Proposal for Fellowship Placement • Summer 2018

• **Organization**: New Reach, Inc.

• **Full street address of organization**: 153 East Street, New Haven, CT 06511

• **Website**: www.newreach.org

• **Name and title of person who will be the Fellow’s direct supervisor (the supervisor must be available to supervise Fellow on a daily basis):**

Christie Stewart, Director of Development

• **Phone number and e-mail address of proposed direct supervisor:**

203-492-4866 ext. 46

• **Placement dates (8-11 weeks between Tuesday, May 29 and Friday, August 10, 2018):**

Certainly the full 11-week schedule would be the ultimate fit, but New Reach is willing to work with a Fellow for an 8-week period, if this is the best-fit option for a student.

• **Are placement dates flexible? If so, please describe:**

Yes. This assignment will help New Reach rise in its social media presence, so placement dates are totally flexible. New Reach will work with an assigned Fellow to meet the agency’s as well as the intern’s schedule.

• **Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week):**

9:00 AM to 5:00 PM, Monday through Friday, with a half-hour lunch. This schedule totals 7.5 hours per day for five days per week or 37.5 hours per week.
Organization description *(mission statement, population served.)*

In 1990, New Reach began its mission - *to inspire independence for those affected by homelessness and poverty through a continuum of housing and support using the most innovative and progressive methods.* The agency’s 27-year successful track record is due to the continuous integration of current, evidence-based practices to the state’s most vulnerable citizens, those experiencing homelessness or at imminent risk of becoming homeless.

Since its opening, New Reach has grown from one small shelter to: (1) two emergency homeless shelters for women and children, (2) over 100 units of supportive and affordable housing for families, (3) multiple client stabilization programs, and (4) a regional furniture bank.

New Reach operates under the premise that one person experiencing homelessness is too many. Last fiscal year, our agency provided a continuum of housing and support to over 3,000 of the area’s most vulnerable individuals in the Southern Connecticut region.

**Please write a 1-2 sentence summary of the work that the Fellow would be conducting**

New Reach seeks to gain skilled and knowledgeable tech-savvy support to enhance our agency’s social media outreach. Such enhancement will help promote the agency’s critical work, highlight and strengthen the community’s engagement, raise public awareness, and dispel myths surrounding the issues pertaining to homelessness.

**Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.**

The responsibilities of an assigned and talented Yale Fellow will fall under the title of Social Media Coordinator Intern and encompass the expansion of a strong online presence for our agency. The purpose is to increase the community’s
engagement and knowledge pertaining to the issues surrounding homelessness. Increased engagement will contribute to eliminating homelessness and building the self-sufficiency of families and children in the city, county and state by 2020.

By eliminating homelessness, this assignment will benefit economic development, which aligns with the goals of Yale’s Fellow assignments. The reason for this growth is that the health conditions of the most vulnerable - those with mental illness, chronic health conditions, histories of trauma, and an array of other issues worsen without the supportive housing provided by New Reach. Often, these individuals end up in crisis while living on the streets, which results in frequent and costly emergency room visits. Research and the history of New Reach’s operations show that supportive housing is effective and (1) reduces emergency room visits by 57 percent, (2) decreases the use of emergency detoxification services by 87 percent, (3) lessens the rate of incarceration by 52 percent, and (4) more than 83 percent are stably housed for at least one year.¹

As a Social Media Coordinator Intern, an assigned Yale Fellow will develop and suggest creative ways to most effectively utilize our current social media platforms and possibly develop new stages. The hope is to increase traffic amongst our platforms, promote current messages, and inform and engage community members in our mission. Such engagement may include but is not limited to helping community members know how to: access a continuum of high-quality housing and support, participate in the agency’s volunteer events, provide creative turn-key, program or financial support, or help share clear and accurate messaging themselves. Fellow responsibilities will entail:

- Research audience preferences to determine a focus on current trends.
- Assist New Reach leadership in more effectively utilizing our social media platforms in ways that communicate the most current issues, highlight our successes and community impact, and recognize community members who support the agency’s work.
- Assist New Reach leadership, including the agency’s Development Department in strengthening systems that easily capture and measure traffic on our social media platforms, and providing guidance on what is and is not important in these measurements.
• Provide guidance to leadership and staff on how to best stay up-to-date on changes in all social media platforms in order to ensure ongoing maximum effectiveness.
• Train staff to use social media in a cohesive and beneficial manner.
• Train staff on how to facilitate online conversations with community members and partners and respond effectively to inquiries.
• Provide guidance on how to design an optimal posting schedule by taking into consideration web traffic, community engagement metrics and agency capacity.
• Provide guidance to staff on new ideas to attract new readers.

Through our agency’s continuum of housing and supportive services, New Reach programs continuously achieve an array of positive outcomes that demonstrate: (1) how households being served maintain their housing, (2) how high-quality case management successfully links individuals and families to an array of critically-needed community resources, including traditional (healthcare, rehab, entitlements, legal aid, child care, job-training, education, employment opportunities and transportation) and non-traditional (faith-based entities, civic and neighborhood-based) and, (3) how safe shelter and holistic care can help each individual or family achieve permanent housing and/or reach personal goals. The proposed assignment of a Yale Fellow will not only help New Reach increase community engagement and promote public awareness of the issues pertaining to homelessness, but will further strengthen our partnership with the Yale community. As Yale students come from all parts of the nation, a stronger partnership will have the potential of helping to replicate New Reach successes across the country.

• **Specific skills/experience required for the project (please list):**
  • An interest in helping at-risk/vulnerable populations.
  • An interest and knowledge in social media platforms.
  • Excellent communication skills.
• A familiarity with keyword research and analytics.

• A familiarity with online strategies, trends in digital technologies and an ability to grasp new considerations and act proactively.

• Preferably a student in the Information Technology field of study.

• **Additional requirements (e.g. a car or weekend working hours).** If a car is required, please include information regarding parking arrangements and mileage reimbursement:

  • A car would only be required to travel to and from our agency; therefore, no mileage reimbursement would be necessary.

  • No weekend or evening hours are needed or required.

  • Parking is available on site.

• **Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present.** If you have not worked with Yale Fellows, please describe any work that Yale students have done with your agency.

The Yale office of the Chaplain has involved New Reach in its Spring Break program for the last two years, sending a group of students to our shelters to tour and speak with agency leadership and former clients about homelessness and some of the underlying causes. Yale students have also worked with New Reach to address homelessness in New Haven through various Yale Hunger and Homelessness outreach events. Additionally, New Reach has hosted groups of Yale School of Management and Law School students who have generously volunteered their time in our shelters as needed. The following picture is a group of Yale students who volunteered their time this past Saturday cleaning up the exterior of one of New Reach’s Emergency Shelters.