Communication Internship Packet

GUIDELINES FOR:
COMM 495 – Internship in Communication

Department of Communication

Salisbury University

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Internship Director

(revised: February 2024)

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Internship Eligibility Checklist

At the time of application submission, *these requirements must either already be met or will be met by the end of the semester the application is submitted***:**

☐ 1. I am an SU junior or senior with a declared major in Communication.

☐ 2. I have completed at least 72 hours of coursework.

☐ 3. I have completed core courses COMM 101 and COMM 102 with a C or better.

☐ 4. I have <u>completed</u> all of the core courses for my concentration with a C or better (<u>grade recorded in Gullnet</u>).

Media Studies	*Media Production*	*CPC*	*MMJ*	*PR/SC*
131	131 or 331	218	240	248
332	234	297	241	249
334	243		438	260
	343			344

☐ 5. I have a cumulative GPA of at least 2.5 as indicated in Gullnet.

☐ 6. I have at least a 3.0 GPA in my Communication Courses as calculated using: www.gpacalculator.net.

☐ 7. I have carefully read this Internship guidelines packet.

☐ 8. I have read through the COMM Internship website and studied the materials.

☐ 9. I have asked a Communication faculty member (a person listed on this website: https://www.salisbury.edu/academic-offices/liberal-arts/communication/faculty-and-staff.aspx) to complete the online Faculty Recommendation form, which is submitted directly to the Internship Director. The Internship Director cannot complete the Faculty Recommendation.

☐ 10. I have included a current resume with my application.

☐ 11. I will submit all required application materials (completed application, resume and faculty recommendation) to the Internship Director well in advance of the **posted deadline** (see deadlines on the internship website) so that he/she can assess my materials and determine if the internship experience is approved for credit. <u>The deadlines are posted at least one year in advance to facilitate planning.</u>

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: COMM 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 the Internship Checklist on page 3.

COMM 495 is not a traditional course held in a classroom on campus. Eligible students find an off-campus occupational setting that relates to their career aspirations and they negotiate workplace duties with an employer 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 internship site, and the Communication Department of Salisbury University. A bona fide employer-internship 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 a professional manner to the COMM 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 is an e-mail, phone message, or application form, within SU and to external organizations – you must be a competent ambassador of COMM and the University.

Do not be surprised if the internship institution requires a background check and/or a drug test before accepting you. These are often at your expense. The prospective supervisor will check your social media and online presence for clues as to your ability to be a responsible intern and appropriate image-builder for the institution.

INTERNSHIPS MUST BE SET UP THROUGH THE COMM 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. You cannot intern at an organization you have worked/volunteered at any point in the past. Remote or virtual internships are considered on a case-by-case basis.

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/Shadow 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, might operate equipment when not in use for production or broadcast, and 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 must not displace a paid employee. If a regular employee is not paid during the intern's work period, then the intern must be paid.

C.   One Job Internship

The intern remains in one department for the entire term of the internship and is mentored to become 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 observational. Although students are hired because they are perceived to have some valuable competencies, the internship is primarily an opportunity for the student to be mentored by a professional and must not displace a paid employee. The intern is given the opportunity to further develop existing skills and to learn new ones. It is the student's responsibility to negotiate their duties with their prospective on-site Internship Supervisor.

Credit Options

1.   To earn 4 credits, the intern will complete a total of 180 documented work hours (45 hours per credit).

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 COMM. Any additional credits will count as general elective upper level credits.

3.   **Students must be registered during the semester in which they contract to complete an internship**. On some occasions, 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 schedule. Winter and summer term interns will adjust their schedules to arrive at the same total hours.

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

1. Make sure you are eligible for an internship.
   - ➢ Review checklist on page 3 of this COMM Internship packet.
   - ➢ When in doubt, review your eligibility with your COMM Academic Advisor.

2. Find a place to contact for an internship opportunity.
   - ➢ Visit Career Services or their website for updated internship opportunities.
   - ➢ Monitor your campus e-mail for internship updates.
   - ➢ Aim high! Pick your favorite company and investigate options there (many organizations have web links to their internships and online applications) – ask people in your social & professional networks.
   - ➢ Review the COMM Internship Director's list of leads on the COMM Internship website.

3. Update (or create) your professional resume and forward with the organization's required application materials OR **telephone** the organization's internship representative for an information-gathering appointment. Make sure your online presence is professional.

4. Determine:
   - ➢ If the internship opportunity meets COMM 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

5. If yes, THEN you can complete the COMM **application form** (https://www.salisbury.edu/academic-offices/liberal-arts/communication/internships.aspx) **WITH** your On-site Internship Supervisor and then you both sign what you negotiate together.

   > ***Make sure every part of the application is complete before you both sign. You cannot write TBD ("To Be Determined") or leave any parts blank. This is your working contract with them and with COMM – your only assurance that you will get to do what you negotiate within the time you have. When in doubt, include more detail than less.***

   > *** If applying for a remote or virtual internship, check the box on the application form and refer to the virtual/remote guidelines on page 4 of the application to see additional requirements associated with virtual/remote internships.***

6. Return the completed and signed **application** along with the updated copy of your **resume** to the COMM Internship Director. Please retain a copy of the application for your records, and present one to your On-Site Supervisor.

   > ***If an incomplete application is submitted, it will not be approved.***

7. Ask a COMM faculty member (optimally, one in the concentration in which you are seeking an internship) to complete the *online* **Faculty Recommendation** form which is submitted directly to the COMM Internship Director. Faculty member is asked to assess student's academic performance, written and oral communication skills, motivation, reliability and overall potential.

8. Make sure all of your materials (**application, updated resume**, **faculty recommendation**) are submitted well in advance of the posted deadline.

9. Monitor your **campus** e-mail for approval and registration information. Once your materials have been reviewed and approved, the COMM Internship Director will contact you via campus e-mail with registration information and a permission code # that allows you to register for credit for COMM 495. Do not panic – you will likely NOT be able to register the same date as you register for your other classes. Obviously, you cannot begin your internship until you've been approved and have officially registered.

10. Monitor your **campus** e-mail for an announcement about the location & time of the mandatory (required) internship orientation. During orientation, students will receive the course syllabus, detailed assignment sheets, and review the grading/evaluation procedures.

Additional Guidelines

1. The signed application and the information it details is to be treated as a <u>contract</u> – 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 COMM Internship Director is required, it is up to the intern to <u>initiate meetings</u> 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 in a timely manner 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 4 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 hard work.
3. Final Paper: This is an 8 to 10-page formal term paper. The paper theme varies each semester
4. Resume: You will supply an updated resume, which includes the internship and its responsibilities.

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 webfolio – 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. The on-site supervisor review form evaluates the following areas:

- Personal Performance:
  - punctuality
  - enthusiasm
  - willingness to take responsibility
  - creative input
  - competence in completing duties
  - overall performance
  - professional attitude
  - professional appearance
  - quality of webfolio
- Skill Assessment:
  - strengths
  - weaknesses
  - additional skills to work on
  - other suggestions
- Website project review:
  - accuracy of work logs
  - accuracy of hours worked
  - submitted samples reflect work completed
  - overall organization, content and style of website
  - feedback on resume
  - feedback on final paper