

## Phyllis M. Taylor Center for Social Innovation and Design Thinking Student Fellows, 2017-2018

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**Tulane University is an Equal Opportunity Employer committed to hiring a diverse workforce. We encourage those who are from traditionally underrepresented groups, including students who are of color, women, LGBTQ, veterans, and people with disabilities to apply.**

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*The Taylor Center for Social Innovation and Design Thinking (Taylor), is seeking a diverse team of responsible, open-minded, motivated, and dynamic “changemaking” Student Fellows who are excited to shape our continued growth and join a culture of creative, collaborative social innovation at Tulane, in New Orleans, and in other partner communities. Applicants should be excited about supporting fellow students and enhancing changemaker action and engagement on campus and in the community.*

*Taylor Student Fellows are more than the usual student worker and are treated as paraprofessionals. Specifically, Fellows:*

- *Are ambassadors of the Taylor Center and engage the Tulane and New Orleans community through on and off campus programming and social media*
- *Create, implement, and communicate Taylor programs and outreach materials*
- *Must be comfortable working at a fast pace*
- *Should enjoy self-structuring their work and be comfortable with ambiguity*
- *Collaborate with student fellows and Taylor staff*
- *Must possess the initiative to thrive in a dynamic environment*

### **TAYLOR STUDENT FELLOWSHIPS**

***Up to ten positions are available for 2017-18 academic year.***

*You will specify your interest in serving as one of the Fellowships below:*

#### **1. Design Thinking (DT) Student Fellow; 4 positions (pgs 4-5)**

Four DT Fellows support, help design, facilitate, promote, and execute a variety of design thinking for social impact education programs including the human-centered design “crash courses” and Fast 48 weekend bootcamp. DT Fellows are responsible for increasing awareness of DT through education, workshops, and partnerships with campus and community partners.

#### **2. Changemaker Institute (CI) Student Fellows; 3 positions (pgs 6-7)**

Three CI Student Fellows will work together and with staff to develop, organize, promote, and execute Taylor’s social venture accelerator program, the Changemaker Institute. Fellows will plan in the Fall (revise curriculum, recruit participants and secure mentors and speakers) and execute the Institute in the spring, which rolls out over 8 Saturday sessions.

#### **3. Communication & Marketing (CM) Student Fellows; 3 positions (pgs 8-9)**

Three CM Student Fellows will communicate, promote and market Taylor programs, events, trainings, and activities. C&M Fellows are the authors and curators of various marketing platforms including, but not limited to, the Taylor newsletter, TaylorHub (our blog), event calendars, Facebook, Instagram, and Twitter. This team is also in charge of photographing events, directing short promotional and informational videos, and graphic design work.

**Apply at [http://bit.ly/Taylor\\_StudentFellowships\\_2017](http://bit.ly/Taylor_StudentFellowships_2017)**

### **IMPORTANT DATES**

<b>Meet This Year's Fellows!</b>	<b>3/13 &amp; 3/14 5-7 pm, Taylor</b>
<b>Applications Due:</b>	<b>Friday, March 24<sup>th</sup> at 11:59 PM</b>
<b>Apply at</b>	<a href="http://bit.ly/Taylor_StudentFellowships_2017">http://bit.ly/Taylor_StudentFellowships_2017</a>
<b>In-Person Interviews:</b>	<b>Monday, April 3<sup>rd</sup> - Thursday, April 6<sup>th</sup></b>
<b>Student Fellows Selected:</b>	<b>Monday, April 10<sup>th</sup></b>
<b>Student Fellow Orientation:</b>	<b>Week of April 17<sup>th</sup> (timing TBD)</b>
<b>Online Training:</b>	<b>August 1<sup>st</sup>-20<sup>th</sup></b>
<b>In-person Fall Orientation:</b>	<b>Friday, August 25<sup>th</sup>, 12-5 PM</b>
<b>First Day of work:</b>	<b>Monday, August 28<sup>th</sup></b>

