

**Yale University President's Public Service Fellowship
Summer 2021**

Proposal for Fellow working remotely for organization

- Organization: **Leadership, Education and Athletics in Partnership, Inc. (LEAP)**



- Full street address of organization: **31 Jefferson Street, New Haven, CT 06511**
- Website: **www.leapforkids.org**
- Name and title of person who will be the Fellow's direct supervisor:

Rachel Kline Brown, Director of Development

- Phone number and e-mail address of proposed direct supervisor:

(203) 773-0770; rklinebrown@leapforkids.org

- Placement dates (*8-11 weeks between Tuesday, June 1 and Friday, August 13, 2021*):

Tuesday, June 1 – Friday, August 13, 2021

Are placement dates flexible? Are you able to accommodate a Fellow working in a different time zone?

Yes, placement dates are flexible. However, the longer the Fellow can work the better so tasks are completed as desired. We are able to accommodate a Fellow working in a different time zone.

- Proposed 37.5 hour per week work schedule:

Mondays through Thursdays – 10:00am to 6:00pm

Fridays – 10:00am to 3:30pm

- Organization description:

LEAP's mission is to develop the strengths and talents of young leaders who create and implement year-round, community- and school-based programming designed to achieve positive academic and social outcomes for children living in high poverty urban neighborhoods. LEAP develops multiple tiers



of academic and social enrichment for young people between the ages of 7 and 24, preparing them to be community leaders with power and purpose.

LEAP provides year-round literacy and enrichment programs to children ages 7-12 from New Haven's lowest income communities. As a youth leadership organization, LEAP trains local high school and college students who work as counselors for the Children's Program; they are young people who are interested in serving youth from low-income populations. LEAP supports counselors as they teach our comprehensive literacy curriculum, create spaces for socio-emotional exploration, and assist in enrichment activities taught by local practitioners in swimming, visual art, dance, natural science and more.

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

The Fellow will help improve LEAP's brand and marketing identity to promote our programs and fundraising needs. The Fellow will write stories about LEAP's activities and participants, increase



LEAP's social media presence, and work on two events – the LEAP Scholarship Award Ceremony and the Read-In on the New Haven Green (if they can happen as planned).

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

Are you looking for a summer opportunity 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 human-interest story and write it or pitch it to the press? Do you have great ideas we have not even thought of yet? If so, then this is the perfect position for you!

As the Development and Communications Fellow, you will gain valuable, hands-on experience in all of the areas above during our busy summer months. Specifically, the Fellow will:

- Help improve our public marketing materials and brand strategy for the upcoming year;
- Work on making our social media presence stronger;
- Gather information, data, and photos from programming to write stories about other summer activities, which include enrichment programs like art, tennis, basketball, gardening and cooking classes, and our swimming program; and
- Support marketing and communications for LEAP's Scholarship Award Ceremony in June and our annual Read-In on the New Haven Green in July – LEAP's largest summer events.

This is a highly visible position. You will have many opportunities to publicize these programs. You should have a sense for a good news story or photo opportunity and be willing to pitch it successfully to the local media.

- List specific skills/experience required for this work:
 - Ability to interface with diverse constituencies, including funders, local community members, the media, and people at all levels of our organization
 - Ability to produce clearly written, well researched, and effectively completed news and feature stories and media advisories on a wide variety of topics related to LEAP's work
 - Demonstrate tact and discretion in preparing, disclosing and handling information
 - Ability to write efficiently and under tight deadlines
 - Ability to research effective marketing techniques and look for ways to apply them to LEAP
 - Ability to create effective social media content
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- **Ability to function and thrive in a highly collaborative environment**
 - **Ability to manage time effectively and independently**
 - **Ability to establish work priorities and remain flexible**
 - **Ability to manage multiple complex projects simultaneously**
 - **Communicate clearly and distinctly with visitors, telephone callers and via email**
 - **Graphic design or marketing experience**
 - **Experience with event planning**
 - **Experience with computer software applications including Microsoft Word, Excel, and PowerPoint. Proficiency in Canva, Publisher or other design programs a plus.**
- **Equipment/resources you will provide to help Fellow conduct work:**

LEAP will provide any resources needed for Fellow to be able to work effectively, including a business email and phone number. Fellow will be able to use a LEAP laptop if the Fellow is local.

- **Briefly describe the 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.**

LEAP had Serena Ly as a Yale PPSF during the Summer of 2017. Serena helped coordinate and evaluate our Outdoor Corps Program, which is a natural science education program run in partnership with the Yale Peabody Museum of Natural History. During the Summer of 2019, Francine Rios-Fetchko was a Yale PPSF working in the Development Department as a Grant Writing Fellow, completing several grants, gathering and analyzing extensive data from programming, and creating LEAP's annual report. During the Summer of 2020, LEAP had two PPSF. José Garcia, who was also a Grant Writing Fellow, and Nick Tibbetts, who worked on Resources and Partnerships, planning out the enrichment activities for the students and coordinating LEAP's extensive partnerships. Additionally, LEAP has had a Dwight Hall Urban Fellow, Sidney Saint-Hilaire, and several students as counselors or office volunteers who learned about LEAP from the FOCUS pre-orientation program. LEAP has a longstanding history and connection with Yale students; as evidence, our founding executive director, Henry Fernandez, is a Yale Law School graduate and there are currently two other Yale College graduates on LEAP's full-time staff.
