



Internship Descriptions

Updated Fall 2021

Introduction:

We're excited to tell you about our ongoing initiative to strengthen the relationship between UMBC and its surrounding communities. OCA Mocha includes two community engagement initiatives. OCA, which stands for Opportunities for Community Alliances, is a catalyst for change in southwestern Baltimore County. Mocha is a coffee shop housed in the front of OCA Mocha that helps make OCA a reality. Together, OCA Mocha is a space for sharing ideas, music, art, and culture, all over a cup of coffee! Your role on our team would be vital to the overall success of OCA Mocha's mission: To create genuine partnerships that promote social opportunities for both students and community members, as well as economic development for local businesses and organizations.

General Overview:

- Payment: \$1,000 stipend and the potential to earn 3 credits (credits can only be earned once, stipend can be repeated with a successful reapplication for a subsequent semester).
- Timeline: Fall Semester into winter break. There will be a transition period with the Spring semester team in January 2022.
- Team Positions:
 - Social Media Coordinator/Graphic Designer
 - Videographer & Editor
 - Outreach & Events Coordinator
 - Audio Engineer
 - Arts Coordinator

Requirements and Qualifications:

- General:
 - Must be a current UMBC Student
 - Recommended GPA: >2.5 (Not required)
 - No experience required, but it definitely helps!
 - Strong organizational and time management skills
 - Ability to work independently and as a member of a team.
- Social Media Coordinator/Graphic Designer
 - Must have passion for design
 - Preferred Majors: Graphic design, MCS, any visual arts major
- Videographer & Editor
 - Preferred Majors: Cinematic Arts, MCS

- Outreach & Events Coordinator
 - Strong organizational skills
 - Outgoing and enjoys talking to people
- Audio Engineer
 - A basic understanding of sound equipment such as speakers, amplifiers, microphones, mixing, and audio cabling.
 - Preferred Majors: Any music major, MCS
- Arts Coordinator
 - Museum or gallery experience is a plus, but not required.
 - Preferred Majors: Any arts major

Duties, Responsibilities, and Schedule:

- General:
 - 10 hours per week
 - The team of interns will be responsible for assisting with efforts to promote a sense of community and increase engagement with OCA Mocha.
- Social Media Coordinator/Graphic Designer:
 - Following and updating our social media plan and style guide
 - Updating our website and other files to maintain a consistent and cohesive brand image
 - Content creation (graphics and media)
 - Typically use the Adobe Suite (Photoshop, InDesign) and Canva to create designs
 - Scheduling and posting on various social media platforms daily
 - Keeping track of interaction data and create monthly analytic reports
 - Developing and implementing new and innovative marketing/advertising incentives to promote OCA Mocha
 - Devising new methods to increase interest and participation in various events and initiatives
- Videographer & Editor:
 - Creating promotional material for OCA Mocha generally
 - Attending and capturing events at OCA Mocha, as well as community events in which OCA Mocha participates
 - Creating videos to promote the art gallery
 - Assisting with product photography photoshoots
- Outreach & Events Coordinator:
 - Building awareness of the OCA Mocha community meeting room
 - Creating and maintaining a weekly email update, including finding ways to encourage community members to sign up via email for the newsletter
 - Identifying and booking musicians, poets, comedians, and others to perform on stage in OCA Mocha
 - Maintaining a calendar of events and updating our website

- Maintaining and developing a list of possible contacts for events and performances
- Planning and leading on-campus marketing efforts, such as tabling, on a regular basis (“Mocha Mondays”) (*On hold until further notice*).
- Assisting the other interns in outreach
- Audio Engineer:
 - Assisting with all audio related needs during live performances held at OCA Mocha
 - Assisting in the planning, organization, and execution of events.
 - Hosting events if the event is not being hosted by someone from the visiting organization
- Arts Coordinator
 - Curating rotating exhibitions on 120’ hallway gallery wall
 - Determining exhibit themes, drafting and posting Calls to Artists, curating submissions, coordinating pick-up and drop-off of art with artists, de-installation, and installation of exhibits, designing didactics for each exhibit, collaborating with other interns to market exhibits and to photograph the pieces for inclusion on our website.
 - Maintaining a list of local student and community artists
 - Maintaining partnerships with UMBC Arts Department, Baltimore County Arts Guild, and local schools and cultivating new partnerships
 - OCA Mocha Kids Club
 - Coordinating this monthly community engagement effort, which is geared toward local children and their families.
 - Collaborating with campus partners when possible to develop and create Kids Club activities that are both educational and fun.
 - Creating craft kits (bonus points if they are educational) that parents/guardians can pick up for their children.
 - Creating, planning, and hosting arts/crafts and educational events (when health and safety conditions permit the resumption of in-person Kids Club events).