

AMAZING THINGS AHEAD

THE OFA PROFESSIONAL FELLOWSHIP CHICAGO PRACTICUM GUIDE

THURSDAY, JULY 23

Submit Needs Assessment

FRIDAY, JULY 31

Evening Reception in Chicago

SATURDAY, AUGUST 1

Day One: Chicago Practicum

SUNDAY, AUGUST 2

Day Two: Chicago Practicum



LET'S GET STARTED

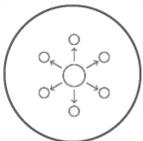
WELCOME TO CHICAGO

The Chicago Practicum is a unique opportunity for you to experience the role of a professional digital content producer through an exciting and dynamic simulation of real-world scenarios. As part of the Chicago Practicum, you will have access to expert digital and grassroots organizers who will provide hands-on coaching and live feedback on the strength and effectiveness of your social media and email content production.

The Chicago Practicum will help you do three key things:



Know the step-by-step process a digital team uses to create, develop, review, and implement a digital campaign



Be able to work on a team of digital content producers to produce strategic and relevant content for social media and email platforms

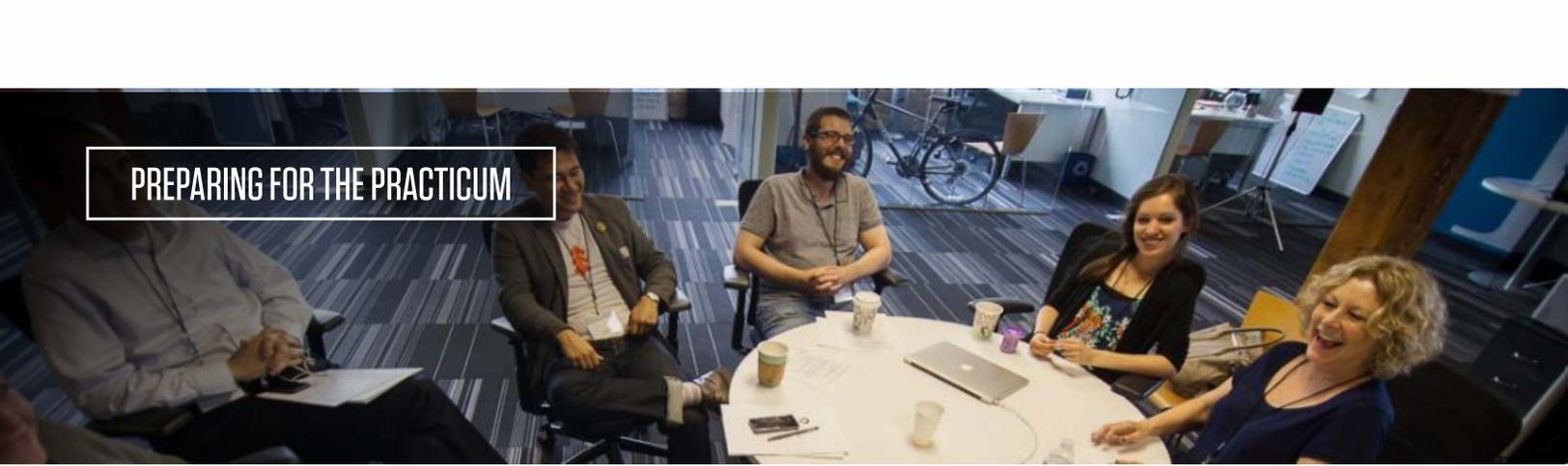


Feel confident using your experience as an OFA Digital Professional Fellow to pursue your new short- and long-term professional goals

Update us on your travel plans, tell us about your dietary restrictions, and share what you hope to learn at the Practicum. **Complete your Chicago Practicum Needs Assessment Form by Thursday, July 23rd.**

[ACCESS FORM](#)

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PREPARING FOR THE PRACTICUM

On Saturday you will participate in a day-long simulation. As part of the simulation, you will work as a Digital Content Producer at a fictional non-profit, Climate STRONG. To prepare for your role at the organization, read more about Climate STRONG and your position.

ABOUT CLIMATE STRONG

Climate STRONG staff is expected to arrive in the office between 9:00 AM and 9:15 AM. Your Digital Director will lead your usual morning meeting beginning promptly at 9:15 AM. As part of the meeting, your Digital Director will provide guidance for the work you and your team will complete throughout the day.

You must be prepared to work with a team of Digital Content Producers to envision, produce, and deliver a digital campaign in a period of three hours. Your deliverables include: social media strategy, social media content, email campaign strategy, email content, sign-on pages, auto-responders, and copy for graphics.

While members of the OFA digital team will offer feedback and suggestions and peer review your work, they will not revisit the training material already covered in class. Therefore, we recommend you review all the training materials available to you on the Bookshelf prior to the Practicum. Doing so will prepare you for your training experience in Chicago.

