

## YOUR INTERNSHIP

### ***EVERYTHING YOU NEED TO KNOW***

Your internship is the culmination of the undergraduate program in Communication at Eastern Connecticut State University. This is your opportunity to work with communication professionals and obtain practical, on-the-job experience, as well as make contacts that may prove valuable later in your career. Your advisor will help you make the most of this opportunity.

Communication internships are designed to benefit both students and employers. An intern from the Communication Department at Eastern Connecticut State University is expected to bring to the organization the expertise necessary to provide high quality support at the beginning professional level; organizations are expected to offer the intern practical experience in a communication-related career setting. While some routine or clerical work is acceptable, the unpaid internship experience should also offer substantial hands-on professional experience to the intern.

## **I. FINDING AN INTERNSHIP**

### **When should I start thinking about completing an internship?**

You should begin looking for an internship when you are a junior or senior – interns are expected to have completed at least 60 credits towards a degree. You should also have considerable classroom experience in your chosen field. A student interested in a Public Relations internship, for example, should have completed at least six credits of PR-related classes before searching for an internship. Employers have come to expect Eastern interns to arrive with a solid foundation in the field, which allows them to offer the intern more challenging assignments.

Don't wait until the last minute! Many internships are competitive and have application deadlines well in advance of your start date. As a general rule, start looking for an internship during the semester prior to when you plan to complete the work.

### **Are there specific requirements for the type of internship I find?**

All internships must be communication-related in some way. While the Communication Department defines the term "communication" in a broad and reasonable way, all internships must involve some form of effective oral, written, and/or electronic communication, and should help the student make progress towards achieving long-term career goals. The internship must provide the student a learning experience by applying previous coursework in the Department or opening new avenues of inquiry. Although

simply doing low-level tasks in certain environments can provide valuable information and networking contacts, our interns are expected to do more than merely run errands, fetch coffee, or perform clerical duties.

Students planning an internship must remember that the employer invests time and energy supervising and training the intern. Services of value are expected in return. The internship is a reciprocal arrangement: students exchange their work in return for on-the-job training, work experience, and an important resume item.

### **Will the Communication Department set me up with an internship?**

The principal responsibility for finding an internship rests with the student. (Think of it as training for your post-graduation job search.) Your advisor and other professors will, of course, be happy to give you suggestions of appropriate organizations. The Communication Department offers an annual internship workshop and periodically hosts information sessions with regional employers such as ESPN.

It's also a good idea to keep an eye on the bulletin board just outside the Communication Department office suite. Internship and job openings are posted there regularly. Students in the past have interned at television stations, radio stations, advertising agencies, public relations firms, hospitals, banks, amusement parks, insurance companies, small mom-and-pop businesses, tourism agencies, government offices, dance studios, day camps, magazines, newspapers, film studios, casinos, social service agencies, nonprofit groups – if there's a communication opportunity, there's probably an opening for an intern!

## **INTERNSHIP OPPORTUNITIES**

Many organizations are open to hosting interns but do not advertise for them. Informal conversations with friends and family can provide valuable leads.

In addition, many of the Communication clubs focus specifically on career opportunities. Get involved with TV-22, WECS, the *Campus Lantern*, the American Advertising Federation (AAF), or the Public Relations Student Society of America (PRSSA) – these activities also look great on a resume!

### **Transportation is a problem for me. Are there any internships available on campus?**

While it is recommended that the student obtain off-campus experience, the location of the internship is less important than the learning opportunities presented by the experience itself. Communication students have successfully interned for University Relations, Sports Information, the Center for Early Childhood Education, and other campus offices.

**I found a really great internship on my cousin's goat farm in Manitoba. Does my internship need to be in Connecticut?**

As long as it's communication-related, your internship can be based anywhere. Many students choose to do an internship closer to home, but others enjoy travelling into New York or Boston. Students have done internships across the country, and some have even found international internships!



**Can I do an internship over the summer or during winter break?**

Provided that you can fit in the required 120 hours (that's three weeks of full-time 9-5 work or about 10 hours per week during a regular semester), you can take the internship at any time. However, you should be aware that when taking the internship in the summer or winter session, you will be charged for it as a three-credit class. During the fall and spring semesters, the tuition cost of the internship simply is included as part of your full-time courseload.

