

CCSU
COMMUNICATION
DEPARTMENT

INTERNSHIP BOOKLET

September, 2012

Vance Academic Center

Room 317

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www.communication.ccsu.edu

WELCOME!

We hope this CCSU Communication Department Internship booklet is helpful to you. If you find errors or have recommendations for additions or improvements, please contact the department secretary at 860-832-2690. Our goal is to make this a valuable tool for you and your insight/input would be welcomed.

Our internship information changes frequently, so please visit our website often to see the latest opportunities. This booklet, as well as internship opportunities, is available online. Our website address is: www.communication.ccsu.edu

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ELIGIBILITY REQUIREMENTS FOR AN INTERNSHIP

To help ensure a successful placement the following requirements must be met in order for you to apply for an internship.

- _____ You must be a Communication major or minor
- _____ You must be a junior or senior (minimum 60 credits)
- _____ You must have an overall minimum 2.50 GPA or 3.00 minimum in all Comm coursework
- _____ You must have completed a minimum of 15 Comm credits
- _____ You may not register for more than 15 total credits (including the internship) in the semester in which you take the internship
- _____ Depending on the Internship Emphasis, you must have successfully completed (C+ or better) the required coursework for that emphasis:
 - Media Production/Performance: Comm 330- Digital Film/TV Production I
 - Media Studies: Comm 330- Digital Film/TV Production I
 - Organizational: Comm 253- Introduction to Organizational Communication
 - Public Relations/Promotions: Comm 334- PR Strategies & Techniques

APPLYING FOR AN INTERNSHIP

Once you know you meet the above requirements you should::

- _____ Research the company/companies that interest you (Visit our website for an up-to-date internship listing.)
- _____ Complete and submit the Student Internship Application form (see Appendix)
- _____ If you wish to intern with a company not currently on our listing, provide the company with a Company Internship Listing form (see Appendix). The company must complete and return the form to the Communication Department via mail, scan or fax.
- _____ Meet with the Communication Department Internship Advisor. The Internship Advisor will provide you with the contact information for the site. You will then be responsible for contacting them and setting up an interview. After the interview, the company should email the Internship Advisor of the intent to hire or not to hire. If you are offered the position, we will enter an override in the system which will allow you to register for the Comm 490 Internship class.

GENERAL INFORMATION/GRADING

Internships are usually granted for three semester hours. Students can complete two internships for credit but they need to be taken in two different semesters/sessions (spring, summer or fall). If a student completes a second internship at the same site, s/he needs to be involved in a distinctly different activity (i.e. TV Station: first in news room, then in the promotion department). For each semester hour of credit it is assumed that the student will put in 5 hours of work per week. Thus, for a three semester hour internship, it is necessary to put in about 15 hours per week and between 180 and 200 on-site hours by the end of the internship. (**NOTE:** Summer internship students may work a flexible schedule as long as a

minimum of 180 hours is met.) Internship students will meet with the Internship Advisor for five classes during the semester/summer session, days and times to be announced.

It is the responsibility of the student to arrange for the internship with the institution(s) of choice. The department may be able to identify contact people for students desiring internships. Details about the sites/companies selected, e.g. address, telephone, and contact person will be made available to the student who has been approved for an internship. The student should then contact such internship providers and set up an interview. After the internship site has been selected and the intern has been accepted, the student must contact the Internship Advisor regarding course registration. *Students will not be able to register for Comm 490 (Internship) without a course override provided by the Internship Advisor.*

For a student to receive credit for an internship the individual advisor will develop a set of assignments. The assignments are, but are not limited to, the following:

- a. A daily log of activities in which the student is engaged during the internship. The diary should include the date, number of hours worked, and a detailed description of the activities in which the student is engaged (type-written and double spaced). The log should be presented every week to the Internship Advisor. The final diary is due at the end of the semester/summer session (exact date to be determined by the Internship Advisor).
- b. A written report of no less than ten type-written, double-spaced pages containing specifics of what the student has learned from the internship. The student must show evidence that s/he has integrated knowledge with communication theories and research from coursework taken in the department as well as from coursework taken outside of the department. Specific examples of learning experiences have to be described and analyzed critically. The report needs to be written like a research paper (following APA style guidelines). The paper must be submitted no later than the last day of the internship.
- c. An Evaluation Report form from the person to whom the student reports at the internship location. This must be submitted by the last day of classes. The form can be obtained from the Internship Advisor or from the Appendix.
- d. Completion of the required number of hours (180-200).

