

**TOTAL INTERNSHIP**  
MANAGEMENT

SHRM  
SHRM-CP | SHRM-SCP  
**RECERTIFICATION PROVIDER**  
2020

APPROVED PROVIDER  
**h** 2020  
HRD.ORG

**Intern Bridge**

TOTAL INTERNSHIP  
MANAGEMENT

1

---

---

---

---

---

---

---

---

**Quick Recap...**

- Working with the “Next Generation”
- Inherent Bias
- Changing workplace demographics
- What students VALUE
- Setting Goals
- 3 Levels of Buy-in
- Organizational Audit

TOTAL INTERNSHIP  
MANAGEMENT

2

---

---

---

---

---

---

---

---

**7 Components of a GREAT Internship Program**

1. Organizational Readiness & Team Commitment
2. The Intern Work Plan
3. Selection & Training of Mentors/Supervisors
4. Effective Recruiting & On-Boarding
5. Performance Management
6. Transitioning to Next Stage
7. Assessment

• **BONUS** - Learn about the employment law aspect of hosting interns

TOTAL INTERNSHIP  
MANAGEMENT

3

---

---

---

---

---

---

---

---

The Intern Work Plan



TOTAL INTERNSHIP  
MANAGEMENT

4

---

---

---

---

---

---

---

---



TOTAL INTERNSHIP  
MANAGEMENT

5

---

---

---

---

---

---

---

---



TOTAL INTERNSHIP  
MANAGEMENT

6

---

---

---

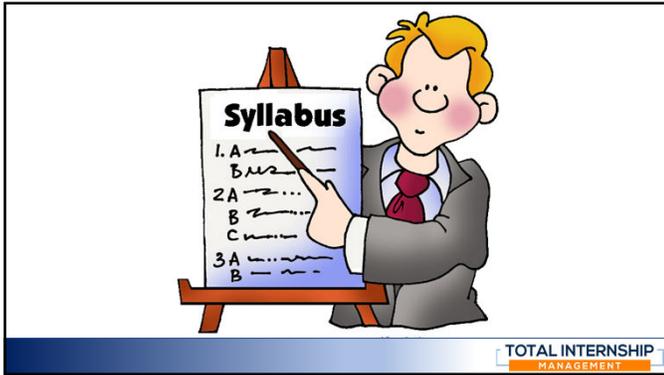
---

---

---

---

---



7

---

---

---

---

---

---

---

---

**Creating An Intern Work Plan – “The Syllabus”**

- Keep in mind the main reasons students pursue internships: *experiential education*.
- 90% of students desire to be kept busy during the internship.
- Minimize menial tasks - Change the “go-fer” and “grunt” stereotypes
- 64% of interns report being given the opportunity to work in groups.
- Present challenges and opportunities to contribute
- Demonstrate importance of each assignment



TOTAL INTERNSHIP MANAGEMENT

8

---

---

---

---

---

---

---

---

**Defining Learning Plans and Objectives**

- **Learning objectives** – what you expect the intern to learn from the activity.
- **Learning tasks** – how the intern will accomplish the learning objective.
- Have clearly established goals in mind
- Daily/weekly/monthly/overall
- What is it that I would like this student to be able to do if they came to work here full-time?



TOTAL INTERNSHIP MANAGEMENT

9

---

---

---

---

---

---

---

---

### Creating an Amazing Experience...

- Appropriate mix: short/long-term tasks; types of work, etc.
- Balance individual and collaborative assignments
- Allow time for networking
- Build soft skills
- Establish confidence!



