



PENFED INTERNSHIP PROGRAM

PROPRIETARY & CONFIDENTIAL

ESTABLISH THE PURPOSE

for your program before the start

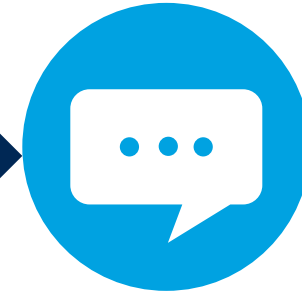


Example:
The intern program is created to support the early career hiring needs of the organization.

If you don't intend to hire interns after they graduate, what is the purpose of the program?

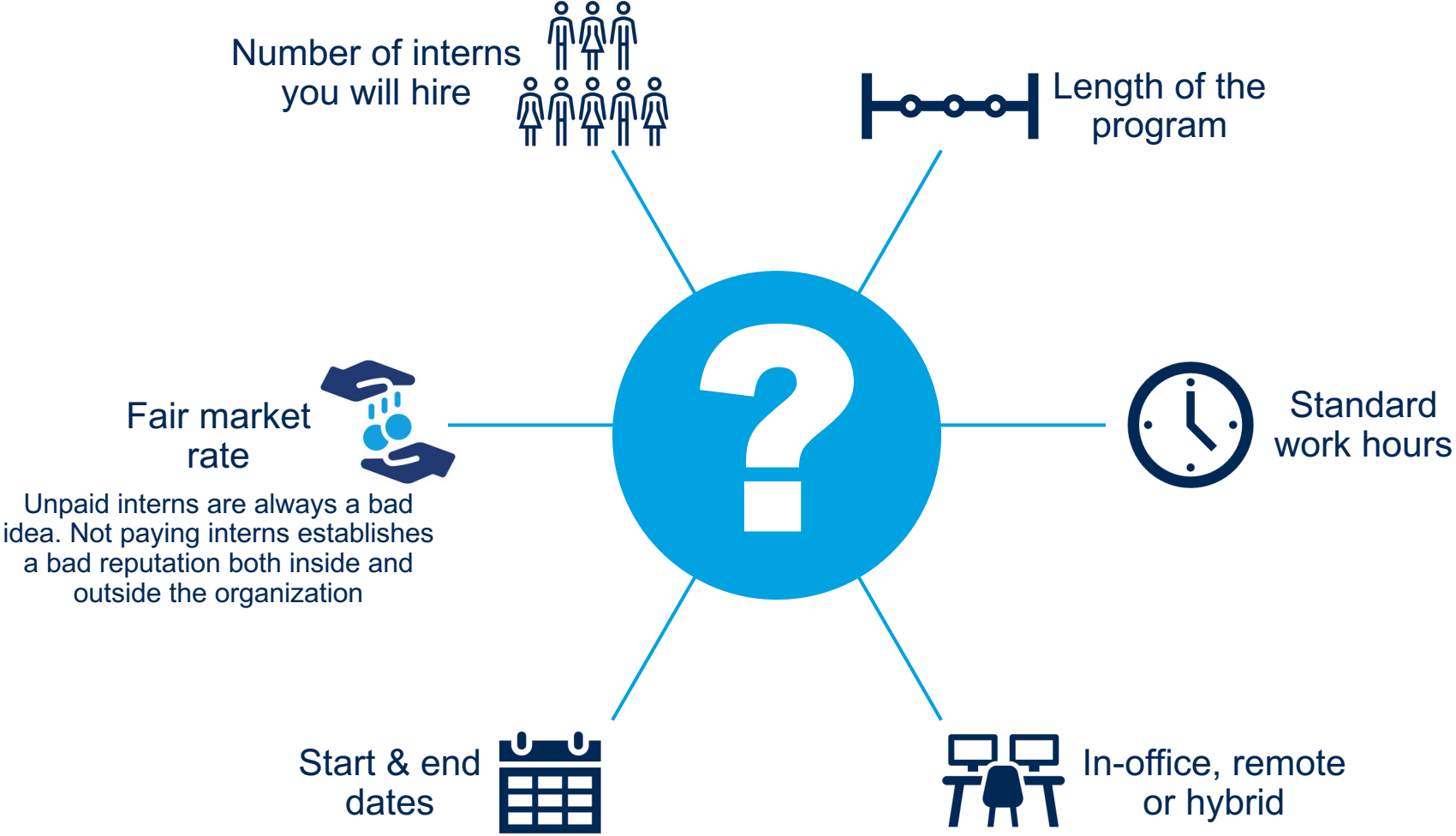
SHARE THE PURPOSE

with everyone involved



How will the internship program be funded?

