

Internship Advice for Employers

Thank you for your interest in the Communication & Journalism Department's Internship Program! Your well-structured, well-supervised intern opportunity can provide a significant career start for a capable student!

If you are still working out the purpose and design of your internship program, consider some online guidance for employers. It's important the program be designed as an educational experience for the student.

[Should You Create an Internship Program?](#)

[What is the Purpose of an Internship?](#)

[Chegg Employer Resources](#)

[Internship Programs Under The Fair Labor Standards Act](#)

Helpful Hint: Begin the recruiting process well in advance of target project dates or deadlines.

Begin with an Internship Notice

When you've articulated the design of your internship program and you are ready to invite students to apply, email an internship notice to the Faculty Internship Coordinator. Contact information can be found on the [C&J Internship Program webpage](#).

Some things to include in your notice are:

- A description of the position
- A list of work duties
- The target start and end dates (*Note:* Spring and Fall are 16-week semesters and Summer is 8-weeks; the internship must fall during one of these time periods for the student to be eligible for credit. More on Internships for Credit below.)
- Whether resume, portfolio, and/or writing samples are needed to apply
- A best consideration date or application deadline, and
- Your contact information

An example of a typical internship notice is included below.

This internship recruitment notice will be circulated and shared with our undergraduate students via email listserv, electronic announcement board, and/or bulletin board posts. It may also be sent to faculty to announce in class. Interested students will need to be able to contact you directly. Interviews and selection procedures are up to the participating employer.

Internships for Credit

Some students are eligible to earn university credit for their internships. Eligibility criteria can be found on the [C&J Internship Program webpage](#). Please advise your student applicant if being eligible and participating in the program are requirements to hold the internship.

Eligibility requirements must be met before the student can be approved to register for CJ 492 – the internship course that will provide them with credit toward their degree.

Internships can be held and receive up to 3 credits per semester. Students receive 1 credit for every 45 work hours in a semester. A typical internship is 3 credits – about 135 work hours per semester.

Please note the number of time/credits that the student will be registering for on the Internship Agreement.

The C&J student will coordinate with the employer on signing the Internship Agreement (available on our website). Use the agreement to discuss and detail the work arrangements with the intern.

You and the student should both sign the agreement, then you should return it to the department where it will be signed by the Academic Coordinator. If transmitting electronically, please [email the Academic Coordinator](#) with the subject line '**Internship Agreement for [Student's Name]**'.

The Academic Coordinator will ensure the student meets requirements for registration.

If it is agreed that the internship is NOT for credit, our department will not be a party to the agreement.

Paid or Unpaid

Regardless of whether the student chooses to do an internship for credit, you may pay the intern according to your policy. We strongly encourage paid internships because they attract the most applicants, creating a more diverse talent pool, and they level the playing field for students who may otherwise need the earnings of a part-time job.

If you are a for-profit business, we suggest you consult with a labor attorney about your program. Federal and state labor departments have policies for employers using unpaid interns. For more on this, see the attached fact sheet.

Faculty Contact

All students who participate in internships for credit will have the Faculty Internship Coordinator as their C&J faculty sponsor. The Internship Coordinator will monitor the internship from a distance, checking in with the student several times during the internship, and will award a “credit/no credit” decision at the end of the internship based on the student’s final packet of work samples, work log, a final paper and exit surveys. The Internship Coordinator typically does not meet with the employer; however, employers should feel free to contact the Internship Coordinator at any time. Contact information can be found on the [C&J Internship Program webpage](#).

The C&J Department appreciates your willingness to provide an educational experience for our talented students. Thank you!

Sample Internship Notice

Title: Public Relations/Communications/Social Media Intern

Department: Marketing, Communications

Reports To: Sr. Communications Manager

Schedule: Varied, about 10 hours per week

Start Date: Negotiable

End Date: Negotiable

Our organization XXXXXXXXXX is a private, not-for-profit corporation, looking for motivated, creative, and self-starting students to intern (**unpaid**). Public Relations / Journalism / Communications / Marketing majors are encouraged to apply.

Build your portfolio and resume while helping us serve clients in Albuquerque. The internship will give you the opportunity to gain a working knowledge of our service, give you valuable job experience and offer you a chance to hone your writing skills and develop local media contacts.

Your work assignments may include:

- Writing for public relations and communications
- Assistance with media relation
- Media research
- Website editing
- Social Media research and planning

Our requirements:

- Strong writing skills
- Ability to work independently
- Strong work ethic
- Capable verbal skills
- Excellent organizational skills

- Proficiency in Microsoft Word
- Ability to see projects / tasks through to completion

Send or email resume and cover letter to:

Human Resources

Corporation XXXXX

Albuquerque, NM 87102

E-mail: hrperson@xxxxx.org

Phone: 505.121.3434

EOE