



# Got Help? The Intern Solution

Robyn M. Mietkiewicz, CMP  
Meeting Sites Resource  
Irvine, CA



# 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
- Gen Y (1983 – 1997)
  - 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



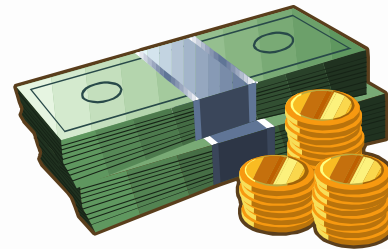
# Benefits to the Intern

- 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

twitter





# 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!

Robyn M. Mietkiewicz, CMP

Meeting Sites Resource

Irvine, CA

[www.meetingsites.net](http://www.meetingsites.net)

