SpArc Philadelphia - Bergen

**Address:**
2350 West Westmoreland Street, Philadelphia, PA 19140

**Supervisor:**
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**Transportation:**
Approximately 25-30 minutes by car

**Description of the Agency:**
SpArc Philadelphia is the parent company of a family of organizations which includes The Arc of Philadelphia and SpArc Services. Together, these organizations provide services to individuals with disabilities and help them to achieve independence through choice, self-determination, inclusion, and community connections. One of the primary goals of the organization is to expose program participants, people with a wide range of intellectual and developmental disabilities, to their community. We do this in a number of ways, by offering more community-integrated services including employment, community support, and opportunities for community connections. Our service delivery is mainly through advocacy, education, cultural experiences, and employment with the goal of helping participants live with maximum satisfaction and the highest level of independence. We have served the community for more than 65 years and are continually searching for new ways to improve and enhance our services.

**Project Description:**
**Development of Annual Social Media Plan** - SpArc Philadelphia is seeking assistance in growing and maximizing its online presence, especially through the use of social media and its main website. Specifically, we are looking to better utilize all major social media channels to identify and capitalize on key dates and events. The social media plan should also include strategies to bolster the organization’s presence and to gain new followers. As part of this effort, the organization is hoping to create original content based on the stories and experiences of the more than 450 individuals served onsite each day. The content will be used throughout social media outlets as key content pieces. Currently SpArc Philadelphia has Facebook, Twitter, YouTube, and Pinterest accounts, all currently managed in-house by the marketing and development team. The organization’s website (SpArcPhilly.org) is also managed by the small but mighty team.
Improve Decision-Making Through Analytics – Use metrics available through each communications channel (FB, website, Twitter, etc.) to drive decision-making to improve the effectiveness of each channel. The organization would like to better understand data already available and to use the data to drive decisions for online communications. Students would help SpArc develop and document a data-analysis plan to help optimize online presence. This plan would help SpArc better understand who its online customer is and how to increase the organization’s reach via social media. Currently, SpArc’s Facebook page has just over 650 ‘likes’ and nearly 520 Twitter followers. SpArc’s website numbers between 9-90 visitors per day. SpArc would like to understand what events drive those visitors up and how to sustain that higher level of interest.

A very important part of this effort will be to have students better understand the needs of people with disabilities through exposure to this population. Students will hopefully leave this project with a sense of what the main challenges are for this community, the goals, the triumphs, as well as the understanding of services provided and service gaps in the industry.

Orientation and Requirements: An orientation brief orientation will be offered at the beginning of the school year. SJU and SPARC policies require 4 clearances to volunteer at this placement: Criminal Background, Child Abuse History, FBI Fingerprinting and Minors on Campus Training Video. More information on how to complete these clearances is available at www.sju.edu/servicelearningstudents and at Placement Awareness Training.