**Times are tough. I need to get paid for my internship.**

Sorry. We empathize. However, the Communication internship is an unpaid activity. You are "paid" in college credits. The reason for this is that, as an intern, you will be functioning as a quasi-professional, sitting in on meetings, shadowing reporters and so on. Interns are expected to do more than fetch coffee and make copies, unlike entry-level employees who are paid for those tasks (but not much).

On rare occasions, the Communication Department will waive this requirement when a student has found an exceptional opportunity in the field. Check with your advisor if you think this might apply to you.



*"No, we're not eliminating your position, Fischer.  
We're just eliminating your salary."*

### **I already have a job where I do some communication work. Can I use that for the internship?**

Although some students have found ways to make this kind of scenario work out, it is unlikely to be successful for a variety of practical reasons. Can you really arrange to work your regular job on MWF and then come in on TR for an unpaid internship in another department at the company? As always, check with your advisor if this is a possibility you are considering.

### **What about the six credit internship?**

The Communication Department offers internships for either 3 credits (120 hours) or 6 credits (240 hours). Students selecting the 6-credit option must demonstrate a strong rationale for that choice, such as an organizational requirement, and the work done for the second 120 hours must differ substantially from that done for the first 120 (i.e. you might do public relations for the first 120 hours and work in video for the second 120). Frankly, your resume will be stronger if you complete two separate 3-credit internships at two different organizations.

## **II. RESUMES AND JOB INTERVIEWS**

### **How do I write a resume?**

If you haven't already found the Career Services Office, you should check them out immediately! They are located on the Second Floor of the Wood Support Services Building and are open Monday through Friday from 8:00 – 5:00. They can help you with everything from writing a resume to finding an internship to the etiquette expected at a job interview dinner. The services of these professionals are included in your tuition – take advantage of them!

Some of the most important pointers about resume writing include:



- Keep it to one page
- Use bullet points for emphasis rather than full sentences
- Put your experience in reverse chronological order (most recent first)
- Never over-inflate your qualifications
- Use action words to describe your accomplishments
- Make it easy to read
- Proofread! Then proofread again.

## SAMPLE RESUME

**Name**

Address

Phone

Professional email address (e.g. yourname@gmail.com)

### Education

**Eastern Connecticut State University**, Willimantic, CT

B.S. in Communication (expected May, 20xx)

Public Relations Concentration

Minor in Writing

*(You might want to include your GPA, specific classes that are relevant to your internship, accomplishments such as publications or productions.)*

Dean's List (20xx-20yy)

*Campus Lantern*, photography and writing (20xx-20yy)

Excellence Expo, First Place Award (20xx)

Lambda Pi Eta Communication Honor Society (20xx-20yy)

### Experience

20xx      **Office Assistant**, ECSU Communication Department, Willimantic, CT

- Write for the Communication Department newsletter, *Domus Comm*
- Perform office duties such as faxing, copying, answering phone calls, assisting students, posting events around the campus

20xx-20yy      **Teacher's Aide**, ABC Afterschool Care Program, Smalltown, CT

- Responsible for group of 12 kindergartners for four hours each weekday afternoon, including snack, play time and homework supervision
- CPR certified

*(It is not necessary to include references or personal information such as hobbies on the resume.)*

### What should I say when I contact a potential internship employer?

Along with your resume, send a cover letter indicating that you are looking for an internship. Include a short statement of why you would like the internship, what you can offer them, and how the internship would complement your career goals. Indicate that you will be receiving college credit for the work performed and that no compensation is required. This is especially helpful if you are applying to a company or organization that does not advertise publicly for interns. Follow up with a phone call within a week or so.

### Any tips for the job interview?

If you do your homework and know something about the organization before the interview, you'll find it easier to relax and be yourself. Dress appropriately, be punctual, be prepared to talk about the contributions you can make to the organization, and have a couple of questions ready to ask the interviewer.

Some typical questions include:

How did you get interested in this field?

Tell me about yourself.

