

CMAT Internship Packet

**GUIDELINES FOR:
CMAT 495 – Internship in Communication**

Department of Communication Arts

Salisbury University

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TABLE OF CONTENTS

Internship Eligibility Checklist.....	3
What is an Internship?	4
Why do an Internship?	5
What Kinds of Internships are Available?	5
What are the Minimum Requirements?	6
What are the Credit options?	6
How do I Find, Apply & Register for CMAT 495?.....	7
Additional Guidelines	8
Internship Portfolio	8
Grading.....	8
Faculty Recommendation	9
Internship Application Form.....	10-12
On-Site Internship Supervisor's Evaluation Form.....	13,14
Agency Responsibilities.....	15

Internship Eligibility Checklist

- 1. I am an SU junior or senior with a declared major or minor in Communication.
- 2. I have completed at least 72 hours of coursework.
- 3. I have completed core courses CMAT 101 and CMAT 102 with a C or better.
- 4. I have completed all of the core courses for my track with a C or better.

J/PR	Media Studies	Media Production	HCR
<input type="checkbox"/> 240	<input type="checkbox"/> 131	<input type="checkbox"/> 131	<input type="checkbox"/> 218
<input type="checkbox"/> 249	<input type="checkbox"/> 332	<input type="checkbox"/> 234	<input type="checkbox"/> 297
<input type="checkbox"/> 344	<input type="checkbox"/> 334	<input type="checkbox"/> 243	
		<input type="checkbox"/> 343	

- 5. I have an overall GPA of at least 2.5
- 6. I have at least a 3.0 GPA in my Communication Arts Courses.
- 7. I have carefully read the Internship guidelines packet.
- 8. I have met with the Communication Arts department Internship Director in person and/or attended a CMAT Internship Information Session.
- 9. I have asked a Communication Arts faculty member (represented by the field in which I am seeking an internship) to complete the Faculty Recommendation form (see page 9 of this packet) and to submit it to the Internship Director. The Internship Director cannot complete the Faculty Recommendation.
- 10. I will submit all required application materials to the Internship Director well in advance of the likely start date of the internship so that he/she can assess my materials and determine if the internship experience is approved for credit. **Keep in mind that all materials must be submitted and approved with enough notice so that you can register via Gullnet prior to the last date of registration for the semester in which you are seeking to do your internship.**

NOTE: For some internships, more preparation might be needed. It may turn out that you need a higher GPA, more course work, or more experience before becoming an intern. If so, the Internship Director will discuss this with you. The faculty recommendation will help the Internship Director determine your status.

What is an Internship?

Course Description: CMAT 495 - Internship in Communication

1-8 credit hours - may be repeated once (only 4 hours will count toward major requirements). Permission to repeat the course will be granted only if the student can document that the second internship experience is significantly different from the first.

Prerequisites are detailed on page 6 and on the Internship Checklist on page 3.

CMAT 495 is not a traditional course held in a classroom on campus. Eligible students find an occupational setting that relates to their career aspirations and they negotiate workplace duties with an employee who serves as a mentor and supervisor. The internship in communication provides an outlet for students to gain practical and concrete experience in a professional setting by applying theoretical concepts in occupational roles. The internship allows the students an opportunity to apply their classroom experience in various types of occupations including broadcasting, journalism, organizational communication, public relations, human relations, event planning, and training. The internship is an extension of the classroom, thereby enhancing the overall curriculum. An internship helps fulfill the department's mission by providing the best possible academic experience for the student.

The internship is a cooperative effort among the student, the employer, and the Communication Arts Department of Salisbury University. A bona fide employer-employee relationship is important to the experience that should be regarded as an opportunity and a challenge.

Finding and applying to complete an internship for credit is similar to finding and maintaining a job. You must represent yourself in as professional a manner as possible; to the CMAT Internship Director and to potential internship institutions. Your communication with all concerned must be professional and befitting of a student who truly desires a position as an intern - whether it's an e-mail, phone message or application form, within SU and to external organizations – you must be a competent ambassador of CMAT and the University. **Do not be surprised if the internship institution asks for a drug test before accepting you or checks your Facebook page for clues to your ability to be a responsible intern.**

**INTERNSHIPS MUST BE SET UP THROUGH THE CMAT
INTERNSHIP DIRECTOR in advance of beginning your experience.
Academic credit can only be earned for internships arranged and
supervised according to departmental procedures. You cannot find and
begin an internship on your own and then receive credit after the fact.
You cannot receive credit for a position or job (paid or voluntary) you
already hold or held at any point in the past.**

Why do an Internship?

