

GreatSchools, Inc. (Editorial) San Francisco, CA

1 Please describe your organization briefly, including mission statement, activities, size, etc.

About Us and Our Mission:

GreatSchools Inc., and its online media property, GreatSchools.net, is the nation's premier provider of K-12 school information. **Our mission is to improve K-12 education by inspiring parents to get involved.** Information and tools on GreatSchools.net help parents choose the best school for their children, support their children's education and improve schools in their communities. We are an independent, national nonprofit organization made possible by the generous support of foundations and corporations, including the Bill and Melinda Gates Foundation, the Pisces Foundation, the William and Flora Hewlett Foundation, Sylvan Learning Systems and more.

Our organization's dedicated and talented team of 35 (and growing) is headquartered in downtown San Francisco. Our online guide to K-12 schools will serve over 30 million users this year and is accessed at www.greatschools.net and through co-branded partnerships with a growing list of major media properties, including Yahoo!, AOL, MSN, Family.com, LATimes.com and SFGate.com.

GreatSchools.net offers comprehensive school profiles, powerful school search and compare tools, and a wide range of advice to help parents navigate the challenges of K-12 education. Unique features include:

- **Parent ratings and reviews**, that help parents get "beyond the numbers" to understand what parents think about the quality of teachers, leadership, extracurricular activities, etc.
- **Research and Compare Schools feature**, which allows parents to easily compare school performance, teacher qualifications and other data.
- **Help for Parents**, which provides trustworthy advice on topics ranging from communicating with teachers to understanding the special education system.
- **Free email newsletters**, including *Parent Advisor and My Nth Grader*, monthly tips to navigate the school year; grade-level guides for parents of K-5 children; *Middle School Matters* and *Countdown to College*, for parents of middle and high school students who are seeking expert advice focused on academics, behavior issues, financial planning and college preparation.
- **GreatSchools.net Ratings**, which provide insight into the meaning behind the numbers. For example, the GreatSchools Test Score Rating provides more insight into the quality of instruction at a school than raw test score numbers themselves. See top-rated schools within a geographic area and see how public schools rate according to test scores, attendance, teacher-student ratio and more.

2 Describe **in detail** the work or project an intern will do, **please be as specific as possible**.

Job description: This summer intern will work closely with the **GreatSchools Editorial Team**. The editorial team creates and maintains the editorial content for the Web site. This includes articles with useful information to help parents choose schools and guide their child's education, and email newsletters highlighting information about their school's data, curriculum for their child's grade level and seasonal topics.

Intern job description:

- Update articles about state testing and school transfer policies
- Update key facts and resources about states
- Write articles/content for the Web site and for our email newsletters
- Html coding of articles for posting on our Web site

3 Describe any particular skills, background, or qualities you are seeking in an intern

Skills required:

- Knowledge of Excel and Word
- Basic knowledge of HTML
- Excellent verbal and written communication skills
- Good research skills both using the Web and doing phone interviews as well as contacting state dept of ed officials (that requires good perserverance!)
- Interest in k-12 education and education policy
- Highly organized and detail-oriented
- Independent self-starter and productive team member
- Positive work ethic and sense of humor

X Start and end dates for the internship are flexible.

The expected working schedule for this internship:

Begin **9:00 a.m.** End **5:30 p.m.**

Lunch break: **30 minutes**