

**Department of Communication Internship Program
University of Maryland**

LEARNING AGREEMENT for COMM386

Student's name: Justine Hong
Address: 6301 Golden Harvest Court Clarksville, MD 21029
Phone number: (443) 996-3369 e-mail: JustineHongJ@gmail.com

Worksite supervisor's name and title: Marti Pupillo, Director of Communications
Organization name: International Dairy Foods Association
Address: 1250 H Street NW, Suite 900 Washington, D.C. 20005
Phone number: (202) 220-3535 e-mail: mpupillo@idfa.org
Fax: (202) 331-7820

Academic Instructor's name and title: Julie S. Gowin, Outreach Coordinator
Address: Department of Communication, R2130 Skinner Bldg., College Park, MD 20742
Phone number: (301) 405-7323 e-mail: gowin@umd.edu
Fax: (301) 314-9471

Descriptive Title of Internship Position:

Job description including general duties to be undertaken as part of the internship:

- *The student's work should meet this description, the student should receive adequate supervision, the student should have a safe place to work, and the student should have the opportunity to fulfill learning requirements.*
- *The student should provide diligent performance of work, safeguard the interests of the organization, and share information that may impact the student's ability to do the job including the level of internship course for which the student has registered.*

Title: Social Media/Communication Intern

Job description:

- Working with communications team to develop material for use in social media outreach;
- Researching and writing additional material for outreach;
- Scheduling tweets and monitoring real-time conversations for engagement opportunities;
- Posting photos and news to IDFA Facebook page; reviewing for comments and engaging communications team, when appropriate;
- Helping to develop benchmarks and measure effectiveness;
- Helping to integrate social media channels on IDFA website; and
- Monitoring social media trends and suggesting new tactics to communications team.

Description of compensation including amount, how and when paid and treatment of taxes, as well as, facilities, and supervision to be provided by the worksite organization to the student:

- Compensation for transportation fees
- Access to IDFA office
- Supervised by Marti Pupillo or Peggy Armstrong

Units of credit to be earned: 4 (require a minimum of 45 hours of work per credit)

Time frame of internship:

Start date: June 3, 2013

End date: August 2, 2013

Weekly schedule: June: Monday & Wednesday: 8:30 a.m. to 5:30 p.m., Friday 8:30 a.m. to 12:30 p.m.

July & August: June: Monday & Wednesday: 8:30 a.m. to 5:30 p.m., Tuesday & Thursday: 1:30 to 5:30 p.m.

Grading

Intern: *The student should follow the syllabus provided by the instructor.*

Supervisor: *The supervisor should write an evaluation of the student and send it to the instructor by semester's end. It should be signed and on company letterhead. This letter should verify the number hours the student has worked and give a descriptive evaluation of the quality of work provided by the student during the internship. A copy of the evaluation should be provided to the student. Please note that students will be allowed to view the evaluation.*

Instructor's access to evaluate the student

Early in the internship the student should coordinate and the organization should welcome an onsite visit at the worksite for the instructor. The onsite visit should include a tour of the facility and the student's workspace, and an opportunity to meet and talk briefly with the supervisor.

Student Intern's Goals and Objectives (including project plan)

Goal: Utilize social media and increase interactions for International Dairy Foods Association.

Objective: Create a new platform of social media that International Dairy Foods Association has yet to utilize.

Objective: Utilize the Facebook and Twitter pages by posting daily multimedia and dairy-related news to International Dairy Foods Association.

Goal: Achieve a high attendance of International Dairy Foods Association members, legislators and the general public at the Capitol Hill Ice Cream Party.

Objective: Use Facebook to market the Capitol Hill Ice Cream Party and achieve more than 100 attendees.

Objective: Use a specific hash tag to create awareness about Capitol Hill Ice Cream Month and achieve more than 100 interactions from social media users.

Project plan: I will aid IDFA with the Washington Conference and the National Ice Cream Party by helping with preparation materials and utilizing social media platforms. During the Washington Conference and ice cream party, I will keep IDFA members updated through the usage of social media platforms such as Twitter and Facebook. After the events, I will create a video highlighting the festivities from the ice cream party in order to promote next year's ice cream party.

Weather emergency plan and absenteeism policy

On U.S. Federal holidays, the student will count hours towards the internship even though the office will be closed. On closed office days and in the event of a weather emergency, the student

will count hours towards internship on the specific dates requested to come in. If the student is absent, the hours will need to be made up before the end of the internship.

Rights of the worksite in supervising the student

The supervisor has the right to direct the student's work, hours, discipline, and termination.

Process of termination

Student and supervisor should share concerns with the instructor before taking action to terminate the internship. The student should have permission of the instructor before terminating participation in the internship. The instructor may remove the intern from the placement.

The undersigned agree to the conditions, including any attachments, which shall be initialed, set forth in this document for this internship.

Student Jim Hy Date 8/1/13
Supervisor Marti Pupello Date 8/1/13
Instructor _____ Date _____