

COMMUNICATIONS INTERNSHIP PROGRAM
COM 435 INTERNSHIP



**ASBURY
UNIVERSITY**

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ASBURY UNIVERSITY COMMUNICATIONS MAJOR INTERNSHIP PROGRAM

INTRODUCTION:

Welcome to the Communications Major Internship program! An internship experience can provide you with practical learning outside the classroom, allow you to explore your interest in the communications field, and can even lead to future employment. The overall purpose of the internship is to integrate classroom/book knowledge with experience outside of the classroom in an effort to help you bridge the gap between your coursework and outside communication activities.

Each student will receive academic credit for **COM 435 Internship** by enrolling for the 3 credit hours course. Enrollment in COM 435 must be concurrent with the semester the work for the internship is completed. A student may not complete an “internship” at a company or organization and at a later date (e.g., a semester later) enroll in Com 435 Internship.

Furthermore, internships must be accomplished in a position related to your emphasis area. Thus leadership emphasis area majors must seek an internship involving leadership skills, Public Relations emphasis area majors must do PR internships, and International Communication majors must do an internship outside the United States or with a global agency that involves frequent interaction with people from other countries.

Please keep in mind that you represent not only yourself in an internship environment, but that you also represent Asbury University and will be seen as a representative of a Christian and thus of Jesus Christ. With this in mind, no student will be recommended for an off-campus internship unless the Faculty Internship Supervisor and the student’s academic advisor (often the same person) are confident the student will meet the standards of the program.

Your internship experience can be divided into three phases. Phase 1 is the Pre-internship phase, where you work with Career Services and other sources to identify internship opportunities, propose internships for Faculty Supervisor approval, get them approved, research them and shadow a person, and then select the opportunity that is most compatible with your goals. Phase 2 is the Internship phase, where you work at least 120 hours and gain valuable experience. Phase 3 is the post-internship phase, where you reflect on your experience with both a written report and a guided discussion hosted by the career services center.

SELECTING AN INTERNSHIP:

General Philosophy: The intent of a Communications internship at Asbury University is to gain work experience under a mentor who is an expert in the field. This means all internships must include a local supervisor who either has academic credentials or extensive experience and expertise, preferably both. Students are also encouraged not to do internships on campus but to work somewhere that they can see themselves working after college.

Leadership emphasis majors must do an internship where they will have direct contact and frequent interaction with a leader (who has subordinates under him or her). Ideally, the intern would also have subordinates or workers of some type to lead, though this is not a requirement. Typical leadership internships include government positions, summer camps, and church leadership positions provided the church has a supervisor that is dedicated to mentoring the intern (an intern cannot simply be entrusted a program like “youth group” or “VBS” and then not given any direction or guidance from above. The key is to maximize interaction with a leader so as to learn from him or her).

Public Relations emphasis majors must do an internship involving public relations activities under a supervisor who is experienced in PR or marketing. This means no simple sales jobs. While some sales are allowed, they must be only a part of the job that also includes management functions such as event planning, interaction with the media, policy/document creation etc. Typical internships include PR offices in government, businesses, and nonprofit organizations.

International emphasis majors must leave US soil to complete their internship. The intern should perform communications functions in a foreign country. Interns may perform communications function for an international organization within the US so long as at some point they leave to work with that organization outside the US for a week or more (thus a student could intern for a missions agency in the US, as long as they then go on a missions trip overseas with that organization for a week or more). Typical jobs include working with nonprofit and relief organizations as well as interning at US embassies or international businesses.

Exceptions to the above policy will be handled on a case-by-case basis. To request an exception to policy, the student must submit to their faculty advisor in writing (email is fine) the details of their intended internship and why they think an exception should be granted. The exception must be approved by the faculty advisor, program director, and department chair before the student may continue pursuing the internship.

How to find an internship?: You are responsible for finding an internship that suits you and your vocation desires, but professors may have ideas to assist your search and even recommend you for exciting opportunities based on your demonstrated responsibility and academic achievement. Typically students find opportunities by doing web searches, asking friends, family, and other students, or by writing an organization and asking about the possibility. Professors will help by sending around via email opportunities as they arise, and an intranet data base is being created that catalogs and rates past internship opportunities (currently it is located at intern.asbury.edu).

PHASE ONE: HOW TO QUALIFY FOR AN INTERNSHIP:

To qualify for an internship in the Communications Major, the following criteria must be met. Each student must:

1. Have declared themselves a Communications major.

2. Have a junior or later class standing during the semester the internship work is completed.
3. Have completed at least 12 credit hours in the Communications major.
4. Students who have declared a Leadership emphasis must have taken Com 230, Public Relations concentration students must have completed COM/JRN 281, and International Communications majors must have had COM 250 **prior to enrolling in COM 435.**
5. Coordinate the internship with your faculty advisor, or work with your advisor to choose an internship faculty advisor whom you both believe will best assist you during your internship experience.

