

---

Juniata College  
1700 Moore Street  
Huntingdon, PA 16652

# Internship Report

ReInvision Huntingdon  
Fall 2019

Presented By:

**Jenna Miller**

Faculty Sponsor:

**Ryan Gibboney**

Started:

September 2019

Project Completion:

December 2019

---

## Journal: Week 1-5

### **Week 1-3:**

During these first initial weeks, I worked on evaluating the current ReInvision Huntingdon website and talked with my faculty sponsor about how we wanted to structure and design the new website look. The organization had recently purchased a new Wordpress theme called Maisha which is a Wordpress theme created specifically targeted for charities and non-profit organizations. The Maisha theme had been semi-installed in the Spring of 2018 but was never fully implemented. My main goal for the first half of the semester was to evaluate the current website and research in-depth of how to completely implement the theme into the ReInvision site.

The current website had many down falls to it. Firstly, the menu header was to large that it would cover up the title of the each page that you clicked on. The current site did not have any of the awesome features that the Maisha theme had. For example, we really wanted to implement a donation feature that showed how much money has been raised through the organization. I also wanted to implement more visuals to the pages. I wanted the website to effectively give each viewer a good idea of what ReInvision does and stands for through images and text.

### **Week 4-5:**

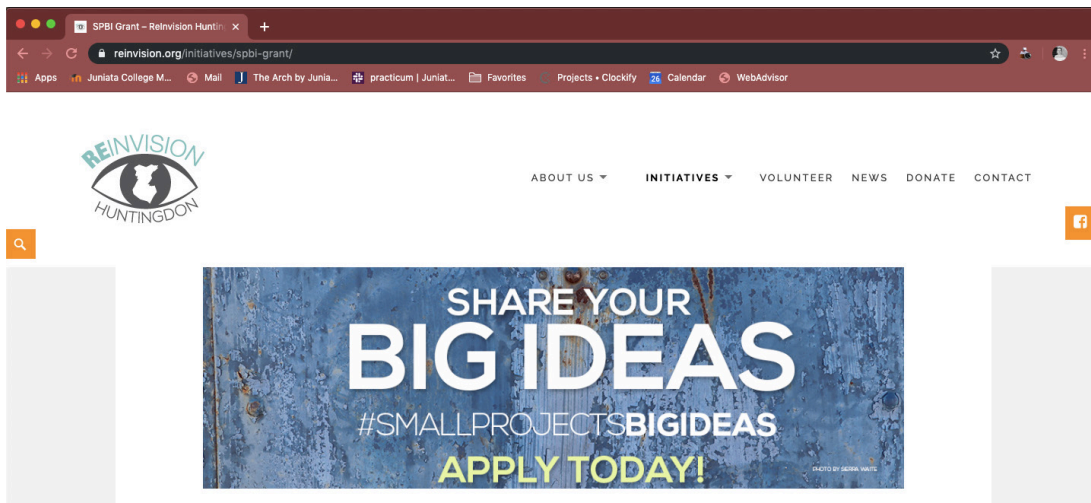
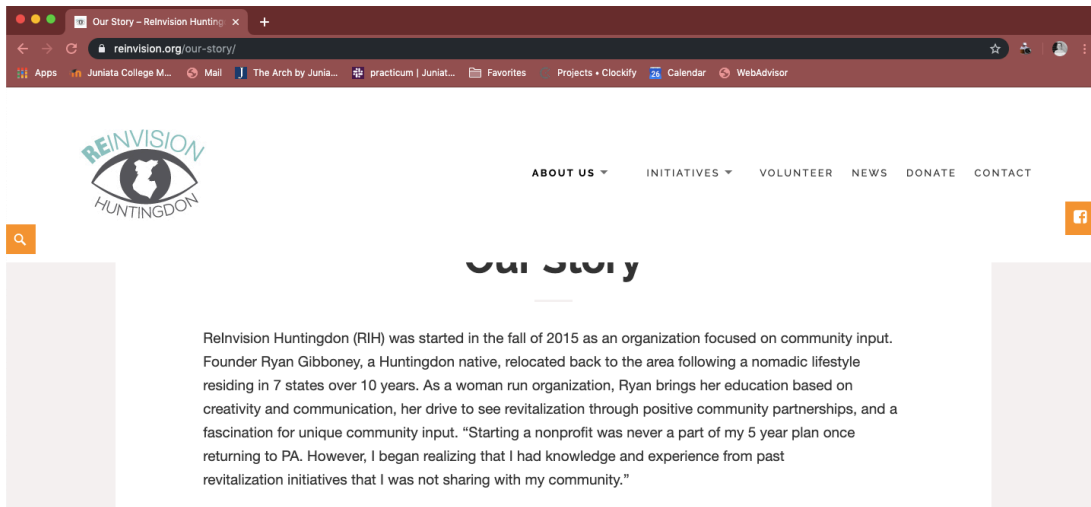
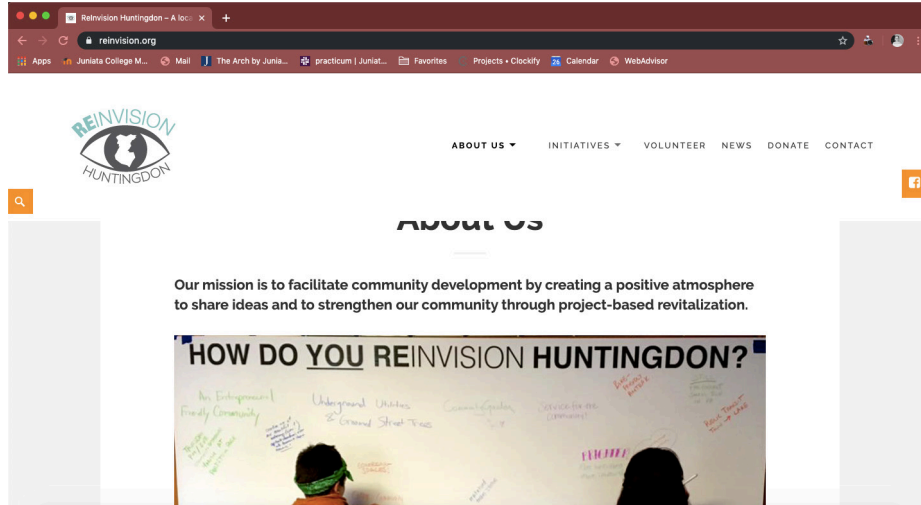
Through researching the Maisha theme and learning the unique features I came to the conclusion that we would have to install there demo which would allow us to completely start fresh with the website design and allow us to use the Maisha theme features efficiently. However, I had a concern that if we installed this theme demo, we would lose all the current information that they had on the site. During week 4, I talked with my faculty sponsor on the conclusion of having to install the demo and my concern that if we did install this, it would completely erase all the current website content.

We worked together to back up all copy, pictures, and structure that was on the current website and then installed the theme demo. Everything worked out great, some information and pages did get moved and transformed but we finally had all the awesome features of the theme accessible to update with now our information. I worked extensively on the home page during these weeks to get everything we talked about working appropriately and getting all information accurate. I wanted implement all the visually awesome features the theme had available on the home page to really be able to grab viewers attention when they come to the ReInvision website.

I implemented a new header image slider that the theme provided that is a great attention grabber for viewers. I implemented images of board members, volunteers, and projects to give show viewers the face of the organization, story and how they are impacting the Huntingdon community. I was able to install the donation feature that now allows them to show how much many has been donated to the organization through the Small Projects Big Ideas grant project.

