

Bonita Stepaniak
Marketing Internship; MKTC 2970-31
Instructors: Carie Statz
Status Report 5
November 2, 2025

Internship Status Report

Intern: Bonita Stepaniak

Date: November 2, 2025

Reporting Period: October 20, 2025 – November 2, 2025

Total Hours Worked: 93 hours / Total Hours Worked This Period: 26 hours

Overview

This reporting period maintained a strong focus on core internal and external communications deliverables, successfully completing 26 hours of work (13 hours per week). A significant development was the expansion of my role to include cross-campus communications support. Specifically, I initiated collaboration on the Inver Hills Bulletin. My primary tasks continued to center on multi-platform content creation, maintaining brand consistency, and ensuring the timely distribution of crucial college news.

Key Projects & Accomplishments

Internal Communications & Bulletin Management (DCTC)

- Successfully created, edited, and deployed the DCTC bi-weekly e-Bulletin and the corresponding weekly event bulletins for both Week 10 and Week 11. This consistent execution continued to reinforce my proficiency with the Slate platform and template functionality.
- Applied established Brand Consistency and Messaging standards across all internally generated content (graphics, digital slides, and text) to ensure unified communications for campus events.

Cross-Campus Collaboration (Inver Hills)

Inver Hills Bulletin: I began collaborating with John Guetter to support the creation and editing of the Inver Hills Bulletin. This new responsibility involves adapting content and ensuring alignment with their specific communication style and audience needs, demonstrating increased adaptability in content development.

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Project Planning

I finalized planning to support Beka Pitassi, Assistant Director of Career Development, in the coming weeks. This collaboration will focus on creating and editing her Content Calendar to ensure timely and effective promotion of career services and events.

Summary of Competency Development

This period highlighted development in cross-functional communication and content adaptation:

- **Content Adaptation:** Successfully adapted content creation and editing skills to meet the requirements of a separate organization (Inver Hills), proving the ability to maintain quality while adhering to different internal style guides.
- **Execution & Reliability:** Demonstrated continued reliability in the consistent execution and deployment of high-stakes, bi-weekly communications (DCTC e-Bulletin and Bulletins).
- **Strategic Planning:** Initiated planning for a content strategy project with Career Development, moving from pure execution toward broader communications strategy support.

Looking Ahead

I look forward to commencing the content calendar planning project with Beka Pitassi in the next reporting period, further integrating communications efforts with key Student Life and Career Development objectives.

Bonita Stepaniak

DCTC's Communications Coordinator Intern