

# Internship Insight

White Violet Center for Eco-Justice

Anne Bowen

Service-Learning Scholar 2019

## Challenge and Opportunity

Hands-on learning is a vital component of every young professional's education and having the opportunity to explore a cultivating work environment is how the next generation of leaders is created. In the Wabash Valley, there is a deficit of internship sites that are programmed specifically for unique career paths. At the White Violet Center for Eco-Justice, the young talent has the opportunity to engage in organic farming, care for on-site animals, and run the storefront. Through this experience, interns become a member of the White Violet Center team and take part in field trips, educational seminars, and enrichment activities. The White Violet Center for Eco-Justice has cultivated a top-notch program offering sensible benefits and exciting opportunities to their internship cohorts but the need gap of recruiting inspired talent is growing. The White Violet Center is lacking the key recruitment tool skill set to hire in quality interns that are focused on the foundation of organic farming. By engaging in recruitment tools on social media platforms, surveying the target market and connecting with previous interns for feedback, the White Violet Center for Eco-Justice has the possibility to recruit talented individuals who are focused on pursuing a unique career path.



## Service-Learning Response

To help the White Violet Center for Eco-Justice recruit high-achieving, young talent, I produced a campaign for the center focused on data analysis, research, and social media expansion. During my project, I surveyed the pros and cons of the program as well as reviewed the finances and logistics of the site. My project consisted of specific research on internship market trends and established data for the White Violet Center to interpret for future recruitment tactics. In addition to research, I implemented a marketing push for the White Violet Center and brought them up to date on marketing platforms that are being used to recruit ambitious talent. My project with the White Violet Center created a sustainable impact on the internship program and provided real-time data that has allowed the White Violet Center to enhance its recruitment skill set. Through this project, I have had the opportunity to learn that being supported by my community partner is key to ensuring a successful outcome. By having the White Violet Center's support I achieved access to the materials I needed, trust to be creative, and interacted with unique individuals. This project taught me that holding myself accountable is important and that challenges will arise but through patience and understanding that an impact is still attainable. This project grounded me as a leader and forced me to grow in a unique way as a strategic thinker and service-minded young professional.



## Community Partner Perspective

"Anne visited the Center having done her homework about our ministry and its work. She is professional and quickly assessed our needs regarding the internship program. We plan to use her work, especially her research, in determining any changes we need to make to the program to make it more marketable and more fulfilling for the intern. We are grateful for her work!"

- Lorrie Heber

Director of White Violet Center for Eco-Justice -