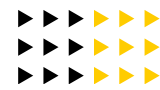


EMPLOYER INTERNSHIP PROGRAM GUIDE





TABLE OF CONTENT



Welcome Message	01
What is an internship?	02
Types of Experiential Learning	03
Benefits	04
NACE Competencies	05
Needs Assessment	06
Program Guidelines	07
Marketing	08
Job Description	09
Job Description Example	10
Best Practices	11
Interviewing	12
Onboarding	14
Feedback	15
Final Presentation/Exit Interview	16
Contact Information	17

WELCOME MESSAGE



Amy Odom
Executive Director

Greetings from App State!

My name is Amy Odom and I am the Executive Director for Business Career Services in the Walker College of Business. Our team serves over 4,000 business students in providing career, professional and leadership development through student programming, one-on-one coaching and career curriculum. In the Walker College of Business, we are proud to house one of the largest colleges of business in the UNC System and strive to prepare each and every student for success in the business world both on and off campus. I look forward to connecting you to our students and faculty while creating impactful engagement opportunities. Our gold standard is to provide excellent development opportunities for our students and a robust talent pipeline for your company.

I am an alumna of App State and have worked on our great campus for over 12 years. I am a long time resident of the High Country and deeply committed to serving our community and our students. I serve on the Watauga Women in Leadership Board, helping to empower our local female business leaders. In my spare time the outdoors is my playground. I love to camp and hike the Blue Ridge Mountains with my husband, son and two dogs when I'm not serving our students.

I look forward to building bridges between our local businesses and students that make strong economic impact and create meaningful experiential education opportunities for our future business leaders. I hope this Employer Internship Program Guide provides the resources and support you need to start building a successful internship program for your organization today!

Best,

Amy H. Odom
odomah1@appstate.edu | 828-262-8119

WHAT IS

AN INTERNSHIP

An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. These experiences are great opportunities for students to explore different career fields, build actionable skills, network with professionals in their desired field and, experience working in a professional setting.

While there are a many benefits for students, internships also provide a number of benefits for employers as well. Interns can provide some of the same level of work a full time employee can, and bring a new perspective on projects, among other things.

Typically, students are holding internships over the summer. These internship programs typically last 8-12 weeks, where a student is working in a full-time capacity. Some students are also open to working throughout the Spring and Fall semester, however, they likely need to work in a part-time capacity to accomodate their academics.

TYPES OF EXPERIENTIAL LEARNING

Internships

- Integrate knowledge and theory learned in the classroom with practical application and skill development in a work setting. Usually full time work hours over a 8-12 week period.

Externships/Job Shadow

- Students visit employers in their workplace to get a taste of the day-to-day work experiences of professionals.

Apprenticeship

- A combination of on-the-job training and related instruction in which workers learn the practical and theoretical aspects of a highly skilled occupation. Apprenticeship programs can be sponsored by individual employers, joint employer and labor groups, and/or employer associations.

Practicum

- Practicums and Internships are similar but have different scopes. A practicum is a field assignments that allow students to observe and document how working professionals perform their job duties. These students simultaneously enroll in courses that reflect job duties, expectations and requirements.

Co-op

- This style of internship is typically a longer experience of 6-9 months in length, and supplements an academic curriculum. Co-op experiences typically require more coordination with faculty members and academic institutions to implement.

Fellowship

- In the private sector, a fellowship can looking like an entry level role that lasts from a few months to a few years, some contain scholarship to cover educational costs.



BENEFITS



Employer Benefits

- Access to skilled workforce
- Create & maintain talent pipeline
- Extensive interview process
- Brand building on campus
- Gain innovative ideas
- Increase business productivity
- Promote community involvement
- Creates awareness of company for future hires
- Screen full time candidates ahead of hiring



Student Benefits

- Increases confidence and positive self image
- Builds resume with relevant, professional experience
- Learn soft and technical skills
- Develop a professional network
- Clarify career goals
- Make connections between classroom & career
- Develop professionalism
- Put theory into practice



The expert in anything was once a beginner.

Helen Hayes



NACE COMPETENCIES

The National Association of College and Employers (NACE) developed a list of competencies that highlight the skillsets and characteristics of students who are ready to start their career. As employers, these competencies can help you identify candidates who are ready to work, as well as provide a framework to develop interns, so they are ready to start their career. As the nature of work and academia has changed, career readiness is in need more now than ever, so creating learning objectives and projects that focus on building these competencies, will benefit you (as an employer), and the student's career readiness.

NACE Competencies:

Career and Self Development

- Proactively develop oneself and one's career through continual personal and professional learning, awareness of one's strengths and weaknesses, navigation of career opportunities, and networking to build relationships within and without one's organization.

