

Juniata College  
1700 Moore Street  
Huntingdon, PA 16652

# Headwaters Campus Store Report

Fall 2019

Presented By:

**Tatum Poirier**

Faculty Sponsor:

**Ryan Gibboney**

Submitted:

December 17, 2019

Projected Completion:

December 17, 2019



## Weekly Progress Report

**Name: Tatum Poirier      Week #1**  
**9/16/19-9/22/19**

Hours:

9/17 - 12:30-1:30 (1)

9/18 - 1-2:30 (1.5)

9/20 - 3-5 (2)

Total Hours for the Week: 4.5

Total Hours Up to Date: 4.5

**Goals for this week-** Meet with Jeff to understand his wants and needs for the Internship. Create a document including what we hope to accomplish this semester and set expectations. Set up a regular meeting time. Jeff wasn't sure of what we would be working on, it was a little confusing. Since I had the opportunity to intern with Juniata Brewing Company this past summer, I have the skills necessary to create meaningful reflections. It has also helped me create a structure to follow when writing reflections. Due to the fact that this internship started 3 weeks late into the semester, I feel that I will stress to get a lot of things done. It almost feels that I am behind already. Therefore, I just need to remind myself to take things slow and produce the best work that I can! I want to make sure that weekly meetings are executed, so that Jeff and I can complete the most projects before the end of the semester. I would really like to educate myself on square marketing, so that we can view it's full potential before investing in a different marketing platform. I reached out to Jenna Miller to get the brand style guide for consistency.

**This week's main focus was to understand how we want this semester to look.**

**9/23/19-9/29/19      Week #2**

Hours:

9/23 - 12:30-1 (.5)

9/25 - 12:30-1:30 (1)

9/27 - 12:30-1 (.5)

9/28 - 10-5 (7)

Total Hours for the Week: 9

Total Hours Up to Date: 13.5

**Goals for this week-** Get Homecoming signage printed and distributed. Work Saturday on-site.

This week's main focus was to meet with Jeff and figure out what we need for Homecoming Weekend. Homecoming Weekend is one of Headwaters most important sales of the year. I worked Homecoming Weekend last year in Headwaters so I knew what to expect this year! It was really fun to see everyone like all the products we picked to order this semester. I created some quick signage that was a spitting image of how Headwaters' regular hours signage already looked. I spent most of my time this week on-site working in the store. It was a little frustrating this week because I really would like to work on social media graphics and I can't yet because I have to wait to get the logins. I think one of the most frustrating things is having the passion to get started on something but not being able to! It was also frustrating because we posted graphics on our social media, but I wasn't the one who got to work on them.

## Weekly Progress Report

**Name: Tatum Poirier      Week: #3**  
**9/30/19-10/6/19**

Hours:  
 9/30 – 12:30-1 (.5)  
 10/1 – 2-3:30, 7-9 (3.5)  
 10/2 – 3-5 (2)

Total Hours for the Week: 6  
 Total Hours Up to Date: 19.5

**Goals for this week-** Meet with Staci to kick-start a social media campaign. Research Hootsuite and Square Marketing to decide which platform we want to use. Take a few photos of new products to push out to social media. Design a graphic for social media.

This week's main focus was to come up with possible ideas for a social media campaign. I had a meeting with Jeff, rather than Staci to talk about a campaign. I believe this was my first mistake. Jeff doesn't know much about social media, so he just told me to do whatever I want. But, the problem is that Staci is never around/unwilling to give me the passwords to the social media. I could see why they wouldn't me to have the passwords, but why would you have an intern who's main focus is social media, and not let them utilize the social media? Either way, it won't stop me from continuing to create some possible posts for them to use. I also researched Square Marketing and Hootsuite to see which would be the best fit for Headwaters. Headwaters does not have much extra funding for marketing purposes, so when/if we decide to pay for marketing, there must be a purpose. I wish I had more knowledge behind how to kick-start a social media campaign. I am worried that I will not have enough work to do this semester, but I am meeting with Staci and Jeff next week to talk about goals.

