USF Internships & Co-ops: Which Opportunity if Right for Your Business?

Presented by:
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USF Career Services
Employer Institute
May 16, 2017
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Today’s Agenda

- **Intern For A Day** – *The first step!*
- **Best Practices** when developing *your* Internship program
- **Northwestern Mutual**; a look at this employer’s internship success
- **Co-operative Education** – An advance model for experiential learning
Intern For A Day

Introducing a new opportunity to help connect a student to your organization and their future
Career Services Experiential Learning Programs

Targeting: Freshmen & Sophomores

Intern For A Day
Career Exploration

Interns with Impact
Career Exploration

Internship Programs
Career Experience
Internship Off-Campus
On-Campus Internship Program
Global Internship
International Student
International Summer Internship Program

Part-Time Employment is also supported as part of this process.

The connection across the continuum is our Career Readiness programming.
We’re providing opportunities for students to engage in **experiential learning** throughout their USF academic journey.

*Intern-For-A-Day (I4AD) is the first step.*

I4AD offers an introduction into the “day in the life” of a business and/or career.
We promote a ‘major doesn’t matter’ approach because we know that only about 27% of grads work in a career that matches their major.

This “exposure” experience connects students to industries to gain a broader view of their career and not get too specific just yet (target groups - freshmen, sophomores, transfers)

Employers may offer: a facility tour, a company presentation, panel discussions, shadowing opportunities, informational interview chats, information on company opportunities for professional growth, a workflow simulation experience etc.

WII4U?: the opportunity to connect with potential future interns and hires, build your brand, introduce your company and your opportunities to the next generation workforce!
4 Ways to Engage

Your I4AD Options
1. **On-Campus**: on-campus/in-class sessions held for our “exploratory curriculum majors” – focused on industry interests (October 2017)

   - U-Decide Course
   - Employer uses class-time as I4AD
   - Students sign-up based on industry
   - Groups of 10-30 students

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**Come to Camp us!**

‘Intern For A Day’ Month
October 2017
2. **Employer hosted**: Employers post their I4AD experience in Handshake just like an internship, students “sign up” by submitting their I4AD application.

Students come to you!

‘Intern For A Day’ Month
October 2017
3. **Spring Break**: Serve and Learn: students experience a range (5) of large employers with strong social responsibility values through ½ day of service and a ½ day of I4AD learning.

**Alternate Spring Break**

(March 2018)

Employers host a day-long *serve and learn* I4AD

Transportation arranged for students

Groups of approx. 20-30

‘Serve and Learn’

March 2018
4. **Individual Students:** At times students need a chance to consider the options within an area of interest.
Communicate and market across campus directly with students & those who work with the students who can best benefit, to promote I4AD

We provide you with the assistance & support to enable your participation, and collaborate around scheduling, etc.

We hold Student I4AD Information Sessions: Where students can learn & sign up for the Employer Hosted option & our Alternate Spring Break.

We work with the Office of Academic Advocacy in support of our on-campus option; where they coordinate student sign-up.

We seek your input and feedback along the way, to assure that this is a positive experience for you as well as the student.
Ready to Sign Up?

- You can sign up for a specific option or any/all of them!
  1. On-Campus
  2. Employer Hosted
  3. Alternate Spring Break

- We’ll follow up with you to assist with scheduling & begin the conversation!

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Maximize Your Internship Program
USF Career Services

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Opportunities That Qualify as Internships

- Intern’s duties must complement career employment goals and provide career-relevant experience
- Skills & knowledge transferable to other employment settings
- Defined beginning & end, job description with desired qualifications
- Clearly defined learning objectives/goals related to the professional goals of the student’s academic coursework
- Routine feedback by experienced supervisor
- Needed resources provided by employer
- Supervised by an experienced subject matter expert who is accessible and on-site during internship hours, is professional staff, and has a positive attitude!
Paid v. Unpaid Internships

- Pay attracts more **qualified** & more **committed** candidates, & keeps great interns longer.

- Intern pay is governed by the US Dept. of Labor in the Fair Labor Standards Act via a set of 6 criteria, with which USF complies.

- For-Profit organizations can rarely meet the DOL requirements for an unpaid internship (unless they are clearly training programs); credit is just one element of the criteria and not the solution.

- Entrepreneurs can offer a part-time, unpaid internship which earns credit for one term, and then pay the intern if they continue.
How to get them paid, when you don’t have the payroll capital.

- Grant funding
- Foundations (NSF, etc.)
- Sponsor/partner funding
- Career Edge Funders
  [http://careeredgefunders.org](http://careeredgefunders.org)
- Career Source Tampa Bay - [https://www.careersourcetampabay.com/](https://www.careersourcetampabay.com/)
- Crowdfunding sites:
  - gofundme.com
  - youcaring.com
  - kickstarter.com
High-Impact Experiential Learning

**INTERNS SAY:**

- **Meaningful** & Challenging Work
- Skill **Development**
- Autonomy
- **Mentorship** & Networking
- Frequent **Feedback** (weekly!)
- Feeling Part of the **Team**
- Getting **Paid**

**EMPLOYERS SAY:**

- Intern **Preparedness**
- Defined Internship **Process**
- Defined Intern **Projects**/Work Scope
- Increased **Productivity** of Their Company
- **Relationship** with University Internship Programs

USF CAREER SERVICES
UNIVERSITY OF SOUTH FLORIDA

grab your future by the horns
Internship or Cooperative Education (Co-op)

Which Program Fits Your Company’s Needs?
Are They The Same Thing or Are They Different?

THOROUGHLY CONFUSED I AM.

MAKE SENSE THAT DOES NOT.
How are they the Same?

- Experience students can get while still enrolled as a student
- Hours – can be full-time or part-time
- Documentation on USF transcripts through course enrollment/credit
- Supervision by a professional
“Possible” Differences

- Pay – Dept. of Labor standards must be met regardless
- Length
- Major and course credit
- Student eligibility
- Supervision and training site
Co-op Program

**Pipeline**
- Exact major match
- Typically focused on technical areas (Engineering, Accounting, Finance, Marketing, etc.)

**Bridge**
- Major still relevant but may not be exact match due to the multi-disciplinary nature of the position
- Purpose is to “Bridge” the skills gap in emerging career fields
Benefits to the Co-op Program

Co-op Coordinator provides…

- Access to a pre-screened candidate pool
- Personal assistance with recruiting
- Monitors students academic performance & persistence
- Builds brand recognition among students
Internships OR Co-ops…

Either way is a win!