

## KIZUNA NCI HOST ORGANIZATION WORK PLAN 2024

### Organizational Info

Name of Organization: [Ori-gen](#)

Contact Person's Name: [Sara Hutter](#)

Contact Person's Title: [Community Relations Director](#)

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### Work Plan

**Job Summary:** *Please provide background, overall objectives, current status and type of project (e.g. community outreach, economic development, cultural preservation, public education, research and data collection), as well as the expected end results from the intern's work.*

#### **Response:**

The Ori-gen intern will participate in a hands-on internship working with the Marketing & Communications and the Community Relations departments. Both departments work closely to carry out the overall marketing strategy, branding guidelines, and community engagement efforts across the organization. Specific projects will include assisting the Community Relations Director to coordinate our community outreach by organizing the annual Nikkei Games sponsorship and volunteer efforts, assisting with key marketing & branding projects, and other community outreach efforts under our corporate giving program, Ori-gen Giving.

The intern will also gain an overall understanding of how the organization runs as a full-service insurance brokerage providing Property & Casualty and Employer Group Benefits insurance to clients. They will have the opportunity to facilitate 1-On-1s with representatives from each department (Sales, Client Services, HR, Accounting, DEI, etc.) to learn about the professions and opportunities within the company and gain exposure to all the insurance industry has to offer.

**Duties and Responsibilities:** *Please describe specific tasks the intern would perform and include target deadlines.*

#### **Response:**

- [Community Relations](#)
  - [Nikkei Games \(July – mid August\):](#)
    - [Assist with Ori-gen participation and volunteer events for various Nikkei Games events including but not limited to, Track & Field, Golf, Basketball, & Bowling](#)

- Potential dates for this year's events: 7/27-28, 8/8, 8/10-11, 8/17, 8/18
    - Create event flyer and sponsorship ad artwork
    - Track volunteer participation per event
    - Attend volunteer events if possible
    - Compile annual Nikkei Games report showcasing our efforts & support
  - Create artwork for various community sponsorships
  - Assist with Ori-gen Giving projects program buildout (details TBD)
- Marketing
  - Research and write 2-3 blog pieces/website articles
  - Increase Social Media following on LinkedIn & Instagram
    - Initiate new campaigns & track data and analysis over 8-weeks
  - Log social media efforts & track data/analytics
  - Support on marketing/sales events (create graphics, help with webinar tech duties, track registrations, etc.)
  - Work with Director of Marketing & Communications on Monthly Newsletter
  - Support other agency-wide or client communications that arise
- Additional insurance-related projects that will contribute to the overall organization (i.e. research, data entry, etc.)

***Schedule:*** *Since the nature of community work often demands flexible work hours, please list the hours of operation and/or the hours of supervision your organization will provide (e.g. 8:30am-5pm, 10am-6:30pm), as well as any night or weekend events the intern may be asked to attend. Please be as specific as possible.*

***Response:***

Our standard office operating hours are 8:30AM – 5:00PM Monday through Friday. The intern will be provided supervision during those hours along with any potential weekend dates that coincide with community volunteer events/efforts that the organization will be participating in. These dates and times will depend on the Nikkei Games schedule for the months of July & August.

***Please list the resources your organization can provide for hosting an intern (e.g. desk, computer, phone, internet, parking):***

***Response:***

Desk, laptop, charger, internet in office, parking lot is free at office location

***Please describe your current in-office/remote work situation and what your expectation is for the intern (e.g., completely remote, mostly remote with a few in-office days etc.):***

***Response:***

Currently, our office is on a hybrid schedule with departments rotating during the week. However, to have the full corporate in-office experience, we will be asking the intern to come into the Cypress office location Monday – Thursday during operating hours to complete their work and meet with their supervisors or other departments for scheduled 1-On-1s.

***Intern Qualities Desired***

*Since each organization has different needs and expectations for their intern, please list any suggestions our intern selection committee should take into consideration when selecting the right intern for your organization. In other words, what intern qualities would best fit with your organization (e.g. type of personality, work style, experience level, major/career interests)?*

***Response:***

- Community-minded
- Friendly personality - not afraid to spark conversations with colleagues or respond to conversation
- Reliable – we can count on them to show up and do their work when asked
- Responsible – takes accountability for actions and work
- Trustworthy – we can trust them with delicate information or confidential files
- Detail-oriented
- Proactive
- Strong communication skills, both written and spoken
- Adaptable – things are always changing and they need to be open to going with the flow or adjusting when needed
- Innovative
- Ideal majors can include Communications, Marketing, Business, or Sociology but open to any
- Experience with the Japanese American community and/or other Asian, minority, and diverse communities a plus