

McGAUGHY
INTERNSHIP and PROFESSIONAL
DEVELOPMENT CENTER
COLLEGE OF BUSINESS and ECONOMICS

SUPERVISOR GUIDELINES
FOR
HOST INTERNSHIP COMPANIES

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LONGWOOD
U N I V E R S I T Y



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INTRODUCTION

These guidelines provide internship host companies with the information they will need to host a student intern from the Longwood University's College of Business and Economics Internship Program. In addition to defining the characteristics and learning opportunities of an internship, these guidelines provide direction on preparing for, recruiting, and coaching your intern. The necessary documents and forms for Longwood's College of business and Economics interns are included in the appendices.

HOW WILL AN INTERNSHIP BENEFIT MY COMPANY?

Bringing interns into your company can benefit you in many ways beyond just additional labor. An internship provides:

- A proven, cost-effective way to recruit and evaluate potential employees.
- New perspectives on old problems – fresh thinking applied to preconceived obstacles.
- Exposure for your company's personnel to current academic concepts.
- Freedom for your professional staff to pursue other projects.
- A flexible, cost-effective work force not requiring long-term commitments or benefits.
- A year round source of highly motivated pre-professionals.
- Quality candidates for temporary or seasonal positions and projects.
- Reduced turnover rates for beginning professional employees.
- A contribution to society by supporting higher education's learning processes and by providing work experiences for the next generation of professionals.
- Enhanced community awareness and public visibility for your company as you contribute your expertise to the educational enterprise.

WHAT IS AN INTERNSHIP?

Internships, through Longwood's College of Business and Economics, are part of our students' education. They allow students to gain professional and personal growth by participating in monitored work experiences. Internships include a multitude of characteristics and structured learning experiences.

Internships are:

- Structured with intentional "learning agendas" included in the experience.
- Carefully monitored and evaluated for academic credit.
- Required for graduation.
- Flexible to the needs of the student while balancing the needs of the host company.
- At least 80 hours in duration.
- Part-time or full-time.
- Paid or non-paid.
 - The internship program does not restrict nor award credits based on whether an internship is paid or unpaid. While internships are different, and each industry has its own personality, please remember that interns pay tuition for each credit hour earned, along with an internship fee. Your company may not be in a position to pay very much; however, perhaps you could pay for parking, take them to lunch every so often, or develop some other creative way to financially assist them.
 - When a host company uses unpaid interns, certain guidelines should be followed to conform to the Fair Labor Standards Act. This act applies to all employees whether they

are government, non-profit, or for-profit. Please consult your legal advisor for more detailed information.

Through an internship, students learn about:

- Navigating a job search to obtain a position with a company, or negotiating a move within their current place of employment to gain work experience pertinent to their business degree studies.
- Discovering how their talents, personality and approach to work play an important role in their professional development.
- Accepting responsibility for the choices they make and the efforts they put forth in the context of career exploration and development.
- Experiencing potential professional consequences resulting from procrastination, lack of professional demeanor, lack of focus or diminished academic performance.
- Discovering first hand that a career is a reward that is earned.
- Developing respect for the business community and the professionals they work with through interactions, observations and performance.

WHO ARE THE INTERNS?

Interns are typically juniors or seniors who have been admitted to upper level classes in the College of Business and Economics. They will have completed at least 50% of their course work and earned a minimum GPA of 2.33. Each will have chosen a concentration for study: Accounting, Business Education, Economics, Finance, Management, Management Information Systems Assurance, Marketing, Real Estate or Retailing – and will have completed at least the Principles level course in their discipline. All interns will have completed two semesters each of accounting and economics and a semester of business statistics. Students usually undertake their internships during the summer; however, some may complete their internship during the fall or spring semester and be taking a full semester of classes in addition to the internship experience.

WHAT DO I NEED TO DO?

The McGaughey Center does not “place” students in internships. Students and internship host companies are encouraged to work together to develop an internship that best meets the needs of all involved. The selection of a student intern by a host company is very similar to a selection of an employee. Companies are encouraged to interview students and make the offer of an internship opportunity to the student of their choice.

The easiest way to begin the process of becoming a host internship company is to create an internship job description. An internship by its nature is a flexible program; however, you should spell out projects, duties and expectations so that everyone understands the anticipated outcomes. Think about the following points when you consider hosting a student intern:

1. Be ready for your intern:

Take stock of the preparation needed to host an intern:

- Can you offer a quality experience that challenges and motivates the student to learn and perform?
- What specific projects can you offer an intern?
- Who will be your designated “point person” to mentor the intern and show him/her the ropes?

