



The Spotlight

Collaborative Business Services e-Newsletter

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Susquehanna University Interns Connect the Campus with Business Community ~*Stahl Sheaffer Engineering*

Susquehanna University and the Selinsgrove Area Chamber of Commerce have collaborated to create the Selinsgrove Area Chamber of Commerce Intern Program, which provides Susquehanna University students with valuable marketing and business development experience. The program enables the Selinsgrove Chamber to boost engagement with local businesses – a model for “win-win” partnerships between universities, chambers, and businesses.

Susquehanna University interns gain experience across a variety of digital media platforms while supporting business growth, community prosperity, and civic and cultural programs in the Selinsgrove area. The Chamber benefits from the efforts of interns working as a team to help advance the mission of the Chamber and promote Chamber events. Currently, a team of five interns are updating the new Selinsgrove Area Chamber website, which will include features such as a best business practices and ideas blog as well as a landing page for each member business. Content management and website updates will be administered by the Susquehanna intern team, supervised by Chamber board members. In addition to the site, the interns also manage the Chamber’s social media, which encourages the relationship between Selinsgrove and the University. Through this effort, the interns provide a student perspective on ways to enhance this “town/gown” relationship.

The Selinsgrove Area Chamber of Commerce Intern Program started in November 2016 and has been growing successfully since then. ***AICUP Corporate Affiliate Stahl Sheaffer Engineering*** facilitated this collaboration as part of its involvement with the Chamber of Commerce. The Chamber holds its monthly board meetings in Stahl Sheaffer’s Selinsgrove office, which Susquehanna University interns are invited to attend. Stahl Sheaffer also hires interns regularly throughout the firm’s Pennsylvania offices from numerous AICUP member institutions, such as Bucknell University, Geneva College, Thiel College and Saint Vincent College.

Learn more about [Stahl Sheaffer Engineering](#) on the AICUP website