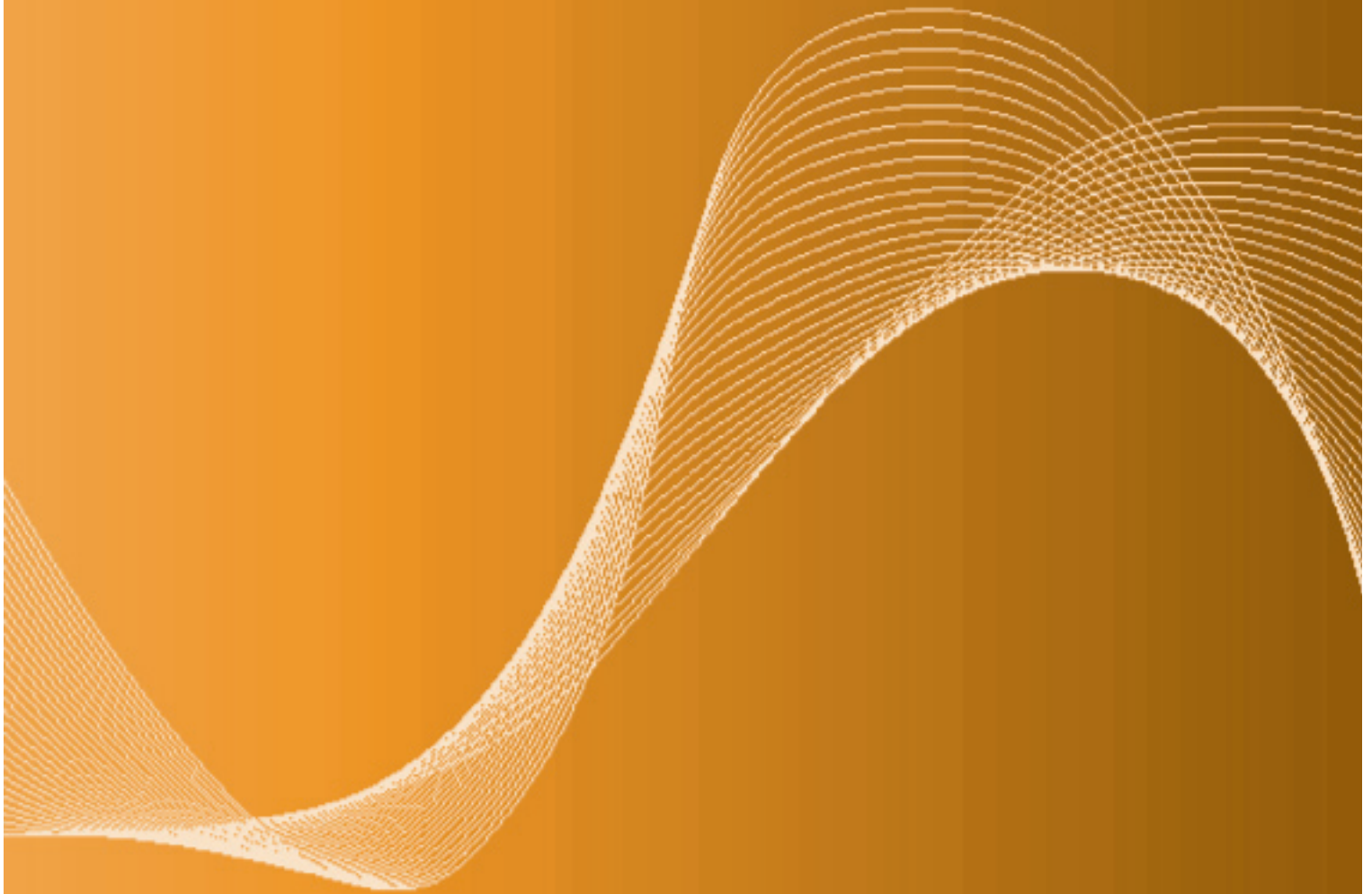


Quad Cities  
**Chamber**  
I O W A



Illinois  
**Quad City**  
**Chamber**  
of Commerce

INTERNSHIP  
Resource Guide



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# Introduction

The Iowa and Illinois QC Chambers of Commerce is providing this Internship Resource Guide to assist employers in meeting their workforce needs by growing their talent pools through internships. This guide is intended to provide an introduction to beginning an internship program or strengthening an existing one. We believe employers stand to gain from hosting interns by previewing potential hires while having the benefit of additional skills at work for their companies.