Communication

- Clearly and effectively exchange information, ideas, facts, and perspectives with persons inside and outside of an organization.

Critical Thinking

- Identify and respond to needs based upon an understanding of situational context and logical analysis of relevant information.

Equity and Inclusion

- Demonstrate the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures. Engage in anti-racist practices that actively challenge the systems, structures, and policies of racism.

Leadership

- Recognize and capitalize on personal and team strengths to achieve organizational goals.

Professionalism

- Knowing work environments differ greatly, understand and demonstrate effective work habits, and act in the interest of the larger community and workplace.

Teamwork

- Build and maintain collaborative relationships to work effectively toward common goals, while appreciating diverse viewpoints and shared responsibilities.

Technology

- Understand and leverage technologies ethically to enhance efficiencies, complete tasks, and accomplish goals.

NEEDS

ASSESSMENT



Purpose

Conducting a needs assessment can help you decide whether or not you can successfully develop and maintain an internship program. Some questions you could ask yourself initially would be:

- How will this add value to the organization and intern?
- Do we have time to support an intern? (Supervisor/Mentor)
- Do we have resources to support an intern? (workspace, appropriate supplies, computer equipment, safety items, tools etc., to complete the task)
- Do we have the capacity to financially compensate an intern? (hourly pay, stipend or mileage reimbursement)
- Do we have projects that are beneficial to the organization and/or provide a challenging learning experience for students?
- When do we need an intern? (Fall, Spring, Summer)

Additional Considerations

- As business needs and student characteristics change, it may be beneficial for you to conduct a needs assessment ahead of every hiring cycle, to ensure the program is still viable and valuable for both the student and the company.
- Especially in your first year with an intern, remaining adaptable, is important. Unforeseen circumstances may lead to needed changes to your program or additional work to be given, so be prepared to adjust regularly to ensure the benefits are seen by both parties

PROGRAM GUIDELINES

There are many different styles of internship programs, so it can be important to pick a style that works best for you and your companies needs. Some of these styles are time-limited, and/or size limited.

- **Projected-Based**

- This is probably the most common internship style used. Employers develop 1-2 major projects and some smaller projects for students to complete throughout their experience. This allows for students to get integrated into the department and with the full-time employees they are working with. Some of these programs end with presentations to managers, and upper-level management describing what students completed throughout the summer.

- **Rotational Programs**

- Typically seen in large organizations, rotational programs provide an opportunity for students to work in a variety of departments and experience different roles across a company. Some companies specialize their rotational programs so students work all of the jobs in a specific department.

- **Micro-Internship**

- One of the more recent developments in experiential education, micro-internships are project-based experiences where a student is hired to work on 1 project over 2-4 weeks. This can be a way for employers to "test" out a student before hiring them, and allows students to get a quick taste of an industry without committing to a full summer.

MARKETING:

HANDSHAKE OVERVIEW

Handshake is the preferred career management system at Appalachian State University. Students and employers are encouraged to utilize Handshake to post, apply and manage internship and full time position opportunities. Campus and employer facing events can be posted and managed through the Handshake platform as well. In this section learn how to maximize the benefits of Handshake below.

CREATE AN ACCOUNT

01

<https://support.joinhandshake.com/hc/en-us/articles/219133047-Create-an-Employer-User-Account-Join-a-Company-and-Connect-with-Schools>

HOST A VIRTUAL EVENT

03

<https://support.joinhandshake.com/hc/en-us/articles/360045228793-Hosting-Virtual-Events-for-Core-Employers->

POST AN INTERNSHIP OR JOB

02

Video:<https://support.joinhandshake.com/hc/en-us/articles/221565247-Video-How-to-Post-a-New-Job>

REGISTER FOR A FAIR

04

<https://support.joinhandshake.com/hc/en-us/articles/218693348-Registering-for-a-Fair-Employers->

BUILD YOUR BRAND ON CAMPUS

This section is designed to share a variety of options and ways you can engage with students in person at Appalachian State University. Experience the benefits of a college with faculty who see the value of bringing business to campus and the classroom. Click on each link to learn about the engagement.



