



Conservation Communication Co.

SMP Project Proposal

State of the Region Report: Revision Initiative for South Mountain
Partnership

Supervisor:

Dr. Carla Kungl

Submitted by:

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Emily Brewer

John Devlin

Katelyn Mader

Shippensburg University

Shippensburg, Pennsylvania, 17257

Executive Summary

Our team intends to work closely with South Mountain Partnership, based in south-central Pennsylvania, to meet the stated needs for their State of the Region Report and webpage. This proposal is comprised of five parts: an introduction to the project being proposed, background information that you should know before we begin, a description of finalized products/deliverables and how we plan to carry out this project, a group work schedule outlining our process and timeline, and finally, the qualifications of our group members and why we are the best fit for this project. This proposal closes with an Appendix that provides the team's Gantt Chart Work Schedule, alongside a chronologically listed schedule for clarity. Following the Appendix is a List of Resources our team used throughout the project period to complete research and further our potential progress.

Furthermore, SMP has asked our team to revise and rework their prioritized Action Plan. This proposal will provide a detailed description of our group members' specified skills and what they will each be working on throughout the attached timeline. More specifically, all four members of Conservation Communication Co. will zero in on revising Chapters 5 & 6 of SMP's State of the Region Report. Additionally, we will split into pairs and provide two distinct Executive Summaries for these two chapters. This revision and addition to the report will heighten each chapter's readability and overall functionality. Our timeline presents work already completed over the last two months in projection of this project, along with predicted work over the duration of the next month. These deliverables will be beneficial to SMP's State of the Region Report's accessibility and overall presentation. To further our work on this project, we also intend to present as a group at the Minds at Work Conference, located on Shippensburg University's campus.

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1.0 Introduction

South Mountain Partnership is a collaborative organizational effort to protect and promote agricultural, natural, and recreational resources in Adams, York, Cumberland, and Franklin counties of southcentral Pennsylvania. In 2024, South Mountain Partnership launched its State of the Region, which is a measurement of environmental concerns in conservation areas, with recommendations for the area's regional challenges. One of the main challenges faced by the South Mountain Partnership and the State of the Region is the readability of their report. Due to the density of the report, they wanted a more condensed version of the report to increase both readability and accessibility of their report. The purpose of this proposal is to provide two versions of the State of the Region for two different intended audiences. The two intended audiences for the report are the decision makers or stakeholders, and a more generalized audience, or an everyday reader. The reasoning behind creating two separate versions is to be able to appease multiple audiences. The first version will be a more streamlined version for print for any decision makers, and the second will be for print and more casual readers. These two versions will assess both audiences and cater to the specific needs of each one. When interviewed, some critical issues pointed out within the State of the Region report are the length of Chapter 5, the length of Chapter 6, the organization of information, jargon within chapters, and a lack of graphics or color within the actual report. These were issues noted by both SMP and Conservation Communication Co. when looking over and reviewing the report. One of the major challenges of the report is readability and holding the interest of both average readers and decision-makers.

1.2 Proposed Deliverables

As a group, Conservation Communication Co. opted to address these concerns in the report and provide SMP with deliverables that will improve their State of the Region report to address their main areas of focus. As there is a limited timeframe for us to complete these tasks, we primarily focused on the chapters that South Mountain Partnership wanted the most editing done to, and these chapters were Chapter 5 and Chapter 6.

To improve the report, as a group, we have proposed the following suggestions to streamline the report for both readers and future decision makers:

- Two Condensed versions of Chapter 5
- One Condensed Version of Chapter 6
- Two forms of an Executive Summary

These updates to the report will provide an efficient and smooth change to the State of the Region Report. The decision to make two versions of Chapter 5 and of Chapter 6 is intended to provide a different reading experience for different audiences. One version will be intended for their online website, and the other for print copies. This differentiation allows for clear and concise text for decision makers and a digestible, friendlier format for everyday people to read the report.

In this proposal, we will discuss the background of our project that additionally assesses the SMP's current situation while also demonstrating an understanding of our own material. Then, a detailed description of all our deliverables and what each one would entail and look like, for our group, would include both versions of our chapters and the executive summaries. Following this would include our schedule of group work, which is divided up as evenly as possible between group members. Then is an overview of every group member's qualification and relevant experience they will be using to work on both the proposal and the deliverables, which includes an attached copy of all our resumes.

