

Internship Status Report

Intern: Bonita Stepaniak

Date: December 6, 2025

Reporting Period: December 1, 2025 – December 8, 2025 (Final Report)

Total Hours Worked: 147 hours / Total Hours Worked This Period: Wk 15: 4hrs

Overview

This final reporting period (Week 15) was dedicated to project closure and successful handoff, completing the remaining 4 hours of my internship. The primary focus was on finalizing the strategic marketing materials developed for Career Development, ensuring all deliverables were completed and ready for implementation by the Assistant Director. This concludes a highly successful internship term focused on communications optimization and multi-campus content creation.

Key Projects & Final Accomplishments

Strategic Planning: Career Services Marketing (Completion)

- **Content Calendar Development Finalized:** I successfully completed and finalized the Career Services Event Content Calendar in collaboration with Beka Pitassi, Assistant Director of Career Development. This strategic document is now ready for use, ensuring the timely and effective promotion of all upcoming career services and events for DCTC and Inver Hills students.
- **Promotional Material Design Completed:** I finalized the design and production of the main Career Services Flyer. The flyer features a clear, professional design, effectively advertising critical resources available to students across both DCTC and Inver Hills. This deliverable utilizes high-level Multi-Platform Content Creation skills and provides an effective, high-priority resource for ongoing use.

Internal Communications (Project Handoff)

- **Documentation and Handoff:** Ensured all templates (e-Bulletin monthly redesign) and content schedules were documented and handed off to the supervisor to ensure a smooth transition and continuity of communications.

Final Summary of Competency Development

Throughout this internship, I have significantly developed and applied professional competencies across several key areas:

- **Multi-Platform Content Creation:** Developed high proficiency in creating, adapting, and deploying various content types (flyers, TV slides, social media posts, Slate emails) to optimize messaging across different digital and physical channels.

- **Template Design and Development:** Successfully executed the redesign and launch of the main campus bulletin into an efficient, monthly format, significantly improving resource efficiency.
- **Brand Consistency and Messaging:** Consistently applied and maintained unified visual and verbal brand standards across DCTC and Inver Hills communications, ensuring all materials were professional and cohesive.
- **Event Promotion and Coordination:** Successfully managed multi-channel promotional campaigns for various campus events, including the large joint DCTC/Inver Hills Winter Unwind series.
- **Campus Engagement Promotion:** Directly supported Student Life and student club initiatives through consistent and visually appealing promotional materials, increasing student awareness and participation.
- **Strategic Planning:** Moved beyond execution to support strategic development by finalizing the comprehensive Career Services Content Calendar, demonstrating the ability to plan communications campaigns.
- **Student Leader Spotighting:** This competency was marked as N/A in the training capacity due to professional staffing capacity and the inability to organize a formal process for this specific area.

Conclusion of Internship

I am grateful for the opportunity to have served as the Communications Coordinator Intern. The experience gained in communications optimization, multi-platform content creation, and cross-functional collaboration has been invaluable. All assigned projects, including the bulletin redesign, event campaigns, and the Career Services marketing plan, have been successfully completed and transitioned to the team.

Bonita Stepaniak
DCTC's Communications Coordinator Intern