Describe the internship assignment:

Think Local First – County of Santa Cruz is a network of locally owned and independent businesses, community organizations, and community members joining together to promote and sustain economic vitality while preserving the unique character of Santa Cruz County.

The projects of our interns range from environmental questions (comparison of sustainable business practices between locally owned and corporate businesses), social issues (effect of a locally owned business community on community life and political participation vs. a “corporate community”), to economic issues (study various “leaks” where money leaves the community; research proposals on how to “plug” them).

Furthermore, our interns have conducted various consumer and business surveys to find out consumer behavior and motivations with regard to locally owned and corporate businesses. During the last few terms, UCSC interns assisted our social media coordinator with projects related to business exposure on Facebook.

Since the field of potential research areas is quite wide, the actual projects can be tailored to the individual interests and capacities of the intern.

Prerequisites:

- Interns should be able to perform self guided research. A weekly check-in with the respective committee members of TLF will be required.
- Since we have a wide array of project possibilities, we can adapt to the individual student’s strengths and weaknesses.