

Campus Internship Working Group Annual Report (2013/2014)

This report summarizes achievements of the Campus Internship Working Group (CIWG) for the 2013 – 2014 academic year. The CIWG focused on building infrastructure, identifying benchmarks and improving outreach to manage and improve student, campus and alumni involvement with internship and mentoring programs. This summary also addresses next steps relating to campus internship and mentor programs.

CIWG Committee Charge

Strengthen internship and mentoring programs to foster students' professional development by working collaboratively with our alumni to create an alumni network that supports lifelong success for all alumni. (September 10, 2013)

Infrastructure

Goal: To develop changes in infrastructure that allow for consistency and effectiveness in managing campus internship programs and the Aztec Mentor Program. The following were completed in 2013 – 2014:

- Selected a definition of an internship for campus use
- Matrix to assess internship experiences with regard to federal regulations, educational experience and risk
- Online Internship Site Questionnaire (rolls out in Fall 2014 to pilot with two campus internship programs)
 - Goal: to have the ISQ become the basis for annual outreach to sites
- Service Learning Agreement Flow Chart (for use by departments and colleges)
- Edited the Service Learning Agreement to include updates for internships abroad
- Develop guidelines for departments to use in managing internships abroad

Benchmarks

Goal: To identify core benchmarks for campus internship and mentor programs.

- Aztec Career Connection Internship Listings
 - Benchmark (2011 – 2013): 3,750 Yield: not calculated
- Campus Internship Programs (based on "i" footnote in class schedule)
 - Benchmark (2012 – 2014): 2,420 Yield: 2,420
- Campus Internship Program Coordinators involvement with Career Services
 - Benchmark (2013 – 2014): 55
- Employer Contacts for Internship Postings and Campus Referrals
 - Benchmark (2013 – 2014): 130
- Student Contacts for Internship support and training with Career Services
 - Benchmark (2013 – 2014): 750
- Alumni enrollment in Aztec Career Connection
 - Annual Benchmark (2013 – 2014): 388

Outreach

Goal: To promote and grow alumni involvement in campus internship and mentor programs by creating consistent messaging and by coordinating online portals to support a network of active alumni.

The CIWG produced the following tag lines to promote alumni and other key partners participation in hiring Aztecs for internships and employment, and for taking part in the Aztec Mentor Program:

- AHA! Aztecs Hiring Aztecs!
- Aztecs for Life: Mentor . . . Hire . . . Inspire . . .

Completed and scheduled marketing:

- AHA! Aztecs Hiring Aztecs for *360 Magazine*, July 2014 special edition on Student Success, back page ad
- Commencement Program Insert to Promote hiring Aztecs, College of Business Administration, May 2014
- Alumni enews features on internships (June 2014) and the Aztec Mentor Program (July 2014)
- Regional Alumni Council eNewsletter, featuring Aztec Mentor, Keith Harris (May 2014)

Coordinate online portals to facilitate alumni involvement via the following:

- Update Career Services Internship web pages
 - Completed: April 2014
- Update SDSU Alumni web pages to prominently promote the process for providing internships
 - In process; expected completion date: May 30, 2014
- Update the campus web site to prominently promote the process for providing internships
 - In process: expected completion date: July 2014

Promote alumni Involvement via the pilot year of the Aztec Mentor Program using Aztec Career Connection:

- Fall 2013: 375 enrolled alumni, 101 student applications; Yield: 28 pairs
- Spring 2014: 411 enrolled alumni, 350 student applicants; Yield: 247 pairs

Next Steps

The Campus Internship Working Group recommends the following actions in 2014 – 2015 to ensure the continued success of collaborative campus efforts regarding internships:

- Continue to have a central campus internship committee consisting of decision makers from campus to ensure that work started on infrastructure and outreach be continued.
- Continue to build a central *Internship Center*, which would be housed in SDSU Career Services, to work collaboratively with campus internship programs to ensure student success.
- Develop an online system that centralizes data collection, assessment and reporting for the campus regarding internships.
- Continue collaborations between the Office of Alumni Engagement and SDSU Career Services to ensure that alumni networks in place (and being developed) work toward the shared goal of strengthening internship and mentor programs.
- Develop a budget to support the Internship Center, and related efforts.

- Provide funding for the Aztec Mentor Program for 2014 – 2015.