

SOCIAL WORK AND NONPROFIT DIGITAL COMMUNICATION

Survey Analysis and College Prep Directory Update

- Perform survey data analysis through quantitative and qualitative assessment on website engagement to increase.
- Research, add, and update College Prep Directory on the PhillyGoes2College website.

Op-Ed Reflections and On-site Praxis Review

- Review and reflect on Op-Eds relating to higher education access.
- Reflect on interviews and college fair workshops to discuss with the faculty advisor.
- Research, discuss, and write journals monthly.

Leading and Attending College Fairs and Conducting Interviews

- “I AM PHL” Contest (point of contact; making sure the event runs smoothly; filming for PR)
- Various trips to Universities and College Fairs for tabling/interviewing/liasing

Enhancing Digital Content: “From Now to the Future”

- Launch of “From Now to the Future”
 - Contributing from the process from the first stage to last (building the idea, scripting, interviewing, editing, and publication)
- Meeting weekly to brainstorm and ensure the success of brand strategizing and engagement
- Being the “face” of the brand (ambassador) in videos for promotions and spreading PhillyGoes2College mission.

Yeri Lee ‘23.5



Faculty advisor: Augie Faller
Field Supervisors: Kelly Staskel,
Emmanuel Sofolawe



Yeri and Dr. Watlington, superintendent of the School District of Philadelphia

Launching Deadline Tracker Tool

- Contribute to the conceptualization of PhillyGoes2College site enhancements (College Admissions Deadline Tracker info shown below)
- Create and update content on the PhillyGoes2College website, including but not limited to college access resources for first-generation students and our directory of postsecondary readiness programs.