APPENDIX   Intern Manual Proposal.

By Gerardo Audelo Villalobos, Marketing and Communications Intern (Fall 2012). Due revision by Pamela Nieto, Director of Marketing and Communications.

Table of Contents.

Getting Started.

Welcome to the Greater Washington Hispanic Chamber of Commerce. As an intern, the Chamber will help develop your skills in any of the departments you decide to join. The purpose of this manual is to prepare you for the requirements of the Chamber, helping you make a smooth transition to your new work place.

The GWHCC is located at the following address:

910 17th Street NW, Suite 1150
Washington DC, 20006

Phone: 202-728-0352
Fax: 202-728-0355

Unspecified info should be sent to info@gwhcc.org. Otherwise, information should be sent to and sent from the various staff members of the Chamber personal email account.

There is a distinction between GWHCC and the GWHCC Foundation. Both are non-profit, but have different goals. * Contact Gabriela Mossi for Foundation brochures.

When answering the phone, use the following greeting:

Thank you for calling the Greater Washington Hispanic Chamber of Commerce. This is Insert your name here. How can I help you?

To take a message for a fellow GWHCC staff member, please fill the Phone call format.

For:_____ _____ Date:_____
Time:_____
Person who
called:_____
Phone:_____
_____
Message:_____
__
_____
__
Signed:_____

Code of Conduct

Insert revised CoC*

Staff Directory

Angela Franco Ext. 1000

President & CEO - afranco@gwhcc.org

Gabriela Mossi Ext. 1004

Director of Programs and Resource Development - gmossi@gwhcc.org

Pamela Nieto Ext. 1005

Director of Marketing and Communications - pnieto@gwhcc.org

Alma Alfaro-Laska Ext. 1009

Membership Coordinator - aalfaro-laska@gwhcc.org

Linda Mayo Ext. 1001, 1002, 1003

Office Manager & Executive Assistant to the President - lmayo@gwhcc.org

Rebeca Blanco Arlington Branch Office

Business Development Specialist Arlington - rblanco@gwhcc.org

Tatiana Ahlborn Ext. 1010

Business Development Specialist Washington DC- tahlborn@gwhcc.org

Department Descriptions

Insert Department Descriptions here*

Intern Responsibilities

MARKETING & COMMUNICATIONS INTERNSHIP (An example of the Job Description I received).

Internship tasks:

• Learn how to use web-based application to update and manage GWHCC website

• Update content for the Chamber's website and social media sites in Facebook, LinkedIn and Twitter.

• Assist with event planning and organizing tasks

• Author/edit press releases, newsletters and mass emails

• Assist in the copy writing of promotional materials for Chamber events

• Other projects as assigned by the Director of Marketing & Communications including public relations and outreach

Daily Intern Procedure.

In order to make you an effective member of the Chamber's staff, there is a number of actions you can take to become more efficient.

Create a To-Do List. Every day, create a list of tasks your supervisor has given to you. Cross every task you have completed and report at list twice per day to your supervisor so he or she can track your progress and modify, add or remove tasks from the list. At the end of the day, any objectives that were not met should be transferred to the next day's list.

While it is not mandatory, The American Optometric Association and the National Institute of Occupational Safety and Health recommends the following:

☐ Take a 15 minute break from the screen for every hour spent using it.

Maintain 20-26 inches between your eyes and the computer.

 Clean the screen with a screen cleaner. A dirty screen makes it difficult to see.

 Modify lighting to eliminate glare and reflections -- use blinds, hoods, micro-mesh filters and non-reflective furniture.

Accrisoft Software FAQ.

The following FAQ is for Accrisoft Freedom 8.0 software. Freedom is a web-based web and data management software. The complete user manual can be found online at http://www.accrisoft.com/accrisoft/freedom-cms/

The following questions are not found, at the date of writing, on Accrisoft's own FAQ and are specific questions found during use of the software at the GWHCC.

How To Section.

How to create a Mail Merge.

Steps to create nametags using a mailing list from the Accrisoft GWHCC Software.

1. Mailings> Database> Export File. Select CSV ASCII Text. Start mail merge.

2. Labels

3. Select Model: Avery 5395

4. Select Recipients.

5. Use existing list. Select List.

6. Insert Merge fields.

    a. First name, space, last name

    b. Company/Organization

      c. Chamber logo

7. Center text, bold and enlarge to fit label.

8. Update label.

9. Preview results.

10. Finish+ merge.

11. Edit individual tags to ensure they fit properly.

12. Print.

13. Using Dell 1320c Color printer, feed one sheet at a time to ensure proper spacing.

Use the Card Scan software and card scanner.

