INTERNSHIP GUIDE FOR EMPLOYERS

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THE BASICS OF AN INTERNSHIP

WHAT IS AN INTERNSHIP?

An internship is an opportunity to enhance classroom learning through practical career-related work experience. Internships can be found in corporate and private businesses, government agencies and nonprofit organizations. All internships should have the primary goal of providing students supervision and a chance to learn while contributing to the organization's needs.

SWU Career Services collaborates with Southern Wesleyan faculty and staff to assist you with developing a successful internship program. Whether by phone, in-person, or through email communication, we can help work to create a positive internship experience for you and our students.

WHAT ARE THE BENEFITS OF HIRING A STUDENT INTERN?

Internships were rated by employers as one of the most effective recruiting methods for hiring new college graduates, according to the 2015 Job Outlook survey conducted by the National Association of Colleges and Employers (NACE).

There are many benefits to hiring student interns. To name a few:

- Interns can assist with special events and/or short-term projects.
- Interns may offer new ideas and innovative approaches.
- Interns are typically self-motivated. They're eager to get experience!
- Mentoring an intern provides your staff member an opportunity to develop supervisory skills.
- An intern can be evaluated and trained for possible future employment.
- Providing internships can be a cost-effective solution for short-term projects.
- An employer's visibility on campus is increased when promoting internships.

WHAT ARE THE DIFFERENT TYPES OF INTERNSHIPS?

There are two primary types of internships. The details of each are listed below.

PAID INTERNSHIPS

Paid Internships are opportunities offered primarily in the private sector or large organizations that are designed to pay students to learn while they work. Employers that offer paid internships are generally forprofit, are evaluating interns as potential full-time employees upon graduation, and/or have short-term large projects. The rate of compensation can be determined by the employer; however, most successful internship programs offer comparable hourly wages, stipends, licensing, and/or tuition reimbursement.

UNPAID INTERNSHIPS

Unpaid internships are opportunities that do not offer any form of monetary compensation for the student. The decision to offer an unpaid internship is largely determined by the employer or the area of discipline. However, the general rule is that for-profit companies should offer interns some form of compensation. Unpaid internships are generally reserved for not-for-profit organizations including religious institutions, charities, universities, state and local government agencies, and various hospitals.

It should be noted that unpaid internships are scrutinized heavily by the U.S. Department of Labor and, as such, have a minimum set of criteria that must be met for the internship to be considered legal.

At Southern Wesleyan University, adherence to these criteria is expected. For specific details regarding the identified standards, please refer to Part 2 of this guide or visit http://www.dol.gov/whd/regs/compliance/whdfs71.htm

FOR-CREDIT VS. NOT-FOR-CREDIT

In addition to determining the amount of monetary compensation (if any), employers must also decide whether internships should be offered on a for-credit or not-for-credit basis.

- For-Credit Internships Students earn university credits that count as an academic or
 extracurricular semester course. They are often strongly related to a student's academic
 discipline and must be approved by the university/academic department. Generally, they
 also require the completion of various forms of documentation throughout the duration of the
 academic semester or year. Examples of documentation include: journals, essays,
 presentations, mid-term/final evaluations, etc.
- Not-for-Credit Internships Students do not earn university credits for their internship experience. However, to be included in our job search database, Career Link, the university must still approve the internship posting. By establishing an approval process, Southern Wesleyan University ensures that students are offered a meaningful learning experience.

WHAT IS A MEANINGFUL LEARNING EXPERIENCE?

Meaningful learning experiences provide genuine opportunities for students to learn about their desired career path outside of a classroom environment. The main components identified for Southern Wesleyan are as follows:

- The internship must be aligned with the student's chosen major.
- The internship must include specific measurable learning objectives/outcomes. Some examples of learning objectives/outcomes include:
 - The intern will develop a thorough understanding of the employer's online personality and preferred use of marketing tools.
 - The intern will learn transaction tax laws and regulations.
 - The intern will observe ten family therapy sessions and provide a written summary of each session.
 - The intern will write and submit two grant applications.
 - The intern will attend five media events such as press launches, court sessions, council meetings, etc.
- The intern must be closely supervised to ensure they are receiving guidance and feedback regarding their performance.
- The intern should have time to reflect on the learning objectives and summarize their experience.

