

Mass Media Internship Program

**Department of Mass Media
316 Henderson
Washburn University
1700 SW College Ave.
Topeka, KS 66621**

**Contact: Internship Coordinator
Telephone: (785) 670-1836**

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Internship Procedures

DEPARTMENT OF MASS MEDIA

Washburn University

Step 1

- a. Think about locations to complete your internship.
- b. Prepare your resume.

Step 2

- a. Complete 80 hours of college credit.
- b. Complete 24 hours in mass media, specifically courses in your emphasis area.

Step 3

- a. At the beginning of the semester *before* you want to start your internship, complete the Internship Application.
- b. Attach your resume.
- c. Turn both into the faculty person coordinating the internship course for the next semester.

Step 4

- a. Talk to the internship coordinator about where you might want to work for your internship. You might want to choose several possible locations.
- b. Check Career Services and the Mass Media WIKI for possible locations.
- c. Contact the company or supervisor you want to work for and find out if they have procedures for interns to follow.
- d. Schedule interviews with the companies you want to work for.

Step 5

- a. When you are offered a position, fill out the Internship Agreement. This is your contract.
- b. With the Agreement, you will need to include a statement of your goals and objectives—what do you want to learn during this internship? Try to list at least 4-5 objectives.
- c. Ask your supervisor at the organization you will work for to provide you with a job description.
- d. Together with your supervisor, you will determine the hours and days you will be working.
- e. Sign the contract, have it signed by your supervisor and deliver it to the internship coordinator to review.
Your contract is considered incomplete if it does not include the following attachments: intern objectives, schedule, job description.

Step 6

- a. When the contract has been approved, obtain permission from the faculty internship coordinator to enroll.
- b. Enroll in MM494 Internship. Watch the number of hours you are enrolling for.
- c. Obtain syllabus.
- d. Attend mandatory informational meeting at the beginning of the semester.
- e. Prepare for your first day of work.

Step 7

- a. Work with internship coordinator to arrange a mandatory internship visit.
- b. At the completion of the internship turn in a journal, portfolio, and summary paper and evaluation of the internship.

CHECKLIST OF MANDATORY ITEMS

Type	Description	Due Date	Weight
Journal	Each student will keep a daily journal with an entry for each day spent doing work for the internship. This journal should be e-mailed to the internship coordinator at the beginning of each work week. In this journal, the student should summarize the activities and assignments on which the student worked. The student should also keep track of the number of hours for each week.	Weekly via e-mail	20%
Internship meetings and on-site visits	Students are responsible for attending two mandatory class meetings and arranging an on-site visit with employer.	To be determined	10%
Portfolio	At the end of the internship experience, each student is required to prepare a professional portfolio that contains examples of the students' projects and work. Details can be found in the syllabus.	Last week of semester OR agreed upon date with internship coordinator if internship lasts longer	50%
Summary	The student must type a two-page summary of the internship. He/she should include highlights of the internship experiences and evaluate his/her skills and projects. The summary should be included in the internship portfolio.	Last week of semester OR agreed upon date with internship coordinator if internship lasts longer	Will be evaluated as part of portfolio
Employer Evaluation	At end of the internship the supervising employer will be asked to submit a written evaluation of the student's performance (see form in this packet)	End of internship	20%
Student Evaluation	At end of the internship the student will be asked to submit a written evaluation of the employer. Although this evaluation does apply to the overall grade, it is an important part of the evaluation process. (see form in this packet)	End of internship	N/A

Internship Policy
DEPARTMENT OF MASS MEDIA
Washburn University

POLICY

The internship program is guided by the following policies:

1. Students may participate in the internship program if they meet the following qualifications:
 - a. Have completed over 80 hours total;
 - b. Have completed at least 24 hours in their major program;
 - c. Obtain consent of the Internship Coordinator before the end of the semester immediately preceding the internship semester;
 - d. Have completed the internship application process by the enrollment period.
2. The student will be responsible for arranging his/her internship experience. The student will represent himself/herself when arranging for an internship. The cooperating organization will make its decision of acceptance based on an interview with the student and the internal company policy.
3. For two hours of credit, approximately 11 hours of work per week will be scheduled during either the spring or fall semester, or approximately 22 hours of work per week during the summer semester (or 128 hours total). Students enrolled in one credit hour will work five-six hours per week in spring or fall and 10-11 hours per week in summer (or 64 hours total). The total hours on the job are calculated on the basis of a 14-week semester to take into account holidays and finals week. NOTE: The important number is the total hours completed on the job, NOT how the work hours are distributed throughout the semester.
4. The faculty internship coordinator, with the concurrence of the department chair, will determine the student's final grade on the basis of the following criteria:
 - a. Journal – 20%
 - b. Internship meetings and on-site visits – 10%
 - c. Portfolio and summary paper - 50%
 - d. Written evaluation by the employer supervisor - 20%
5. The Mass Media Internship Program neither encourages nor discourages the compensation of student interns for work performed during an internship. The decision in this matter rests solely with the student and the cooperating organization.
6. The student is responsible to the employer supervisor and is subject to all company rules and guidelines as though the intern were an employee of the organization. This means that interns will observe only their workplace's holidays, not Washburn's holidays or vacations. The intern is expected to work regular time, overtime, shift work or weekends as determined by the employer, in the same manner as other employees of the organization.
7. During the semester, the intern is responsible for arranging appointments to discuss the internship with the faculty internship coordinator. The faculty internship coordinator is responsible for contacting the supervisor in the cooperating organization to discuss the intern's progress.
8. The internship will start on the first day of classes in the relevant semester and end on the last day of classes immediately preceding final examinations.

Internship Program Objectives and Responsibilities

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We, the student, internship coordinator, and employer supervisor, undertake this joint project to meet the following objectives and responsibilities:

OBJECTIVES

I. For the student:

1. To provide an opportunity for practical experience and direct knowledge in an on-the-job situation;
2. To provide an opportunity for the student to work with professionals and receive professional guidance;
3. To provide an opportunity for the student to earn academic credit for actual work experience;
4. To provide the student with a means of exploring vocational interest on a short-term basis.

II. For the university:

1. To provide an opportunity for the university to offer students valuable, on-the-job experience;
2. To provide the university with an opportunity to serve the public interest through the talents of its students;
3. To provide an opportunity for the university to gain direct knowledge of community needs through the experiences of its students;
4. To provide an opportunity for a long-term relationship between the university and the business community.

III. For the employer:

1. To provide a source of support for the employer on a short-term basis;
2. To provide a possible opportunity for the employer to screen and recruit new employees;
3. To provide the opportunity for employers to profit from the youthful attitudes and fresh ideas of student interns;
4. To provide an opportunity to establish a long-term cooperative relationship between the employer and the university.

RESPONSIBILITIES

I. Of the student:

1. To adhere to the rules and policies of the sponsoring employer, such as reporting for work at the appointed hour and executing assignments promptly;
2. To behave in a professional manner;
3. To perform assigned duties thoroughly and competently;
4. To cooperate with the employer supervisor, discussing any problems or needed changes that may arise during the internship;
5. To submit periodic reports to the internship coordinator, alerting the adviser of any problems or needed changes that may arise during the internship;
6. To submit an evaluation at the completion of the internship.

II. Of the internship coordinator:

1. To act as the university's representative to coordinate the internship program;
2. To provide direction and supervision for the student throughout the internship;
3. To maintain contact with the employer supervisor throughout the internship;
4. To ensure that all terms of the learning agreement are met;
5. To evaluate the student;
6. To consider the student's evaluations for the purpose of improving the internship program;
7. To assign the final grade.

III. Of the employer supervisor:

1. To provide the intern with a professional learning experience which meets the specific goals and objectives of the student;
2. To assign learning activities that are professional in nature and that meet these objectives;
3. To provide supervision and direction to the student throughout the internship;
4. To maintain contact with the internship coordinator, alerting the adviser of any problems or needed changes that may arise during the internship;
5. To submit a final evaluation of the intern's performance.

Student: _____

Date: _____

Employer Supervisor: _____

Date: _____

Internship Coordinator: _____

Date: _____

Internship Application Form

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(Please type. You may use an additional page if necessary.)

Student Name:

WIN:

Current Street Address:

City, State, ZIP:

Phone:

Email address:

When do you wish to have an internship? Semester _____ Year _____

Total number of credit hours completed _____ *(must have completed 80 to be eligible for internship)*

Total number of credit hours in major completed _____ *(must have completed 24 to be eligible)*

Overall GPA _____ GPA in major _____

Area of Concentration:

Public Relations _____ Creative Advertising _____ Contemporary Journalism _____ Digital Film/Video _____

List courses taken in major:

How many hours are you currently enrolled in: _____

Are you currently employed? Yes _____ No _____ If so, where? _____

Do you have a preference where you wish to do your internship? Yes _____ No _____

If yes, state preference:

What are your career objectives?

I have read and understand the policies, procedures, and the objectives and responsibilities of the Mass Media Internship Program. I agree to these.