2.0 Background

South Mountain Partnership was created in 2006 to operate as a public-private operating partnership between the DNR and the Appalachian Trail Conservancy. Since its launch, it has grown into a partnership between local businesses, academic institutions, and local, state, and federal governments. The purpose of the State of the Region report was to measure public and environmental health while providing recommended actions to address regional challenges. While the report addressed and covered many challenges within the region and provided various recommendations to address these concerns, SMP noted that there would be room for improvement within their State of the Region Report. The main issues within the report were found to be its density and its accessibility. These issues have caused a lack of engagement with the report, and by extension, SMP's website, where the report currently resides. To combat these issues, CCC conducted research to assess the best changes that could be made to the report to address the challenges SMP faced with their original report.

2.1 Current Situation

To increase engagement and readability of the document, two versions of an updated State of the Region report were proposed to the South Mountain Partnership to update their State of the Region report. These updates would reflect the updates and changes expressed by both SMP and Conservation Communication Co to better represent their report and update it with changes to increase readability and consumption. Throughout the report, much of the text is against blank white space, a contrast that reduces the readability of the report.

2.2 Causes and Effects

The main issue pointed out within the report was its use of jargon and difficult readability due to the format and its organization. Particularly, three main issues within the report are limiting its readability:

- There is an overuse of white space with text behind it for many pages. There is little to no color within the report, and the format is back-to-back paragraphs with no graphics or color to distinguish different sections of the report.
- Another lacking element of the report is its lack of subheadings throughout the report
- Lastly is the use of jargon within the report, causing the language to become dense

All these elements contribute to the lack of readability within the report. These three defined issues represent what SMP established as its main concerns. By creating two different variations of chapter five and the executive summary, SMP will be provided with effective updated reports that appeal to their respective audiences.

2.3 Client Goals

From our two meetings with the South Mountain Partnership, they expressed a major interest in updating their report to increase its engagement with both general readers and decision makers. The client additionally expressed more engagement with the report from both audiences as well. To accomplish this, both SMP and Conservation Communication Co. decided that reorganizing the report would accomplish most of their goals if we produced:

- An updated version of Chapter 6
- Two Executive Summaries
- Two updated versions of Chapter 5

After finalizing our ideas, Conservation Communication Co presented their proposed materials to Julia Chain, Program Manager of South Mountain Partnership, who approved our materials and ideas for the report.

2.4 Secondary Research

Through our research, we have discovered reports like the State of the Region Report, and in addition, we have found research to create graphics that reflect the data found in the report. It was important to conduct research to create an accurate version of the updated report. Below is all the research we will be considering when updating the report.

2.4.1 Berks Nature's 2023 State of the Environment 15-Year Report

When conducting research to compose our materials, CCC asked SMP if there were any State of the Region reports that they modeled their report on. They pointed us to the Berks Nature State of the Environment report, which inspired their State of the Region Report. This report is the basis of what inspired the State of the Region report, and what the Conservation Communication

Co will be using to reflect both graphics and creative strategies to make changes to the State of the Region Report. Researching this report is vital for creating versions that are better suited for print because it focuses on color and graphics, which would be more appealing for generalized audiences.

2.4.2 State of the Region Data Sources

When discussing creating additional graphics for the report, SMP provided information on where they received their data and research throughout the report. This data provides each metric, the recent data set, its comparative data set, and the data source. This will prove to be a helpful piece of research, especially for Chapter 5, where we will be reworking and including graphics to better represent the data stated in the chapter. This chart lists many different resources; however, we will only be focusing on the ones that relate to the regional challenges to ensure accuracy within our graphs.

2.4.3 State of the Region Action Plan December 2023

After deciding to update Chapter 6, we went through the recommendations and all the proposed suggestions made by SMP. Julia Chain provided CCC with their action plans for the state of the region report, which reflects the recommendations they are currently putting into action. A major Action Plan is the expansion of the Regional Trail & connectivity to parks and towns. This would include creating a Regional Multi-Use Trail Coalition. SMP considered the timeframe for this action to be short, and so it should be reflected higher in Chapter 6 to represent the work they are completing and getting done since writing the report. This table provided will assist to help organize how the condensed updated version of Chapter 6 should be arranged.

3.0 Description of Products

Conservation Communication Co is creating six documents that will reflect the changes SMP wishes to see within the report, while also increasing readability and creative elements within the report. Alongside each description is a tentative shell that is representative of what the final product would look like. Tentatively, there is no shell for 3.6.

