

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2025

Organization information

<i>Name of organization</i>	CitySeed
<i>Provide the primary physical address where the Fellow will be working during their placement</i>	162 James Street, New Haven, CT 06513
<i>Organization's mailing address (if different)</i>	(same)
<i>Website or link to social media page</i>	https://cityseed.org

PPSF Fellow's Direct Supervisor

<i>Name</i>	Kaitlyn Kimball
<i>Title</i>	Director of Agriculture
<i>Cell phone number</i>	2037277770
<i>E-mail address</i>	kaitlyn@cityseed.org

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

- Send an e-mail with questions **OR**
- Send an e-mail to set up a 15-minute phone call to discuss

Placement dates (8-11 weeks between Tuesday, May 27, 2025 through Friday, August 8, 2025)

Monday June 2nd, 2025 through Friday August 8th, 2025.

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

Fellows should be available on one weekend day (can rotate between Saturdays or Sundays) to support our farmers markets and on Tuesdays for our staff meetings.

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

Monday- 4 hours
Tuesday- 6 hours
Wednesday- 6 hours
Thursday- 4 hours
Friday- 4 hours
Saturday- 7.5 hours
Sunday- 6 hours

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

CitySeed is a hybrid work environment with in person and remote meetings and responsibilities. We have a weekly in person team meeting, as well as farmers market events. Work outside of these moments can be completed virtually.

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

CitySeed is a community-based food justice nonprofit with a mission to engage the community in growing an equitable, local food system that promotes economic development, community development and sustainable agriculture. Our organization has three programs: Sanctuary Kitchen, Incubates, and Farmers Markets. Our food entrepreneurship programs, Sanctuary Kitchen and Incubates, focus on supporting under-resourced chefs through affordable kitchen rentals, a Food Business Accelerator, and hands on resources. Our farmers markets host over 30 local farmers each year across the city at 3 locations. Our markets serve as one of the leading redemption sites in the state for nutrition benefits. Our markets team also works to advance policies related to sustainable agriculture and farm viability.

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

A Yale fellow will assist the farmers market team with administering our SNAP and FMNP doubling programs, as well as leading market programming like children's activities, cooking demonstrations, and community activities. A Yale fellow will also assist our food entrepreneurship programs, assisting our storytelling campaign by documenting the journey of our diverse food entrepreneurs, creating engaging social media content, and coordinating feedback sessions.

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

A Yale fellow will assist with SNAP and Senior and WIC Farmers Market Nutrition Program redemption at the farmers markets. The fellow will collect demographic data from persons redeeming these benefits at the market, giving CitySeed more accurate data points on who we are serving. The fellow will complete research on different elements of the New Haven local food system, including farming operations, food businesses, food distribution and donation centers, as well as community organizations, in order to help our organization improve our just food systems plan to better serve all New Haven residents.

As the Yale fellow will work across several CitySeed programs, the fellow will also have the opportunity to work with our food entrepreneurship programs, working across storytelling, social media, gathering community insights, and synthesizing data to help shape the future of CitySeed Incubates.

-Storytelling & Photography: Capture photos, videos, and interviews with Incubates members to document their experiences and business growth. Craft engaging stories for social media and our outreach materials.

-Social Media Content & Engagement: Create and post stories, reels, and photos on Instagram and Facebook. Track engagement to understand what resonates with our audience and refine storytelling approaches.

-Community Feedback Coordination: Organize and facilitate focus groups with Incubates participants to gather feedback on the new 18,000 sq. ft. food incubator. Summarize findings to inform the incubator's design and program offerings.

-Data Synthesis: Combine feedback, social media engagement, and storytelling results into actionable insights. Summarize patterns, community needs, and trends that will shape future storytelling and programming.

List any specific skills/experience required for the project

Fellows should be social and comfortable speaking with people at events. No prior farmers market experience is required. Fellows should have experience working with people of all backgrounds and socioeconomic status. Prior social media or video and photography experience is welcomed but not required.

Additional requirements (e.g. a car, weekend working hours, a background check). If a car is required, include information regarding parking arrangements and mileage reimbursement. If a background check is required, share how far in advance this must start before arriving to work at your site. Please note that your organization is responsible for any costs associated with the background check process.

Fellows will need to work one weekend day, either a Saturday or Sunday to support the farmers markets. Fellows will need transportation to and from the CitySeed office, as well as to and from the farmers markets.

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

CitySeed has hosted a Yale PPSF Fellow for many years. In 2024, our Yale PPSF intern gathered demographic data for grant applications and assisted us with our communications for our newsletter. We greatly appreciate our partnership with the Yale PPSF program.