Creating a High-Impact Experience for Your Interns
Meet Your Facilitator

**Basics:**
Briana Randall
Director – Internship Project
Career & Internship Center

**Details:**
12.5 years in center
1+ years in this role
Goal – ensuring UW students have access to high-quality internships

**Factoid:**
Did an internship at the Indiana Women’s Prison

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Agenda

> Context

> Why this matters for employers

> Eight high-impact areas

> Wrap-up
Context

- High-impact educational practices
- Career readiness competencies
- Gen Z
High-Impact Educational Practices

Background

Research in higher ed. has found that internship participation is highly beneficial for college students from many backgrounds.

Other High Impact Practices (HIPs):

- First-year seminars
- Common intellectual experiences
- Learning communities
- Writing-intensive courses
- Collaborative projects
- Undergraduate research
- Diversity/global learning
- Community-based learning
- Capstone projects

Based on the work of George Kuh
High-Impact Educational Practices

Benefits

> Enhance general, personal, & practical learning
> Increase GPA
> Improve persistence and retention
> Decrease time to degree

In a nutshell – HIPs can be life-changing
High-Impact Educational Practices

Common characteristics

Time/Effort

Meaningful Interactions

Feedback

Facilitate Learning
Career Readiness

Definition

> Attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace
Career Readiness

Competencies desired by employers

> Critical thinking / problem solving
> Oral / written communication
> Teamwork / collaboration
> Digital technology
> Leadership
> Professionalism / work ethic
> Career management
> Global / intercultural fluency
Generation Z

> Video
  - https://youtu.be/K1HyDn7dZ1o
Generation Z

> Born between 1995ish and 2010ish (age 7 to 22)
> **Realistic** / conscientious / strategic
> Want to contribute / innovate
> Desire to be coached / grow / learn
> Highly prefer in-person communication
> Value honesty / integrity / authenticity
> Value social responsibility / involvement
Summary

> Including some of the ideas we’ll discuss today will help ensure Gen Z interns:

– Invest and engage in the internship

– Have an enriching experience

– Develop the skills that set them up for future success
Why This Matters for Employers
NACE Class of 2016 Student Survey

Reasons for dissatisfaction with internship

> Lack of **meaningful work duties** (69.9%)
> Lack of focus on their **personal development** (61.8%)
> Dislike of work environment/**culture** (53.7%)
> Did not **learn** anything useful (46.3%)
> **Wages** were insufficient or unfair (34.1%)
Intern Satisfaction Influences ... 

> Commitment & productivity

> Conversion rates

> Reputation & recruitment
Commitment & Productivity
## Conversion

**Figure 36: Effect of Satisfaction on Likelihood of Accepting a Full-Time Offer from Internship/Co-op Employer**

<table>
<thead>
<tr>
<th>Satisfaction with internship/co-op experience</th>
<th>Not at all likely</th>
<th>Not very likely</th>
<th>Somewhat likely</th>
<th>Very likely</th>
<th>Extremely likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not at all satisfied</td>
<td>53.1%</td>
<td>24.5%</td>
<td>12.2%</td>
<td>6.1%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Not very satisfied</td>
<td>49.5%</td>
<td>27.3%</td>
<td>15.2%</td>
<td>6.1%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>17.7%</td>
<td>30.0%</td>
<td>34.4%</td>
<td>12.0%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>4.9%</td>
<td>18.1%</td>
<td>29.2%</td>
<td>25.1%</td>
<td>22.7%</td>
</tr>
<tr>
<td>Extremely satisfied</td>
<td>4.2%</td>
<td>5.2%</td>
<td>18.7%</td>
<td>21.8%</td>
<td>50.1%</td>
</tr>
</tbody>
</table>

CAREER & INTERNSHIP CENTER
UNIVERSITY OF WASHINGTON
Division of Student Life

NACE Class of 2016 Student Survey
Reputation & Recruitment
8 High-Impact Areas
Preview

> Onboarding
> Learning
> Engagement
> Projects
> Relationships
> Exposure
> Feedback
> Reflection

CAREER & INTERNSHIP CENTER
UNIVERSITY OF WASHINGTON
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Onboarding

Importance

> Helps interns feel welcomed and valued

> Helps everyone start on the same page with clear expectations

Welcome aboard!
Onboarding

Ideas

> Create a first day checklist
> Facilitate structured orientation the 1st 1-2 days
> Share written expectations such as hours, absences, attire, etc.
> Tour the facility
> Lowdown on unwritten things like nearest coffee shop, cleanest bathrooms, team traditions, etc.
> Assign a buddy - not the intern’s direct supervisor
Learning

Importance

> An intentional focus on learning is what makes an internship different than a job
> Interns are learners first, contributors second
> Gen Z interns want to learn and grow
Learning

Ideas

> Ask interns to mention a few things they want to learn in the cover letter and/or interview.

