

## Internships Strategy Team Recommendations

### Brief Committee Charge

The internships strategy team was presented with the following charge:

“The topic of internships and the need to work with the local, regional, and alumni communities to broaden the number and variety of internships available to students has arisen in numerous conversations around campus and with the community in recent years. Notably, discussions surrounding the campus reading of *The Undergraduate Experience* produced three items pertaining to improving the connections between college learning and readiness for career success. Though some of our students pursue internships, these opportunities need to be more widely available. ... Few experiences provide the opportunity for such demonstrations like an internship. Increasing the number and variety of internships will no doubt invest in building relationships with appropriate stakeholders. This, too, will fulfill a portion of our vision statement ...”

### Applicable SFA Vision Statement Elements

[2] Our students will be engaged and empowered. They will know that we care about them and that we have high expectations for their performance and success. Our students will graduate with the marketable skills and qualities necessary to be leaders in their respective fields. Employers will seek out our students because of a demonstrated reputation of a solid work ethic. Their moral compass will be strong and true.

[7] Our brand and identity will be authentic, clear, and understood by all our stakeholders. People will know who we are, what we contribute to the local, regional, and state communities, and what matters to us as a university. We will be known as trusted partners. We will leverage the strengths of our stakeholders, including community colleges, businesses and industries, K-12 institutions, and government entities. These partnerships will enable us to provide a stellar learning experience for our students and contribute to the quality of life of everyone we touch.

### Applicable SFA Envisioned Supporting Goals

- Attract and support a high-quality faculty and staff
- Foster academic and co-curricular innovation
- Increase connections
  - Specifically, with local government, alumni and corporate partners

The strategy team has utilized the National Association of Colleges and Employers (NACE) definition of internships, as “ ... **a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent.**” (NACE Position Statement on Internships, August 2018).

The committee has met regularly since mid-October 2018 and conducted a survey of peer institutions to gather information on best practices and what other institutions are doing to address this issue as well.

## Internships Strategy Team Recommendations

### Internships Strategy Team Members

- Dr. Candis Carraway (Department of Agriculture, Co-Team Leader)
- Ms. Jamie Bouldin (Center for Career and Professional Development, Co-Team Leader)
- Dr. Derek Cegelka (Department of Kinesiology and Health Science and Faculty Senate)
- Dr. Mitch Crocker (Rusche College of Business)
- Ms. Loretta Doty (Human Resources)
- Dr. Casey Hart (College of Liberal and Applied Arts)
- Ms. Liz Hutchison (Department of Computer Science)
- Dr. Lynda Martin (School of Human Sciences, representing Chairs' Forum)
- Dr. Brian Murphy (College of Liberal and Applied Arts, representing Deans' Forum)
- Dr. Adam Peck (Interim Vice President for University Affairs; Dean of Student Affairs)
- Ms. Larissa Philpott (CEO, Nacogdoches Economic Development Corporation)

## Internships Strategy Team Recommendations

### Strategy 1: Develop better ways to track internships, collect data on student experiences and outcomes, and target improvements in employment rates.

*Applicable SFA Envisioned Goals:* Foster academic and co-curricular innovation; attract and support a high-quality faculty and staff

*Task #1: Create a common numbering system for all internship courses.*

Rationale: Ease of tracking the number of students who have completed a credited internship in all SFA academic colleges. As SFA is beginning to transition to the common numbering system it seems to be a prime time to evaluate this. Running a report of the internship courses to track numbers of enrolled students will be greatly eased if there is consistency in the numbering of the courses.

**Action Step #1:** Determine appropriate number for internship courses which allows units flexibility for the classification of students who are doing internships and the credit hours received. For example, XX99.

Resources Needed: No financial resources needed.

Immediate Targets: Fall 2019 for evaluation and identification of courses

Long-Range Targets: Fall 2020

Impacted Departments: Program coordinators, department chairs and deans in areas which offer for-credit internships.

Measurement of success: Ability to run reports and compile information on students completing a for-credit internship.

**Action Step #2:** Create common evaluation for students enrolled in internship courses to complete at the end of their intern experience that tracks institutional data such as location of internship, number of hours worked, outcomes of the internship, and skills gained through the experience.

