

Service Learning Digital Artifact

My Service Learning Experience with BalletRox

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Service Learning Blogpost BalletRox

This semester my service learning partner was BalletRox. BalletRox empowers Boston youth through dance, providing opportunities for mastery and performance. In working alongside executive director, Ellice Patterson, I became more aware of the vitalness of the work BalletRox does. By understanding the dire need for all kids to have the opportunity to find refuge and a space to express themselves, BalletRox sets out to break down the barriers for youth in Boston neighborhoods to find a home at their dance studio. Inclusivity and equitability are integral practices that BalletRox commits itself to and in order to make this possible for all the youth they serve the nonprofit turns to the community for support.

As a service learning intern during my first semester at Northeastern I had the opportunity to expand my knowledge of nonprofit organizing and the importance of contributing and connecting to the Boston community that I am now living in and serving. I was tasked with managing and creating social media content catered to different platforms such as Instagram, Facebook, and the BalletRox website. My experience involved me using various techniques and platforms to create content and social media posts that would appeal to the audiences that BalletRox are striving to engage. In addition to creating digitally attractive social media content, my team I worked with spent the majority of the semester completing administrative tasks that allowed me to better my familiarity with Excel and Google Sheets. For the first few weeks of service learning this entailed organizing up to 4000+ duplicate donor addresses and names in the EveryAction nonprofit organizing platform to make it easier for BalletRox to send out their annual report for 2020 to funders. The latter half of the term, my service learning involved me brainstorming ideas for Giving Tuesday and the ways in which my fellow internship team and I would work together to create a marketing strategy for BalletRox Giving Tuesday that would allow for an optimal amount of donations

I have always had a passion and love for graphic design work, as well as community activism and outreach. In having this opportunity I was able to expand my knowledge in both areas all while getting real life experience of what it is like to work for a nonprofit organization. My entire life I keenly believed that nonprofits were a necessary component in enacting real social change. In having the opportunity to work with BalletRox as my service learning partner this semester I learned so much about nonprofit work and how important they are to communities. BalletRox gave me the opportunity to learn about the multitude of factors that are involved in running a successful nonprofit that truly benefits the community it serves. By understanding the imperativeness of creating accessible and inclusive spaces for children to feed their inner and outer creativity, I gained a sense of how impactful nonprofits can be in enriching the lives of youth through movement.

