

“Meh” to Magical: Enhancing the Internship Experience for Both Students & Employers

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Introductions

Basics:
Briana Randall
Executive Director
Career & Internship Center

Details:
15 years in center
8 months in this role
4 years in previous role –
Director – Internship Project



Factoid:
Did an internship at the
Indiana Women’s Prison

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Introducing UW-Seattle

- > 32,000 undergrads (+15K grad students)
- > 55% of undergrads do internships
- > Semi-centralized career center model
- > De-centralized internship credit model





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Agenda

Sections:

- > Unpacking “high-quality”
- > Direct student resources
- > Departmental resources
- > Employer resources

Within:

- > Show the resource
- > Usage, impact, tips



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Unpacking “High-Quality”

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Intern perspective

How satisfied were you with your internship?

73.5%

“very” or “extremely” satisfied



NACE Class of 2018 Student Survey

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Intern perspective

Reasons for dissatisfaction with internship

- > **Lack of meaningful work duties (69.9%)**
- > **Lack of focus on personal development (61.8%)**
- > **Dislike of work environment/culture (53.7%)**
- > **Did not learn anything useful (46.3%)**
- > **Wages were insufficient or unfair (34.1%)**

NACE Class of 2016 Student Survey



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Prospective employer perspective

Self-identified anticipated challenges

Supporting learning enough to call it an internship	43%
Identifying possible projects	19%
Establishing manager expectations	16%
Identifying possible managers	11%
Thinking through intern logistics (space, hours, etc.)	8%
Answering big picture questions	3%

37 responses during webinar called How to Start an Internship Program



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Employer perspective

Self-identified areas for improvement

Requiring meaningful interactions and collaboration	45%
Focusing on facilitating intern learning	26%
Providing frequent and substantive feedback	22%
Requiring significant time and effort of interns	7%


58 responses during webinar called How to Be an Awesome Intern Manager



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Summary

- > Many internships are already high-quality
- > Even more would be high-quality if they:
 - Centered on meaty work
 - Included helpful feedback
 - Intentionally promoted student learning
 - Helped students develop professionally
 - Involved more relationship-building
- > The onus is on both students and employers



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Student Resources



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Engage & Maximize page

<https://careers.uw.edu/internships/engage-maximize/>



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Details

Usage:
Average monthly page views is 99
Average monthly views per video is about 8

Impact:
"I have a habit of focusing on providing the best for everyone around me, which leads to me forgetting about my needs. So, **I vow to focus on my development**, my career interests & how I can maximize the opportunity this summer for myself & the organization."


Pro Tips: Make content "snackable". Think about your distribution plan.



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Reflect & Strategize page

<https://careers.uw.edu/internships/reflect-strategize/>




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Details

Usage:
Average monthly page views is 60
Peak month was March: 164!

Impact:
"An action item that would be helpful is to seek opportunities for self-development. I want to **re-evaluate my experience, track the skills I've gained, determine my strengths & values, & further figure out my interests** in this industry."

Pro Tip: Partner with an academic unit as you create (& distribute).



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Distance learning internship course

- > Launched Jan 2018
- > Taught by Career & Internship Center and Carlson Leadership & Public Service Center
- > Weekly virtual discussions
- > 8 assignments

Assignments:

- Maximizing Your Internship Videos
- Learning Agreement
- Informational Interview
- Employer Check-In Meeting
- Internship Description for Resume
- STAR Story
- Employer Performance Evaluation
- Final Paper

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Details

Usage:

- Average of 20 students per qrtr.
- 96% received credit
- 20+ acad. depts.

Impact:

"The assignments and discussions were very directly applicable to my internship, and it was helpful for me to do these assignments because it **made me think more critically** when being at my internship and starting each day."

80% - course is "excellent" or very good"

Pro Tips: Hire a teaching assistant.
Re-think weekly discussions.

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Academic Department Resources

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Internship Course Support page

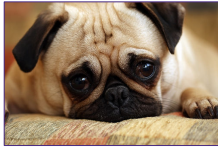
<https://careers.uw.edu/internship-course-support/>



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Details

Honestly, I have little data on usage or impact.



Pro Tip: Make nice with your risk/compliance office.



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Internship Course Mngr. Learning Comm.

- > Discuss **how to enhance the learning that takes place in internships and internship courses**
- > A **safe place to learn** about what other depts. are doing with internships – both best practices & fails
- > Stay **in the know** about current internship resources and **give input** on future resources
- > A **fun group** that meets 90 mins every 6(ish) weeks



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Details

Usage:

Average attendance is 11

About 20 different departments attend


Impact:

"I can help students develop internships that are of far higher caliber."

"I changed my course to better protect my students and program from liability."

"We are using NACE competencies as our internship evaluation."

Pro Tips: Start one! Approach as "let's learn from collective wisdom of group".



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Policy on required internships

- > **"The goal in establishing a policy on internships is to help academic units position students for success in securing and maximizing these opportunities."**
- > **Before submitting programs/courses with an internship component, units are to speak with our center and with risk services. And, consider....**



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Questions for depts. to consider

- > What is program's bandwidth to manage enrollment and internship site relationships?
- > How will program ensure internship rigor?
- > How will students be advised, supported, & evaluated?
- > Is there sufficient # of internships in the region?
- > How will students find experiences?
- > How will program address the equity challenge for students with limited financial resources?
- > What about students who cannot secure a position?
- > How will international and undocumented students be accommodated when citizenship presents a challenge?

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Employer Resources

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Manage & Support page

**[https://careers.uw.edu/
manage-support/](https://careers.uw.edu/manage-support/)**

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Details

<p>Usage:</p> <p>Average monthly page views is 52</p> <p>Average monthly views per video is 3 ☹️</p>	<p>Impact:</p> <p>I have little data on impact.</p> 
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Pro Tips: Think about distribution plan before investing the time.

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Employer Education Series

<https://careers.uw.edu/employer-education-workshops/>




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Details

<p>Avg. Attendance:</p> <p>How to Start Intern Program: 67</p> <p>Be an Awesome Intern Manager: 88</p> <p>Meet Gen Z: 51</p>	<p>Impact:</p> <p>100% learned strategies to enhance their internship program</p> <p>Key takeaways re: onboarding, supporting learning, evaluating interns, promoting reflection, exposing to the broader office</p>
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Pro Tips: These are fun & relatively easy...do them!
Webinars have much better ROI than workshops.



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