Developing Successful Internship Programs: Do’s, Don’ts, & Lessons Learned

EJ Internship Consultants
December 2, 2015
Introductions

- Ethel Weinberg
- Judith Finkel
- Megan Helzner
- Allie Amado
- Andrea Leerman
- How about you?
Overview

• Welcome / Introductions
• Context – role of internships
• Pros and cons of internships
• Jobs / projects and job descriptions
• Requirements for success
• BREAK 10:30 – 10:45
• Legal considerations
• Funding issues
• “How to” mechanics and timelines
• Best Practices / Quality Considerations
• What next?
Why Think about Internships?

- Context
- Pros and Cons
Pros and Cons – for the Organization

PRO + Access to new skills (esp. tech) / more human capital / training ground for new hires or entrants
PRO + Help during specific seasonal needs
PRO + “Scut work” taken care of
PRO + Improves community (your org produces great “graduates”)

CON – Training time is substantial (each semester)
CON – Probs. w. reliability / work ethic or professionalism
CON – Legal issues / safety questions / stigma
CON – Diversity of previous experiences (start fresh)
CON – scheduling or timing (semester may not align w. organization’s needs)
CON – learning curve for supervisors / edu. element
Pros and Cons – for the Student

PRO + Add to resume & showed options in field
PRO + In place of taking a class (credits)
PRO + Access to jobs & taught “yes/no” career
PRO + Growing social / professional network
PRO + Practical experience / transferable skills

CON – No pay / equity issues & “scut work”
CON – Interns can be taken advantage of
CON – Poor leadership
CON – Company owns IP
Jobs and Job Descriptions

• Academic Liaison
• Community Relations
• Curatorial
• Development
• Education
• Marketing and Communications
• Rental / Event
• Store / Web Content
Jobs and Job Descriptions: Academic Liaison

• The Academic Liaison Intern supports the development and implementation of the Museum’s internship program. Duties may include marketing the internship program, administering the application process, coordinating and communicating with fellow interns, planning and administering exit interviews, and organizing the summer Seminar program. The intern will have the opportunity to learn how to function in a complex professional environment.
Requirements for Success

• An interesting, meaningful, thoughtfully-issued, “do-able” job
• Treating the intern as a full member of the team
• Ownership / personal project ideally → empowerment
• Understanding / show intern big picture and the “why”
• Realistic expectations from capable, willing supervisor / supervisor must “roll with punches”
• Ask yourself, “what would I want if I were an intern?”
• Regular check-ins w. intern / is there a more efficient way? / how do you prepare or educate the supervisor?
• High-level advocate for the program overall
• Centralize the internship program rather than run department by department
• Physical space and equipment (desks, computers, phone lines)
Legal Considerations

- Regulations concerning unpaid internships
- See the Department of Labor’s Fact Sheet #71 - https://www.dol.gov/whd/regs/compliance/whdfs71.pdf
  - These guidelines are designed with for-profit organizations in mind. It is prudent for non-profit organizations to heed these recommendations.
- Background checks
- Factors that determine exemption:
  - Internship must be for educational training
  - Internship must be for benefit of the intern
  - Interns must not displace regular employees but must work under supervision of existing staff
  - Employer must not derive immediate advantage from intern’s work
  - Intern is not necessarily entitled to a job at the conclusion of the internship
  - Employer and intern understand that the intern is not entitled to wages

*Please contact your organization’s attorney for information on this subject. The above text was compiled by non-attorneys.*
Funding Considerations

EXPENSES
• Physical equipment (computers, phones, desks, etc.)
• Company time for training and supervision
• Supplies (copies, art supplies, etc.)
• Recruiting expenses
• Travel costs – travel stipend or physical SEPTA tokens / passes
• Seminars – food, staff time, travel to other orgs’ locations
• ID badges, uniforms
• Administrative expenses – senior staff members’ time, etc.

FUNDING SOURCES/REASONS:
• Evens the playing field for students who must make money for tuition etc.
• “The right thing to do” + clarity about unpaid classification
• Orgs like Philadelphia Futures pay students’ stipends → removes the equity issue leveling the playing field
• Other sources of charitable funding – inc. individuals, foundations, universities
• Partnerships w. universities (ex. Princeton’s PICS program, Temple’s honors college program, Haverford’s program)
“How to” Mechanics & Timelines

• Ex. if you want to have a summer internship that begins roughly 6/1, here’s a timeline:

• 11/1 – Prepare Job Descriptions
• 12/1 – Post on selected sites
• 1/15 – Complete application reviews
• 4/1 – Complete interviews by staff/send offer letters
• 5/1 – Offers/acceptances finalized
• 6/1 – Begin internship
Sites for Posting Jobs

• Your own website – often the most productive and easiest
• University of Pennsylvania – http://www.vpul.upenn.edu/careerservices
• Temple University – http://www.temple.edu/provost/careercenter
• Drexel University Steinbright Center (Coop): http://drexel.edu/scdc
• Other colleges and universities
• Idealist – http://www.idealist.org/info/Jobs
• Campus Philly – http://campusphilly.org/careers
• Greater Philadelphia Cultural Alliance – www.philaculture.org
Best Practices / Quality Considerations

- Staff Preparation
- Intern Manual
- During the Internship
- Program Evaluation
- “Extras” such as Seminar
Quality Considerations: Seminar

• Presentations by senior staff members in:
  • Curatorial
  • Finance / Legal
  • Public Programs
  • Development
  • Education
  • Visitor and Volunteer Services
  • Museum Store and Café
  • Outside Organizations (other museums, etc.)

• “Speed Dating” to interact with staff across departments

• Culminating seminar with presentation of interns’ work to supervisors and staff
What Next? And Resources

- www.ejinternshipconsultants.org
- Ethel Weinberg – info@ejinternshipconsultants.org
- Judith Finkel – info@ejinternshipconsultants.org

- What’s on the website:
  - Application questions
  - Recruitment (posting sites, timeline, process)
  - Letters (acknowledgment, offer, rejection)
  - Intern manual contents
  - Evaluation (evaluation questions, exit interview, colloquium presentation request)
With Thanks To

Greater Philadelphia Cultural Alliance

The Philadelphia Foundation