



# The Internship Advantage

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**Parent Weekend**

**February 16, 2008**

**Enzie Lagattuta, Assistant Director**

**Career Center**

**Santa Clara University**



# Objectives

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- To recognize the value of internships for exploring careers and landing your first job after college
- To understand the essential strategies needed to compete successfully for the internship of your choice
- To learn practical suggestions for parents to support students
- To gain insights from seniors who have had internships
- To walk away with useful tools and strategies for your internship search



# A Starting Point

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- **First things first:**  
Live life from the inside out, not from the outside in
- **Integrate your experiences;**  
understand the direction they imply for your life
- **Success happens when we take charge of our life and**  
take responsibility for what happens to us



# What is an Internship?

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- Internships complement and integrate academic coursework with hands-on professional experience
- A meaningful learning experience that engages you in thinking and performing as a professional
- A planned, structured, supervised experience to practice organizing information, solving routine problems, and meeting the expectations established for professionals in your field
- A chance to be exposed to various functions of an organization and be involved in a start-to-finish project and a resulting product (report, paper, or presentation)
- An opportunity to explore a variety of career options



# Why Choose An Internship Over a Part-time Job?

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- A commitment to **intentional learning**
  - Supervisor is invested in teaching you and helping you succeed
  - Faculty direction ensures reflection upon your experience
- A chance to **learn** something useful to your future career instead of merely doing “busy work”
- Build your confidence as you build your skills and knowledge base
- Begin to develop a network of professional contacts



# Internship FAQs

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- Full-time or part-time?
- For credit or not for credit?
  - Academic internships vs. co-curricular internships
- Paid or unpaid?
- What is a typical hourly wage?



# Internships: Value for Students

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- Learn about and explore a career from the inside
- Work alongside professionals in your discipline
- Directly observe the skills and personal attributes needed for the profession
- Learn how to manage daily priorities, meet deadlines, and be an effective team member in the work setting
- The chance to be offered a full-time position after graduation
- Highly valued by graduate school admissions committees
- Strengthens your resume with relevant experience



# Internships: Value for Employers

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- Access to technically-trained, high-achieving students
- The opportunity to evaluate candidates for full-time employment within the work environment
- A means of cost-effective recruitment, training and retention of potential employees
- Flexible staffing opportunities
- A way to support regular staff and add a fresh, youthful vitality to the workplace



# Internship Popularity

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## Data from national college surveys:

- 1993: 1 in 36
- 2003: 1 in 5

## 2006 College Senior Survey:

- Students from SCU: 55% (N=385)
- Students from all private universities: 50% (N=3,100)
- Students from all 4-year institutions: 44% (N=31,200)



# Internships: What Do I Want?

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- **Results-oriented questions:**
  - What am I looking for?
  - What career areas would I like to explore?
  - What skills do I want to develop?
  - What type of training do I want to receive?
  - Where would I like to intern geographically?
  - What do I want to get out of this experience?
  - Will this move me closer to my goals?



# Internships: Students Who Experience Success

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- Set clearly defined goals, develop a plan to achieve them, write down everything to be done, and take action
- Are proactive in their efforts:
  - well thought out, strategic, and targeted actions
- Ask themselves the hard questions:
  - What will it take to get from here to there?
  - What must be accomplished to move forward?
  - What will keep me on track?
  - Where can I find guidance and support?



# Internships: Start Your Search

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- Your gateway to internships/jobs:
  - 1) BroncoLink  
<http://www.scu.edu/careercenter/>
  - 2) Additional internship searching databases:  
<http://scu.edu/careercenter/resources/index.cfm>
- Upcoming Fairs:
  - Freshman/Sophomore Intern Fair: Feb. 25 – 5:30-7:30 p.m.
  - Spring Career Fair: April 16 – 4:00-7:00 p.m.
- Cast a large net at first, then refine your search



# Your Resume: What It Communicates

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- Who are you?
- What are you looking for?
- What have you done?
- What do you have to offer?
- What makes you a match for the position or the employer?
  