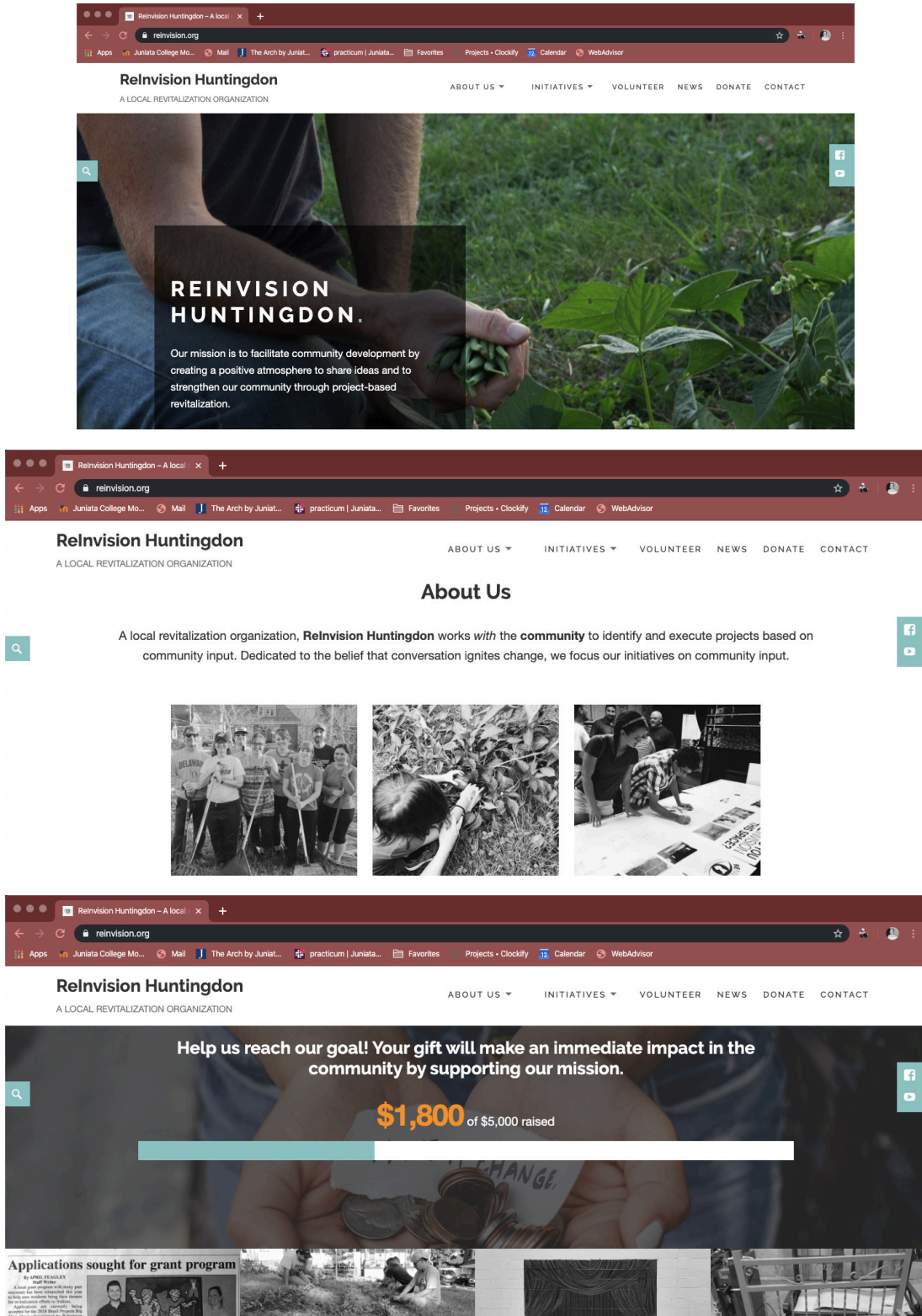
# Website Progress

## Original Website



# Website Progress

## Current Website- Home Page



---

## Internship Schedule

This is my internship schedule for Fall 2019 to manage ReInvision Huntingdon's overall online presence. Working on the Facebook page and website to create a consistent and modern online presence.

