Featured Presentation

Dr. Robert Shindell, Intern Bridge

Tips for Total Internship Management

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- Director – Center for Learning & Organizational Excellence.
- 20 years in higher education career services & administration.
- PI – National Internship & Co-op Study
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About Intern Bridge

- Created to bridge the growing gap between employers and students.
- Focus on researching and sharing internship program best practices.
- Create resources for employers and universities, deliver seminars and workshops, and much more.
- Developers of Total Internship Management.
Total Internship Management

- A “soup to nuts” approach to internship programming.
- Based on countless hours of proprietary research including thousands of students and employers.
- Provides for a high quality experience for students and productivity for employers.

National Internship & Co-op Study

Why is this so critical?

Percent of people aged 20 to 34 in the workforce

- August 2013: 83.0%
- April 2016: 77.5%
Motivational Factors Students Pursue Internships

<table>
<thead>
<tr>
<th>Rank</th>
<th>Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>To gain hands on experience in my field</td>
</tr>
<tr>
<td>2</td>
<td>To become better prepared for employment in my field</td>
</tr>
<tr>
<td>3</td>
<td>To learn new skills</td>
</tr>
<tr>
<td>4</td>
<td>To gain a realistic preview of the workplace</td>
</tr>
<tr>
<td>5</td>
<td>To make professional contacts</td>
</tr>
<tr>
<td>6</td>
<td>To explore a new organization</td>
</tr>
<tr>
<td>7</td>
<td>To explore a new industry</td>
</tr>
<tr>
<td>8</td>
<td>To earn money</td>
</tr>
</tbody>
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Do Internships Lead to Jobs?
Percentage of 2013 college graduates who received job offers, grouped by internship experience. NACE 2013 Student Survey

Relative Importance of Attributes in Evaluating Graduates for Hire

Subsistence, Not Wealth
What students want...

• 48% of students choose nonprofit or government work for their internship
  – *Earning a high wage for a short period of time is not worth a meaningless internship experience.*

• Almost **70%** (68.2%) would accept less pay in exchange for greater work experience.

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Why It Matters

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Narayanan’s Model of Internship Effectiveness

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**Student**

- **Antecedent:**
  - Student’s ability to transfer and apply university knowledge to internship.

- **Processes:**
  - Student’s commitment to the Internship

- **Outcomes:**
  - Skill development and career enhancement

**College / University**

- **Antecedent:**
  - Preparedness for the internship

- **Processes:**
  - Interaction with employing organization and company.

- **Outcomes:**
  - Enhanced capabilities & facilitation of student development

**Employer**

- **Antecedent:**
  - Preparedness for the internship

- **Processes:**
  - Interaction with university & student.

- **Outcomes:**
  - Tangible benefits and enhanced capabilities
Narayanan’s Model of Internship Effectiveness

So why is this Model so important?

Focus on the Student...
Top 3 Tips...

• Value of Experiencing

• Triad of Communication

• Primary Recruiting Mechanism

Value of Experiencing...

Triad of Communication
Primary Recruiting Mechanism

THANK YOU!

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