Resources Needed: No financial resources needed – can use existing method of Qualtrics or Baseline/Campus Labs.

Immediate Targets: Fall 2019

Long-Range Targets: Same.

Impacted Departments: Any faculty who supervise for-credit or zero-credit internships can provide the link to students in their courses; Center for Career and Professional Development can assist in compiling data

## Internships Strategy Team Recommendations

Measurement of success: Completion of survey by most students enrolled in for-credit or zero-credit internships.

**Action Step #3:** Create common evaluation for supervising employers to complete at the end of the intern experience which would compile institutional-wide data, similar to Action Step #2.

Resources Needed: No financial resources needed – can use existing method of Qualtrics or Baseline/Campus Labs.

Immediate Targets: Fall 2019

Long-Range Targets: Same.

Impacted Departments: Any faculty who supervise for-credit or zero-credit internships can provide the link to on-site internship coordinators for students in their courses. Center for Career and Professional Development can assist in compiling data

Measurement of success: Completion of survey by most employers supervising SFA students in internships. .

*Task #2: Create a zero-credit hour internship course.*

Rationale: Many employers offer unpaid internship opportunities or require that students participating in their internship programs be receiving course credit. This creates a financial burden for some students, particularly those who are not being paid for their work in the internship. In addition, if a student has already completed a credited internship, but would like to gain additional experience by completing a second internship, there is often not a viable way to have that experience tracked by the institution.

Students eligible to enroll in a zero-credit internship class would be limited to students who have already completed a credited internship and do not have a way to do a second credited internship within their allotted hours or courses in their degree plan, or students whose majors do not include a credited internship option in the degree plan. Each academic area would be allowed to define those eligibility requirements, as to not take away from the credited internship experiences already offered in many departments.

**Action Step #1:** Make a zero-credit internship option available for all students.

Resources Needed: Support for faculty who are supervising zero-credit internships.

Immediate Targets: Spring 2020

Long-Range Targets: Same.

Impacted Departments: All academic departments, The Center for Career and Professional Development.

## Internships Strategy Team Recommendations

Measurement of success: Students are registering for zero-credit internships and employers are hiring students who have completed zero-credit internships.

### Strategy 2: Develop funds for students pursuing internships

*Applicable SFA Envisioned Goals:* Foster academic and co-curricular innovation; increase connections

*Task #1: Develop marketing materials to provide to potential corporate and individual donors as part of the capital campaign in order to develop an endowment.*

Rationale: If we want to make funding assistance for students pursuing internships a viable development opportunity, we need to find ways to get the attention of donors. These materials will accomplish this goal.

Resources Needed: We are requesting \$10,000 in start-up funds to create marketing and collateral materials to attract donors to the important giving opportunity of helping students offset the costs of participating in an internship.

#### Breakdown of Costs:

60-second web video	\$2500
Four-page, die cut brochure (design)	\$1500
Four-page, die cut brochure (printing)	\$2500
Streaming for web video	\$1000
Full-page ad in SFA Alumni magazine, "Sawdust." (Two editions)	\$2500
<b>Total</b>	<b>\$10,000</b>

Immediate Targets for Implementation: To have funding in place by Sept. 1, 2019

Long-Range Targets for Implementation: To complete all marketing and collateral materials by the end of the Fall 2019 semester.

Impacted Departments: University Marketing Communications; Office of Development; Center for Career and Professional Development; Division of University Affairs

Measurement of success: Promotional materials are developed and provided to Development. Funds are being collected to start an endowment.

*Task #2: Identify grant sources for internships*

Rationale: A standalone website for internships is in the works to help ease searching for employers seeking interns and students seeking internships. We suggest that this include a section for internship

## Internships Strategy Team Recommendations

grants or scholarship sources. A specified person should be assigned for identifying/collecting funding opportunities for internships and posting them on this site.

Resources Needed: A portion of a graduate assistant's time. (See strategy 4 for more detail on graduate assistant).

Breakdown of Costs: \$10,000 per year to fund the GA stipend. (Included in Strategy 4 as well).