Student Signature _____ Date _____

Attach a copy of your current resume to this application.

Internship Agreement Contract

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(Please type. You may use an additional page if necessary.)

Name of Student: _____

Current Address (with ZIP): _____

Phone: _____

WIN: _____

Email address: _____

Sponsoring Employer: _____

Address (Permanent location): _____

Name of Employer Supervisor: _____

Title: _____

Phone: _____

Email address: _____

Internship Starting Date: _____ Internship Completion Date: _____

Hours of Credit (2 or 1) _____ Number of hours per week on the job: _____

Type responses to the following three mandatories on separate pages:

1. Intern's learning objectives and goals.
2. Job description including specific activities and assignments to be completed by the intern to meet goals and objectives.
3. Student's internship schedule (Monday through Friday)

Procedure for Evaluation (This section is to be completed by internship coordinator):

- Conferences between internship coordinator and employer supervisor concerning the intern.
- Written paper, journal and portfolio by intern to internship coordinator. Date due: _____
- Written evaluation of intern by employer supervisor. Date due: _____
- Written evaluation of employer supervisor by intern. Date due: _____

As participants in this agreement, we have each accepted the responsibilities and terms as stated on this form and in the Internship Program statement of policies and procedures.

Student's Signature/date _____

Employer/Supervisor's Signature/date _____

Internship Coordinator's Signature/date _____

This contract is incomplete if not accompanied by the three mandatories.

Student Evaluation of Internship
DEPARTMENT OF MASS MEDIA
Washburn University

Student:

Internship Site:

Name of Employer Supervisor:

Name of Internship Coordinator:

1. Were you well matched with your sponsoring employer? Yes _____ No _____
Please comment:

2. Did you achieve your objective and goals: Yes _____ No _____
Please comment:

3. Did your employer supervisor help you achieve these objectives and goals? Yes _____ No _____
Please comment:

4. Did you receive sufficient direction and supervision from the internship coordinator? Yes _____ No _____
Please comment:

5. Were your assignments and responsibilities clearly explained to you? Yes _____ No _____
Please comment:

6. Did assignments provide sufficient challenge for you? Yes _____ No _____
Please comment:

Page 2 Student's Evaluation of Internship

7. Did you receive sufficient direction/supervision from the employer supervisor? Yes _____ No _____

Please comment:

8. Did your course work properly prepare you for the internship experience? Yes _____ No _____

Please comment:

9. Did you feel your internship has been beneficial to your studies? Yes _____ No _____

Please comment:

10. What were the strong points of your internship experience?

11. What were the weak points?

12. How would you rate your overall experiences: *(Circle one)*

Excellent Above Average Average Below Average Poor

13. What suggestions do you have for improving the Mass Media Internship Program?

Signed: _____ (Intern) Date: _____

(One copy to student, one to employer supervisor, one to internship coordinator.)

Employer Evaluation of Intern

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INSTRUCTIONS: Please evaluate the intern on each of these dimensions by circling the appropriate response:

E-excellent AA-above average A-average BL-below average P-poor NO-not observed

Name of intern under your supervision: _____

Meets goals and objectives	E	AA	A	BL	P	NO
Is dependable	E	AA	A	BL	P	NO
Is creative/innovative	E	AA	A	BL	P	NO
Can work independently	E	AA	A	BL	P	NO
Can work under supervision	E	AA	A	BL	P	NO
Meets deadlines	E	AA	A	BL	P	NO
Meets job responsibilities	E	AA	A	BL	P	NO
Shows leadership ability	E	AA	A	BL	P	NO
Shows initiative	E	AA	A	BL	P	NO
Seeks additional work opportunities	E	AA	A	BL	P	NO
Highly motivated toward profession(s)	E	AA	A	BL	P	NO
Readily accepts challenges	E	AA	A	BL	P	NO
Readily applied instruction	E	AA	A	BL	P	NO
Positive attitude toward learning	E	AA	A	BL	P	NO
Readily accept constructive criticism	E	AA	A	BL	P	NO
Appreciated importance of internship experiences	E	AA	A	BL	P	NO
Progress and contributions	E	AA	A	BL	P	NO

What is your overall evaluation of the intern:

Superior Exceeds Requirements Meets Requirements Needs Improvement Unsatisfactory

Please use the back of this sheet to summarize and further evaluate the work of the intern.

_____ Employer/supervisor signature Date: _____

_____ Title

_____ Institution/Organization

Return this to Internship Coordinator, Mass Media Department, Washburn University, 1700 SW College, Topeka, KS 66621