**10/7/19-10/13/19      Week #4**

Hours:  
 10/9 – 3-5 (2)  
 10/11 – 4-5:30 (1.5)

Total Hours for the Week: 3.5  
 Total Hours Up to Date: 23

**Goals for this week-** Meet with Staci to recreate a plan for the semester. Understand what her expectations are and what she would like to get accomplished for the remainder of my time with them. Hopefully start to create something!

This week's main focus was to meet with Staci and recreate a plan for the semester. We have both recognized that what we are doing is not working and we want to try something new. We covered community outreach, specifically the campus community. Facebook Flash Sales, Thanksgiving/Christmas Break sale, and social media graphics. I told her I need access to the Facebook/Instagram to be able to work on what I need to. I have made graphics now that she just didn't post. I created a timeline to present to Staci for our next meeting to make sure we are on the same page. I used some of my knowledge from previous internships to come up with an effective game plan for executing projects. I felt this week that I was lacking the knowledge of knowing what Headwaters wanted me to do as their Intern.

Meeting Notes w/Staci 10/10/19  -Community outreach? -baseball fundraiser, email list from the school (must be provided by a coach) send email out to all of them  -Alumni association? -flash sales on the facebook page -holiday social media project -any club/athletic team that posts to their social media can get 10% off to get headwaters outreach -Open to dialogue with people in the community
---

## Weekly Progress Report

**Name:** Tatum Poirier      **Week:** #5  
**10/14/19-10/20/19**

Hours:

10/15 – 3:15-5:15 (2)

10/16 – 5:30-8:30 (3)

10/18 – 7-10 (3)

10/19 – 8-10 (2)

Total Hours for the Week: 10

Total Hours Up to Date: 33

**Goals for this week-** Meet with Staci to present her with the timeline I created. Plan this week for the upcoming Flash Sale we are planning to have on Facebook.

This week's main focus was to restructure the Internship, because what we were doing was not working. A new project that I am working on now is our upcoming Facebook Flash Sale. I began by watching Staci's live Facebook Flash Sale for her arts and crafts business. It was really interesting to see how well these sales do, because you have to ask to join a sale. This was something I thought was different. If you want to be in the sale you have to request access, which I would think would make them lose business. But I am slowly learning that these sales are popular for the types of business they are involved in. I also worked on my mid-term reflection this week. It was good to reflect and see what I would change about my experience. I created signage for the first Flash Sale this week. I utilized Canva to create the graphics for this flash sale. Canva is a platform I have previously used while working with Headwaters.

**10/21/19-10/27/19**      **Week #6**

Hours:

10/21/19 - 5-6:45 (1.45)

10/23/19 - 3-6 (3)

10/25/19 - 10-12 (2)

10/27/19 - 8-9 (1)

Total Hours for the Week: 8

Total Hours Up to Date: 41

**Goals for this week-** Prepare for Facebook Flash Sale. Take photos of students in gear.

This week's main focus was to prepare for the upcoming Facebook Flash Sale on Sunday. I experienced what it takes to prepare all of these items for sale. I extended the invite to campus members so that we could have as many people as possible on the sale. I had a meeting at the beginning of the week with Staci that talked about what we needed to complete so that the sale could run smoothly. For me, that meant I needed to take a plethora of photos of students in the gear that would be on sale.



## Weekly Progress Report

**Name: Tatum Poirier      Week: #7**  
**10/28/19-11/3/19**

Hours:  
 10/29/19 - 6-9 (3)  
 11/2/19 - 12-3 (3)

Total Hours for the Week: 6  
 Total Hours Up to Date: 47

**Goals for this week-** Recover from Facebook Flash Sale. Research graphics and photography that other bookstores across the United States have created for inspiration.

This week's main focus was to research other bookstores across the United States. I wasn't really sure where to begin with graphics. I began by looking at large universities, like the University of Alabama, Syracuse, Penn State, etc. I quickly realized that the graphics that were in existence were not up to the standard I was anticipating. I started looking at smaller schools closer to Juniata, like Edinboro and Susquehanna, and the graphics that I found were also not the inspiration I was looking for. I got some good ideas of stuff I wanted to create though. I approached Staci with three ideas and she quickly educated me on the graphics laws for some of the brands that they work with. For example, Vera Bradley has set graphics that you legally must use when advertising or discounting their products. This started limiting my flow of creativity.

