



## School Marketplace Intern 2012 (Northwest Philadelphia)

**The Weavers Way Community Programs (WWCP) School Marketplace program** is a school-based cooperative food business run by students with support and guidance from teacher advisors and the WWCP Marketplace Coordinator. WWCP's Marketplace program is modeled on project-based learning techniques. Each school operates a mini co-op/small business, requiring small-group collaboration, democratic decision-making, and a variety of academic skills. The project includes components of health, nutrition, cooperative business skills, technology, communications, and community outreach.

To date, eleven Philadelphia public, charter and parochial schools have participated in Marketplace. The K-8 schools hosts a marketplace sale every other week from October through June. The high schools hosts weekly sales. Products sold include healthy snacks from the co-op and other vendors. The Marketplace sale is offered as an alternative to the typical after-school and lunch snacks purchased by many children at neighborhood corner stores.

**Weavers Way Community Programs (WWCP)** was created in 2007 to expand the community enrichment work of Weavers Way Co-op. WWCP is a member of the Mt. Airy Community Services Corporation, which has 501(c)(3) status with the IRS. The largest components of WWCP are Marketplace, Farm Education at Weavers Way Farms and Stenton Family Manor, and the Mt. Airy Bike Collective.

**Student Project:** The Haverford Intern will assist the Marketplace Coordinator in the end-of-academic school year activities and planning activities that typically take place over the summer. Summer 2012 planning will likely include:

1. Researching the feasibility of piloting a WWCP summer camp in 2013, integrating Marketplace goals and learning opportunities with Farm Education's gardening and farmers market activities. Campers would learn urban farming skills including planting, harvesting, weeding, irrigation, composting and pest control, as well as how to plan for and operate a farmers market. We plan to revise the Marketplace curriculum to teach campers the same co-operative business skills for selling at farmers market as are learned in Marketplace. The camp curriculum will also include art and drama activities related to gardening, food, healthy choices, and retail sales.
2. Researching the cost and developing a program design for a WWCP Mobile Marketplace program by purchasing a lunch truck or other vehicle, with the project to potentially be piloted in 2013 or 2014. This expenditure will afford us many expansion opportunities: to bring healthy snacks and meals to additional populations; to solve some of our distribution challenges; and to streamline our operations, thus reaching more people with less effort and staff time.

WWCP's Marketplace program operates in conjunction with the Weavers Way Co-op, a 4,800-member community-owned retail food market, with locations in Mt. Airy and Chestnut Hill.

**Requirements:**

- Preference for an individual who can begin in mid-May (at least on a part-time basis) in order to participate in Marketplace sales that will occur in May and June.
- Access to a vehicle is very helpful but not necessary.
- Intern must have current child abuse and criminal history clearance.
- A flexible schedule is anticipated, as our office is not staffed on a full-time basis. WWCP has office space at Summit Church in Mt. Airy. Some research and writing can be done off site (e.g. at home). This is an excellent opportunity for an individual who is independent, creative, and focused.
- Student with non-profit management, program development experience and/or education coursework is preferred.

**Specific Tasks:**

1. Intern will shadow the Marketplace Coordinator, attending as many sales and lessons as possible (preferably at least one at each school). Since this is a summer internship, it is important for the intern to experience the school-year Marketplace operations.
2. Assist with all tasks including preparation and implementation of school marketplace sales, classroom lessons, and end-of year activities. End-of-year activities include obtaining teacher and student evaluations, meeting with student teams to determine donation of profits and follow-up distribution of donations, second-semester assessment meetings with each school, and planning and implementation of the student ice-cream social.
3. Write one article (approximately 500 words) for submission to the Weavers Way Co-op newspaper, *The Shuttle*.
4. Assist with researching two expansion projects listed above.
5. Assist in other marketplace, farm education, and WWCP activities as needed.
6. Have fun, meet nice people, and learn a lot!

**Stipend:** CPGC covers Haverford's intern's costs, including lodging, transportation, food, as well as the summer earnings expectation for students who receive financial aid. Interns will be strongly encouraged to live in Philadelphia.

Opportunity available to Haverford freshmen, sophomores, and juniors.

**Past WWCP Interns:** Marketplace intern: Peter Block '10 (currently a Haverford House Fellow), Farm Education interns: Leora Winston '14, Angeliqe Bradford '13, Anna Menon '12

Apply by **February 26, 2012** at [www.haverford.edu/cpgc/apply.php](http://www.haverford.edu/cpgc/apply.php)

**More Information:** Visit <http://www.weaversway.coop/> and/or contact Janice Lion ([jlion@haverford.edu](mailto:jlion@haverford.edu)).