Organization Name: College AIM

Organizational Contact Person: Joanne Santivasci/Sam Aleinikoff

Contact Email: joanne.santivasci@collegeaim.org

Organization Mission: College AIM provides college and financial aid exposure, counseling from ninth grade through college graduation, and works to dismantle systemic racial and economic barriers, so that Greater Atlanta students are able to achieve their ambitions.

Social Innovation Statement: College AIM provides individualized college and financial counseling to students in underresourced high schools via one-on-one counseling sessions and various communication platforms including text and social media. We also expose students to postsecondary opportunities through college visits up and down the east coast where students experience campus beyond the traditional tour by observing classes, eating in the dining halls, and staying in the dorms overnight. We are forging partnerships with schools, districts, colleges, and government agencies to ensure our students can access and complete quality and affordable postsecondary options. The projects we're proposing will expose our intern to our innovative work by engaging them in customizing our data management system, drafting a communication plan, and curriculum development/delivery in our summer College 101 programming for rising first year college students.

Internship Semester: Summer 2021

Project Title #1: Data Management and Salesforce Migration

Keywords: Data Management, Sales Force, Data Collection

SLS Priority Issue Areas: UN Sustainable Development Goals (SDGs)

Priority SDGs: Quality Education (4), Reduced Inequalities (10), Peace, Justice, and Strong Institutions (16)

Project Background: College AIM is transitioning to Salesforce to better serve and track our students through the college application and college graduation timelines. We have been using spreadsheets to manage this information to date, and need to integrate our old data into Salesforce. We are looking for someone who can get acquainted with our current and past data management systems and integrate them. We are learning through this process and would be providing support along the way, however; the intern will mostly work independently on this project. This project is important to our organization because we will be able to compile reports, analyze past data and become more efficient with our programming.

Project Timeline: We anticipate that the intern will complete this project during their internship.

Desired skills and qualifications: Database Management; Familiarity with Salesforce; Detail oriented

Deliverables: Complete data migration; establish dashboard and reports for staff
Project Title #2: Communication

Keywords: Communication, Social media, Outreach

SLS Priority Issue Areas: UN Sustainable Development Goals (SDGs)

Priority SDGs: Quality Education (4), Reduced Inequalities (10)

Project Background: College AIM is looking for an intern who can help us design and plan a communications strategy to engage more of our students and disseminate important information through social media. In partnership with our Program Manager for Postsecondary Success, the intern will also help with planning and promoting our summer College 101 workshops for our rising first year college students.

Project Timeline: The project will be complete during the internship period.

Desired skills and qualifications: Social media; communications

Deliverables: Communication calendar and content for 2021-2022 school year; College 101 communication and outreach planned and implemented