3.1 Chapter 5 Version for Print

Chapter 5 of the State of the Region Report is currently seven pages long. Conservation Communication Co. felt that the chapter was too long and could be condensed down into a two-to three-page version of the chapter that summarizes the regional challenges, but still accurately represents all the data in Chapter 5. To appeal to general audiences, we will include graphics and incorporate more color and stylistic elements to enhance the chapter. The purpose of this version will be to appeal to a broader audience about the regional challenges while also still showcasing the research done by SMP.

Chapter 5: Regional Challenges

[Brief description]



5.1 Sustainable Development

Balancing growth with preservation of resources and quality of life.

TEXT

METRICS, or GRAPH,

5.2 Water Quality and Quantity

Including water quality for consumption and habitat, and stormwater management

TEXT

Figure 1. Chapter 5 Version for Print

3.2 Chapter 5 Version 2 for Readability

Like Version 1, Version 2 will condense Chapter 5 of the State of the Region Report, focusing on key points like summarization of regional challenges, while still incorporating all data from the chapter. This version of the summary will condense the state of the region report into a one-page, front and back, summary rather than two to three. The idea of drafting two different versions is to let Julia decide how much information is necessary to leave in while considering readability and understanding of the audience. In addition, to appeal to the audience, we will incorporate color and stylistic elements to enhance the chapter's readability. In this version, there will be fewer graphics to simplify the document to one page, but we will still incorporate color to be visually appealing while still simplifying all the information.



Figure 2. Chapter 5 Version 2 for Readability

3.3 Condensed Version of Chapter 6

Chapter 6 of the state of the region report is currently seventeen pages long; the group has decided to condense the chapter into a 4-page (tentative) version. Key points to the summarization of this chapter include reworking the organization of the chapter to highlight the recommendations that SMP is currently focused on, specifically the regional trail system and connections to the parks. In addition to condensing the chapter down to four pages, we will be adding subheadings to differentiate each recommendation and increase readability.

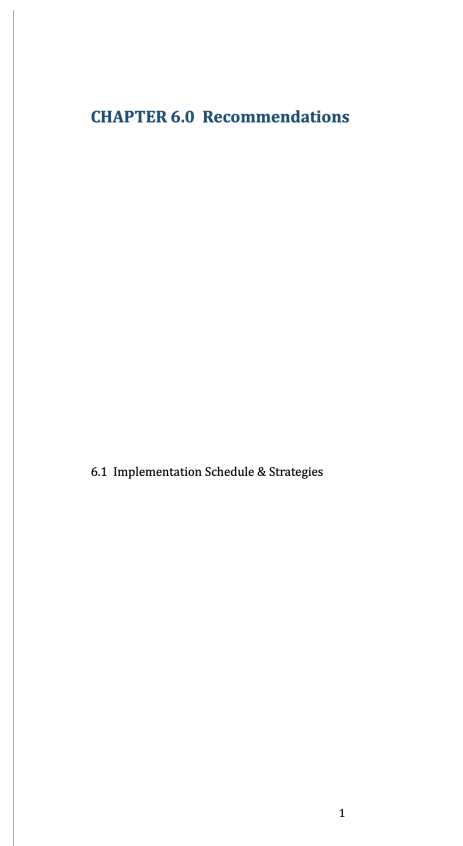
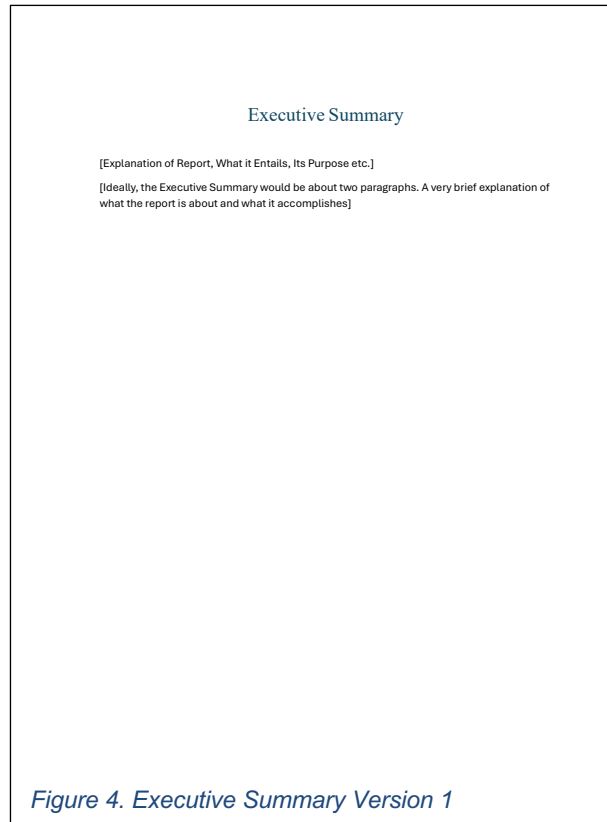


