



Executive Summary

Professional Communications UPIC Intern *Clemson Outdoor Lab*

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Department Information

“The mission of the Clemson University Outdoor Lab is to provide superior customer service by creating social, recreational and educational opportunities for the university community and our guests.”

The Clemson University Outdoor Lab is a retreat and lodging center located only five miles from Clemson University on Lake Hartwell. Home to eight distinct venues and several lodging accommodations, the Outdoor Lab hosts a variety of events, including conferences, meetings, retreats, weddings, receptions, and celebrations. Guests can partake in a plethora of activities, including pontoon boat rides, nature trails, and high ropes courses, fostering team building and adventure. Beyond events, the Outdoor Lab hosts accredited summer and weekend camps for students and adults with physical and developmental disabilities, providing campers with unique opportunities for growth and fun.

Internship Description

The Professional Communications intern is responsible for assisting in the facilitation of communications and marketing initiatives for the Clemson Outdoor Lab. This includes developing digital and print marketing materials for the Outdoor Lab to be advertised through social media and email. Additional projects include website improvements, social media management, photography and videography of facilities, updated displays and signage, coordinated brand efforts on-site and campus-wide, and dissemination of retreat group information to other Outdoor Lab departments. This position is offered at a part-time level during the fall and spring semesters, and at a full-time capacity during the summer.

Experience Overview

Working in this role has been an excellent experience in expanding my knowledge of various creative outlets, web-based management and registration software, and social media engagement tactics.

A major project I worked on throughout the semester was the reformatting and rebranding of brochures for the six camps that operate out of the Outdoor Lab.



THE PLACE

Housing is provided in comfortable cabins with 10 single beds for campers and supervising staff. Showers and bathrooms are located within each cabin for safety and convenience. A health center is located on site and managed by full-time medical personnel. We will notify you by phone at once if your child must stay in our health center overnight or has an accident.

WHO MAY APPLY

Any mentally and/or physically challenged citizen at least 6 years old who resides with their family may attend. We accept campers who need one-on-one attention and those who possess basic self-help skills. One-on-one campers are defined as campers who require assistance with feeding, dressing, or personal hygiene. A person who is wheelchair bound does not necessarily classify as a one-on-one camper. Campers who possess self-help skills are defined as toilet trained and, for the most part, able to feed and dress themselves.

THE PROGRAM

Camp sunshine is a weekend camp offered during the fall and spring. These weekends are designed to give families or caregivers a weekend off while their loved one enjoys new experiences unique to a camp setting.

During the weekends campers participate in a variety of outdoor activities, which may include archery, fishing, pontoon boat rides, nature walks, canoeing, and arts and crafts.

Twenty-four hour supervision is provided by a trained staff and camp nurse who live and work on site.

THE FEE

\$50 per weekend

Checks are payable to Clemson University. Visa, Mastercard, and Discovery also accepted. The Sunshine Lady Foundation continues to fund the majority of camp costs.



WHAT TO BRING

A clothing checklist is available online. Properly tag or mark each item for easy identification. Counselors will check camper belongings against this list at arrival and departure. Laundry services will not be available, except in emergency situations. Personal fans are recommended. Campers should not bring: radios, CD players, MP3 players, cell phones, money, or any valuable items. The camp assumes no responsibility for valuables.



HEALTH FORMS

Every camper is required to have a medical examination by a physician within 12 months of camp. Campers will be checked by the camp nurse upon arrival.

Health history, including immunization records, must be completed and signed for campers to be accepted. All necessary forms will be provided.

Developing marketing materials to advertise rental space challenged my ability to diversify my content and creating visually appealing graphics.



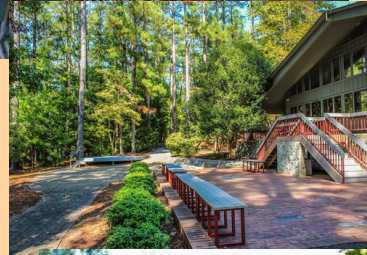
AVAILABLE FOR GRADUATION PARTIES!

Kresge Hall, Clemson Outdoor Lab

Come celebrate your achievement on
beautiful Lake Hartwell!
Contact us to book.

Features:

- ✓ Spacious porch
- ✓ Views of the lake
- ✓ Space to dance
- ✓ Stunning fireplace
- ✓ 150 people limit
- ✓ In-house catering



CLEMSON
OUTDOOR LAB

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LOOKING FOR A HOLIDAY PARTY VENUE?