Immediate Targets for Implementation: August 2020

Long Range Targets for Implementation: January 2021

Impacted Departments: Center for Career and Professional Development

Measurement of success: A page on the Internship website is created for internships and the page is routinely updated with potential grants related to internships.

### **Strategy 3: Increase capacity for internship experiences.**

*Applicable SFA Envisioned Goals:* Foster academic and co-curricular innovation; attract and support a high-quality faculty and staff; increase connections

*Task #1: Encourage the use of Handshake as a central clearinghouse for internships and promote Handshake to students, employers and faculty*

Rationale: Employers often do not know who to contact to advertise internship opportunities. Faculty and Administration often receive notices of internship opportunities but do not advertise them outside of a limited area. Students often do not know where to look for internship opportunities.

**Action Step #1:** Encourage employers to direct internship opportunities to CCPD. Add additional links on the A-Z directory that link back to the Handshake site. I for Internship Opportunities and/or H for Handshake to support our promotion of the site, and create a quick start guide for employers to easily navigate the process.

Resources Needed: Can be accomplished with existing resources.

Impacted Departments: Center for Career and Professional Development, University Marketing Communications

Immediate Targets for Implementation: Fall 2019

Long-Range Targets for Implementation: Fall 2019

Measurement of success: Increased visits to the Handshake site, increase in number of internship opportunities posted, number of students gaining internships via connections made through Handshake.

## Internships Strategy Team Recommendations

*Task #2: Encourage faculty and administration to forward notices of internship opportunities to CCPD.*

**Action Step #1:** Coordinate with Center for Teaching and Learning to implement regularly offered Handshake training for faculty.

Resources Needed: \$2000 for advertising to target faculty to raise awareness with marketing pieces.

Immediate Targets for Implementation: Marketing and advertising to start late Summer 2019

Long-Range Targets for Implementation: Fall 2019

Impacted Departments: Center for Career and Professional Development, Center for Teaching and Learning

Measurement of success: Track reporting of internships from faculty and staff to CCPD via labels; label faculty and staff in the Handshake system and track engagement in system

*Task #3: Encourage more students to claim their Handshake accounts, and to search Handshake for internship opportunities.*

**Action Step #1:** Have a booth or prominent signage for Handshake at on-campus activities such as job fairs, sporting events, and graduations. Provide computer station at job fairs and other events for students to claim their Handshake accounts. Promote the system to both students and employers in attendance at events.

Resources Needed: \$1500 for new tri-fold brochures and pop-up banner signage.

Immediate targets for implementation: Fall 2019

Long-term targets for implementation: Spring 2020

Impacted departments: Center for Career and Professional Development

Measurement of success: Increased use of the Handshake system by students, more opportunities applied for within Handshake.

*Task #4: Leverage SFASU Alumni Association's membership and increase internship opportunities with alumni*

Rationale: Employers need to be directly solicited on a regular basis to develop and maintain internship positions. Additionally, SFASU Alumni Association continually searches for ways to better engage alumni and maintain a lifetime of connections back to the university.

**Action Step #1:** Market Handshake to alumni to use as a resource. (*Alumni can use Handshake from both sides, as an employer and as a job seeker*); Purchase ads in Sawdust to promote Handshake, attend alumni events to promote Handshake

## Internships Strategy Team Recommendations

Resources Needed: \$5,000 for Sawdust advertisements, on average 10 hours per month for a graduate assistant or full-time staff

Immediate Targets for Implementation: Fall 2019

Impacted Departments: Center for Career and Professional Development, Alumni Association, University Marketing Communications

Measurement of success: Three ads placed in Sawdust

**Action Step 2:** Encourage Alumni Association to continue partnering with CCPD and academic colleges to host networking events to encourage internship employment opportunities. Create opportunities within existing events (where possible) to market internships and network with alumni who are interested in hiring Lumberjack interns.

Resources Needed: Existing funding sources, sponsorships

Immediate Targets for Implementation: Summer 2019

Impacted Departments: Center for Career and Professional Development, Alumni Association, University Marketing Communications

Measurement of success: Track alumni employers who attend these events in Handshake and increase opportunities posted by these organizations; CCPD present at least five Alumni events per year.