TOTAL INTERNSHIP MANAGEMENT

10

---

---

---

---

---

---

---

---

# 3

## What... How... Why...

TOTAL INTERNSHIP MANAGEMENT

11

---

---

---

---

---

---

---

---

### Taxonomies to Guide Development of Learning Outcomes

#### Dimensions of Higher Learning

**Declarative learning** - learning WHAT-facts and principles

**Procedural Learning** - learning HOW-skills and procedures

**Conditional Learning** - learning WHEN & WHERE-learning applications

**Reflective Learning** - learning WHY-learning to understand one's self and others

**Metacognitive Learning** - learning How to Learn—learning to direct one's own learning



TOTAL INTERNSHIP MANAGEMENT

12

---

---

---

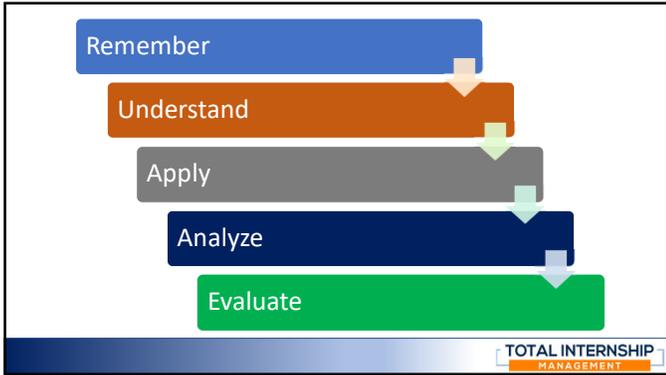
---

---

---

---

---



13

---

---

---

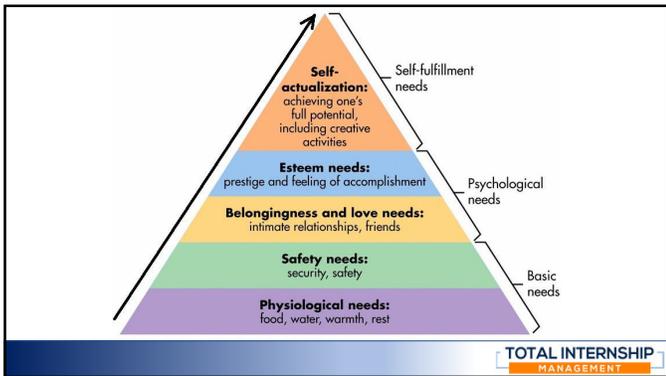
---

---

---

---

---



14

---

---

---

---

---

---

---

---



15

---

---

---

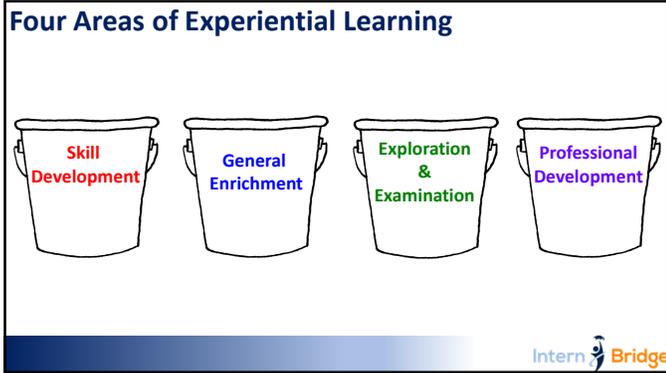
---

---

---

---

---



16

---

---

---

---

---

---

---

---

Area 1: Particular Skill Development		
Learning Objective	Learning Task	Why?
ANALYZE quantitative data, statistical data, or human social situations.	The employee will review and analyze current market data to determine product success.	
CONVERT paper documents to electronic documents related to marketing (e.g., correspondences, reports, memos, programs, sales presentations, and promotional brochures).	By the end of the internship, the intern will convert all of the organization's paper records into electronic form in Microsoft Word/Access.	
USE time management to organize and prioritize goals and deadlines.	The intern will effectively manage tasks, communications, and required meetings to ensure goals and deadlines are achieved.	

**TOTAL INTERNSHIP**  
MANAGEMENT

17

---

---

---

---

---

---

---

---

Area 2: General Academic Enrichment		
Learning Objective	Learning Task	Why?
REVIEW and REPORT on trends in Patient Care about sharing and explaining medical diagnoses with patients and their families.	The intern will conduct a literature review on patient care, including trends for sharing medical diagnoses with patients and their families within the first three weeks of the internship. Then they will write a report explaining potential new strategies for increasing patient and family understanding.	
FIND and research information from various sources, as well as people that can be helpful with navigating the Salesforce portal.	The employee will review all training modules for Salesforce, go through one-on-one training, and develop shortcuts and resources for learning how to use the Salesforce portal within the next two weeks.	
CONDUCT outreach with current and prospective customers by using various methods of communication (e.g., cold calling and direct marketing).	The employee will research potential clients; conduct a one-week marketing marathon (including telephone, email, and other direct marketing); and produce a chart that summarizes the results.	

**TOTAL INTERNSHIP**  
MANAGEMENT

18

---

---

---

---

---

---

---

---

Area 3: Career Exploration		
Learning Objective	Learning Task	Why?
READ and/or review the history and services provided in the New Deal. This objective will help you better understand the field of public service and its impact on American society.	The intern will review the New Deal policy, and research each formed agency that was created to determine the impact of those services and address the impact the role of a public servant has on American society.	
Examine and reflect your experience as an intern in this organization, as well as the feedback you received.	The intern will constructively examine written and oral feedback, and reflect on how he or she could have increased his or her understanding of the task to meet the expected goal.	
PLAN the logistics for the upcoming professional development retreat—from start to finish.	The intern will work with others on the professional development retreat, and gather information about past retreats and other responsibilities (e.g., compiling the invitation list, securing the space, and arranging for food, beverage, decorations, and speakers for events involving professional development and technology needs).	
		<b>TOTAL INTERNSHIP</b> MANAGEMENT

19

---

---

---

---

---

---

---

---

---

---

Area 4: Professional Development		
Learning Objective	Learning Task	Why?
LEARN more about this role and the roles that shape the unit team.	The employee will conduct informational interviews with team members (about their specific roles within the company) with three of my team members, and write a report that paraphrases their remarks by the end of the internship.	
Improve social etiquette skills during mealtimes.	The employee will complete an etiquette workshop before the completion of the internship to better understand formal dining.	
REVIEW the company manual, and follow all company policies as they relate to dress code.	The intern will walk around to different departments, take notes on the different styles, and determine if company policy is being followed. If not, they shall report to the supervisor before lunch about any dress code concerns.	
		<b>TOTAL INTERNSHIP</b> MANAGEMENT

20

---

---

---

---

---

---

---

---

---

---

**Next video: Effective Recruiting & On-Boarding**



**TOTAL INTERNSHIP**  
MANAGEMENT

21

---

---

---

---

---

---

---

---

---

---

↓ *Let's stay in touch!*

**Dr. Robert Shindell**

- Phone - 800.531.6091 or 512.784.3361
- Email - [robert@internbridge.com](mailto:robert@internbridge.com)
- LinkedIn - [www.linkedin.com/in/robertshindell](http://www.linkedin.com/in/robertshindell)
- Twitter - @robertshindell or @internbridge

TOTAL INTERNSHIP  
MANAGEMENT

---

---

---

---

---

---

---

---