WEEK	DATES	TASK
Week 1	9/2 - 9/8	Evaluated the current website and identify what needs to be completed.
Week 2	9/9 - 9/15	Evaluated and researched the features of the newly installed Word press theme.
Week 3	9/16 - 9/22	Evaluated and researched the features of the newly installed Word press theme.
Week 4	9/23 - 9/29	Completely installed the new demo of the Wordpress Theme. Worked on updating the original information and started restructuring the website.
Week 5	9/30 - 10/6	Evaluated how the theme is responding online and mobile. Continued to structure and updated the original website content. Worked in-depth on redesigning the home page.
Week 6	10/7 - 10/13	Continued to structure and updated the original website content.
Week 7	10/14 - 10/20	Worked on updating website design. Took pictures at Stone Town Mural event of community members.
Week 8	10/21 - 10/27	Worked on updating features on website.
Week 9	10/28 - 11/3	Updated copy and structure of SPBI page on website. Meet with RIH Board on 10/29.
Week 10	11/4 - 11/10	Made Shop Local in Huntingdon Facebook event. Went around down town Huntingdon taking pictures of local businesses for Facebook campaign.
Week 11	11/11 - 11/17	Worked on designing stamp design for return address and thank you stamp. Created Facebook posts for Shop Local campaign.
Week 12	11/18 - 11/24	Created Facebook posts for Shop Local campaign.

---

## Internship Schedule

This is my internship schedule for Fall 2019 to manage ReInvision Huntingdon's overall online presence. Working on the Facebook page and website to create a consistent and modern online presence.

WEEK	DATES	TASK
Week 13	11/25 - 12/1	Continued working on making post for social media campaign.
Week 14	12/2 - 12/8	Wrapped up internship and finished last website updates
Week 15	12/9 - 12/15	Internship presentation (12/12) Wrapped up internship.

---

## Midpoint Reflection

I have extremely enjoyed my internship this semester. I have not only been able to help a local organization with my skills and knowledge but I have also been gaining a great amount of experience in graphic design, website development, content management and have increased my skills in editorial writing for websites. Through my internship experience so far I have been able to learn more in-depth about the Wordpress content management system and applications within the system. Surprisingly, I have been increasing my writing skills through this internship by rethinking and rewriting the text content that was previously on the ReInvision site but making it better by rewording the information into the site design. I have found this to be a very useful skill in the word of marketing. That you not only need to know how to sell something but be able to explain and write about it through in-person conversation and online.

I did have some challenges and concerns during the first initial weeks of the internship. I found that it was initially very hard to redesign and update the website. I had trouble trying to figure out the new Maisha theme. I had to take a few weeks to research and evaluate the current and new theme so that I could effectively use the features of the new theme. I found that we had to install the demo of the theme, which basically would allow us to start completely fresh on the design of the website and would allow us to use the awesome features. However, I had concerns that when we installed this demo it would completely wipe and delete everything that was on the current website. I brought this to my faculty sponsors attention and we talked about this and together decided to back up all the current information of the site and install the demo. This allowed us to start fresh with the design and allowed us to use all features of the theme. I spent the following weeks up until the midpoint extensively updating the home page and have started updating and redesigning the additional pages.

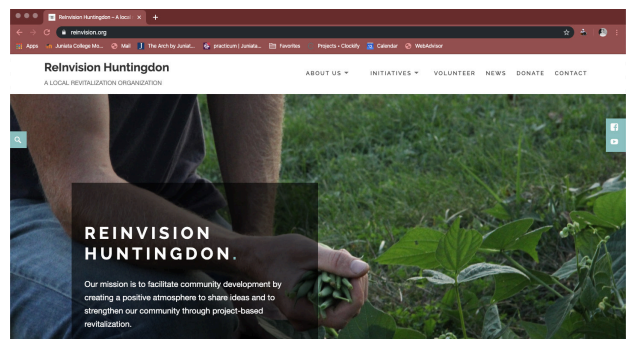
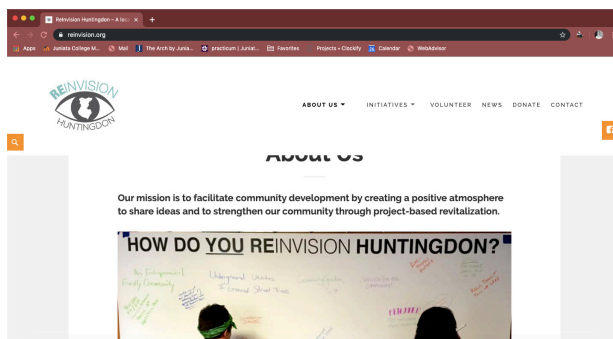
In conclusion, I have gained and learned so many new things through my internship up until this point. I am going to continue to redesign and update the new website pages so that everything looks consistently. I will also be developing a clear before and after story for each of the funded Small Projects grant by documenting and taking images of the past Small Projects Big Ideas so that they can effectively talk about these projects on their website and possibly through Facebook notes on their Facebook page. I will also be creating new campaigns for ReInvision's Facebook page and consider the opportunities for expanding their social media accounts into Instagram, Twitter and SnapChat.