How Long Is THE AVERAGE INTERNSHIP?

The length of an internship can vary based on an employer's needs, whether the internship is being offered on a for-credit or not-for credit basis, and/or what the discipline is. Generally, for-credit internships fall in line with the start and end of an academic semester/year and not-for-credit internships can last a semester, a summer, or an entire year.

For specific details, please contact the SWU Career Services office at 854-644-5149.

How Long Does An Internship Program Take To Create?

The start-up time for an internship program can range from several weeks to several months. This range is based on a number of factors, including:

- The number of interns sought
- The size of the organization
- The employer's internal approval process
- Whether the internship is for-credit or not-for credit
- Whether the intern's hours will count towards licensing requirements (for specific disciplines/degrees)

Though not always possible, it is best practice for employers to have fully developed the internship program prior to posting the position and beginning the recruitment process. This ensures that the approval to post the position has been granted and that all involved parties have a clear understanding of the expectations from the onset.

WHAT ARE THE NEXT STEPS?

Creating Your Internship provides a step-by-step guide to creating an internship at your organization and various resources/forms to reference. If you have specific questions or would like to schedule a meeting to discuss an internship program in greater detail, our contact information is listed below.

<u>Campus-wide contact for Internships:</u> (Collaborates with Discipline Specific Internship Coordinators)

Ellen Pate, M.A.

Assistant VP of Student Wellness & Career Development, Career Services
Division of Student Life
Direct Line: (864) 644-5149
Email: epate@swu.edu

Discipline-Specific Internship Coordinators:

School of Business Internship Coordinator:

Dr. Deb Eischen

Associate Professor School of Business Southern Wesleyan University 907 Wesleyan Drive | Central, SC 29630 864-644-5485 | deischen@swu.edu

Division of Religion Division Chair

Dr. Mike Tapper

Associate Professor Southern Wesleyan University Office – Nicholson-Mitchell 105A Phone – 864-644-5692

mtapper@swu.edu

Biology Internship Coordinator:

Staci N. Johnson, M.S.

Assistant Professor of Biology/ Lab & Safety Officer Regional Science Fair Coordinator Southern Wesleyan University Office – Brower 123 Phone – 864-644-5218 siohnson@swu.edu

Exercise Science Internship Coordinator:

Dr. Patty Hovis

Associate Professor of Exercise Science
Exercise Science Internship Coordinator
Southern Wesleyan University
Office – Brower 107
Phone – 864-644-5210
phovis@swu.edu

CREATING YOUR INTERNSHIP

HOW DO I CREATE A SUCCESSFUL INTERNSHIP PROGRAM?

Creating a successful internship program can be a daunting task for many employers. To assist in the process, the SWU Career Services office has adapted this resource guide.

The following twelve steps offer an outline for creating, administering, and evaluating the quality of your internship program. *Part 3: Appendix* provides sample documents for employers to reference as needed.

1. DETERMINE THE NEEDS OF THE ORGANIZATION

Researching the needs of your organization beforehand can save substantial time in making adjustments after you have already begun the internship program. Some thoughts to consider are:

- What are your current needs?
- What kind of projects/work assignments do you foresee interns undertaking?
- What is the minimum experience required to complete projects/work assignments?
- What is the best time of year to hire student interns?
- How long should your internship last?
- Do you have the work space available to support the desired amount of interns?

2. OBTAIN EMPLOYEE BUY-IN

The most successful internship programs are those that have obtained the buy-in of employees at all levels. Interns are most successful when they are seen as a welcome addition to the team.

3. RESEARCH THE STUDENTS AND UNIVERSITY

Prior to beginning an internship program, the employer is encouraged to take some time gaining an understanding of the current student population and of the university. Some key questions to ask:

- What is this generation of college students like?
- What are the preferred methods of communication?
- What are common benefits and challenges associated with hiring college students?
- What universities do I want to recruit from?
- What majors are available at universities?

