

March 2024 eLearning Challenge: Acing Your Internship Interview

The Situation

Oakmoss College is a small liberal arts institution with a strong network of internship opportunities for students. Securing an internship requires participating in a formal interview at a partnership site. As students interview this spring for summer internship openings, 20% of internship candidates have been declined placement.

The Director of the Career Center at Oakmoss College reached out to internship supervisors to identify why the students weren't a match. Overwhelmingly, the supervisors felt the students seemed scattered and provided surface-level responses to questions. Supervisors also offered that some students dressed too casually for their interviews and did not appear confident at the beginning or end of the interview (signs included not shaking hands, introducing oneself, and asking follow up questions).

The Challenge

As an instructional designer, you create courses and workshops at Oakmoss College. The Career Center would like to roll out an eLearning module focused on the STAR interviewing method to supplement the center's 1:1 interview coaching sessions.

For many students, their internship interview may be their first in a professional setting. They will need assistance drawing upon their limited experience from campus work study, part-time jobs, and volunteering. A dash of basic interview etiquette will help level set expectations for attire and communicating with the internship supervisor.

After completing your course, learners should be able to complete one or more of the following objectives:

- Identify the four components of a STAR method response (Situation, Task, Action, and Result)

- Provide concise, targeted responses to interview questions in the STAR method format
- Greet the interviewer confidently (with a firm handshake and eye contact)
- Ask follow-up questions about the role and/or organization
- Select interview-appropriate attire for a business setting (business casual-to-formal)

Requirements & Constraints

As you design and develop your course, keep the following requirements and constraints in mind:

Interactivity & Content Presentation: Ideally, your solution will include decision-based interactions or scenarios to reinforce the skills being taught. Here are some ideas for how you might present your content and make it interactive:

- Drag and drop professional attire choices to create a candidate's wardrobe for the interview.
- Measure the firmness of a handshake using a tool like a dial or slider.
- Incorporate characters and/or other media to model appropriate eye contact cues.
- Include dialogue via a scrolling panel (or similar tool) to replicate a conversation between a candidate and interviewer.
- Create a branching scenario with options for how a candidate should respond and progress through the interview.
- Source a mock internship description and provide the learner with practice formulating questions to ask about the role.

Authoring Tools: You are free to use any eLearning authoring tool you'd like; however, Articulate Storyline or Rise are recommended. If you're new to Articulate Storyline, [check out this playlist of videos](#) to help you get started.

Visual Design: You are free to design the course in any way you'd like; however, it should demonstrate good visual design best practices with a cohesive and consistent use of font, colors, images, and graphics. If you're new to visual design, [check out this playlist of videos](#) to help you get started.

Style Guide

To help in the design of your eLearning course, you can view and download the Oakmoss College style guide and brand assets below. You are free to use these to design a branded course template, or you can create your own design.

Reference Materials

As you design and develop your course, you can create your own content from scratch or source your content from the following references:

- [The STAR Method Is the Secret to Acing Your Next Job Interview](#)
- [How to Use the STAR Interview Response Technique](#)
- [Interview Types: Behavior & Situational](#)
- [STAR Strategy Examples](#)
- [30+ Questions You'll be Asked in an Internship Interview](#)

Submission Guidelines & Contest Rules

Once you're done building your course, you can submit it by commenting below and sharing a link to your finished project. If you're using Articulate Storyline or Rise, you can publish and [share a link from Articulate Review](#) or [on the web using Google Cloud](#). Along with a link to your published course, share a few words explaining your design decisions, challenges, inspiration, etc.

To be eligible to win the \$100 Amazon gift card, your submission must be posted no later than Friday, March 29th, at 11:59 PM ET.

You can learn more about the [contest rules and criteria here](#).

If you'd like to get more eyes on your submission and encourage others to participate in the challenges, you might also consider...

- **Writing a Blog Post:** If you happen to have a blog or online portfolio, write a post about your submission and share it on social media. Make sure to link to it in the comments below for others to see!
- **Record a Video:** If you want to share how you went about designing your submission, record and share a screen recording video (via Loom, Camtasia, SnagIt, or YouTube) to showcase and explain your process. And, of course, don't forget to share a link to it in the comments below!


- **Share on Social Media:** If you're active on LinkedIn, Twitter, or another social media platform, create a post to share your submission. If possible, make sure to link back to this page and tag The eLearning Designer's Academy on [LinkedIn](#) or [Twitter](#) in your post.

Give & Get Feedback

After you've shared your submission, make sure to review what others have submitted and provide constructive feedback. Remember, the monthly challenges (and this community as a whole) are meant to provide an inclusive and supportive environment. As you provide feedback, make sure to keep our [Code of Conduct](#) in mind.

As you work to develop your project, also consider sharing your work-in-progress for community feedback in our [Get Feedback space here](#).

Challenge Recap, Submissions & Winner

Congratulations to this month's eLearning challenge winner, , for her winning submission for this month's challenge: [Can You Ace the Interview?](#) 

Check out all of the submissions for this month's eLearning challenge below:

- [Acing Your Internship Interview](#) by
- [Acing Your Interview](#) by
- [Acing Your Internship Interview](#) by
- [Growing Your Interview Skills](#) by
- [Mastering the Interview](#) by
- [Internship Interview Training](#) by
- [Acing Your Interview](#) by
- [Acing Your Internship Interview](#) by
- [Acing Your Internship Interview](#) by
- [Acing Your Internship Interview](#) by
- [Acing Your Internship Interview](#) by
- [STAR Power](#) by
- [Acing Your Internship Interview](#) by

- Acing Your Interview by
- Acing Your Interview by
- Acing Your Internship Interview by
- Internship Interview Success by
- Preparing for Your Internship Interview by
- STAR Challenge by
- Land the Internship by
- The Internship Interview by