Figure 3. Condensed Version of Chapter 6

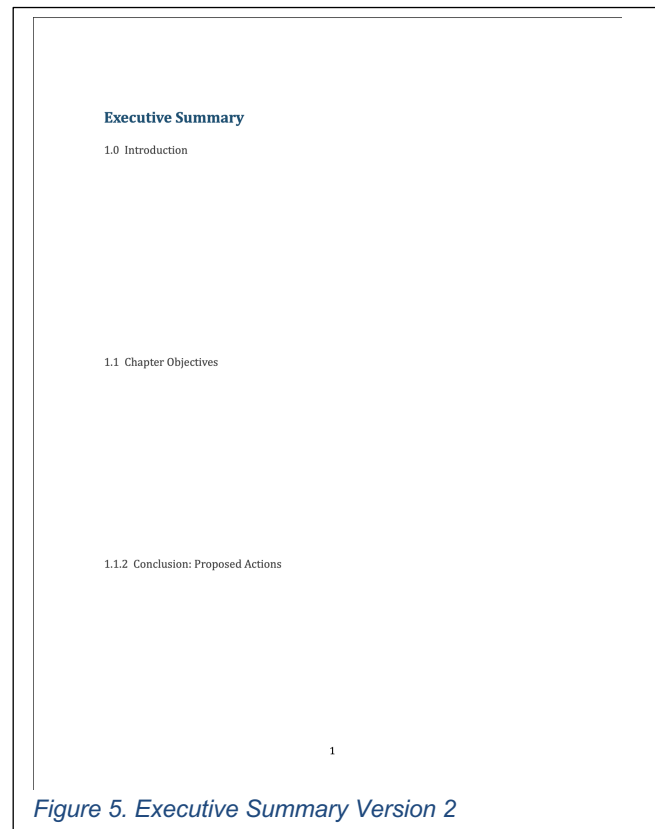
3.4 Executive Summary Version 1 for Readability

As a group, CCC has decided to draft an executive summary for the State of the Region report. Implementing an executive summary at the beginning of the report would help with readability. Executive Summary 1 will be a one-page version that explains the purpose of the State of the Region report and what it accomplishes. In this version, the simpler it is, the better. To ensure quick reading time, the executive summary will be a page and only two brief paragraphs summarizing the entire report.



3.5 Executive Summary Version 2 for Print

When we originally proposed adding an executive summary to the report, Julia Chain showed us an example of an executive report that was longer than the typical executive summary. Although this version was considerably longer, it was visually appealing and would appear to be received well by generalized audiences. Due to this, we proposed making another version of the Executive summary that would feature more graphics and color to have two separate versions for SMP's purposes. This version of the executive summary would be two to three pages, like our Chapter 5 Version for Print. Doing this will provide separate documents for their intended audiences while still focusing on the research completed by South Mountain Partnership.



3.6 Updated State of the Region Action Plan

After conducting secondary research for SMP, our team was provided with a table consisting of their Action Plan that connects directly with their Recommendations in the State of the Region report. After conducting an interview with Julia, she suggested potentially reorganizing the chart and making it more visually appealing. As a team, we decided to rework the table and make it both visually and graphically appealing to audiences. To do this, we would add more color to the table and rearrange it to fit what SMP would want. As of right now, this is a tentative plan based on the completion of our proposed deliverables. If time allows, we will implement creating this new table and deliver it to the South Mountain Partnership alongside the rest of our deliverables.

4.0 Group Work and Schedule

Group work for this proposal and the remaining stages of the project will be divided evenly among group members. Upon submission of this proposal, the group's remaining work includes submission of this proposal, due March 25, progress reports due April 13, development of chapter 5/6 revisions, beginning April 1 and due April 28, and preparation of the Minds at Work presentation, also beginning April 1 and submission April 28. Julia will be continuously updated throughout the stages of the group's work to ensure clarification and communication. If the workload appears to be uneven, responsibilities will be adjusted to ensure fairness. The division of work includes the following.

4.1 Primary Work

The work left to complete is the completion of the proposed deliverables to the client, individual progress reports, and preparing a group presentation of the work we accomplished for the duration of the semester. In addition to the work left to complete, this section also goes over our individual responsibilities and our completed research.

