

EXECUTIVE SUMMARY

Kaylen Beemer

Professional Communications Intern

Clemson Outdoor Lab - Janay Whitesel

INTERNSHIP OVERVIEW

As the Professional Communications Intern at Clemson University Outdoor Lab, I assist in various communications and marketing initiatives, such as website improvements, social media updates, photography and videography, and brand coordination. I also disseminate retreat group information to other Outdoor Lab departments, ensuring smooth and efficient operations for reservations. During the summertime, the Outdoor Lab hosts two residential camps and one day camp. Camp Hope serves adults with mental and physical disabilities, Camp Sertoma hosts children with hearing or speech impairments, and our Day Camp hosts about 12 kids per week to enjoy engaging daytime activities. I facilitate all the health forms and camper profiles needed to operate camps weekly. Each week, a new session of campers come on-site, requiring the routine turnover of paperwork and preparation.

DAILY TASKS

- Upload submitted Health Forms to the Camp Brain registration system
- Contact guardians of campers who have not completed forms required to attend camp
- Check the social medias for messages/interactions and post consistently
- Check and update all camp paperwork for the upcoming week based on roster changes
- Sort and distribute camper mail each morning

NOTABLE PROJECTS

- **Reorganization of Sertoma camper files** - All camper files created for Camp Sertoma are required to be kept for seven years past their aging-out of the program. The organization for these files was long overdue and needed to be totally restructured to be efficient and current.
- **Redesign of camp brochures** - Throughout the year, the Outdoor Lab hosts six camps that each have their own informational brochures. These had outdated information and needed to be thoroughly redesigned and updated. I created a common branding package to use for the design of all brochures and worked to recreate them.
- **Creation of weekly camp binders**- Each week, our camps turned over and about 100 new campers came on-site to the Outdoor Lab. Because of the unique medical backgrounds of each of these campers, there were many medical forms and information required for them to attend. This, along with previous records of returning campers, rosters, allergy and dietary forms, and other paperwork, was included in a binder to be given to counselors each week. Working on the binders was a large part of my weekly responsibilities and required consistent updating.

COMPETENCIES GAINED

Throughout this experience, my personal organizational skills were consistently sharpened. The majority of my work was individual, but reoccurring each week. I worked hard to find the best day-to-day schedule of organizing these tasks in the most efficient way that benefited the Outdoor Lab and our goals. Another one of the competencies I improved in was adaptability. Working with summer camps involved many moving parts and led to many odd jobs that stretched my professional skills. Being in a small office setting, but coordinating for hundreds of people outside of the office, presents the opportunity to balance these two types of workloads/settings. I was able to meet my goals of this summer internship by working to improve my innovative problem solving skills by finding new projects to tackle to benefit the Lab. Since I worked at this internship in the spring semester, I had expectations for the summer that I was able to meet and surpass. I am grateful for the relationships and experience I was able to gain by working here for the last seven months, strengthening my interpersonal and organizational skills.