

Hosting a Win-Win Internship Experience

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Objectives

What makes a great internship experience?

What should an intern do?

Generation Z in your workplace

Executing a virtual experience if needed

ChamberRVA resources and programs

What is an internship?

An opportunity for employers to **evaluate and guide talent** and supplement staffing.



Students **apply knowledge and theory** learned in the classroom in a professional setting.



Internship components

A defined beginning and end (typically 2-9 months)

Part-time or full-time

Paid or unpaid

Connected or not connected to an educational program with academic credit

Why have an internship program?



Builds a talent pipeline



Improves retention



Is cost effective



Raises the profile of your organization

1

Set goals and policies for your internship program

2

Outline a plan for the internship opportunity, including onboarding

3

Recruit a qualified intern and openly discuss expectations

4

Manage the intern's work and development – continuous feedback

5

Build in evaluations and surveys


6

Offer opportunities to learn and network

Best Practices for an Internship Program

Internship projects

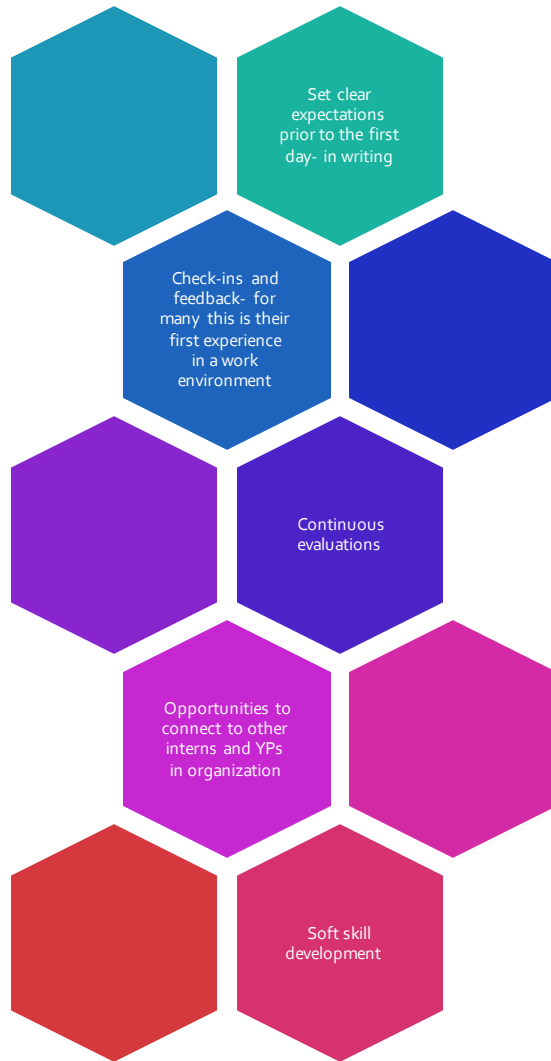
What projects have been on the back burner? If you had more staff, what would you want accomplished?



Examples of intern projects:

Assisted with a strategic plan; did research; used social media; made prospect calls to secure corporate sponsorships

Wrote articles; took photographs; conducted interviews; fact-checked; edited; compiled and edited press releases



During the Internship

Attracting and Retaining Gen Z

- Understanding Gen Z
 - The most racially and ethnically diverse generation ever, born beginning in the mid-1990's
- They believe that connections are the way to jobs and internships
- Digital natives – use of technology is second nature and it is a high priority for them
- Incredibly concerned with professional development, excellence, and fear of failure
- Mental health is important
- Financial stability is key
- More feedback and in person contact

Unique to the COVID-19 Era

- Keep in touch with your interns and remain transparent
- Consider how you will facilitate professional development opportunities, even if your interns aren't remote
 - Hybrid approach
 - Microinternships
- Keep in touch with career services offices

Virtual Internship Experiences

How do we execute?

