

# CEDARBURG HISTORY MUSEUM

For Internships for School Credit, the following might prove useful for your academic advisor. Internships may be agreed to be modified by you, your advisor or the museum director depending upon interests and availability.

## Internship in History/Public History/Museum Studies

- Photograph and accession items in the museum's collection that correspond to the student's area of research or interest
- May produce a written document explaining a topic in a non-academic way to be published in the museum newsletter or outside media
- May train to give guided tours to the public

OR:

- Photograph and accession items in the museum's collection that correspond to the student's area of research or interest
- Create an exhibit or mini-exhibit based on their research
- Research 12-15 specific items in the museum's collection that relate to a topic to be published in Google Arts & Culture
- Create exhibit labels for the specific items based on the research

OR

- Work with the staff to create a "Cedarburg Interest" film on an event, building or person

## Internship in Marketing/Advertising

- Define who the CHM's visitors/audience may be for a specific event or exhibit
- Develop an overall marketing strategy based on the projected visitors
- Utilizing social media, internet & traditional media create material that appeals to this segment of the population to bring the CHM to their attention

OR

- Evaluate the museum gift shop sales history and products sold
- Create a plan to increase visibility of products and sales, may include online and off-site venues
- Work with the museum staff to implement the plan

## Internship in Education

- Assist in visitor experience activities such as scavenger hunts, fun facts and research materials
- Create or enlarge personal guided tours for locals, schools and tourists
- Work with area schools, senior centers and other organizations for out-reach lectures or mini-exhibits

## Internship in Communications

- Solicit businesses and leaders in the community to become involved in the CHM
- Write press releases for various events
- Contact news organizations and Promote the CHM in any professional manner
- Manage the Facebook, Google, LinkedIn, Pinterest, Youtube, Instagram

## Internship in Information Technology

- Organizing and running live-streaming events, lectures or exhibits
- Creating new content/Expanding the CHM website
- Incorporating new technology, such as smartphone and tablet use, into the museum
- Additional use and programming for museum sounds, touch screens and video screens

## All interns:

- Must act in a professional manner at all times
- Will coordinate schedules around available times
- Must meet the deadlines set out by the Director