

USI GWEP Student Internship
2021 Spring/Summer or Spring/Fall Semesters

Marketing/Social Media/Market Research

Looking for an opportunity to jump start your career? More than ever, employers and graduate schools expect today's graduating college student to be prepared. Our team provides the opportunities to network with new people, apply what you have learned in the classroom, help people in our community, and earn a good reference.

The GWEP (Geriatrics Workforce Enhancement Program) student internship offers an exciting opportunity to gain professional experience working on a multi-million-dollar initiative to strengthen the healthcare workforce and benefit the health of older adults in southwestern Indiana (www.usi.edu/GWEP). One of the USI-GWEP initiatives is to create a smart-home for aging-in-place. This involves engaging diverse community members in the selection of technologies as well as testing those technologies and helping community participants adapt those technologies into their own homes. This will be conducted out of the Minka Learning Lab for Living Well (MINKA) on the USI campus.

Working with the GWEP Project Coordinator, you will:

- Develop a marketing plan for the Minka Learning Lab for Living Well (MINKA) on the USI campus
- Design and launch a social media campaign for the MINKA
- Research dementia-friendly communities and document best practices and potential stakeholders
- Complete CITI training
- Receive training in health information (HIPAA)
- Attend regular, early morning monthly and weekly team meetings
- Other tasks as assigned

This internship is open to high achieving undergraduate students interested in gaining professional experience in marketing, social media, market research, and project management. Students majoring in marketing or business administration may find the internship most aligned with their academic and professional interests.

The GWEP student internship requires 15-20 hours of work weekly for two semesters for a total of 300 hours, beginning the first week of classes, Spring 2021. Due to the USI de-densifying directive, **this is a virtual position**. Interns work a regular weekly schedule, as negotiated with the internship supervisor. *This position is a paid position contingent on budgetary approval. The rate is \$7.25/hour. Please note the budget approval process is completed in January 2021. If the budget is not approved, this will be an unpaid internship.*

Interested candidates committed to meeting internship expectations should submit a cover letter and a resume to the GWEP internship contact. Please include contact information in the cover letter. Invited interview will follow.

Internship Contact:

Dr. Lisa Fournier, GWEP Project Coordinator, CNHP
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