Recommendation on Internships for the UWRF College of Business & Economics

1. Stress of Importance

A. Advisors inform advisees of value of internships
   - At each advisor meeting, advisors should give advisees a list of available internships
   - Advisors should stress at each meeting the value of having an internship and why students should apply for them
   - Require advisors to attend annual meetings that include employers as speakers, so they understand the importance of students getting internships from a corporate aspect

B. Employers in the Classroom
   - Should stress to students the importance of internships and why companies look for people who have graduated with an internship
   - Increase the frequency and variety of employers speaking within classrooms

2. Clarity and Communication

A. Online
   - Develop a website with more clarity and full descriptions
   - Specify where to look for internships that CBE is endorsing for their students (Hire A Falcon vs. CBE Job Board)
   - Ability to apply online for the internship and reduce the number of steps and locations needed to obtain internship information
   - Email students when new internships are available

B. LinkedIn
   - Create a UWRF – CBE group on LinkedIn
   - Include pertinent news, dates, and other information that is important to CBE
   - Display available internships on the page that can update members about the new opportunities available
   - Encourages students to network with professional businesses and people
   - Allows CBE to accept other companies to become members of their “group”

C. The internship process
   - Clarify how to apply for internships and the applications for the university
   - Educate the student on why university internships are advantageous to finding internships on their own

D. Easy to read
   - Above all else, the medium used to convey internship processes and information must clear, unambiguous and explicit

3. Internships as a Requirement
A. Marketing Communications, HHP Option 2, and other majors require an internship for academic credit for graduation
   - CBE prepares students for careers in fields that are more likely to hire students with internship experience
   - Could follow the format other programs use for requiring internships for graduation

B. MBA, Adult Degree Completion Program
   - Internship requirement could be only for the undergraduate program

C. Increases the likelihood of employment after graduation
   - Looks good for AACSB accreditation if all graduating students have had an internship
   - Higher likelihood in employment after graduation may increase interest in enrollment in the CBE program
   - Encourages employers to be more active on our campus (Mock Interviews, Job Fairs, etc.)