In addition to the benefit interns may have on your business, internship programs are also a key element to the economic growth of our region. An email survey of 2,500 college graduates conducted by Knowledge Industry Partnership found that students with pre-graduate internship experience were twice as likely to stay in the state as those graduates who had no internship experience.

This internship program is a piece of a larger workforce initiative being set forth through the Iowa and Illinois QC Chambers of Commerce.

# What is an Internship?

An internship is a hands-on work experience in which students apply the principles they've learned in the classroom to a real-world setting. An internship should be designed to meet the needs of the company and learning goals of the student. It should have pre-set goals outlined by the employer and agreed upon between the employer and student to ensure all expectations are being met.

## Internship Basics:

- Internships should balance the work needs of the organization and the learning goals of the intern;
- Internships promote academic, career and/or personal development;
- Internships may be paid or unpaid;
- Internships can be part-time or full-time;
- Internships are generally a one-time experience;
- Internships are distinguished from a short-term job or volunteer experience in that there is an intentional “learning agenda” structured into the experience;
- The duration may be anywhere from one month to two years, but typically last the course of a semester.

In summary, an internship program should provide the student with meaningful work experience, and the employer with a qualified “employee” to carry out the work. An internship should not be created solely to carry-out clerical and/or less desirable tasks; interns should be challenged by and learn from their internship in ways that contribute to their educational and career goals.

# Why Create an Internship Program?

An internship can be a great opportunity for your business. Here's why:

- 1. Recruitment and Training Cost Savings** – The ability to observe an intern's performance gives you an edge in deciding whether to hire him/her for a full-time position. Should you decide to hire the individual after the internship ends, you'll spend fewer dollars on recruitment and training. You'll have become familiar with the caliber of the individual's work, and they'll be knowledgeable about the policies, practices, work environment and skill demands of your organization.
- 2. Added Staff Capacity During Peak Periods** – An enthusiastic and proficient intern can be valuable when you have key assignments or temporary projects that demand attention but you lack the resources in-house to devote to these tasks.
- 3. Fresh Perspectives** - An intern can see your organization from an entirely new perspective. This new insight can spark new ideas, energy and initiative into your organization.
- 4. Retention in Your Field/Industry** - In time, interns grow to know your organization and the industry. Their experience helps them develop realistic expectations about the profession, resulting in higher retention rates compared to non-interns.
- 5. Expanded Pool of Qualified Potential Hires** - A strong internship program, employment brand and relationship with students at a variety of colleges gives businesses greater chances of hiring the top students in your field.

Annual surveys conducted by WetFeet.com noted, "40 to 50 percent of students rejected the offer with the highest compensation. Instead, they consistently report that other factors – the work itself, the people they meet and the attitude of the company all factor prominently in their decisions." A strong internship is a way to showcase your business to potential employees down the road.

# Developing an Internship Program

Successful internships are characterized by the following components:

- Support of the top administration
- Designated supervisors who understand and are committed to mentoring and internships
- Clearly defined purposes and goals for the internship program that are communicated to all staff
- Projects and responsibilities that are meaningful, clearly defined and not centered around clerical work
- A system for regular feedback on student performance and the internship program itself

These brief and important guidelines provide a step-by-step approach to establishing an internship.

**1. Identify a project.** Most organizations have a project(s) for which they are unable to allocate adequate staff time. Interns can provide the staffing you need to plan and organize the project while providing a student with valuable career experience.

**2. Define the objective for the project.** The objective should be detailed and measurable, and act as a guide to give the intern direction. The objectives should be communicated to all company staff to support.

**3. Define the specific eligibility requirements and skills** you need in an intern in order to complete the projects/functions to which interns will be assigned. For example, you may set requirements of currently enrolled college students, minimum GPA and preferred experience and so on.

**4. Identify a supervisor.** Designating a supervisor who is a proven and clear communicator and is committed to providing day-to-day guidance and counsel will result in a more productive and satisfying experience for the intern and your business.

**5. Create a job description for the intern.** The job description should include:

- An overview of your organization
- Deliverables, qualifications, required knowledge, certification(s) and skills
- Wage and benefits information
- Contact person, address, telephone/fax and email.
- Web site

**6. Post your internship on the internship tab of [www.QuadCityCareers.com](http://www.QuadCityCareers.com).** Once you receive leads on candidates for your internship position, you will be responsible for evaluating and interviewing your candidates.

