

Want to Create an Internship?

Internships are a great way to bring new energy and a talent pipeline into your organization, as well as provide a valuable learning experience for a future professional. Since building an internship from scratch can take time, we have provided some tips and examples to make the process smoother and in turn help you find a great candidate.

What Are Students Looking For?

Students are seeking opportunities that will provide real-world, professional experiences that will grow their skill sets. A meaningful, purposeful internship will:

- Ensure the assignment of challenging projects and tasks.
- Provide projects that complement academic programs and/or career interests.
- Give broad exposure to the organization.
- Provide adequate, reliable, and regular supervision and mentoring.
- Give an opportunity to build a professional network.

What Makes an Internship a Legitimate Internship?

- It is an extension of the classroom, focusing on learning and applying academic knowledge in a real work environment.
- It has a clear start and end, with a written job description defining the scope of work.
- It has clearly defined learning goals that relate to that professional field.
- There is supervision by a professional with expertise in the area the intern will be working (ex: a marketing internship should be supervised by a marketing professional).
- The necessary resources, equipment and training are provided by the employer.

What Do I Need To Consider Before Creating an Internship?

- **Long-range planning** -- An internship should be posted 7-10 weeks before the expected start date. This will allow plenty of time to screen and select appropriate candidates. You'll also need to consider workload and availability of projects, staff support, office space and financial resources.
- **Effective Supervision** -- Due to the training nature of an internship, sufficient supervision is essential. The supervisor should plan on meeting with the intern consistently and often to stay up-to-date on the intern's progress.
- **Meaningful Assignments** -- Additional projects should be available in case the intern successfully completes a project ahead of schedule. When possible, try to include the intern in organizational events such as staff meetings and allow opportunities for networking and informational interviewing.
- **Compensation** -- If the intern meets the criteria for a learner/trainee, the employer is not required to pay a minimum wage, which means that the position offers a measurable learning component. That being said, financial compensation is always preferred even if the student is earning academic credit. Click or go here to read the criteria on compensation guidelines (<http://www.dol.gov/whd/regs/compliance/whdfs71.htm>)
- **Evaluation** -- An internship can only be a true learning experience if constructive feedback is provided. An effective evaluation will focus on the intern's identified learning objectives. Time should be given to evaluate both a student's positive accomplishments as well as room for improvement.

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Are Internships Always For Credit?

They don't have to be! Sometimes the student benefits from earning credit, and that requires very little work on your part. Conversely, some employers require students to get credit, especially if the internship is unpaid. Be aware that students have to pay for summer credits.

How Do I Write a Great Job Description?

Effective job descriptions are engaging and will prompt the right candidates to apply.

1. **JOB TITLE** - Make your job title clear and specific. (This is what first captures a student's attention.)
2. **JOB DETAILS** - Include the start and end date, hours, location and compensation.
3. **COMPANY DESCRIPTION** - Open with a strong attention-grabbing summary with an overview of your company. Hook your reader with details about what makes your company unique and why someone would want to work there.
4. **DUTIES & RESPONSIBILITIES** - Outline the core responsibilities of the position and highlight the day-to-day activities.
5. **QUALIFICATIONS, SKILLS & ABILITIES** - State the skills and abilities you're looking for. Consider a list of "required qualifications" and "preferred qualifications" to increase your pool of candidates. (Many students will not apply for a position if they do not feel they have ALL the qualifications.)
6. **HOW TO APPLY** - Indicate how to apply and the deadline.

How Do I Post The Internship For Students To See?

Handshake is a free, online job database that matches students with jobs and internships that are best suited for them. Once you've created your internship description, you can post it by following the instructions below:

1. Go to georgefox.joinhandshake.com
2. Register as an Employer
3. Post your internship
4. Request interviews on campus (optional)

We will do our best to get the opportunity in front of students who would be a good fit. It is our desire to be an effective matchmaker between students and internship sites.

Creating an internship is just one way to tap into George Fox talent. Call 503-554-2330 to talk over other options, like offering part time jobs and paid projects.

Example Job Description

Taken from Cambia Health Solutions

Public Relations / Strategic Communications Internship

- 12 weeks, full-time internship
- Start Date - June 24, 2018
- Location – Seattle, WA

Company Description

Cambia Health Solutions, headquartered in Portland, Oregon, is dedicated to transforming health care. We are a family of over 20 companies that work together to make the health care system more economically sustainable and efficient for people and their families. Our solutions empower more than 70 million Americans nationwide, including more than two million people in the Pacific Northwest who are enrolled in our regional health plans.

Duties & Responsibilities

The Public Relations Intern will be an integral member of the Strategic Communications team and will assist in performing the following duties:

- Monitor, track and prepare reports to summarize the results and effectiveness of public relations initiatives at Cambia
- Participate in development of press releases, media lists, fact sheets, editorial content
- Amplify PR efforts by drafting content to share our campaign via various social media and internal channels, including, but not limited to Twitter, Facebook, LinkedIn, blogs
- Research and evaluate media inquiries to determine relevance and value; develop media lists and media backgrounders

Skills & Qualifications

- Minimum 2 years university education completed and currently working towards an undergraduate or graduate degree in Communication, Public Relations, Journalism, English, Marketing, or a related field
- Demonstrated ability to follow through on projects, with strong sense of ownership and curiosity to learn more
- Excellent analytical problem solving and critical thinking skills
- Excellent written and verbal communication skills
- Minimum of 3.0 cumulative and undergraduate grade point average
- Highly proficient with MS Office (Word, Excel, and PPT)
- Prior experience in public relations, communications or social media a plus
- Agency experience preferred
- Must be legally authorized to work in the United States

How to Apply

- Submit a resume and cover letter by June 1, 2018 at the following link: <https://www.cambiahealth.com/careers>