ATTEND BUSINESS CONNECTIONS & SPRING CONNECT

<HTTPS://BUSINESSCAREERS.APPSTATE.EDU/CAREER-WEEK>



PRESENT AT CLUB MEETINGS WITH STUDENT LEADERS

<HTTPS://BUSINESS.APPSTATE.EDU/STUDENTS/CLUBS-ORGANIZATIONS>



LEAD PROFESSIONAL DEVELOPMENT SERIES WORKSHOPS

<HTTPS://BUSINESSCAREERS.APPSTATE.EDU/WORKSHOPS>



EMPLOYER IN THE FOYER

<HTTPS://BUSINESSCAREERS.APPSTATE.EDU/TABLES>



POST ON HANDSHAKE AND BUSINESS CAREERS JOB BOARD

<HTTPS://BUSINESSCAREERS.APPSTATE.EDU/JOBS>

JOB

DESCRIPTION

The job description for an internship will likely be largely similar to descriptions written for full-time work, however, there are some additional considerations to include when hiring an intern. A job description for an internship should include the following information:

- Goals and mission
- Duties and essential job functions
- Qualifications (Education, experience, skills, physical requirements, GPA and majors preferred)
- Any training, certifications or licenses provided
- Specify how to apply

The sections that might be different than what you would normally include would be:

- Internship type/style
- Paid or unpaid
- If it could count for academic credit or not
- Clarify number of internship hours
- Internship start and end dates
- Housing availability
- Learning outcomes
 - Creating a list of the skills students will develop in the experience, can help show the value of your internship

EXAMPLE

EXAMPLE #1 — SOCIAL MEDIA INTERN JOB DESCRIPTION

Internship Description

We are looking for a social media intern to join our 10-member team for the winter. The internship pays \$2,000 over 10 weeks from January to March, with \$1,000 paid on February 1 and the remainder paid at the end of the internship. The internship is remote and requires 15-20 hours per week depending on the workload of a certain week. The ideal candidate will have experience in managing a Twitter, TikTok and Facebook feeds and be enrolled in an undergraduate or graduate degree program in communications or marketing. Our social media internship provides an opportunity for students to gain practical experience with a social media presence of over 150,000 followers. In addition, the intern will work with a team of professionals to manage our company's social media accounts.

Responsibilities

Help execute a strategy for the company's Twitter, Facebook and TikTok accounts

Monitor social media analytics for the team's social media accounts

Opportunity to establish a presence on Snapchat and Instagram

Requirements

Working knowledge of Twitter, Facebook and TikTok

Enrolled in undergraduate or graduate degree program in communications or marketing

Understanding of basic social media analytic measurements

Excellent verbal and written communication skills

Ability to handle a flexible work schedule based on workload

Benefits Of This Internship

Practical experience with current social media techniques and platforms

Mentoring with a social media manager with over four years experience

Opportunity to help grow a brand with over 150,000 followers

Internship pays \$2,000 over the entirety and is fully remote

Proper paperwork offered to fulfill course credit for an institution

BEST PRACTICES

- **Pay your interns.** In addition to the valuable experience students are getting, providing compensation for work completed is another way to show the value of the internship for students. Paying an intern also helps in the recruitment process, as it opens the applicant pool to those students who cannot afford to take a summer off of work for an unpaid experience. Some grants through the SBTDC are available for small businesses that can not afford to pay interns
- **Have an internship supervisor.** Creating a point person for interns will help students know exactly who to talk to with about questions, and support. Also, having one person focus on working with an intern, helps ensure the program is running smoothly.
- **Create a regular supervision meeting** to provide and receive feedback, discuss progress, mentor, and generally check in with student
- **Provide interns with real work assignments.** This ensures they are getting professional development and company is getting the benefit of having a new employee. Creating projects that do not benefit the organization and only benefit the student, create more work for supervisors and students are less invested
- **Include in staff meetings,** so student can network with co-workers, be included on decision making processes, and experience normal business practices for your company
- **Encourage team involvement.** In addition to staff meetings, it is valuable for interns to work with full-time employees to learn how to their job effectively, build collaboration skills, and network

INTERVIEWING



An interview for a student intern should not be much different to how you would interview a full-time employee however there are considerations to take into account when interviewing a student.

- Most students have not had extensive interviewing experience, so their responses may be related to classes they are in, clubs they are a part of, and part-time jobs unrelated to your position.
 - As an interviewer, focus on the transferrable skills that they might have built that you, as an employer, can shape into your needs.
 - Focusing on academic experience can also be helpful to assess their potential. Questions positioned towards academics could be:
 - Tell me about a time when you had a heavy course load. How did you manage your time?
 - How do you feel your campus involvement (if any) relates to the professional workplace?
 - What has been your most rewarding college experience thus far?
 - Why/how did you choose your major?
 - What was your greatest achievement?
 - What courses in your major have you completed thus far?

