

Kellogg Manor House Audience Analysis Internship

W.K. Kellogg Biological Station (Hickory Corners, Michigan)

May 14 - August 2, 2019

The objective of this 12-week professional Internship is to facilitate the analysis of program and event participant data which will inform future event and program planning for the historical Kellogg Manor House and estate.

This Internship is unique because of its location at Michigan State University's W.K. Kellogg Biological Station in Hickory Corners, MI, where Interns have the chance spend a summer advancing in their field and learning about cutting-edge natural science.

The Intern will be evaluated on her or his progress throughout the Internship and will have weekly check-in meetings with their mentor.

The Intern will work approximately 20-24 hours each week at KBS while taking at least one MSU summer course at KBS. There may be occasional weekend and evening hours to assist with events. Work time may increase during the session the intern is not taking a KBS course.

The Internship compensation package includes a \$2500 stipend and free room and board at KBS.

Intern will aggregate and analyze data collected from users of the Manor House and historic estate in order to profile targeted metrics for use in event and program planning. The Manor House collects an immense amount of raw data about users of the historic estate, however there is little time to build user profiles, understand who our Kellogg legacy messaging is actually impacting, who to expect for what, or even if the estate could be leveraged better for use by the public to which Kellogg entrusted it.

The Intern will answer the questions: Who is coming for visual touring? Who is coming to use the Manor House as a meeting space? What is the best way to convey the Kellogg story to those who come for other than academic reasons? Who is coming for the lake proximity alone and how do we convey the Kellogg story to them? Who is coming deliberately for an understanding of the Kellogg story? Who comes specifically for the lodging and by what means do we optimize messaging Mr. Kellogg's' philosophies about education and conservation.

You may also assist with the coordination and execution of events and programs held at the Kellogg manor House and estate during the summer.

The ideal candidate for this Internship should have:

- Data analysis and presentation skills (or an enthusiastic desire to gain these skills!)
- Proficiency in Excel
- Excellent interpersonal, written and verbal communication skills
- An interest in communicating about the history of the WK Kellogg Biological Station and Kellogg Manor House
- Enthusiasm for learning about the world around them and gaining new skills
- The ability to productively participate in and learn from critiques
- Effective time and project management skills, strong attention to detail

Please email Nicole Kokx (blanch46@kbs.msu.edu) with questions about this Internship, or email KBS Academic Programs (KBSSummer@kbs.msu.edu) with questions about the KBS Internship program.