Recruit Smart through Internships

Customize Your Workforce
Imagine an opportunity for you to develop a customized workforce to match the skill sets most important in your line of work. Strategically designed internships provide a rich opportunity for your organization to grow and retain talent.

Through clearly defined projects and consistent mentoring, students learn about the interpersonal, professional and industry savvy they need to excel. This creates a productive and informed workforce of young professionals who understand real issues and possess tangible skills to propel the success of your company.

Create Mutually Beneficial Relationships
Create projects with definable goals, relevant learning objectives, opportunities for collaboration and strong mentoring. Employers who balance their own needs with the developmental priorities of young professionals attract the best interns. When students return to campus after successful internships, they serve as natural brand ambassadors to your organization.

Minimize Your Recruiting Costs
Treat internship opportunities as targeted recruiting tools. Over the last three years our program has observed a steady increase in the number of employers who pay their interns. The budget dedicated to an internship program pales in comparison to an overall recruiting budget. Paid internships are dual purpose propositions.

How Intern Recruiting Works
- Private, public and nonprofit organizations may recruit interns through our program.
- Graduate (MBA, MS) and undergraduate students (sophomore, junior, senior) in good academic standing are eligible for internship participation.
- Internships can occur in fall, spring or summer semesters as desired.
- A minimum of 150 hours of on-site internship participation is required for all interns.
- Internships must be project-focused vs. overly administrative.
- Each intern must be supervised and mentored by an experienced professional within the organization, with knowledge related to the internship project.
- Internships must be described in detail before recruiting begins (similar to a job posting).
- Internships are posted in our exclusive online recruiting system called BizLink.
- Employers interview candidates either onsite or on-campus; make selections, and communicate outcomes with our program.

Post early!
Align your recruiting efforts with our academic calendar to reach our best and brightest students. Late postings and just-in-time requests create significant challenges as well as compromise your company brand. Simple rule of thumb: post during the semester before you want the intern to start.
Academic Credit, Pay and Paperwork
- Our Management by Objectives contract (MBO) to signify an agreement between the student, employer and the University acknowledging the experience as an internship. This contract must be signed and returned to us before the student begins their internship.
- UB School of Management students are allowed to earn money and academic credit simultaneously for internship participation.
- All unpaid interns must earn academic credit (no exceptions).
- Students earn three elective credits for internship participation; graded pass/fail.
- We use a syllabus and employer evaluations to determine satisfactory performance.

International Students as Interns
- International students bring dynamic, global perspectives and experience to your company.
- We arrange work authorization for internship participation at no extra cost to you.
- A formal offer letter in addition to our MBO contract is required.

The Big Three

Top internship programs embrace the following strategies:

1. Supervision/Mentoring/Feedback The widely accepted definition of the word “mentor” is a trusted friend, counselor or teacher; an experienced person. Consistent feedback and a closing evaluation are strong indicators of your commitment to a top-notch internship experience. Remember, interns are students. In some cases the internship experience is the very first professional setting your intern has encountered. Be prepared to coach your student intern to succeed.

2. Project Work Your internship includes a clearly defined project with tangible parameters, goals and an appropriate level of challenge. This approach presents a professional opportunity for students to apply classroom theory to real-world issues. Students expect internship projects that are relevant, challenging, well-planned, and visible to the organization.

3. Learning Objectives Internships are primarily offered as learning experiences and must include learning objectives (i.e. by the end of the internship, what will your student intern have learned?). Invite your intern to staff meetings and in-house training sessions. Encourage networking with employees outside of the internship department. Share the organizational chart, department structure and projected company goals. Identify strategies to develop soft skills such as teamwork, cooperation, interpersonal, verbal communication, public speaking, problem solving and ability to accept criticism or suggestions.

Best Practices

☐ Make a “top-down” commitment. Is your internship program sporadic or does your company have a focused, clear vision and support from leadership that encourages internships? The internship culture within your organization is directly related to the success of your program.

☐ Visit Campus. Students tend to follow a ‘believe it when they see it” methodology. If you want their attention, you must find a way to integrate your brand on campus.

☐ Pay your interns. Financial compensation allows your organization to effectively compete for the best and brightest students. Offering pay to your interns also helps communicate they are valued members of your team. Summer interns pay full tuition when earning academic credit; because of this, unpaid summer internships are the most likely to go unfilled.
  - Pay rates for undergraduate students range from $10 to $15 per hour.
  - Pay rates for graduate students (MBA and MS) range from $15 to $25 per hour.