

The Village Connector Community News Internship Program



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Greetings from the Village Connector Community News. This guide is designed to acquaint you with our internship program in order that students you know might benefit from participating. Please share this with anyone who may be working with students including parents, school administrators, PTA and PTSA officials, coaches, counselors, tutors, and others.

Program Overview

The Village Connector Community News is probably better described as “community building system disguised as an online newspaper”. Our goal is not to mislead you through the disguise, but rather to recognize that our program does so much more than a typical newspaper. Saddling it with the “newspaper” label doesn’t tell the whole story. Indeed, if you’d like to read the whole story, feel free to visit <http://www.villageconnector.com>, and download our ebook, *The Village Connector Story, An Inspiring Approach to Community Prosperity*.

One thing that makes us unique is that we started out with a vision of creating a community building system, designed to create new information and economic resources in local communities we serve. The newspaper was simply the vehicle by which we chose to accomplish our mission. With that in mind, The Village Connector Community News includes some things you won’t see at a typical newspaper including:

- A community social network with a more local flavor than you will find on larger social networks;
- A community learning center with resources related to a variety of topics like health and wellness, entrepreneurship, personal development, and other topics;
- A charitable giving/fundraising program that actually builds and sustains the local community;
- A youth group and mentor/protégé program for youngsters in middle school through high school.

One of the other things that makes us unique is that we do not cover politics, crime, or controversial topics, since it is our goal to appeal to community members everywhere, and to get them working together on the things that unite us, not divide us. Removing partisanship and other divisive topics allows us to focus with our communities on the areas we have in common and on which we can make progress together.

Another unique characteristic of our newspaper is the fact that we have no paid reporters. All of our reporters are volunteers merely writing about what is going on in their communities. It is their love of their community and their neighbors that motivates them to share the good news in their communities. People who make the community to write with us help themselves while they help their community. That is the essence of what we are all about.

Program Details

Objective - To give students exposure to the philosophies and principles of entrepreneurship, along with an opportunity to apply those principles in real life situations.

Internship Levels:

The following internships are available in each community where the Village Connector operates. Multiple positions within each category can be accommodated unless otherwise indicated.

Community Reporter - Community reporters write articles weekly during the entire semester. Topics are selected by the reporter in consultation with their VC supervisor.

Column can be general community news within VC guidelines or topical on a particular subject matter, or an appropriate combination of the two.

Community reporters will develop journalism and interpersonal skills that will aid them in any future career path

Social Media Specialist - A social media specialist participates in developing and implementing strategies to promote the Village Connector Community News on the Web to the general community, as distinct from the participating merchant population. They will learn current social media best practices, from the perspective of business owners, and will have an opportunity to participate in the implementation of those practices.

Social media specialists will develop marketing and other skills that will serve them well in any career path they choose. They will learn and understand the dynamic and evolving process by which commerce takes place, and what influences consumers in the choices they make within the consumption model.

Sales and Marketing Specialist - A Sales and Marketing Specialist will participate in developing and implementing strategies to promote the Village Connector Community News to potential participating merchants. They will learn how businesses market themselves to consumers, how they develop budgets and who they decide to focus on attracting certain types of customers.

Sales and Marketing Specialists will also learn how to utilize a variety of technologies to formulate sales presentations and will learn how to present marketing options to local merchants. They will also get exposure to group presentations, one-on-one presentations, automated presentations, and educational seminars designed to have a sales component incorporated in the presentation.

Sales and Marketing Specialists will develop skills that will aid them in sales and

marketing positions with other companies or in their own businesses. They will also learn how to develop products and services and position them for presentation to the market.

Multi-discipline

Students can custom tailor their semester year to rotate through two of the above positions, provided that a plan is approved by their school supervisor after consultation with us.

Curriculum:

The Village Connector Story - This book tells the story of the Village Connector program and how it serves as a community building system serving important sectors of our local communities. Readers are introduced to an understanding of what it means to be part of a “community”, and how coordinated collaboration with various community stakeholders can drive community growth where general citizens have the ability to affect that growth in a positive way.

Ten Rules for Connected Professionals - Students will be introduced to philosophies and principles that will make it possible for them to appreciate the value of creating and nurturing a network of contacts as early in life as possible. Most successful people have a strong “people network” and the sooner you get started building one the longer you will benefit from the investment you make in creating it. Ten Rules for Connected Professionals lays out the road map to accomplishing the task.

Group Mastermind Discussion - Twice per semester students in each group will be assembled to review and discuss their activities, with the intention of creating greater awareness of how their activities are fitting in with the big picture. The semester will start off and end with such a session. Students will be able to give their feedback, ask questions and propose additions and improvements to the internship program among other things.

Student Evaluation and Grading

Student evaluations and grading will be based on the following criteria in each position:

Community Reporter - Community Reporters will be expected to draft 1 article per week for the entire semester. The articles will be evaluated based on quality, timeliness, and creativity.

Social Media Specialist - Social Media Specialists will be expected to take responsibility for discreet social media tasks and follow them through to completion. Examples include managing postings in social networks centered around creating awareness of Village Connector on Facebook, LinkedIn, Youtube, Twitter, and other social networks. They will also be evaluated based on the quality and creativity of the content they share through the social media channels. The frequency and nature of activity will be defined more specifically on an individual basis, but activity will be daily at a minimum.

Sales and Marketing Specialist - A Sales and Marketing Specialist will be evaluated based on their ability to learn and implement sales and marketing strategies to be taught during the internship. A mock sales presentation will be utilized to critique and grade proficiency in subject matter and presentation style. Specialists will be evaluated further on 3 presentations of the Village Connector Community Marketing System to a live audience of merchants in a group setting, and also several one-on-one presentations.

Questions and more?

As you will see over time, we continually update and enhance the program so don't be surprised to see new tools and strategies pop up from time to time. We also welcome your suggestions on ways we can improve upon the system. In fact, most of our enhancements come from the suggestions of our members, so please share your feedback so we can keep this program the most powerful marketing system available.

If you have questions or if you require more information about the Village Connector Community Marketing System please contact us directly:

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Very truly yours,

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