



Win-winternship course

Module 1. The untapped potential of internships

VIP@work

vocational internship placements

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INTRODUCTION



Internships are a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent. The parties usually involved in internships are the student/intern, the employer, and the educational institution the student/intern attends or from which he or she graduates.

INTRODUCTION



The main objective of internships is to reinforce and deepen knowledge acquired in the main and special subjects through practical work and prepare the student for work in a professional environment.

But the question here is:

Why should you as a small business engage in internships?

Read on and find out in this first module!

LEARNING OBJECTIVES

- Understand what an internship is
- Comprehend the benefits of internships
 - for small businesses
 - for students
 - for colleges
 - for society
- Be able to advocate internships

What is an

INTERNSHIP?

In this course we are talking about internships in VET (vocational education and training). People from different countries have a different understanding and definition of internships, and regularly confuse it with apprenticeships or traineeships. We will not explain all different forms to you. We will focus on internships only and explain how we understand it and use it in this course.

Internships are where students learn specific skills and work experience required in a particular field or job, which may or may not be paid. The student does this as part of their educational program to get the chance to work in the respective field and gain real world experience.

Meet the ...

INTERN STEREOTYPE

The word intern means different things to different people. Unfortunately, to many employers it conjures up a negative image. At many organisations, interns are considered people with limited skills who demand a lot of supervisory time for minimum results. Therefore employers think it's more trouble than it's worth. For others, there are those interns who make copies, file papers, get coffee, enter data and do groceries. They are expected to produce few and unimpressive results and therefore given tasks requiring almost zero effort to complete.

Meet the ...

INTERN STEREOTYPE

We won't deny that there are highly unmotivated interns and of course there are unsuccessful internship stories. BUT, this image is a self-fulfilling prophecy of employers about interns.

It's not like that, though, and it surely doesn't have to be!

Fortunately, there are also employers who see interns as creative, talented people, who expand the organisations' capacity to get things done.

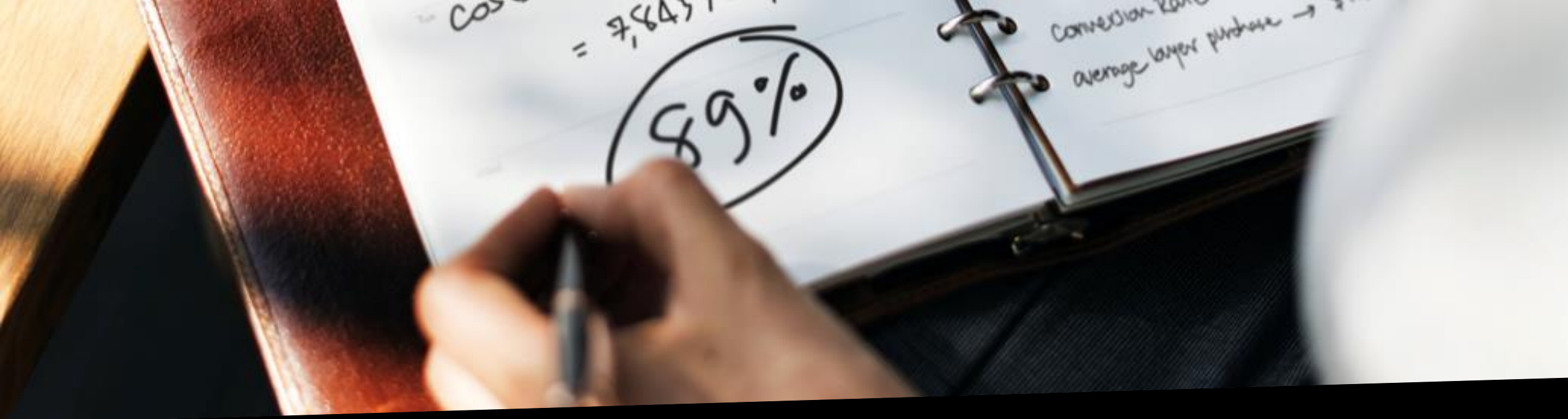
You really don't want to miss the opportunity to profit from the many benefits that an intern offers. Internships can be very meaningful to your small business and we will show you why!



BENEFITS

Why should a small business consider to hire an intern? There are many reasons!

- Select and develop future talent and staff
- Immediate assistance to support projects and other work
- Interns can bring new ideas and innovation to the business



BENEFITS

Why should a small business consider to hire an intern? There are many reasons!

- Maintain connections with colleges
- Salary savings
- Students energise a workplace with their enthusiasm and desire to learn



BENEFITS

Why should a small business consider to hire an intern? There are many reasons!