### **TAYLOR STUDENT FELLOWS COMMITMENTS:**

- Work for the entire 2017-2018 academic year with the expectation of employment during fall and spring terms (August 1<sup>st</sup>-20<sup>th</sup> will include online training)
- Work an average of 15 hours each week, with 12 scheduled front desk office hours and 3 flexible out of office program hours (note: In the spring semester, CI Fellows will work 7 desk hours and 5 hours on Saturdays).
  - Note: Some weeks will be busier and some weeks will be lighter, depending on Taylor's programming schedule
- Working evening and weekend hours, as required, to implement effective programming and outreach
- Attending weekly team staff meetings and individual supervisory meetings
- Maintaining the office space and supplies
- Creating communication and programming content
- Assisting Taylor staff and faculty to create and run programs
- Increasing campus and community awareness of Taylor
- Be a face for Taylor during work hours and special events
- Event Support
  - Act as an event usher; Check students into events and calculate attendance over time
  - Post posters and other event materials
  - Attend various events, like Intern Tulane, around Tulane University's campus as a representative of the Taylor Center, and be willing to talk to individuals as needed about the opportunities that Taylor provides

### **REQUIRED QUALIFICATIONS FOR ALL TAYLOR STUDENT FELLOWS**

- **CHARACTER TRAITS**
  - Approachable and friendly demeanor, with a strong customer service orientation
  - Flexible and adaptable
  - Empathy: have strong people and relationship-nurturing skills
  - A can-do, optimistic attitude
  - Self-motivated and able to work independently when needed
  - A team player: Able to collaborate effectively and generously as part of a team, with diverse students, staff, faculty and community partners
- **COMPETENCIES**
  - Strong oral, written communication, and public speaking skills
  - Strong relationship building and people skills
  - Ability to prioritize, handle multiple tasks, and work independently.
  - Ability to balance professional and personal boundaries

- Writing skills for short blog posts, email communications to a general audience, and reports
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- **KNOWLEDGE/SKILLS**
  - Strong problem solving, organization, presentation, and decision-making skills
  - Working knowledge of standard computer programs, specifically Microsoft Office (Word, Excel, Publisher, PowerPoint), desktop publishing, and/or website maintenance
  - Comfortable using social media (FB, Twitter, Instagram)
  - Good time-management skills-- be punctual, timely, and deadline oriented
  - Strong problem solving, organization, presentation, spreadsheet, and decision-making skills
  - Graphic skills preferred

### **PREFERRED QUALIFICATIONS FOR ALL TAYLOR STUDENT FELLOWS**

- An understanding of social innovation as a field (ie., changemaker, social entrepreneurship, design thinking, community engagement)
- Proven leadership skills (via, student organizations, employment, event planning, community service and/or outreach activities) is strongly preferred
- Experience in advertising, communications, marketing, promotions or other outreach experience (via business, class projects, student or community organizations)
- Photography or multimedia experience
- Work experience with community agencies, social enterprises, and/or non-profit organizations (volunteer, internship, or paid)
- Working knowledge of campus cultures, departments, student organizations, and other resources relevant to Taylor
- Prior experience working with social entrepreneurs, start-ups, student-led social ventures, changemakers and/or social intrapreneurs

### **ELIGIBILITY**

- Must be enrolled as a student at Tulane for at least 12 academic credits throughout the year
- Must be in good academic standing for the term prior to selection and during entire period of employment
- Must maintain at least a cumulative GPA of 3.0

### **TRAINING**

- ***Student Fellows must be available to attend staff training on Friday, August 25<sup>th</sup> from 12-5 pm***
- 3 hours orientation Spring semester 2017 the week of April 17<sup>th</sup>, exact times TBD
- 15 hours of online training and orientation completed August 2017

### **COMPENSATION**

- Taylor Student Fellows are paid a stipend during the academic year of \$3,750 to work fifteen hours a week, which is equivalent to \$10/hour.
- Returning Fellows will be eligible for a \$4,125 stipend for the academic year.
- Students will also have access to funding dedicated to their personal and professional development.

## Design Thinking Student Fellows (4 positions available)

### **POSITION SUMMARY:**

Design Thinking (DT) Student Fellows help design, facilitate, communicate, coordinate, promote, and run the range of “design thinking for social impact” educational programs of Taylor including two-hour human-centered design "crash courses" 3-4 times a semester, longer weekend "Fast 48" design thinking bootcamp once a semester, and custom workshop experiences for various student organizations, community organizations, classes, and Tulane departments as needed. DT Fellows will also help with special events and programs, including visiting speakers and guests and the Changemaker Residence Hall. DT fellows will support partnerships with campus and community partners. DT fellows inform and apply the human-centered design for all Taylor programs.

