THINKING BEYOND THE TRADITIONAL INTERNSHIP MODEL

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Agenda

• Intro
• Work-Based Learning Questionnaire Results
• Work-Based Learning Models
• Job Developer Tips
• Questions
• Upcoming Webinars
Work-Based Learning Questionnaire

- From the questionnaire, one major key to success is having a dedicated Job Developer or Employer Liaison.

- Someone who:
  - Is the sole contact for all employers
  - Can help Career Counselors guide job seekers into roles
  - Typically has measurements and/or quotas
    - Example: 1 new employer connection per month
    - Example: 10 cold calls per day
  - Is comfortable using the phone frequently
  - Is good in-person at events such as job fairs
Work-Based Learning Questionnaire

- How to find employers?
- From most common to least common methods:
  - Using current employer partners
  - Referrals from employer partners
  - Job fairs
  - Contacting the Chamber of Commerce
  - Community partners
  - Staffing agencies
  - Illinois JobLink/IDES
  - Surveys
  - Cold calling
  - LinkedIn/Craigslist/Indeed/Monster

Work-Based Learning Questionnaire

- What’s the employer’s responsibility once a work-based learning opportunity is located?
  - Must sign a work-based learning agreement
    - What are the job seeker’s daily, weekly, and/or monthly tasks?
    - Make sure real hands-on IT experience is noted
  - Other responses
    - Employers shouldn’t have to do anything additional
    - Required site visits
    - In-depth questionnaires
    - Involved in the interview process
Work-Based Learning Questionnaire

- What criteria is used to select job seekers for work-based learning opportunities?
  - Work experience only
    - Chosen based on IT background
    - Resume plays a prominent role
    - Phone screening
  - Soft skills only
    - Typically no IT experience
    - Must take classes on soft skills
    - Screening is related to their success in training
    - One-on-one meetings with career advisors
  - Combination
    - Identify good soft skills and match with transferable skills from resume
- Don’t neglect soft skills during screening process!

WORK-BASED LEARNING MODELS
Components of Work-Based Learning/Internships

- **Project**
  - for the job seeker to work on that's both challenging and valued

- **Personnel**
  - who will provide leadership and supervision for the job seeker

- **Place**
  - for the job seeker to work on the project

- **Payment**
  - to the job seeker for the work they do

Successful Internship

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**MODEL 1: TRADITIONAL INTERNSHIP**

In the traditional model, employers provide all 4Ps of the internship at their workplace.

- **Project**
  - On-site project of value to the employer

- **Place**
  - At the employer's place of business

- **Personnel**
  - Intern supervisor on-site

- **Payment**
  - Preferably monetary payment to the intern
MODEL 2: SHARED MANAGED

Not all employers can facilitate an internship on-site. The shared managed model allows for part of the internship to be handled virtually in cooperation with the employer’s remote offices.

- **Project**
  - On-site Project
  - Virtual Project

- **Place**
  - At the employer’s place of business

- **Personnel**
  - Virtual connection: Project leader is at different location than the intern, but an internship manager is on-site with the intern

- **Payment**
  - Preferably monetary payment to the intern

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MODEL 3: PARTNER

Some large corporations can’t supervise an intern on location. But they can coordinate with their local channel partners to offer student internships.

- **Project**
  - Funded by a corporate sponsor but provided by the sponsor’s partner, could be an on-site or virtual project

- **Place**
  - Sponsor’s partner location

- **Personnel**
  - Managed by sponsor’s partner

- **Payment**
  - Provided by either the sponsor or partner
MODEL 4: CONSULTANT
Smaller businesses are often too small to have enough room or work load for an intern, but they can aggregate their projects with other small businesses (assuming a role of a client to the project) through organizations like a Chamber of Commerce.

- **Project**: Provided by a client or other organization
- **Place**: Provided by client or other organization with available space
- **Personnel**: Managed by participating client or other organization
- **Payment**: Paid by participating clients or contributions from other organizations

JOB DEVELOPER TIPS
Job Developer Tips

- **How to find employers**
  - “Always be on the hunt.”
  - Referrals from existing partnerships
  - Job search sites (Monster, LinkedIn, Indeed, and Burning Glass)
    - See what the company is all about before calling them
    - Find companies who are looking for employees
  - Target small to medium sized managed services companies for IT internships
  - All industries need IT people

- **Contact method and frequency**
  - Have a call/email timing structure in place
  - Send a customized LinkedIn message
  - Small companies versus bigger companies

Job Developer Tips

- **Tips for the work-based learning pitch**
  - Use the 4 P’s model
  - “I’m not a recruiter.”
  - Using the word “free”?
    - “Free” can have negative connotations
    - If possible, say you’re from a non-profit
    - “Your company’s taxes have paid for this service already.”
    - “There are no obligated donations.”
  - “What kind of employee do you need?”
  - Show them the benefit instead of selling
    - Benefits job seeker, company, and community
Next Steps

- Review your current procedures and streamline as necessary.
- Share the models and suggestions from the webinar with those who participate in this process and make changes as necessary.
- Reconnect with companies you have had success with in the past and share these new ideas to see if any other opportunities are available.
- Remember to use the word “free” carefully, and highlight the benefits of strengthening their corporate social responsibility.

Upcoming Webinars:

- Visit [www.illinoisworknet.com/jdneg](http://www.illinoisworknet.com/jdneg) to view previous webinars.
- Upcoming Webinar: IT Interviewing Skills – 9/2/15 at 10am
- Employer Outreach Marketing Materials – end of September (est. based on budget)

Please visit the NEG page on Illinois workNet for an up-to-date calendar of events and registration information: [www.illinoisworknet.com/jobdrivenNEG](http://www.illinoisworknet.com/jobdrivenNEG)
Thank you.

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