*Task #5: Coordinate with Nacogdoches Economic Development Corporation to develop strategies to promote additional local internships*

Rationale: Local employers either currently offer internship programs which students may not be aware of, or employers are interested in internships but do not know how to get started with creating a program and promoting the opportunity to students.

**Action Step #1:** Market the use of Handshake to local partners for both permanent jobs and internships. *(The more local grads they hire, the more they may be inclined to participate in internships.)* For example: present at Chamber of Commerce event, sponsor an Alive After Five on campus, maintain list of the HR director of the top 30 employers in Nacogdoches and make direct contacts regarding Handshake at least once per year

Resources Needed: Assistance of graduate assistant (see Strategy 4)

Impacted Departments: Center for Career and Professional Development

Measurement of success: Increase in number of locally posted positions in Handshake.



## Internships Strategy Team Recommendations

**Action Step #2:** Develop materials (both electronic and hard copy) to guide employers through the internship process; Create a quick start guide, revise the existing internship manual, and publish both online

Resources needed: Assistance of graduate assistant (see Strategy 4)

Impacted departments: Center for Career and Professional Development, University Marketing Communications

Measurement of success: Data on visits to internship website; increased usage of Handshake by local employers

**Action Step #3:** Present program about internship process and opportunities to civic clubs and professional associations

Resources needed: Existing funding sources and already-requested new marketing materials

Impacted departments: Center for Career and Professional Development, academic departments as appropriate for the audience

Measurement of success: Increase in civic and professional association speaking engagements, as well as tracking employer attendance and outreach from these events

*Task #6: Highlight successful partnerships and recognize and incentivize academic areas/faculty who excel in external engagement*

Rationale: Adult learning theory suggests that adults will do that which is recognized and rewarded. Attracting more corporate partnerships and engaging faculty engagement is necessary to creating more internship opportunities.

**Action Step #1:** Sawdust is published three times each year. In each edition, we suggest featuring two colleges' successful partnerships to ensure that all colleges are featured each year and to recognize our partnerships. Online avenues of publishing and marketing these partnerships could also be explored.

Budget: Existing funding sources

Impacted Departments: University Marketing Communication, academic departments, Center for Career and Professional Development

**Action Step #2:** Create an annual award to recognize Faculty Excellence in External Engagement with an emphasis on internships.

Budget: A stipend could be awarded which is in line with other faculty excellence awards.

Impacted departments: Academic Affairs.

## Internships Strategy Team Recommendations

**Action Step #3:** For credit internships often generate revenue for the university with no additional compensation for supervising faculty. Develop a method for compensating every faculty who supervises a for credit internship, as well as supporting faculty who oversee zero-credit internships.

Impacted departments: All academic areas.

Budget: Commensurate for department pay structure.

Measurement of success: Faculty who oversee internships will be compensated for their time.

### **Strategy 4: Hire a Graduate Assistant to track internship data, develop resources, promote internships, and seek funding sources of grants or scholarships to support internships**

*Applicable SFA Envisioned Goals:* Foster academic and co-curricular innovation; increase connections; attract and support a high-quality faculty and staff.

*Task #1: Hire a new Graduate Assistant to be housed in the Center for Career and Professional Development.*

Rationale: Personnel is needed to handle new responsibilities for accomplishing the action items in the other strategies as well as assist the full time team in championing and marketing for internships on campus and in the community. This person would also track the institutional internship data for credited and zero-credit internship courses as a part of their duties, and assist in creating connections between SFA and employers who want to market or create internship programs. Additionally, this position could assist in creating training and professional development opportunities for both SFA interns as well as employers seeking to create internship programs, as well as seek out partnerships to be highlighted in Sawdust and other areas for recognition.

Resources Needed: \$10,000 per year to fund a nine-month Graduate Assistant stipend. (Which is included in Strategy 2 as well).

Immediate Targets for Implementation: To have funding in place and a Graduate Assistant hired by August 2019

Impacted Departments: Center for Career and Professional Development

Measurement of success: A graduate assistant is hired and completes the designated tasks assigned to them including tracking internship data.