

**Fahe's CHEF (Community Housing and Economic Fellowship)**

**2018 Term – Individual Project Detail**

<p><b>Project Title:</b> CHEF – Analysis and Planning for Increasing Lending Market Share in Clinch-Powell Region</p> <p><b>Service Term:</b> Summer (May – August 2018)</p>
<p><b>Service Site/Organization:</b> Clinch-Powell RC&amp;D Council, Inc.</p> <p><b>Service Site Location:</b> Rutledge TN</p>
<p><b>Project Focus Area(s)</b></p> <p><b>Primary:</b> Analyze and evaluate current market for CP loan products</p> <p><b>Secondary:</b> Develop plan for increasing CP market share</p>
<p><b>Qualifications Requested:</b> Research oriented with skill in analyzing data and applying to real world situations, including marketing plans</p> <p>Senior or graduate level, 3.5 GPA or above</p> <p><b>Education Focus:</b> : Finance, Marketing, Banking or similar</p>
<p><b>Compensation:</b> Housing provided for 12 week term, PLUS stipend of \$4200 for 12 week term</p>

<p><b>Application Information:</b></p> <ul style="list-style-type: none"> <li>* <b>Completed applications are due no later than April 6, 2018, and will be reviewed in the order they are received.</b></li> <li>* Applications must be submitted via either online portal and/or email to Angela Stephens at <a href="mailto:astephens@fahe.org">astephens@fahe.org</a>. <i>*Please include the CHEF Project Title you are applying for in your email subject line.</i></li> <li>* Completed applications will include:             <ul style="list-style-type: none"> <li>• resume</li> <li>• transcript</li> <li>• cover letter</li> <li>• 2 references                 <ul style="list-style-type: none"> <li>• one educational (professor/teacher) reference</li> <li>• one employer or professional reference</li> </ul> </li> </ul> </li> <li>* Contact CHEF Program Coordinator Angela Stephens with questions: <a href="mailto:astephens@fahe.org">astephens@fahe.org</a>.</li> </ul>
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Fahe is an Equal Opportunity Employer. Fahe seeks applicants who can bring diverse viewpoints, experience, talents, and culture to promote our mission to eliminate persistent poverty in Appalachia through Leadership, Education, Housing, Advocacy and Communication.



## **Fahe CHEF (Community Housing and Economic Fellowship) Project Descriptions - 2018 Term**

### **CHEF Project Objectives and Activities**

**Overall Goal & Description of Project:** Overall goal is to develop a targeted plan for expanding the market share for Clinch-Powell mortgage and home repair loans in the service area based on pragmatic research and evaluation.

#### **Project Objective 1:** *(05/15/2017 – 06/30/2017)*

Analyze and compare the existing mortgage and home repair loan products in the Clinch-Powell service area

Intern Activities:

- Identify and compare mortgage and home repair loan products in the region.
- Develop a matrix or tool to compare similar offerings "at a glance" and a plan to keep it updated
- Analyze to identify CP niche in the market with make recommendations for expanding or upgrading Clinch-Powell products.

#### **Project Objective 2:** *(07/01/2017 – 08/15/2017)*

Determine target market and competitive advantage for Clinch-Powell and a plan to expand the lending niche in the region.

Intern Activities:

- Research market and determine recommended target customer
- Develop a plan with detailed recommendations, messaging and budget to reach the targeted customer
- Present plan to the staff and board of directors