

# Employer Toolkit: Internship Guide



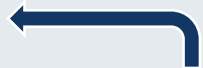
**JAXUSA**  
PARTNERSHIP

# Introduction

Win talent early:

"...establishing a relationship with young talent gives you considerable influence over their career decisions"

-Tallo (2022)



*Resource/Sample Indicator*



# Defining an Internship

According to the National Association of Colleges and Employers (NACE), an internship is:

*"...a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional workplace setting."*

# Intern Readiness

In creating an internship program, it is important to assess your business needs and capabilities.

An assessment questionnaire is available in the resources.



A need to identify, train, and recruit qualified employees



Meaningful projects/research beneficial to the organization that also provide challenging learning experiences



Personnel to supervise and mentor intern(s), plus existing resources, equipment, and accommodations



Ideal desired start and end dates, with minimum number of hours per week



Opportunities to engage the intern in training programs, social events, networking, etc.

# Elements of an Internship



Timing & Duration



Hours Structure



Setting



Who

# Micro-Internships

A growing form of work-based learning in which employers can host an intern for short-term (10-40 hours) projects.

Micro-internships can help address challenges such as:

Budget constraints

Insufficient interest

DEI/Target Demographics

Little to no bandwidth for supervision/big commitments

Student awareness/employer brand

Short staffed

Lack of talent pipeline

Engagement  
(Conversion, Retention)

# High School Interns

Several of our Northeast Florida school districts conduct summer high school internship programs and are always looking for additional employers to expand the opportunities available to students.

School districts partner with employers to tailor schedules, review applications, assist students with resumes, and conduct interviews.

## Company Highlights:

Since 2015, all operations high school interns have secured full-time positions, illustrating the program's commitment to nurturing young talent and addressing critical workforce needs in the community.

Three of the original interns are now lead operators in their respective departments at CCUA.



"It was clear to me that I wanted to pursue architecture as a career after my first internship experience at Haskell."

Samir Mujtaba, Architecture Design Assoc., Haskell  
*Completed High School & College Internships with Haskell*

# Benefits of Internships

## Employers

- Impact your bottom line
- Extended time to evaluate a candidate's skills, work ethic, and fit
- Build your talent pipeline
- Increase employee retention rates
- Fresh perspective on day-to-day business and procedures
- Boost employees' leadership skills
- Brand awareness and community involvement

## Interns

- Discover whether a particular career path is a good fit
- Develop professional skills
- Gain valuable hands-on experience to bolster a resume
- Grow a professional network
- Receive financial compensation
- Potential for a full-time position upon graduation
- Build confidence



# Compensation



Paying interns is NACE's #1 best practice.



Boost your organization's competitive edge and attract a broader pool of high-quality candidates.



Set students up for success - "paid interns receive more job offers than unpaid interns..." (NACE, 2022).



Improve levels of commitment, engagement and performance of interns.



Increase the likelihood of converting interns to employees and retaining those employees at higher rates.

# Recruiting with JAXUSA & Earn Up

**EARN UP**  
POWERED BY JAXUSA

Career Pathways ▾ Connect To Companies ▾ I Am A... ▾ Resources ▾

## Say Hello to Your Dream Internship

Cutting-edge startups, world-renowned institutions and Fortune 500s rub shoulders in Northeast Florida, where the abundance of opportunities means you're sure to find your niche. Kickstart your internship search with our database of openings available across the region, pulled exclusively from Indeed.com, to land your next opportunity on your career pathway. What are you waiting for?

[Explore Regional Internships →](#)

Looking for a internship but not sure where to start? We're here to help you find your perfect fit.

Search internships... 🔍

Company  Keyword

*Companies that post their opportunities to Indeed will find those automatically pulled to Earn Up's Internship Board. Internship seekers can search by keyword, company, or industries of interest.*

**EARN UP**  
POWERED BY JAXUSA

## Invest In Your Company's Future

## By Investing In Theirs

Companies that work with Earn Up can directly support and influence the readiness of Northeast Florida's workforce. This will allow organizations to meet the talent needs of today, but ensure that a vibrant and experienced workforce is available in the future. Through engagement with the upcoming talent pipeline, companies build a competitive advantage. In today's talent ecosystem, it is important that companies find a way to acquire talent beyond traditional recruiting methods.

The Jacksonville business community is a vital partner in connecting students to careers. Earn Up is powered by JAXUSA Partnership and helps companies engage with the upcoming talent pipeline facilitates opportunities to learn about different industries and occupations through a continuum of experiences, ranging from career awareness to career training. Work-based learning benefits employers, providing a creative means of designing workforce training and in-demand skills development.

Utilizing the Connect Now form, employers indicate interest in various levels of engagement, such as providing work-based learning opportunities, such as job shadowing and internships. One facet of this form is that it allows many staff members from the same company to participate at a level that allows them to showcase their expertise. For example, an IT professional may speak to a cybersecurity class at a local school.

Complete the form below to connect now with Earn Up and invest in your company's future by investing in theirs. If you have any questions you can also contact us here.