General Grading Format*

2 Book Reports	20% (10% each)
Weekly diaries	10%

Term Paper (Internship Report)**	30%
Evaluation Report (from Internship Supervisor)**	40%

- * Individual faculty advisors may change the percentage for each assignment or add other requirements.
- ** Both the term paper and the evaluation report must be submitted on or before the last day of the Internship.

THE RESUME

A resume is basically a professional photograph of you. It is a chance for an employer to quickly assess whether or not you may be a potential fit for the corporation. Most resumes get less than a 20-second glance when they are first reviewed. So, continuing with the picture analogy, you need to determine if you wish to submit a portrait of yourself or a crinkled Instamatic picture that you found at the bottom of a shoebox in the hall closet.

Resumes take time to develop and they take insight from a trusted friend, coworker, professor or professional. Many times our eyes see what we want to be there, rather than what is actually written, and that can be the difference between getting an interview or being overlooked.

What follows are some tips/ideas for writing your resume. Since thousands of articles and books have been dedicated to this topic, you need to realize that this is just an aid for you – not a Bible. You are encouraged to investigate other resources such as articles, books and websites.

A resume is divided into sections for ease of finding pertinent information. In general, the sections are: Header, Objective, Summary, Employment History, Education and Professional Affiliations.

HEADER

The purpose of this section is to provide your identifying information. It should include your first name, middle initial, last name, street address, city, state, zip, phone number(s) and email address. Make sure the information is in a large enough font to be useful. Also, remember to include your full name on your page of references.

OBJECTIVE:

The purpose of this section is to provide a snapshot of your career objective(s). In most cases, your previous work experiences will serve to identify your career objective(s) and so this section is not needed. However, if you are an entry level worker (recently out of school or just joining the workforce) or if you are changing your career track, then invest time in this section. When writing, focus on how you would benefit the employer/company and not the other way around. Remember, less than 20 seconds will initially be spent reviewing your resume so you need to be concise.

If you have more than one career objective in mind, that is fine. Plan to have several versions of a resume so that you can customize the objective for each of your career goals or positions. Be sure to save each resume with a name you will readily recognize so that you do not submit the incorrect one!

SUMMARY:

The purpose of this section is to showcase yourself. After reading your summary, the employer should have a good understanding of the skills and competencies you will bring to the position as well as how those skills and competencies will benefit the company. To have the greatest impact, you should use this section to address the qualifications they list in their advertisement as well as any additional qualifications that will make you stand out from the other applicants. Yes, this means you will need to have several versions of your resume on hand, but wouldn't you prefer to hire someone who specifically meets the needs of your company?

Another purpose to this section is to incorporate Keywords. Many companies rely on technology and scanning to select relevant resumes/candidates, so use the advertisement and/or the organization's website to identify keywords and then insert them in your resume.

EMPLOYMENT HISTORY:

The purpose of this section is to highlight notable accomplishments. Again, you want to catch the attention of the hiring manager. The trap that many people fall into when writing this section is that they provide a job description. The thing is, hiring managers already know what most jobs entail. They are not looking for a job description; they are looking for what you accomplished in that job –how you made that workplace a better place. Most entries in this section should include the answer to the question, "So what?" In other words, *give a measurable result of your action*. For example:

- "Designed and created an internship packet" becomes "Designed and created an internship packet which resulted in 20% more internship placements."
- "Expanded underwriting territory" becomes "Expanded underwriting territory which increased customer base and revenues 15%."

List the accomplishment and the positive effect. Remember, if you have resumes with different objectives you should fine-tune the Employment History section of your resume to reflect the objective. If you are going to be selling hot dogs, your employer does not need to know that you can type 120 words per minute! Your employment history should complement your objective.

List your current or most recent job first and then continue to proceed in reverse chronological order. You have limited space with a resume so use it wisely. Each job does not have to have the same amount of lines designated to it. Don't use a lot of space trying to list five accomplishments from a summer job you had 5 years ago if it is not pertinent to this job.

