

Automated Financial Services – R&D Intern



Automated Financial Services Products – R&D Intern (Foundation)

Reports to: Program Officer

Classification: Intern

Compensation: Stipend \$100/week

Availability: 6 week internship – June/July 2010

Work Hours: 4 days per week, 9:30-5pm

Organizational Description

OneCalifornia Foundation is a charitable and educational nonprofit corporation that supports programs and initiatives promoting community development in the Bay Area and California. Included in these activities are programs dedicated to creating and sustaining economic development; such as support for small businesses, financial literacy, banking services for low-income communities, and advocacy. OneCalifornia Foundation also works to promote the creation and sustainability of affordable housing and homeownership for low income families and individuals. The Foundation is associated with the OneCalifornia Bank, a Community Development Bank, based in Oakland, CA.

Position Overview

OneCalifornia's programs are intended to help people, especially those in low-income communities, to save, keep and manage their money, by providing them with access to banking services that are fairly priced and clearly explained.

We are seeking a motivated individual to work at our foundation for 6 weeks, as we grow rapidly in our third year of operation. This **Automated Financial Services Products – R&D Intern** will assist the Executive Director and Program Officer with the development of an ATM-like Kiosk that provides sophisticated financial services – basically functioning as a full-service bank branch without the people or the building. This kiosk will provide much needed affordable financial services to neighborhoods where there are no banks, and where banks are unlikely to locate because they are they are not (or not perceived to be) financially viable.

All OneCalifornia Foundation summer 2010 interns will also participate in a Community and Socially Responsible Banking and Business curriculum, which consists of a weekly series of 5 workshops, led by experts in the fields of banking, community banking, investing, and finance. Workshops may also include field trips to relevant institutions to meet experts and see the work in action. These workshops will take place within the intern's normal work week, as described above.



Primary Duties and Responsibilities

- Learn about the automated financial services products that OneCalifornia is developing, namely the banking kiosk, debit cards
- Write general descriptions of these products for the OneCalifornia Foundation website and newsletter
- Review product research, testing, and design materials provided by OneCal staff Interview Foundation Executive Director to discern and write up the goals, target audiences, audience characteristics, and primary features of these products
- Research implementation of similar products in the Bay Area and across the country through websites, webinars, videos, movies, events, and academic articles
- Write interview questions to interview organizations that have implemented or are developing similar products
- Set up interviews with providers of automated financial service products to discover challenges, mistakes, successes, and best practices
- Write observation checklists to observe usage of similar products (such as Nexxo machines, parking and transit machines, debit card re-loading, etc.) Seek to observe assistants (greeters) and how they teach people to use these devices, if possible
- Gather and review marketing and customer education materials from various pre-paid debit card providers
- Research and review materials used by partner organization(s) to train ATM assistants
- Develop training protocol and materials to guide OneCalifornia Foundation staff in teaching new clients how to use new ATM machines
- Provide recommendations for kiosk implementation, including & considering sight, sound, touch, light, safety, language (tongue), language (implied – aka branch = bank), speed, ease, appeal, cost, convenience, hours, location, IDs, fears, lifestyle, (go to get money at night, morning, on way to/from work, via car, walk, bike, alone, in groups...) comparison to competition / status quo
- Provide recommendation for marketing of kiosks to target audience
- Provide recommendations for debit card implementation
- Provide recommendations for marketing of debit cards to target audience

Final Deliverable(s) at the End of the Internship

Depending on the timing and progress of projects at the time of the internship, the Financial Innovations intern will provide one or more of the following deliverables:

- Written general descriptions of the kiosk and debit card products for the OneCalifornia Foundation website and newsletter, approved by OneCal staff
- Written detailed description of the goals, target audiences, audience characteristics, and primary features of the kiosk and debit card products
- Written notes and ideas for product research and development, based on research
- List of interview questions to interview organizations that implemented or are developing similar products



- Written summaries of interviews with staff from organizations with similar programs. Audio recordings may be requested as well.
- Written checklist for observation of usage of similar products
- Written summary of product/device usage observations
- Binder of (or online folder of digital files) marketing and customer education materials from various pre-paid debit card providers, with summary and marketing recommendations based on materials.
- Binder of materials (or online folder of digital files) used by partner organization(s) to train device assistants, with summary and training recommendations based on materials
- Written training protocol and materials to guide OneCalifornia Foundation staff in teaching new clients how to use both the kiosk and debit cards
- Written recommendations for kiosk implementation
- Written recommendation for marketing of kiosks to target audience
- Written recommendations for debit card implementation
- Written recommendations for marketing of debit cards to target audience

Qualifications, Skills and Abilities

- Junior or senior enrolled in a bachelor's degree program or at an accredited 4-year college or university; business, finance, related majors, or 1st-year MBA student.
- Demonstrates the ability to read, comprehend and explain complex information.
- Good logical thinker.
- Excellent written, organizational, and communication skills.
- Solid computer skills, including Microsoft Word, Excel, Outlook, Access, and PowerPoint required.
- Experience with internet research to provide information for presentations, projects, and programs.
- Capacity to work effectively in a fast paced environment, as part of a team or independently.
- Tact, diplomacy, good judgment, discretion and ability to make sound decisions.
- Detail oriented, accurate and timely with assigned tasks.
- Self-motivated and possesses a drive to produce quality work
- Capacity to take initiative, consult, share information and ask questions when needed.
- Flexibility and ability to work on new and varied tasks, as needed
- Have a true "customer service" attitude.
- Curiosity about, interest in, or passion for community development
- Curiosity about, interest in, or passion for banking or finance
- Great sense of humor a plus
- Fluency in Spanish a plus

How to Apply

To apply for an internship position, complete the online form at <http://onecalfoundation.org/intern>.

Thank you for your interest in OneCalifornia Foundation and Bank. Please direct internship questions to Alan Fox at foxsrch@pacbell.net.