ACCESS BOOKSHELF

On Sunday, you will participate in a two-hour resume and cover letter workshop. Please bring the most updated copy of your resume and cover letters to review and edit.

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CHICAGO PRACTICUM | AGENDA

Saturday, August 1st | 9:00 AM – 5:30 PM

9:00 – 9:15	Climate STRONG Staff Arrival
9:15 – 9:45	Digital Staff Morning Meeting
9:45 – 10:30	Staff Braintrust Meeting
10:30 – 1:00	Digital Content Development
1:00 – 2:00	Lunch
2:00 – 2:45	Group Peer Review: Part 1
2:45 – 3:00	Break
3:00 – 3:45	Group Peer Review: Part 2
3:45 – 4:00	Break
4:00 – 5:00	Group Digital Production
5:00 – 5:30	End of the Day Debrief

Sunday, August 2nd | 9:00 AM – 2:00 PM

9:00 – 10:15	Program Debrief
10:15 – 10:30	Break
10:30 – 12:30	Resume and Cover Letter Writing
12:30 – 1:30	Lunch
1:00 – 1:30	Program Exit Interviews
1:30 – 2:00	Closing





PREPARING FOR TRAINING

WHAT TO BRING

- Personal computer to produce and edit work
- Computer charger
- Cell phone with access to email alerts
- Cell phone charger
- Whatever you need to concentrate and knock out work on a tight deadline
- Something to take notes with and on
- A sweater (our office gets cold)
- Water bottle

RULES TO LIVE BY AT THE PRACTICUM

Keep asking yourself: How will the Practicum help me accomplish my future professional goals? This is your training – make it count. This is a unique opportunity to pick up top-notch skills, and make invaluable personal and professional connections.

Love being a nerd: You will learn a lot during our time together. Take every opportunity to learn not just how we do things, but why (as well as why we DON'T do things a different way).

In Chicago, you continue to represent the President – be professional: OFA represents the voice of President Barack Obama. As an OFA Fellow, you are expected to behave professionally. Be respectful of other people and the program.

Have fun! Most importantly, have fun! You will spend two days learning from some of the best digital organizers and strategists in the business. Give them your best and enjoy yourself in the process.

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TRAVEL LOGISTICS

DATES AND TIMES

Friday, July 31st | 5:30 to 7:30 PM
Evening Reception

Saturday, August 1st | 9:00 AM – 5:30 PM
First Day: Chicago Practicum

Sunday, August 2nd | 9:00 AM – 2:00 PM
Second Day and Program Closing

TRAINING/RECEPTION LOCATION

**1130 W. Monroe St,
Chicago, IL 60661, 1st Floor**
[[Google Maps Directions](#)]

FOR TRAVEL SCHOLARSHIP RECIPIENTS

To check into your flight online or check your flight status, please go directly to your airline's web site. You will need your confirmation number, which you can find in the email itinerary you received from the training team.

If your flight is delayed, canceled, or you miss it, please do not call us or Egencia. Simply go to the airline ticket counter at the airport. The airline should put you on the next flight free of charge. After you receive help from the airline, please email Aquiles Damiron-Alcantara to let us know of your updated arrival time.

CHICAGO ACCOMMODATIONS

The following are accommodation suggestions that are affordable, close to the training site, and easily accessible by public transportation.

Chicago Parthenon Hostel | 1 Mile from Training Location
[[Google Maps directions to training site](#)]

Hostelling International | 1.9 Miles from Training Location
[[Google Maps directions to training site](#)]

House of Two Urns Bed and Breakfast | 2.4 Miles from Training Location
[[Google Maps directions to training site](#)]

Crowne Plaza Chicago Metro Downtown | 0.6 Miles from Training Location
[[Google Maps directions to training site](#)]

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GETTING AROUND CHICAGO

GETTING FROM THE AIRPORT TO THE TRAINING LOCATION

The “L” is the easiest way into and around Chicago. If you are flying into Midway, you can use the Orange line to travel to the city. If you are flying into O’Hare, you can use the Blue line to travel to the city. For more information visit, www.TransitChicago.com/Airports/

RIDING THE “L”



Enter the station and pay the fare.

When you enter a train station, you can pay your fare at the turnstile or gate. Simply touch your Ventra Card, Ventra Ticket or contactless bankcard to the reader on the top of every turnstile.

Every station has Ventra vending machines if you need to buy or load fare.



Make your way to the boarding area.

Stations have maps and signs to help you find your way. Follow signs to the boarding area for your train. Once at the platform, wait near the signs that indicate where trains stop.



Board.

When the train arrives, note the train’s route and destination. For example, a blue line train to O’Hare will say “O’Hare” on a blue background on the front and inside the center, side window.



SEE YOU **SOON**

Remember to submit your Needs Assessment Form by **Thursday, July 23rd**

[ACCESS FORM](#)