Lastly, avoid personal pronouns. Since you are the one submitting the resume, it is understood that these are your accomplishments. As in the example above, it does not state “I designed and created” or “I expanded underwriting territory.”

EDUCATION and PROFESSIONAL AFFILIATIONS:

The purpose of this section is to provide your educational information and, if applicable, professional affiliations. Generally, this section will follow the Employment History section since most employers are interested in viewing your job accomplishments. Once you have college credits, remove your high school information.

If you are a current student or recent graduate it is acceptable to list your GPA if it is 3.00 or higher. If your major GPA is higher than your cumulative GPA, list that as well! This is also the section to list any academic honors or awards which you may have received.

OTHER CATEGORIES

Additional information may be added to your resume if it will reinforce your objective and make you stand-out from the other applicants. Some of these categories include: Testimonials, Publications, Speaking Engagements and Volunteerism. If you are not sure if you should include something, ask someone for their opinion.

RESUME CHECKLIST

- ___ Appearance of resume is clean and wrinkle-free
- ___ Ample white space/Even margins/Consistent font and spacing
- ___ Clearly labeled sections
- ___ No typos
- ___ Correct and consistent use of tenses
- ___ Objective and Employment History complement each other
- ___ Accurate use of bullets, bolding, etc
- ___ Most or all accomplishments listed in Employment History also give a measurable result
- ___ The information is relevant to the position applied for
- ___ There are no personal pronouns such as I, me or my
- ___ Utilized keywords

THE COVER LETTER

A cover letter is not always required when applying for a position but it is another chance to showcase yourself. Use it to highlight the qualifications you have which meet their needs.

As with a resume, there are some guidelines to follow.

- It should be in standard business letter format. If the contact information was provided with the advertisement, use that information (i.e., Mr. Jones) in your salutation. Otherwise, you may use: Dear Hiring Manager.
- It can have pronouns such as I, my, me. However, do not overuse or start every sentence with “I ...”
- It should be free of typos or grammatical errors.
- It should include keywords specific to each position for which you apply.
- It should not be a “cut and paste” version of your resume.
- Include a signature if you are sending an original versus sending an electronic copy.

OPENING

Start right off with the sentence, “I am writing to you in regards to...” and then list all the pertinent information such as position title, location, job number. At a minimum, if a cover letter is required, be sure to incorporate all the information the job listing details. You may also include how you discovered the position, i.e., “...which I saw listed on your website.”

Do not use a generic cover letter. Each cover letter should be specific to each position to which you apply. Also, remember to keep your terminology in line with theirs. If they are a University, company, or office, refer to them as such.

QUALIFICATIONS/ACCOMPLISHMENTS

This is your chance to impress them so list the qualifications/accomplishments that you think are the most critical **and** at which you can show you meet or excel. Definitely use bullet points or some other indicator that will make this easy to read.

PERSONALIZE

This is not very different from the section above. You still want to stress why you are the ideal candidate. List the skills/strengths/competencies that helped you achieve the accomplishments above and which help distinguish you from the other candidates.

CONCLUSION

Be excited! Have a plan. Let them know if you look forward to hearing from them or if you will follow up with a phone call to them (and then be sure to follow up when you say you will). Restate your contact information in this section with a statement such as, “I can be reached at _____.” List whatever means of communication will work best for you, phone number, email or both.

THE INTERVIEW

YOU REALLY NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION.

Be sure to:

- ___ Update your resume and have someone proofread and critique it
- ___ Prepare and practice for your interview (See Appendix for Commonly Asked Interview Questions)
- ___ Prepare questions to ask your internship site (See Appendix for Questions For the Interviewer)
- ___ Dress to impress. Be neat. Be courteous. Be on-time. Be early! Make eye contact. Give a firm handshake. Be positive and don't dwell on negative aspects of previous jobs. (See Appendix for Pitfalls To Avoid)

Bring:

- ___ Copies of your resume
- ___ Paper and a pen for taking notes
- ___ Your list of questions
- ___ Writing samples/portfolio

At the conclusion of the interview, say Thank You! Be sincere. Even if you do not think the interview went well or if you are not selected for the internship, you just gained valuable interviewing experience. What did you do well? What could be improved? Make a list for yourself while it is fresh in your memory.

