



95%

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What Determines International Internship **SATISFACTION & EFFECTIVENESS?**

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- The Study
 - Implications for Intern Stakeholders
 - Recommendations for Best Practices

Are you in one of the stakeholder categories identified?

- a. Intern or intern wanna-be
- b. Intern employer
- c. University stakeholder: career office/center, academic advisor, faculty, administrator...
- d. Other

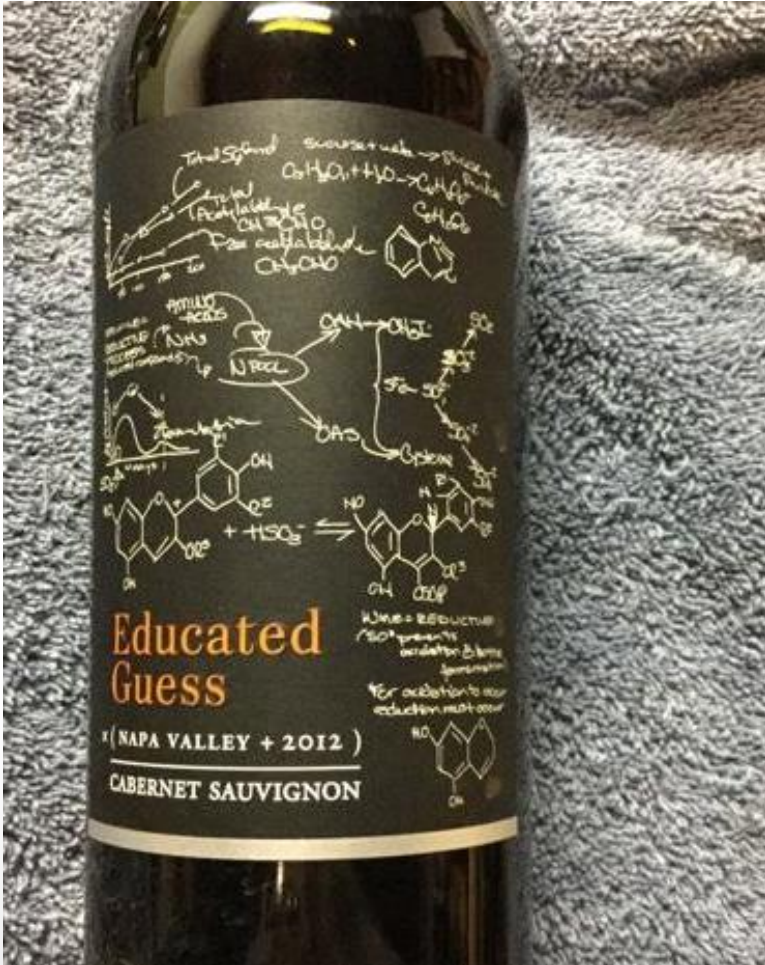
The Study

- 2014-2016
- Participants:
 - 32 (globally based) interns & supervisors
 - 7 university stakeholders
 - On line surveys & follow up interviews



RESEARCH QUESTION:

What determines internship satisfaction?



Interns were asked about...

- Satisfaction levels for
 - developing skills (global competencies, communication)
 - gaining knowledge in field of interest
 - engaging in meaningful work
 - developing professional network
 - having the ability to apply classroom learning
 - training
 - supervision and mentorship
 - frequency and quality of feedback
 - overall value and satisfaction of internship
- Fulfillment of internship expectations
- Usefulness of internship in relation to career interests

Supervisors were asked about satisfaction in...

- Intern preparedness for the internship (knowledge, skills, and attitudes)
- Intern ability to receive feedback and make necessary corrections
- Quality of intern performance
- Intern contribution to organization
- Value of the intern program
- Interaction with university liaison

University Stakeholders

Based on your role:

- What determines a satisfactory internship for both students and the university?
- What can the university do better to prepare students for international internships?
- What challenges did you face coordinating with and communicating with site supervisors?

Bottom Line Discovery:

There is a direct
correlation between
internship
effectiveness and
internship satisfaction.