- Identify your skills, personal attributes, and experience, then communicate that effectively to others
  
- **SKILLS + EXPERIENCE = QUALIFICATIONS**



# Your Resume: Assess Your Strengths

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- **Knowledge-Based Skills**
  - Acquired from education and experience:  
Computer skills, languages, certifications, training and technical abilities
- **Transferable Skills**
  - Portable skills you take from job to job:  
Communication, interpersonal, organizing, problem-solving, coaching, tutoring, leading/managing, and customer service
- **Personal Traits/Attributes**
  - Your unique qualities:  
Dependable, conscientious, flexible, personable, creative, hard working, team player/builder, punctual, proactive



# Your Resume: Key Points

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- Focus on what you have to offer,  
on what you can contribute to the organization
- Ensure that your resume reflects the requirements for the position (key words) and the organization's mission and values
- Clearly emphasize your strengths (relevant to the position)
- Highlight your experiences and your transferable skills
- Give it your best effort;  
it will compete with other resumes of the highest quality



# Interviewing Tips: Effectively Articulate...

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- ...your skills, strengths, experiences, goals
- ...your knowledge of the employer (do your research)
- ...your ability to meet the challenges of the position
- ...why you are the best candidate for the position

Keep in mind these important points:

- First and last impressions have the most impact
- This is not “just” an internship interview
- Ask for the position before you leave the interview
- *Be positive, energetic, and enthusiastic! You want to be the next member of their team.*



# Networking: Creating Effective Connections

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- Networking: the key that unlocks the door
- 63% of all jobs found in 2007 were found through contacts
- It's all about building and sustaining relationships
- Most students are hired through these connections
  - relatives, friends, parents of friends
  - former supervisors and co-workers
  - neighbors, acquaintances
  - faculty, staff, alumni connections



# Parents: Ways to Support Students

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- Encourage them to think critically about their experiences
- Reflect with them on their strengths and personal qualities
- Help them to see the big picture
- Teach them the importance of casting a large net
- Help them to manage their expectations by sharing the lessons you learned through the ups and downs of your own career path



# Parents:

## More Ways to Support Students

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- Remind them that entry-level jobs are rarely ideal jobs, but that those positions do have value as starting points
- Encourage them to broaden their transferable skills
- Support them in their networking efforts, knowing that effective employer connections are critical
- Suggest your friends, co-workers, and other contacts for relevant informational interviews
- Tell everyone you know to keep their eyes open for opportunities
- Ask them how you may offer support and guidance



# A View from the Inside

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## INTERN PANEL

*Jillian Babbel ~ Marketing*

*Katy Erker ~ Sociology*

*Christian Gagel ~ Accounting*

*Chris Ho ~ Electrical Engineering*



# Moving Forward

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- Create an effective, high quality resume
- Create an articulate cover letter - your first impression
- Develop a list of your top 3 or 4 references
- Begin a focused, strategic search for an internship that meets your goals
- Research organizations you hope to interview with
- Network: tell everyone you know what you are looking for
- Arrange informational interviews with professionals
- Develop your interviewing skills
- Keep a record of your progress and follow up regularly



# Upcoming Events

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- **Internship Answers ON DEMAND**
  - Feb. 19 (Tuesday) - 4:30-5:30 p.m. - Benson Room 11
- **Making the Most of the F/S Intern Fair**
  - Feb. 19 (Tuesday) - 5:30-6:00 p.m. - Kennedy 109
- **Freshmen/Sophomore Internship Fair**
  - Feb. 25 (Monday) - 5:30-7:30 p.m. - Williman Room (Benson)
- **Freshmen Internship Workshop**
  - March 4 (Tuesday) - 5:00-6:00 p.m. - Parlors BC (Benson)
- **Fast Break Career Night**
  - March 5 (Wednesday) - 6:00-8:00 p.m. - Williman (Benson)



# Your Career Center

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- Contact the Career Center for one-on-one assistance:  
408-554-4421
- Visit the Parents' section on our Web site:  
[www.scu.edu/careercenter/parents](http://www.scu.edu/careercenter/parents)
- Contact me for additional information:  
Enzie Lagattuta  
408-554-4420  
[elagattuta@scu.edu](mailto:elagattuta@scu.edu)