Internship Goals:
The Internship supervisor provides each intern the following broad overall goals and then work with them to also develop 1-3 more specific goals that they have for their internship. Then I try to keep these in mind and help design/assign projects that can help them accomplish these goals:

Overall Goals:
Learn communication skills in a professional setting
- Professional email & verbal communication
- End of year presentation of designs and impact to full-time office staff
- Constructively contribute to weekly marketing meetings- offering feedback, encouragement, and correction in helpful/valuable ways to the team.

Opportunity to work on projects that will help grow your portfolio or help with future career goals
- Have 3-5 polished pieces that showcase your design/communication skills.

Examples of specific goals that interns helped design:
- Learn how to pull, assess, and present social analytics
- Learn more about back-end website navigation and design
- Learn more backend of Handshake and understand how the system functions and views from multiple user viewpoints.
- Learn and assist with email campaign design
- Gain more confidence in career path:
  - Have a wide variety of design tasks to help intern analyze their likes/dislikes.
  - Do a job shadow/informational interview with a couple of people who work in different design related fields.
  - Learn more about daily workflow, benefits/challenges with that field, etc.
- Design & implement assets for an entire campaign.
- Expand working knowledge of a specific design program
- Produce new marketing assets that fit within the office brand guidelines.
- Explore existing brand guides & assist with the creation of a brand guide addendum for the University Career Services Office.