

**Digital Media Program
Internship Guide to Employers**

The Florida State College at Jacksonville *Bachelor of Applied Science in Digital Media* Internship Program has been designed as a practical complement to a student's theoretical education in the classroom. The chief goal of this program is to prepare students in all aspects of their educational pursuits to obtain good entry-level positions upon graduation. The current economic climate coupled with a competitive job market are factors which demand that students spend time learning the actual structure of a real business through practical experience prior to graduation. This program focuses on providing quality internship opportunities that potentially will lead to permanent employment for our Digital Media students. In order to ensure that the minimum standards are met for students to receive academic credit for an internship, the following guide to employers has been developed.

Overview of the Internship Experience

The internship experience should provide the student-intern with a broad understanding of the purpose and structure of the industry and/or organization. Additionally, the intern should gain insights into what career opportunities will be available to them after graduation, as well as an understanding of the academic and experiential requirements expected by a prospective employer in that industry. The intern should have the opportunity to participate in specific projects and activities. Although routine clerical work is often a part of any position, such work should not comprise more than 20% of the intern's responsibilities during the 180-clock hour experience.

Applying Theories Learned in the Classroom

An internship experience should provide the intern with hands-on experience and a good idea of what a professional position in the industry would be like. In most cases, the intern should be able to relate the internship experience to knowledge and skills that they have gained through college-level classroom instruction.

Observing Professionals on a Day-to-Day Basis

It is important that the intern be able to observe professionals in their particular career field in order to gain an understanding of the type of work the occupation involves. When appropriate, we suggest employers encourage the intern to participate in staff meetings, attend presentations, and sit in on meetings with clients. Additionally, the intern should have the ability to speak and interact with professionals inside, as well as outside, of their own department to learn about different occupations and career paths.

Supervising the Intern

It is critical that the intern be provided with opportunities to ask questions and receive feedback relative to assigned tasks. In that regard, it is important that the intern be provided with an on-site supervisor who will be the main point of contact and assistance.

Evaluating the Intern

Within the last 1-2 weeks of the academic term, the Internship Coordinator will deploy an online survey, *Employer Internship Experience Evaluation*. This survey is used to evaluate the quality of the internship, as well as the intern's performance for grading purposes and should be completed by the immediate supervisor. It is vital that this survey be completed in a timely manner. Ongoing informal feedback and a

review of the final evaluation with the intern is encouraged. Additionally, informal feedback communicated with the Internship Coordinator is also appreciated.

A sample of the information that will be included in the online survey is below, you are encouraged to review this information with intern at the start of the placement.

SAMPLE INFORMATION - Employer Internship Experience Evaluation
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Start date: _____ End date: _____ This internship was a/an paid unpaid internship.

Total clock hours worked during internship: _____

Chief duties of the Intern (please be specific):

Please evaluate the student objectively, comparing with other students of comparable academic level, with other personnel assigned to the same or similar classified jobs, or with individual standards.

Workplace Interactions:

- ___ Exceptionally well accepted
- ___ Works well with others
- ___ Gets along satisfactorily
- ___ Has some difficulty working with others
- ___ Works very poorly with others

Attitude-Application to Work

- ___ Outstanding in enthusiasm
- ___ Very interested and industrious
- ___ Average in diligence and interest
- ___ Somewhat indifferent
- ___ Definitely not interested

Professional Judgment:

- ___ Exceptionally mature
- ___ Above average in making decisions
- ___ Usually makes the right decision
- ___ Often uses poor judgment
- ___ Consistently uses bad judgment

Dependability:

- ___ Completely dependable
- ___ Above average in dependability
- ___ Usually dependable
- ___ Sometimes neglectful or careless
- ___ Unreliable

Ability to Learn:

- ___ Learns very quickly
- ___ Learns readily
- ___ Average in learning
- ___ Somewhat slow in learning
- ___ Very slow or unable to learn

Overall Quality of Work:

- ___ Excellent
- ___ Very good
- ___ Average
- ___ Poor
- ___ Extremely poor

Attendance: ___ Regular ___ Irregular

Punctuality: ___ Regular ___ Irregular

Overall Performance: ___ Outstanding ___ Very good ___ Average ___ Marginal ___ Poor

How could the student have improved his/her performance?

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Providing a Healthy Work Environment

It is expected that the business where the student is interning will provide a healthy work environment at all times. Interns may not work at any other location than that approved by the Internship Coordinator, and interns may not participate in any type of door-to-door sales, delivery or promotional activities.

Providing an Environment with Equal Access/Equal Opportunity

The business or firm providing the internship will adhere to and uphold Florida State College at Jacksonville's Equal Access/Equal Opportunity Policy.

- (1) Florida State College at Jacksonville is committed to equal access and equal opportunity in accordance with provisions of the Florida Educational Equity Act and all other relevant state and federal laws, rules and regulations. Discrimination or harassment on the basis of race, disability, color, ethnicity, national origin, religion, gender, age, sex, sexual orientation/expression, marital status, veteran status, pregnancy or genetic information or any other factor protected under applicable federal, state and local laws, rules, and regulations is prohibited. Sexual harassment, sexual assault, domestic violence, dating violence and stalking are forms of prohibited sex discrimination.
- (2) This rule also affirms the College's commitment to ensure that employees who complain about discrimination or harassment are protected from retaliation based upon their good faith opposition to alleged discriminatory conduct. Pursuant to this policy, the College establishes a procedure whereby employees or applicants for employment may file a complaint of alleged discrimination or harassment without fear of retaliation.
- (3) Any employee, student, student organization, business entity or person privileged work or study in or for the Florida State College of Jacksonville community who violates this policy will be subject to disciplinary action up to and including periodic or permanent exclusion from the College or College business.

This policy extends to College vendors and contractors who do business on College premises and prohibits discrimination or harassment of members of the College community.

(Rules of the Board of Trustees, Florida State College at Jacksonville, 6Hx 7-2.1 Equal Access/Equal Opportunity 04/12/16).

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