

Fieldwork Time Log

Student's Name: Emily Sullivan Fieldwork Project: Marketing Internship

Mentor's Name: Krista Hill Cummings

Date	Correspondence: Provide a record of each time you correspond with your mentor (phone & email) and the topic of your conversation.
9/15/16	I emailed Krista inquiring about the internship and introducing myself by explaining what I was looking to achieve throughout the Applied Learning Project. Krista replied later that day explaining that she was at a conference that day but would get back to me over the weekend with a more detailed response about the project.
9/18/16	Krista emailed me back laying out a foundation regarding the details of the project which gave me a deeper understanding of what exactly I would be doing as an intern for the MIDC. Krista also asked for my availability for meeting to discuss in person. I replied suggesting a possible date and we agreed to meet on the 27th.
10/4/16	I emailed Krista asking a question about the assignment I was given. I asked if she could send me a link to the photos we were allowed/supposed to use for the website so that there wouldn't be copyright issues.
10/13/ 16	Krista emailed me asking me to send the graphic images that I had completed. I responded by emailing the sources to her.
10/15/16	I emailed Mr. Krentzman and Krista to tell them that unfortunately I couldn't go to the first town meeting because I had a meeting with my tutor and they responded saying it was completely fine because schoolwork always comes first.
11/1/16	Because Krista went to Germany, we did not have access to contact for two weeks. But we were supposed to have a meeting on Wednesday, November 3rd, but due to our playoff soccer and field hockey schedules, we emailed Krista to reschedule this meeting.
11/2/16	Krista emailed Jen and I asking if we would be able to meet the 15th before the town hall meeting.
11/9/16	I emailed Krista asking which post, either a post about a 5k happening in Easton benefiting the Mansfield Food Pantry, or the Veteran's Day parade in downtown Mansfield, would be better to post on the Facebook site. Krista replied that both were great topics and I should feel free to post both!
11/15/16	Krista emailed Jen and I to say that she was looking forward to meeting with us that night at the town meeting. She also included a list of tasks that we would be working on for the next couple of weeks. These tasks included creating a Snapchat Geofilter and interviewing a small business.
11/28/16	I emailed Krista asking if the format and dialogue if my interview of MockingBird Music in Mansfield was correct. She replied saying yes and that she liked how I did the format in a Question/Answer way.
12/7/16	Bob Krentzman and Krista emailed about having a town meeting on December 20th. I replied that I would be able to attend.
12/19/16	A member on the IDC board emailed saying that he would be able to attend/reminding everyone the meeting was occurring.

1/11/17	Krista emailed me to give me my new tasks for the month. She wanted me to make a post about GATRA for the Facebook page. She also wanted me to change a couple of things on the website. I responded saying that I would get it done that weekend.
1/16/17	Bob Krentzman emailed asking us to reply if we would be at the town meeting on Tuesday, I replied that I would be attending.
1/17/17	Krista emailed us a model of what our tweets should look like when we are reaching out to businesses to come to Mansfield.
1/22/17	In order to make the Twitter account, I needed an email account besides my own so I emailed Krista to ask what email account I should use. She responded by telling me to use the IDC email account we have.
1/24/17	I emailed Krista to ask if she knew how to get the video footage of us at the town meetings since it was not posted on the Mansfield Cable Access website. She responded saying she did not know how to get it but that she would ask others for me.
1/25/17	Bob Krentzman told me that I would be able to go pick up the tapes the following week for my presentation.
2/6/17	Krista emailed us asking how the Twitter campaign was going. I responded by giving her the username and password and explaining how I was going to start tweeting and following other accounts the following week.
2/16/17	I emailed Bob and Krista letting them know that I would not be able to attend the town meeting on the 21st because I would be away skiing due to February vacation.
2/28/17	I emailed Krista asking if she had any new tasks for me.
3/4/17	Krista responded saying that we should : add more photos to the website, keep posting on Twitter, keep posting more on Facebook.
3/5/17	I emailed Krista asking if she could re-send me the email with all the images to use for the website. Krista replied with the forwarded email and also said "I also wanted to reach out just to say that if you need any help with your class projects do not hesitate to ask. I am happy to share resources/ideas/papers/etc. with you-whatever will help!"
3/6/17	I replied thanking her for reaching out and asked when the next meeting was. She replied saying the next meeting was March 28th.
3/12/17	I emailed Krista saying that I added pictures to all the tabs on the website and asking her to check it out and let me know if there was anything I should change. She replied saying the website looks great and I didn't need to modify anything.
3/27/17	I emailed the Commission asking one more time when the meeting was because it said different times on multiple meeting emails.

Date	Fieldwork with your Mentor: Provide a description of all work completed under the direct guidance of your mentor.	Number of Hours
9/27/16	Jen McCabe and I both met with Krista at the Dunkin Donuts in Mansfield. First, she interviewed us and asked us why we were interested in interning at the MIDC. Then, we went into more depth on the tasks that we would be completing and she showed us work that was done by previous interns. Finally, she assigned us three tasks to do before our next meeting including:	1.5