What is your past experience working with \_\_\_\_\_?

Which of your courses did you like the most?

What are your strengths and weaknesses?

What are your long-range goals?

Why do you want to work for our company?



### **III. BEFORE YOU START WORK**

#### **I've been offered an internship! Now what do I have to do?**

Celebrate...and go talk to your advisor. You'll be given the "Goldenrod Form" (named for its color) and the Internship Information Sheet, both of which you'll need in order to register. Both forms are also attached to this packet.

Each intern has two supervisors, one on-the-job site supervisor and the other from the faculty of the Department of Communication (usually your advisor). It is important that all three parties – you, your faculty advisor, and your on-site supervisor – share an agreement about the number of hours you are scheduled to complete, the starting and ending dates of your internship, and the tasks you will be performing.

#### **Help! The online course registration won't let me sign up for an internship.**

In order to register for an internship, you must fill out the Goldenrod Form, available at the Registrar's Office or in the Communication Department. Once you have arranged for the internship with the organization, you bring this form to your Communication Department advisor for a signature. No one from the organization needs to sign this form; it is for internal ECSU use only.

*Please note that this form MUST be submitted either prior to the start of the semester in which you plan to do the internship or within the first few days of that semester, before the add/drop period closes.* Late registrations are never accepted by the Dean.

The other form you must complete prior to beginning your internship is the Internship Information Sheet. This is filled out with your supervisor at the internship site and then submitted to your Communication advisor along with the Goldenrod Form. The Info Sheet is your "contract" with the employer for the duration of the internship.



**I didn't know about the Goldenrod Form, but I've already completed 120 hours of work, and I have all of the logs, the paper, and the evaluation forms. Can't you put it in retroactively for me?**

No. You will need to complete another internship in the future once the paperwork is correctly filed.

**My internship site wants some sort of letter from Eastern verifying that I am a student.**

No problem. Just see the Department Secretary and we'll send one out right away.

## **IV. ON THE JOB**

**So, I've handed in the Goldenrod Form and the Info Sheet. Now what?**

There are six action items you will need to finish in order to get credit for an internship. You can begin on the first two items right away, and keep the others in mind for the end of the internship. The evaluation forms (#4 and #5) are attached to this packet. All of these items are submitted to the faculty advisor who signed your Goldenrod Form.

[Student Evaluation Form](#)

[Supervisor Evaluation Form](#)

1. Complete 120 hours of work on site (for a three credit internship)
2. Maintain an ongoing log of those hours including details about your activities
3. Write a ten-page reflection paper about your experience.
4. Submit your evaluation of the internship site to your campus advisor.
5. Have your site supervisor send an evaluation form to your campus advisor.
6. Include a portfolio of work completed at your internship – if applicable.

**When are these due?**

You will receive a letter from the Communication Department with specific due dates for each of these. Typically, the logs should be handed in to your advisor when you are about one-third of the way through the internship (40 hours), again at the two-thirds mark (80 hours), and again at the end (120 hours). The paper, portfolio (when appropriate), and all evaluation forms are due at the end of the semester.

**What do I put in the log book?**

The intern log is nothing more than a daily diary that lists the date, number of hours you worked, and what you did. The content may be informal. Some faculty advisors prefer the logs to be typed, and some accept logs via email. Check with your advisor for specifics on that person's preferred format. The more detail you include in each entry, the more help the log will be when it's time to write your final 10-page paper.

**SAMPLE LOG ENTRY**

**January 8, 10:00 – 4:00 (6 hours, total hours = 24)**

I spent a half hour this morning meeting some new producers and people I don't know where to put into the system yet as I made my way down to the control room. Doug explained to me again how he captures graphics and assigns them randomly until he gets a finalized program.

I spent the rest of the morning in the audio side of the control room with John and Steve as they showed me how the board works. They were discussing how the strategy would change between this week's programming and next week during the telethon when Pat calls for "fan fare" quite often. That adds the use of a cart machine with about two dozen options for quick musical sound bites.

Due to the need for extra partner profiles for the telethon, I was given another videotape to view and start producing. I spent the rest of the day copying the dialogue between Scott and Christy, picking sound bites, cutaways and jotting down ideas for voiceovers. That completed my first week here.

