

Hosting a Win-Win Internship Experience

Sam Mayman

YRichmond Coordinator

ChamberRVA

Objectives

What makes a great internship experience?

What should an intern do?

Generation Z in your workplace

Executing a virtual experience if needed

ChamberRVA resources and programs

What is an internship?

An opportunity for employers to **evaluate and guide talent** and supplement staffing.



Students **apply knowledge and theory** learned in the classroom in a professional setting.



Internship components

A defined beginning and end (typically 2-9 months)

Part-time or full-time

Paid or unpaid

Connected or not connected to an educational program with academic credit

Why have an internship program?



Builds a talent pipeline



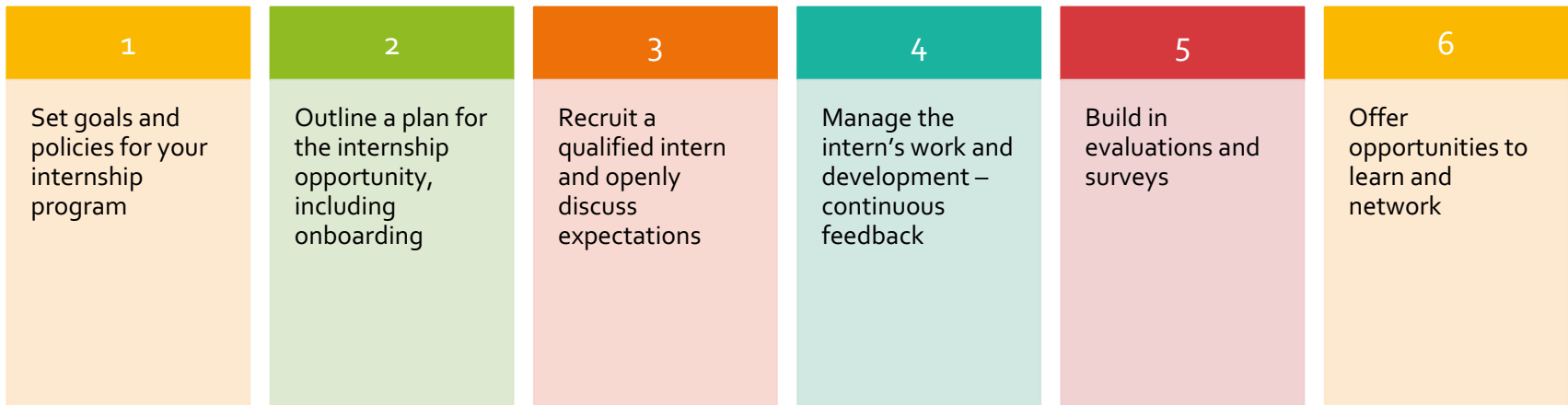
Improves retention



Is cost effective



Raises the profile of your organization



Best Practices for an Internship Program

Internship projects

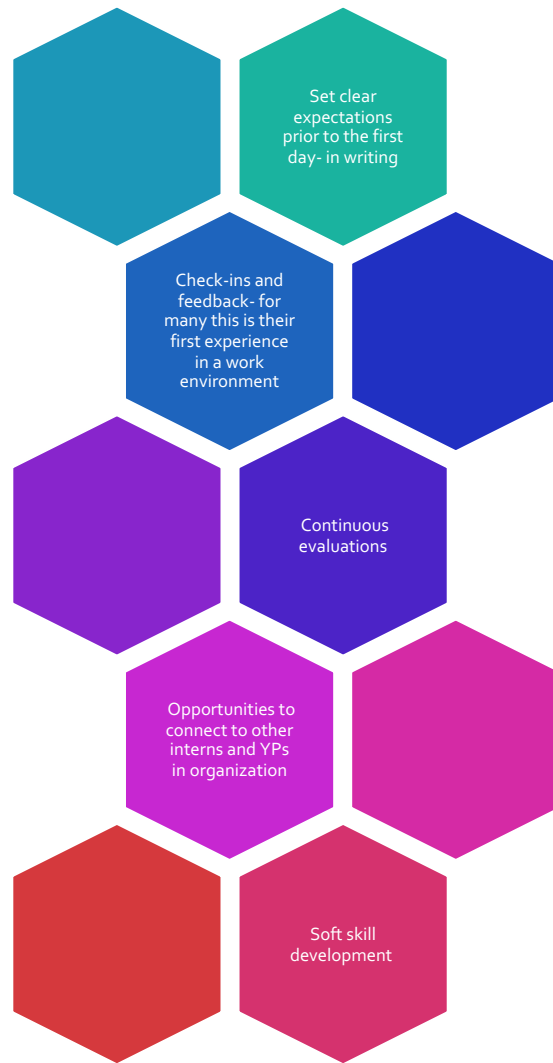
What projects have been on the back burner? If you had more staff, what would you want accomplished?



Examples of intern projects:

Assisted with a strategic plan; did research; used social media; made prospect calls to secure corporate sponsorships

Wrote articles; took photographs; conducted interviews; fact-checked; edited; compiled and edited press releases



During the Internship

Attracting and Retaining Gen Z

- Understanding Gen Z
 - The most racially and ethnically diverse generation ever, born beginning in the mid-1990's
- They believe that connections are the way to jobs and internships
- Digital natives – use of technology is second nature and it is a high priority for them
- Incredibly concerned with professional development, excellence, and fear of failure
- Mental health is important
- Financial stability is key
- More feedback and face to face contact

Unique to the COVID-19 Era

- Keep in touch with your interns and remain transparent
- Consider how you will facilitate professional development opportunities, even if your interns aren't remote
 - Hybrid approach
 - Microinternships
- Keep in touch with career services offices

Virtual Internship Experiences

How do we execute?

What are the advantages? The pitfalls?

Project-based

Utilizing technology

Soft skills development

Building opportunities to network and receive mentorship



Engaging Interns in RVA



DAY	VIRTUAL EVENT	IN-PERSON EVENTS <i>*PENDING COVID-19 RESTRICTIONS</i>
24 M		
25 T	YRichmond Kick-Off 11:30 AM - 12:30 PM	
26 W	Instagram Live: "Ask Me Anything" w/ Entrepreneur 3pm	
27 T	Trivia Night 5:30 PM	Meetup at VMFA Sculpture Garden 5:30 pm
28 F		
29 S		
30 S		

DAY	VIRTUAL EVENT	IN-PERSON EVENTS <i>*PENDING COVID-19 RESTRICTIONS</i>
31 M	<i>Memorial Day - No Events</i>	
1 T	Conversations w/ Doers: CKG Foundation 12 pm	
2 W	Instagram Live: "Ask Me Anything" w/ Young Professional 3pm	
3 T	Lunch & Learn: Personal Branding 12 pm	Tang & Biscuit* 6pm
4 F	Social Series: RVA Food Scene	Pop-Up Meetup: TBD
5 S		
6 S		



Questions?

Email Sam Mayman
sam.mayman@chamberrva.com