



Request for John B. Hurford '60 Center for the Arts and Humanities Intern January 2021

Contact:

Brandon Woods, Operations Manager
Pennsylvania Humanities Council
230 S. Broad St. STE 403
Philadelphia, PA 19102
215-925-1005, 131
bwoods@pahamanities.org

Hurford Center for the Arts and Humanities intern at the Pennsylvania Humanities Council

[The Pennsylvania Humanities Council](#) (PHC) has attracted a Hurford Center (HCAH) intern for many years now, with mutually beneficial results for both the intern and PHC. HCAH intern have played key roles as PHC has embraced its new mission to put the humanities into action, and implemented our programs in 21st century learning and civic engagement. In both these areas, we and our partners use the humanities to make positive change: in communities and in the lives of individuals.

Description of the Pennsylvania Humanities Council

[The Pennsylvania Humanities Council](#) (PHC) is the only statewide nonprofit organization dedicated to promoting the humanities. We are an independent partner of the National Endowment for the Humanities and part of a network of 56 State Humanities Councils that spans the nation and U.S. jurisdictions.

Our operations are funded in part by the National Endowment for the Humanities through the Federal/State Partnership Office, with additional program funding from generous individuals, foundations, corporations, and government agencies. PHC has an eight member professional staff, and our annual operating budget averages \$1.65 million.

Vision

We believe the humanities inspire people to make a difference and come together to advance cultural diversity, economic vibrancy, and an equitable society.

Mission

Our work is grounded in people. We connect Pennsylvanians to each other through stories, ideas, and experiences that can change lives and transform communities.

Our Work

We champion and redefine the role the humanities play in educating citizens and strengthening community. Our programs create pathways for learning and creativity, spark dialogue and civic engagement, and encourage diversity of expression.

Project Summaries

We are grateful that the Hurford Center plans to place one intern with us for the summer of 2021. The intern will work with our programs and external relations – communications, advocacy, and development related to the value of the humanities and to the Council’s work. As PHC works closely with majority/minority and low- income neighborhoods and youth, the perspective of an intern with a similar background would be valuable for us as we continuously evaluate and refine our programs.

PHC’s Programs

a. Chester Made

Chester Made is a collaborative initiative, led by PHC, to help recognize and promote the arts and culture in the City of Chester, and to harness their power as a force for community revitalization. The program is supported by grants from the National Endowment for the Arts, the Pew Center for Arts and Heritage, Wells Fargo and PECO. These grants fund the development of a Creative Exploration Zone in the 500 block of Avenue of the States providing multi- generational activities in the maker space, theater and other facilities on the block, with plans to expand the work into neighborhoods across the city. Chester Made is also encouraging residents to tell their stories about their Chester experiences, to illuminate the history of the city and help build its future. The HCAH intern could assist the senior staff with our youth summer camp, multi-generational workshops, video-based and social media storytelling and other on-the-ground events and design projects, as well as community outreach, and communications efforts.

b. Teen Reading Lounge and Heart & Soul

The Teen Reading Lounge is PHC’s award winning youth development program. It is not your typical book club. Led by trained facilitators, the program encourages teens ages 12-18 to collaboratively design creative and community-engaged projects that draw on the books they read. We are implementing our second round of a version of the program tailored to serve teens from low-income communities this year, including five sites in Philadelphia. Heart & Soul currently works in five communities around the state helping them plan resident-based community development projects. Upper Chichester in Delaware County is the only local community. The HCAH program intern could work with program staff to support technical assistance and webinars produced for program partners.

External Relations

c. Advocacy

Working with PHC’s Programs, Development, and Communications staff, the HCAH External Relations Intern could assist with the development and distribution of advocacy and government relations toolkits. These materials would be designed and compiled to meet the separate needs of PHC board members advocating on behalf of the organization and the humanities, and as briefing packets for state and federal legislators. The HCAH intern might also be involved in direct communication with state legislators’ offices. planning and carrying out a variety of digital communications and government relations activities, which could include social media, e-newsletters, video production, web

content development, and a variety of advocacy materials. The HCAH intern may have the opportunity to write articles about PHC's programs and advocacy efforts, as well as visit state and federal legislators.

d. Communications

An important summer project for PHC is to update regional and national media lists around media outlets that would be interested in each area in which we work and help determine and compile editorial calendars, identifying topic areas that recur annually (e.g. back to school, humanities month, libraries week).

