

Bonita Stepaniak  
Marketing Internship; MKTC 2970-31  
Instructors: Carie Statz / Colleen Philbrick  
Status Report 2  
September 21, 2025

## **Internship Status Report**

**Intern: Bonita Stepaniak**

**Date: September 21, 2025**

**Reporting Period: September 8, 2025 - September 21, 2025**

**Total Hours Worked: 36 hours (9 hours per week)**

### **Overview**

Over the past two weeks, my role as a Communications Coordinator intern has expanded to include new responsibilities and cross-campus collaboration. I have successfully taken on more complex tasks, including a redesign of our internal e-Bulletin, and have begun creating materials for the Inver Hills campus. My work continues to focus on enhancing campus engagement through strategic content creation and brand management. I have successfully completed 18 hours of work during this period, bringing my total to 36 hours.

### **Key Projects & Accomplishments**

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

- I have successfully redesigned and re-styled the DCTC e-Bulletin, transitioning it from a weekly to a bi-weekly publication. This change improves efficiency and streamlines our internal communication process.
- I continue to create, edit, and publish weekly "Blue Knights" event bulletins, ensuring content is accurate, clear, and consistent with DCTC's branding.

#### **Inter-Campus Marketing and Collaboration**

- My responsibilities have expanded to include working with the Inver Hills campus marketing team. I am actively creating promotional materials for their upcoming events, including the "Student Success Day" flyers and room signs.
- I have also begun collaborating with Kimberly on a significant project to design a merged branding concept for Student Life Involvement events. This initiative will create a unified visual identity across our campuses.

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

- I have created a variety of promotional materials, including flyers and TV slides for DCTC clubs and the Student Life team, and am now applying these skills to new projects for the Inver Hills campus.

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- The work on the Inver Hills flyers and the merged branding design has deepened my understanding of adapting content for different audiences and maintaining brand consistency across multiple campuses.

### **Template Design and Development**

- The re-styling of the e-Bulletin to a bi-weekly format was a key project that allowed me to apply my skills in Template Design and Development. This work will lead to more efficient and visually cohesive communications in the future.
- I continue to build on the foundation of the Slate email platform by applying this knowledge to new communication templates.

### **Summary of Competency Development**

This reporting period has allowed me to further develop several key competencies:

- **Brand Consistency and Messaging:** My collaboration on the merged branding design and my work on the new Inver Hills materials have broadened my experience in maintaining a cohesive brand across multiple platforms and campuses.
- **Multi-Platform Content Creation:** I have gained valuable experience creating content for different media and audiences, from DCTC-specific materials to now also supporting the Inver Hills campus.
- **Template Design and Development:** The successful redesign of the e-Bulletin to a bi-weekly format demonstrates my ability to build and refine efficient, reusable communication tools.

I look forward to continuing my work and further developing these skills as my responsibilities expand. These accomplishments align with the professional development goals outlined in my intern contract.

Bonita Stepaniak

DCTC's Communications Coordinator Intern