- Internships contribute to an enhanced reputation for the business both within the industry and in the local community (promote community involvement)
- Assist an organisation in application of the latest strategies and techniques in the field

BENEFITS FOR THE STUDENTS

Internships also have benefits for students

- Gaining practical knowledge and experience
- Opportunity to explore career paths
- Valuable work experience for their resumes
- Increased self-confidence
- Development and expansion of their network
- Job prospects

BENEFITS FOR THE COLLEGE



Internships also have benefits for colleges

- Keeps courses relevant and curriculum up-to-date with the current trends
- Connect college to current trends within various professional fields
- More competitive and employable graduates
- Increased program credibility
- Internships provide more valuable learning experiences than case studies and lectures

BENEFITS FOR SOCIETY



Internships also have benefits for society

Work-based learning in the form of internships is seen as an important way to help young people make a smoother transition from school to work.

It contributes to their job readiness and therefore addresses the issue of youth unemployment and the education-employment skills mismatch.

VIDEO

I support internships because ...

Watch the video to see why small businesses from all over Europe support internships!

COMPILATION VIDEO

It turns out that some of the most famous and successful people started out as interns.
Everyone's got to start somewhere and so did:

Bill Gates

Oprah Winfrey

Steve Jobs

<http://mentalfloss.com/article/58610/25-famous-people-who-were-once-interns>

Engaging with internships can bring in the best people for your business.
Imagine if they were your intern!

SUCCESS STORIES

We interviewed some small businesses about their experience as an internship provider.

Company name: Dyseno

Sector: Media design, marketing & communication

Country: The Netherlands

Dyseno hired an intern from a regional VET college for 20 weeks. We asked them what the benefits were.



SUCCESS STORIES

What were the main benefits for your organisation of hiring an intern?

There is less workload we have to deal with. You have an extra set of hands that help with the responsibilities. In addition, the intern provides a different view on how the work can be done and what needs to be created for an assignment. The results are better, because of the aforementioned benefits mentioned. There is more time to deliver high quality products and we have other views on how our work can be done.

Would you recommend hiring an intern to other organisations?

Yes, definitely! The interns can learn a lot through an internship, and in case of a small business they even get more responsibilities. In our case, if we did not have an intern, we had to outsource some assignments to freelancers, who we would have to pay for their work. In terms of remuneration, we do not provide, but we try to show our appreciation of her work through a birthday gift for example.



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SUCCESS STORIES

Name student: Grace Lyons

Study/course: BA New Media and English, Diploma in Digital Marketing

Company where internship took place: Momentum Consulting

Duration of internship: 6 months

Why did you decide to do an internship in a small company?

I felt I would get a more valuable internship, I would be an intern but I would be an important member of the team from the outset. In a small business, everyone is crucial to its success.

Would you recommend an internship to other students?

Yes it's a great way to get experience. It could lead to a full time job even, if not you have gained valuable experience either way.

SUCCESS STORIES

Name company: EPI Educational Institution

Size company: About 20 employees

Sector: Education

Duration of internship: 6 months

Why did you decide to hire an intern?

My main motive was initially the cost. There are many programs funding the internships. However, the company really needed some 'fresh blood' to bring new ideas on how to promote and advertise our products!

What were the main challenges for your organisation of hiring an intern?

There are a lot of bureaucratic issues that require time. Then, young people tend to be enthusiastic and so overwhelmed that they are not able to do their best.

SUCCESS STORIES

Name student: Carol Brady

Study/course: Business

Company where internship took place: The Learning Hub

Duration of internship: 6 months

Why and how did you select the organisation?

My careers advisor made several suggestions for internships and I then researched these myself. I weighed up my chosen sector and the relevance of the work advertised along with my skills. I chose this organisation as I had researched them online and saw that they had positive feedback from previous placements, saying that they were given a workload and supervised while they worked. I also spoke with some current employees who had good things to say about the work environment.

SUCCESS STORIES

Name student: Elena Monica Poiană

Study/course: Spinning mill (textiles industry), 2nd Year, Class 2B

Company where internship took place: Astrico Nord-Est

Duration of internship: 5 weeks

What was your added value for the organisation? What did you bring to the organisation?

I could say I am a diligent person, so it didn't take me long to learn how to use each machinery. I would say that my coordinator did not have any trouble with me and I would like to become an employee at this company in the future.

RECAP

- During internships students learn specific skills and work experience required in a particular field or job, as a of their educational program.
- Internships have benefits for all related parties
 - for the small businesses
 - for the students
 - for colleges
 - for society

VIP@work

You have now finished
module 1!



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