Write and send a handwritten thank you note to the interviewer within 24 hours. (If all correspondence has been via email, send an email thank you.) It can be short –“Thank you for the opportunity to interview for the (summer,fall,spring) internship. I enjoyed learning more details about the position.” Be neat. Spell words correctly. Make sure you sign the note and put your return address on the envelope.

ONCE YOU GET THE INTERNSHIP

- ___ Make an appointment with the Internship Advisor in the Communication department
- ___ Have the Internship Advisor notify the secretary to enter an override in the system
- ___ Register for Comm 490 once the department secretary informs you that the override was entered into the system (NOTE: For summer session internships you must pay for the course within 24 hours of registering or the course will be dropped.)
- ___ Remember to put your best foot forward every time you go to your internship site. You represent CCSU but you are also building a foundation for your career. Make it a strong one!

IF YOU DO NOT GET YOUR FIRST CHOICE

If you do not get your first choice, don't despair. We have several great companies that are seeking interns. Come back in and talk to the Internship Advisor about your second choice.

PROBLEMS AT THE INTERNSHIP SITE

If you encounter any problems at your internship site, **contact the CCSU Internship Advisor right away.** Problems are rarely encountered and communicating your difficulties is your best chance of resolution. Be proactive!

INTERNSHIP LISTING –Visit our website

APPENDIX

The Resume

Your Name
Your Street Address
Your city, state zip
Your email and phone number

OBJECTIVE

Remember, this section is not required but is recommended if you are entering the work force or changing your career track. If you have more than one career track you are pursuing, remember to save various versions of your resume so it is customized to each job.

SUMMARY

Use this section to highlight how you meet/exceed the qualifications listed in the job advertisement.

EMPLOYMENT HISTORY

COMPANY NAME1	POSITION HELD	DATE STARTED-PRESENT (if still there, or list date). Use MM/YYYY format
Town, State		

Highlight accomplishments which use skills/competencies most desirable to the hiring company.

- Use bullets or indentations for ease of reading.
- Do not use this section to write a job description.
- Give a measurable result of your action whenever possible.
- List employment in reverse chronological order.

COMPANY NAME 2	POSITION HELD	DATE STARTED-PRESENT (if still there, or list date). Use MM/YYYY format
Town, State		

Formatting is very important. Be sure your columns are lined up and your use of indentations , font, line spacing, and bolding are consistent. The appearance of the resume should be appealing to the eye so keep margins at 1" minimum.

- Do not list numerous achievements if they do not relate to the job opening.
- You may find you only use bullets on the first few entries. When positions were held long ago and/or do not pertain to the current opening, do not waste space trying to elaborate on items.

EDUCATION

College Name, College Town, College State	Degree Conferred
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The Cover Letter

Your Name
Your Street Address
Your City, State, Zip
Your email and phone number

Hiring Manager Name (If known)
Company Name
Company Street Address
Company City, State, Zip

Date

Dear Hiring Manager,

Opening paragraph goes here. List pertinent information such as job title, number, location and where you learned about the position. Be sure each cover letter is specific to each position to which you apply and that you keep your terminology consistent with theirs.

Highlight the qualifications and accomplishments which are most crucial to this position. You may use bullet points. Do NOT cut and paste from your resume for this section. They want to see some effort went into designing the cover letter.

Use this paragraph to indicate how the qualifications and accomplishments listed above make you the ideal candidate for the position for their company.

Let them know you look forward to meeting them and indicate if you plan to follow up with a phone call (and then be sure that you do!). Be sure to restate your contact information in this section.

Sincerely,

Leave some space and then type your first and last name and sign above it.

Commonly Asked Interview Questions

It may be helpful to write some of your answers on index cards and practice your responses (aloud) until the answers come smoothly and without relying on the cards.