> When you get a mtg. invitation, think “could my intern benefit from attending with me?” or “could the mtg. benefit from an intern’s perspective?”
Learning

More Ideas

> In the first week, work with interns to co-create SMART learning goals / performance objectives.

  – Specific
  – Measurable
  – Action-oriented
  – Realistic
  – Timely

> Periodically refer back to the goals.
Engagement

Importance

- Internships teach students about the real world and success requires commitment, focused participation, accountability, etc.
- Without full engagement, interns cannot discern what they liked and want to replicate in future experiences
Engagement

Ideas

> Expect accountability for attendance, punctuality, and deadlines
> Give interns stretch assignments to challenge them
> Assign projects that are important to the org.
> Explain how their projects connect to the larger org.
> Let interns have a real voice on project direction
> Allow interns a chance to fail in a safe environment
Projects

Importance

> Internships should involve meaningful work
> Positions that exclusively involve menial or routine work might be better classified as jobs
> Interns are eager to contribute
Projects

Ideas

> If possible, modify projects to match learning goals
> Assign side projects that align with their interests
> Mutually decide how to break down, scaffold, and hand over projects in a way that feels supportive
> Tell them it’s okay to ask questions
> Ask what work samples they want to create for future employers
Relationships

Importance

- Interns should learn how to interact with others in a work setting
- Exposure to diverse perspectives deepens learning
- A benefit of interning is meeting others who might help with career development later
Relationships

Ideas

> Plan a meet and greet on the intern’s first day
> Assign at least 1 team project, when possible
> Plan social activities with interns and young professionals
> Create intern Facebook group
> Allow interns to conduct informational interviews on the clock
  – Help them reach out to contacts as needed
Exposure

Importance

> Seeing different teams and levels of an org. helps interns better understand the big picture
> Exposure to diverse tasks and tools helps broaden interns’ horizons and skill sets
Exposure

Ideas

> Require interns to present to work team and beyond
> Invite executives to share career advice with interns
> Invite interns to attend meetings about projects related to theirs
> Ask interns to write meeting agendas / minutes
> Offer a training session on something your intern wants to learn
Feedback

Importance

> Receiving honest feedback is the only way interns can improve
> Learning to receive both positive and constructive feedback in the workplace is critical to interns’ future success
Feedback

Ideas

- 10-min stand up meeting every shift to check in
- Weekly project debrief meetings
- Mid-way formal performance evaluation
- Final review / exit interview
- Anonymously survey other interns and staff who interact with an intern and coalesce the results
- Celebrate successes!
Reflection

Importance

> Learning to reflect on performance is critical to success
> Self-reflection helps interns become more self-directed
Reflection

Ideas

> During check-ins, ask interns questions such as:
  – Use adjectives/adverbs/metaphors to describe how things are going
  – How are you progressing towards stated learning goals?
  – What has been challenging?
  – What could you have done differently in a given situation?
  – What would be a good next step after this internship?
Reflection

More Ideas

> Require interns to write weekly learning logs and action plans
> Offer to provide feedback on resume, serve as reference, etc.
Post-view

> Onboarding
> Learning
> Engagement
> Projects
> Relationships
> Exposure
> Feedback
> Reflection
Reflection

> What is a key takeaway for you?

> What is 1 new strategy you’ll try with your next batch of interns?

> What’s something you can do this week to start making that happen?
Wrap-Up
Resources

Career & Internship Center – internship resources (hyperlinked)

> Handouts & FAQs

> Consultations  
  –  brianakr@uw.edu

Downloadable Resources on 5 Hot Topics

- What Is An Internship?
- Compensation
- Position Descriptions
- Recruiting Candidates
- Creating High Impact Experiences
Resources

Career & Internship Center – recruiting resources (hyperlinked)

> HuskyJobs

> Upcoming Fairs
  – Spring Career Fair, April 20th
  – Marketing, Media, & Communications Fair, April 27th
  – Summer Career Fair, June 14th

> Recruiting at UW 101 Workshop
  – April 28th, 9:30-11:00
Resources

Other Centers (hyperlinked)

> Career Center @ Engineering

> Foster School of Business Undergraduate & Specialty Master’s Career Services
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