4.1.1 Individual Work

As a group, we have divided our work to ensure both individual and collective responsibility to showcase each member's tasks and responsibilities moving forward in the project. Each team member's responsibilities are detailed below:

- **Kyemani** is responsible for writing and drafting the body section of our proposal. She is also responsible for drafting Chapter Five into a two to three-page condensed version. In addition, she will be working on the executive summary, particularly a one-page version, along with an individual progress report of her work over the course of the semester. Lastly, she will present at Minds at Work alongside her fellow group members
- **Jack** is responsible for creating the Gantt Chart for our Work Plan Agenda. He will also be responsible for working on drafting Chapter Five into a one-page version, in addition to producing any graphics for the chapter. In addition, he will be working on an executive summary, a two to three-page version of it, alongside an individual progress report of his work. Lastly, he will present at Minds at Work with his fellow team members.
- **Katelyn** is responsible for drafting and condensing Chapter 6 of the State of the Region report. She is also responsible for drafting the proposal's back matter and working on the executive summary, particularly a one-page version. In addition to this, she will be writing an individual progress report of her progress over the course of the semester. Finally, she will present at Minds at Work alongside her team members.
- **Emily** is responsible for creating the proposal's front matter and condensing Chapter 6 of the State of the Region report. She is also responsible for working on the

executive summary, particularly a two to three-page version of it. In addition to this, she will be writing her own individual progress report documenting her work over the course of the semester. Finally, she will present at Minds at Work alongside her group members

Each assignment delegated to each team member is meant to suit their skillset while additionally ensuring the workload is even and fair to everyone. A detailed Gantt Chart, along with our Work schedules are attached in our appendix, respectively as Appendix A, Appendix B, and Appendix C.

4.2 Completed Research

Throughout the semester, the group has researched how to improve and condense the State of the Region report. They have done this by reviewing other professional reports, contacting Julia to clarify expectations, and determining what content should be kept or removed. Additional research conducted includes professional writing techniques such as concision, revision, sentence/paragraph reduction, and report structuring. Our group plans to further research other new tools/software to create visuals. Further review of other state-of-the-region reports for reference, and continuous communication with Julia.

5.0 Qualifications

Each Member of the Conservation Communication Co.'s name is listed along with why they are best suited for their roles in this project.

5.1 Kye'mani Davis

Kyemani Davis's qualifications are expansive and diverse to complete this project, not only from her skills but from her experiences as well. Kyemani is an English Literature major with a concentration in Literary Studies and a minor in Technical/Professional Writing. This major has provided Kyemani with multiple mediums of writing styles and the ability to conduct a substantial amount of research. Outside of the class environment, Kyemani is employed as a DHC Writing Fellow, which is an on-campus tutoring position that assists with freshman writing. In this role, she reads countless essays and provides feedback to her students, as well as meeting weekly to collaborate with the English major faculty. Alongside this, Kyemani is also the Associate Editor for Write the Ship, Shippensburg's Undergraduate Academic Journal. As Associate Editor, she is responsible for both reviewing and ranking submission but also any additional secretarial work required within the position. In addition, over the summer, Kyemani worked as an independent contractor for Claire Jantz, the Deputy Secretary for Conservation and Technical Sources at the Department of Conservation and Natural Resources. This work required editing and proofreading various documents for the Appalachian Trail Natural Resource Condition Assessment. More information on Kyemani's qualifications can be found in Appendix D.

5.2 Emily Brewer

Ms. Brewer is an English Major with a concentration in Technical and Creative Writing with a certification in Women and Gender Studies. As an English major, Emily is proficient in writing and editorial work, alongside the rest of her versatile skill set. At the University, she is the Associate Editor-in-Chief of The Reflector, Shippensburg University's Journal of the Arts. This position is a part of their executive board, and as the Associate Editor-in-Chief, she is responsible for delegating tasks and work to the genre editors of The Reflector and overseeing her respective section of the arts. Alongside this, Emily is also a Writing Fellow for the DHC Writing Tutors. This position has enabled her to hone her leadership skills from working directly in the classroom, to her organizational and written skills from working one-on-one with students. This position includes weekly training sessions alongside the English Faculty to collaborate on implementations in the classroom as well as refine her skills. In addition, Emily is a member of the Write the Ship editing team, which is a group of five to seven students who edit and rank papers for Write the Ship. For more information on Emily's qualifications, please refer to Appendix E.

