

# Yale University

## President's Public Service Fellowship

### Proposal for Fellowship Placement Summer 2023

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#### Organization information

<i>Name of organization</i>	Common Ground/New Haven Ecology Project
<i>Full street address</i>	358 Springside Avenue, New Haven, CT 06515
<i>Website or link to social media page</i>	<a href="http://www.commongroundct.org">www.commongroundct.org</a>

#### PPSF Fellow's direct supervisor

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

<i>Name</i>	Aurora Coon
<i>Title</i>	Manager, Development and Communications
<i>Cell phone number</i>	603-727-6582
<i>E-mail address</i>	<a href="mailto:aurora.coon@nhep.com">aurora.coon@nhep.com</a>

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

May 30-August 11

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

We can be slightly flexible around our start date, but prefer the fellow to work right to August 11.

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

M-F, 8:00AM-4:00 PM or 9:00AM-5:00PM, with 45 minute lunch break taken at Fellow's convenience sometime between 11am-1pm.

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

Common Ground is a center for learning and leadership, inviting people across ages and identities to connect to their urban environment, build community, grow into their full potential, and contribute to a just and sustainable world. We work toward this mission through active, authentic learning rooted in justice and our environment: a farm, in a forest, in a city.

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

The Fellow will have a meaningful, lasting impact on Common Ground by supporting two major community events called Feast from the Fields and Feast for Fams. The Fellow will focus on researching event planning best practices, connecting with local chefs and farmers, securing sponsorships from local businesses, managing social media posts for the event, and working with volunteers.

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

Common Ground's Development Department is reinvigorating our community events and our approach to community fundraising to expand and diversify our base of support and prioritize equity & inclusion. Feast from the Fields and Feast for Fams are our biggest events of the year, requiring months of planning. These two signature celebrations of the bounty of our farm bring people from all over the city to Common Ground's urban oasis campus to taste incredible food grown on our land and prepared by a wide array of local chefs. We are currently engaged in a multi-year plan to make these events more accessible on a variety of levels, to ensure that they fully embody Common Ground's values of diverse, connected community and sustainable change. The Fellow's role is vital to reaching our goals for these events, expanding our small team's capacity by completing the following crucial activities to make these two events as intentional, inclusive, and effective as possible:

- Social Media Content Creation: The Fellow will be active in creating compelling video and photo content that reaches more people introducing/inviting them to the two events. This person will get to explore our beautiful farm campus to capture how our students and staff grow the food for Feast from the Fields and Feast for Fams. They will also document the impactful community programs that the proceeds from the two events support, like our Mobile Market program that brings fresh local food all over New Haven and our Schoolyards program that expands access to outdoor learning for thousands of New Haven public school students.

- Event Accessibility Research & Implementation: Common Ground strives to fully integrate accessibility into all aspects of our work. The Fellow will help support the planning team in making Feast from the Fields and Feast for Fams accessible to more people, through tools like translators, closed captioning for event videos, and more.
- Sponsorship/Community Partners: Common Ground recently reduced the ticket price to Feast events so that they are affordable for more of our community members, and is interested in further reducing prices. In order to do this, we need to secure more sponsorships. The fellow will make cold calls, write emails, and visit local businesses to increase sponsorships, and will also work to continue developing our sponsor tracking and stewardship systems. For these events, Common Ground also partners with a variety of local chefs, food makers, and food-oriented organizations. The fellow will interview different chefs and partners for social media, press releases and more.
- Working with Volunteers: Many wonderful volunteers contribute to the success of these two events. The fellow will have the opportunity to organize small groups of volunteers to complete projects like painting signs for the event and hanging flyers to get the word out.

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

A successful Fellow will have the following:

- Love of visual and written storytelling
- Interest in learning to plan large-scale events
- Interest in local food systems, from farm to table
- Familiarity with spreadsheets and comfort leaning online tools

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

- Ability to travel to/from campus throughout the work week
- Comfort with occasional visits to businesses/restaurants downtown (\$0.625 per mile will be reimbursed by Common Ground)
- Access to a phone or camera to take photos/videos

**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.**

Common Ground has had the privilege of working with several Yale PPSF Fellows across the different departments in our complex organization over the

years. The Development Department has only had the opportunity to work with one PPSF Fellow in the summer of 2021, and they made a truly incredible impact on the department and organization. The fellow helped to create systems still in use today, including a system to help us coordinate social posts across departments, and an improved Feast from the Fields sponsor tracking system. Not only that, the time they spent reaching out to prospective sponsors had a hugely positive impact on our sponsorship revenue. In 2021, thanks to the Yale PPSF Fellow, we raised the most funds through sponsorship ever in our organization's history! The Fellow's work increased sponsorships by \$12,000 from the previous year, and they helped to secure 6 new sponsors and bring back 3 lapsed sponsors. Our Department felt the absence of a Fellow this year deeply - without the increased capacity for sponsor outreach and follow up that having a Fellow provided, sponsorship dollars decreased by \$16,000 in 2022. A 2023 Fellow will have the opportunity to learn new skills, share their ideas and insights, be outside, meet our students, meet local chefs, experience the bounty of our farm firsthand - and they will undoubtedly have a meaningful, measurable impact on Common Ground's work and community!