Exceptions to the above requirements will require approval from all Communications faculty.

HOW TO APPLY FOR AN INTERNSHIP:

1. Contact your Faculty Advisor to receive the Internship Proposal Form (Appendix 1) and the Internship Application Form (Appendix 2). The Internship Proposal form must be submitted **BEFORE** registering for COM 435 and before making contact with perspective internships. **DO NOT CONTACT A PERSPECTIVE INTERNSHIP OPPORTUNITY UNTIL AFTER YOU HAVE RECEIVED APPROVAL FROM THE DEPARTMENT** (Appendix 1). You may benefit from talking with Career Services, and you may list all your proposed internship opportunities on one form.
2. After getting approval to apply (Appendix 1 signed), contact the approved internship location. As experiential learning can be so influential and valuable, be certain you research potential locations well. While circumstances and distance may prevent work shadowing, it is suggested that you take a day or even a week to shadow someone at the work environment and ensure it is where you want to intern.
3. When you have selected an ideal internship experience, fill out the Internship Application Form (Appendix 2) with your on-site supervisor (or via fax). Each student and on-site supervisor must sign the contract. Be sure to cover expectations and to arrange a flexible work schedule as needed to accommodate your class schedule. You must also pick up an internship registration form from the registrar's office (also in the registrar's folder on line), and then take both the registrar's form and Appendix 2 to your Faculty supervisor to receive the Contract Agreement for Internship (Appendix 3). Your faculty supervisor will fill out Appendix 3 with you, then you take the forms to the Com Arts staff assistant in Corbitt Hall (typically there weekday mornings only) for the Dept. Chair's signature. They will keep Appendix 3, and return the registrar's form to you.
4. Once your internship has been approved, finish registering for COM 435 at the registrar's office.

PHASE TWO: INTERNSHIP REQUIREMENTS:

1. All internships **MUST** involve **AT LEAST 120 hours** of workplace experience (this equates to about 8 hours per week over a semester). These hours should be spread over

the semester if possible, but exceptions can be made to do all the hours in a concentrated experience. No experience may be accomplished in less than two weeks.

2. Each student will meet at least three times during their internship with their on-site supervisor. More meetings are of course encouraged. The **first meeting** should involve filling out the internship application (Appendix 2) as well as setting the expectations, introducing the student to the other relevant people at the work location, and discussing the skills the student will hone and acquire.
3. The **second required meeting** is a midterm evaluation, and must be accomplished near the middle of the internship experience (typically due by the end of the seventh week of classes, or within a week of the middle of the internship experience). Use the mid-term internship evaluation forms (Appendices 4 and 5), and send them to your faculty advisor (hand carry, CPO, and faxes accepted). Failure to complete the mid-term reports on time will affect your final grade.
4. The **final meeting** allows your supervisor to inform you of how your internship experience went from his or her perspective, and allows you to wrap-up loose ends and smoothly transition from your experience. You must fill out and sign the end-of-semester report and evaluation forms (Appendix 6 is for your supervisor only, Appendix 7 is filled out by the supervisor who then shares the information with the student, and Appendix 8 is for the student to fill out without his/her on-site supervisor).
5. Throughout your internship, you must keep a weekly **diary/journal** that contains notes of activities and responsibilities you have experienced. Entries should be two or three times a week for a standard semester, or more frequently for more concentrated internship experiences. You will be required to submit the diary/journal at the end of the semester, along with a **work hours log** that records the date and number of hours you worked, as well as a bullet explaining your main activity that day. More details on these assignments are given below.
6. You also must accomplish a **final paper** following the guidelines listed below in this package. The paper is due by the Wednesday of the final exam week for that semester, or one week after completion of the internship if taken during the summer. It may also be turned in earlier if the student had a more concentrated work experience.
7. When your internship is completed and you return to campus, you must complete the **Internship After Experience Report**. The results of this report are tabulated and used for accreditation purposes. Please return this form to your faculty advisor when finished. The form should only take 10 minutes. You must finish your evaluation form by the last day of semester classes or one week after the completion of your program if taken in the summer. Your faculty advisor will check your report as part of giving you your grade.
8. As part of the final grade, students may submit a **mini-portfolio** that provides examples of their best work done during the internship. This is also due by Wednesday of exam week or one week after the completion of your program if taken in the summer. Not all

internships enable every student to create a portfolio, and if this is your situation, it will not effect your grade. Please note that the portfolio will not be returned, so you may want to just turn in copies of your work.

