



## **2014 Internship Opportunities**

### Spring 2014

*(Position objectives and responsibilities listed below)*

1. Bcycle-Wofford: filled
2. Bcycle-Converse: filled
3. Event marketing-criterium: filled
4. Trails counting/logistics: need
5. Healthy Schools Summit and childhood obesity prevention: need

### Summer 2014

*(Position objectives and responsibilities listed below)*

1. Trails counting/logistics: need
2. Creating a community park: need
3. Good for You Spartanburg management: need

### Fall 2014

*(Position objectives and responsibilities listed below)*

1. Bcycle-Wofford: need
2. Bcycle-Converse: need
3. Event marketing-TDay 8K: need
4. Trails counting/logistics: need
5. Creating a community park: need
6. Good for You Spartanburg management: need

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## **Internship summaries**

Contact [info@active-living.org](mailto:info@active-living.org) if you are interested in one of these positions.

### Bcycle-Wofford & Converse

The intern will market the Bcycle program to the Wofford College and/or Converse College communities. The intern will work with the Active Lifestyles Coordinator at Partners for Active Living (PAL) to develop and implement a marketing plan during the allotted time. Bcycle marketing result in an increase in the number of annual and daily memberships purchased by students.

### Event marketing – criterium, Turkey Day 8K, and more

Partners for Active Living hosts many events annually that encourage and promote physical activity. Two of the largest are a run on Thanksgiving morning that drew 1,300 participants in 2013 and a professional bicycle race called a criterium. We set up tailgating tents along the course so that groups can host colleagues, clients, friends, family or whomever. The intern will outline creative forms of marketing and event improvement.

### Trails counting and logistics

Seeking an intern with a thirst for numbers and the stories they tell. Intern will:

- Collect trail counter data monthly from four counters
- Post data online for collective use



- Create a system for storing data.

But that's just the raw numbers. This intern will have an opportunity to develop a system that takes those numbers to tell the story of trail use in Spartanburg. By layering in weather and other information that may affect trail use, the data will be more useful. By analyzing use of particular trails, the intern will help understand how that use can be used to target maintenance or trail improvements.

#### Creating a community park

Partners for Active Living worked with the City of Spartanburg and Duke Energy to secure a recreational lease on a 7 acre piece of property on a 2-mile rail-to-trail conversion called the Mary Black Foundation Rail Trail. The intern will assist with park planning, community engagement, fundraising, and marketing.

#### Healthy Schools Summit & childhood obesity prevention

In June, PAL and the childhood obesity taskforce host a day-long conference for 100+ school, community, parent-group, and administrative representatives on how to create a healthier school environment. Planning assistance is needed throughout the spring in preparation.

#### Good for You Spartanburg

The intern will assist Partners for Active Living in the management of the online health campaign, *Good for You Spartanburg*. This campaign acts as a comprehensive resource to outline all events, programs, destinations and resources available to become physically active and eat healthy while living, working or visiting in Spartanburg County.

#### **Duties and Responsibilities:**

1. Maintenance of the GFYS website and social media pages; researching and developing content, updating events calendar.
2. Assistance with the partnership program contacts and data; outreach and recruiting new community members, organizations and businesses to the program, processing applications and surveys.
3. Maintaining reporting and partner database.