

Bonita Stepaniak  
Marketing Internship; MKTC 2970-31  
Instructor: Carie Statz  
Status Report 1  
September 6, 2025

## **Internship Status Report**

**Intern: Bonita Stepaniak**

**Date: September 6, 2025**

**Reporting Period: August 25, 2025 - September 7, 2025**

**Total Hours Worked: 18 hours (9 hours per week)**

### **Overview**

Over the past two weeks, I have continued my work as a Communications Coordinator intern at DCTC, focusing on tasks related to multi-platform content creation and promotion to enhance campus engagement. My work has included managing internal communications, designing promotional materials, and developing new templates. I have successfully completed 18 hours of work during this period, gaining hands-on experience and contributing to key projects.

### **Key Projects & Accomplishments**

#### **E-Bulletin and Bulletin Management**

- I have taken on a lead role in creating announcements, editing and publishing the weekly "Blue Knights" event [e-bulletins](#) and bulletins at DCTC. This involved reviewing content for accuracy and clarity, ensuring timely delivery, and maintaining Brand Consistency and Messaging.
- I have also created announcement and blog content for the e-bulletin platform, which is powered by Wordpress.

#### **Event Promotion and Coordination**

- I have been actively adding campus events to the Trumba calendar platform when delegated, a crucial step in Event Promotion and Coordination. This work ensures students have a centralized, up-to-date source for upcoming activities and can easily plan their involvement.

#### **Multi-Platform Content Creation**

- I have created a variety of promotional materials, including flyers and TV slides, for our clubs and the Student Life team. This experience has deepened my skills in Multi-Platform Content Creation and designing content that is visually appealing and effective for different media channels.
- Additionally, I have created and posted content to the [Dakota County Technical College Student Senate Facebook page](#).

Bonita Stepaniak  
Marketing Internship; MKTC 2970-31  
Instructor: Carie Statz  
Status Report 1  
September 6, 2025

## Template Design and Development

- A significant project has been learning the new Slate email platform. I have been applying this knowledge to design a new e-Bulletin email template. This project directly addresses the competency of Template Design and Development and will improve the efficiency and visual appeal of our future communications to students, encouraging Campus Engagement Promotion.

## Summary of Competency Development

This reporting period has allowed me to delve into several key competencies:

- **Brand Consistency and Messaging:** My work on the e-bulletins has reinforced the importance of a unified voice and brand identity across all communications.
- **Campus Engagement Promotion:** By adding events to the calendar and creating promotional materials, I have directly contributed to increasing awareness and encouraging student participation in campus life.
- **Event Promotion and Coordination:** I have gained valuable experience in the practical steps required to effectively promote events.
- **Template Design and Development:** The work on the Slate platform has provided a foundation in building reusable and effective communication tools.
- **Multi-Platform Content Creation:** I have learned to adapt content for different platforms, from TV slides to email templates, ensuring the message is optimized for each medium.

I look forward to continuing my work and further developing these skills in the coming weeks. These competencies align with the six professional development goals outlined in my intern contract.

Bonita Stepaniak  
DCTC's Communications Coordinator Intern