4. FAMILIARIZE YOURSELF WITH LEGALITIES SURROUNDING STUDENT INTERNS

Employers are strongly encouraged to compensate interns through hourly wages, stipends and/or assistance with lodging expenses. Compensation varies from industry to industry. According to the U.S. Fair Labor Standards Act (FLSA), employers do not have to pay interns who qualify as trainees. The U.S. Department of Labor has outlined six criteria for determining trainee status and ensuring that unpaid internships are legal:

- Interns work under close supervision and do not displace regular employees.
- Interns are not guaranteed a job at the end of the internship.
- Interns understand they are not entitled to wages during the internship.
- Training takes precedent over any benefits employers may receive.
- Interns' training must primarily benefit them, not the organization.

If interns will be expected to carry out functions that will take precedence over training opportunities, deciding to provide paid internships from the onset will avoid any potential legal concerns in the future.

5. DETERMINE IF EMPLOYER WILL AWARD UNIVERSITY CREDITS FOR INTERNSHIP

A key factor in developing an internship program is whether or not the employer would like to offer students an opportunity to earn college credits for completing an internship. This is a decision that must be agreed upon by the student and the employer, and ultimately approved by the university. Participation in a for-credit internship at Southern Wesleyan University requires the completion of midterm and/or end-of-term evaluations that provide student feedback, an organized program of work, a commitment to teaching the student about the employer's practices, policies, and procedures, and communication of any problems or conflicts with the student and/or the Southern Wesleyan University assigned sponsor.

Please note that the academic departments determine what is required of all for-credit internships. The Career Services staff can assist you in obtaining department specific information.

6. DEVELOP A COMPENSATION PLAN FOR STUDENTS

After researching the legalities of unpaid vs. paid internships and determining whether the employer would like to offer students university credits for the completion of an internship, the employer should develop a compensation plan. Putting together documentation/brochures regarding the benefits of completing an internship will help facilitate the interviewing and hiring process for the employer and the students.

7. CREATE A POSITION DESCRIPTION

Intern employers are expected to provide work experiences that are both challenging and educational. Creating a position description will ensure that all parties involved have a clear understanding of the expectations of the intern. Many descriptions vary, depending on the employers. This following list provides general information of what a description should contain but is not all inclusive or definitive:

- A. A proper title
- B. A description of the organization and work environment
- C. A clear description of the position, general responsibilities, and learning objectives
- D. The necessary knowledge, skills, and abilities needed to be successful in the position
- E. The minimum education and experience requirements

8. CREATE A WORK PLAN

Programs that do not have a structured plan from the beginning create opportunities for unclear expectations for the student and supervisor. This can lead to an internship experience that lacks quality for both the student and the organization. Some suggestions for maximizing the intern's success and creating a training plan are as follows:

- A. Assign projects that relate to the intern's area of study
- B. Provide sufficient and appropriate training
- C. Provide an orientation to the company and its culture
- D. Provide opportunities for interns to get involved with company activities

Interns should have a supervisor or mentor committed to the professional development of others. Determining day-to-day and week-to-week projects, work assignments, tasks, and responsibilities prior to bringing your interns on board will also help your intern become successful in his or her new role. This may include a schedule and/or training plan that contain standing weekly appointments such as supervisory and feedback sessions, documented projects, professional development and training opportunities, etc.

9. FILL THE POSITION

Once parameters for the internship have been identified and agreed upon, you are now ready to begin recruiting for the position(s). You may decide you would like to post the available position(s) for free on our university job/internship posting website, **Career Link**. **Career Link** is an online job search system that allows employers to post open positions. Employers can also search through student and alumni resumes. Career Services staff can also "bundle" resumes of qualified candidates and send to employers who post positions in the system.

When you begin receiving candidates, it is important to identify your expectations as it relates to skills needed. Do you prefer candidates with prior customer service experience, knowledge of Microsoft Office, excellent writing skills, etc.? This is where you can reflect back to step 7, determine the minimum qualifications you are seeking, and choose the most appropriate candidates.

Once you have selected the appropriate candidates, you are now ready to schedule the first round of interviews. If applicable, you may then schedule second interviews with those students that you are interested in. Once you have selected the interns based on their interviews and skills, you are ready to make the internship offer.

