Yale University President’s Public Service Fellowship

Proposal for In-Person Fellowship Placement • Summer 2022

If conditions allow, PPSF will offer in-person fellowships in the summer of 2022. In the event that in-person summer placements are not approved by Yale University, prospective sites will be notified and asked to modify proposals to reflect remote work.

- Organization:
  Town Green Special Services District

- Organization’s street address:
  900 Chapel Street, Suite 622
  New Haven, CT 06510

- Website:
  www.downtownnewhaven.com

- Name and title of person who will be the Fellow’s direct supervisor (the supervisor must be available to supervise Fellow on a daily basis):
  Win Davis

- Phone number and e-mail address of proposed direct supervisor (please note: during the application process, we encourage prospective Fellows to contact organizations directly with any questions about organization placements or projects):
  203-401-4245
  win@downtownnewhaven.com

- Placement dates (8-11 weeks between Tuesday, May 31 and Friday, August 12, 2022):
  May 31st – August 12th

- Are placement dates flexible? If so, please describe:
  Yes, Town Green District programming runs year-round so projects date fluctuations are possible.

- Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week):
  Monday – Friday (partially flexible)
  9am – 5pm (partially flexible)

Placement Description

- Organization description (mission statement, population served. 150 words or less.):
Town Green Special Service District’s mission is to create a vibrant and exiting place for downtown residents and visitors to live, work, learn, and play through events, public art programs, public space improvements, and our Clean & Safe Ambassador program.

Current resident population not including visitors: **11,989**

- Write a 1-2 sentence summary of the proposed work for a summer 2022 Fellow:

  This position would assist the events, public space, or special art projects departments.

- Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow. *(Suggested length: one to two pages.)*

**Assistance with the following departments:**

**Events Department**
- Happy Hour in the Plaza – free weekly family game event in Temple Plaza
- Movies in the Plaza – free weekly movie showing event in Pitkin Plaza

**Special Projects Department**
- Project management as assigned by Executive Director, which currently includes
  - “Windowed Worlds” retail activation
  - “Straight Up Art” Mural Program
  - Public Space Improvement Project management
- Encourage increased community activation of public space
- Research Projects as assigned by Executive Director

**Marketing and Communications Department**
- Create and implement a strategic communication program for the Town Green Special Service District through the use of Public Relations, Marketing and Programming
- Identify and manage a list of constituents
- Direct the implementation of campaigns, collateral, events and programming
- Public Relations
  - Responsible for managing the public relations department and the content it delivers. Ensures brand is consistent, timely and relevant
  - Work with media outlets to publish timely company information such as press releases, brochures, and other materials
  - Ensure communication strategy is consistent and reflects the organization’s strategic vision
  - Build and sustain online communities
  - Produce and direct the publishing of mass communications with eblasts & marketing campaigns
  - Refine core messaging to ensure organizational consistence in all aspects of communications
  - Advocate on behalf of the company brand with external stakeholders and the media across all communications channels and vehicles
- Marketing & Programming
  - Design and implement comprehensive marketing strategies to create awareness of Town Green and of constituents
  - Producing ideas for promotional events or activities and organizing them efficiently
  - Develop the advertising, marketing and promotion plans
  - Responsible for producing and overseeing the implementation of content for the company’s online presence, editorial design and organizing the company’s publications
  - Control budgets and allocate resources among projects
• List specific skills/experience required for the project:
  Ability to develop and maintain excellent, effective working relationships with staff, supervisors, constituents and program partners
  Ability to work independently on multiple projects simultaneously
  High degree of oral and written communications skills
  MS Office Suite knowledge is mandatory

• Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement):
  Some events can happen on the weekend though very rarely, Friday Happy Hour in the Plaza events can run until 8:30pm. We would be flexible and work with the Fellow to ensure their daily/weekly schedule takes this into account.

• 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.
  Town Green District hosted nearly 700 yale student community volunteer hours in 2021 alone, not including past years of student volunteer service. Also, Town Green District has hosted a couple yale student interns, Elizabeth Bickley and Griffon Botts over the past 4 years.