

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2025

Organization information

<i>Name of organization</i>	Leadership, Education, and Athletics in Partnership
<i>Provide the primary physical address where the Fellow will be working during their placement</i>	31 Jefferson Street, New Haven, CT 06511
<i>Organization's mailing address (if different)</i>	31 Jefferson Street, New Haven, CT 06511
<i>Website or link to social media page</i>	www.leapforkids.org

PPSF Fellow's Direct Supervisor

<i>Name</i>	Rachel Kline Brown
<i>Title</i>	Director of Development and Communications
<i>Cell phone number</i>	347-374-1090
<i>E-mail address</i>	rklinebrown@leapforkids.org

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

- Send an e-mail to set up a 15-meeting phone call to discuss

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

Tuesday, May 27, 2025 through Friday, August 8, 2025

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

Yes, they are flexible.

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

9:30 - 5:30 daily with a shorter day on Fridays (another day is possible).

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

There is a hybrid schedule with two days/week generally required on site and other days at office or at home.

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

LEAP works deeply in six high-poverty neighborhoods, managing two large historic community centers and seven school-based sites. Since 1992, LEAP has created profound learning experiences outside of school for over 30,000 children and transformative employment opportunities for over 5,000 youth counselors, including many who now form the city's fabric and run LEAP.

LEAP believes in the power of young people to serve as leaders and change-makers. With an annual budget of \$7.3 million, LEAP is New Haven's largest youth employer. LEAP provides local high school and college students with training to build leadership skills and serve as caring mentors for children from their community. As counselors, these young people lead small groups of children (ages 7-12) through a culturally- affirming literacy curriculum and world-expanding enrichment activities including swim lessons, camping, African drumming, and more.

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

Are you looking for a summer internship where you can hone your skills in marketing, communications, social media management, public relations, and events management? Do you enjoy working on a variety of projects, where no two days are the same? Can you identify a good story and write it to pitch it to the press or attract an audience on social media? Do you have great ideas we haven't even thought of? If so, then this is the perfect internship for you!

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

You will gain valuable, hands-on experience in all of the areas above during our busy summer months. You will help us improve our marketing materials and

brand for the public. You will work on making our social media presence even stronger. You will also publicize and write stories about other summer activities that include enrichment programs like art, tennis, basketball, gardening and cooking classes, camp in the woods overnight and have classes in environmental science as part of a partnership with the Peabody Museum and the Ecology School. Two events you will work on are LEAP's scholarship event and our annual Read-In on the New Haven green. This is a highly visible job. You will have lots of opportunities to publicize these programs. You should have a nose for a good news story or photo opportunity and be willing to pitch it successfully to the local media. You will also help create our annual report, gathering testimonials, photos, and data for the report and other communications.

List any specific skills/experience required for the project

Job-related knowledge and abilities:

- Ability to interface with diverse constituencies, including funders, local community members, the media, and people at all levels of our organization
- Ability to function and thrive in a highly collaborative environment
- Ability to manage time effectively and independently
- Demonstrate tact and discretion in preparing, disclosing, and handling information
- Ability to establish work priorities and remain flexible
- Able to respond in an emotionally mature and effective manner to a variety of demands and projects
- Ability to manage multiple complex projects simultaneously
- Communicate clearly and distinctly with visitors, callers, and via email
- Willingness to take on additional projects and assignments, as needed
- Experience with computer software applications including Microsoft Word, Excel, and PowerPoint. Proficiency in Canva, InDesign, Publisher or other design programs a plus.

Skills that would be useful:

- Ability to produce clearly written, well-researched, and effectively completed feature stories and media advisories on a wide variety of topics related to LEAP's work
- Ability to write efficiently and under tight deadlines
- Ability to create effective social media content
- Ability to research effective marketing techniques and find ways to apply them to LEAP
- Graphic design or marketing experience

- Experience with event planning

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.

Background check - the week before.

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

LEAP has had multiple PPSF Fellows and other Yale students have held multiple roles over many years at LEAP including interns in grants, communications, curriculum and training, and finance as well as working as counselors during the summer and during the school year, volunteering to teach a class to children, and other short-term volunteer experiences.