How to Be an Awesome Intern Manager

November 2018
Meet Your Facilitator

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

Details:
14 years in center
3 years in this role
Goal – ensuring UW students have access to high-quality internships

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

Contact:
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(206) 685-4139
Premise

> Awesome managers intentionally create high-impact internships

> High-impact internships benefit both interns and organizations

> Making your internship program high-impact involves making small incremental changes
Agenda

> Context

> Why this matters for employers

> 7 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
High-Impact Educational Practices

Benefits

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

In a nutshell – High-Impact Educational Practices 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

- Born between 1995ish and 2010ish (age 8 to 23)
- **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**
Generation Z

Highly recommend:
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 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>Likelihood of accepting a FT offer from internship/co-op employer</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Not at all likely</td>
<td>Not very likely</td>
</tr>
<tr>
<td>Not at all satisfied</td>
<td>53.1%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Not very satisfied</td>
<td>49.5%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>17.7%</td>
<td>30.0%</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>4.9%</td>
<td>18.1%</td>
</tr>
<tr>
<td>Extremely satisfied</td>
<td>4.2%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>
Reputation & Recruitment
7 High-Impact Areas
Preview

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

W CAREER & INTERNSHIP CENTER
UNIVERSITY of WASHINGTON
Division of Student Life
Onboarding

Importance

> Helps interns feel welcomed and valued

> Helps everyone start on the same page with clear expectations
Onboarding

1 minute video clip at:

https://youtu.be/YMMnyh_u6DE
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
- Who’s who in the office/unit (org charts)
- What to expect at 1:1s, reviews, 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 w/ me?”

  “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...

> And then...periodically refer back to them
Learning

This one-pager walks you through the process of co-creating learning goals.

**INTERNSHIPS: Learning goals**

An intentional focus on student learning is what distinguishes internships from jobs. Interns should be considered learners first and contributors second, regardless of whether they are earning credit associated with their internship. Below are some tips to help you facilitate intern learning through the use of learning goals.

**Importance**

Co-creating learning goals with interns:
- Signals that you care about their experience, which can increase their commitment, productivity, and desire to stay long-term
- Helps ensure everybody is on the same page, resulting in a better experience for all
- Models professional goal-setting, action-planning, and accountability
- Most importantly, helps set the stage for maximum intern learning

**Tips**

Goal-setting caveats:
- Try to avoid broad goals like “understand” or “learn” because they cannot be easily measured
- Two or three goals is typically sufficient for a quarter-long internship
- Writing SMART goals may require several feedback and revision loops

**Focus Areas**

Goals can focus on different areas:
- Skill development
- Knowledge acquisition
- Personal/professional development

**SMART GOALS**

Effective goals share some commonalities:
- S = Specific
- M = Measurable
- A = Action-oriented
- R = Relevant
- T = Time-oriented

Example SMART goals:
- By the middle of my internship, I will be able to write a 1-pg press release using AP style
- By July 30th, I will be able to troubleshoot Microsoft Excel questions with 37% accuracy
- By week 5, I will be able to identify 3 career paths in this field & 1 way to learn about each

**SMART GOAL PROMPTS:**

- What do you specifically hope to accomplish?
- How will you measure your progress towards this goal?
- What actions will you take to achieve this goal?
- How is this goal relevant to your internship, academic interests, &/or career aspirations?
- What is your timeline for meeting this goal?
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

1.5 minute video clip at:

https://youtu.be/ThwFkJhSceI
Projects

Ideas

> If possible, modify projects to match learning goals
> Assign side projects that align with their interests
> 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
> Explain how their projects relate to larger org.
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

20 second video clip at:

https://youtu.be/SxaKeRGFYOs?t=22s
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
> 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

1.5 minute video clip at:

https://youtu.be/0Ib5mj-o5vU
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

> In the moment
> 10-min stand up meeting every shift to check in
> Weekly project debrief meetings
> Mid-way informal performance check-in
> Final performance review
> Celebrate successes!
# Feedback