A. Value to Student

1. The internship can be listed as a professional experience on a resume.
2. The professional experience cannot be duplicated through academic course work.
3. The internship allows the student to apply theory learned in the class to actual work situations.
4. The internship may increase employment opportunities and industry contacts.

B. Value to University

1. Internships broaden the program at little or no additional cost.
2. Internships foster closer working relationships with area organizations and professionals.
3. Returning interns can help keep the existing curriculum current.
4. Internships can be a powerful incentive when recruiting students to the University.

C. Value to the Professional Community

1. The internship gives the employer the opportunity to preview prospective employees without a commitment to hire them.
2. Interns can be a valuable source of new ideas.
3. Internships can be listed as community service.
4. Internships are the organization's contribution to education.

What Kinds of Internships are Available?

A. Practice Operations

The intern takes part in station or business operations outside of actual production. For example, an intern might record material for his education but not for broadcast, or might operate equipment when not in use for production or broadcast, or might write news or commercial copy for practice and professional critique.

B. Actual Work Situation

The intern works in an actual line or staff capacity. For example, the position could be in production, sales, news, writing, training or a box office. In these types of internships, the employer may not save a salary. If a regular employee is not paid during the intern's work period, then the intern must be paid. (Refer to page 15, "Minimum Wage Laws").

C. One Job Internship

The intern remains in one department for the entire term of the internship and works at becoming proficient in that one area.

D. Rotating Duties

The intern spends a short period of time in a number of different departments to become familiar with various aspects of the entire operation.

NOTE: It should be clearly understood that the internship is to be a learning experience; the student should not be assigned only "go-fer" duties nor should the entire internship be merely observation. It is the student's responsibility to negotiate their duties with their prospective on-site Internship Supervisor.

What are the Minimum Requirements for Applicants?

As detailed on the Internship Eligibility Checklist (page 3), Internships are open to SU students majoring in or with a minor in Communication Arts who meet the following:

1. Completion of at least 72 hours of coursework.
2. Completion of all lower level core courses for major with a C or better.
3. Completion of all core courses for track with a C or better.
4. A 2.5 overall GPA.
5. A 3.0 GPA in Communication Arts courses.
6. Written recommendation by a Communication Arts faculty member (represented by the field in which the student seeks the internship).

Credit Options

1. To earn 4 credits, the intern will complete a total of 180 hours.
2. Two different internships may be taken for a maximum of 8 credits. Students may also complete one internship experience for more than 4 credits, as long as additional hours are contracted (45 hours per each additional credit). Regardless, a maximum of FOUR credits may be counted toward upper level credits in CMAT. Any additional credits will count as general elective upper level credits.
3. Under unusual circumstances internships may be approved that will cross the traditional school calendar boundaries. Exceptions will be made when a particular work experience is available only during a period of time that does not coincide with the semester breaks. Summer or winter term interns will adjust their weekly schedules to arrive at the same total hours.

How Do I Find, Apply And Register For A CMAT Internship For Credit?

Overview of Steps

1. Make sure you are eligible for an internship.
 - Review checklist on page 3 of this packet.
 - When in doubt, review your eligibility with your CMAT Academic Advisor.
2. Find a place to contact for an internship opportunity.
 - Visit Career Services or their website for updated internship opportunities.
 - Attend a CMAT Internship Information Session to learn about internship opportunities.
 - Request a meeting with the CMAT Internship Director.
 - Aim high! Pick your favorite company and investigate options there (many organizations have web links to their internships and online applications)

3. Update (or create) your resume and forward with application materials OR telephone the organization's internship representative for an information-gathering appointment.

4. Determine:

- If the internship opportunity meets our requirements,

-they can offer 180 hours during the semester/days/times you prefer (for 4 credits) and your desires,

-the internship includes activities/assignments that relate to your academic track and career interests (why do an internship doing something you don't want to do? negotiate!)

THEN you can complete the CMAT application form (pages 10-12) with your On-site Internship Supervisor and have them sign what you negotiate.

5. Return the completed and signed application (leave nothing blank!) along with the updated copy of your resume to the CMAT Internship Director. Please retain a copy of the application for your records, and present one to your On-Site Supervisor.

6. Ask a faculty member that represents the track in which you are seeking an internship to complete the Faculty Recommendation form (page 9) and then return it to the CMAT Internship Director. The Internship Director cannot complete this Recommendation.