- What qualifications do you have that make you think that you will be successful in your career?
- How do you determine or evaluate success?
- What do you think it takes to be successful in a company like ours?
- How would you describe the ideal job for you following graduation?
- Why did you decide to seek an internship with this company?
- What do you know about our company?
- What two or three things are most important to you in your job?
- How would you describe yourself?
- How do you think a friend or professor who knows you well would describe you?
- What motivates you to put forth your greatest effort?
- How has your college experience prepared you for your career choice?
- Why should I give you an internship?
- What led you to choose your field of major study?
- What college subjects did you like best? Why?
- What college subjects did you like least? Why?
- Why did you choose the career for which you are preparing?
- Which is more important to you, the money or the type of job?
- What do you consider to be your greatest strengths and weaknesses?
- What major problem in school or at work have you encountered and how did you deal with it?
- What have you learned from your mistakes?
- How do you work under pressure?
- In what kind of a work environment are you most comfortable?
- Do you think your grades are a good indication of your academic achievement?
- What have you learned from participation in extracurricular activities?
- In what ways do you think you can make a contribution to our company?
- What qualities should a successful intern possess?
- Describe the relationship that should exist between a supervisor and subordinates.
- What two or three accomplishments have given you the most satisfaction?
- Describe your most rewarding college experience.
- If you were hiring a student for this position, what qualities would you look for?
- What are your long range and short range goals and objectives?
- What specific goals, other than those related to your occupation, have you established for yourself?
- What do you see yourself doing five years from now?
- What do you *really* want to do in life?
- How do you plan to achieve your career goals?
- What are the most important rewards you expect in your career?

QUESTIONS FOR THE INTERVIEWER

Though it may be hard to believe, an interview is a two-way conversation. Both parties are seeking information so that, when a decision is reached, it is the best fit for everyone. Both the hiring organization and you have a vested interest in the outcome of the interview. They want someone who is motivated and who will perform well in their duties. You want a position where you can showcase your talents and where your contributions will be appreciated.

If you do not have questions prepared to ask, it may send the message that you did not prepare for the interview or that you are not enthusiastic about the position. So, do your research and know the correct terminology. Are they a company? University? Business? Agency? *Familiarize yourself with their website.* This will:

- Provide background information
- Prevent you from wasting time in the interview by asking questions that are addressed on the website.

There is not a set number of questions to ask. However, your questions should show a thought process. Employers are interested in candidates who ask pertinent questions and who can converse based on what they know. Prioritize your questions based on the interview and realize that some of the questions may be answered during the course of the interview. If this occurs, it is perfectly fine to state, "I was interested in knowing about _____, but that information was provided during the interview." However, if all facets of your question were not answered, you may ask for clarification.

Remember:

- The best questions – for both the interviewer and the interviewee – are open-ended questions. That is, they are questions that cannot be answered with a "yes" or "no."
- It is okay to have a list of your questions in front of you **and** to take notes when the questions are answered.
- If a question was already answered during the interview, skip it and move to the next one on your listing.
- Breathe. Relax. Have confidence. You may have butterflies in your stomach, but no one else can see that. Look for a good fit.

QUESTIONS FOR THE INTERVIEWER (Continued):

What do you most enjoy about your work with this organization/company/agency?

How will my performance be measured? By whom?

What are the day-to-day responsibilities of this job?

What are some of the skills and abilities necessary for someone to succeed in this job?

What particular company equipment and software do you use? (To be asked if you require specific materials to perform your duties.)

Can you describe an ideal intern?

What were the greatest strengths and weaknesses of the last person who had this position?

Can you describe a typical week in this position?

I enjoy work that is fast-paced, high energy and requires innovation and creativity. Will this position provide that kind of environment?

PITFALLS TO AVOID/NEGATIVE FACTORS LEADING TO REJECTION

We've all made mistakes or wished we had handled some things differently - even the person interviewing you. So, if someone appears to dwell on an "imperfection," turn it around. What matters the most is not that you encountered difficulty, but that you LEARNED something from the experience. If you had a bad semester, can you explain it? Was there a family illness? Did you take on a job with too many hours? Did you goof off? Don't try to hide it or brush it off. Take ownership and then explain what you did to prevent the pitfall from reoccurring.

