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Avery's time at National Geographic Learning

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 NATIONAL
GEOGRAPHIC
LEARNING

What was your position and the organization you worked for on co-op?

-I worked for National Geographic Learning, the textbook publishing portion of National Geographic, and was the Marketing and Communications intern

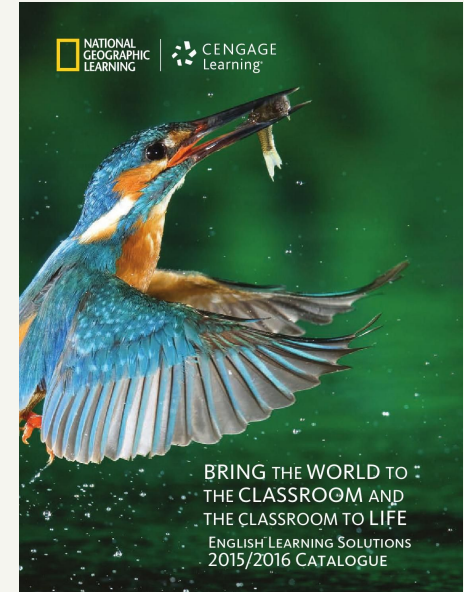


Did the NUworks description explain it well?

For the most part yes, however there were definitely more administrative skills that I used than was advertised.

Was your job paid or unpaid?

It was paid! \$17/h, so I was taking home a little more than \$1,000 every 2 weeks with tax cuts. It would not have been worth doing if it was unpaid.



How did you spend the majority of your time in co-op? Doing what? *With whom?*



I spent the majority of my time working with 3 supervisors and doing tasks for them. It was mostly product support and working in Excel, as well as creating social media posts.



How did you feel about this? Were you treated like an integral part of the team?

After I got used to it, it definitely got a bit boring over time, and I didn't feel like my creative needs were being met. I was absolutely respected and treated as an integral part of the team. Everyone made sure to show me gratitude and thank me for my time, I just didn't exactly love what I was doing.



Did your duties evolve and grow as you spent more time there?

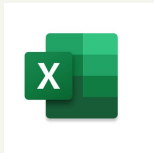
Yes, by the end I had been given a couple of my own projects to lead and organize. I was also relied on more heavily for things that I had learned to do and gotten better at doing.

What did I hope to learn on this co-op?



Office Skills

01. Adobe suite, excel
02. Build multitasking skills and learn more about how I work most efficiently
03. Become familiar with more professional programs



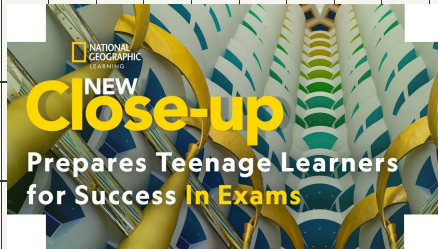
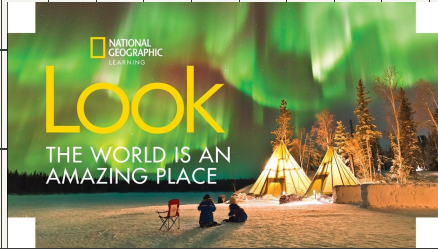
Communication

01. Learn how to communicate in a professional, business setting, especially with people outside of my immediate circle
02. How to navigate communication in a mostly remote setting



Overall experience, "how things actually work"

01. In a general sense, learning about the behind the scenes of the publishing industry, how people work together and make things happen
02. Gain a better sense of what I want to do after I graduate
03. Anything to do with the global aspect of the position



How was the preparation (resumes, etc) and interviewing process (before this co-op) for you?

- Preparation for this co-op was really stressful for me. It actually took me two semesters to even land a co-op at all, and in the environment that Northeastern creates where co-op is “everything,” that was really discouraging. I had all the resources I could have to prepare my resume and interviews, and amazing support from Lisa, I think it just came down to the timing and the pandemic.
- From previous experiences and interviews, I do believe I learned to be better at interviewing, and how to say what the interviewer wants to hear, while still being honest and true to myself.
- For students who are preparing for their first co-op, I would say be patient, and try not to put too much weight on if you get one or not, if you keep trying, you’ll get the one you were meant too soon enough.

What did you learn about your work/learning style?



I definitely prefer in person to remote; I think a hybrid would be ideal for me in the future.

Did you learn types of managerial styles (and organizational structures) that you prefer?

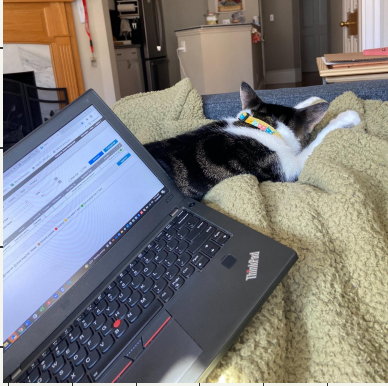
- I like working in a small team, but also having a larger group of people outside of that as a support system and larger collaboration. I also liked having structured “check-in time” or weekly meetings, but then having enough independence to work and learn on my own.



Did you learn how to better organize your time, ask for more direction, manage multiple projects, report to more than one supervisor?