## Intern Performance Evaluation Template

**Intern’s Name:**

**Your Name:**

**Your Organization:**

**Your Email Address:**

**Dates of Internship:**

The questions on this evaluation align with the Career Readiness Competencies identified by the National Association of Colleges & Employers as critical for a successful transition from college to the workplace; the competencies are described on page 4. This form is intended to help interns learn more about their strengths and the areas they might need to focus on in order to be maximally successful in the workplace after graduation. Managers are encouraged to complete the form and review it with their intern in a scheduled one-to-one meeting. Please rate your intern in the following areas:

### Critical Thinking / Problem Solving

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Shows a sincere interest in understanding the organization, their role, and their assigned tasks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Practices sound judgment based on an analysis of available data and information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Demonstrates creativity in approaching tasks, solving problems, and overcoming obstacles</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Seeks out resources and/or asks for help when unsure about how to proceed on tasks</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Comments:

If learning or performance goals were established, please describe the intern’s progress towards their goals:

What do you perceive to be the intern’s greatest strengths that are assets to your organization? If possible, please give specific examples/stories to illustrate your intern’s strengths:

What areas of growth could improve the intern’s success in your field? If possible, please give 1-3 specific examples:

**Career Management**

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accepts constructive feedback from others and is able to learn from mistakes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Self-advocates in a professional manner</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Can identify their strengths and weaknesses</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Can articulate next steps to further prepare them for their future</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Communication / Leadership**

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Clearly and efficiently conveys ideas orally to persons inside and outside the organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Communicates ideas clearly in writing in a manner suited to the intended audience</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Manages their own emotions and works to understand and empathize with others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Takes initiative and seeks opportunities to contribute</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**

**Supervisor Signature:**

**Date Signed:**

**Intern Signature:**

**Date Signed:**
Reflection

Importance

> Learning to reflect on experiences and one’s performance can help students down the road

> 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.
Reflection

After INTERNSHIP: Strategic Analysis

MUCH LIKE SPORTS TEAMS ANALYZE GAME TAPES to pinpoint what worked and didn’t work so they can develop a plan to enhance future play, interns should set aside time to look back and critically reflect on their internship. Below are some prompts to help you figure out what you liked and disliked about your internship, what you want to replicate in future experiences, and what changes you need to make to find a career, job, or workplace that’s right for you. Select at least 2 questions from each category, write down your reflections, and consider talking to a career counselor, adviser, or mentor about your responses.

BIG PICTURE
> How would you describe your internship using 3 adjectives?
> Was the internship what you expected? If not, why?
> What didn’t meet your expectations?
> What aspect of your internship did you most enjoy?
> What most surprised you about your internship site and role?
> What’s a take-away you didn’t expect...an unanticipated insight you gained?

INTERESTS:
> What responsibilities did you feel really enthusiastic about?
> What tasks do you feel you did really well there?
> What specific accomplishments do you feel most proud of?
> What tasks or activities do you want to do in future jobs?

STRENGTHS & SKILLS:
> What skills did you develop or enhance at your internship?
> Which ones did you feel most excited to learn or use?
> What feedback did you get from your internship site about your strengths?
> What strengths do you have that didn’t have a chance to be demonstrated there?
> What’s a skill deficit you realized you need to fill to be successful in that field?

VALUES:
> What non-task-related thing about your internship did you most enjoy?
> What values did you share with the organization? With coworkers?
> Which of your personal or work values, if any, seemed at odds with your internship site?
> I would have had a much better internship experience if only

ENVIRONMENT:
> What did you learn about what you need from a supervisor in order to do your best work?
> How would you describe the culture at your internship site?
> What about the culture do you want to replicate in future work settings?
> If the culture at your internship site did not fully meet your expectations or goals, what can you learn from that? What needs to be different for you at a future place of employment?

MOVING FORWARD:
> In what ways did your internship confirm your intended career direction?
> What changes might you make to your career trajectory as a result of this internship?
> What action step could you take to continue refining your career path? (see After Internship: Next Steps sheet for ideas)

After INTERNSHIP: Next Steps

COMPLETING AN INTERNSHIP is an important milestone in your career development journey. Hopefully your internship helped you build experience, knowledge, skills, and contacts that will prove valuable personally and professionally. A critical next step is...deciding on your next step! Where do you want to go from here in terms of building your career pathway? Check at least one possible next step from the lists below.

