

The Complete Professional Program

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Developing your Internship Program

*Making a Difference in Tomorrow's Leaders
with Internships through the
Fogelman College of Business and Economics*

Provided by

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Fogelman College
of Business & Economics

Avron B. Fogelman
Professional Development Center

Why Should We Offer an Internship Program?

There are many diverse benefits to an internship program for employers. Here are just a few:

- Chance at “early recruiting”- seeing a student in action prior to hiring.
- Interns often bring fresh new ideas into the organization from today’s classrooms.
- Internships can become a regular part of a company’s HR strategy for staffing and recruiting, providing a “pipeline” of future candidates at an effective recruiting cost.
- An opportunity to assist in meeting HR goals such as diversity and training objectives.
- Internships can offer young professionals in your organizations a chance to mentor and supervise an intern which can provide professional development for younger supervisory staff members.
- Interns become your recruiting advocates as well - great experiences are shared with multiple student groups.
- Shortened learning curve for full-time employment; intern already understands your organization and your culture.
- An opportunity to participate in growing and developing tomorrow’s workforce; assisting our community in keeping the fresh young talent in Shelby County.

By starting and maintaining an internship program, you have a win-win for your organization, the intern(s) involved, and the overall Memphis and Shelby County community.

Characteristics of Internship Programs

- Academic interns usually start out earning 3-6 hours of academic credit for an academic period:
 - Fall semester - September through December
 - Spring semester - January through April
 - Summer semester - May through August
- The experience can extend to year-round, with mutual agreement.
- Can be paid or non-paid. If non-paid, Department of Labor guidelines exist for “for-profit” organizations. Non-profit organizations function around the learning contract of the internship for hours and schedules.
- A distinguishing element from an internship and a short-term job experience is the internship has an intentional “learning agenda” which is structured into the experience.
- Internships provide the student with academic, career, and personal development opportunities.
- Strong internship programs generally grow into sustainable efforts so that the maximum benefits can be realized for the employer, intern, and University.

We’re On Board . . . Let’s Start at the Beginning:

What is an academic internship?

An internship is any carefully monitored work or service experience in which a student has intentional learning goals and reflects actively on what she or he is learning through the experience. The internship is overseen by a faculty or staff member at the University and by a designated representative at your organization.

The value of an academic (for-credit) internship is:

- Student is focused on learning at your organization.
- A faculty or staff mentor works with the student.
- The student is accountable to the faculty supervisor.
- A final project is developed for a grade at the end of the internship period.
- The experience goes on the student’s transcript for future employers to see.
- Great opportunity to connect learning from the classroom to the real-world in “hands-on” experiences.

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Where are the best fits in my company to start an internship?

In your organization, you probably have areas where you'd like to expand your creativity or the scope of a project but maybe have not had resources to do so. Every company is different but the main goal is to look for project-type work that has learning potential for the intern.

Some ideas include:

- Research—competitive, program, new initiatives
- Event Management or planning
- Marketing projects
- Management/HR related projects
- Finance/accounting
- Service-related projects
- Surveys or customer feedback projects

The list can be customized for your organization. We welcome the opportunity to visit and assist in the start-up process if you should need any guidance or additional implementation tips or strategies.

Structuring Your Program

Consider the following questions for your organization:

- *What do we want to achieve from our internship program?*
- *Where can the most value be achieved from this program?*
- *Who is best suited to be the primary contact point for our program?*
- *How will we measure our success as an internship provider?*
- *Where will the intern be located within our office and what is needed to set up an appropriate work space?*

7 Easy Steps to Getting Started:

1. Write down your goals and share them with your organization's internship supervisor (sample description from masterIT's program attached).
2. Develop job descriptions you'd like to fill within your organization. Determine whether they will be paid or unpaid. If there are "perks" available at your company, consider those as well. If non-paid, Department of Labor guidelines exist for "for-profit" organization.

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3. Determine when your program will start (summer, fall, spring)
4. Communicate the internship positions to the Avron B. Fogelman Professional Development Center (staff will list positions in our eRecruiting system, as well as with departmental communication).
5. What's your selection method: on-campus or on-site interviews?
6. Interview the candidates and determine the best fit.
7. Once the intern(s) is determined, develop a work schedule that is mutually agreeable and determine a start date.

The First Day/Week of Your Program

Think of it as a "mini employee orientation" for hiring.