- Can you offer at least 80 hours of quality work experience?
- Can your work needs be flexible around a student class schedule (if need be)?
- Will the internship be paid or volunteer?
- Do you have space for the intern to work?
- Will they need a phone? A PC?
- Will they need internet access? Email access?

2. Recruit your intern:

Please fill out the Internship Company Database Registration form at the end of this manual (Appendix C) and contact the McGaughy Center (internshipsCBE@longwood.edu or phone (434) 395-2878) with any questions. We cannot guarantee an intern exactly when one is requested; however, we will post opportunities to work with your company on the Internship Company Database and internship bulletin board in the College of Business and Economics. To enhance your chances of hiring an intern you can:

- Participate in Longwood Career Fairs (one in the spring and one in the fall).
- Be the featured company at an Internship Seminar (two in the spring and two in the fall).
- Create your internship with open criteria:
 - Instead of asking for marketing majors, ask for students interested in exploring aspects of marketing. This could open doors for students with different business majors that might have the skills you are looking for.

Prompt hiring decisions are most important. Be aware that when a student is receiving academic credit for their internship, the “official time clock” for the required internship hours may start anytime during a specific semester. Students must acquire and register for their internship at the beginning of that specific semester and must complete their internship by the end of that same semester.

3. Understand the intern’s expectations:

As a host company, it would be beneficial for you to spend some time learning your potential intern’s objectives. It then may be advantageous to adjust your internship job description so that it meets the student’s academic goals. You should want to know:

- What the student hopes to achieve during his/her internship. Internships are learning experiences, not just jobs.
- What the student’s supervising faculty requirements might be. Faculty will be looking for a relationship between the intern’s job and their classroom preparation. Faculty may contact you directly as part of their monitoring of a student’s internship.
- How many course credits the student wants to receive for their internship (80 hrs. of work = 1 credit; 160 hrs = 2 credits; 240 hrs = 3 credits).
- When the student could start working for you, and when the internship should end.
- What hours the student will be available, remembering that many students may still be taking university classes during their internships.

4. Understand and complete the required documentation:

You should understand and then be prepared to complete the University’s document requirements for internship host companies. Those requirements include the following:

- Completing the “Internship Company Database Registration Form” (Appendix A) and submitting it by fax or mail to the McGaughy Center. After approval by the McGaughy Center, this form puts your company into our system and makes your information available to students.
- Completing the Host Internship Company section of the “Internship Agreement Form”, which your potential student intern will send you via e-mail (Note: this form is not included in this manual). The form should be completed electronically as soon as possible and returned electronically to the student’s supervising faculty member by clicking the “submit” button.
- Completing the “Risk Management Form” (Appendix B) – Your potential student intern will provide this form to you. You must sign and return the finalized form to the McGaughy Center by fax or mail before the internship can begin.
- Completing the “Internship Supervisor Evaluation Form” (Appendix C) – students are evaluated and grades are based on meeting or exceeding a series of competencies identified in the “Internship Supervisor Evaluation Form”. This form should be completed by the intern’s supervisor immediately after the completion of the internship. The form may be shared with the intern for instructional purposes.

5. Be prepared to coach your intern:

Students may have had little experience in a professional work environment. They may not know or understand your expectations. To make sure your intern is ready to report to work, it would be beneficial to prepare them by:

- Reviewing with them your well-defined internship job description.
- Discussing a “Plan B” to avoid any down time for them – things they should do if they cannot work on their primary assignments.
- Offering guidance and open, positive supervision/communication. They will learn when you help them understand the reasons behind certain tasks or functions.
- Covering your company’s dress code and any other work place requirements in advance.
- Discussing confidentiality issues in advance, or on their first day at work. Interns will be completing academic assignments relating to their internship experiences, so it is important that they understand your confidentiality rules at the beginning of the internship.

EIGHT CONCERNS OF INTERNS

1. Give them real work.

Interns want to work and learn! Provide interns with opportunities to gain work experience, while allowing them to apply classroom business knowledge. You may gain new business ideas from them. If you’ve brought on an intern as a recruitment tool, give them assignments that will allow you to assess their abilities.

2. Do what you say, and say what you do.

Be honest with your interns about what they can expect. If the job requires stuffing some envelopes, then make that clear. If you tell the intern they will be doing research for a project, and they spend 90% of their time doing “grunt work,” bad feelings will develop.