10. EXECUTE THE INTERNSHIP

Now that you have created a work plan and filled the position, you are ready to bring your intern on board and execute the plan. Students are eager to have an opportunity to demonstrate what they have learned in school and prove themselves. Upon arrival, employers are encouraged to:

- Review behavior/performance expectations
- · Review learning objectives
- Discuss projected assignments
- Discuss training schedule (i.e., orientation, professional development sessions, etc.)
- Schedule times for supervision sessions (if not already scheduled)
- Provide opportunity for interns to discuss their expectations

As the internship progresses, employers may notice that they have under or overestimated the capabilities of a student, or what can realistically be accomplished during the internship. It is a good time to document the performance of the intern, assess their contributions, and reflect upon the projects assigned to students, the training received, and what could be tweaked to improve the next internship.

11. CONCLUDE THE INTERNSHIP

There are various ways to conclude an internship. Often, how internships end depend largely on the performance of the intern, whether or not a part-time or full-time position will be offered, and whether or other internships will be available in the future.

Some ideas for the final days of the internship are:

- Provide opportunities for the interns to do presentations to recap their internship experience. This
 can be a great opportunity for the intern to demonstrate their accomplishments and for other
 employees to see the value of internships.
- Discuss future employment options with the student (if applicable).
- Hold focus group sessions and/or exit interviews with interns to discuss the experience. Surveys can be used to facilitate this process. Possible questions include:
 - o What went well?
 - O What could be improved?
 - o Did the intern feel the workload was manageable?
 - o Were all the learning objectives met?
 - O What was the interns overall impression of the employer and industry?
- Host a going away party for the intern

- Take the intern to lunch/dinner
- Provide a letter of recommendation or certificate of completion

12. FOLLOW-UP WITH SWU CAREER SERVICES OR DISCIPLINE-SPECIFIC INTERNSHIP COORDINATOR

The SWU Career Services office recognizes the benefits of internship programs and respects the challenges employers face as it relates to creating internship programs and recruiting qualified interns. As part of our Career Services' commitment to building strong partnerships with employers, our office will periodically email surveys to employers regarding the quality of our students and to students regarding their internship experience. We are also available to assist you with any and all stages of your internship program and aim to support you in making the most of your experience with Southern Wesleyan University.

Please feel free to contact the faculty or staff below if you have any questions or would like to schedule a meeting to discuss ideas or suggestions.

<u>Campus-wide contact for Internships:</u> (Collaborates with Discipline Specific Internship Coordinators)

Ellen Pate, M.A.

Assistant VP of Student Wellness & Career Development, Career Services
Division of Student Life
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Dr. Patty Hovis

Associate Professor of Exercise Science
Exercise Science Internship Coordinator
Southern Wesleyan University
Office – Brower 107
Phone – 864-644-5210
phovis@swu.edu

APPENDIX A: Sample Intern Position/Posting Description #1

Position Title:Marketing InternStart Date:January 20, 20XXOrganization:XYZ CompanyEnd Date:May 31, 20XX

Department: External Affairs **Work Schedule:** Mon – Fri (flexible shifts)

Number of Openings: 2 Hours per Week: 15-20

Company Profile: XYZ, established in 1996, is one of the leading banking institutions in the United States. With 40,000 employees nationwide, XYZ has experienced significant growth in the financial services industry and is known for its commitment to ethical practices in banking.

XYZ provides the following services to its consumers:

- Checking and saving account services
- Mortgage, auto loan, home equity, refinancing and credit card services
- Investing, advising and IRA services
- Home owners, auto insurance, identity theft protection and life insurance services
- Financial planning services

Position Description: The marketing intern will be responsible for grassroots marketing, event planning and community outreach for XYZ's Going Paperless project.

Learning Outcomes:

By the end of the internship, the intern will learn how to:

- Promote XYZ's Going Paperless project to current and potential customers, including individual and business consumers.
- Create and execute new marketing initiatives through research and with the support of XYZ staff.
- Lead a Going Paperless community outreach event such as Save our Planet and Go Green or
- Go Home
- Identify, understand and utilize professional marketing strategies.
- Work with diverse populations in cross-cultural or multicultural settings.

