



School of
Business and
Economics

CAREER CENTER

Employer Guide to Developing an Internship

A wide variety of large and small businesses, non-profits, and government institutions have found that SSU business and economics student interns add value to their organizations. In fact, many employers have found them to be so successful that they have built internships into their long-term staffing plans.

What is an Internship?

Internships are designed by the employer to meet their organizational needs while at the same time providing for the needs of the intern. Internship programs offer students an opportunity to expand their education into the world of work. They put classroom theory into practice, test tentative career choices and build their professional experience in preparation for graduation. Interns make a short-term, 10-20 hour/week commitment to work for an employer to gain valuable experience and exposure to the work environment in their academic major.

The employer, in turn, commits to providing a learning experience and specific work assignments related to a student's studies. An internship can be part-time or full-time, paid or unpaid. Academic credit is given upon successful completion of an internship.

What do Interns Do?

Interns are a valuable resource. They may:

- Assist on special projects (tackle a "wish" list), organize research projects, plan special events, develop special promotional campaigns
- Provide additional help during peak business periods
- Offer fresh, creative perspectives and energy
- Contribute experience with research techniques, computer skills, and current theoretical knowledge
- Serve as additional staff at minimal cost without making a long-term commitment
- Provide an organization with a low-risk opportunity to try out a possible new employee for a future job opening

Organizational Support

A critical step in developing internships involves identifying the office support needed for a successful internship. Consider the following:

- Who will supervise the intern?
- Where will the intern's work area be located?
- What kind of orientation and training will the intern need?
- What hours will the intern work?
- Will the intern be paid? How much?
- What will be the intern's daily routine be?

Internship Description	<p>Write the internship position description as if you were seeking a new part-time employee. Include the following in a brief description:</p> <ul style="list-style-type: none"> • A brief description of the organization and its mission • Position title • Roles and responsibilities of the intern. • Skills and qualifications required or preferred • Pay rate (if any) or other compensation or benefits • Hours per week • Start/ end dates of the internship • How to apply • What documents to send (cover letter, resume, writing sample, etc.)
Recruiting	<p>Send the internship description on organization letterhead to us electronically, and we will market the opportunity in the following ways:</p> <ul style="list-style-type: none"> • Post to Internship postings page on our website • Post on SBE bulletin boards • Notify appropriate faculty and staff • Email targeted groups of students
Monitoring Procedure	<p>The Internship Director checks in with employers midway through the semester to monitor the intern's performance.</p> <p>At semester-end, the intern is required to submit a reflection paper describing the internship and the benefit received from it.</p>
<p>See our website for FAQ about internships: http://www.sonoma.edu/sbe/internships</p>	