3. Provide feedback – proactively and often.

Remember that interns are students, and may not have the business skills and experiences you take for granted. If your intern makes a mistake, just pull him/her aside and explain how the situation should be handled in the future. If your intern does something well, let him/her know. When you host an intern, you are playing a significant role in their preparation for post graduation employment.

4. Include them.

Is there a staff meeting they could attend? Could they quietly tag along to the next project meeting? Could they go to lunch with a couple of people in the office? Please include them in the daily life of your workplace. They learn by the experiences you give them.

5. Explain what and why.

When you assign work, make sure you give a detailed explanation and help them understand why this work is needed. While the work may seem trivial and obvious to you, it may not be obvious to someone who's never done it before. It also helps the student learn if they understand why the work is needed and how it contributes to the organization. Patience, and a few extra minutes at the beginning, will pay off later when your intern can independently produce a good work product.

6. Provide a mentor.

Make sure that your intern has a mentor or supervisor to provide guidance. If you make it someone who truly likes to teach, the experience will be even better.

7. Spend time with your intern.

The best mentor in the world is useless if he or she can't or won't spend the necessary time mentoring. As newcomers, interns may not speak up if they're feeling ignored. The burden of making sure they're okay is on the mentor. If the busiest person in the office wants to be the designated mentor, he or she should schedule regular times to meet with the intern.

8. Help them feel welcome.

The first day on the job often sets the tone for the entire experience. Please make sure the appropriate associates in your company know the intern is coming and that they are prepared to introduce them and show them the ropes. Remember interns will need a chair, desk, phone or computer to do the task assigned. It typically is not efficient to move an intern from desk to desk as people are out one day to the next.

A successful internship takes teamwork between the student, their host company, their supervising faculty member and the McGaughy Center. We hope these supervisor guidelines have answered your internship questions; however, please contact us for more information:

McGaughy Internship and Professional Development Center
Longwood University, College of Business and Economics
201 High Street, Farmville, Virginia 23909
internshipsCBE@longwood.edu
Phone: (434) 395-2878 -- Fax: (434) 396-2203

Appendix A

INTERNSHIP COMPANY DATABASE REGISTRATION

McGaughy Internship and Professional Development Center

College of Business and Economics

Longwood University

Contact Information and Internship Description

Please Complete all Sections

In order to submit your company's internship information for inclusion in our databases, please fill out and return this application form. Once approved by the Internship Director, your information will be added to the McGaughy Internship and Professional Development Center's database and the Academic and Career Advising Center's database. It will then be available to Longwood students.

Company Name _____

Address: _____

Contact Person: _____

Phone Number _____ Email Address: _____

Website Address: _____

Company Type (Circle): Private, Public, Non-Profit, Other

Number of Employees at internship location (Circle): 1-20, 21-50, 51-100, 101-500, 501+

Internships are typically available (Circle all that apply): Fall, Spring, Summer

Internship Position Category: (Check all that may apply)

- Accounting
- Economics
- Finance
- Logistics
- Management
- Management Information Systems and Assurance
- Marketing
- Real Estate
- Retailing

Brief description of company and proposed internship (please attach additional sheets as needed):

Return Completed Internship Company Database Registration Form To:

Nancy Postans, Internship Coordinator

McGaughy Internship and Professional Development Center

Longwood University, College of Business and Economics

201 High Street, Farmville, Virginia 23909

internshipsCBE@longwood.edu -- Phone: (434) 395-2878 -- Fax: (434) 396-2203

Appendix B

RISK MANAGEMENT FORM
McGaughy Internship and Professional Development Center
College of Business and Economics
Longwood University
Farmville, VA 23909

The purpose of this Risk Management Form is to set forth the provisions under which students in the College of Business and Economics of Longwood University (LU) will perform an Internship (experiential learning) at _____ (**Company**). This Internship is part of the College of Business and Economics' graduation requirements and the students involved are considered agents of the Commonwealth of Virginia while carrying out their assigned duties and responsibilities. Following are specific agreements between LU and the above listed Company/Agency.