Potential employers will possibly take note of the following:

- A poor scholastic record—low grades without reasonable explanation
- Poor attitude/lack of self confidence: It is okay to be nervous, but be in control of it. Breathe. Relax. Remember, you are also interviewing them to be sure it is a good fit.
- Lack of goals & objectives/poorly motivated/does not know her/his own interests: Where do you want to be in five years? How will this internship fit into those goals?
- Lack of interest in our type of business/our company/the position we have to offer: If you realize that the opportunity is not a good fit, remember, you are still gaining valuable interviewing experience. Stay engaged in the conversation. You can always courteously turn down the position.
- Lack of enthusiasm/lack of drive/not sufficiently aggressive/little evidence of initiative: You might be thinking, "I just want a job. Just hire me already." But what you should be thinking is, "I really want this job. What can I do to really sell myself during the interview? What would make me want to hire myself?" Would you want to hire someone who just wanted a job or would you rather hire someone who could show you that they were the best candidate for the job?
- Inability to express self/poor speech/inability to sell self: Practice, practice, practice. Rehearse behind closed doors. Or with a trusted friend. Or in front of a mirror. You don't want your answers to be rote, but you do want them to be polished.
- Poor personal appearance/lack of neatness/careless dress: (Dress to impress. You really never do get a second chance to make a first impression.
- Lack of maturity—no evidence of leadership potential
- Lack of extracurricular activities/inadequate reasons for not participating in activities: Employers are looking for well-rounded individuals. They want to know that you work well but also that you realize the importance of balance.
- Failure to get information about our company/lack of preparation for the interview/did not read the literature: (Check out the website at the very least!!
- Inadequate preparation for type of work/inappropriate background: If this is the case, then it is not a good fit and a rejection is a good thing. They would not be happy with your performance and you would not feel valued or appreciated. Keep looking!

DEPARTMENT OF COMMUNICATION
CENTRAL CONNECTICUT STATE UNIVERSITY
STUDENT INTERNSHIP APPLICATION FORM

NAME - (Last) (First) (MI) CCSU ID

STREET ADDRESS PHONE-1st choice

CITY STATE ZIP PHONE-2nd choice

EMAIL ADDRESS

GPA REQUIREMENT: 2.50 min. cum GPA **OR** 3.0 min. in all Comm coursework

INTERNSHIP EMPHASIS: **Completed Required Coursework (C+ or better)**

- | | |
|---|--|
| <input type="checkbox"/> Media Production/Performance | <input type="checkbox"/> Comm 330 - Digital Film/TV Production I |
| <input type="checkbox"/> Media Studies | <input type="checkbox"/> Comm 330 - Digital Film/TV Production I |
| <input type="checkbox"/> Organizational | <input type="checkbox"/> Comm 253 - Intro to Org Comm |
| <input type="checkbox"/> Public Relations/Promotions | <input type="checkbox"/> Comm 334 - PR Strategies & Techniques |

- I have successfully completed a minimum of 15 Comm credits
- I understand that I may not enroll in more than 15 total credits (including the 3 credit internship) in the semester in which I will be performing my internship.

INTERNSHIP SEMESTER: ___FALL ___SPRING ___SUMMER **YEAR:** _____

PREFERRED INTERNSHIP SITE: _____

ALTERNATE SITE: _____

How will this internship contribute to your academic and professional growth? (Please answer in the space provided and use the back of this page or attach another sheet, if necessary.)

DATE SUBMITTED: _____

Department of Communication

Phone: 860-832-2690; Fax: 860-832-2702

Company Internship Listing

Communication Internship in: (please check one)

- Mass Media Organizational Communication Promotion/Public Relations
 Legislative Other: _____

Internship Available For (check all applicable): Spring Summer Fall

Academic Year: _____ - _____ *or* Ongoing

Company Name

Internship Coordinator Name

Company Street Address

Internship Coordinator Phone

City, State, Zip

Internship Coordinator Email

Type of Business/Institution

Company Fax

Person Providing Supervision (If diff from coordinator)

Department/Area

Approximate Distance of Internship from CCSU

Range of number of hours/week i.e., 15-20

NOTE: Interns receive academic credit in lieu of pay, but costs for travel, parking or special expenses may be reimbursed.

Description of Intern Job Responsibilities:

Date Submitted: _____

