
MINNESOTA YOUTH SUCCESS STORY

WSA 2 – Rural Minnesota CEP

Marissa

Marissa is focused on a communications degree with an emphasis in public relations. In the spring of 2013, she talked about her interest in public relations and possible work experience opportunities. To give her exposure to that career area, a new work site was developed at the Minnesota Lakes Maritime Museum. The Director wanted help to develop new ideas for events and marketing. Marissa was a



member of the office team and she also worked in the Visitor Center, welcoming customers, selling tickets, answering questions about the Museum. The Museum hosted several fund-raising events and Marissa assisted with the planning of the events and advertising via the newspaper, radio, web site, and emails to members of the Museum. Marissa learned to communicate effectively with everyone who entered the museum. Marissa became very proficient in the office with Excel and Word applications on the computer. When asked what she learned, she replied “time management.” It’s a very busy place and she had to prioritize tasks and meet deadlines for projects. She was able to practice her writing skills and demonstrate that she is very responsible, motivated and flexible to meet the needs of others. This experience solidified her decision of majoring in communications in college.

Marissa left the Minnesota Lakes Maritime Museum with an excellent evaluation of her work performance and a plea to return next summer.