# Internship: Helping local non-profit get a new online look

Jenna Miller is a senior in the IMA department who has been interning this Fall semester with ReInvision Huntingdon. ReInvision Huntingdon is a local non-profit organization based in Huntingdon, Pennsylvania that facilitates community development by creating a positive atmosphere to share ideas and to strengthen our community through project-based revitalization. Jenna's goals for the semester are to create and implement a new design to the organization website, manage overall online presence, create social media campaigns, and effectively document and develop a clear before and after story for the organizations past Small Projects Big Ideas (SPBI) Grant projects.

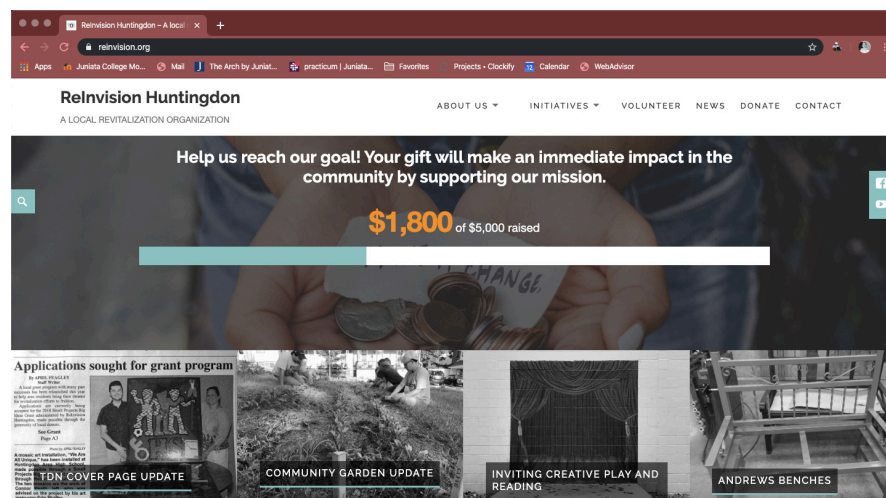
Jenna has extremely enjoyed her internship this semester. She has not only been able to help a local organization with her skills and knowledge but has also been gaining a great amount of experience in graphic design, website development, content management and has increased her skills in editorial writing for websites. Through her internship experience so far she has been able to learn more in-depth about the Wordpress content management system and applications within the system. She has been increasing her writing skills through her internship by having to rethink and rewrite the text content that was previously on the ReInvision site. She has found this to be a very useful skill in the world of marketing. That one not only needs to know how to sell something but be able to explain and write about it through in-person conversation and online presence. Below to the left is a before shot of the ReInvision homepage. To the right is a after shot of the homepage that Jenna has completed.





# Internship: Helping local non-profit get a new online look

For the first half of the semester Jenna has put most of her focus on implementing a new design into the ReInvision Huntingdon website. She has completely redesigned the website to have a more modern and visual feel to the website. She has implemented creative functions that allows the organization to have a fun way to display the work and projects that they do. For example, Jenna installed a new creative way to show how much money the organization has raised this year that will go directly towards funding SPBI revitalization projects around the Huntingdon community. Below is the new donate function element.



