Title: Promoting a New Vision of the Past: Connecting Millennial Audiences to a National Historic Landmark

Community Partner: Sagamore Institute of the Adirondacks

A survey and market research project for an historic Adirondack institution using social media to reach a new audience that will appeal to students with skills and interests in marketing and graphic design.

Project Description:
Great Camp Sagamore is a National Historic Landmark located in the Adirondack region. Built by William West Durant, one of the inventors of the “Adirondack Style,” Sagamore was later the Alfred G. Vanderbilt Family’s wilderness retreat. Sagamore is now a non-profit educational institution hosting classes, workshops and family events from May through October. As Sagamore prepares for the future it must attract new, younger audiences to sustain its vision of being a gateway to the wilderness for people. Sagamore intends to take advantage of recent studies sponsored by New York that indicate the tastes and preference of the Millenial generation requires a fundamental shift in program development and marketing to meet the needs of these consumers.

This Fellowship will focus on audience research and the development of social media marketing materials to start the institution on this project. The project will inform Sagamore’s program development and marketing strategies to attract millennial generation audiences. The project will utilize existing research commissioned by the WILD Center of Tupper Lake, NY funded by New York State in 2016 as a model for marketing strategies and materials for Sagamore’s use.

The Upstate Researcher would be engaged in surveying current visitors, developing a research tool to explore ideas about attracting millennial visitors and working on a social media campaign targeted to potential visitors ages 20-35. Sagamore is particularly interested in presenting better visual materials, Youtube videos, Instagram images, etc. that can reach this critical audience.

About the Community Partner:
Sagamore Institute of the Adirondacks, Inc., the steward of Great Camp Sagamore, is dedicated to its historic preservation and use for educational and interpretive purposes. Great Camp Sagamore is a National Historic Landmark in the heart of the Adirondacks that uses the beauty of its location and the power of its programs to foster understanding and respect for the critical interdependence among people, history, culture, and nature.

Required Skills:
Sagamore would like to work with a student who is outgoing and passionate about the Adirondack region, the out of doors and history. Candidates should be comfortable producing videos and photography for social media. The media doesn’t need to be produced at a professional level, but does need to be engaging and well thought out. The Fellow will work with the professional staff of Sagamore to design and implement surveys, and to strategize on social media campaigns. Most of all, the Field School Fellow should be prepared to have a great summer in the Adirondacks in a unique wilderness environment.

Logistics:
This is a full-time paid research position (35 hours per week) to last approximately 10 weeks, conducted under the joint supervision of the Upstate Institute and the Sagamore Institute near Raquette Lake. The summers at Sagamore are a busy place with a group of 10-12 interns and other staff running classes,
workshops and tours for over 12,000 visitors each summer. The Sagamore will integrate the Field School Fellow intern into operations, and housing and meals will be provided by the Sagamore. The cost of transportation to and from the Sagamore will be covered by the Upstate Institute as well. The research stipend for this project will be $4,500 for 10 weeks of research.