5.3 John Devlin

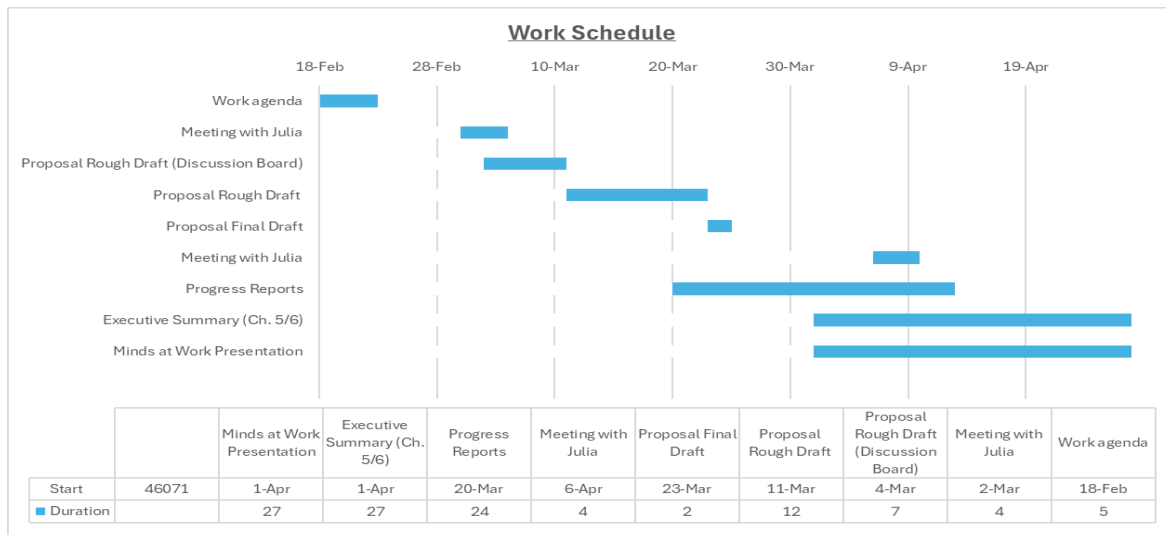
John Devlin's qualifications in environmental sciences, sustainability, and design are substantial for completing this project. John is a Sustainability Major with a minor in Military Science, and with this has taken many courses of relevant coursework that coincide with the South Mountain Partnership's State of the Region Report. At the University, John has taken various environmental classes, including Sustainability, Economic Geography, Land Use, and Geographic Information Systems. In addition, his relevant coursework includes both Technical/Professional Writing and Advanced Technical/Professional Writing courses, which provide John with the writing medium for his experiences in both the environmental sciences and sustainability. From his coursework, John has additionally gained a certificate in GIS and is proficient in programs such as Adobe Illustrator, Excel, and ERDAS Imagine. Alongside his classroom experiences, John has extensive work experience out in the field and proficiency in creating graphs and charts. For more information on John's qualifications, please refer to Appendix F.

5.4 Katelyn Mader

Katelyn Mader is an English Major with a concentration in Professional/Creative Writing at Shippensburg University. Katelyn has taken and received credit in both Technical Writing and Advanced Technical Writing, enabling her to refine both her writing skills as well as her editing skills. Alongside this, Katelyn is also the Editor-in-Chief of the On-Campus journal of the Arts, The Reflector. As Editor-In-Chief, Katelyn is responsible for overseeing the creation of this year's edition of the Reflector as well as delegating tasks to both her Executive Board and Genre Editors. In addition, Katelyn is a Writing Fellow for the DHC Writing Tutors, which includes proofreading and editing student papers as well as weekly training sessions to refine skills to accurately assist with students and in the classroom. As a Writing Fellow, Katelyn is also a part of the Write the Ship Editorial Team, which assists in proofreading and ranking student papers for Write the Ship, Shippensburg's Undergraduate Academic Journal. For more detailed descriptions of Katelyn's experiences, please refer to Appendix G.

Appendix

Appendix A: Gantt chart



Appendix B: Progress of Deliverables

Task	Description	Assigned	Start Date	Due Date	Status
Proposal Final Draft	Plan of action	All	23-Mar	25-Mar	In Progress
Meeting with Julia	communicate with Julia	Kyemani	6-Apr	10-Apr	Not Started
Progress Reports	Self-report of individual progress	All (individually)	20-Mar	13-Mar	In Progress
Executive Summary Ch. 5	Condense Chapter 5	Kyemani & John	1-Apr	28-Apr	Not Started
Executive Summary Ch. 6	Condense Chapter 6	Katelyn & Emily	1-Apr	28-Apr	Not Started
Minds at Work Presentation	Presentation of work with SMP	All	1-Apr	28-Apr	Not Started

