



## Impact Interns: Summer 2021

### Organization Information

Organization Name:	Friends of White Oak, Inc.
Address:	1626 White Oak Vista Drive, Silver Spring, MD 20904
Website:	Not yet established
Organization Description:	<p>The Friends of White Oak is an association of individuals, businesses and service providers formed to promote the common interest of the White Oak community in Silver Spring, MD. The organization promotes the well-being and improves the public image of the White Oak community, sponsors events and community forums, and advocates for improved government services.</p> <p>The organization was incorporated in January 2021 and therefore is starting the formal process of creating its infrastructure and laying the foundation of formal goal setting, as well as how those goals will be measured and benchmarked. Previously, the body was an informal body of volunteers working through the county government process. Operating informally for nearly three years, Friends of White Oak built its reputation of tapping into the voice of the residents through the representation of numerous civic associations, large and small businesses, retailers, and governmental agencies.</p>
Intern Supervisor: (Name, title, email)	Kim Jones, Board Secretary/Treasurer, <a href="mailto:kdcjones1@gmail.com">kdcjones1@gmail.com</a>

### Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates: June 7 – August 13, 2021
Hours Per Week:	20
Number of Weeks:	10
Undergrad/Grad Intern eligibility:	<input checked="" type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate An upper classman (junior or senior) or graduate student is eligible.
Internship Description and Duties:	Friends of White Oak has requested an intern to support the development of the association as well as the design of our action plan for the White Oak community. As a newly formed nonprofit association, an intern will be instrumental in participating in the brainstorming and networking required to build our infrastructure as an organization.



# DO GOOD INSTITUTE

2105 Susquehanna Hall  
College Park, MD 20742  
Email: dogood@umd.edu  
Web: dogood.umd.edu

Represented on the board is a diverse group of individuals representing sectors such as education, business, homeowner associations, as well as local and federal government agencies. We need the perspective of young professionals, many of whom choose to live in the White Oak area of Montgomery County (east county) because of more affordable housing, proximity to downtown Silver Spring and the northern Prince George's County areas of Laurel and College Park, not to mention a new bus rapid transit system and access to the I-495 beltway. An intern will serve as our first "voice" in representing the young professional demographic and identifying methods of further engagement of more young adults.

Friends of White Oak (FOWO) expects an intern to:

- Research and draft strategies for urban development and renewal, creating brief case studies based on the research available from other communities around the country (we will help identify some communities to begin research)
- Assist in gathering the background and qualifications of a new formed volunteer advisory committee by created a biographical packet based on resumes, LinkedIn profiles, and personal interviews.
- Provide feedback and support in improving or expanding the website and communicate changes to the web designer.
- Establish key social media platforms such as Facebook and Twitter and create the content that will attract and engage community members. The intern will be responsible for following the appropriate businesses and civic associations located in the White Oak community. The intern will also demonstrate the tasks we need to maintain beyond the intern period, such as how to track impressions and impact of social media and website hits.
- Extract community photographs from reports we have commissioned regarding the redevelopment of White Oak and use in more social media. The intern will be able to create a strategy for community engagement and execute that strategy that increases online interaction by citizens and businesses, that



# DO GOOD INSTITUTE

2105 Susquehanna Hall  
College Park, MD 20742  
Email: dogood@umd.edu  
Web: dogood.umd.edu

	<p>ultimately results in more engagement with the FOWO meetings and events.</p> <ul style="list-style-type: none"> <li>- Develop a library of development projects in the White Oak community, interacting with developers, construction firms, area businesses and civic leaders. The contents of the library will find a home on the website of the FOWO, providing public recognition for the intern.</li> <li>- Interact with area stakeholders include public safety officials, planning board members, county government liaison staff, leadership of homeowner associations to establish a channel of communication to learn more about their needs, concerns, and recommendations for the White Oak community. Create a method of communication that includes a format for registering individuals for a mailing list that can be used for outreach.</li> </ul>
<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>The work accomplished by the Impact Intern will have a public presence and lasting impact on the FOWO as an organization. The Impact Intern will be helping to shape the direction, determine key stakeholders through recommendations and define the protocols we will use in growing the association and its action plan. The resources developed by the Impact Intern will be used in our ongoing management and benchmarking for the future. It is expected that by the end of the internship, the FOWO will have established a short-term strategic plan, and the intern will be an instrumental part of the discussions and decision making for that plan of action.</p> <p>This is an opportunity for a self-directed and creative young professional to manage a small project, interact with officials and work with a team of volunteers that collectively have years of experience in placemaking and urban renewal.</p>
<p>Qualifications and/or skills desired:</p>	<p>Key Competencies</p> <ul style="list-style-type: none"> <li>• Detail and accuracy orientation; deadline driven</li> <li>• Strong organizational skills</li> <li>• Excellent communication skills, ability to consistently emulate an organization's voice</li> <li>• A desire to create impact and make change in the community</li> </ul>



# DO GOOD INSTITUTE

2105 Susquehanna Hall  
College Park, MD 20742  
Email: dogood@umd.edu  
Web: dogood.umd.edu

	<p>Requirements</p> <ul style="list-style-type: none"> <li>• Two years of college in communications, urban planning, public administration, or related field.</li> <li>• Ability to think strategically and creatively</li> <li>• Familiar with Microsoft 365, Canva, WordPress, Constant Contact, and social media platforms</li> <li>• Strong interpersonal skills, ability to work collaboratively as well as independently</li> <li>• Self-starter (the work is expected to be remote)</li> <li>• Confidence to create reports that may include marketing plans and outreach campaigns</li> <li>• Creative and fun disposition</li> </ul>
<p>This position requires specific clearances, background checks, or specific documentation upon hiring. Please list requirements or write Not Applicable.</p>	<p>Not Applicable</p>
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume  <input checked="" type="checkbox"/> Cover Letter (brief cover explaining interest)  <input checked="" type="checkbox"/> Writing Sample  <input type="checkbox"/> Other: _____</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom  <input type="checkbox"/> Google Hangouts  <input type="checkbox"/> WebEx  <input type="checkbox"/> Other: _____</p>