



## The President James K. Polk State Historic Site

### Spring 2018 Exhibit and Event Design Internship

The purpose of the President James K. Polk State Historic Site (President James K. Polk State Historic Site ) internship program is to provide interested students with first-hand public history experience to compliment corresponding coursework and career goals. During the internship, participants will develop their general public history skills, along with more specific skills relevant to their particular internship program.

Spring 2018 Exhibit and Event interns will have the opportunity to develop skills related to **exhibit design, historical research, event planning, visitors services and social media content production**. The Internship will be composed on two major components: an exhibit design project and event planning.

#### **EXHIBIT DESIGN (60%)**

The primary goal of the Spring 2018 Exhibit and Event Design Internship is to develop an exhibit that highlights the history of the President James K. Polk State Historic Site to mark its 50<sup>th</sup> anniversary. Interns will be provided with readings and examples that will familiarize them with the best practices of exhibit design, how to evaluate the success of an exhibit, and additional related materials. Interns will be expected to utilize this knowledge in the planning and design of their exhibit project.

#### **Project goals:**

1. Research the history of the site from initial efforts to obtain the land, through the grand-opening in 1968, and up to the present day.
2. Gather articles, photographs, documents, and artifacts relevant to the site's history for display in an exhibit.
3. Create a proposal for an exhibit that will use the research and objects collected to highlight the history of the President James K. Polk State Historic Site.
4. Go through a series of proposals and edits with the Historic Interpreter and Site Manager, resulting in a final plan for the exhibit.
5. Create the exhibit, solicit feedback from staff and volunteers, collect visitor surveys, and make an initial assessment of the success of the exhibit.

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*The President James K. Polk State Historic Site  
12031 Lancaster Highway, Pineville, NC 28134  
704-889-7145*

[www.nchistoricsites.org/polk/](http://www.nchistoricsites.org/polk/) / [www.jameskpolk.net](http://www.jameskpolk.net)



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### **EVENT PLANNING (20%)**

In addition to the temporary exhibit, interns will assist with planning special events to celebrate the site's 50<sup>th</sup> anniversary. This aspect of the internship may include assisting with pre-planned events, like our annual Birthday Event, or planning events of the intern's design. Event planning may include (but is not limited to): contacting vendors, recruiting volunteers, performers, vendors, or speakers, creating marketing material, distributing marketing materials, and producing planning documents.

### **VISITOR SERVICES (15%)**

At the President James K. Polk State Historic Site, Visitor Services makes up a large percentage of our daily operations. In fact, all of the services we provide—from tours to education programs and special events—exist to serve the museum visitor. Thus, it is important that interns are well versed in serving our visitors. Visitor services will include (but is not limited to): greeting guests and leading tours of the historic cabins. Interns will be provided with thorough training to prepare them to perform the required duties.

### **SOCIAL MEDIA MARKETING (5%)**

Social Media makes up a large part of the outreach at the President James K. Polk State Historic Site, as well as our "digital visitation." Social Media provides the site with a unique way to connect to audiences near and far, and serves as a very important communication and marketing tool.

Interns will be expected to contribute to the site's social media program by composing at least five Facebook posts over the course of the internship. Posts should relate to planned events at the site and to the 50<sup>th</sup> anniversary of the site.

**HOURS:** Interns are expected to complete a minimum of 120 hours during the Spring 2018 semester. The President James K. Polk State Historic Site is open to the public Tuesday-Saturday from 9:00 a.m.-5:00 p.m., so most hours are expected to be completed during business hours. Interns may work Mondays at the discretion of the Site Manager. Failure to adhere to agreed-upon schedule and hour requirements will result in dismissal.

**ADDITIONAL REQUIREMENTS:** The intern will be required to complete readings related to both exhibit design and event planning, and will be encouraged to discuss readings periodically with

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Historic Interpreter. The intern will be expected to complete a final reflection piece (minimum 500 words), as well as an internship evaluation, at the close of the internship experience. Lastly, interns are expected to keep a detailed and accurate record of their work hours.

**PREFERRED QUALIFICATIONS & SKILLS:** Interested applicants should be either be pursuing an undergraduate or graduate degree or have recently completed a degree at an accredited institution. Students are expected to have excellent communication, research, and writing skills. Preference will be given to students with previous experience or coursework focused on exhibit design, event planning, or museum services. Students should be detail-oriented, and organized, critical thinkers who value autonomy and enjoy working in a flexible, collaborative environment. Students should be personable, professional, and possess excellent public speaking skills, as well.

**SUPERVISION:** Interns will report directly to Kate Moore, Historic Interpreter II. The Site Manager, Scott Warren, will closely monitor all internship operations.

**HOW TO APPLY:** Interested students should email resume, cover letter, and three references with contact information to [kate.h.moore@ncdcr.gov](mailto:kate.h.moore@ncdcr.gov) by **December 20, 2017**. Cover letters should include an example of an exhibit or special event from another historic site that could be used as inspiration for the applicant's own projects.

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