

# Yale University

## President's Public Service Fellowship

### Proposal for Fellowship Placement Summer 2025

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#### Organization information

<i>Name of organization</i>	Saint Martin de Porres Academy
<i>Provide the primary physical address where the Fellow will be working during their placement</i>	208 Columbus Ave. New Haven, CT 06519
<i>Organization's mailing address (if different)</i>	N/A
<i>Website or link to social media page</i>	<a href="https://saintmartinacademy.org">https://saintmartinacademy.org</a>

#### PPSF Fellow's Direct Supervisor

<i>Name</i>	Anthony Pelino
<i>Title</i>	Vice President of Advancement
<i>Cell phone number</i>	2037722424
<i>E-mail address</i>	<a href="mailto:apelino@saintmartinacademy.org">apelino@saintmartinacademy.org</a>

**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
- Contact the person below with questions about this proposal:

Wendy Natter ([wnatter@saintmartinacademy.org](mailto:wnatter@saintmartinacademy.org)) or Anthony Pelino.

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

Our program runs from Tuesday, May 27th to Thursday, July 17th, 2025. The school is closed for a two-week break from July 18th to August 1st, during which the Fellow may work remotely. The Fellow can rejoin us in person from August 4th-8th. Please note that we are closed on June 27th, July 4th, and July 11th.

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

There is no specific date or dates on which our Fellow must work.

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

Monday - Friday, 9 AM - 5 PM (with a 1/2 hour lunch)

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

We could certainly entertain the request for a hybrid schedule.

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

Saint Martin de Porres Academy (SMPA) is a faith-based, NativityMiguel middle school that provides a tuition-free, extended day education for underserved children from low-income families in the New Haven area. We are an independent Catholic school committed to a belief in the dignity and worth of every person. We strive to provide each child with a promising start in life and to equip them to fulfill their academic potential while achieving spiritual and social maturity. We welcome children of all faiths, races and cultures.

The vision of SMPA is to break the cycle of poverty through education and opportunity. Our goal is to provide urban boys and girls the opportunity to choose a quality education that will allow them to live up to their full potential. At the Academy, we promote more than academic excellence - we cultivate personal responsibility, social skills and leadership, balanced with a strong spiritual foundation and a recognition of the need to serve others.

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

The Fellow will help to develop on-brand, social media strategies that share our story and that support our organizational priorities; identify, create, and post social media content, and create and calendar evergreen content.

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

- Define the strategy for audience development and engagement for Saint Martin de Porres' social media ecosystem, including the following: website, Instagram, Facebook, LinkedIn, Twitter, YouTube, and possibly TikTok
- Develop social media content strategy that supports organizational priorities
- Develop and manage a content and campaign calendar across all social media platforms and effectively prioritize content
- Schedule and post social media content maintaining a schedule of 2-3 weeks ahead of when posts go live
- Post content on all relevant platforms
- Use social media analytics to inform our overall marketing work, identifying opportunities for successfully engaging key audiences, testing new messaging and tactics, inspiring new ideas, and increasing traffic and the number of subscribers
- Regularly engage with our audience on social platforms, including responding to private messages and comments
- Be a passionate cross-platform storyteller: write exceptional, modern copy for all platforms, create graphics as needed for all platforms in collaboration with staff, and edit engaging video content
- Produce live social media content
- Create and gather evergreen content
- Craft video content for our social media channels

- Ideate and create new ways to drive social media follower growth and engagement, leveraging the full power of our leadership team
- Work collaboratively with Saint Martin de Porres' departments, alumni base, and partners to enhance and broaden our social media storytelling across all of our social channels
- Ensure Saint Martin de Porres' social media activity incorporates best practices
- Other duties as assigned

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

- Proficiency in Microsoft Office suite, Google Office, and Adobe products
- Deep understanding of both emerging and established social media platforms (YouTube, Instagram, TikTok, Facebook, LinkedIn, WordPress, and Twitter/X)
- Proficiency in short form video editing. Ability to quickly edit, caption, and post engaging and carefully crafted video content that maintains Saint Martin de Porres Academy's brand voice and accessibility
- Ability to quickly edit video content on a phone as well as a computer
- Nimble copywriting skills, with thoughtful ideas for social formats, designs, and tactics
- Excellent time-management, multitasking, and communication skills
- Positive attitude, professionalism, flexibility
- Willingness to operate collaboratively as a member of a team
- Ability to take initiative and to work independently

**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.**

None.

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

Our Graduate Support Program has had the benefit of two Yale Fellows. The Advancement Department has not worked with the Yale Fellows Program. Our school has had dozens of Yale students and graduates who have, and currently are, supporting our students and graduates in middle school and high school as

tutors and mentors, individually and through the Flyte Tutors Program. We have had/have Yale students and graduates who support our enrichment and Co-Curricular Activities; students from the Yale Divinity School who support our religious studies program and have hired several Yale students and graduates to work as Teaching Fellows and in our Development department. They have all been exceptional, and deeply committed to our students and mission. We cherish our ongoing relationship with Yale University.