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

  - 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
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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