### **Specific duties include:**

- Planning and facilitating training workshops for diverse audiences,
- Presenting on design thinking approaches and applications for student organizations, courses, and campus departments
- Supporting campus and community partnerships for workshops and applications of design thinking,
- Sharing knowledge (via writing blog posts, short articles, attending local events to facilitate discussion, creating graphics that advance our way of thinking) related to design theory, methods, and practice.

The Design Thinking Student Fellows will also take on other duties such as staffing the front desk/reception, hosting visiting speakers, and supporting other Taylor events, maintaining space and supplies.

### **PERFORMANCE STANDARDS/JOB DUTIES**

*Note: See cover page for additional duties for all Taylor Student Fellows. Job duties might evolve based on the interests and abilities of the Student Fellow and the needs of Taylor programs.*

### **Function: Assist in the execution and strategic development of Taylor’s design thinking for social impact education and outreach**

- Help organize and run public design thinking “crash courses” and other workshops (about 1/month per semester, specific schedule permitting for Taylor, Paterson RLC and other audiences),
- Assist in organizing and running our Fast 48 bootcamp, 1/semester
- Assist in "Tailored", specialized curated workshops for campus and community partners (by special arrangement)
- Coordinate with the Design For America chapter; cultivate campus leaders and membership
- Prepare and conduct outreach, including email and social media materials and campaigns to promote workshops, learning opportunities, events, etc. coordinating with Fellows and Taylor staff
- Support mainstreaming of design thinking into other Taylor programs, i.e, the Changemaker Institute, Paterson RLC, events, as relevant

### **Function: Assist with Special Events and Opportunities**

- Assist with logistics and support visiting speakers and guests to Taylor
- Cultivate strong relationships with community and campus partners to successfully plan and execute activities, programs, and events
- Support other workshops, programs and events sponsored by Taylor

### **Additional duties (dependent on the individual and Taylor Center needs)**

- Research and share knowledge of other design thinking education on other campuses and centers

- Explore new channels for the Tulane community (students, faculty, staff, partners) to practice skills via advanced workshops and application of design thinking methods to real projects
- Help develop and update a portfolio/database of design thinking education, outreach, partnerships, applications, challenges, class projects, etc. as a resource for Taylor (for website, reporting, development/fundraising, and other purposes)
- Other new programs as needed

### **REQUIRED DESIGN THINKING KNOWLEDGE & COMPETENCIES**

*See cover page for required qualifications for all Taylor Student Fellows. In addition:*

#### **THE FIELD**

- A deep and demonstrable understanding of design thinking as a set of mindsets for human-centered design
- Able to draw on a toolkit of human-centered design (HCD) methods,
- A basic understanding of applications of HCD/DT for social and environmental issues (vs private sector)
- A working knowledge of social innovation as a field (via vocabulary, examples)
- Experienced in community engagement with local partners (visible in appropriate attitude, cultural competencies, knowledge of specific organizations)

#### **PREFERRED QUALIFICATIONS that make you more competitive:**

*See cover page for preferred qualifications for all Taylor Student Fellows. In addition:*

- Already able to teach human-centered design methods for problem-solving
- Public speaking and group facilitation experience--confident with large groups
- Experience in advertising, communications, marketing, promotions, or other outreach experience for business, class projects, student, or community organizations
- Design software (ex: graphic, product, architecture)
- Photography
- Other multimedia experience

## Changemaker Institute Student Fellows (3 positions available)

### **CI MISSION:**

Changemaker Institute (CI) incubates student changemakers by fostering learning and growth via experiential learning, community partnerships, mentorship, and the development of social entrepreneurial skills.

### **POSITION SUMMARY:**

Three Changemaker Institute Student Fellows work together and with staff to develop, organize, promote and execute Taylor's social venture accelerator program, Changemaker Institute. Fellows will plan in the Fall (revise curriculum, recruit participants and secure mentors and speakers), and execute the Institute in the spring, which rolls out over 8 Saturday sessions from 10 am- 2 pm (CI Fellows are required to attend all sessions).

CI Student Fellows will collaborate with various stakeholders including University staff, administration, faculty, alumni, mentors, community organizations, small businesses, and expert speakers in the greater New Orleans community. Most importantly, CI Fellows will work closely with participants in the Changemaker Institute via implementing programming, serving as a "CI Guide" for individual ventures throughout the Institute, reviewing and offering feedback on weekly assignments the program, and facilitating a strong cohort bond among participants.