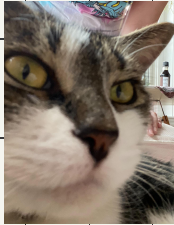
- I definitely learned how to better organize my time, prioritizing projects and tasks based on deadlines and how long it would take me to complete them, this came into play a lot when I would be given multiple projects at once.
- Asking for more direction is also something I improved upon at NGL, at times it was more difficult due to the remote aspect, but there were a lot of things I was unfamiliar with that I needed to ask for help with.
- I worked with a couple different supervisors (mainly Kristin, Beth, and Emily) for different tasks or projects so I got used to reporting to different people for different things.



Kiki keeping
me
company
while
remote



In the office 😊



Given the unprecedented nature of covid-19, Describe the most meaningful personal and professional learning experiences during your co-op term: what you learned, how you learned it, why was it impactful to your college experience, and how it may influence future plans.

- One thing that I found really meaningful was being able to be in the office and compare how that was with being primarily remote. I found the experience of meeting people in person, and learning about office life/culture invaluable (including which office tea is the best).
- Another thing that I was able to learn about COVID-19 in the educational publishing sphere was how much online adaptation and innovation there is already and in development, including. Online is here to stay, pandemic or not.
- Recently, I've been trying to reimagine my future career or educational path in the context of remote work, which has been hard, as I definitely prefer in person.

Please describe a job, task, activity that you did during co-op *that you had never done before.*

-The largest project I was given to put together was organizing the database of speakers/presenters for webinars and other events in excel and SharePoint. I was responsible for organizing/acquiring all of the necessary headshots and biodata for each speaker, and creating a master list spreadsheet, all while keeping track on Workfront.



How did you feel about doing it? How did you learn how to do it?

It was daunting at first, but as I got a bit further in I was able to prioritize and map out which things to do first, such as reach out to people about information so I could continue the project while waiting. I learned to organize everything by already having worked in Excel during my time here, and with instruction from Beth and Emily.



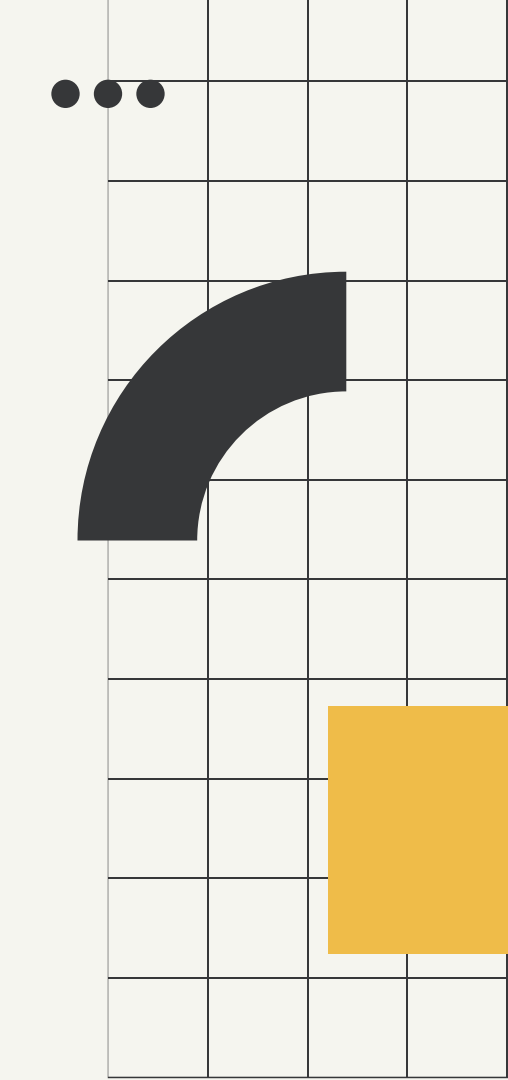
Who supported you, if anyone, during that activity, job, task? In what way(s)?

Beth helped me a lot with this project. She provided the basic information and framework I would need in order to handle the project mostly by myself, and learn what it means to be in charge of a professional project.



How successful were you in doing it?

Very successful! I was able to get everything organized and in place by the end of my time here, with feedback and suggestions from Emily and Beth along the way.



GLOBALIZATION: In what ways did your co-op experience help you to better understand or notice the social, political, cultural and/or economic changes brought about by the forces of globalization?

So often, academic Anthropology can fall into the trap of looking at globalization in a mostly negative light.

In this position, however, globalization, with a main focus on the increasingly global use of and demand to learn the English language, was seen as a more positive occurrence. A force of connection and opportunity as opposed to loss or exploitation.

The National Geographic Learning global marketing team is extremely connected to the happenings of the world, and works directly with clients and partners across the globe on the daily.

Globalization(cont..)

1

Webinars

One of the most direct ways I was able to see how NGL engages with the world is through Webinars, and the direct comments and feedback coming from people all over the globe. Through the common goal of education, English learning, and developing global citizens, people are able to receive lessons and information they wouldn't otherwise have.

2

Morale

The positive and connective atmosphere this job has definitely gave me an optimistic outlook on things, and boosted my motivation. It's important to me that the place I spend most of my time in is having a positive impact on the world around it.



Did this co-op help you decide what you want to do next (in terms of career or work)?



Yes!

It did give me some direction for moving forward(yay!).



Another co-op?

I found this experience to be very eye-opening and invaluable, especially before I embark on a "career path" after I graduate, so I would love to be able to do another one elsewhere and in a different position for more experience



Maybe in an editorial position? Even though I enjoyed and value my time here, I still want to explore a more editorial role.



**After that, who knows!
My future is still very much up in the air, but I do know that everything I learned at NGL has been very applicable, and will serve me well in the years to come.**



Thank you!