So...

The question is NOT
What Determines Internship
Satisfaction?

but ...

*What Makes Internships
Effective?*

3

Significant
Stakeholders
Determine
Internship
Effectiveness



The Intern



The Intern Employer/Supervisor



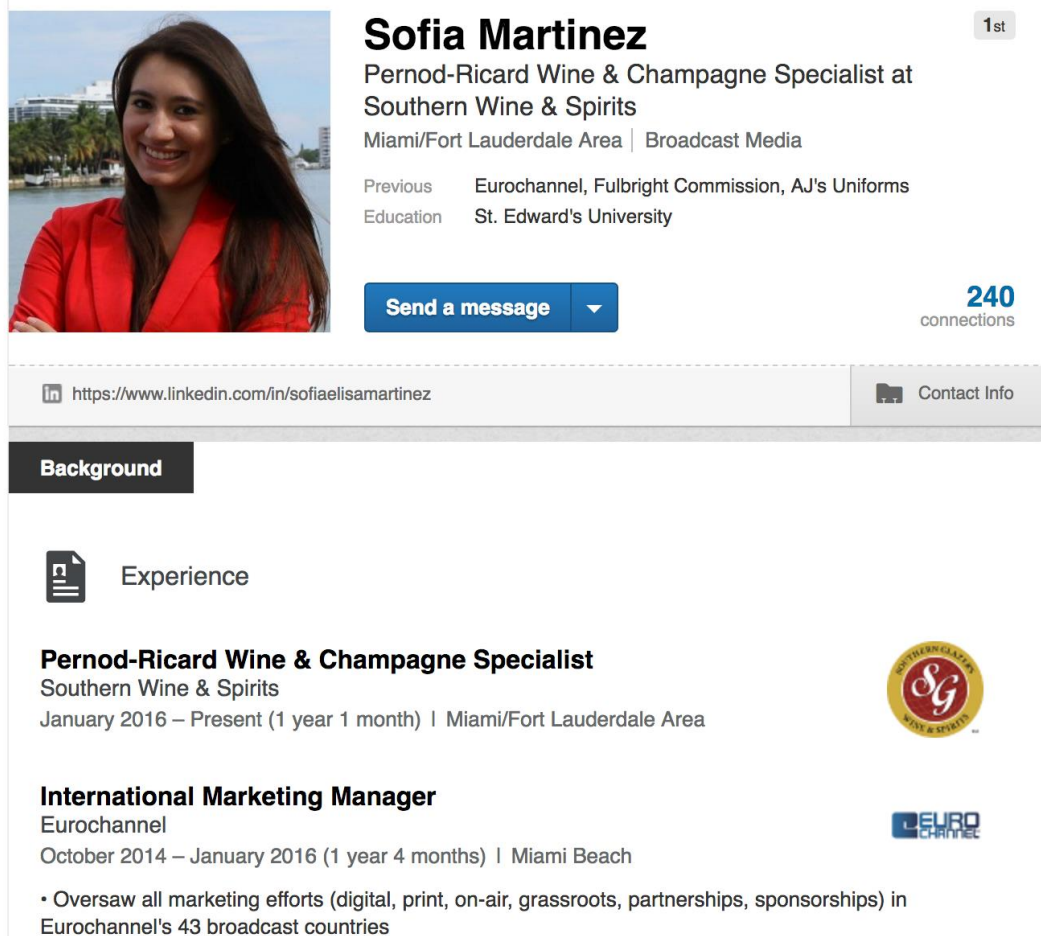
The University



Factors determining positive outcome as defined and ranked by INTERNS

OPPORTUNITIES FOR:

1. Global competencies development
2. Soft skill development
3. Application of studies (including language)
4. Comm & mentorship with supervisor
5. Meaningful work
6. Feedback
7. Building connections



Sofia Martinez
Pernod-Ricard Wine & Champagne Specialist at Southern Wine & Spirits
Miami/Fort Lauderdale Area | Broadcast Media

Previous Eurochannel, Fulbright Commission, AJ's Uniforms
Education St. Edward's University