\* required field

**Company Name\***

**Contact Name\***

*Our Connect to Companies initiative engages employers with the upcoming talent pipeline. Whether it's a career fair, classroom presentation, job shadowing, etc., let us know by signing up today!*

# General Recruiting Tips



# Stay Connected



Build brand awareness



Post opportunities



Recruit talent



Share success stories

# Spotlight on Success:



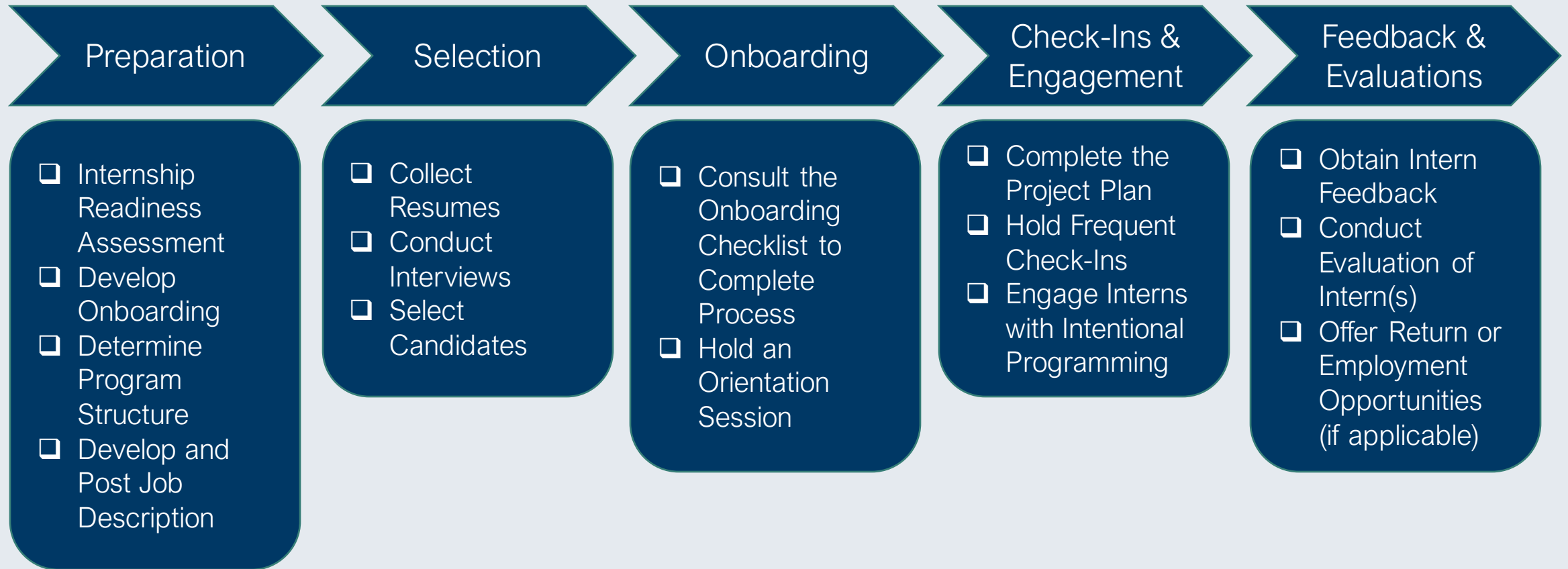
**After exploring the different areas, I gained an understanding of my ideal first job...I knew what I wanted before committing to a full-time opportunity.”**

Emma Carlson  
People Operations Analyst  
*Dun & Bradstreet*





# An Internship Road Map



# Preparation & Selection

## Consider:

- Fiscal year
- Resources and capacity your organization has to offer
- Key dates for all components of the process (applications, selection, start dates, engagement opportunities, etc.)
- The sources you plan to use to attract candidates



# Onboarding & Orientation

## Do's

- Make the first day special and fun.
- Tailor your presentations to the audience size and setting.
- Have multiple presenters, a variety of media (e.g., video), and opportunities for participation.
- Include information on company culture.
- Introduce the intern with their mentor, fellow interns, work group, managers, executives, etc. (as applicable).
- Ask for feedback on the process.

## Don'ts

- Conduct everything in one day.
- Leave little to no time for breaks if there are multiple sessions.
- Avoid technology and hand out a lot of paper.
- Only focus on rules and paperwork.
- Forego site visits or tours of facilities.
- Skip engaging stakeholders on designing the onboarding process.
- Conclude without ensuring intern(s) have access to the resources they need, including equipment, software, etc.



# Project Plan

Components include:

- Learning Outcomes
- Key Tasks
- Resources Needed
- Timelines and Deadlines

Project plans are mutually beneficial and expose interns to project management, time management, and business operations.



# Supervision & Check-Ins

Interns may have never completed work such as this before and may need detailed explanations.

Regular meetings are encouraged to address whether an intern is meeting expectations.



Be clear and direct, whether feedback is formal or informal.



Positive feedback should be given freely and often.



Formal feedback should be prepared ahead of time and presented in a private meeting.



Use specific examples, focusing on observable behaviors rather than traits.



Use the project plans to discuss areas of strength and growth, with overall goals guiding action items.



# Engaging Your Intern



Mentorship



Speaker Series



Training Programs



Career Chats



Social Events



Board Meetings



Networking



End-of-Program  
Culminating Event

# Evaluation & Feedback

Employer Evaluation of the Intern

Intern Evaluation of the Intern



# Appendix: Samples to Adapt

Internship Readiness Assessment

Calculating Conversion Rate

Sample Job Descriptions

Project Plan

Sample Offer, Rejection, & Welcome Letter

Onboarding & Orientation Checklist

Feedback & Evaluation Forms

# Additional References

- Indeed
- National Association of Colleges and Employers (NACE)
- Society for Human Resource Management (SHRM)
- Tallo
- Mitchell, B., & Gamlem, C. (2022). *The Big Book of HR*. Career Press.



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## PARTNERSHIP







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 We are also on YouTube!

Invest In Your  
Company's  
Future

By Investing  
In **Theirs**

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