Appendix C: Schedule of Work Plan

Task	Start	End	Duration (Days)
Work agenda	18-Feb	23-Feb	5
Meeting with Julia	2-Mar	6-Mar	4
Proposal Rough Draft (Discussion Board)	4-Mar	11-Mar	7
Proposal Rough Draft	11-Mar	23-Mar	12
Proposal Final Draft	23-Mar	25-Mar	2
Meeting with Julia	6-Apr	10-Apr	4
Progress Reports	20-Mar	13-Apr	24
Client Deliverables	1-Apr	28-Apr	27
Minds at Work Presentation	1-Apr	28-Apr	27

Appendix D. Kyemani's Resume

Kyemani Davis

Contact Information: Phoenixville, PA | 484-685-2181 | kyemanidavis@icloud.com

EDUCATION

Bachelor of Arts in English, Expected Graduation May 2027

Concentration: *Literacy Studies*

Minor: *Professional Writing*

Shippensburg University, Shippensburg, PA

RELEVANT COURSEWORK

Technical/Professional Writing

Advanced Technical/Professional Writing

Writing & Research Literature

RELEVANT EXPERIENCE

Associate Editor of Write the Ship,

January 2025-Present

Shippensburg, Pennsylvania

- Editing multiple entries of academic essays
- Organizing and compiling various entries into an accessible format
- Collaboration with publishers and fellow editors

Writer Fellow,

August 2024-Present

Shippensburg, Pennsylvania

- Proofreading and assisting in editing academic papers for students.
- Facilitating detail-oriented sessions with students.
- Collaboration with coworkers and professors on professional development tactics to better assist students.

Peer Anchor

August 2024-January 2025

Shippensburg, Pennsylvania

- Created a positive environment for students.
- Facilitated discussions during meetings.
- Supported students transitioning from high school to college by providing academic resources.

Independent Contractor,

May 2025-August 2025

Shippensburg, Pennsylvania

- Edited technical documents to ensure clarity and consistency.
- Applied documents into standardized formatting and style guidelines to organize into an accessible layout.
- Managed various documents while adhering to deadlines and quality standards.

WRITING PROJECTS (or PUBLICATIONS)

Write the Ship, Shippensburg's Undergraduate Academic Journal, 2025

Appalachian Trail Natural Resource Condition Assessment, 2025

Appendix E. Emily Brewer's Resume

Emily Brewer

Detail-oriented English major with experience supporting academic learning environments, assisting students through research and writing processes, and organizing information resources. Demonstrates skills in strong communication, customer service, and organization developed through tutoring, teaching assistance, and bookstore cataloging work

(717)-251-0430

brewer. emily04@yahoo.com

PROFESSIONAL EXPERIENCE

Writing Fellows, Shippensburg University, Shippensburg, PA – *English Tutor*

August 2025 - Present

- Work independently with students of all proficiency levels through each stage of the writing process.
- Participate in a classroom setting as a teaching assistant to support students with writing assignments, large and small.
- Attend training sessions weekly to keep these skills fresh, learn directly from highly advanced faculty, and complete small exercises.
- Support a group of 5-7 students in ranking and editing a student-run academic journal during the second half of the year.

SU Bookstore, Shippensburg University, Shippensburg, PA — *Seasonal Team Member*

January 2023 - February 2023

- Price and fold clothing for shelving in a flexible and independent environment.
- Shelf merchandise, including textbooks, individual supplies, and clothing, to prepare for the spring rush.
- Categorize online orders as assigned, and complete delivery to students in-store during the early Spring semester.
- Catalogue books into a larger system of college textbook records.

RELEVANT LEADERSHIP EXPERIENCE

The Reflector, Literary Journal – *Associate Editor-in-Chief*

August 2025 - Present

WSYC 88.7 FM, College Radio – *Associate Editor-in-Chief*

January 2025 - Present

EDUCATION

Shippensburg University, Shippensburg, Pennsylvania — *B.A. English: Technical & Creative Writing*

January 2023 - Present

SKILLS

Organization

Professional Written & Oral Communication

Leadership

Conflict Resolution

Customer Service, POS

AWARDS

WSYC Award of Excellence

PUBLICATIONS

Survivor: The Reflector 2023

Developing Minds: The Reflector Poetry Spawning Pool 2023

Dear Dickinson, an after poem to Emily Dickinson's "Because I could not stop for death": The Reflector 2024

Shaping Margot: The Reflector 2026

Juice from an orange: The Reflector 2026

Egg's In a Basket: The Reflector 2026

LANGUAGES

French: Novice Mid

Appendix F. John Devlin's Resume

John A. Devlin Jr.