9. As time and opportunity allows, your faculty advisor may attempt "on-site" visits to assist in evaluating each students' internship experience. Visits will be announced well in advance and coordinated with your on-site supervisor.
10. INTERNSHIP GRADE: The internship grade will be based upon the following criteria:
 - A. Initial forms/contract from meeting with your faculty supervisor and employer
 - B. Mid-term reports from both student and supervisor.
 - C. Final report from both student and on-site supervisor.
 - D. Weekly journal/diary entries (both quantity and quality will be considered).
 - E. Final paper.
 - F. Portfolio (if applicable).
 - G. Log showing total hours were over 120
 - H. Evaluation posted on Intranet web site

INTERNSHIP JOURNAL/DIARY REQUIREMENTS:

1. Each student should purchase some type of notebook at the start of their internship. A composition book or reporter's notebook is ideal for this requirement. You may also take notes on a computer if it is available and does not limit your thinking/creativity. If you handwrite it, please write very legibly.
2. At the end of about two thirds of your work days, write down everything you did / learned /discovered. You should include details like specific computer programs and/or equipment worked on, as this may help you develop a resume for your future job search.
3. Record any specific responsibilities you were given that day.
4. Try to identify any theory, ideas, concepts, or material discussed or reviewed in the classroom which you were able to directly use during the day. This will help you evaluate the value of your classroom education as well as help the department to assess the benefits of particular courses in the student's overall education experience.
5. The journal/diary MAY be collected during the mid-term evaluation period to help the faculty adviser assess the students' progress in their internship.
6. The journal/diary must be submitted during the final exam period along with the final paper and the supervisor's final evaluation report.
7. The quality of the journal entries will be reviewed and included as part of the final internship grade. All journals will be returned and journal entries will be kept reasonably confidential (please note in the journal if you wish a certain area to be considered confidential).

INTERNSHIP WORK HOURS LOG REQUIREMENTS:

You will be required to submit a work hours log at the end of the semester. Your log should record the date and number of hours you worked each day, as well as a bullet line that explains your main activity that day. You may round times to the nearest 15 minutes. A sample entry may look like:

Date:	Hours worked:	Main Activity:
May 12	5:30 hours	Wrote press release and did filing

INTERNSHIP FINAL PAPER REQUIREMENTS

1. Your paper should be 5-8 pages, 12 pt Times New Roman type, one inch margins, double spaced, and using proper grammar, spelling, etc. as required of any academic paper.
2. Write at least a half page indicating what you anticipated "getting out" (goals) of the internship when you originally decided to do this internship. Identify which goals you fulfilled.
3. Then write what specific skills you developed as a result of the internship. How were they developed?
4. Write about one page on the strengths of the internship (not your strengths). How did the internship integrate theory with practice? How well did it better prepare you for the "real world"?
5. Write about one page on the weaknesses of the internship (related to work assignments, Asbury faculty supervision, supervision at the location, etc.).
6. Write about one page indicating how Asbury course work helped to prepare you or did not prepare you for the internship. Be specific about what courses were very helpful and what courses "should have been helpful" but did not seem to adequately prepare you.
7. Write about one page on your final thoughts about the overall internship experience. Include here your understanding of your vocational calling from God, and how this experience may have impacted that calling. You may also provide any suggestions on how the Communication Department might improve this internship program.
8. Include the total number of hours worked in your paper.
9. Do not go into too much detail regarding the specific work you engaged in at your internship. That type of information should be provided in your daily/weekly diary.
10. This paper is due one week following the completion of your internship, or on the first day of finals week that semester. Check your semester calendar for specific dates.

INTERNSHIP PORTFOLIO REQUIREMENTS:

Your portfolio should contain evidence that you've done each component of the course listed on "Internship Requirements" pages of this packet. Organize each part neatly and make everything easy to find. The best way to turn it in is in a three-ring binder with compartments for each component. (please note that open-ended file folders or simply lose

paper under a big-clip are not recommended as your pages may fall out.) Photo-copy your writing samples cleanly on white paper. Don't reduce them to fit. If the piece is legal or ledger size, photocopy at that size. If your portfolio contains photos, make them standard size and include outlines that identify persons, location and action.

We recognize that some institutions do not allow intern-produced materials to leave their organization. Therefore, a portfolio may not be possible to create in your situation. Consequently, a portfolio will not be required depending on your circumstances and those of the intern-granting institution.

PHASE THREE: FURTHER REFLECTION:

Having finished your internship and the required materials, including entering your internship data into the Asbury University intranet website, your last required activity is to get a debriefing from the Career Services Center. These meetings gather many students who benefited from experiential learning into a group environment designed to assist in reflection. Sign up for your internship debriefing by going to the career services center. If this is impossible because you already graduated and will not be returning to Wilmore, ensure you call your Faculty Internship Supervisor to have a similar final discussion.