

WEST SIDE INSTITUTE FOR SCIENCE & EDUCATION

Community Outreach Fellow

About Westside Institute for Science and Education:

West Side Institute for Science and Education (WISE) is a non-for-profit research corporation established as a flexible funding mechanism to facilitate the conduct of VA-approved medical research and education at the Jesse Brown VA Medical Center [JBVAMC]. Veterans benefit directly and indirectly from the high quality care by investigators, improved VA retention rates, access to the latest drugs and the extra care that goes along with participation in clinical research and the resulting patient outcomes.

JBVAMC has a large funded research and development program, including studies in gastroenterology, hypertension, heart diseases, chronic lung disease, diabetes, and the design and development of prosthetic devices, all of which enhances the ability to provide state-of-the-art medical techniques and treatments to veteran patients. Other major areas of research include oncology, neuro-immunology, molecular medicine, endocrinology, and infectious diseases.

Project Scope:

WISE is at a pivotal point in our trajectory. Of the 82 sites doing similar work around the country, we are at the forefront of the standardization and guideline development process for medical research supported by the VA at universities nation-wide. The New Sector Fellow this summer would be part of this formative and exciting trajectory with long-term impact potential for veterans in Illinois and across the United States. In particular, the Summer Fellow will work alongside WISE Executive Director to develop marketing, events, and advocacy materials for a wide variety of potential clients and stakeholders.

Responsibilities:

The Summer Fellow will be responsible for community outreach and engagement with the aim of enhancing our communications materials and laying the groundwork for community partnership development on issues of primary concern to veterans. Specifically, the Fellow will focus on the following key tasks over the summer:

Community Engagement (40%)

- Develop an advocacy calendar for events and community outreach for veterans and military families
- Shadow and eventually take the lead on stakeholder meetings on key veterans-related issues, to include: Female Veterans; Children and Families of Veterans; Cancer Screening; Mental Health; Recreation Therapy; or Integrative Medicine modalities

Communications (60%)

- Update the WISE corporate website to reflect new and developing projects, partnerships, and research
- Develop bite-size spotlight feature and thought leadership pieces on veterans' research and prominent clients including MDs and PhDs
- Contribute to the WISE signature event design in partnership with the Executive Director
- Enhance marketing collateral and strategy for business-to-business engagement as a 501c3 working from inside the VA

Deliverables:

- 1) Sample advocacy calendar for 2018, transferable advocacy projection for 2019
- 2) Updated website, marketing, and event-planning materials targeting multiple audiences and key stakeholder groups
- 3) 3-5 spotlight or thought leadership pieces ready for distribution or publication

**Should time and Fellow enthusiasm allow, the Summer Fellow may also be engaged in event coordination as a capstone project for the summer

Qualifications:

- Team player, ready to jump in where needed in a fast-paced start-up environment
- Enthusiasm for research, science, and policy related to veterans
- Familiarity with the natural sciences to appropriately engage with MDs and PhDs conducting technical research
- Self-motivated and driven by the long-term implications of day-to-day tasks
- Prior website development, marketing, or event experience
- Personable and professional with a wide variety of stakeholders