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**

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<th>A defined beginning and end (typically 2-9 months)</th>
<th>Part-time or full-time</th>
<th>Paid or unpaid</th>
<th>Connected or not connected to an educational program with academic credit</th>
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An opportunity for employers to **evaluate and guide talent** and supplement staffing.
Why have an internship program?

- Builds a talent pipeline
- Improves retention
- Is cost effective
- Raises the profile of your organization
### Best Practices for an Internship Program

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<td>1</td>
<td>Set goals and policies for your internship program</td>
<td>2</td>
<td>Outline a plan for the internship opportunity, including onboarding</td>
<td>3</td>
<td>Recruit a qualified intern and openly discuss expectations</td>
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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

- Set clear expectations prior to the first day—this is written
- Check-ins and feedback—this is their first experience in a work environment
- Continuous evaluations
- Opportunities to connect to other interns and YPs in the organization
- Soft skill development
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
• 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
Entry Survey VS. Exit Survey

Upon graduating, would you consider living in Richmond?

- 27% NO
- 73% YES

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

- 6.1% NO
- 93.9% YES

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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