Send a message

240 connections

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Background

Experience

Pernod-Ricard Wine & Champagne Specialist
Southern Wine & Spirits
January 2016 – Present (1 year 1 month) | Miami/Fort Lauderdale Area

International Marketing Manager
Eurochannel
October 2014 – January 2016 (1 year 4 months) | Miami Beach

- Oversaw all marketing efforts (digital, print, on-air, grassroots, partnerships, sponsorships) in Eurochannel's 43 broadcast countries



Factors determining positive outcomes for Intern SUPERVISORS

- Intern preparedness: (language, cultural)
- Intern dedication and effort (10-15 hrs wk)
- Being respectful of rules
- Trying to understand how organization works
- Help organization improve something
- Defined intern project & can work independently
- Relationship with university liaison(s)



Factors determining positive outcomes for UNIVERSITY STAKEHOLDERS

“Students know what direction they want to go.”

“Students & supervisor meet (via skype) before arrival.”

“Clearly defined project & evaluation measures”

“Accessibility of supervisor”

“Willingness of student to devote time”



3 P's to Effective Int'l Internships...

Start with the University

Program Development

Promotion



Preparedness

Program Development

- intern objectives
- projects
- daily responsibilities
- orientation/training
- supervisory role
- feedback & evaluation
- policies/expectations
- liaison system
- exit strategies



Guiding Questions

- Why do you want or need an intern?
- How could you best utilize an intern?
- What short and long term projects will the intern participate in or be responsible for?
- What will the intern's daily responsibilities be?
- What qualifications are needed to fulfill the project and responsibilities?
- How will a hiring decision be made (resume review? Interview? Pre-selected?)
- Who will provide an orientation and training for the intern? What will be included?
- Who will supervise the intern? (This should be someone who has the time, resources, and personality to manage a college intern, provide mentorship, and offer frequent feedback.)
- What criteria will be used to evaluate the intern and give feedback? How and when will feedback be given to the intern?
- Who will serve as the liaison to the university?
- What happens if the internship does not work or is not a good fit?

Promotion

Target: Students & Organizations

- University Liaison provide assistance in writing Internship Job Descriptions
- Sell the organization
- Sell the Internship
- Highlight requirements



The
Global Intern

The right internship can change your life.
The right intern can change your company.

Effective Promotion

leads to Internship Satisfaction and Effectiveness

BEFORE:

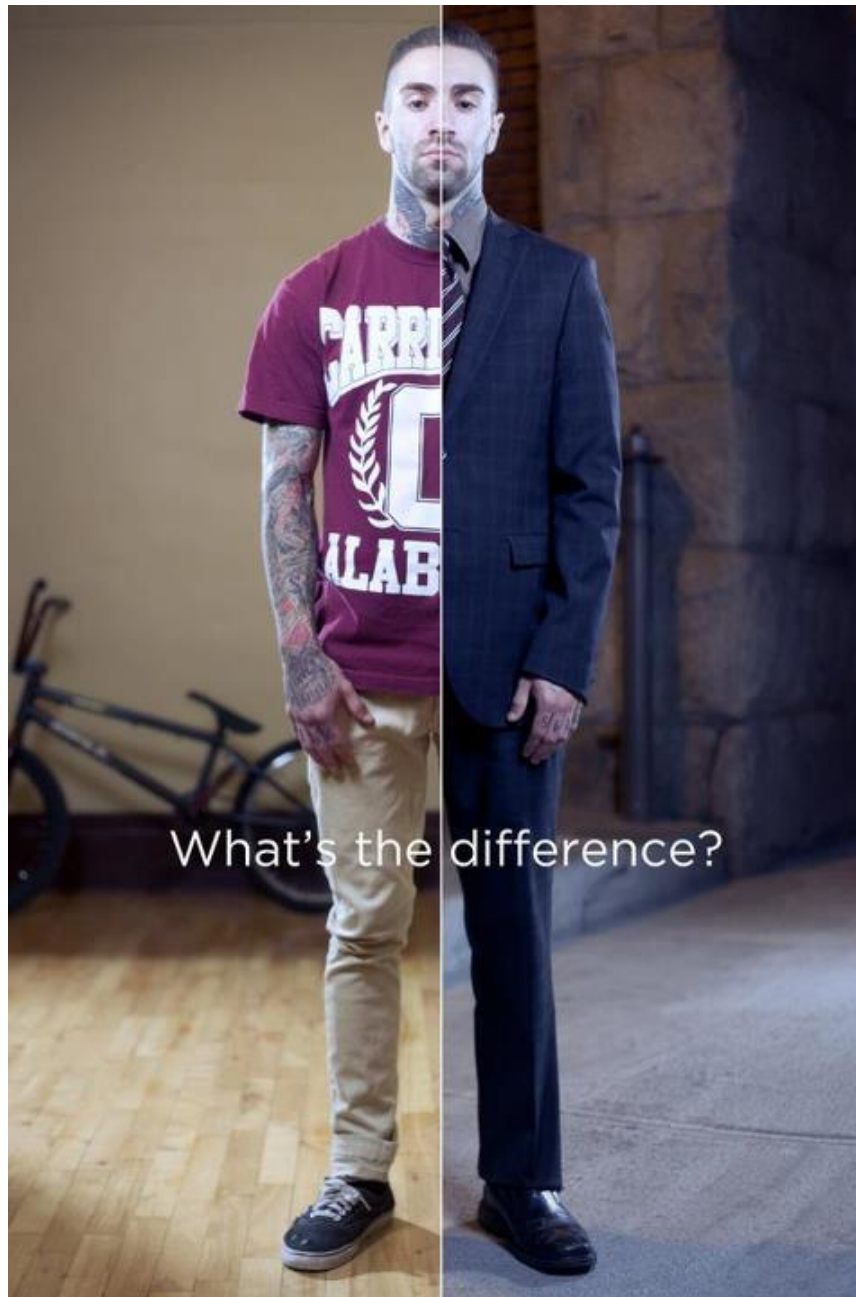
The City of Angers is looking for a university intern. The student filling this position will handle a wide range of important duties.”

AFTER:

- The City of Angers is seeking a qualified intern who will
 - - assist with the logistics of an international summit of global leaders to discuss socio-economic issues
 - - assist with a middle school festival to provide diversity and cultural richness by making a presentation (in English) about American culture
 - - welcome int'l high school groups to City Hall
 - - assist with the translation of Angers welcome guide from French to English
 - - attend weekly meetings with various city departments
- Qualifications: Intermediate fluency in French, good presentation skills, Motivated and professional.

P R O M O T I O N

internally



4 Keys to Preparedness

1. University-sponsored pre-intern program
 - self-assessment and goal setting
 - resume & cover letter design, video resume (duo-lingo)
 - components of cultural competencies (seminar)
 - language • geography (regions, mountains, cities) • religion • gov't • arts • social law • currency • recent headlines • world issues impacting regions • concept of time, • proxemics • body language • dress • business etiquette • differences in how business is done

Keys to Preparedness

2. Expectations of intern ... expect to

- feel confused
- feel lonely
- feel your employer is insensitive
- that rules will drive you cray-cray
- meet amazing people
- miss it when you come home...



Keys to Preparedness

3. Translate value of experience
on resume
interviews

4. Interactive discussion board
before
during
after



It takes all 3 stakeholders to ensure an effective and satisfactory internship



Outcomes

- “Enhanced my professional French speaking skills.”
- “Enhanced by confidence.”
- “I acquired a profound sense of understanding and appreciation for foreign cultures. In particular, I learned ways others cultures work in a professional setting, how they interact socially (outside of work), employees’ mindset and goals...”
- Enhanced my view as a global citizen, way beyond my Global Studies major!”
- Demonstrated my flexibility and ability to integrate with communities abroad.”
- Gained a better understanding of American culture.”
- “Makes me more marketable to future employers because international marketing is not always intuitive.”
- “Helped me acquire the Fullbright.”

Thank you and now



**WHAT QUESTIONS ARE
YOU ASKING?**

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