For the rest of the semester, Jenna is working on developing a clear before and after story for each of the funded Small Projects Big Ideas. She will do this by documenting and taking images of the past projects that will then live on to the new website to show viewers the project, process, and results of each. She will also be creating new campaigns for ReInvision's Facebook page and consider the opportunities for expanding their social media accounts into Instagram, Twitter and SnapChat.

---

## Journal: Week 6-9

### Week 6-7:

During weeks 6-7, I mainly focused on updating small tweaks on the homepage of the website that has the new features of the new theme on it. I started to evaluate the other pages and started to restructure of the original pages on the ReInvision website will look like with the new website theme. During week 7 on October 17th I took pictures for ReInvision of the Stone Town Mural project that is being painted on the side of Stone Town Gallery's property in Downtown Huntingdon. I took pictures specifically of the community event that was being held at the Mural during Art Walk Huntingdon that allowed community members to dip there hands in paint and put there hand prints on the Mural. We used the pictures I took to not only document the progress of the work and the project but also to share on our Facebook page and website.

### Week 8-9:

After evaluating each original page of how I wanted to structure them with the new theme. I started to really dive into updating the Small Projects Big Ideas page on the website. This page shows and explains the revitalization that ReInvision has funded since 2016. I have been reorganizing this page to be more visually appealing by using less copy that the page previously had and using more of the project images to be the main focus of the page.

### Week 10-13:

During these three weeks I wrapped up updates to the website. I still needed to do edits the board members page, which involves restructuring the design of the page to look the SPBI page. All other pages have been updated, finalized, and approved by my faculty mentor. Also, during these weeks I started a Facebook campaign titled 'Shop Local in Huntingdon'. This campaign focused on getting community members and anyone in the Huntingdon area during Small Business Saturday and up until Christmas urging them to shop local. I initially made a Facebook event for the campaign that highlighted the goals and objectives of getting more people to shop local this holiday season. I chose to make it an event so that it would be easily shareable for our Facebook followers. Along with the Facebook event, I traveled around downtown Huntingdon in week 11-12 to talk to local business owners about there hours and specials happening this holiday season and took pictures at each business. I used these pictures to create Facebook post highlighting each of the businesses around Huntingdon. I worked in conjunction with the Huntingdon Chamber of Commerce to highlight these businesses especially for Small Business Saturday. I tried posting at least once or twice a week on the ReInvision page to highlight these businesses. I am continuing to post about local businesses around town up until Christmas, because we want to push shopping local the whole holiday season not just Small Business Saturday.