Qualifications:

- Strong verbal and written communication skills.
- Candidates with experience in event planning and/or who have interest in event planning.
- Upper-class undergraduate students majoring in marketing, business or related field.
- Familiarity with various social media outlets and related marketing strategies.
- Knowledge of banking industry a plus.
- Minimum GPA of 3.0 preferred.

Salary/Stipend	d:				
UNPAID	PAID \$				
Class Credit A	Available:				
□NO	YES (Please contact your department or division head to discuss the process)				
Application Instructions: Please send resume and cover letter to: jane.doe@xyz.com.					

APPENDIX B: Sample Intern Position/Posting Description #2

Position Title: Graphic Design InternStart Date: January 20, 20XXOrganization: XYZ CompanyEnd Date: May 31, 20XX

Department: Creative Services **Work Schedule:** Mon – Fri (flexible shifts)

Number of Openings: 1 Hours per Week: 10-20

Company Profile: XYZ, established in 1996, is one of the leading banking institutions in the United States. With 40,000 employees nationwide, XYZ has experienced significant growth in the financial services industry and is known for its commitment to ethical practices in banking.

XYZ provides the following services to its consumers:

- Checking and saving account services
- Mortgage, auto loan, home equity, refinancing and credit card services
- Investing, advising and IRA services
- Home owners, auto insurance, identity theft protection and life insurance services
- Financial planning services

Posting Description: The graphic design intern will be responsible for assisting the creative services team with creating templates, graphics, posters and brochures for marketing department.

Learning Outcomes:

By the end of the internship, the intern will learn how to:

- Independently work on the production design of marketing materials for the marketing
- department.
- Manage deadlines and client expectations for projects through regular and ongoing
- communication.
- Provide feedback to production coordinator regarding print quality.
- Utilize skills and knowledge to review effectiveness of design and content.
- Prepare estimates for digital print assignments.

Qualifications:

- Knowledge of graphic design methods and principles.
- Familiarity with software utilized in advertising, design and marketing industry
- Upper-class undergraduate students majoring in marketing, business or related field.
- Understanding of effective visual communication techniques.
- Knowledge of banking industry a plus.
- Minimum GPA of 3.0 preferred.

Salary/Stipen	d:
	PAID \$
Class Credit	Available:
□NO	☐ YES (Please contact your department or division head to discuss the process)
Application In Please send re	nstructions: esume and cover letter to: jane.doe@xyz.com.

APPENDIX C: Sample Paid Internship Offer Letter

APPENDIX D: Sample Unpaid Internship Offer Letter

Address City, State, Zip Code Re: Internship Offer Dear : I am pleased to offer you an internship at _____. As we discussed, you will be scheduled to intern ____ hours/week. If you accept this internship offer, you will report to _____, and your internship will begin on _____ and will end on approximately ____ As an intern, either party may discontinue the internship relationship at any time for any reason not prohibited by law. Furthermore, there is no guarantee of continuous employment and the terms and/or conditions of employment may be modified at any time. As an intern, you will not be a company employee. Therefore, you will not receive a salary, wages, or other compensation. In addition, you will not be eligible for any of the employee benefits that company employees are entitled to, including, but not limited to, health insurance, vacation or sick pay, paid holidays, or participation in the company's _____ retirement plan. During your internship, you may come across confidential business information. By accepting this internship offer, you acknowledge that you must adhere to the company's confidentiality policy. In addition, upon conclusion of your internship, you must return all company-owned property, equipment, and documents, including electronic mail or other information. If you have any questions about the terms of our offer outlined above, please contact me at (___) ____-. We are very excited about the prospect of you joining our team and staff as an intern at ! To learn more about the company, please visit our web site at Sincerely. Name Title *My signature below indicates my acceptance of the offer as outlined above. Printed Name Signature Date Please return a signed copy via US Mail or deliver to by [INSERT DATE -or- NO LATER THAN 10 DAYS FROM THE DATE OF THIS LETTER].

