

SSHA Spotlight Media Project

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Introduction

In the Fall semester of 2020, I began my journey with the School of Social Sciences, Humanities, and Arts as a second year student. Through SSHA I have met an intellectually diverse community of scholars and professors. Most importantly, I have gained relevant skills, both academically and professionally, that have allowed me to become a lifelong learner and leader. However, I was in search of an opportunity that would enhance both my professionalism and my engagement within the UC Merced community. Therefore, I was grateful to be given the opportunity to attain a Student Success Internship and become a part of the SSHA Spotlight Media Project.

SSHA Spotlight Media Project

The goals of the this project aimed to inspire and inform the campus community and focus on the richness of the experience that comes with pursuing education at UC Merced and overall raise the profile of SSHA. This was achieved by partnering with SSHA Faculty to collect stories regarding student experience, research diversity, and special research projects from each department. This internship allowed me to enhance my media skills through hands on experience with LinkedIn, Qualtrics XM, MailChimp, and YouTube.

The LinkedIn trainings helped improve my professionalism online which is an essential skill as technology continues to become a key part of our work and academic lives. I gained relevant surveying skills through the making of the SSHA Spotlights Nomination Survey through the survey software, Qualtrics XM, which is widely utilized within the UC Merced community. I got the chance to work on the launch video and newsletter email that served as the marketing tools to be shared with all the SSHA Departments to invite them to submit stories. The SSHA Spotlights Newsletter gave me the opportunity to familiar myself with the marketing platform,

Mailchimp. Thus, the SSHA Spotlights Launch Video allowed me to gain relevant experience with the social media platform, YouTube. All materials created in the duration of this internship listed above can be viewed under the “Links to Key Materials” section of this paper.

Takeaways from my SSI Experience

This Student Success Internship allowed me to develop my technical skills, including video content development, video editing (using software programs), web content development, graphics design, Microsoft Teams collaborative platform, communications and branding strategies. I was able to develop professional skills, such as communication, collaboration, customer service, teamwork, active listening, and project management. Most importantly, I expanded my professional network both by working directly with administrative staff as well as connecting with SSHA faculty and researchers through the SSHA Spotlights Media Project.

Links to Key Materials

Link to SSHA Spotlights YouTube video: <https://www.youtube.com/watch?v=wHeXONyceg0>

Link to Newsletter: <https://ucmerced.box.com/s/ega10k2xpsweiySIGBzpvmbkrxll9ne0>

Link to SSHA Spotlights Nominaiton Survey: <https://tinyurl.com/SSHASpotlightStory>

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