Student Fellows are expected to be present to facilitate weekend workshops in Jan-April (**Saturdays, 9 am-3 pm**). Fellows will work a total of 15 hours/week.

### **PERFORMANCE STANDARDS/JOB DUTIES**

*Note: See cover page for additional duties for all Taylor Student Fellows. Job duties will be refined and might evolve based on the interests and abilities of the Student Fellow and the needs of Taylor programs.*

- CI Student Fellows help teaching CI participants to address real social and environmental problems using tools of changemakers (social entrepreneurs or intrapreneurs)
- Recruit a diverse and passionate cohort of CI participants of about 12 teams or 25 individuals.
- At least 50% of the ventures apply for University funding during or immediately following CI

**Function: Recruiting CI participants.** Fellows will coordinate recruitment of new CI cohort:

- Recruit diverse participants and partners, including CI students, speakers, and mentors; ensure diverse perspectives and approaches are considered in the workshops
- Offer 2-4 well structured, interactive information sessions attended by at least 50 students total
- Maintain or oversee C&M Student Fellows' maintenance of the Fans of CI Facebook page
- Work closely with C&M Student Fellows to develop a deliberate marketing plan with an editorial schedule and appropriate partnerships across campus
- Recruit participants via diverse avenues including classroom visits, club visits, graduate student list-serves, conferences/seminars, through partnership with other University Centers, outreach to faculty and administrators, etc.
- At least 35 high-quality applications are submitted from individual students (expected to represent 10-15 ventures) for participation in CI; hold half-hour interviews with all finalist ventures

**Function: Designing the CI program (Fall, 2017). Fellows will:**

- Review all feedback, best practices, etc. in planning the next CI (by Sept) this includes: consulting Qualtrics survey data, speaking with CI and SISE alumni, and past CI Student Fellows
- Match CI participants with mentors by the end of the Fall semester.
- Finalize all speakers by December 15<sup>th</sup>.
- Develop pre-work and weekly homework (packages) for ventures by December 15, 2017

**Function: Running CI (Spring, 2017, Saturdays 9 AM- 3 PM). Fellows will**

- Coordinate Saturday workshops by creating internal and external agendas, preparing speakers, checking in with participants, ordering food, and handling program logistics
- Gather metrics on effectiveness of weekly workshops through a regular and deliberate process
- Serve as a CI Guide to 3-5 ventures by offering detailed feedback on weekly packages (homework) completed by CI participants.
- Hold regular office hours to meet with CI participants
- Communicate important events and opportunities to CI participants (i.e. Taylor design thinking workshops, Taylor Speakers, Propeller workshops, IdeaVillage, NOLA Entrepreneurship Week, other relevant SISE programming, etc.)
- Guide CI participants through the process of application for funding through Tulane-offered programs and outside programs (i.e. Alvarez & NewDay, among others)

**REQUIRED QUALIFICATIONS:**

*See cover page for required qualifications for all Taylor Student Fellows. In addition:*

- Passion for nurturing fellow students' passion and dreams
- Interest in social venture development and organizational management
- Strong networking skills—able to connect resources with CI needs

**PREFERRED QUALIFICATIONS that make you more competitive:**

*See cover page for preferred qualifications for all Taylor Student Fellows. In addition:*

- Knowledge of standard computer programs, specifically Microsoft Office Word, Excel, Powerpoint, Google Docs, and Box
- Experience working with start-ups or student-led, student-founded social ventures
- Peer-mentoring experience
- Previous project management experience

## Communication and Marketing Student Fellows (3 positions available)

### **POSITION SUMMARY:**

Three C&M Student Fellows work together with staff to communicate, promote and market Taylor programs, events, trainings, and activities. C&M Fellows are the authors and curators of various marketing platforms including, but not limited to, the Taylor newsletter, TaylorHub (our blog), Taylor's website, event calendars, and social media (Facebook, Instagram, and Twitter). This team is also in charge of photographing events, directing short promotional and informational videos, and graphic design work.