1. The LU point of contact is _____ (**faculty supervisor**) and the Company point of contact is _____ (**Company supervisor**). These persons will be responsible for overseeing the student's internship and resolving any problems that may arise. The LU point of contact will ensure that the student is technically qualified to perform the duties assigned. The Company/Agency will also assign a qualified person to mentor the student while performing the Internship.
2. Each student assigned by LU will be given written instructions that will include specific duties and responsibilities. In as much as the students are neophytes in the field, they should not be expected to perform assignments not specified.
3. There will be no exchange of funds between LU and the Company/Agency. The Company/Agency will furnish all equipment and supplies required for the Internship. Any purchase for uniforms or personal items will be funded by the student.
4. Students performing Internships have liability insurance coverage under the State's Risk Management Plan for simple, negligent acts arising out of their assigned duties and responsibilities. This coverage does not extend to illegal or willful acts. Nor does this insurance coverage extend to the operation of the Company/Agency's vehicles. The LU Risk Manager will provide a Certificate of insurance upon request (ph: 434.395.2093).
5. Any medical expense associated with the Internship will be funded by the student. In the event of an illness/injury that occurs on site, it will be appreciated if the Company/Agency provides first-aid treatment as appropriate.

Longwood University assumes no responsibility or liability for any injuries to your person or property caused by the acts or omissions of others during transportation. Further, Longwood University makes no recommendations or guarantees as to any travel agencies or lodging and transportation providers you may deal with in making your travel arrangements. To protect yourself from these types of losses, you may wish to purchase appropriate insurance.

By signing this form you are acknowledging that you have been informed about certain risks and responsibilities involved and that you are knowingly and voluntarily assuming them.

By signing this form you also agree, for yourself, your heirs and assigns, to release and hold harmless Longwood University, its employees and agents, from any legal claim or liability for any bodily injury and personal property damage that is caused to you by the negligent act or omission of third parties while you are participating in the Internship program.

Intern's Signature: _____ Date: _____

If the participant is under 18, a parent or legal guardian must also sign.

Parent or Legal Guardian's Signature: _____

Date: _____

McGaughy Center Signature: _____ Date: _____

Company Representative Signature: _____ Date: _____

This form should be signed by all of the above parties and returned by fax (434-395-2203) or mail to:

Nancy Postans, Internship Coordinator
McGaughy Internship and Professional Development Center
Longwood University, College of Business and Economics
201 High Street, Farmville, Virginia 23909
internshipsCBE@longwood.edu -- Phone: (434) 395-2878 -- Fax: (434) 396-2203

Appendix C

INTERNSHIP SUPERVISOR EVALUATION FORM
 (To be completed by Host Company Supervisor)
 McGaughey Internship and Professional Development Center
 College of Business and Economics
 Longwood University
 Farmville, VA 23909

Intern's Name: _____

Supervisor's Name: _____

Host Company: _____ Date: _____

1. Rate the intern's preparation and performance in the following areas:

Rating	Excellent	Very Good	Satisfactory	Needs Improvement	Unsatisfactory
Arrived at appointed times					
Behaved in a professional manner					
Dressed appropriately					
Effectively performed assignments					
Showed initiative					
Showed ability to work with limited supervision					
Positively represented Longwood and the College of Business					
Rating of intern's computer skills					
Rating of intern's oral communication skills					
Rating of intern's written communication skills					
Rating of intern's preparation for working with others					
Demonstrated problem solving skills					
Overall rating of intern's performance					

2. Describe the ways in which the intern's performance benefited your company.

3. What are the intern's strengths?

4. In what areas could the intern improve?

Rate the quality of the internship program in the following areas:

	Excellent	Very Good	Satisfactory	Needs Improvement	Unsatisfactory
Your communication with the Faculty Internship Instructor					

Specifically, how many times were you in contact with your intern's Faculty Instructor? _____

Your communication with the McGaughy Internship and Professional Development Center					
-------------------------------------------------------------------------------------	--	--	--	--	--

Specifically, how many times were you in contact with the McGaughy Internship Center? _____

Intern's preparation for the internship					
-----------------------------------------	--	--	--	--	--

What would you specifically recommend to better prepare our interns? _____

Overall rating of Longwood's internship program					
-------------------------------------------------	--	--	--	--	--

5. What are your suggestions for improving the Business College's internship program?

6. Based on your experience, would you recommend Longwood's internship program to others?
Circle yes or no and add any comments below. Yes No

Comments:

7. Was the intern offered a full time position/employment upon graduation? Circle yes or no and add any comments below. Yes No

Comments

Evaluator's Signature: _____ Date: _____

Please return the completed form to:

Nancy Postans, Internship Coordinator

McGaughy Internship and Professional Development Center

Longwood University, College of Business and Economics

201 High Street, Farmville, Virginia 23909

internshipsCBE@longwood.edu -- Phone: (434) 395-2878 -- Fax: (434) 396-2203

Please note: This evaluation may be shared with the intern for instructional purposes.