### Any tips for success on the job?

You will be working in the real world and making real decisions. Every aspect of your behavior contributes to your image in the business world. Common sense and good judgment will help you establish good rapport with your internship supervisor and co-workers. You are in charge of what you learn and how much you learn. Most importantly, your internship will help you determine whether or not you want to pursue your chosen field.

You may feel somewhat unsure of yourself when you start your internship. By following these suggestions, you may alleviate some of your anxiety.

- Be pleasant and polite to everyone with whom you come in contact.
- Be enthusiastic about your internship opportunity. Remember, all tasks are important, no matter how menial!
- Be punctual. Show your professional attitude
- Dress appropriately for your position. When in doubt, dress up rather than down.
- Check with your supervisor regarding policies before a problem arises.



**I put in some extra hours and finished my internship early. Now my supervisor is insisting that I keep coming to work until the end of the semester, anyway.**

Remember that Info Sheet you filled out with your supervisor before you began? That's your "contract" for the internship. The organization may be depending on you to perform certain tasks until the date they anticipated you would be finished. If you can't work things out amicably with your supervisor, have a talk with your faculty advisor...and remember not to burn any bridges professionally.

**Ugh! If I had known it would be this bad, I'd never have taken this internship!**

Most interns enjoy their experience, but occasionally, there's a mismatch between the intern and the organization (or the supervisor). Chalk it up to a "learning experience." It's better to find out now that your planned career in \_\_\_\_ would be a disaster than after graduation when you're committed to a job in the field.

Don't get pulled into conflicts among coworkers. These may have started long before you appeared on the scene and probably will continue long after you leave the internship. Just do your best and be nice to everyone.



**"You mean all those part time, temporary, no-benefits employees quit??? Where's that old fashioned company loyalty?"**

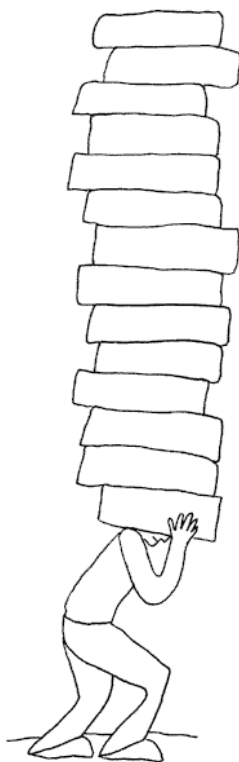
## V. AFTER THE INTERNSHIP

As your internship winds down, you can start reflecting on your experiences and evaluating how your internship fits in to your long-term career plans. Now is the time to begin work on your ten-page paper, fill out your evaluation of the internship, and remind your internship supervisor to send in the organization's evaluation of you to your academic advisor. Don't forget to update your resume to include the internship!

**Ten pages?! I did pretty much the same thing every day. What can I possibly say about my internship for ten whole pages?**

Here are some suggestions. These are not an exhaustive list, but a place where you might begin to reflect upon your experiences.

I FEEL AS IF I HAVE THE  
WEIGHT OF THE WORLD  
UPON MY SHOULDERS



THE FACT THAT I HAVE  
TO CARRY ALL THESE BOXES  
DOES NOT HELP

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- **What did you learn on the job?** Read through your log for inspiration – don't just summarize the logs (your advisor has already read them!), but build upon them. Did you learn technical skills? People skills? Communication skills? How to take the train into the city? Even if you did absolutely nothing of interest and had a terrible time, write about that.

- **Move from specific to abstract.** If you learned to write a press release, what did that activity teach you about public relations in general? If you did paperwork for the promotions department, what did that tell you about the behind-the-scenes operation of a television station?

- **Did the real world match up with your expectations?** Did people do things "by the book" or did they break the rules you learned in class? Were you surprised at anything you found? What were the best and worst parts of the internship?

- **The paper should offer a big picture, philosophical view of your internship.** After all, this was supposed to be the capstone of your undergraduate experience, the last thing you do before you venture out into the world with a "real" job. Use the opportunity to contemplate your own place in your chosen profession. How will you do things differently on your next assignment? Where do you see yourself ten years in the future?