	posting once on facebook, making graphic pictures incorporating survey results and doing a marketing reading textbook to learn about the 4 E's of marketing. We also scheduled our next meeting.	
10/11/16	We had our second meeting with our mentor. First, we went to Flannel Cow Creamery to get an ice cream so we could later write a Facebook review post about the business. We then went to Dunkin Donuts and met for an hour to talk about upcoming tasks	1.5
11/15/16	Jen and I attended our first IDC Meeting at the Town Hall in Mansfield. Here, we met all the members of the committee and sat in on the meeting where we were able to voice our opinions and listen to the topics discussed. Specifically, we talked for about 15 minutes with Krista about our progress with the website and social media advances.	2
12/20/16	Jen and I attended our second IDC Meeting at the Town Hall in Mansfield. This time more members attended and the GATRA and SEED companies came to discuss their products with us and how they could help the businesses in the town of Mansfield. SEED talked about how they can help get businesses come to Mansfield and provide advice on loans and other finances for small businesses. GATRA talked about how we can expand the routes of the shuttles to include more business traffic. We also talked about a new aspect of our website where we can see all the businesses in the industrial complex and information and images about them. The committee hopes to enable this feature for the downtown businesses as well. Krista also told us we would take vacation off from doing any work and that we would revisit any further tasks when we returned from break.	2
1/17/17	I attended my third town meeting at the town hall in downtown Mansfield. We covered our usual course of action with how progress was being made in each department of our committee. We focused a lot of time on how we could try and fulfill the cafe lot at the Mansfield Airport. We came up with the plan that we would create a Twitter and try and reach out to businesses that way and that Jen and I would be responsible for creating and managing the Twitter account.	2
3/28/17	(There was no fieldwork with my mentor in February with my mentor because I was away skiing during February Vacation when the meeting took place and she said I didn't have to worry about making up the work) I attended the monthly town meeting. We covered our usual course of action that we do at every town meeting. At this meeting specifically though we talked about what Mr. Krentzman (the head of the commission) would be saying at his presentation to the Board of Selectmen. We went through a packet of information and talked about what he should highlight/focus on. Also at this meeting Representative Jay Barrows, Selectman Mr. Delvecchio and the manager of the XFINITY Center were present to listen in and contribute to our conversations.	2

Total Hours _____

Date	Independent Fieldwork: Provide a description of all fieldwork you complete independently.	Number of Hours
10/4/16	Spent time reading article about social media and marketing and the 4 E's of consumers. Also took notes.	0.5
10/6/16	Spent time creating graphic images to go along with information from the commission's survey. I did pictures of a cinema, bowling alley and bakery.	1
10/16 /16	Wrote a review about the Flannel Cow Creamery and posted my review on the facebook page.	0.5
10/30/16	Searched facebook for articles regarding Mansfield. I researched a little about the events happening locally for the next month. Finally, shared my weekly facebook post that prompted going to the Flint Farm corn maze.	0.5
11/9/16	I spent time searching for articles or events of things happening for around and on Veteran's Day. I found either a post about a 5k in Easton benefiting Mansfield Food Pantry or a Veteran's Day parade happening in downtown Mansfield. I posted about the Veteran's Day Parade on the "Why Mansfield? 02048" Facebook page.	0.5
11/21/16	I went to MockingBird Music to conduct an interview with the owner. I was supposed to ask a couple questions about what the business does and then take photos. We talked and I was given a tour of the business.	0.5
11/29/16	I wrote my write-up of the interview and included an array of photos of the small business. I posted it on the "Why Mansfield? 02048" Facebook page.	0.5
12/10/16	I searched for some holiday things occurring in and around Mansfield that could help our small downtown businesses or other efforts in town. I found an article from Wicked Local Mansfield that was titled "5 things to do in Mansfield this week" and shared the article to the "Why Mansfield? 02048" Facebook page.	0.5
12/19/16	I spent a lot of time constructing a couple of ideas for the Snapchat geofilter for Downtown Mansfield. I had to play around with a lot of different types of software and research the qualifications I had to abide by in order to submit a geofilter to the website. I ended up coming up with a lot of ideas and models but narrowed it down to one that I liked the most that I thought was the most unique.	1.5
1/16/17	I spent a good amount of time researching Gatra and coming up with a Facebook post that would concisely display the necessary information for residents. I included a picture and the link to the Gatra schedule.	0.5

2/2/17	I spent a lot of time creating the twitter and following other accounts. I had to come up with the biography, add a profile and a cover photo, follow a lot of accounts that pertain to Mansfield and start thinking about tweet ideas.	2
2/8/17	I posted on Facebook for our Facebook followers to follow us on our new Twitter account.	10 min
2/10/17	I retweeted a photo and link that explained what was happening in Mansfield this week from the Mansfield News account.	10 min
2/14/17	I looked for a link to retweet and found an article about the downtown business of Mansfield that I retweeted that came from the Sun Chronicle Mansfield account.	10 min
2/14/17	I tweeted at sweetgreen the following message: Hey @sweetgreen!! #MansfieldMa would love to have a new healthy option in town! Check us out: mansfieldma.com/wp-content/upl...   #local #business	20 min
2/17/17	I tweeted at Boloco the following message: Hey @boloco!! #MansfieldMA is looking for a new lunch spot in town! Check us out mansfieldma.com/wp-content/upl... We would love to have you!	10 min
3/8/17	I posted about events that would be taking place in March at the Mansfield Public Library.	15 min
3/12/17	I searched for images to post on the Why Mansfield 02048 website and put them on the website. It took a lot of time to find good quality images and format them correctly.	1
3/16/17	I posted about a Yelp review that ranked the 10 best pizza places in Mansfield and asked our followers if they agreed.	15 min
3/23/17	Shared Facebook post on the grand opening of Juice on Main to downtown Mansfield.	10 min

Total Hours _____