



Student Ambassador Toolkit

Who is the Virginia Talent + Opportunity Partnership (V-TOP)?

The purpose of the Virginia Talent + Opportunity Partnership (V-TOP) is to expand paid and credit-bearing student internships and other work-based learning opportunities in collaboration with Virginia employers. V-TOP also facilitates the readiness of students, employers, and institutions of higher education to participate in internship and work-based learning. V-TOP's goal is for every graduate of a Virginia two-year or four-year institution to participate in at least one paid or credit-bearing internship or work-based learning (WBL) opportunity.

What is Virginia Intern Day?

The Virginia Talent + Opportunity Partnership (V-TOP) will celebrate the fourth annual Virginia Intern Day happening on July 31, 2025.

- Governor Youngkin signed a proclamation recognizing the inaugural Virginia Intern Day on July 28, 2022
- Virginia Intern Day aligns with National Intern Day (last Thursday of July every year)
- National Intern Day/Virginia Intern Day recognizes employers who have provided robust internship programs that benefit our future leaders and highlight interns' pivotal contributions to our ever-changing workforce.

What is a Virginia Intern Day Student Ambassador?

We are searching for Virginia Intern Day Student Ambassadors from each college and university in the Commonwealth to serve as social media representatives and advocates for V-TOP and Virginia Intern Day. The purpose of this role is to use social media to promote Virginia Intern Day by showcasing personal internship experiences during the 2024-2025 academic year (including summer 2025). Students can be nominated by their college or university or apply directly. Some benefits of becoming a Virginia Intern Day Student Ambassador include networking opportunities with peers, campus leaders, and employers across the state. In addition, Ambassadors will gain leadership and communication skills that enhance personal and professional growth. Finally, Ambassadors will be internship student advocates representing their employers and institutions of higher education and help promote internship awareness and participation across college campuses.

The Program Details

What is an internship?

Internships are a form of experiential learning that integrates knowledge and classroom theory with practical application and skills development in a professional setting. They are supervised and structured work experiences that are time-limited and ideally project-based with a tangible outcome. Through internships, students can explore career interests, build transferable skills, establish professional networks, and engage in personal reflection. Though not always tied directly to one's major or course of study, internships often complement or supplement academic pursuits, leadership experiences, or other study interests. Internships also allow employers to train and evaluate talent while building a pipeline of future professionals.

Examples of internship experiences include Traditional on-site internships, virtual internships, work-based learning experiences, project-based experiences, micro-internships, etc.

If you have questions about your experience and if it will qualify, please email Ashley Crute at ashleycrute@schev.edu.

Students Apply Here: <https://forms.office.com/g/UmsbNVA6pu>

Nominate Students Here: <https://forms.office.com/g/rSZNljQjkT>

Qualifications:

- Enrolled at a Virginia college or university, and be any year or major
- Excellent communication and interpersonal skills
- Ability to connect with students, faculty, staff, and administrators across campus
- Able to communicate with business leaders and stakeholders within your region
- Able to work independently and in a team
- Able to meet deadlines
- Strong computer literacy and social media etiquette (make sure your pages are appropriate)

Duties:

- Starting in May, post at least once a week about Virginia Intern Day
- Create interview-style clips about your internship experience to highlight on Virginia Intern Day
- Interview your internship employer and post clips throughout Virginia Intern Day
- Host a "Day in the Life" series about your internship on Virginia Intern Day (if the employer allows)
- Optional: Attend any V-TOP sponsored events happening across the Commonwealth on Virginia Intern Day
- Wear your Virginia Intern Day shirt on July 31, 2025 (if allowed by the employer)

Hours: The total time commitment is at least 15 hours starting in May until July 31, 2025, this includes once a week social media posts and active posting throughout the day on Virginia Intern Day.

Benefits: Digital badge for LinkedIn and resume, certificate to showcase on social media, invitations to V-TOP events, current and future professional opportunities, industry exposure and complementary Virginia Intern Day T-Shirt.

Support: Ashley Crute, Associate for Innovative Work-Based Learning Initiatives will be available to answer all questions and provide support throughout the program.

All Things Social Media

Hashtags

- #VirginiaInternDay
- #VID
- #VirginiaInterns
- #NationalInternDay
- #NID
- #VTOP
- #College or Institution

Follow/Link

- @VirginiaTOPorg
- @GovernorVA
- @College or Institution
- @Internship Employer

Example Social Media Posts & Timeline

May – June (once a week)

“Save the date! Virginia Intern Day is coming up on July 31, 2025! I am excited to serve as a Student Ambassador and share my internship with you! #VirginiaInternDay #VID #NationalInternDay”

First Week of July

“I found my internship using [insert how you found your internship]. I cannot wait to share a day in the life on Virginia Intern Day! Stay Tuned! #VirginiaInternDay #VID #NationalInternDay”

Second Week of July

“Thank you to [insert name of employer] for hosting me this summer! I cannot wait to celebrate Virginia Intern Day with you! #VirginiaInternDay #VID #NationalInternDay”

Third Week of July

“After graduation, I want to become [insert job or industry you hope to work in]. Thanks to my internship, I am better prepared for a full-time job in my field! #VirginiaInternDay #VID #NationalInternDay”

Week of Virginia Intern Day

“This week we will celebrate Virginia Intern Day! I can’t wait to share my internship experience with you! #VirginiaInternDay #VID #NationalInternDay”

“I am so grateful for my internship with [insert name]. I have learned [insert what you have learned]. #VirginiaInternDay #VID #NationalInternDay”

Virginia Intern Day

- Pre or Live Recordings: Interview your internship supervisor, host a day in the life at your internship experience, interview other interns at your site, take a virtual tour of your internship site
- “Today is Virginia Intern Day! Help me celebrate my internship and all of those across the state! #VirginiaInternDay #VID #NationalInternDay”
- Post a photo of you at your internship with the hashtag #VID on July 31, 2025.

Branding

Virginia Intern Day Logo



Questions?

Email Ashley Crute at ashleycrute@schev.edu