

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



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WORK-BASED LEARNING QUESTIONNAIRE

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3

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

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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

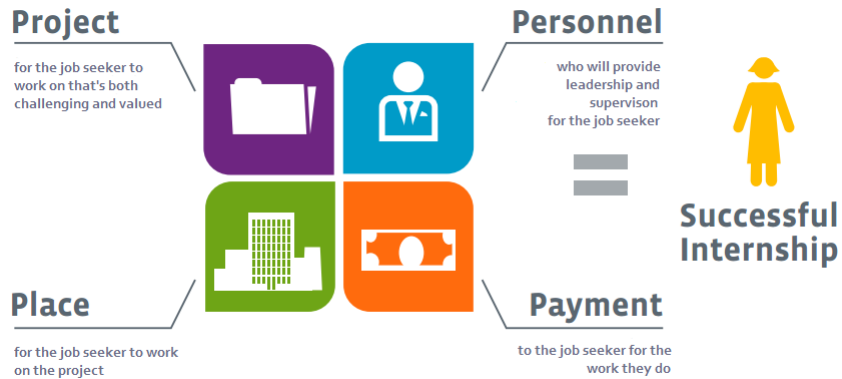
- **What's the employer's responsibility once a work-based learning opportunity is located?**
 - Must sign a work-based learning agreement
 - What are the job seeker's daily, weekly, and/or monthly tasks?
 - Make sure real hands-on IT experience is noted
 - Other responses
 - Employers shouldn't have 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



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

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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 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



Thank you.

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