**Planning Checklist for Employers**

Getting Started: Use this planning checklist to create a successful internship program at your business. Each section focuses on key aspects and best practices to guide you through the necessary steps and considerations that meet the needs of both the interns and your organization.

Creating Your Internship

Program Elements:

* **Primary goals** (e.g., project support, potential full-time hiring, talent pipeline development, branding/outreach)
* **Duration of internship** (e.g., summer 8-10 weeks, semester, short-term microinternships)
* **Employment type** (e.g., full-time, part-time, 15-20 hours/week)
* **Compensation** (e.g., amount paid per hour)
* **Work format** (e.g., on-site, hybrid, remote)
* **Target departments/majors** (e.g., accounting, finance, human resources, marketing, MIS, sales, supply chain)
* **Position titles** (see examples in Appendix A – e.g., HR Intern, Sales Intern, Accounting Intern, Procurement Intern)

Ideal Candidate Profile:

* **Level of student** (e.g., freshman, sophomore, junior, senior, master, alumni)
* **Required qualifications** (e.g., academic background, skills, competencies, licenses, certifications)
* **Desired qualities/attributes** (e.g., adaptability, attention to detail, proactive attitude, team player, communication)
* **Desired technical skills/certifications** (e.g., specific knowledge of software/programming – Microsoft, SQL, HTML)

Program Coordination:

* **Learning objectives** (e.g., specific knowledge, skills, or abilities interns should gain by the end of the internship)
* **Types of meaningful work** (see examples in Appendix A – e.g., content creation and optimizing inventory levels)
* **Expectations of the intern** (e.g., create and deliver a presentation, high level of autonomy, learn specific software)
* **Anticipated challenges** (e.g., remote work, supervision, specific training requirements)
* **Immediate supervisor** (provide necessary training, tools, and resources to supervise interns appropriately)

Recruiting Your Intern

* **Create a Handshake profile** (WVU’s job board)
* **Create a job description** (provide job description to CCD for assistance and marketing purposes)
* **Post Internship in Handshake** (notify CCD when completed to help monitor applications and marketing needs)
* **Application timeline** (application open and close dates, interview dates)
* **Selection criteria** (define criteria for screening candidates)

Selecting Your Intern

* **Hiring Paperwork** (utilize your HR, payroll, and legal team to ensure FLSA compliance)
* **Interview process** (interview guide available to help outline the structure and steps for initial screening and interviews)
* **Intern selection** (determine the number of candidates to interview)
* **Candidate** **communications** (send offer and rejection letters)

Onboarding Your Intern

* **Preparation** (onboarding guide available to help outline the before, during, and after structure and steps)
* **Orientation schedule** (determine key aspects on day 1, the first week, and the next few weeks)
* **Training and development resources** (determine training needs and professional development opportunities)
* **Performance expectations** (clearly outline the goals and role expectations for the internship)

Managing Your Intern

* **Intern performance criteria** (evaluate intern based on pre-determined competencies, skills, and task completion)
* **Feedback** **mechanisms** (ensure two-way communication exchange throughout the internship)
* **Supervisor check-ins** (utilize a regular check-in process throughout the internship)
* **Intern mid-internship review** (conduct a review to adjust performance and learning experience as needed)

Exiting Your Intern

* **Offboarding transition plan** (document completed work, transfer ongoing projects, and provide closure on assignments)
* **Intern final review** (conduct a review to evaluate task completion, skill development and discuss future opportunities)
* **Internship program evaluation** (evaluate how the program met its goals and objectives)

Appendix A

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| **Examples of Business Intern Titles** | **Examples of Meaningful Work** |
| * Accounting Intern * Business Analyst Intern * Business Development Intern * Business Intelligence Intern * Client Relations Intern * Community Engagement Intern * Customer Relations Intern * Data Analytics Intern * Digital Marketing Intern * Event Planning Intern * Financial Analyst Intern * Guest Services Intern * HR Data Analyst Intern * Human Resources (HR) Intern * Information Systems Intern * IT Project Management Intern * Logistics Intern * Market Research Intern * Operations Intern * Procurement Intern * Real Estate Intern * Risk Management Intern * Sales Intern * Social Media and Content Marketing Intern * Startup Operations Intern * Talent Acquisition Intern | * project-based * research and analysis * process improvement * content creation * data analysis and reporting * customer service support * software testing * event planning and coordination * product development * sales support * sustainability initiatives * training and documentation * social media management * financial analysis * user experience research |

Examples:

* **Accounting Intern:** Assist in preparing tax returns.
* **Business Development Intern:** Conduct a SWOT analysis for different departments.
* **Customer Relations Intern:** Help organize and analyze customer feedback.
* **Event Planning Intern:** Assist in event planning and execution.
* **Financial Analyst Intern:** Develop or improve the financial reporting process.
* **Guest Services Intern:** Analyze customer satisfaction data and propose improvements.
* **Human Resources Intern:** Assist in recruiting and onboarding processes.
* **Marketing Research Intern:** Gather data about a service based on customer needs, pain points, and preferences.
* **Operations Intern:** Analyze and optimize inventory levels.
* **Procurement Intern:** Research potential suppliers to evaluate their offerings.
* **Sales Intern:** Research and identify potential leads and develop targeted outreach strategies.
* **Social Media and Content Marketing Intern:** Assist in content creation for various marketing channels.