Start by providing the intern(s) with:

- Brief description of the company's mission and vision
- Tour of the company/work location, including copiers, break rooms, etc.
- Description of the project work, as well as any specific expectations you have.
- Organizational structure—specifically the contact you want the intern to primarily report to daily. A mentor is a great asset for an intern!
- Establish a daily routine for assignments and information.

Evaluation of the Program

For academic internships, we recommend a mid-term evaluation, as well as a final evaluation. You may want to consider a brief weekly recap of how things are going with your intern(s).

What happens if the intern can do more than the originally agreed upon projects?

If your projects are completed and you're looking for more, evaluate the skills and talents you observe in the interns and determine appropriate next step. The main consideration is that the new work assignment be learning-oriented and that it be considered "real work" for their academic internship period.

Rotation of Areas

Some organizations value having an intern work in a rotation of areas, particularly, if they anticipate future job opportunities in different areas. You might consider having the intern work in different areas in timeframes of 2-3 week periods.

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What happens if the choice I made is not a good fit?

Unfortunately, even in full-time employment, this can happen. If you have counseled your intern and progress is not seen, contact the FCBE Professional Development Center and steps will be taken to address the concerns.

Consider How Your Program Can Be Expanded

Once your first experience is complete, consider evaluating how you can expand your program into other areas. You may find that internships can be easily incorporated into a number of areas within your company, with some customization for each area.

Application

It's good to have employee information on all who work in your organization, including interns. Once the decision has been made to hire a specific intern, consider developing an internship application so you have appropriate information on file during the internship period. Some organizations also use their standard application for full-time employees for internships.

Work Schedule

The student's supervisor should work with the student to develop a mutually agreeable schedule. The schedule should incorporate 10-15 hours per week to meet the clock hour requirement of the academic internship.

Changes to the schedule should also be mutually agreeable for both your organization and the student. A sample of the log the student will maintain is attached. This is turned into the faculty supervisor at the completion of the internship period.

Evaluation Form

We recommend a mid-term and final evaluation for the student. This is usually required for the completion of the internship and the awarding of academic credit. A sample of these forms, provided by the University, is attached.

We are happy to assist you in the development of any of the steps outlined. Additional materials and resources are also available through our website:
<http://www.memphis.edu/professional/employers/hire.php>

Start today by developing future talent for your organization and our community through your company's internship program.

PUT A FCBE TIGER ON YOUR TEAM!!!!

Sample Internship Position Description



2013 Marketing & Social Media Internship Position

masterIT seeks to fill a part-time, paid marketing and social media intern position for summer 2011. masterIT is a regional managed IT services provider located in Memphis, TN serving the small and medium business market.

Position Title: Marketing & Social Media Intern

Qualifications: Ideal candidate will:

- Have proficiency in marketing programs
- Have proficiency in major social media including Facebook, Twitter, LinkedIn
- Understand the dynamics of copyrighting for the web and blogging best practices
- Demonstrate great attitude, written and oral communication skills

Responsibilities will include:

- masterIT web site management
- email marketing
- client & prospect database management
- managing and updating social media tools, including:
 - Facebook
 - Twitter
 - LinkedIn
 - YouTube
- aggregate breaking news, industry trends to generate content for corporate blog
- follow systematic guidelines for execution of social media objectives
- monitor social media for keywords
- assistance in video production
- assistance in client case study development
- develop marketing touch calendar
- assemble client & prospect education tools
- sales administration support
- accompany staff on client & prospect meetings
- attend company-wide meetings

Compensation and Academic Credit

This is a paid position, with pay ranging with experience. Students should pursue academic credit within their major or as an elective.

To apply, students should send resumes to: (name of contact and email address)

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Evaluation Forms

Students receiving academic credit will need mid-term and final evaluations.

Intern should download the following forms for mid-term and final evaluations.

Please type your comments for both forms. Return the forms as attachments to Dr. Kathy Tuberville, K.Tuberville@memphis.edu

The student's final grade for the internship will not be posted until the internship portfolio or project and final evaluations are complete.

Employers: Please review the mid-term and final evaluations with your intern. Feedback from the site supervisor is critical for progress and development.

Student interns will be asked for feedback on their experiences, as well.

Please download the evaluation forms and type your responses. We want your comments, so please include any information you believe would be beneficial to the Fogelman College of Business and Economics, or to the intern. Once the forms are downloaded, please note the comments section and add additional information as needed.