**Any questions? Contact your advisor or the Communication Department secretary at 465-4340. Enjoy your internship!!**

## **INTERNSHIP CHECKLIST**

- Complete 120 hours of work**
- Hand in log book**
  - Log 1: 40 hours
  - Log 2: 80 hours
  - Log 3: 120 hours
- Ten page reflection paper**
- Your evaluation of internship site**
- Supervisor's evaluation of your work**
- Portfolio of work completed at internship (if applicable)**

# Student Internship Evaluation Form

Fall  Intersession  Spring  Summer  Year\_\_\_\_\_

Instructions: The purpose of this form is to provide an opportunity for an honest appraisal of the internship site your host site supervisor, and their contribution to your education. Please respond honestly and objectively to the following statements and questions.

**NOTE:** Failure to return this evaluation in a timely manner will result in your course grade being withheld.

Name: \_\_\_\_\_ Course No.: \_\_\_\_\_

Host Organization: \_\_\_\_\_

Location: \_\_\_\_\_

Supervisor: \_\_\_\_\_

**Please rate your internship experience using the scale below.**

5 = Superior	Consistently exceeded expectations
4 = Above Average	Sometimes exceeded expectations
3 = Average	Met expectations
2 = Below Average	Rarely met expectations
1 = Unsatisfactory	Did not meet expectation

- |    |   |                          |
|----|---|--------------------------|
| A. | My Host Organization  | <u>Please Circle One</u> |
|    | 1. Maintained an organizational culture that forced learning          | 1 2 3 4 5                |
|    | 2. Maintained a friendly and cooperative work environment             | 1 2 3 4 5                |
|    | 3. Established and communicated clear goals and expectations          | 1 2 3 4 5                |
| B. | My On-Site Supervisor   |                          |
|    | 1. Provided levels of responsibility consistent with my ability       | 1 2 3 4 5                |
|    | 2. Provided challenging work assignments                              | 1 2 3 4 5                |
|    | 3. Offered regular feedback on my performance and progress            | 1 2 3 4 5                |
|    | 4. Tried to make my internship an educationally meaningful experience | 1 2 3 4 5                |
| C. | My Internship provided ample opportunity to                           |                          |
|    | 1. Use my knowledge/skills gained through my academic program         | 1 2 3 4 5                |
|    | 2. Develop my human relation skills                                   | 1 2 3 4 5                |
|    | 3. Develop my communication skills                                    | 1 2 3 4 5                |
|    | 4. Develop my creativity  | 1 2 3 4 5                |
|    | 5. Develop my critical thinking/problem-solving skills                | 1 2 3 4 5                |
|    | 6. Demonstrate initiative   | 1 2 3 4 5                |
|    | 7. Meet/network with other professionals in the field                 | 1 2 3 4 5                |
| D. | Overall   |                          |
|    | 1. I would rate the quality of my internship as:                      | 1 2 3 4 5                |

Please answer the following questions

Would you work for this supervisor again?

Would you work for this organization again?

Would you recommend this organization to other students?

Please use this space to explain or to elaborate on any of your responses above.

Were you offered employment at your host organization at the end of the internship?

If yes, did you accept the offer for employment?

If, yes, was the offer for full time or part time employment?

Student Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Supervisor Internship Evaluation Form

Student Name \_\_\_\_\_  
 Supervisor's Name \_\_\_\_\_ Title/Position \_\_\_\_\_  
 Host Organization \_\_\_\_\_ Location \_\_\_\_\_

Please rate the intern's performance in the following areas using the numerical scale below.

