



Impact Interns: Summer 2021

Organization Information

Organization Name:	WETATi Next Generation, UMCP								
Address:	Nyumburu Cultural Center, 4801 Campus Drive, College Park, MD, 20742								
Website:	http://www.wetati.com								
Organization Description:	<p>We're Empowered To Achieve The impossible (WETATi) educates low- to moderate-income students through practical and experiential activities that prepare students for employment, entrepreneurship, and future economic opportunities.</p> <p>Our vision is economic empowerment through equitable access to employment and job creation.</p> <p>Our Programs:</p> <p>The social and economic status of an individual or group can be measured as a blend of wealth, income, occupation, and education. WETATi educates and trains low- to moderate-income students from middle school through college to change their economic narrative and prepare for the 21st century workforce through entrepreneurship and work skills training. WETATi provides three programs:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; padding: 5px;"><i>WETATi Juniors</i></th> <th style="text-align: left; padding: 5px;"><i>WETATi Collegiate</i></th> <th style="text-align: left; padding: 5px;"><i>WETATi Community</i></th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;"> <p>Who we serve: Middle and high school students</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Financial Literacy • Entrepreneurship • Workforce Development • STEMPreneur • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala </td> <td style="padding: 5px;"> <p>Who we serve: College students</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Financial Literacy • Entrepreneurship • Workforce Development • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala </td> <td style="padding: 5px;"> <p>Who we serve: The Community</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Career Opportunity Pipeline • Women's Empowerment Programs • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala </td> </tr> </tbody> </table> <p><i>"WETATi [helps] our young people realize their power to thrive, especially in the face of adversity and uncertainty. During this extraordinary time in our history and culture as a nation, we want to fill our youth with optimism and possibility, and that's what WETATi offers!"</i></p> <p style="text-align: center;">— CELESTE JAMES, EXECUTIVE DIRECTOR, COMMUNITY HEALTH KAISER PERMANENTE</p> <div style="text-align: center; background-color: #e0f0ff; padding: 10px; margin-top: 20px;"> <p><u>2017 recipient of Maryland Governor's Citation Award in "making an impact in Maryland economy and community service!"</u></p> </div>			<i>WETATi Juniors</i>	<i>WETATi Collegiate</i>	<i>WETATi Community</i>	<p>Who we serve: Middle and high school students</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Financial Literacy • Entrepreneurship • Workforce Development • STEMPreneur • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala 	<p>Who we serve: College students</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Financial Literacy • Entrepreneurship • Workforce Development • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala 	<p>Who we serve: The Community</p> <p>What we offer:</p> <ul style="list-style-type: none"> • Career Opportunity Pipeline • Women's Empowerment Programs • Annual Entrepreneurship Convention, Idea Pitch Competition, and Scholarship and Awards Gala
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Intern Supervisor: (Name, title, email)	Ilene Goldberg Marketing Director ilene@wetati.com 703 919 4662
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Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates: May -August, 2021
Hours Per Week:	15 hours
Number of Weeks:	14
Undergrad/Grad Intern eligibility:	<input checked="" type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	<ul style="list-style-type: none"> • Help to edit and advance WETATi social media pages • Seek new ways to help WETATi to grow on a social media basis • Assist with the design and execution of social media campaigns • Create weekly and monthly editorial calendars to promote company brands on various social media websites • Create engaging content (e.g. original text, photos, videos and news) • Communicate with followers and respond to queries in a timely manner • Track social media engagement to identify high-performing ideas and campaigns for scalability
Description of long-term project the Impact Intern will lead or substantively contribute to:	<ol style="list-style-type: none"> 1. Tuesday July 27th, 2021 WETATi 2021 Youth Entrepreneurship Convention and Idea Pitch Competition 2. Saturday August the 28th, 2021 WETATi 2021 Scholarship & Awards Gala
Qualifications and/or skills desired:	<ul style="list-style-type: none"> • Should be extremely detail oriented, cooperative, and considerate with excellent communication skills • Hands on experience in content management • Excellent copywriting skills • Ability to deliver creative content (text, image and video) • Video editing capability a plus • Experience with Agorapulse is a plus



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<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 <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>