**7. Provide the intern an orientation to the position and your organization.** The orientation should include the following:

- General logistics: Location of coffee, use of phone/copier, user ID and password for computer, lunch or other breaks, introduction to staff.
- Time for supervisor and intern to discuss expectations of job.
- Review of established time period for the internship; wages and benefits, policies for vacations, standards for attendance and punctuality.
- Overview of your business, including a summary of potential career paths and growth opportunities within your business, and why it is a great place to work. Use this as an opportunity to begin the recruiting process for future employment needs. Use this to plant the seeds for future employment opportunities within the company.

**8. Conduct an evaluation midyear and at the end of the term.** You can enhance an intern's performance by sharing candid and constructive feedback with them. Your feedback enables them to modify behaviors and facilitates completion of high-quality assignments and projects. Asking an intern for their feedback about their experience along the way allows you to alter future internship assignments.

**8. Enroll your intern in i.network.** i.network is a free quality of life program geared specifically toward interns. The program highlights all that the QC has to offer. It takes place during June and July, with most programming occurring over lunch or after work.

# Developing Interns into Full-Time Employees

One of the main advantages of hosting an intern is the potential to convert interns into future employees. According to the National Association of Colleges and Employers (NACE), 43 percent of interns are converted to full-time employees. CollegeRecruiter.com has found that many employers with formalized internship programs set as their goal to extend permanent employment offers to 80% of their interns and to hire at least half. Below are tips to increasing your businesses chance that these trained, qualified individuals return to work for your company.

## **1. Provide a real experience to your intern.**

Today's college students want internships that will provide practical applications of what they have learned in the classroom. They want to be challenged with experiences that require them to apply the knowledge they have gained in the classroom, as well as be part of project teams.

**2. Provide your interns with a mentor.** This mentor can meet with the intern to discuss project status, gauge the intern's progress and readiness to take on new projects, coach them in developing strengths to further their career and share insight with them on possible career tracks.

**3. Identify the needs of your intern.** Today's college graduates know they are in demand and are looking for employers who offer them the most. This can come in the form of benefits, compensation, relocation assistance, social events, flex time and job security. Learning the needs of your interns during their internship will make it more likely that they will look to your company as a place for a career.

**4. Make your expectations clear.** Do your best to define your company culture and what the expectation is on dress code, the importance of punctuality, the type of environment and any other company policies. This will help to ensure that you hire interns who will work well with employees who are already with your company.

**5. Respect what your interns have to offer.** Encourage your interns to present ideas for consideration; if an idea is not a fit for your organization, take the time to explain why. Students who feel as though they are contributing to the company are more likely to accept a job offer after graduation. Likewise, those who feel disregarded will probably search elsewhere.

## **6. Provide your interns with opportunities to network and learn about the community.**

Invite your interns to take part in company functions (i.e. company picnics, staff meetings, etc.) and encourage them to get engaged in the community. Interns can get involved

in local young professional groups such as The Network, Young Professionals of the Quad Cities or the Jaycees, volunteer at local events such as River Roots Live or get involved in a non-profit committee such as the United Way or any of our other local non-profit organizations.

## **7. Remember that interns talk to each other.**

Interns who had a positive and rewarding experience will share this fact with other potential candidates. The same is true for those who had a negative experience. In addition to fulfilling work, small touches such as a birthday card or lunch with a supervisor can also add to a positive experience.

# Area College Contacts & Requirements

Some colleges require internship paperwork to be completed. Below is a summary of what the local colleges require, as well as how to post an internship opportunity with area colleges. Your student intern will be responsible for ensuring that this paperwork is completed.

## **Augustana College**

Contact: Jana Klauke, Director of Internships and Assistant Director of the Career Center

Phone: (309) 794-7339

The employer may be asked to complete an evaluation of the intern if the internship is for college credit.

### *To Post an Internship:*

Go to the Augustana College website at [www.augustana.edu](http://www.augustana.edu). Through the A-Z index, go to the Career Center site, and choose For Employers. Choose Advertise a Job and Internship Positions and complete the online form.

## **University of Iowa – Pomerantz Career Center**

Contact: Dave Kelzenberger, Office Coordinator

Phone: (319) 335-1023

### *To Post an Internship:*

Go to the University of Iowa website at [www.uiowa.edu](http://www.uiowa.edu). Choose the Career Center link on the homepage. Choose the UI Employment Expo option; choose the Employer option. You will have to create an online account. Once your account is created, you may complete the online form with your internship job description. See also University of Iowa Posting Guidelines, included in this guide.