7. Once your materials have been reviewed and approved by CMAT, the CMAT Internship Director will contact you with a permission code # that allows you to register for credit for CMAT 495. This may not necessarily take place during the typical registration period. You will then be required to attend a group session in which all approved interns receive training on how to effectively complete the internship, follow class procedures and meet expectations on the graded assignments. A syllabus will also be distributed.

Additional Guidelines

1. The signed application and the information it details is to be treated as a contract – between you and the organization, and between you and Salisbury University. These are the minimum requirements for the internship position and must be adhered to by the intern. Changes to anything contracted in the application may be made only if the Internship Director and your on-site supervisor approve them in advance.
2. Although at least one face-to-face meeting with the CMAT Internship Director is required, it is up to the intern to initiate meetings with the Internship Director to obtain and discuss the internship. While face-to-face meetings are the preferred context, phone calls and e-mails may be substituted in cases where in-person meetings are not feasible. The intern should contact the Internship Director if any problems occur at the assigned internship so that intervention may take place if necessary.

Internship Webfolio (a virtual portfolio on the web)

By the end of the internship, you will submit a professional webfolio of your activities for a grade. The webfolio contains 3 key sections:

1. **Work Logs:** Logs are a brief summary of your activities for the week. This is your chance to write about all the interesting and valuable things you've been doing.
2. **Work Samples:** In this section, you will include samples of your internship activities. This typically includes writing samples, photos, audio/video links, etc. This is your opportunity to provide evidence of your work.
3. **Final Paper:** This is an 8-10 page formal term paper. The paper theme varies each semester.

Grading

The Internship Director will determine the final grade (when registering, students choose to earn a letter grade OR Pass/Fail if not being used for a requirement) using the following criteria:

1. Assessment of the portfolio – in terms of content, organization, professionalism, quality, comprehensiveness & style.
2. Fulfillment of the internship activities as contracted on the application.
3. Evaluation of the intern from the intern's on-site supervisor (see pages 13 & 14 for evaluation form).

Faculty Recommendation for Internship Applicant

The **student** should fill out the top portion of this form before seeking faculty recommendation.

Name _____ Date _____

Semester & Year of Proposed Internship _____

Describe the internship you are considering _____

Track _____ Minor _____

To the Faculty member: Please evaluate the prospective intern by responding to each of the items listed below. Return directly to the Internship Director.
The form will remain confidential.

1 = Poor 2 = Fair 3 = Good 4 = Very Good 5 = Excellent 6 = NA

1. The student's academic performance in the specific area in which she/he is seeking an internship: 1 2 3 4 5 6
2. The student's written communication skills: 1 2 3 4 5 6
3. The student's oral communication skills: 1 2 3 4 5 6
4. The student's motivation: 1 2 3 4 5 6
5. The student's ability to assume responsibility: 1 2 3 4 5 6
6. The student's overall potential is: 1 2 3 4 5 6
7. Do you recommend the student for the internship she/he has discussed with you? (circle one) Yes No Reservations
8. If you have reservations, please describe:

Date _____ Faculty Member's Name (please print) _____

Faculty Member's Signature _____

Relevant Professional

Experience: _____

How does this internship relate to your career aspirations? _____

Describe how you found this internship and your connection, if any, with the organization or its employees:

PART II: (information on the organization)

Name of Organization: _____

Address: _____

Name of On-Site Internship Supervisor: _____

Title: _____ Department: _____

Phone number: _____ e-mail address: _____

PART III: (information on the internship)

Student Job Title _____

Date internship is to begin: ___/___/___ End: ___/___/___

#hours per week: _____ Total Hours for internship: _____ (45 hours per credit)

Work Schedule:

Monday	Tuesday	Wednesday	Thursday	Friday
_____	_____	_____	_____	_____

Units of Academic Credit to be Earned (1-8) _____ (enter this # when registering via Gullnet)

Is this internship salaried?_____ At what pay rate?_____

Are any expenses of the intern to be paid by the company?_____

Explain:_____

Overall Nature of Work to be Performed by Student:

Describe in detail the assignments of the internship. Indicate % of time spent on each activity (to total 100%). This description will serve as the basis for final grading and assigning credit, so be as specific as possible. (attach additional sheet if necessary)

___%

___%

___%

___%

___%

After the prospective Intern and the On-Site Internship Supervisor sign/date this application, **the Intern submits the application to the CMAT Internship Director for review.** Once approved, the CMAT Internship Director seeks approval from the CMAT Department Chair.

All four signatures are required for approval.

