

Webster Vienna Training Scholarship (WVTS): Project Proposal

Department: Library

Semester: Spring 2021 (from January 2021 to May 2021)

Estimated weekly workload in hours: 5 / 10 / 20

Program Level: Undergraduate/Graduate

Scholarship Amount: equivalent of the tuition of one 3-credit course

Project Title: Promotions and Events

Project Leader: Benjamin Fasching-Gray

Project Outputs:

Tasks/Project Outputs	Deadline	Percentage of Time Spent on Responsibilities (equaling 100%)
Prepare slides (for the screens), posters, and physical book displays – following Webster brand guidelines and intellectual property law Brainstorm topics Assist with book selection for displays	Continuous: new book display every 2 weeks, new slide on the weeks in between.	10%
Provide images for library announcements in Webster Bulletin	Weekly	10%
Complete a first draft of a marketing plan for the campus library	30 April	10%
Coordinating with SRC, SGA, Language Center and Counselling Center on Exam week programming cross-promotions	23 April	10%
Preparation of motivational posters and other decorations for the physical library in exam week	26 April through 7 May	10%
Provide front desk service including but not limited to processing loan transactions, resetting passwords, reserving group project rooms and answering the telephone.	Continuous	40%
Maintaining: shelf order in the collection, printer paper and toner, refilling staplers, as well as insuring a quiet studios atmosphere	Continuous	5%
Additional tasks as assigned	Continuous	5%

Qualifications needed to accomplish tasks and responsibilities:

- Familiarity with (or willingness to learn): Graphic design principles and Adobe CS
- Attention to detail, especially English grammar
- Creativity
- Media or Marketing major preferred
- Ability to collaborate with multiple stakeholders and respond effectively and gracefully to constructive criticism