BOOK A RESERVATION AT THE OUTDOOR LAB!

Our Spaces

Kresge Hall

KRESGE HALL IS OUR LARGEST SPACE AT THE OUTDOOR LAB AND IT OPENS OUT ONTO A VIEW OF LAKE HARTWELL. KRESGE SERVES AS OUR MAIN RECEPTION, BANQUET, MEETING, AND DINING FACILITY AND CAN ACCOMMODATE UP TO 150 GUESTS. IT HAS A STUNNING STONE FIREPLACE AND SURROUNDING WINDOWS THAT ALLOW GUESTS TO ENJOY THE BEAUTIFUL VIEWS OF THE LAKE AND SUNSET. THE KRESGE PATIO AND COVERED PORCH OFFER ADDITIONAL SPACE FOR GATHERING, DANCING, OR SEATING.

Bowfin

BOWFIN IS A LAKESIDE FACILITY IDEAL FOR MEETINGS, SOCIALS, OR CONFERENCES. A STACKED STONE FIREPLACE, HARDWOOD FLOORS, AND A LARGE CARPETED LOFT COMPLIMENT THIS BEAUTIFUL BUILDING. ITS TWO SETS OF FRENCH DOORS OPEN ON TO A LARGE PORCH THAT OVERLOOKS LAKE HARTWELL AND THE CLEMSON FOREST. BOWFIN CAN ACCOMMODATE UP TO 40 GUESTS AND OFFERS A PEACEFUL ATMOSPHERE.



Contact Us

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Through the use of these materials, frequent content creation, and other social media optimization strategies, I was able to increase engagement with the Outdoor Lab Facebook page by 68% and increase the general reach by 111% over the past 90 days. Similarly, the Instagram page's engagement among followers increased by 60.8% and increased by 3,500% among non-followers. These figures represent the vast implications of intentional social media marketing and consistency, just over the course of a few months.



Engagement



Last 90 Days ▾

Jan 31 - Apr 29

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions.



[Learn More](#)

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Accounts engaged



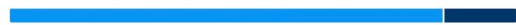
By content type

All

Followers

Non-followers

Posts



252

Stories



8

Followers

Non-Followers

Performance

Followers: 2,689

Last 90 days

Reach

14,303 +111%
from previous 90 days

Content published

27 +125%
from previous 90 days

Engagement

1,730 +68%
from previous 90 days

Net followers

72 +14%
from previous 90 days

[See more insights](#)

Beyond the marketing aspects of this role, I was able to assist in communication and administration efforts in preparation for summer camp season. I learned to navigate CampBrain, which provides web-based management and registration software to the summer and auxiliary programs market. Routinely, I was tasked with running various reports, inputting medical examination forms, and keeping track of registration in respect to each camp. Any opportunity to learn a new software only increases confidence in my competency as I enter the job market.

Key Takeaways

Adaptability

This role was unique in that my projects were not always directly related to my job description, but were challenges to expand my skills and experience. Often, new projects were introduced to be worked on in conjunction with other ongoing assignments. I also had the opportunity to work with the Outdoor Lab's Clemson LIFE hospitality intern. The Clemson LIFE Hospitality Certificate Program provides young adults with cognitive disabilities the skills and competencies that will lead to a successful and independent life. Working with her on special projects to make our guests feel welcome and learning about her Clemson experience was a wonderful opportunity to collaborate with someone who offers a unique perspective to my own.

Proactiveness

During winter reservation season, typically work at the Outdoor Lab wanes in comparison to the busy summer camp season. When I began this role in January, I had to be proactive in finding ways to contribute that were not necessarily assigned to me. This gave me the ability to jumpstart several marketing efforts that I envisioned for the Outdoor Lab. These included the rebranding of camp brochures, revamping of social medias, and the creation of several marketing templates for advertising. The ability to be resourceful without constant supervision or direction is an invaluable skill that was fostered in this role.

Creativity

Because of the individual nature of the position, I had the opportunity to take the reins creatively and expand my skills using different editing programs, like Canva and Adobe. Crafting visually pleasing content to showcase the beauty of the Outdoor Lab and promote the facilities was incredibly rewarding. From designing captivating Instagram story posts to creating custom Outdoor Lab brochure templates, I've been able to express my creativity while learning valuable marketing strategies. This experience has not only expanded my digital editing abilities, but also deepened my understanding of effective social media engagement and the methods used to achieve it.