Shippensburg, PA 17257 (609)513-9554 JohnDevlin2002@gmail.com

Education

Bachelor of Science in Sustainability, Shippensburg University, Graduation December 2025

- Minor in Military Science

Relevant Course Work

- GIS 1 & 2
- Economic Geography
- Remote Sensing
- Sustainability
- Land Use
- Urban Farming

Software and Other Certifications

- GIS Certificate
- ERDAS IMAGINE
- Adobe Illustrator
- Advanced First Aid
- CPR Certified
- Water Safety
- OSHA Forklift Certified

Work Experience

Cadet, Pennsylvania Army National Guard, May 2024 - Present

- Work cohesively with Officers and Soldiers at B-BTRY 1-108th Field Artillery
- Regular inventory and maintenance of equipment with Company leadership
- Overseeing Army Operations of various platoons to ensure Company readiness

Ocean Rescue, Atlantic City Beach Patrol, June 2021 - Present

- Execute Open Water Rescues to secure unsafe swimmers
- Teaching Water Safety to bathers to avoid emergency situations
- Operating numerous water crafts such as jet skis and rowboats

Teamster, International Brotherhood of Teamsters, June 2021 - Present

- Supervising labor at National Tradeshow Events to ensure project completion
- Tracking Inventory lists of Freight loads onto trucks
- Working with heavy equipment and large vehicles

Community Service

Coaching at Youth Wrestling Programs, November 2020 - Present

- Train and develop young wrestlers to become better athletes and people
- Mentor wrestlers to grow at the High School level and beyond

Beach Cleanup, Atlantic City, June 2022 - July 2022

- Coordinated work in teams to cover multiple blocks of Beach
- Participated in numerous community Cleanups to preserve the natural landscape

Professional Memberships and Leadership

Army ROTC, September 2021 - Present

- Serving as the Cadet Bravo Company Commander to maintain Company readiness
- Former Cadet S4 which handles supply and inventory for the program

Pi Lambda Phi (National Fraternity), November 2022 - Present

- Plan local community service and Fundraising Events for the Fraternity
- Former New Member Educator

Appendix G. Katelyn Mader's Resume

Katelyn Mader

Marysville, PA

(717)576-5128

maderkatelyn13@gmail.com

EDUCATION

Bachelor of the Arts in English

May 2026

Minors: Spanish and History

Concentration: Professional and Creative Writing

Shippensburg University of Pennsylvania

GPA: 3.8

LANGUAGES: English (fluent), Spanish (proficient)

LEADERSHIP EXPERIENCE

Editor in Chief

May 2025-present

The Reflector: Journal of the Arts, Shippensburg University

- Manage deadlines for yearly publication
- Delegate tasks to Editorial Board and Genre Editors
- Interact directly with Mercersburg Publishing Company
- Direct bi-weekly meetings
- Facilitate author and alumni events on campus

Business Director

May 2025-present

WSYC 88.7 FM: Radio Station, Shippensburg University

- Balance yearly budget
- Purchase necessary equipment and manage subscriptions
- Collaborate with Executive Board for fundraisers and other events

Writing Fellow

August 2025-present

Writing Tutor: English Department, Shippensburg University

- Guide 5-10 students a week on grammar and analysis
- Assist professors in a classroom setting
- Rank 6-8 submissions of students' critical essays for on-campus academic journal publication

Associate Art Editor

September 2024-May 2025

The Reflector: Journal of the Arts, Shippensburg University

- Designed Spawning Pool chapbook
- Collaborated directly with Printing Shop on campus
- Advertised for student submissions

WRITING PUBLICATIONS

The Reflector

2025-2026

Journal of the Arts, Shippensburg University

- 1 prose piece: "Pursuit of Happiness"
- 2 poetry pieces: "I Fear" and "How to find your special someone"

Write the Ship

2023-2024

Academic Journal, Shippensburg University

- 1 critical essay: "*Galatea*: A Criticism on Transhistorical Gender Norms"

References

<https://www.southmountainpartnership.org/how-can-you-help/>

[State of the Environment - Berks Nature](#)

<https://www.southmountainpartnership.org/our-work/state-of-the-region/state-of-the-region-data-sources/>

<https://www.southmountainpartnership.org/wp-content/uploads/2024/06/SMP-SOTR-Action-Plan-large-layout-FINAL.pdf>