

English for Corporate Communications

Capstone Internship (ENG 489)

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The Internship Program is an integral feature of the Department of Language and Literature's English for Corporate Communications Major. The internship provides students with an opportunity to gain professional experience through a supervised placement in a corporate environment.

Program Goals

While completing the Internship Program, students should

- Develop knowledge and skills while working with teams and individuals in a professional environment.
- Complete ~100 hours of professional work experience.
- Acquire professional experience that fosters job placement after graduation.
- Grow understanding of the diverse audiences, purposes, and media required in corporate communications
- Practice writing in a variety of genres, such as
 - Memos
 - Letters
 - Reports
 - Newsletters
 - Proposals
 - Presentations
 - Web pages
 - Emails
 - Social media, i.e. Facebook and Twitter
 - Press Releases
- Broaden experience with essential software for corporate communications, such as
 - Microsoft PowerPoint, Publisher, and Word
 - Adobe Acrobat, Photoshop, and Indesign

Intern Responsibilities

To begin an internship, students should

- Contact Internship Advisor and make a formal application for an Independent Study
- Prepare resume and consult Career Planning and Placement Center
- Formulate an internship goal based on opportunities and career objectives

Once the internship begins, students should

- Confer regularly with on-site supervisor
- Attend bi-weekly meetings with Advisor. Internships outside of the Memphis area may conduct these meetings via video chat
- Attend bi-weekly meetings with other interns and Advisors to network and share experiences.
- Keep daily reflective journal or blog

To complete the internship, students must

- Write an 8-10 researched essay that connects the intern's experience to theories of rhetoric and writing that they have encountered throughout their coursework at CBU.
- Write a 2-3 page reflection about internship experience that describes what the intern learned about her writing process, work style, and career goals.
- Meet with the Internship Advisor for an exit interview.
- Create a portfolio (digital or hard copy) that contains the following:
 - Cover page
 - Table of contents (site map)
 - Researched essay
 - Daily diary or blog
 - Reflection essay
 - Supervisor's evaluation
 - Samples of at least three projects completed during internship

Program Evaluation

Students will be evaluated for the following criteria:

- Supervisor's impressions of intern's performance, e.g. willingness to take direction, meeting deadlines, professional decorum, and quality of work produced. (15%)
- Completion of portfolio and its relevance to student's education and professional experience. (75%)
 - Format (5%)
 - Prospectus (5%)
 - Researched essay (30%)
 - Reflection (5%)
 - Daily log (20%)
 - Sample work (10%)
- Preparedness for meetings with Internship Advisor. (10%)

Internship Advisor Responsibilities

Throughout the internship, the Advisor should

- Advise students of programmatic responsibilities
- Confer with interns individually about projects, progress, or other concerns
- Conduct bi-weekly meetings with all interns
- Contact internship supervisor as needed
- Share final evaluation with host supervisor and student
- Collaborate with student to set reasonable deadlines for portfolio assignments.

Host Organization Supervisor Responsibilities

Throughout the internship, the Supervisor should

- Provide clear requirements and expectations of intern's duties
- Provide intern with orientation to organization, department, and co-workers
- Assist intern in developing appropriate work plan, project schedule, and accountability process
- Train student on necessary software, equipment, and resources to perform internship
- Offer regular feedback on intern's performance and professionalism
- Contact Advisor with any concerns or praise
- Complete Evaluation Checklist and Feedback

Supervisor Evaluation Checklist and Feedback

Check all that apply to your intern:

- Demonstrates ability to write well
- Takes direction well
- Meets deadlines
- Arrives and departs in a timely fashion
- Observes professional decorum and etiquette
- Contributes to success of our team and department

What are the strengths of your student intern?

What areas does the intern need to improve?

Briefly describe why you would or would not hire this intern at your organization:

Provide a specific example that best summarizes your experience with the intern: