

The Need For A 2025/2026 Community Engagement Intern

MEMO

To: Central Wasatch Commission Board
Chair: Jeff Silvestrini, Co-Chair: Erin Mendenhall, Treasurer and Secretary: Christopher F. Robinson, Monica Zoltanski, Bill Ciraco, Roger Bourke, Dan Knopp, Ellen Birrell, Carlton Christensen, Annalee Munsey, Amber Broadaway, Caroline Rodriguez

CC: Laura Briefer, Salt Lake City Public Utilities

From: Ben Kilbourne, Communications Director
Lindsey Nielsen, Executive Director
Sam Kilpack, Director of Operations

Subject: 2025/2026 Community Engagement Intern Memo

As the CWC works towards a new iteration of the CWNCRAs and tackles big projects such as the Mill Creek Canyon Feasibility Study update, a Community Engagement Intern is needed to take on some communications tasks. A large part of the Communications Director's (CD) job is now including:

- More press releases
- Advertising comment periods
- Responding to comment periods
- Creating reports on comment periods
- Creating strategies for increasing the CWC's reach
- Creating strategies for building the CWC's brand
- And more

In particular, the CD has created a new strategy for an omni-channel communications approach in preparation for a new iteration of the CWNCRAs as well as large future projects. In this model, singular podcast content capture events result in one blog, one primary podcast episode, one bonus episode, two reels, one static social media post, and one YouTube video. This focus on creating informative yet intimate content will tie listeners to the landscape they care so much about to unearth that special something that underpins all the work we do—the reason the Central Wasatch matters to people. The foundational slogan for this initiative is: “Your hub for finding belonging in the Central Wasatch.” The foundational tag for this initiative is: #wearethewasatch. This is a wide-reaching trust-building initiative.

Brand-building and trust-building are nearly synonymous in the kind of work the CWC does. By creating a more cohesive, relatable, and appealing brand, the CWC can strengthen and maintain public trust. This goes beyond increasing follower counts—it positions the CWC as a trustworthy and integral part of the community. However, this level of content production exceeds what the CD can produce alone. Some of these tasks could be delegated to an intern.

Based largely on the CD's brand-building initiative, and eventually a new CWNCR draft, a Community Engagement Intern would perform some percentage of the following tasks:

- Digital Communications: Facebook, YouTube, Spotify, Twitter, Instagram, TikTok, Mailchimp, and the CWC website.
- Create reels, videos, stories, and static social media posts.
- Create blogs around timely topics using SEO principles to drive traffic to the CWC's website.

The Community Engagement Intern would perform the vast majority of the following tasks:

- In-Person Outreach: ○ Under the direction of the Communications Director, organize, and execute outreach events.
- Represent the Central Wasatch Commission at community events in and around the Central Wasatch including but not limited to tabling days and trail-maintenance work days.
- Education Outreach: ○ Under the direction of the Communications Director, organize, and execute outreach events in schools to encourage the use of CWC's Central Wasatch Dashboard.