



# Internship Program Planning Cycle

Internship programs require substantial planning and effort. Those that are well-managed will yield much greater returns. Z University.org has created Intern Toolkit™ to make it as easy as possible for employers to get the most benefit from utilizing college interns and prepare students for career success.

The chart below illustrates the cycle of effective internship program management and features practical insights about each step. Also featured are references to some of the nearly 60 resources within Intern Toolkit that help businesses every step of the way.



www.ZUniversity.org

PLANNING STEPS	PROGRAM ACTION	INTERN TOOLKIT RESOURCE(S)
<b>1. Commit</b>	Evaluate whether an internship is right for an organization. Make the proper commitment.	<ul style="list-style-type: none"> <li>• <i>Internship Program Value &amp; Feasibility Assessment</i></li> </ul>
<b>2. Structure</b>	Set specific, measurable goals for the program and create the structure to support it.	<ul style="list-style-type: none"> <li>• <i>Cultivating Internship Program Success</i></li> <li>• <i>Compensation and Legal Considerations</i></li> </ul>
<b>3. Prepare</b>	Take inventory to fill the project pipeline to define job descriptions, headcount, recruiting strategies, and other planning details.	<ul style="list-style-type: none"> <li>• <i>Real Work Interns Can Do</i></li> <li>• <i>Delegating to Students</i></li> </ul>
<b>4. Recruit</b>	Use a highly targeted approach to attract the right candidates and manage the process.	<ul style="list-style-type: none"> <li>• <i>Recruitment Calendar &amp; Methods</i></li> <li>• <i>Job Description Template</i></li> </ul>
<b>5. Hire</b>	Apply the same due diligence to hire interns as with full-time employees.	<ul style="list-style-type: none"> <li>• <i>Intern Screening Questionnaire</i></li> <li>• <i>Interview Questions Response Form</i></li> </ul>
<b>6. Assess</b>	Gauge each intern's capabilities, interests, and skill development needs to match them with the right work and learning experiences.	<ul style="list-style-type: none"> <li>• <i>Skills Intake Questionnaire</i></li> <li>• <i>Setting Meaningful Goals</i></li> </ul>
<b>7. Orient</b>	Make the best first impression and set expectations for program success.	<ul style="list-style-type: none"> <li>• <i>Orientation Checklist &amp; Planning</i></li> <li>• <i>Setting Performance Expectations</i></li> </ul>
<b>8. Manage</b>	Empower a qualified and dedicated manager who can ensure that both the interns and the organization get the most out of the internship experience.	<ul style="list-style-type: none"> <li>• <i>Assignment Delegation Brief</i></li> <li>• <i>Assignment Tracking Worksheet</i></li> </ul>
<b>9. Train</b>	Train interns early and often to make them more capable and increasingly valued assets.	<ul style="list-style-type: none"> <li>• <i>Researching Industry Opportunities</i></li> <li>• <i>Sharpening Business Writing Skills</i></li> </ul>
<b>10. Evaluate</b>	Interns and employers alike should assess the program each semester to identify and implement every opportunity for continuous improvement.	<ul style="list-style-type: none"> <li>• <i>Intern Evaluation by Manager</i></li> <li>• <i>Program Evaluation by Intern</i></li> </ul>