Each C&M Student Fellow will take the lead on one or more communication platform (ie. Newsletter, blog, social media, etc.). The assignment of these platforms is based off the expressed skills, interests, and strengths of the applicant and the team's needs. By the second semester student fellows will take on the responsibility of designing, planning, and implementing communication materials, outreach, and marketing campaigns for Taylor programs such as Changemaker Institute, Fast 48 Human Centered Design Bootcamps, the Taylor Senior Fellow Program, student funding opportunities, SISE courses, and TEDxTU. Student fellows will receive strategic guidance from their staff supervisor.

Duties will evolve over the year with increasing responsibility and creativity for developing content and communications and promoting broad awareness about Taylor programs, including the SISE academic minor and Taylor co-curricular offerings. This includes the potential to start not existing marketing projects that align with Taylor values and the position description.

### **PERFORMANCE STANDARDS/JOB DUTIES**

*Note: See cover page for additional duties for all Taylor Student Fellows. Job duties will be refined and might evolve based on the interests and abilities of the Student Fellow and the needs of Taylor programs.*

#### **Function: Manage Outreach + Communication of Taylor Activities to Diverse Audiences**

- Ensure broad awareness of Taylor programs, including the SISE academic minor and Taylor co-curricular offerings
- Cross promote Taylor programming and maintain and build a brand with consistent voice
- Forge partnerships in promoting programming across campus through coordinated campaigns with other centers, departments, etc.
- Follow social innovation news and integrate timely coverage into Taylor publications and communications
- Continuously build audiences through social media following and subscriptions to newsletters
  - Maintain a database of contacts and relevant newsletters
  - Track social media through dashboard indicators and share with supervisor and Taylor staff
- Build understanding of social innovation on campus, in New Orleans, and beyond through dialogue and marketing outreach
- Communicate with Hullabaloo, New Wave, and other campus publications
- Use project management software (Asana) to share tasks and oversee progress

#### **Function: Maintain the Taylor Hub Blog**

- Publish original creative, visually rich content to the Change Hub Blog
- Build dialogue with comments on other blogs, linking to Change Hub Bog
- Increase blog traffic by sharing on social media platforms
- Publish guest bloggers' posts several times per semester
- Seek potential blog writers that have thoughts or experiences that would be valuable for Taylor to share

- Write or share the thoughts of other student fellows about key Taylor events, like NewDay Speaker and Fast48

**Function: Maintain Social Media Accounts**

- Publish diverse content multiple times a day on the Taylor Facebook, Instagram, and Twitter pages with hashtags chosen for their visibility and relevance
- Build dialogue and interact with community members/partner organizations on all forms of social media
- Promote events and share conversation starting articles on Facebook
- Publish aesthetically pleasing images to Instagram multiple times a week
- Post on the walls of other campus organizations, centers, departments, etc.

**Function: Maintain Newsletter**

- Publish weekly newsletter at the same time and day each time each week (or on the weekly schedule your team deems appropriate)
- Feature and cross promote blogs posts in teasers within newsletter
- Build relationship with other newsletter authors on campus and in local universities to foster partnerships and goodwill in promoting important Taylor Center/ SISE events as well as community and campus opportunities
- Assess the impact of the newsletter through analytics and change content/layout/format to fit to readers' habits

**Function: Creative Engagement**

- Plan and execute dynamic multimedia engagement including, but not limited to, video campaigns, memes, and tabling
- Design, create, and distribute visually appealing marketing materials, digitally and in print

**Function: Develop and Share Marketing Strategies with your Team**

- Summarize social media performance of the past month
- Develop and hone tools for marketing analysis, building new reports, calculating best practices for Taylor Center Marketing Student Fellows team
- Collaborate with members of the ChangeTeam to assess and help meet their marketing needs

**REQUIRED QUALIFICATIONS:**

*See cover page for required qualifications for all Taylor Student Fellows. In addition:*

- See required qualifications for all Taylor Student Fellows
- Familiar with Facebook, Twitter, and Instagram
- Attentive to detail and especially comfortable adapting to a changing environment

**PREFERRED QUALIFICATIONS that make you more competitive:**

*See cover page for preferred qualifications for all Taylor Student Fellows. In addition:*

- Knowledge of standard computer programs and web platforms, specifically Microsoft Office Word, Excel, Powerpoint, Google Docs, Wordpress, and BOX
- Knowledge of video, photography and/or design software, like Canva or Adobe Photoshop
- Willingness to learn professional software: Constant Contact, Asana, Google Analytics, Wordpress, HootSuite,
- Graphic design: photography, editing software, infographic design