The Marketing and Communications Student Internship: Incorporating the Student Perspective Into Your Marketing Initiatives
Agenda

- Introductions (us/you)
- A brief history of Sonoma Academy’s marketing
- Key messages as foundation for student intern work
- Marketing/Comms Internship Nitty-Gritty
  - Why have a student internship?
  - Marketing 101
  - Application
  - Privileges & responsibilities
  - Task forces
  - Key messages in action: social media
  - Student perspective
  - Benefits to students
- Your turn: opportunities & challenges at your school
Introductions & Background
Introductions

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Introductions: Who Are You?

Name

Position

School

Reason for being here this morning
Marketing Really Can Make a Difference!

- Building an authentic marketing program relies on truly knowing the core of what you do, articulating it clearly, and then creating a plan to implement that.
- Genuine marketing really can make a difference!
- The student internship program is a key way to build authentic marketing program
How Far We’ve Come
Key Messages

“Know Thyself”
Authentic Marketing = Identifying Core Key Messages

- Two year rebranding process
- Began with focus groups: staff, faculty, board of trustees, parents, students, alumni, and alumni parents
- Identifying core brand “essence”
Rebrand began with logo, then overall visual look and feel, website, and finally, with core communications.

Created a “key messages” booklet to use with staff and faculty, board of trustees, parent volunteers, and, of course, the student interns!

Practice doesn’t make perfect, exploration makes explorers.

You are ready to explore

During adolescence the mind is primed to absorb information, and the natural drive to take risks promotes learning. Our curriculum and schedule are designed to encourage healthy risk-taking and exploring. Because exploration makes explorers.

Failure, trial and error, risk-taking, the safety and support to try new things, the freedom to be a beginner, coupled with the wisdom and guidance of mentors makes for a powerfully transformative educational experience.

We create a safe environment that promotes healthy risk-taking, trial and error, prototyping, and exploration, allowing for an expansion of a student’s sense of self, capacities, passions, and interests. Most importantly, students learn how to learn.
The Marketing & Communications Internship
Internship in 3 minutes
Why a Student Internship Program?

- Help with creating content, running social media, etc
- Built-in student focus group
- Provide leadership opportunities for writers, artists, photographers
- Pre-professional opportunities for motivated students
Application Process

- Submit a portfolio of work, personal statement, and teacher references
- Interview
- Required one-year commitment, but most interns stay longer
“Marketing 101” Exploratory Course

- Ungraded, quarter-long elective course
- Meets twice weekly for 50 minutes
- Required for students interested in applying to the internship program
“Marketing 101” Exploratory Course
Intern Privileges and Responsibilities

- Code of Conduct
- Access to social media accounts
- Privileged information on school programs/developments
- Must meet deadlines and work on projects independently
Marketing Intern Task Forces

- “Task forces” include Photography, Videography, Social Media, and “Spirit”
- Projects include website redesign, promotional videos, a podcast, calendaring and content creation for Facebook/Instagram, and more
- All students are encouraged to try different media
Key Messages In Action: Social Media Editorial Calendar

**CONTENT LENSES**

**Bi-Weekly**

**Humans of SA** profiles of teachers, students, etc - who are the people who make SA unique? What are the interesting things about them?

**Co-Curriculars** speech and debate, robotics,

**Student Life**: school spirit events, etc - what is it like day to day at SA?

"**That's So SA:**" Culture at SA -- what makes SA different and special? What are our rituals and traditions, the things that make us unique? What is our "special sauce?"

**Inspiration**: Artsy "beauty" shots of campus locations with quotes-- showing off our facilities and establishing a sense of place.

**In the Classroom**: cool projects that happen in the academic classroom. Equal balance of STEM, Humanities, and World Languages
Key Messages In Action: Social Media Editorial Calendar

- Key messages = “content lenses”
- Students develop content for Facebook and Instagram
- Content Calendar is aligned with overall marketing strategy

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<th>February 2020 (Content)</th>
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<tbody>
<tr>
<td>Mon 2/3</td>
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<td>Inspiration Asimov quote</td>
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<td>Tue 2/4</td>
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<td>Student Life</td>
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<td>Wed 2/5</td>
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<td>Athletics</td>
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<td>Thu 2/6</td>
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<td>Life After SA</td>
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<td>Chris Z.</td>
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<td>Humans of SA</td>
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<td>Speech/Debate</td>
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<td>Student Life</td>
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<td>Girl Talk/Locker Room Talk</td>
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<td>Inspiration Malala Quote</td>
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<td>Percy Stubbs</td>
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<td>Fri 2/7</td>
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One child, one teacher, one book and one pen can change the world.
-Malala Yousafzai

An acrostic poem by two seniors who wish to remain anonymous...

Ritual allows Seniors to speak Passionately about what matters to them. Every senior participates, Empowering them to Connect with audiences Helping create mutual respect.
The Student Perspective

- Mini Focus Group
- Authentic Voice
- We get to work with kids!
Benefits of the Internship for Students

Students:

- Become more savvy consumers
- Gain real-world skills
- Generate a portfolio of work that they can use to obtain paid internships and work-study jobs
- Discover an interest/passion and possible career path
Your Turn
What are the opportunities & challenges at your school for a program like this?

Opportunities?

Challenges?
Questions?