



# **Interns & Internships**

# Program Objectives (1 of 2)

- Learn the value of hiring interns for your business or organization
- Understand the necessary differences between paid and unpaid interns, and various modes of compensation
- Learn how to set up your internship opportunity and get the word out for recruitment

# Program Objectives (2 of 2)

- Be able to narrow down internship applicants to the most valuable candidates
- Pick up useful techniques for getting the most out of your interns
- Learn how to conduct evaluations and use those evaluations to streamline your internship program

# Why Hire an Intern? (1 of 3)

➤ There are plenty of reasons to hire interns along with employees.

- Interns want to showcase their talents and amp up their resumes, so they tend to be hard workers who stay on the ball
- Interns who've worked with you will already have the necessary training and experience and are naturally more qualified candidates for any open job positions

# Multiple Interns: Why Stop at One?

➤ There are three good reasons to hire multiple interns.

- **Camaraderie:** Interns with others their age will transition more smoothly into the workforce
- **Competition:** Each intern wants to be the best, and will work hard to reach that goal
- **Choice:** Having multiple interns gives you multiple choices when selecting a candidate for an open position.



# Legal Issues:

## Unpaid Internships (4 of 4)

- An internship must provide training and hands-on experience relevant to a student's interests, academic studies, and/or career goals, or it's no more than a regular job and must comply with the FLSA's provisions for minimum wage and overtime compensation.

# Compensating Interns (1 of 8)

- Many employers offer paid internships with robust hourly wages, and these internship opportunities attract a very high number of candidates, increasing the odds of finding excellent qualified candidate(s).
- Not everyone can afford to pay their interns.

# Establishing the Internship Opportunity (1 of 6)

- The process of recruiting interns is much the same as the process of recruiting full-time employees, and requires the same degree of attention to candidates.



# College Career Centers (2 of 2)

- Students regularly reach out to campus career centers for assistance in locating internships and other resume-building opportunities.
- Career centers also do their best to convey current opportunities to the student body through mass emails, postings, and other methods.

# Job/Internship Websites

(5 of 9)

## CareerRookie.com

- CareerRookie is a section of CareerBuilder targeting internship and entry-level job seekers.
- Post internships and jobs for a fee.

## AfterCollege.com

- Post internships and jobs for a fee.
- Postings can be forwarded to thousands of career networks for free.

# Social Media (2 of 2)

## Facebook

- Despite its casual environment, facebook is still a good resource for employers to get the word out about job/internship openings.
- The effectiveness of facebook depends on how well connected the user is.

# Word of Mouth / Referrals

(2 of 2)

- 16% of employers rely on referrals from employees
- 4% rely on referrals from past interns/co-ops

Source: 2013 InternMatch “The Best & Worst Intern Candidates” infographic

# What to Look For in Candidates (5 of 6)

## ➤ Education

- What courses have they taken that are relevant to the internship opportunity?
- What projects/assignments have they undertaken that could have prepared them for the demands of the internship?
- Even if no strictly relevant work was completed, the quality of their work could speak volumes about their potential as an intern and employee.

# What Not to Look For in Candidates (2 of 2)

## ➤ Grades and GPA

- Grades and GPA are just numbers and those numbers often don't reflect the true potential of a job candidate, or his/her flaws.
- Grades can be low for so many reasons (medical reasons, death of a loved one, financial need to juggle paid work hours with study time, etc.) and it's worth looking at the candidate behind the numbers to properly assess their value.



# Interviewing the Strongest Applicants (2 of 2)

- If you aren't prepared to make the final decision based on cover letters, resumes, writing samples, portfolio work, letters of recommendation, and whatever else is on the table, then the next step is to set up interviews.

# Choosing Your Method (3 of 3)

## Phone Call

- When you don't have time to arrange a meeting or sit down for a video conference, there's always the telephone.
- Phone calls allow for the most flexibility and efficiency, and are the easiest method to use if you have follow-up questions post-interview.

# The Million Dollar Question

## ➤ “Why are you applying for this internship?”

- Interns are fueled by a wide range of incentives.
- Are your applicants in a pinch for academic credit, or financially desperate?
- Do they have strong feelings about your particular internship or are they just driven to seek out any internship they can?

# Other Good Interview Questions (3 of 3)

## ➤ “What are your plans after graduation?”

- Are they going to stay in the area? Do they expect a salaried job right off the bat?

## ➤ “What questions do you have for me?”

- This is an important one, because interviews must be a two-way street.
- Just as you wonder if the candidates are a good fit for you, they wonder if your company is a good fit for them.

# Making the Final Selection

- If you don't hear back from your chosen candidates, send a follow-up email or phone call to make sure they received the initial message and to see if they're still interested in the position.
- Always keep some "next-best" applicants in mind, just in case.

# Getting the Most Out of Your Interns (2 of 2)

## ➤ Unhappy and unsatisfied interns:

- Don't perform to their full potential
- Are unmotivated to continue past their anticipated end-date
- Won't give any glowing testimonials about their workplace
- Won't spread the word about your internship opportunity – except to knock it



# What to Discuss with New Hires (5 of 5)

## ➤ Their Expectations of You

- A good internship benefits both the employer and the intern.
- Ask them what they want to get out of their internship, things they'd like to experience, things they'd rather not.
- Make sure they're exposed to new responsibilities on the job and not constantly in their comfort zone – part of the internship experience involves building one's skillset and learning new things.

# Assign a Supervisor (2 of 2)

- Because an internship is essentially a training program, the supervisor needs to be hands-on and facilitate communication with the interns.
- It's good practice for both the interns and the supervisor to log and record any hours worked and activities worked on.

# Working Styles (2 of 2)

## ➤ Good things to ask interns:

- How do you feel about your work?
- Is there anything you feel unsure about?
- Are those around you being supportive?
- What could we be doing better?

# Evaluate Your Interns

- It's important that you take the time to evaluate the effectiveness of your internship program.
- Based on the results of your evaluations, changes may need to be implemented to streamline the program and improve the experience for those involved.

# Extending the Internship

(2 of 2)

- There's no rule to limit the amount of time an internship can continue for. Many students continue the same internship for 1-2 years, until a better opportunity presents itself.
- If your intern would like to continue working for you and you find them to be a good match, consider rewarding them with a stipend or wages.