e. Fundraising and Partnership Development

PHC is expanding its funding base by cultivating major gifts from individuals and new grants and grantmaking partnerships from public agencies and private foundations and corporations. A key element to the success of such fundraising is obtaining accurate background information on prospects and developing strategies for each of these prospects. The HCAH intern could research prospects and current donors to help us identify which ones are the best fit for each of our programs and for major requests. A major focus at this time would be research into the capacity and specific interests of individual donor prospects

Skills and Experience Offered

These are unique experiences for students of the humanities to explore the multi-faceted demands of a nonprofit career in the public humanities – from program development and production to communications about our projects, from stewarding our donors and funders to meeting our constituents. The HCAH intern should be passionate about the humanities and its value for individual growth and social change. Curiosity is a must, as well as openness to new ideas and working with diverse communities, individuals, and institutions as a powerful way of achieving a greater good. The student should be able to work both independently and in team settings in an office environment. Excellent communication(s) skills, oral and written, are necessary, along with basic computer skills. Previous experience with social media, audio, or video is a plus, but not required.

Challenges and Rewards

The HCAH intern will experience the challenges and rewards of finding creative ways to leverage the staff and resources of a small non-profit by partnering with like-minded organizations to bring humanities programming to a larger audience. The greatest reward will be working with an incredible staff of committed and seasoned professionals at the PHC and interacting with engaged stakeholders and community members.

PHC really appreciates being part of the Haverford College Humanities Center internship program. We truly value the insight, skills, and mission driven approach to work that these students bring to our organization. For instance, in 2018, Ethan Emmert conducted program research on teaching critical thinking skills, a major aspect of a humanities education, and drafted a self-guided training module for Teen Reading Lounge sites and facilitators. He researched definitions of critical thinking, best practices on how to teach the skill in formal and informal education environments and identified sample lesson plans to share with TRL sites. He assisted with close out of 2017-18 TRL programs. Ethan participated in a site visit to Hallahan High School to see a TRL program in action and provided feedback to senior program officers. For Chester Made, he assisted with drafting

communications and promotional materials, while adhering to guidelines for approval and input from necessary partners, funders, etc. He developed the “Chester Made 100 Dollar Bill” poll activity used to engage our social media audience. Followers reminisced on significant figures in Chester history identified in a previous social media engagement activity and then commented, debated, and voted on who they would like to see as the face on the Chester Made 100 Dollar Bill. Ethan communicated with program registrants via reminder emails, phone calls inquiring about participation, follow-up emails (evaluation), and thank you emails and staffed Chester Made programs. He demonstrated a firm understanding of Chester Made messaging, values, and goals in communicating with the community.

Other past HCHA interns have greatly contributed to PHC’s programs, while gaining valuable experience themselves. In 2017, Isabel Floyd assisted in developing programming in our new Chester Made makerspace with nationally known planner Mike Lydon, author of *Tactical Urbanism*, and community partners on a variety of “make it, and take it” projects like fruit baskets, and an innovative summer history camp that led teens through learning about the history of Chester school segregation and developing theater pieces in response that the community could present. Isabel also presented on her experience to interns in Franklin & Marshall’s program.

In 2016, Olivia Jacocks interviewed program advisors and participants and wrote feature stories for our website and e-newsletters. She worked closely with PHC communications staff and an outside web-development firm as they moved toward relaunching the PHC website. She also helped us refine the concept for a short video about our Teen Reading Lounge program and contributed to the final video editing. Olivia worked with program staff as well, supporting Teen Reading Lounge. She conducted research on the value of humanities-based afterschool programs; reviewed applications from libraries and helped facilitate the application process; and conducted site visits of TRL programs in action.

Her valuable contributions and skills, and her enthusiasm for the mission and work of PHC led to us hiring her in a part-time position after her internship ended.

Andrew Lanham, who was awarded a Rhodes Scholarship after graduation from Haverford in 2010, did initial research for PHC’s Teen Reading Lounge program and worked to save funding for our library programming following state budget cuts. Teen Reading Lounge is now our flagship education program, and Andrews is a successful entrepreneur and developer of the TalkAbout Museum guide app.

Supervision and Work Location

Brandon Woods, operations manager, will manage the HCAH intern. Supervision and direction for work on individual projects will come from PHC’s other senior staff members: Laurie Zierer, executive director; Dawn Frisby Byers, senior director of content and engagement; Ken Dinitz, director of development and Brandon Woods, operations manager. Most of the work will virtual. PHC will provide technical resources to the HCAH intern as they need it. PHC is still evaluating returning to the office and holding in person events.