SET PARAMETERS FOR THE PROGRAM



RECRUITMENT

LOCAL OR NATIONAL RECRUITS

Determine if you will accept national recruits or only local.

Housing for out of area recruits:

- Will your organization provide it?
- Will you cover some or all the costs?
- Where will you house students?
- What is the business case for providing housing?



QUALIFICATIONS

Set the qualifications for the program:

- How many college credits are required?
- Minimum GPA?
- Curriculum?



POSTGRADUATES

Will you hire interns who have already graduated from college?

- If so, can you offer them a full-time position at the completion of the program?
- If not, consider bringing in rising juniors and seniors so the commitment for full-time roles is delayed to the following year and beyond.



RISING SOPHOMORES

Are you open to hiring rising sophomores?

- If so, be aware that they likely have not had advanced coursework and may be less prepared for the workforce.



THE PROGRAM



- How will you design onboarding?
- Will there be program learning days?
(See section entitled 'Program Learning Days' for additional information)
- Will there be a 'graduation' ceremony?
- Identify guest speakers.
(Both internal and external, if applicable)
- Will you require a Capstone Project where all interns present some portion of the project?
- Will you have a philanthropic component to the program?
 - Examples: Blood drive, help at a foodbank
- Can you incorporate team building events and activities?
 - Examples: Topgolf, escape room

SELECTION

- Use a similar process for hiring interns as you do for full time hires
 - Establish who will conduct the interviews
 - Determine who makes the final hiring decision
- All interns should be asked to apply and interview with your firm to compete and be hired for an intern role.
- If you have internal referrals, the best-case scenario is that *all* referrals compete for a role and are treated similarly to all other intern candidates.
 - When some people compete for a role and others are handed the opportunity without going through the same process, it likely will impact the dynamic and quality of your program.

MANAGER EXPECTATIONS & RESPONSIBILITIES

Expectations:

- Assign a manager and mentor to each intern
- Require that managers provide regular feedback to their interns
 - Recommend 15 – 30 minutes each week
- Ensure that departments with interns have enough project-based work to last for the duration of the intern program

Responsibilities:

- Treat interns like associate level peers/employees
- Provide interns with a robust informational and educational experience
 - Goal: Ultimately become an employer of choice
- In addition to their daily responsibilities, invite your interns to
 - Department meetings
 - Project updates and discussions
- Intern responsibilities should provide knowledge enhancement and be applicable to their educational background— encourage them to create and share new ideas
- Do not assign any administrative “busy work” duties such as data entry, filing, or scanning documents
 - Avoid duties such as: coffee runs, errands, lunch orders, etc.



PROGRAM LEARNING DAYS

- Set aside one day a week for corporate leaders and outside speakers to spend with your interns to provide learning and insight on various topics. Examples could include:
 - Strategic leadership
 - Design thinking
 - Financial literacy
 - Mindfulness
 - Team building
 - Learning about all corporate departments, etc.
- Invite Corporate Leaders to present to students and interact with them less formally during a meal or break.

FEEDBACK & BRANDING

- Interns will likely share their experience (good, bad or otherwise) by writing reviews on Glassdoor
- Consider inviting interns to take over social media channels for the organization for a designated time
- Interns would like to provide you with feedback about their experience
 - You should gladly accept it!
- Post program, managers should be encouraged to provide feedback on the program to help continuously improve future intern hires
- Interns make a huge impact on your employment brand
 - Consider featuring them on your career site, include testimonials, other social media, etc.



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