When you complete the evaluation forms, be sure to schedule a time to review this feedback with your intern so that he or she can grow from your review of the internship experience.

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Student Mid-Term Evaluation

Complete and return as an email attachment by the midpoint of your internship period.

Name of Intern _____ email _____

Name of Field Supervisor _____ email _____

Internship Location _____

1. Identify new knowledge, skills or attitudes acquired during your internship.
2. Describe successful activities or accomplishments in your internship.
3. Analyze your response(s) to challenges or problems you've confronted in your internship.
4. Identify assistance needed to successfully complete your internship. Do you need assistance from the Internship Office?

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Site Supervisor Mid-Term Evaluation

Complete and return as an email attachment by the midpoint of your internship period.

Name of Intern _____ email _____

Name of Field Supervisor _____ email _____

Internship Location _____

1. Identify new knowledge, skills or attitudes the intern has acquired during the internship.
2. Describe successful activities or accomplishments during the internship.
3. Analyze the intern's response to challenges or problems confronted during the internship.
4. Identify any assistance needed by the intern or supervisor to successfully complete the internship.

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Student Final Internship Evaluation

Complete and return as a PDF email attachment at the end of your internship. A copy should be in your final portfolio.

Name of Intern _____ email _____

Name of Field Supervisor _____ email _____

Internship Location _____

1. Identify new knowledge, skills or attitudes you've acquired in your internship. How did this help you apply what you had learned in your major?
2. Identify accomplishments in your internship that you feel will benefit your career.
3. Rate the overall internship experience from 1-5, with 5 being an exceptional experience and one being an unsuccessful experience.

1 2 3 4 5

Comments:

Evaluate the following > 5 = strongly agree; 1 = strongly disagree

	Strongly Agree				Strongly Disagree
My internship site was well-suited for me.	5	4	3	2	1
My supervisor provided appropriate instructions.	5	4	3	2	1
My supervisor included networking and mentoring in my experience.	5	4	3	2	1
My supervisor provided helpful feedback to help me be successful.	5	4	3	2	1
My work schedule was reasonable.	5	4	3	2	1
I would recommend this organization to future FCBE interns.	5	4	3	2	1

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Internship Site Supervisor Final Evaluation

Complete and return as an email attachment at the end of the internship period. A copy of this document should also be in your intern's final portfolio

Name of Intern _____ email _____

Name of Field Supervisor _____ email _____

Internship Location _____

	Strongly Agree			Strongly Disagree	
The quality of this student's work was consistently excellent.	5	4	3	2	1
This student was reliable about fulfilling the requirements of the internship.	5	4	3	2	1
This student reported to work on time, Consistently.	5	4	3	2	1
This student never had an unexcused absence.	5	4	3	2	1
The student demonstrated professional behavior and appropriate dress for our organization.	5	4	3	2	1
The student contributed positively to our organization.	5	4	3	2	1
The student meshed well with the culture of our organization.	5	4	3	2	1

If a position was open in my organization, I would extend a job offer. Yes__ No__

Would you recommend this student to another employer as an intern? Yes__ No__

Would you be willing to write a letter of reference for this intern? Yes__ No__

What recommendations would you give the student for his or her next work experience?

Additional comments and suggestions for the FCBE Academic Internship Program:

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Fogelman Internship Network (FIN)

FIN is a great tool for connecting employers with student talent!

To get started, go to:

<https://employer.gradleaders.com/FCBE/Employers/Login.aspx?jprid=5282>

- When setting up your individual profile, be sure to search for your company name to see if a Business Partner account already exists.
 - **If your organization appears in your search**, click “select/continue”
 - **If your organization does NOT appear in your search**, click on “add business” to enter employer information as well as your own contact information.
- Fill-in all required fields and be sure to click “**save**” when finished.
- Upon completion of your company profile and contact information in FIN, your account will be reviewed. The Department approves/activates each account.
 - Once your profile is approved, you can search student profiles and résumés, post internships/jobs, and request On-Campus Recruitment opportunities.
 - To post an internship or job opportunity, click on “**Post a New Job**” in the Job Posting widget of your dashboard. Be sure to **complete** all required fields.

For additional support, contact:

Joel Nichols

Assistant Director, Avron B. Fogelman Professional Development Center:

joel.nichols@memphis.edu or 901.678.3147

We greatly appreciate your support and feedback!