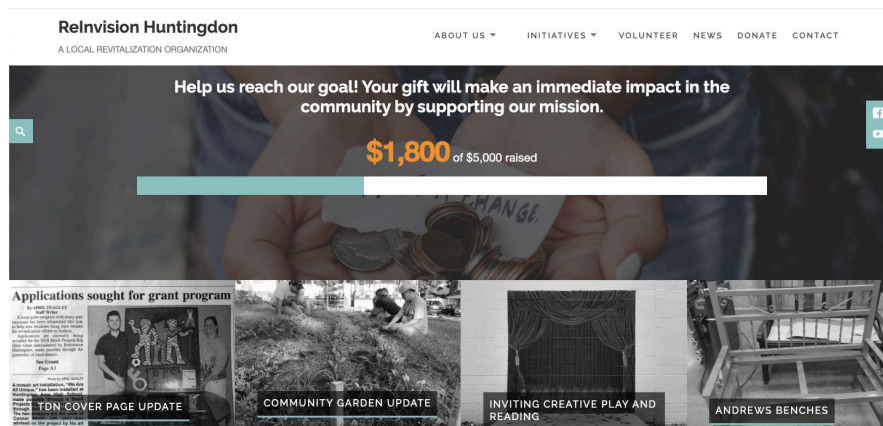
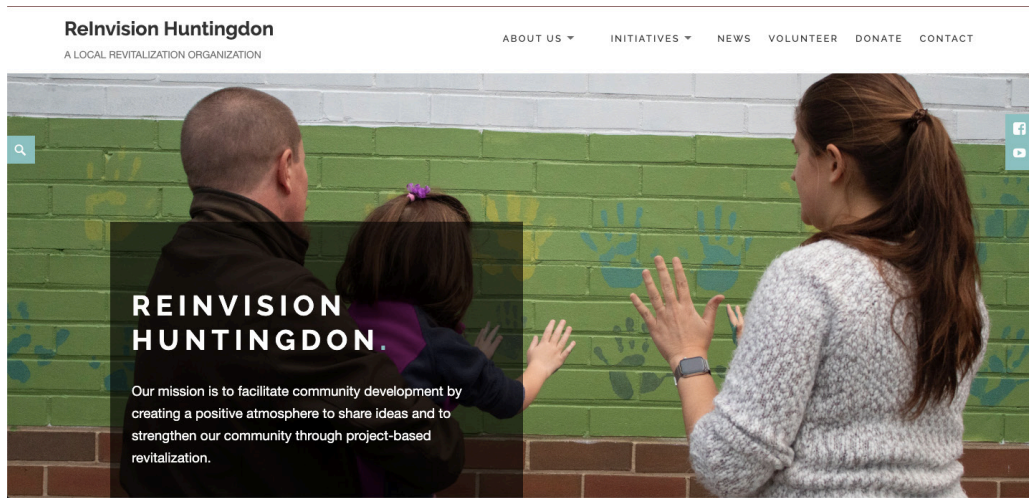
Along with the Facebook campaign, I also worked on designing stamps for return address and a thank you stamp that Ryan requested for when ReInvision sends out thank you letters to their donors.

### Week 14-15:

The last two weeks of my internship I wrapped up my final projects of the semester with my internship. I completed the all final updates on the website and worked on my presentation and proposal.

# Final Deliverables

## New website



## Social Media Posts (Facebook)





# Final Deliverables

## Social Media Posts (Facebook)



## Reusable Stamps & Shop Local Reusable Bag



---

## Time Tracking

This is my Relnvision Huntingdon internship time tracking for Fall 2019.

DATE	TASK
9/6:	1 hour (created FB post promoting the SPBI Grant)
9/13:	15 minutes (FB post about promoting the SPBI Grant)
9/23:	30 minutes (Evaluating Wordpress theme)
9/25:	45 minutes (Working and evaluating Wordpress them)
9/26:	3 hours (worked on website- updating new theme)
10/1:	2 hours (working on website)
10/17:	2 hours (took pictures at community mural collaboration)
10/18:	2 hours (going through mural photos)
10/22:	45 minutes (met with Ryan about getting in contact with past project participants and starting to document projects)
10/25:	1 hour (worked on IMA blog post)
10/29:	2 hours (worked on SPBI projects page)
10/29:	1 hour relnvision board meeting
10/31:	1 hour
11/2:	1 hour (worked on SPBI projects page)
11/4:	1 hour (worked on SPBI projects page)
11/5:	3 hours (worked on updating and redesigning SPBI projects, contact, about, initiatives, our story, and home pages)
11/12:	1 hour (meeting with Ryan)
11/14:	1 hour (worked on Shop Local campaign)
11/17:	2 hours (worked on Shop Local campaign)
11/19:	3 hours (worked on researching stamp companies, created design for Shopping Local bags and created return address stamp)
11/20:	30 min (worked on getting reusable bags ordered- talking with Lewistown Printworks)
11/22:	3 hours (went to local shops around town, took pictures and talked to owners about Small Business Saturday and shopping local up till Christmas. Also posted on Facebook page featuring Headwaters Flash sale opportunity)
11/26:	1 hour (worked on SBS Facebook posts)
11/27:	1 hour (worked on SBS Facebook posts)
12/1:	1 hour (worked on SBS Facebook posts)
12/9:	1.5 hours (finalized stamp designs)
12/11:	2 hours (wrapped up final website updates)
12/11:	2 hours (worked on internship presentation & final proposal)
12/12:	1 hour (final presentation)

**Total Hours: 42.75**