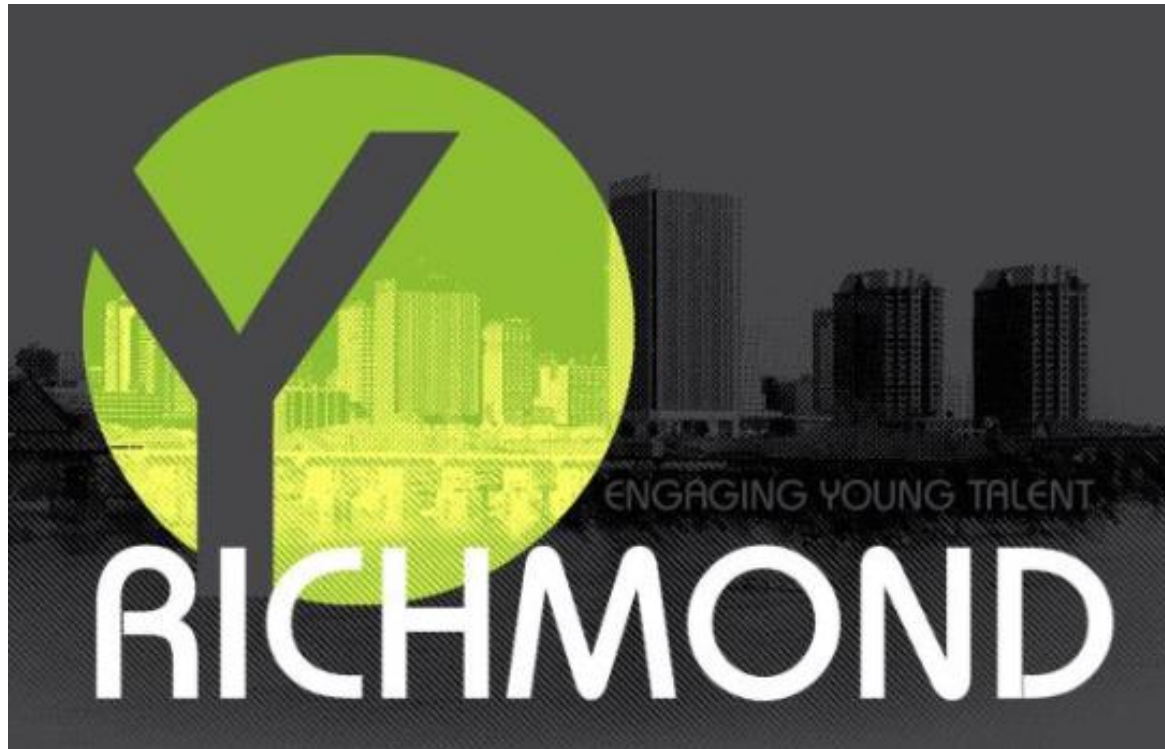
What are the advantages? The pitfalls?

Project-based

Utilizing technology

Soft skills development

Building opportunities to network and receive mentorship



Engaging Interns in RVA

Quick Facts

Features:

- 5 professional development & networking sessions
- Virtual happy hours
- RVA Scavenger Hunt
- And more robust virtual content!

When:

- 6 weeks from June 15th – July 29th

Who:

- 150+ remote and on-location interns from major Richmond employers



Interns at the YRichmond Launch Party hosted @Flying Squirrels Stadium

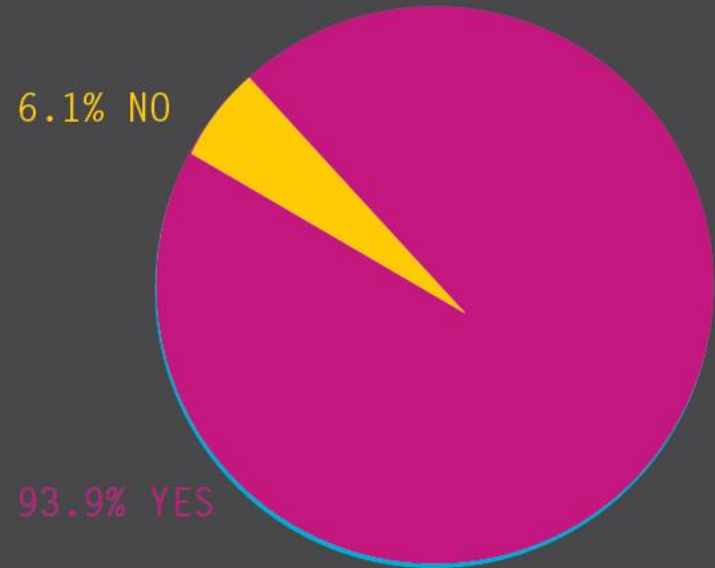
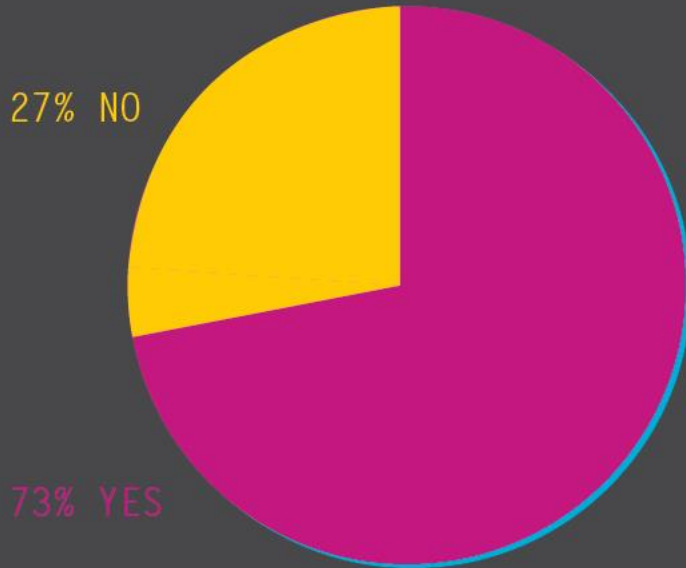
Entry Survey

vs.

Exit Survey

Upon graduating, would you consider living in Richmond?

After your experience this summer, would you consider moving to Richmond for full-time employment after graduating?



I liked the overall enhancement YRichmond Program added to my internship the most. Because of YRichmond my internship was a dynamic and elevated experience which exposed me to fun and educational opportunities outside the office.





Questions?

Email Rachel Rodney
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