**11/4/19-11/10/19      Week #8**

Hours:  
 11/6 - 3-4 (1)  
 11/8 - 12-2 (2)

Total Hours for the Week: 3  
 Total Hours Up to Date: 50

**Goals for this week-** Meet with Ryan individually to see if she has advice for projects to work on. At the end of the week meet with Ryan on-site, while Staci is also there.

This week's main focus was to gauge some feedback from Ryan and see if she has any pointers on where to go from here. She suggested that I create business design materials and work on projects that I want to work on. She believes it could be really important to branch the connection between Headwaters and the campus community. This could be a project for the next person that Interns at Headwaters. I feel I don't have enough work from this semester thus far and I am really starting to get frustrated. We were supposed to have an on-site meeting with Ryan, but Staci didn't see the email in time, so we had to reschedule. This gave Staci and I an opportunity to check in and exchange information.



# Weekly Progress Report

**Name: Tatum Poirier      Week: #9**  
**11/11/19-11/17/19**

Hours:  
11/11/19 - 12-2 (2)  
11/14/19 - 5-10 (5)  
11/17/19 - 5-7 (2)

Total Hours for the Week: 9  
Total Hours Up to Date: 59

**Goals for this week-** Meet on-site with Ryan and Staci. Create graphics for Facebook Flash Sale.

This week's main focus was to meet on-site with Ryan and Staci. We talked about how we want Headwaters to be the licensed provider for all Juniata gear. Most clubs and organizations on-campus have no idea that Headwaters can help them order merchandise. This is a big problem for Headwaters, because this could be a huge source of income for them. We want them to be the single brand ambassador for the college, that is what they are here for! That being said, order forms need created. I am confused about the order forms though because all the gear on them are going to be different. I could make a mock form but they already have one from baseball. Next, we talked about highlighting photos in their graphics. Ryan said she would argue that in every post there needs to be a photo of some sort, and I completely agree with her. We mentioned that a hash tag should be created for consistency on all social media posts. After this meeting, I spent the rest of my week creating graphics for the Facebook Flash Sale.

11/18/19-11/24/19 Week #10

Hours:  
11/21/19 - 7-9 (2)

Total Hours for the Week: 3  
Total Hours Up to Date: 62

**Goals for this week-** Graphic creation for in-store sale.

This week's main focus was to create graphics for Headwaters in-store, end of season sale.

[illegible]

11/11/19

## Mid-Point Meeting Notes

- ☐ Licensed provider for all Junia gear
- ☐ Creating order forms for clubs and sports teams
- ☐ Come in, talk to Jeff, choose apparel, branding/logo marks are added, artwork is approved by coaches/whomever is ordering, then merch goes live, can come in and order on a sheet of paper or order online, people pick up in store or can be shipped
- ☐ We give 10% back to the college
- ☐ Ask Scott if we could do something with all the sports teams like baseball (what's being ordered/ where is it coming from?)
- ☐ Set up a meeting with Erin Paschal for asking about where all the campus orders shirts from? Ask her about utilizing the brand identity to create a consistent brand message?
- ☐ One brand ambassador: we know how to use the brand correctly
- ☐ Alumni office? Branch a connection with them;
- ☐ Photography:
  - ☐ Taking photos of things in store, just throwing it on some friends
  - ☐ Take a ton of photos that they can utilize for different signage

# Weekly Progress Report

**Name: Tatum Poirier      Week: #11**  
**11/25/19-12/1/19**

Hours:

Total Hours for the Week: 0  
Total Hours Up to Date: 62

**Goals for this week- THANKSGIVING BREAK.**

12/2/19-12/8/19 Week #12

Hours:

12/4/19 - 5-7 (2)

Total Hours for the Week: 2  
Total Hours Up to Date: 64

**Goals for this week-** Graphic design. A couple Facebook banners and an order form.

This week's main focus was to work on my own graphics. I have no direction and they don't have anything they want me to work on. I created a Facebook banner and experimented with a couple order form ideas. I didn't get very far on the order forms, they were not turning out how I wanted them to. This week was really frustrating, because I asked if they wanted me to work on anything, and they said no. I then, walked into Ellis to see these in the entrance to the dining hall.

