



# The Hub

## Fall 2015 Internship Requirements and Responsibilities

*The Hub Student Lounge*  
130 University Drive  
Dunmore, PA 18512  
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Hub Coordinator: Nick Forrester

# THE HUB

The purpose of *The Hub* is to encourage local college students as they navigate through their time at school.

## How we do that?

By establishing a coffee shop where students can hang out, relax, study, or stop in and grab a coffee for the road.

## Core Values

- To encourage college students
- To provide a warm/welcoming coffee-shop environment where students can study, relax, hang out, etc.
- To do whatever possible to ensure that student's time during college is as profitable as possible
- To be available to help students navigate through the hard trials in life
- To provide quality drinks at a very affordable price

## Objectives

- Creating a coffee shop atmosphere
- Serve quality yet inexpensive drinks for the convenience of the students
- Plan events and activities for college students
- To be a resource to PSU, their clubs and their students
- Be a place where students can study, hang out, meet with friends or simply relax

## Brief History

*The Hub Student Lounge* was established and set up in 2010. *The Hub* was established to be a place where students can study and relax during the day or in between classes. The vision of *The Hub* is to make enough money to cover the expenses, but seeks to be a blessing and to encourage the local college students. In addition, *The Hub* plans occasional events for college students to come out and enjoy. The goal of the events is to give students a break in between all the craziness of school and to meet other local college students from the community.

## Fall 2015 Hub Internship

Looking for: 2-3 students, male or female

This internship is perfect for someone who:

- Loves working with and encouraging fellow students
- Is outgoing
- Is creative and full of ideas
- Is looking to experience what it looks like to run and maintain a coffee shop
- Wants more experience with marketing/advertising/growing a business
- Is looking for a place with the freedom to try new ideas
- Really enjoys marketing and getting experience with marketing

Purpose

To help create a more effective business model ,as well as developing a marketing strategy for *The Hub Student Lounge*.

Objectives

- To help to run the coffee shop throughout the week
- To learn how to make specialty coffee drinks
- To participate in *The Hub* organized events/activities
- To assist the Hub Coordinator in any way possible
- To document sales, expenses and income.
- To make students more aware of *The Hub*

Goals

1. Achieve an average of 5 student customers daily
2. Plan and organize 2-3 *Hub* events for college students per semester
3. Develop a more effective marketing/advertising strategy
4. Build a stronger relationship with Penn State staff and faculty
5. Learn how to run and maintain a coffee shop
6. Find a way to have low cost snacks available
7. Find ways to get on-campus clubs, groups, etc. to be using the Hub
8. Find ways to trim the expenses while keeping the quality

Intern Qualifications:

- Outgoing/sociable
- Willing to take constructive criticism
- Creative
- Friendly/caring
- A self-starter
- Easy to work with
- Open-minded
- Responsible

### Internship Course Requirements

- Meet with the Hub Coordinator at least once a week
- Keep a weekly journal
- Develop a Hub business model and marketing strategy that can be used as a base for future development
- Submit a 3-page paper at the end of the semester about what you learned, what could be improved, what can be applied for the future, etc.

Any interns must comply with Penn State Internship guidelines, as well as any guidelines set by the Hub and Hub Coordinator.

And to above all...have an **ENJOYABLE** time!! 😊