Yale University President’s Public Service Fellowship
Proposal for Fellowship Placement • Summer 2019

- Organization: Leadership, Education and Athletics in Partnership, Inc. (LEAP)

- Full street address of organization: 31 Jefferson Street, New Haven, CT 06511

- Website: www.leapforkids.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):
  - Rachel Kline Brown, Director of Development

- Phone number and e-mail address of proposed direct supervisor:
  - Rachel Kline Brown – (203) 773-0770; rklinebrown@leapforkids.org

- Placement dates (8-11 weeks between Tuesday, May 28 and Friday, August 9, 2019):
  - Tuesday, May 28, 2019 through Friday, August 9, 2019

- Are placement dates flexible? If so, please describe:
  Yes, placement dates are flexible. However, the longer the Fellow can work the better so tasks are completed as desired.

Additionally, Fellows will adhere to the same schedule as full-time LEAP employees. The only day LEAP is closed during this period is Independence Day (July 4, 2019).

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

Completed proposal must be e-mailed in Word format to ppsf@yale.edu by Friday, November 16, 2018 at 5pm. Do not send PDFs.

Questions? Call the Yale Office of New Haven and State Affairs: (203) 432-8412
Completed proposal must be e-mailed in Word format to ppsf@yale.edu by Friday, November 16, 2018 at 5pm. Do not send PDFs.

Questions? Call the Yale Office of New Haven and State Affairs: (203) 432-8412
The Fellow will help improve LEAP’s brand and marketing identity to promote our programs and fundraising needs. The Fellow will write stories about LEAP’s activities and participants, increase LEAP’s social media presence, and work on two events – the LEAP Scholarship Award Ceremony and the Read-In on the New Haven Green.

- Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow. *(Suggested length: one to two pages.)*

Are you looking for a summer opportunity where you can hone your skills in marketing, communications, social media management, public relations, and events management? Do you enjoy working on a variety of projects, where no two days are the same? Can you identify a good human-interest story and write it or pitch it to the press? Do you have great ideas we have not even thought of yet? If so, then this is the perfect position for you!

As the Development and Communications Fellow, you will gain valuable, hands-on experience in all of the areas above during our busy summer months. Specifically, the Fellow will:

- Help improve our public marketing materials and brand strategy for the upcoming year;
- Work on making our social media presence stronger;
- Publicize and write stories about other summer activities, which include enrichment programs like art, tennis, basketball, gardening and cooking classes, and our swimming program; and

---

**Completed proposal must be e-mailed in Word format to ppsf@yale.edu by Friday, November 16, 2018 at 5pm. Do not send PDFs.**

**Questions? Call the Yale Office of New Haven and State Affairs: (203) 432-8412**
• Support marketing and communications for LEAP’s Scholarship Award Ceremony in June and our annual Read-In on the New Haven Green in July – LEAP’s largest summer events.

This is a highly visible position. You will have many opportunities to publicize these programs. You should have a sense for a good news story or photo opportunity and be willing to pitch it successfully to the local media.

• List specific skills/experience required for the project:
  • Ability to interface with diverse constituencies, including funders, local community members, the media, and people at all levels of our organization
  • Ability to produce clearly written, well researched, and effectively completed news and feature stories and media advisories on a wide variety of topics related to LEAP’s work
  • Demonstrate tact and discretion in preparing, disclosing and handling information
  • Ability to write efficiently and under tight deadlines
  • Ability to research effective marketing techniques and look for ways to apply them to LEAP
  • Ability to create effective social media content
  • Ability to function and thrive in a highly collaborative environment
  • Ability to manage time effectively and independently
  • Ability to establish work priorities and remain flexible
  • Ability to manage multiple complex projects simultaneously
  • Communicate clearly and distinctly with visitors, telephone callers and via email
  • Graphic design or marketing experience
  • Experience with event planning
  • Experience with computer software applications including Microsoft Word, Excel, and PowerPoint. Proficiency in Publisher or other design programs a plus.
  • Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement):

A car is not required.

Completed proposal must be e-mailed in Word format to ppsf@yale.edu by Friday, November 16, 2018 at 5pm. Do not send PDFs.
Questions? Call the Yale Office of New Haven and State Affairs: (203) 432-8412
• Briefly describe the work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.

LEAP had Serena Ly as a Yale PPSF Fellow during the Summer of 2017. Serena helped coordinate and evaluate our Outdoor Corps Program, which is a natural science education program run in partnership with the Yale Peabody Museum of Natural History. Additionally, LEAP currently has a Dwight Hall Urban Fellow, Sidney Saint-Hilaire, and several students as counselors or office volunteers who learned about LEAP from the FOCUS pre-orientation program. LEAP has a longstanding history and connection with Yale students; as evidence, our founding executive director, Henry Fernandez, is a Yale Law School graduate and there are currently two other Yale College graduates on LEAP’s full-time staff.