

So you want to have an internship program on property but don't know where to start?

You're not alone! Many organizations see the importance in having an established internship program, but do not know how to get started. There are many considerations that should be taken when establishing an internship program. In today's tight labor market, offering internship programs can be a significant way to attract new talent to your organization. It is important that organizations take the time to carefully research and plan an effective internship program.

The suggestions listed below should help you get started with your planning. We have listed topics for consideration, tips for establishing an effective internship program and general tasks and skills that an intern should be able to perform. As you plan your own internship program these suggestions may change to better suit both organization and intern needs.

Topics for Consideration

LONG RANGE PLANNING:

Things to consider include: workload, availability of intern projects, staff support, office space, and financial resources. Allow yourself ample time to post the internship.

- Posting the internship seven to ten weeks prior to the desired start date will allow for sufficient time to screen and select appropriate candidates.
- Determine when your organization can handle interns. A certain time of the year? Year round?

COMMUNICATE PROGRAM BENEFITS:

Before launching an internship program, it is important to communicate it's value to all employees. This includes the executive management team, all the way down to line level employees. Open communication on what an internship program means to the organization and to the individual employee will help to alleviate any fears or tension.

EFFECTIVE SUPERVISION:

Interns should be sufficiently supervised. This includes training and orientation at the beginning of the internship. It is also recommended to check in with interns, weekly if possible, to address any questions or concerns the intern may have.

- Matching the intern with a senior staff member who "buys in" to the importance of utilizing interns will also assist with effective supervision and transition into company

MEANINGFUL ASSIGNMENTS:

Good internship programs will ensure the assignment of challenging projects and tasks.

- Whenever possible, try to include the intern in organization events such as staff meetings and allow for opportunities for networking and informal interviewing with key personnel.

EFFECTIVE HIRING:

Equal Employment Opportunity laws apply to the hiring of student interns. Just as you would with a regular employee, it is important to provide interns with information on safety and harassment policies, as employers may be held liable for intern safety and harassment issues.

APPROPRIATE DOCUMENTATION:

It is advised that the employer and intern create mutually agreed upon learning objectives. Well-documented learning objectives provide clear direction and targeted goals for the intern.

- Learning objectives should be **concise** and **measurable**.

ENSURE INTERNS FEEL WELCOME:

It is important to consider that interns are new to your company, but in many cases are also new to the professional world of work.

- Review: policies on work hours, missing work, safety, harassment, dress code, communication policy, chain of accountability.
- Acquaint them with their workspace and introduce them to co-workers.
- The intern should know the extent of their job authority and decision making capabilities.
- Lunch activities with the intern are also recommended.

EVALUATION:

An internship is designed to be a learning experience. Students can learn if constructive feedback is provided. Effective evaluations focus on the interns' learning objectives that were identified at the start of the internship.

- Supervisors should take care to evaluate BOTH positive accomplishments and weaknesses. If an intern was unable to meet their learning objectives, suggestions for improvement should be given.

INTERNS SHOULD BE ABLE:

- To identify company's mission, vision and objectives
- To identify company strategy
- To identify executive management team

INTERNS SHOULD:

- Be included in planning, meetings, activities whenever possible
- Have a mentor or contact person to approach for assistance
- Have some level of responsibility

Tips for Establishing an Effective Internship Program

Internship programs should be mutually beneficial to the organization and the student. The organization gets valuable assistance from the student intern and the intern gets the opportunity to gain real-life work experience that could help them land a job or start a career.

An internship should meet the following criteria:

- Provide a valuable learning experience for the intern
- Allow the students to work a significant amount of time, with the beginning and ending dates clearly stated BEFORE the student begins the position
- Interns should have clearly defined responsibility
- Internship should be structured in ways that simulate an actual job
- The organization should have an on-site mentor for the intern
- Intern should be involved in daily activities (initiate projects, ask questions, provide feedback) whenever possible
- The organization should have a clear written agreement with the intern about expectations, responsibilities, evaluation, resources, learning goals, supervision and work schedule

Internship Listings

Whenever possible the following information should be included in an internship posting

BUSINESS INFORMATION

1. Organization/Company Name
2. Department
3. Contact Person
4. Address
5. City, State, Zip
6. Phone
7. Fax
8. Email

POSITION INFORMATION

1. Position Title
2. Length of Internship
3. Hourly Rate – if applicable
4. Type of position
5. Description of Job
6. Job Location
7. Qualifications
8. Responsibilities
9. Application Instructions
10. Application Deadline

EXCEEDED MEET ADDITIONAL
EXPECTATIONS EXPECTATIONS TRAINING

- Operates Computer System
- Operates Fax Machine
- Follows Yield Management Procedures
- Greets Callers and Directs Calls
- Conducts Referral Prospecting
- Researches Local Organizations and Companies
- Makes Community Contacts
- Researches Competitors
- Qualifies a Prospect
- Prepares for a Sales Call
- Uses a Property Fact Book
- Researches Clients
- Prepares a Sales Kit
- Projects a Professional Image
- Writes a Thank You Letter
- Classifies Key Accounts
- Searches for Sales Leads
- Makes Sales Appointments
- Receives Direct Mail Response Inquiries
- Secures Market Research Data Quickly
- Communicates Promotional Information to Clients
- Follows up on Bids, Proposals, Direct Mail Campaigns, and Leads Developed at Trade Shows

EXCEEDED
EXPECTATIONS

MEET
EXPECTATIONS

ADDITIONAL
TRAINING

Assists Guests in Making Reservations and Arranging for Return Visits to the Property

Informs Callers About Higher-Priced Rooms and Suites that would be Better Suited to Their Needs

Sells Additional Services to Registered

Converst Inquiries About Property into Sales

Suggestions on Activities for Interns

	EXCEEDED EXPECTATIONS	MET EXPECTATIONS	ADDITIONAL TRAINING
WORK HABITS			
Interacts with Others in a Courteous and Tactful Manner			
Cooperates with Others and Works Well in a Team			
Accepts Individual Differences			
Shows up for Work on Time and is Prepared to Work			
Completes Assigned Tasks onTime			
Follows Written and Oral Instructions			
Demonstrates Honesty and Accepts Responsibility for Personal Actions			
Asks for Help when Needed			
Accepts Supervision Willingly			
Manages Time Effectively			
Follows Safety Rules and Regulations			
Uses Effective Communication Skills			
Greets People in an Appropriate Manner			
Maintains a Well-Groomed Professional Appearance			
Cleans and Maintains Work Areas			
KNOWLEDGE FOR ALL EMPLOYEES			
Quality Guest Service			
Bloodborne Pathogens			
Personal Appearance			
Emergency Situations			
Lost and Found Procedures			
Safe Work Habits			
Americans with Disabilities Act			
OSHA			
Harassment in the Workplace			
Telephone Courtesy			
Security Policies and Procedures			
Guestroom Types			
Room Rates			
Room Rate Terms			
Guest Credit Policies			
Filing System			