

Education is more than schools and its teachers. This industry spans from districts to companies that assist with and manage their organizations. This internship proposal will focus on the national/district-level teams that support educational institutions. At my company, Charter Schools USA (CSUSA), they are a national company based out of Florida and operate nearly 90 schools throughout the southern states. Within this Charter Management Organization, there are multiple departments building guidelines and implementations for these schools. Within the Marketing & Enrollment Department, there is a need to improve department knowledge and process.

This proposal aims to address the gap in management with the company's enrollment processes and procedures by implementing a system of training and standard operating procedures for student enrollment and systems management. Even though there is a large range of tasks within marketing and enrollment, the focus of this proposal is to first address enrollment – enrolling/unenrolling students, student systems management, compliance pieces for funding, etc. To this end, this internship would work under a senior Marketing and Enrollment Manager to build an online learning space for onboarding, support, and references.

Since the focus of this proposal is to assist adult learners working in their field, the learning space will be one of the online learning management systems to store and organize the educational materials. There is a ticketing system that CSUSA uses, and this proposal could assist in laying the groundwork for the “Knowledge Base” support structure of this ticketing system. The completion goal of this proposal is to have material completed for the key points of the enrollment cycle for the CSUSA schools (i.e. the main time periods are open enrollment, 2-3 main enrollment “snapshot” dates, start and end of year processes). The first phase of the proposal would start with the upcoming events first and second phase work to complete the yearly cycle of events. Subsequent phases could further improve training organization, and chunk process/tasks into smaller pieces that could easily be referenced within multiple areas.

The desired outcome of this proposal is to complete phase 1 of this project – building the foundation of the LMS content and structure, with a secondary goal of including proof of concept elements (the Knowledge Base, Multimedia elements, etc.). This will utilize education technology platforms like an LMS (Schoology or Canvas), a guide creating platform (Scribe How-To, Fresh Service), additional graphics and video resources (Adobe or Canva) to create practical solutions for the marketing and enrollment department.