INTERVIEWING



- Focusing on goals can help you get an idea of their aspirations in the moment and in the future. While not every internship leads to full time work, it can be helpful to know if the student is getting experience to explore different fields or build a foundation for a future career.
 - Questions focused on goals could be:
 - How do you think this internship experience will prepare you for your career?
 - What are your plans for after graduation?
 - Where do you see yourself in five/ten years?
 - What are your long term and short term goals?
- Some common interview questions focus on topics such as:
 - Decision-Making Skills
 - Work Ethic
 - Analytical and Problem Solving
 - Leadership
 - Interpersonal or Social Skills

STAR Method

When evaluating student interviews, be mindful of students utilizing the STAR Method in their behavioral question responses. The STAR method acts as a formula to build out behavioral-based stories that ensures interview responses include the necessary information and highlight actions rather than unnecessary filler information. STAR stands for:

- **Situation**
 - What was the setting? What was happening in this experience?
- **Task**
 - What was being asked of the person in this situation?
- **Action**
 - This is the most important part, what did the student do? What characteristics did they show? What skills were present in this experience that made it stand out?
- **Result**
 - How did the situation resolve? How did the actions affect the result?

ONBOARDING



It is important to treat an intern like a normal employee in many ways, from the job posting, and interviewing. Onboarding is no different and very important, especially when we think about where these students are at in their professional careers. Many have not worked in a full-time capacity, in an office area, and/or in a professional setting outside of a possible part time job.

Before First Day

- Establish a start day
- Set expectations on dress code, parking, start and end times, on-site social media usage
- Schedule background checks, health screenings, and/or fingerprinting
- Discuss documentation needed for first day of work- I-9 paperwork
- Review employer & work expectations and internship duties.
- Review and discuss company mission, vision and values
- Set up workspace as well as any other resources

First Week Orientation

- A site tour
- Discuss log-in information for programs, where any shared drives live, and the programs used regularly in the workplace
- Introduction to staff relevant to the interns' experiential activities
- Review of risks associated with the facility's operations, services and/or clients.
- Safety policies and emergency procedures review
- Student check-in and how they log their time
- Written description of tasks, position description and specific task/project details.
- Provide appropriate training, equipment, materials and work area for intern to perform assigned tasks.
- Provide an employee handbook or link to a webpage with information
- Provide information about company organization, specific jargon used, social norms in the workplace

FEEDBACK &

EVALUATION

Supervision Meetings

An internship is an educational experience at its core, so providing ways for students to discuss their progress, ask questions, and learn, is imperative to the experience. Setting up regular supervision meetings is a way for students to learn directly from their employer, receive support, and learn of ways they can adjust their work to continue meet the company expectations. Early on in an internship experience, this is especially important so that bad habits do not start and students are positioned for success. During supervision meetings, students should be given a space to:

- Report the status of a project
- Ask questions
- Learn how their work is contributing to the organization
- Participate in an evaluation of their strengths
- Discuss areas of growth and development
- Learn what kinds of work lie ahead of them

Evaluation

In addition to formal and spontaneous supervision meetings, it can be beneficial to hold a formal performance review at the midpoint of the experience. In this meeting, a discussion focused on the quality and timeliness of their work produced, ability to take direction, work habits, areas of growth, and progression on goals will help your intern learn about what they need to improve on, if there are additional steps they could be taking to be successful, and what they have been doing well.

FINAL PRESENTATIONS & Exit Interviews



Final Presentation

If you are ending your internship with a presentation, this is a good opportunity to celebrate your intern/s by learning about their experience, accomplishments, and what they learned. Invite other interns, leaders from other departments, and senior leadership to the presentation/s, to show members of the organization the benefits of having an intern and what they have done throughout the semester. By incorporating a discussion or reception component to the presentation, it allows for employees and managers to ask thoughtful questions, provide constructive feedback, and networking opportunities to enhance the professional development of the student and potential updates to make to the internship program.

Exit Interview

At the end of the internship experience, an exit interview can be a great way to recap the internship experience for the student. Discussing the areas students were successful, challenges they experienced, and areas of growth to consider as they move forward in their professional development. While this discussion is helpful for students, an exit interview can also help employers evaluate their internship program and start the planning process for future interns. Discussing what went well and what could be improved next year, allows employers to re-group, plan ahead, and address any shortcomings of the program. Here are steps to conducting an exit interview:

- Explain the purpose of the exit interview
- Encourage the intern to be as candid as possible
- Ask the intern if they have any remaining questions or suggestions for improving the internship program
- Receive back company property such as building access card, keys, parking passes, safety or work equipment
- Conclude by thanking the intern for their time and honesty

IMPORTANT CONTACTS



Name	Position	Phone Number
Amy Odom	Executive Director	828-262-8119
Jackie Garner	Employer Relations	828-262-7456
Amanda Merritt	Student Programs	828-262-7579
Michelle Brown	Career Coach- Graduate	828-262-7574
Annie Love	Career Curriculum Data/Technology	828-262-6175
Abby Brannen	Undergraduate Career Coach	828-262-2069



Business Career Services

APPALACHIAN STATE UNIVERSITY®



+828-262-8119



businesscareers.appstate.edu



businesscareers@appstate.edu



Kenneth E Peacock Hall
ASU BOX 32037
Boone NC 28608