Intern Date

On-Site Internship Supervisor Date

CMAT Internship Director Date

CMAT Department Chair Date

Internship is () approved () not approved

Special Note:

Since this agreement reflects a contract between the student, Salisbury University, CMAT and an external organization, the student cannot “drop” or “withdraw” from an internship experience without in-person discussion with the CMAT Internship Director in advance of such action.

On-Site Internship Supervisors' Evaluation of Intern

When both pages are completed, signed & dated, the supervisor is to directly mail or fax to:
Internship Director

*Department of Communication Arts
Salisbury University
1101 Camden Avenue
Salisbury, Maryland 21801-6860
Fax: 410-548-3002*

Student Name _____

Your Name (On-Site Internship Supervisor): _____

Title: _____ Phone: _____

Address: _____ E-Mail: _____

Major Intern Activities you Supervised

Please rate the student using the following scale:

5 - Outstanding 4 - Good 3 - Fair 2 - Poor 1 - unacceptable 0 - not applicable

1. Punctuality _____
2. Enthusiasm _____
3. Willingness to take responsibility _____
4. Willingness to follow direction _____
5. Creative Input _____
6. Competence in performing duties _____
7. Overall performance _____
8. Professional attitude _____
9. Professional appearance _____
10. Quality of webfolio _____

On-Site Intern Supervisor's Signature

Date

Indicate the student's strengths and weaknesses as an intern, giving a specific example if possible.

Strengths:

Weaknesses:

What additional skills should the intern work on?

What other suggestions do you have for the intern?

In viewing the student's webfolio –

Do the “logs” accurately describe the work the student completed?

Are the “hours worked” the same as your record of the time the intern spent per day/project?

Do the “samples” reflect work that the student actually completed?

What suggestions do you have for the intern regarding their professional webfolio?

Additional Comments: (feel free to also forward a letter of evaluation)

On-Site Intern Supervisor's Signature

Date

**Thank you for your participation in the Department of Communication Arts internship
program at Salisbury University**

Agency Responsibilities

The correct placement of an intern is an important part of the internship. The agency should interview each potential intern to determine the appropriateness of each student and establish clear expectations for the intern.

Generally the agency in which the intern is placed has full supervision over the intern. The agency should provide an on-site internship supervisor for one or all the interns placed in the agency. The on-site supervisor should act as a guide for the intern in terms of giving directions and assignments. The supervisor has the responsibility to evaluate the intern periodically and provide a formal evaluation of the intern after the internship experience.

The agency should try to provide the intern a varied experience as possible and to make expectations to the intern as clear and as early in the internship as possible. A clear job description should be provided and agreed upon by the student, the Internship Director, and the on-site internship supervisor.

The following questions taken from Hellweg & Falcione may help the supervisor guide the internship experience:

1. What needs does the organization, department or unit have?
2. What can an intern learn from the experience?
3. What skills or experience should the intern possess?
4. How can the intern learn and grow from the internship experience?
5. How much authority and responsibility should the intern have?

The intern should not be treated as a “go-fer,” but as a member of the organizational team and should be given as many duties and as much responsibility as the organization feels comfortable. The intern should grow during the experience and be given more responsibility as the internship progresses.

Wages for the internship are not required. A set number of hours per week are established for the internship and the work done during these hours would be evaluated for the internship. Additional hours worked at the agency would be compensated by a method agreed upon by all parties concerned.

Minimum Wage Laws

A. The federal rules regarding minimum wage requirements seem to be that if the internship is a true learning process and the student does not provide valuable service to the station for which the station would normally pay, then the intern does not need to be paid. The intern must not have the effect of displacing a paid employee, nor of lowering the wages of any paid employees. The company should not consider internships as a way of getting free labor. For example, if an unpaid intern operates a camera during an actual production the regular camera operator should be present and paid a regular wage. This will help avoid minimum wage law problems and insure that there is supervision of the intern.

B. Trainees: The Supreme Court has held that the words "to suffer or to permit work", as used in the Act to define "employ", do not make all persons employees who, without any express or implied compensation agreement, may work for their own advantage on the premises of another. Whether students are employees of an employer under the Act will depend upon all of the circumstances surrounding their activities on the premises of the employer.

Insurance

A. An unpaid intern is not considered to be an employee and therefore, would not be covered by the company's employee insurance.

B. Salisbury University, likewise, is not responsible for the intern's insurance. Student insurance, purchased by the student at his or her option, will be in effect while working the designated hours of the internship.