## **St. Ambrose University**

Contact: Angela Grafton, Internship and Recruitment Coordinator

Phone: (563) 333-6340

### *Requirements:*

St. Ambrose University requires the following paperwork to be completed.

- Learning Objectives Contract – to be completed by intern and signed by supervisor
- Internship/Experiential Learning Task List – to be completed by supervisor
- Internship Evaluation Form – to be completed by supervisor

### *To Post an Internship:*

Go to the St. Ambrose University website at [www.sau.edu](http://www.sau.edu). Find the Career Services site through the A-Z Index. Select the Employers option; select Internships and complete the online form with your internship job description.

## **Western Illinois University**

Career Center – (309) 298-1838

Internship requirements vary by department. Your student intern will be responsible for ensuring that the appropriate paperwork is completed.

### *To Post an Internship:*

Go to the Western Illinois University website at [www.wiu.edu](http://www.wiu.edu). Through the A-Z Index, find the Career Services link. Choose e-Recruiting: The On-Line Registration System with Job Listings. Create an account. Choose Manage Jobs and Create New Job.

# The University of Iowa Internship Posting Practices



The University of Iowa Pomerantz Career Center's online recruiting system, Employment Expo, is an opportunity for employers to post full-time jobs and internships which will be viewable by current students and alums of the University of Iowa.

## Posting Guidelines for Full-Time Jobs and Internships

1. We do not allow posting of temporary jobs, part-time jobs or summer jobs.
2. All job postings must be for legitimate openings. No multi-level marketing jobs, door-to-door sales, home-based businesses, or "business opportunity" postings are allowed. These would include jobs are only supplying information.
3. Every full-time job must require at least a Bachelor degree and must be appropriate for University of Iowa graduates.
4. The job title, description and requirements must be included. Organizations must identify themselves and the location of the position(s) (i.e., NY-New York City, IL-Chicago, Nationwide).
5. Third party recruiters, search firms, employment consultants, and placement services must identify themselves as such and must not require a placement fee from the student.
6. A statement to the fact that the employer is an "Equal Opportunity Employer" must be included. No postings will be allowed for an employer who does not follow equal opportunity practices.
7. Contact information must be kept current and available to the Pomerantz Career Center staff along with additional data (address, phone, email).
8. It is the responsibility of the employer to cancel a posting if the job has been filled.
9. Jobs can be posted for any length of time and will be deactivated after the posted expiration date. You will be notified when the posting is about to expire and it is the responsibility of the employer to renew the posting, if desired, by extending the expiration date.
10. The Pomerantz Career Center reserves the right to determine if a posting is in violation of the guidelines. Postings that are in violation of our guidelines are subject to being removed immediately and without notice.

## Internship Requirements

- Professional experience which relates to the student's major field or area of career interest
- At least 80% professional work
- Occupies at least one academic term (fall, spring, or summer)
- At least 10 weeks during spring or fall term, or 8 weeks in summer
- Full or part-time intern must work a minimum of 10 hours per week
- Requires continuous supervision by a professional in the field (not a student)

If your part-time position/summer job meets the above requirements, it may be able to be posted as an internship. To see if your position qualifies, please contact Sherry at 319-335-3196 or email [sherryhingtgen@uiowa.edu](mailto:sherryhingtgen@uiowa.edu).

By posting your job or internship, you agree that it is in compliance with our guidelines. In order to prevent abuse and to keep this system appropriate for our students who are people of all ages, ethnicities, religions, and nationalities, we reserve the right to remove any listings in violation of our guidelines that are brought to our attention.

**By posting a job or internship in Employment Expo, you agree to the following statement:**

**I agree that I will be solely responsible for the content of all listings that I post in Employment Expo and that I will indemnify The University of Iowa Pomerantz Career Center and hold it harmless for any losses or damages to myself or to others that may result directly or indirectly from any jobs or internships that I post here. I understand that if my listing violates the guidelines my listing will be deleted without prior notice.**

# Sample Job Description

## INTERNSHIP AVAILABLE

March – June 2009

Position Title: Marketing and Business Development Intern

Description: The Iowa Quad Cities Chamber of Commerce is offering an internship opportunity to college level students beginning in March of 2009. This internship offers the opportunity to gain experience in event planning, project management, communications and volunteer relations. The Iowa Quad Cities Chamber of Commerce conducts an annual Total Resource Campaign to recruit members, advertising and sponsorships. We are in need of an intern to assist with this project.

