



Got Help? The Intern Solution

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Agenda

- What Is An Internship
- The New “Intern Generation”
- How Internships Benefit Employers
- How Internships Benefit Students
- Tools to Develop an Internship Program
- Compensation
- Where To Find Quality Interns



What Is An Internship?



Characteristics of an Internship

- 3 – 6 months
- Part-time or full-time
- Paid or non-paid
- Educational program for credit
- Promotes academic / career development



Introducing the new “Intern Generation”

- More than three out of five college hires had internship experience.
- Generation Y seeking more corporate experience.
- Students are offering their services and skills for little or no compensation.



“Intern Generation”

“The internship, which was once viewed as optional by college students and as “cheap labor” by Corporate America, has taken the front seat as a necessary career builder for college students and as a vital HR tool for employers”



Understanding Gen Y

- Baby Boomers (1946 – 1964)
 - 78 Million
- Gen X (1965-1982)
 - 44 Million
- Gen Y (1983 – 1997)
 - 76 Million



Gen Y Values

- Pay & Recognition
- Benefits
- A Good Work Environment



Gen Y Values

- Constructive Feedback
- Opportunities for Career Advancement



Gen Y Values

- Individuality
- As an employer, you need to be creative in the positions you create for your Gen Y employees



Understanding Gen Y is the first step towards successfully recruiting, retaining, developing and managing this generation of professionals



Employer Benefits

- Highly motivated pre-professionals
- New perspectives to old problems
- Visibility of your organization is increased on college campuses
- Quality candidates for temporary or permanent positions



Employer Benefits

- More time for creative projects
- No long term employer commitment
- Cost effective way to find potential employees
- Company image is enhanced



Benefits to the Intern

- Work alongside a professional
- Confidence in their own abilities
- Apply ideas learned in school
- Practice communication and teamwork skills



Benefits to the Intern

- Meet new people and practice networking skills
- Bridge between school and the professional world
- Valuable addition to a resume
- Potential job offer or a recommendation



Designing an Internship Program That Meets Your Needs

- Set Goals
- Write a Plan



Roles/Job Duties

- Understand skills/qualifications an average student possesses
- Re-define job duties



Intern Training Manual

- Create a training manual
- Have your current intern help you develop this training manual



Manage

- Efficient orientation process
- Resources needed to get the job done
- Monitor their progress
- Provide lots of feedback



Progress Reports

- Defined schedule
- Bi-weekly reports
- Final report



Compensation

- Paid
- Unpaid
- Gas Reimbursement
- Stipend/bonus



Legal Implications

- To pay or not to pay?
- How to determine trainee status
- Workers Compensation



Promoting Your Internship Opportunity

- College Websites
- MPI & Other Industry Sites
- Job Fair
- Job Search Engines
- Your company website



Promoting Your Internship Opportunity

- Social Networking Sites
 - Facebook
 - Twitter
 - LinkedIn

twitter



Recruit

- Search as early as possible
- Interview process
- Hire two interns concurrently
- Stagger schedules
- Understand local university schedules



Intern Tips

- Be honest
- Remember they want feedback
- Include them in the daily life of the workplace



Intern Tips

- It's okay to assign mundane tasks
- Give them real work too



Intern Tips

- Hold them to the same standards as an employee



Intern Tips

- Provide clear, detailed explanations of what is expected
- Spend time mentoring them
- Be prepared
- Look for junior / senior students



QUESTIONS?



Thank You!

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