First, make sure the Card Scan is installed. If it is not, please retrieve and use the CD labeled DYMO Card Scan 800c and install the software following the on-screen instructions. Once the software has been installed, connect the Card Scanner 800c using the attached USB cable (Standard A Plug to Mini B Plug). The serial for the Card Scanner 800c can be found on the hardware itself, at the bottom. Use it to register the device during the installation.

CardScan software can accurately scan and read business cards in seconds and create a digital address book, synchronize or export to Outlook, Outlook Express, smart phones, Palm, Windows Mobile devices or Windows Contacts.

After booting CardScan, the software should detect the Hardware. Create a new file and click Start. Proceed to introduce business cards, one at a time with the contact information facing up. CardScan software should automatically rotate/fix text. Occasionally, CardScan might not output the same information it was fed (frequently because illegible Font types or the lack of contrast between text and background), therefore a quick review of the contacts should be conducted to fix most details. Information can be input manually, if the software is unable to recognize a business card entirely. After all business cards have been scanned

and reviewed, click on Transfer. Find the desired format (eg, Excel's .xls) and select Ok. This process should also eliminate duplicates, including the same information for two different card types. If that is the case, it will ask the user to merge both business cards to provide the most comprehensive information (eg. Using the same name, but adding two different phone numbers or emails).

After the file has been exported, open the newly created file. If exported to an Excel spreadsheet, click on Delimitate to format the information. Sort the columns and/or rows using Sort (A to Z, Z to A, Ascending or Descending). Save as a separate spreadsheet in case the raw information needs to be accessed again. On Word (.doc or .docx), format using Mailings> Mail Merge.

Creating GWHCC Documents.

A suggested Powerpoint presentation Layout can be found at ___. File name is Presentation Template 1. Please do not modify it and save your progress using a different name and location. Additional instructions can be found within the file. Please note that on occasion, you might be asked to use a different template.

For Chamber Word Documents, find Chamber Word Template at ____. Follow the guidelines and any other modification the supervisor provides.

Broadcasting Emails FAQ.

How to check the progress of a broadcasted email campaign.

To check the status on any email campaign, go to Broadcast Email> Pipeline. It should have a Status Bar showing 'Sending' if it is on-going, otherwise the e-mail campaign has not been started yet. On Details, it is possible to see statistics, such as views, number of clicks on links, number of emails sent, email accounts that have received the correspondence and the most popular links. With this information, the intern can make a comparison about the effectiveness of campaigns in order to improve future materials.

On Broadcast Email, click on Bounced. This will take the user to an email list of addresses where the campaign was not delivered. In order to speed up the delivery process, it is recommended that the intern invalidates email addresses that have more than 15 attempts, SMTP and/or X-Unix errors, as this shows, in most cases, that an email address is no longer valid.

Events.

During Chamber Events, create a separate To-do List where you include the following:

1. Create a Database from the RSVP Form.
2. Use the database to make calls to remind the attendees of the event one day prior to the event. For the calls, use the form CALL 1, found in the Annex.
3. Create Nametags using the database.
4. Print Sign-in sheets for attendees who did not RSVP or RSVP'd past the deadline.
5. Create a list of materials and things to bring to the event. This includes, but is not limited, to :
   a. Pop-up banner.
   b. Nametags, including at least 25 blank nametags with the Chamber's logo.
   c. Sign-in sheets.
   d. Step-and-repeat banner.
   e. Table Cloth.
   f. Bowl for business cards or donations.
   g. Brochures.
   h. Other assorted materials, such as partner's and sponsors hand-outs.
   i. Laptop computer.
   j. Back-lit projector.
   k. Camera.

l. Pack 1 on the office supply storage. Pack 1 includes pens, rubber bands, paperclips, markers, mobile credit card transaction scanner, GWHCC folders, blank pages with the GWHCC's logo.

m. USB drive with presentations and other materials.

n. 2 Plastic holders for materials.

o. Plastic Event display. Print Event flyer as well to display at the reception.

p. Duct tape.

q. PA System with microphone and extra batteries.