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AAD 481  
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### Document 1: Expectation Summary

This semester I am very excited to be serving as the Arts Administration Program Intern. This semester I will be working to better promote Elon's Art Administration Major both on campus and to prospective students. My goal is to identify weaknesses within our current promotional efforts, and work to strengthen or replace them if necessary. David and I have been talking about perceptions of the program from students within the major, other majors at Elon, and prospective students. I hope to help connect students within our program and create a greater sense of unity among the Arts Administration majors. Another goal of mine is to help other students on campus more fully understand arts administration and everything we have to offer. I feel like arts administration often gets confused or lost because of the many different avenues it can cover. Rather than seeing this as a weakness, I want to highlight all of the phenomenal opportunities that we have to offer. In terms of prospective students, I want to increase ways for them to gain information regarding arts administration at Elon, and provide easier access to social media and our website.

My goals for this internship focus around promotional aspects of arts administration. David and I have had many conversations regarding the path of this internship over the semester and I see myself dedicating a lot of my time towards our Instagram and Website pages. I plan to revamp the student made arts admin website to make it more user friendly to prospective students. This will include redesigning the homepage to include more textual information, links to our social media pages, faculty/staff contact information, and photos of our current students. In terms of Instagram, I plan on working consistently to build a larger follower base and increase our views and likes. I will create graphics through the Canva software and host an Instagram Live event. Through these two main projects I will be able to grow in my knowledge of program promotion, and learn what variables add up to equal success.

Other goals I have for this semester include communication based aspects of working alongside a supervisor to reach a common goal. I look forward to learning to better communicate my progress over the course of the week to David in our weekly meetings. I hope to more fully understand what details he needs to know, and which are better to leave out of the conversation. Collaboration is a huge goal of this internship, and I hope to gain insight into various communication styles and working relationships. Listed below are some of my overall goals in more detail.

1. Learn to actively promote and maintain arts social media pages.
  - a. Instagram
  - b. Facebook
2. Revamp the Arts Administration website homepage.
  - a. Make more user friendly to prospective students.

3. Learn to work collaboratively with my internship advisor.
4. Develop communication tactics for progress check-ins.
  - a. Learn what information and detail should be shared.
5. Have strong content to add to my arts admin portfolio.
  - a. Social media posts
  - b. Graphic design
  - c. Promotional gain statistics
6. Better understand the full depth of opportunities with the arts admin program.

My anticipated projects for the semester closely align with my goals stated previously. I imagine that most of my time will be spent on the Arts Admin Instagram page or the student run website. Having these two projects as my main efforts this semester will allow me to fully develop and grow these aspects, while having time for new projects if something comes up. Listed below are some of my anticipated projects in more detail.

1. Maintain the Elon AAD Instagram account.
  - a. Grow Instagram followers.
  - b. Develop posts from Canva.
  - c. Run the Senior Spotlight series.
  - d. Host a “day in the life” takeover.
  - e. Take quality photos of events and locations for promotional use.
2. Revamp the student AAD website page.
  - a. Alter the homepage to include more written text.
  - b. Add information about faculty and staff.
  - c. Add a large home page banner photo.
  - d. Add a section discussing why Arts Admin at Elon.
  - e. Add a required course list.
  - f. Add Social Media links.
3. Work on materials for prospective students.
  - a. Develop brochures
4. Collaborate with the AAD Student Advisory committee to develop AAD swag for this semester.

Hour Estimates:

25 hours AAD social media management and content creation.

30 hours AAD website updates.

15 hours developing AAD brochure/prospective student material.

5 hours AAD swag collaboration

1 hour Document 1

2 hours Document 2

2 hours Document 3

**80 hours total**

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