

Bonita Stepaniak
Marketing Internship; MKTC 2970-31
Instructors: Carie Statz
Status Report 4
October 19, 2025

Internship Status Report

Intern: Bonita Stepaniak

Date: October 19, 2025

Reporting Period: October 6, 2025 – October 19, 2025

Total Hours Worked: 68 hours (Worked 14 hours this period)

Overview

Over the past two weeks, my work as a Communications Coordinator intern focused heavily on core DCTC internal communications and event-specific promotional material creation. I successfully deployed the latest bi-weekly e-Bulletin and weekly event bulletins. This reporting period included the Fall Break, which resulted in 14 hours of completed work. The remaining 4 hours for this two-week cycle will be made up during the current week to ensure I stay on track with my total required hours. My primary focus remains on Multi-Platform Content Creation and maintaining Brand Consistency and Messaging for upcoming campus activities.

Key Projects & Accomplishments

E-Bulletin and Bulletin Management

- I successfully managed and deployed the DCTC Week 8 and Week 9 bi-weekly e-Bulletins and the corresponding weekly event bulletins. This included content creation, editing, proofreading, and ensuring timely delivery through the new Slate platform.
- This ongoing process reinforces my skills in Template Design and Development by ensuring the new template performs consistently and efficiently during deployment.

Multi-Platform Content Creation and Event Promotion

- I provided graphic design support by creating flyers and TV slides for two specific campus events, optimizing the visual content and key messaging for both print and digital signage.
- I adapted the promotional designs and messaging for social media, posting both graphics and relevant accompanying text to the Dakota County Technical College Student Senate Facebook page. This action contributes directly to Campus Engagement Promotion.
- I continued to uphold Brand Consistency and Messaging across all created materials, ensuring a unified visual identity for all event promotions on both digital and social platforms.

Summary of Competency Development

This reporting period focused on reinforcing the execution and deployment phase of several core competencies:

- **Multi-Platform Content Creation:** I gained more experience adapting content seamlessly between internal channels (bulletins), physical display (flyers/TV slides), and social media (Facebook).
- **Template Design and Development:** Proven by the continuous successful utilization and deployment of the newly redesigned e-Bulletin in the Slate platform.

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- Brand Consistency and Messaging: Applied daily through the creation and distribution of event materials, ensuring that all communications align with DCTC's established brand standards.

I look forward to making up the remaining hours this week and focusing on further implementing the new merged branding concept for Student Life events in the next reporting period.

Bonita Stepaniak

DCTC's Communications Coordinator Intern