**

The Yale Presidential Fellow working with CitySeed in the summer of 2022 would be responsible for working with the Market Management Team to increase community outreach regarding our SNAP Doubling and Farmers Market Nutrition Programs, as well as assisting with the creation and management of events at the Farmers Markets.

**Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.**

The President's Public Service Fellow will work under the supervision of the Market Manager and Director of Operations and is expected to work in close collaboration with other CitySeed staff, vendors, interns, volunteers, and community members.

The Fellow will assist with CitySeed's SNAP Doubling Program, which allows us to double the value of SNAP/EBT/Food Stamp dollars across all of our farmers markets and mobile markets. The Fellow will administer this program and provide outreach & community engagement in order to make it a success. The Fellow will also assist the Market Management Team with the creation and implementation of partnership-led events at the Farmers Market.

**List specific skills/experience required for the project**

Responsibilities of Position:

Assisting with day-to-day market operations. Staff selected farmers' markets support including special events and programming, vendor and customer management, and information & outreach table administration.

Run Debit, Credit, and SNAP/EBT (food stamp) transactions on a wireless terminal at the markets.

Administer Double Value Coupon Program (DVCP) and provide outreach and community engagement work in order to make it a success.

Advance SNAP/EBT recipient's health opportunities through local initiatives. Support SNAP/EBT recipients at market by providing resources like a coin guide, market guide, healthy recipes, price comparison information for markets and area grocers, & market tours.

Answer questions about CitySeed's markets and programs, with special attention to DVCP at the markets, CitySeed events, or community events.

Collect, input, analyze DVCP data on reporting sheets and a computer database. Assisting with DVCP specific community outreach methods.

Assist the Market Managers in market promotion through social media and other venues.

Assist with administration and promotion of the Friends of the Market program geared toward SNAP recipients.

Work and collaborate with partnering neighborhood groups and non-profit partners.

Attend additional SNAP regional meetings & community events as necessary to represent CitySeed.

Uphold and communicate CitySeed's mission.

Assist in development efforts related to DVCP including grant writing and reporting.

**Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement.**

Weekend working hours

Proven communication, conflict resolution and creative problem-solving skills

Computer skills (Word, Excel, Constant Contact, Facebook)

Ability to lift objects weighing up to 50lbs

Work in inclement weather conditions

**Briefly describe any work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.**

CitySeed is grateful to have been able to work with Yale PPSF Fellows for more than 10 years. Fellows help support outreach efforts in the community, keeping people apprised of our SNAP Doubling Program. Additionally, Yale Fellows help to keep our markets running smoothly by assisting with market management and running fun, educational events for customers. Fellows have also helped with smaller projects as they have arisen over the years, such as creating data tracking systems, informational databases and other systems to help improve the daily management of CitySeed programs.