5 = Superior	Consistently exceeded expectations
4 = Above Average	Sometimes exceeded expectations
3 = Average	Met expectations
2 = Below Average	Rarely met expectations
1 = Unsatisfactory	Did not meet expectations

- |    |   | <b><u>Please circle one</u></b> |
|----|---|---------------------------------|
| A. | <b>Work Quality</b>   |                                 |
|    | 1. Has technical skills needed for job  | 1 2 3 4 5 n/a                   |
|    | 2. Performs job as expected   | 1 2 3 4 5 n/a                   |
|    | 3. Demonstrates communication skills needed                                   | 1 2 3 4 5 n/a                   |
| B. | <b>Work Habits</b>  |                                 |
|    | 1. Has positive attitude  | 1 2 3 4 5 n/a                   |
|    | 2. Is punctual and dependable   | 1 2 3 4 5 n/a                   |
|    | 3. Appearance is appropriate  | 1 2 3 4 5 n/a                   |
| C. | <b>Listening &amp; Oral Communication Skills</b>                              |                                 |
|    | 1. Listens to others in an active and attentive manner                        | 1 2 3 4 5 n/a                   |
|    | 2. Demonstrates effective communication skills in one-on-one settings         | 1 2 3 4 5 n/a                   |
|    | 3. Demonstrates effective communication skills in group settings              | 1 2 3 4 5 n/a                   |
| D. | <b>Ability/Willingness to Learn</b>   |                                 |
|    | 1. Shows willingness to learn/be taught by supervising personnel              | 1 2 3 4 5 n/a                   |
|    | 2. Asks pertinent and purposeful questions                                    | 1 2 3 4 5 n/a                   |
|    | 3. Accepts responsibility for mistakes and learns from experiences            | 1 2 3 4 5 n/a                   |
| E. | <b>Reading/Writing Skills</b>   |                                 |
|    | 1. Comprehends and follows written materials/instructions                     | 1 2 3 4 5 n/a                   |
|    | 2. Communicates ideas and concepts clearly in writing                         | 1 2 3 4 5 n/a                   |
|    | 3. Uses appropriate computer applications                                     | 1 2 3 4 5 n/a                   |
| F. | <b>Creative Thinking &amp; Problem Solving</b>                                |                                 |
|    | 1. Breaks down complex tasks/problems into manageable pieces                  | 1 2 3 4 5 n/a                   |
|    | 2. Seek outside resources; in addressing or managing problems                 | 1 2 3 4 5 n/a                   |
|    | 3. Demonstrates initiative in defining and solving non-routine problems       | 1 2 3 4 5 n/a                   |
| G. | <b>Professionalism/Potential for Growth &amp; Advancement</b>                 |                                 |
|    | 1. Exhibits a self-motivated approach to work                                 | 1 2 3 4 5 n/a                   |
|    | 2. Demonstrates ability to set appropriate priorities/goals                   | 1 2 3 4 5 n/a                   |
|    | 3. Takes the initiative/is self-directed when appropriate                     | 1 2 3 4 5 n/a                   |
| H. | <b>Interaction with Clients/Customers</b>                                     |                                 |
|    | 1. Relates well with clients/customers  | 1 2 3 4 5 n/a                   |
|    | 2. Works effectively with clients/customers                                   | 1 2 3 4 5 n/a                   |
| I. | <b>Teamwork/Interaction with Colleagues</b>                                   |                                 |
|    | 1. Establishes effective working relationships with co-workers                | 1 2 3 4 5 n/a                   |
|    | 2. Works within appropriate authority and decision-making channels            | 1 2 3 4 5 n/a                   |
|    | 3. Accepts criticism in a professional and constructive manner                | 1 2 3 4 5 n/a                   |
|    | 4. Accepts responsibility for his/her role in a problem or conflict situation | 1 2 3 4 5 n/a                   |
|    | 5. Demonstrates professionalism in addressing conflicts                       | 1 2 3 4 5 n/a                   |

J. Character Attributes

- 1. Brings sense of values and integrity to the job 1 2 3 4 5 n/a
- 2. Respects the diversity (religious/cultural/ethnic) of co-workers 1 2 3 4 5 n/a

K. Profession or Position-Specific Skills

Please note any professional skills that have not been listed and assess the intern accordingly.

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L. Overall Performance

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M. COMMENTS: Please address the following questions.

What are the student's strongest assets?

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What qualities and characteristics should the student strive to improve?

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Other observations/comments:

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N. Would you like to host another ECSU intern? YES \_\_\_\_ NO \_\_\_\_

Evaluators Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return to the intern's Faculty Advisor upon completion of internship.

Thank you.