CONTINUE CONNECTING WITH YOUR INTERNSHIP SITE:
> Send a handwritten thank you note to those with whom you worked closely
> Ask supervisor (or someone else) to join you for coffee once a quarter
> Connect with employees on LinkedIn
> Conduct an informational interview with somebody in an interesting role
> Meet up with them at UW info sessions, career fairs, etc. (or volunteer to help!)
> Apply for another internship there, or a full-time role if you're graduating soon

LEARN ABOUT OTHER EMPLOYERS:
> Conduct an informational interview with somebody at an employer of interest
> Attend any of the Career & Internship Center events at which employers are present - career fairs, employer information sessions, Careers in Panels, or Employer-Led workshops
> See if you know anybody with connections to employers of interest through LinkedIn
> Use LinkedIn’s alumni tool to see where other Huskies are working
> Subscribe to a Talent Community to learn about events and employers relevant to your interests

SEEK OPPORTUNITIES FOR SELF-DEVELOPMENT:
> Reflect on and dissect your internship using the After Internship: Strategic Analysis sheet
> Complete the values, interests, and strengths exercises in the Career Guide
> Make an appointment with a career counselor at the Career & Internship Center to further clarify your skills, strengths, values, and interests
> Take courses or engage in co-curricular experiences (clubs, leadership roles, volunteer positions, internships, etc.) that will help you develop skills necessary for success in careers that interest you

GET READY FOR YOUR NEXT APPLICATION:
> Attend workshops or labs on resumes, cover letters, interviews, LinkedIn, job search, etc.
> Add a well-written description of your internship to your resume
> Update your LinkedIn profile to include your internship
> Ask somebody from your internship site to write a recommendation for your LinkedIn profile
> Write down a few significant stories from your internship that you might want to include in a cover letter or discuss in a job interview
> Meet with a career counselor to refine your materials, interview answers, and job search plan
> Apply for other internships or jobs using HuskyJobs or other strategies

OTHER IDEAS:

BUILDING MOMENTUM:
> What’s something small you can do this week to work towards your identified next steps?

134 May Hall, 206.543.0335
www.carers.uw.edu
Post-view

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

What is 1 new strategy you’ll try with your next batch of interns (or to better coach your students or employers)?

What’s something you can do this week to start making that happen?
Creating an Internship

Opportunities to learn outside the classroom are a critical component for students to learn and for employers to guide and develop professional skills. Creating a win-win scenario is key. The links below provide tips and resources to establish a successful internship program.

Explore & Develop

Recruit & Advertise

Manage & Support

Manage & Support

Offering high-quality internships takes intentional planning and implementation but increases intern engagement, learning, and loyalty. The goal of the resources below is to equip organizations and interns up for maximum success.

View Interns as Learners

Entrust with Big Projects

Welcome & Onboard

Set Goals Collaboratively

Advocate for Your Intern

Set Clear Expectations

Provide Broad Exposure

Give Constructive & Positive Feedback

Be Authentic & Empathetic

Ask Interns for Input

Build Interns’ Confidence

Provide Ongoing Support
Resources

Internships

Internships are a key way to learn outside the classroom. An internship can help you build your professional network, build your resume, and bolster your chances of landing a job after graduation. Below are some helpful tips and resources.

Explore & Learn

Find or Create

Engage & Maximize

Reflect & Strategize

Engage & Maximize

In order to reap maximum benefits from your internship, you need to be thoughtful about how you engage with colleagues, approach your work, and view yourself within an organizational context.

- Making the Most of Your Internship
- Ask Questions
- Focus on Your Development
- Fully Engage
- Believe in Yourself
- Be Realistic & Resilient
- Proactively Reach Out
- Prepare in Advance
- Seek to Learn
Resources

> Employer internship resources
  – https://careers.uw.edu/create-an-internship/

> Student internship resources
  – https://careers.uw.edu/internships/

> Career Center @ Engineering
  – http://engr.washington.edu/careercenter

> Undergrad & Specialty Master’s - Business
  – http://foster.uw.edu/careers/career-services/employers/
How to Be an Awesome Intern Manager