

Greetings from Shenandoah University!

We are excited you are interested in developing an internship opportunity for Shenandoah University students. This document will serve as a guide to help you create and implement an internship.

There are few steps we recommend you review while working to develop internship opportunities:

- 1) Review the Department of Labor's Internship Program Guidelines under the Fair Labor Standards Act. You can access that document [here](#).
- 2) Shenandoah University supports the National Association for Colleges and Employers standards on Internships. Please review the Position Statement for Internships [here](#).
- 3) Check out the [best practices](#) among hiring interns.

Please let us know how Shenandoah University can assist you further develop internship opportunities! Also, check out our [employer page](#) here for the latest information for employers.

Sincerely,

The Career Service Team



DEVELOPING AN INTERNSHIP POSTING, P.1

Internship Posting Title: _____

Date to Post: _____

Application Deadline: _____

Paid or Unpaid: _____ (If paid, include if it is stipend or hourly) _____

Available for Academic Credit? _____

Period of Internship: Fall, Spring, Summer, or On-Going? _____

Hours: Full Time, Part-Time, Flexible? _____

Internship Supervisor Name: _____

Internship Supervisor Title: _____

Department: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Application Process: Cover Letter, Resume, GPA, Phone Interview, In person Interview? _____

Send Application Information by: E-mail, Mail, or Fax? _____

Company Description:



DEVELOPING AN INTERNSHIP POSTING, P.2

Summary Statement (What is the purpose of this position?)

Job Responsibilities/Tasks:

Qualifications (Major, Experience):

Skills Acquired (What skills are they going to gain from this position?)



SAMPLE INTERNSHIP POSTING

Posting Title: Student Intern – Marketing and Communications

Company: Winchester Marketing & Communications

Date Posted: 7/6/2017

Application Deadline: 8/20/2017

Compensation: Stipend of \$500

Period of Internship: Fall 2017

Hours: Part-Time, 10-15 hours per week. May work from for a maximum of 5 hours. Flexible Scheduling Available.

Internship Supervisor Name: Sally Jones

Internship Supervisor Title: Director of Marketing

Department: Marketing and Communication

Company Address: 202 Brown Ln. Winchester, VA 22601

Application Process: Please submit cover letter, resume, and three professional references to sjones@wincmc.com. If selected, you will then be contacted for a 15 minute phone interview.

Company Description: Winchester Marketing & Communication is a multi-faceted company which strive to support the local communities marketing and communications needs. We are a fast-paced company who strives to generate high-quality products and services. Founded in 2007, we are known to consistently provide successful outcomes to our clients.

Summary Statement: In your role of student-intern, you will be working hands-on with our department and team. You will assist in creating visual communication pieces across multiple platforms such as e-mail, social media, press releases, conferences, community events, etc.

Job Responsibilities/Tasks:

- Capture our brand/mission and articulate it into marketing campaigns and pieces
- Assist the Director in updating client spreadsheets using Google Software
- Update Social Media/Website regularly
- Schedule meetings with new and existing clients
- Assist writers in publishing blog posts on website

Qualifications/Requirements:

- High School Diploma
- College Student studying Communications, Graphic Design or English preferred
- Ability to work in fast paced environment
- Must have a desire to learn new material and have a willingness to contribute to creative conversation

Skills you will acquire:

- Ability to work efficiently in a fast paced environment
- Experience working with Adobe Indesign, WordPress, Google Platforms
- Event Planning
- Collaboration and Communication



INTERNSHIP LEARNING GOALS SAMPLE

To be completed with both the Intern and Employer

LEARNING OBJECTIVES What do I want to learn or be able to do?	LEARNING STRATEGIES How am I going to get there and what resources will I use?	EVALUATION How will I know if I completed it successfully?
Academic Goal:		
Skill Development Goal:		
Professional Goal:		

EXAMPLE INTERNSHIP EVALUATION, P.1

Evaluations are recommended to be done at a mid-point of an internship and at the end of the internship. Evaluations should be fully explained to the Intern, in order to have them benefit from the feedback. This form can and should be edited to fit your companies criteria.

Please rate the following categories based on the scale below:

1. Needs improvement 2. Approaching Expectation 3. Meets Expectation 4. Exceeds Expectations
5. N/A: Not Applicable

Category	4	3	2	1	N/A	Comments
Quality of Work						
Quantity of Work						
Interest in Work/Initiative						
Verbal Communication						
Written Communication						
Problem Solving Ability						
Work Ethic						
Organization Skills						
Relations with others						
Professionalism						
Ability to Learn new material						
Dependability						



EXAMPLE INTERNSHIP EVALUATION, P. 2

Evaluations are recommended to be done at a mid-point of an internship and at the end of the internship. Evaluations should be fully explained to the intern, in order to have them benefit from the feedback. This form can and should be edited to fit your companies criteria.

Hours worked per week: _____

To your knowledge, was the total number of hours needed completed? Yes / No

What are some of the strong assets you believe this student possesses, which may be valuable to them in a future career?

What are some specific improvements (if any) that you feel could help them improve to reach their future career goals?
