

Internship Project Deliverables for

MALS 4980 – Internship

Master of Arts

Arts and Culture Management

Bea Halstead

University of Denver University College

June 20, 2024

Faculty: Steve Wilson

Director: Joseph Hutchison, MFA

Dean: Michael J. McGuire, MLS

Internship Project Elements

Overview

Cand'Aid is a nonprofit organization operating nationally. Its local hub is in Longmont, Colorado, and it serves communities in Denver and the metro areas. The intern, Bea Halstead (they/them), has volunteered with the organization for over five years, including joining the Denver Advisory Committee (DAC) last May 2023. From that experience, a clear need developed around building a report to align existing data methodologies to desired social impacts for developing benefactor case stories. Cand'Aid has collected data for the ten years it has operated and successfully reports on high-level quantitative data to its stakeholders. There is a known gap in utilizing the captured qualitative data from surveys collected on Monday.com from volunteers and participating program recipients. This Internship intends to consult on insights that promote meaning and value to current and future donors and sponsors.

Cand'Aid Inputs

Cand'Aid's Executive Director, Diana Hicks, has graciously agreed to weekly meetings to review the deliverables with herself and the Director of Engagement, Sara Hannafin, to ensure alignment and accuracy in the final report. They are invested in shaping the various reporting elements to fit the organization's current needs. They have shared plans to revise the mission statement, build benefactor case stories, and learn about data utilization and gaps. Diane has requested a focus be on the benefactor audience in this consultative report.

Intern and Instructor Inputs

Bea Halstead is in their final quarter before their capstone project; graduation is expected on August 24, 2024. They enrolled in the Masters of Art and Culture degree for

Advocacy and Outreach in January of 2022. In an accelerated program, they completed both the organizational vibrancy, led by instructor Wilson, and arts and culture programs for social impact courses (Denver University, n.d.). These courses, combined with twenty years of digital marketing and consulting experience, are aligned to qualify them to provide validated insights and recommendations for the Cand'Aid organization in an internship partnership. Bea proudly maintains a 4.0 GPA and values data-driven decision-making. They aspire to transition from for-profit work to an arts and/or culture nonprofit leadership role locally, nationally, or globally.

Internship Outputs

Bea's role as an intern will be to consult on benefactor reporting via building a data culture and social impact metrics with current and future data sets. The report will provide a synopsis of the stories currently available and how to leverage different stories from the existing data. This will include a section for quantitative data themes to date and a summary of known data gaps and potential solutions for future implementation, data culture activities, and hygiene practices.

The ten-week internship will include the following deliverables: an outline of Project Deliverables, an outline of Presentation Elements, a draft of the PowerPoint presentation with supporting citations, and a final report with a 20 – 25-minute recorded verbal presentation reviewing findings and slides from the report. Below is the schedule with the deliverable dates (Figure 1).

Deliverable Name	Due Date
1. Project Deliverables Report (this document)	5/1/2024

2. Presentation Elements / Measurement Report	5/12/2024
3. PowerPoint Draft	5/26/2024
4. Final Presentation	6/2/2024

Figure 1. Schedule of Deliverables for MALS 4980 – Internship.

Deliverable Descriptions

Project Deliverables Report

This document aims to align the stakeholders from Cand'Aid and obtain approval from the University College Director, Joseph Hutchison, MFA, to create guidelines and grading curriculum for Instructor Steve Wilson and Intern Bea Halstead. This document was drafted on April 17, 2024, for Cand'Aid and Instructor Wilson's review on April 18, 2024. Revisions to this document will be implemented and uploaded to Canvas by May 1, 2024, for the Directors review and approval.

Presentation Elements / Measurement Report

Cand'Aid's Measurement Plan Draft report will outline the presentation flow, segments and topics, and research definitions. This will be a collaborative draft report built with ongoing feedback from weekly meetings with the Cand'Aid leadership team members. The known potential barrier that will alter these recommendations is the future revision of the Cand'Aid mission statement. Typically, metrics reporting plans specifically align with measuring the mission. However, the ongoing Cand'Aid programs and existing data will be the central focus of this plan, to try to align to a subject that will not shift in the coming months. The report segments will include project objectives and purpose, benefactor affinity metrics alignment,

business objectives and metrics objectives, social impact data review (potential to include a quantitative analysis and social impact rubric template), an implementation plan, and conclusion will be included in the draft report and supported by a minimum of three external sources and two internal sources. The plan's elements and depth with which each subject addresses will be limited to a page and verbal time constraint, so providing the maximum amount of value with the limitations will be an ongoing part of the shaping of the document.

PowerPoint Draft

The PowerPoint Draft Report will combine the research and consultative elements of the presentation with visual elements to present a comprehensive story. This presentation should be limited to 22 or fewer slides to ensure verbal presentation time requirements align with the content volume. The audience for the presentation is the executive leadership team, board members, staff executing programs at Cand'Aid, and University College instructors. With permission, the presentation will utilize Cand'Aid's brand guidelines to customize the visual components for the intended audience.

Final Presentation

The final presentation will combine the visual and verbal report and incorporate feedback from the draft versions. It will be recorded and uploaded to the University of Denver media storage database (<https://mediaspace.du.edu/>) to ensure access is privately distributed via a link to project stakeholders. A copy of the presentation and MP4 video will be provided to Cand'Aid for internal use, but external access is not recommended due to proprietary information from internal data sources. Cand'Aid will reserve the right to restrict the use of this report and its distribution. Bea requests that in exchange for the elimination of the report from

their portfolio, a recommendation letter or reference for the work be provided by Cand'Aid's leadership team as a follow-up to the assignment.

Conclusion

All written reports will be delivered to meet the University of Denver University College formatting standards for citations and structure. Cand'Aid agrees to provide access to internal data segments and partners to align on report segments to elevate the potential value of the assignment for the organization. Using accurate data and an actual organization supports the criteria needed to participate in a University College internship for course credits. The deliverables schedule allows ample weekly opportunity to conduct research, collect feedback, and scope the final presentation to meet the outlined internship requirements provided by the MALS 4980 course description.

References

Denver University. n.d. "Course Catalog" Webpage.

--"Arts Programs for Social Impact" Accessed April 17, 2024.

<https://universitycollege.du.edu/course-detail/?degreecode=MALS&coursernum=4490>

--"Organizational Vibrancy and Measurement" Accessed April 17, 2024.

<https://universitycollege.du.edu/course-detail/?degreecode=MALS&coursernum=4475>

MALS 4980. n.d. "UCOL Internship Guidelines" Word Document. University College. Denver,
CO.