Date Name

APPENDIX E: Sample Intern Orientation Checklist

INTERN INFORMATION			
Name:		Start date:	
Position: Supervisor/Mentor:			
FIRST DAY			
☐ Provide intern with New Intern F☐ Assign "buddy" employee(s) to		ons.	
POLICIES			
Review key policies.	 Anti-harassment Intern absence Social media/cel Holidays Time and leave Overtime Performance rev Dress code 	I phone use reporting	 Personal conduct standards Progressive disciplinary actions Security Confidentiality Safety Emergency procedures Visitors E-mail and Internet use
ADMINISTRATIVE PROCEDURE			
Review general administrative procedures.	 Office/desk/work Keys Mail (incoming a Shipping (FedEx) Business cards Purchase request 	and outgoing) c, DHL, and UPS)	 Telephones Building access cards Conference rooms Picture ID badges Expense reports Office supplies
INTRODUCTIONS AND TOURS			
☐ Give introductions to departmen		nel during tour.	
☐ Tour of facility, including:	RestroomsMail roomsCopy centersFax machines	Bulletin boardParkingPrintersOffice supplies	 Kitchen Coffee/vending machines Cafeteria Emergency exits and supplies
POSITION INFORMATION			
Introductions to team. Review learning objectives, initial Review position description and Review position schedule and help Review payroll timing, time card	performance expectatiours.	ions and standards.	
Technology			- :
Specialty/Company hardware and software reviews, including:	E-mail Intranet	Microsoft Office SystemData on shared drives	DatabasesInternet

APPENDIX F: INTERN WORK PLAN TEMPLATE

GOAL/LEARNING OBJECTIVE	ACTION STEPS	START DATE	DUE DATE

APPENDIX G: SAMPLE INTERN PERFORMANCE EVALUATION

Name of Intern:	Departm	ent/Division:			
Company:	Supervis	or Name/Title) :		
Please rate the intern based on their perform	mance in the follow	ing categorie	es.		
Category	Outstanding	Exceeds Expectations	Meets Expectations	Below Expectations	Needs Improvement
Communication Effectively translates ideas, both verbally and in writing; practices attentive and active listening; speaks clearly and directly.					
Team Work Team Work Team player; works cooperatively with others in the department; applies teamwork skills to a variety of situations; builds consensus.					
Work Habits Manages times effectively; accepts responsibility; adapts to changing priorities.					
Problem Solving Identifies challenges; develops creative solutions; develops practical solutions.					
Initiative Adapts to new situations; asks appropriate questions; works well independently.					
Time Management Uses time effectively; arrives to work on time; adheres to deadlines.					
Professional Development Seeks feedback and acts on it; values input and experience of others; asks for help when needed; takes advantage of available training opportunities.					
Personal Attributes Demonstrates commitment, integrity, and honesty; is reliable.					
additional Comments:	1	1			
ntern Comments:					
eview Date:	_				
Supervisor Signature	i	ntern Signatu	re		
C.I.D.					

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APPENDIX H: SAMPLE INTERN FEEDBACK FORM

Name	of Intern:		Departr	nent/Divisio	on:		
		Supervi	Supervisor/Mentor Name:				
		End of I	nternship:				
nstru	actions: Read each statement below and o	circle the numb	er that mos	st accuratel	y reflects y	our internshi	p experience.
	Statement		Strongly Disagree				Strongly Agree
1	I attended a company orientation.		1	2	3	4	5
2	I felt welcomed in the work environment.		1	2	3	4	5
3	The work environment was positive and encouraging	ng.	1	2	3	4	5
4	My supervisor/mentor clearly defined goals at the binternship.	peginning of the	1	2	3	4	5
5	The learning objectives were achievable and realis	tic.	1	2	3	4	5
6	My supervisor/mentor provided me with constructive	e feedback.	1	2	3	4	5
7	My supervisor/mentor was available when I needed	d support.	1	2	3	4	5
8	The internship was challenging and intellectually st	timulating.	1	2	3	4	5
9	I consider this internship to be useful for my career	·-	1	2	3	4	5
10	I gained greater appreciation for this industry.		1	2	3	4	5
11	I would recommend this internship to another stude	ent.	1	2	3	4	5
	had a choice, would you repeat this into	ternship agair	1?	☐ Yes	□ No)	
)vera	all, how would you rate this internship?						
]Po	or Adequate	Good		☐ Exceller	nt		
ddit	ional Comments:						
nterr	n Signature			Date			
. 7 P	age						

Revised 5-18-16

*Adapted from USF St. Petersburg Career Center