

Bonita Stepaniak
Marketing Internship; MKTC 2970-31
Instructors: Carie Statz
Status Report 3
October 4, 2025

Internship Status Report

Intern: Bonita Stepaniak

Date: October 4, 2025

Reporting Period: September 22, 2025 – October 5, 2025

Total Hours Worked: 54 hours (9 hours per week)

Overview

Over the past two weeks, my work as a Communications Coordinator intern has focused on reinforcing the skills developed in the previous reporting periods through a phase of implementation and strategic deployment. I successfully launched the newly redesigned bi-weekly e-Bulletin and I assisted with executing a multi-platform promotional campaign for Inver Hills' Student Success Day. I have also begun a new cross-campus initiative, collaborating with the Inver Hills team to start creating and formatting their campus-specific bulletins and emails. My work continues to focus on consistent graphic design support and daily social media management, ensuring strong Brand Consistency and Messaging across both DCTC and Inver Hills campuses. I have successfully completed 18 hours of work, bringing my cumulative total to 54 hours.

Key Projects & Accomplishments

Template Design and Development (Slate Launch)

- **E-Bulletin Launch:** Successfully finalized and deployed the re-styled bi-weekly e-Bulletin using the new Slate email platform. This involved final quality checks, list segment setup, and ensuring cross-client rendering consistency. The new template is now live and actively improving efficiency and visual appeal.
- **Template Documentation:** Began drafting a concise documentation guide for the new Slate e-Bulletin template to facilitate future team member use and ensure Brand Consistency moving forward.

Inter-Campus Collaboration and Event Promotion

- **Executed Success Day Campaign:** Successfully implemented the promotional materials (flyers, TV slides, social graphics) created for the Inver Hills Student Success Day (mentioned in Report 2), ensuring timely delivery and placement across both physical and digital channels.
- **New Inver Hills Communications Project:** Began collaboration with the Inver Hills team to start creating and formatting their campus-specific bulletins and emails. This directly leverages and reinforces my expertise in Template Design and Development and Brand Consistency.
- **Merged Branding Advancement:** Collaborated with Kimberly to finalize the merged branding concept for shared Student Life Involvement events. The unified visual identity was presented and received approval, and I have begun applying these new design standards to upcoming event materials.

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- **System-Wide Campaign Support (Minn State):** Created essential Multi-Platform Content (Flyers, TV Slides, and Facebook posts) for the entire Minn State Colleges system to promote October's Sexual Assault Awareness initiative, reinforcing my skills in Brand Consistency and adapting materials for wide distribution.

Multi-Platform Content Creation and Campus Engagement Promotion

- **Graphic Design and Digital Signage:** Reinforcing skills in Multi-Platform Content Creation, I continued providing crucial graphic design support by maintaining and updating existing digital signs for Club Advisors, Student Life and Admissions offices. These custom graphics promote key campus resources and academic deadlines, contributing directly to Campus Engagement Promotion.
- **Social Media Management and Strategy:** Maintained daily oversight of the Dakota County Technical College Student Senate Facebook page. I have focused on curating high-quality content to promote student voices and involvement, and I am putting a system in place to begin formally tracking engagement metrics for future reporting periods.

Summary of Competency Development

This reporting period highlights a shift from learning platforms to active deployment and strategic implementation:

- **Template Design and Development:** Demonstrated proficiency by successfully launching the Slate e-Bulletin template, creating a reusable and efficient communication tool.
- **Brand Consistency and Messaging:** Applied and reinforced multi-campus brand standards through the approved merged branding concept and the execution of the Inver Hills promotional campaign.
- **Event Promotion and Coordination:** Gained experience in the full lifecycle of a promotional campaign, from material creation to successful deployment and post-event analysis.
- **Multi-Platform Content Creation:** Focused on delivering high-quality, targeted content across digital signs, print materials, and social media platforms, demonstrating the ability to optimize messaging for different campus communication channels.
- **Campus Engagement Promotion:** Directly contributed to increased event awareness and resource utilization through consistent, multi-channel communication efforts.

I look forward to implementing the new merged branding and continuing to refine our digital content and tracking systems in the next reporting period.

Bonita Stepaniak

DCTC's Communications Coordinator Intern