

Yale University President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2024

Organization information

<i>Name of organization</i>	Canal Dock Boathouse, Inc.
<i>Full street address</i>	475 Long Wharf Drive
<i>Website or link to social media page</i>	www.canaldock.org

PPSF Fellow's direct supervisor

<i>Name</i>	Colette Kroop
<i>Title</i>	Grants Writer and Development Manager
<i>Cell phone number</i>	203-915-0283
<i>E-mail address</i>	colette@canaldock.org

What is the best way for prospective student applicants to contact you with questions about your proposal?

- Send an e-mail with questions

Placement dates (8-11 weeks between Tuesday, May 28, 2024 through Friday, August 9, 2024)

June 3rd- August 2nd.

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

Placement dates are flexible, but the Fellow must be available to work in person at the Canal Dock Boathouse location at least once a week, preferably Tuesdays. Proposed schedule below can be modified with agreement from both parties to accommodate other responsibilities.

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

Monday- 9:00am-5:00 pm (Option for remote)

Tuesday- 9:00am- 4:00 pm (In person)

Wednesday- 9:00am- 5:00 pm (Option for remote)

Thursday- 9:00am-4:00 pm (In Person)

Friday- 9:30am- 5:00 pm (Option for remote)

If a hybrid schedule is offered at your site, please describe:

Fellows may use a hybrid schedule, at least 10 hours per week should be worked in the Long Wharf Office.

Organization description

Canal Dock Boathouse, Inc. is a 501c3 nonprofit dedicated to opening New Haven's waterfront for adventure, growth, and discovery. All programs are free for low-to-moderate income residents of New Haven, and there are many free community events for the larger community that are also free. Canal Dock Boathouse aims to create access to New Haven's waterfront, especially for historically excluded populations, including People of Color and those with low-to-moderate incomes.

During the Summer, Canal Dock runs two concurrent Youth Programs, a youth Learn-to-Row program and a youth Crew program for more experienced youth rowers. Canal Dock Boathouse also runs monthly Community Day programs, where residents can try rowing, kayaking, and sailing. An adult sailing program, free for LMI residents, also runs during the summer. Canal Dock hosts the only Dragon Boat Regatta in Southern CT in June, and plans to expand it with an AAPI focus in the coming year. Community programs are our backbone!

Write a 1-2 sentence summary of the work that the Fellow would be conducting.

The fellow would be assisting with two main projects, if appropriate one of the two may be focused on: marketing, website design, and event planning or strategic planning and program evaluation of Canal Dock Boathouse's summer youth programming which will include assisting in grant writing. Both projects would include a finished project that could be used in a resume or portfolio.

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

Marketing Project:

Duties:

- Attend the Dragon Boat Regatta to learn about the event process, population, and logistics of events at Canal Dock
- Assist in all aspects of the planning process of this year's Dancing on the Dock event, including branding, marketing, outreach, and procuring sponsorships
- Collaborate with the Development Manager and Executive Director in developing the board pitch for the event
- Identify potential event partners and build connections with local businesses and non-profits
- Update the Canal Dock website to highlight the event
- Utilize social media to market the event and Canal Dock Boathouse LMI programming.

Deliverables:

- Project Planning Process Binder, outlining the steps of planning and containing reflections on each aspect of event planning
- Marketing portfolio for the event, including posters, email blasts, and other outreach, along with any created logos, font and color schemes, etc.
- Website before and after pages, and experience working with
- Gain networking experience in the local non-profit and business community
- Prepare budgets, attract funders, and look for sponsorships

Program Evaluation Project:

Duties/Outcomes:

- Attend Youth Program practices to get a sense of the program and participants.
- Assist the Grant Manager in developing a program evaluation methodology including both qualitative and quantitative assessment metrics.
- Develop an implementation plan for the survey and assist in delivering to youth
- Assist in the analysis of the initial data and contribute to writing a work plan to address any actionable outcomes
- Integrate findings and conclusions into current grant language and assist in identifying additional grant opportunities
- Collaborate on the identification, selection, application, and follow-up for a grant that could address issues highlighted in the program evaluation

List any specific skills/experience required for the project

Proficiency with Microsoft programs including word, excel, outlook, and publisher.

Familiarity with Canva if interested in the marketing component.

Comfortable making phone calls, networking, and interacting with youth (for the program evaluation component).

Additional requirements

A car is not required for this position. Canal Dock Boathouse, Inc. is located on the New Haven bus line and convenient to downtown New Haven. Free street parking is available if the student would prefer to drive. Mileage reimbursement will be offered for any off-site duties required, though none are expected at this time. A background check is required, at least 2 weeks in advance of starting on-site work.

Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.

Our last Yale PPSF fellow was instrumental in updating our Crew Haven website section, and updating our marketing materials on Canva. She took a leading role in planning our 'Dancing on the Dock' event and rebrand, which attracted almost 100 New Haven residents to the boathouse. She attended our Dragon Boat Regatta, and helped initiate planning for next year's AAPI focus.

We hope to expand on her work with another Fellow and continue to institutionalize the knowledge and development they add to our programs and organization.