12/9/19-12/17/19 Week #13

Hours:

12/11/19 - 5-9 (4)  
12/12/19 - 12-2 (2)  
3:30-4:30 (1)  
12/17/19 - 2 - 8 (6)

Total Hours for the Week: 13  
**Total Hours Up to Date: 77**

**Goals for this week-** Wrap up the Internship. Presentation and submit Final Project Report.

This week's main focus was to work on finish my Internship presentation and my final project report. Wrapping everything up brought to light all of the frustrating parts of the semester. I had just been pushing it off, but now that I was forced to think about it, I am actually not pleased with how the semester went. I wish they would have utilized me more than they did. They didn't tell me when they needed things completed, and it felt like a guessing game. I would not pursue this Internship again in the future.



### Headwaters Campus Store Mid-Term Reflection

My Internship experience thus far with Headwaters Campus Store has not been what I hoped it would be... But, I feel that it is improving from earlier on in the semester! Previous to this week, I was having a hard time figuring out what projects I would be working on. Jeff and I set up a plan at the beginning of the semester, but he later decided that he wanted me to start meeting with Staci. Jeff determined this because he doesn't think it would be beneficial for him to learn how to do social media graphics. Which I agree with, but it is much easier for me to get into contact with Jeff then it is to try and get a hold of Staci!

My original plan with Jeff involved:

- Reaching out to sports teams/clubs to let them know that they can and should order gear through Headwaters.
- Weekly social media posts.
- Picking a female clothing line for the store.
- Creating promotional materials for sale events.
- Designing t-shirts for clubs and sports teams.

Although this plan seemed like it would have a plethora of different things for me to accomplish... A lot of these things I could not start working on until later in the semester. Headwaters wasn't planning to hold any sales until Halloween and Black Friday.

Therefore, social media graphics and planning for that was put on hold due to the fact that we did not know what each sale would entail. On the other side of social media, I really wanted to start creating a brand identity on Instagram for Headwaters.

Therefore, I went out and took some pictures of new products and created a social media post for them to put onto Instagram. Which still to this date, hasn't been posted... I asked for control over the Instagram/Facebook, but Staci said it is connected to her account (which confuses me). But at this point, I feel lost with the social media stuff.

Since Jeff decided that I would begin meeting with Staci, her and I have had two very productive meetings.

Our plan for the remainder of the semester is as follows:

- First Project: Flash Halloween Headwaters Sale
- Second Project: Thanksgiving/Christmas In-Store Sale
- Third Project: Campus Community Outreach
- Fourth Project: Social Media Graphics and Teaching Staci how to re-create and use Canva

I am much more comfortable with this plan and timeline with Staci. I feel that now I am actually able to create something, and it will really open up my realm of understanding around social media marketing. I had no idea what a "Facebook Flash Sale" was, and now I get to learn all about it (and hold one for myself!) I am excited to plan and advertise for their upcoming sales. The only thing I wish I did more of was design for T-shirts and products in store. I think that could be a really cool opportunity. My main goal is to be able to teach Staci about the importance of social media design and brand consistency. I want her to be able to keep up a good image on Instagram and Facebook after my time with them is over!



### Headwaters Campus Store Final Reflection

The opportunity to work with Headwaters Campus Store has given me the opportunity to recognize self-growth. I have struggled this semester with how I perceived the Internship went. I feel that I could have done much more working alongside Headwaters. On that note, my expectations for the Internship were high, but I am able to realize what positives I gained from this experience.

I believe that when an Internship isn't what I hoped it would be, it is the blame of both parties. This semester I really struggled with not having work to do. I wish I would have laid out exactly what I wanted to create, created it, and then handed the designs over to them (whether they decided to use it or not.) I was scared that they would see that as overstepping. I asked on multiple occasions if there was anything I could create for them, and they would tell me no. Then, I would walk into Ellis and a hand drawn sign would be sitting on display in Baker. It almost felt like they wouldn't even give me the chance. It was frustrating because this could have been a big part of my portfolio, but I wasn't given much to create. That being said, I wish I would have taken charge and created what I wanted to create.