Responsibilities:

- Facilitate volunteer relations through communications
- Event Planning, including securing location, menu, coordinating logistics and promoting the events
- Compiling campaign volunteer toolkits
- Updating campaign reports and website information

Through the duration of the internship, the individual will:

- Work with business leaders participating in the campaign
- Gain knowledge of marketing and communications, event planning, project management, volunteer management, goal setting and administrative functions.
- Approximately half of the interns' time will be spent doing the general administrative work that all office staff participates in to make the campaign successful. These duties will include answering and making phone calls, responding to e-mail requests, etc. The interns' share of these duties will be no more than any other staff member.

Candidate Requirements:

- Excellent written and verbal communication skills
- Initiative and the ability to work both independently and in a collective process
- Follow-through and attention to detail
- Interest in business relationships, event planning, business development and marketing
- Knowledge of MS Applications (Word, Outlook, Excel, & PowerPoint)

Period of internship: March – June 2009

Hours per Week: 15 – 20 hours per week

Compensation: This is an unpaid internship.

How to Apply: Please submit resume and cover letter to Rene Hipple via e-mail, mail or fax at the contact info below.

Rene Hipple  
V.P., Member and Resource Development  
Iowa Quad Cities Chamber of Commerce  
130 W 2nd St.  
Davenport, IA 52801  
Fax: (563) 322-7804  
rhipple@IowaQCchamber.com

## Sample Recommendation Letter

To Whom It May Concern:

I would like to recommend Rebecca Tyler for a position with your organization.

Rebecca served in a critical capacity as the Government Affairs intern for the Iowa Quad Cities Chamber of Commerce from September 2007 through May 2008. In her capacity, she communicated regularly with elected officials, community leaders and a diverse group of business persons. She helped the Iowa Quad Cities Chamber of Commerce establish a level of communications in our state advocacy efforts that we had previously not reached.

Throughout the internship, Rebecca displayed ingenuity and strategic thinking. She represented herself and the Iowa Quad Cities Chamber of Commerce in a very professional manner and her work ethic is exemplary.

Rebecca is a quick learner who works well with little or no supervision. I was very pleased with her performance on projects and tasks, and with her enthusiasm to take on new challenges. She is highly intelligent, talented, motivated and takes the initiative when given the opportunity. Her adaptability and eagerness to learn make her very coachable.

Rebecca was a great asset to our organization and she will be missed. I would not hesitate to offer her a full-time position with our organization if we had the financial resources.

I've worked with many interns during my career and I would give Rebecca my highest recommendation. She will be an excellent addition to any team.

Respectfully submitted,

# Sample Internship Evaluation

## St. Ambrose University Supervisor's Evaluation of Internship/Student

Student First Name: \_\_\_\_\_

Student Last Name: \_\_\_\_\_

Supervisor First Name: \_\_\_\_\_

Supervisor Last Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Department: \_\_\_\_\_

Hours Per Week: \_\_\_\_\_

Rate of Hourly Pay: \_\_\_\_\_

Attitude Toward Work	0 Not Interested	1 Sometimes Indifferent	2 Interested	3 Highly Enthusiastic
Dependability	0 Can't be Relied On	1 Sometimes Dependable	2 Usually Dependable	3 Completely Dependable
Punctuality	0 Usually Late	1 Often Late	2 Sometimes Late	3 Never Late
Ability	0 Learns at a Slow Rate	1 Learns at a Below Average Rate	2 Learns at an Average Rate	3 Learns Very Quickly
Quantity of Work	0 Unproductive	1 Below Average	2 Productive	3 Highly Productive
Quality of Work	0 Rarely Acceptable	1 Satisfactory	2 Good	3 Superior
Appearance	0 Rarely Acceptable	1 Often Questionable	2 Sometimes Questionable	3 Always Acceptable
Student's Preparation	0 Not Adequately Prepared	1 Lacking in Some Areas	2 Acceptably Prepared	3 Well Prepared for His/ Her Work
Team-Orientation Relationships	0 Doesn't Get Along	1 Has Some Difficulty	2 Satisfactory	3 Attracts Others
Reaction to Criticism	0 Fails to Profit	1 Some Resentment Shown	2 Adjusts to Criticism	3 Seeks Guidance
Judgement	0 Immature	1 Sometimes Immature	2 Average for Age	3 Very Mature

The student's outstanding qualities are:

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The personal qualities that the student should strive to improve are:

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