

## **Higher Education and Student Affairs** **Spring 2017 Practicum Opportunities**

### **Title of Practicum**

ACPA— College Student Educators International: Membership Engagement/Partnerships

### **Practicum Description Summary**

ACPA offers the opportunity for a practicum student to work directly with ACPA's International Office to implement strategic and operational endeavors to increase member and corporate partnerships engagement through a variety of different methods. In addition, this position will assist in communicating to ACPA's Annual Convention exhibitors, sponsors, and advertisers. Please note that this practicum will work directly with an ACPA International Office team member based in Bloomington, Indiana. Work will not be completed in an office setting, but regular communication/meetings will take place between practicum student and supervisor.

### **Sponsoring Office**

ACPA— College Student Educators International is a non-profit higher education in existence since 1924 dedicated to those in student affairs and college student learning positions. ACPA members include graduate and undergraduate students enrolled in student affairs/higher education administration programs, faculty, and student affairs educators, from entry level to senior student affairs officers, and organizations and companies that are engaged in the campus marketplace.

### **Department/Office Website Address:**

[www.myacpa.org](http://www.myacpa.org)

### **If multiple students can be selected for this position, please indicate the number of practicum students the site is willing to host:**

Spring 2017

Number available: 1

### **Please identify any requirements outside the 8 hours per week of the practicum experience the student would be expected to complete:**

N/A

### **Learning outcomes associated with the practicum experience in your office:**

#### **At the end of the practicum experience, practicum students will:**

- Develop a greater understanding of the roles Professional Associations play in the development of student affairs professionals.
- Have a more proficient understanding of the education and networking that ACPA provides to its members through its Commissions, Chapters, Communities of Practice, Coalitions, and Networks
- Develop prospecting and relationship building skills
- Have a proficient understanding of the Salesforce CRM Platform

- Develop a greater understanding of the corporate partnership life cycle

**Provide a brief summary of the activities, duties, responsibilities and/or special projects associated with this position:**

- Coordinate marketing techniques and schedule to increase member information gathering and engagement
- Update ACPA Membership profiles information based on outreach to membership
- Prospect Higher Education companies to develop relationships for future and current exhibitors, advertisers, and corporate partners.
- Coordinate implementation of ACPA Corporate Partner, exhibitor, and advertiser fulfillment

**Site Supervisor for Practicum Experience:**

Name Tim Arth  
Director of Strategic Business Development and Entity Relations  
Address One Dupont Circle NW, Suite 300, Washington, DC 20036 (Main Office)  
5494 N Katelyn Ct, Bloomington, IN 47404 (Home)  
Phone 812.325.6124 (cell)  
202.688.1978 (office)  
E-mail [tarth@acpa.nche.edu](mailto:tarth@acpa.nche.edu)

**Individual completing this form:**

Name Tim Arth  
Director of Strategic Business Development and Entity Relations  
Address One Dupont Circle NW, Suite 300, Washington, DC 20036 (Main Office)  
5494 N Katelyn Ct, Bloomington, IN 47404 (Home)  
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**Yes, my department plans to attend the HESA Practicum Fair and we have completed the description form**

**No, my department does not plan to attend the HESA Practicum Fair, but we have available opportunities for students and I have completed the description form**

**No, my department does not plan to attend the HESA Practicum Fair and we have no available opportunities at this time.**

**Please submit completed practicum description form to Amy Núñez, [hesaga@indiana.edu](mailto:hesaga@indiana.edu), by October 6, 2017. Past practicum descriptions can be found at <http://education.indiana.edu/students/graduates/programs/hesa/masters-practicum-opportunities%202015.html>**

If you should have questions concerning this form or the establishment/maintenance of practica in your office, please do not hesitate to contact Danielle De Sawal, HESA Master's Program Coordinator, Education 4272, at 856-8382 or via e-mail at [ddesawal@indiana.edu](mailto:ddesawal@indiana.edu).

Thank you!