It was also really frustrating that my partner was not on-campus. Headwaters is located on-campus, but Jeff is the one who works in the store. Jeff was originally my Internship Advisor, but he quickly decided he wanted nothing to do with it, so he pawned it off to Staci. This made sense to me because Jeff doesn't understand design and social media as well as Staci does. Staci is also the one who manages all of their social media. But, Staci was never on-campus and lives a very busy life. So I always felt like a hassle if I needed to meet with her.

One of the main projects I wanted to work on was social media campaigns and design. Staci never allowed me to have the passwords to the Instagram. She allowed me to have posting ability to the Facebook Flash Sale, but not until the day of the sale. I made graphics for her to use on Facebook and Instagram, and she chose to not use them and create her own. I was even more frustrated when I saw that she recreated one of my posts that I made for them, and just changed the photo in the background. Needless to say, I felt disrespected. This experience taught me that no matter how many graphics you make for someone, they still may choose to not use them. This was a wake up call from the real world that slapped me in the face. Not everyone is going to like the work that you are creating. All that matters to me is if I am proud of it or not.

This is the second time I have experienced an Internship where the partner quite literally won't give me direction and projects to work on. I almost wish I had a structured schedule for the semester to follow so that this doesn't continue to happen. At both of my past Internships I sat down with my partner at the beginning and laid out exactly what they wanted to be delivered at the end. It feels like that has been forgotten about in both situations. That being said, my experience with Headwaters will not deter me from pursuing other Internships. I believe that Internships teach you a lot about what you want to do after you graduate. I may not have had the experience I expected with Headwaters, but it was still a learning opportunity. I would not recommend we provide Headwaters with another IMA Intern though because they don't know how to utilize us. I believe they should lean towards a Marketing Intern if any so that they can build a connection with the campus community.

## Final Deliverables







**HEADWATERS  
FACEBOOK FLASH  
SALE**

STYLE SO GOOD, IT'S SPOOKY.  
SUNDAY, OCTOBER 27TH  
8-8:45 PM EST



Scan this QR code to be included in this  
spooktacular sale!

SCAN ME

## Deadline Schedule

WEEK	DATES	TASK
Week 1	<b>9/16 - 9/22</b>	Meet with Jeff to understand his wants and need for the Internship. Make a game plan and create Homecoming and Family Week end signage
Week 2	<b>9/23 - 9/29</b>	Post signage around campus and work in-store on Saturday for Home coming weekend (our busiest day of the year)
Week 3	<b>9/30 - 10/6</b>	Research Square Marketing and Hootsuite to determine which platform would be most beneficial to us. Take photos of students in new gear to post on social media
Week 4	<b>10/7 - 10/13</b>	Meet with Staci to re-create a plan for the semester
Week 5	<b>10/14 -10/20</b>	Present Staci with a brand new timeline for the Internship that I created. Begin planing for our upcoming Facebook Flash Sale <b>Week 5 Progress Report and Mid-Term Reflection Due</b>
Week 6	<b>10/21-10/27</b>	Complete graphics for Halloween Facebook Flash Sale <b>Headwaters Facebook Flash Sale 10/27</b> <b>Blog Post on IMA Site Due</b>
Week 7	<b>10/28 -11/3</b>	Research
Week 8	<b>11/4 -11/10</b>	
Week 9	<b>11/11-11/17</b>	On-site meeting with Ryan and Staci Create graphics for Facebook Flash Sale
Week 10	<b>11/18 -11/24</b>	Create graphics for in-store sale
Week 11	<b>11/25 -12/1</b>	<b>Thanksgiving Break</b>
Week 12	<b>12/2 -12/8</b>	Facebook Banner creation
Week 13	<b>12/9 - 12/17</b>	<b>Internship Presentation</b> <b>Final Internship Project Report Due</b> <b>Final Internship Reflection Due</b>