

Establishing a Successful



INTERNSHIP PROGRAM

THROUGH COLLEGE RECRUITING

Interns can be utilized to increase productivity and creativity across many different areas of business. A successful internship program ensures that qualified candidates continuously seek out a spot within your business. Now more than ever college recruiting programs are providing young and talented professionals for various industries.

BENEFITS OF AN INTERN PROGRAM



Finding Future Employees and Creating a Pipeline of Talent



Increasing Brand Awareness on College Campuses



Closing the Skills Gap Through Specified Job Training



Improving the Overall Work Environment with New Ideas and Work Ethic



Increasing Productivity by Helping Staff with Side Projects



CREATING YOUR INTERNSHIP PROGRAM

1. Evaluate Your Needs

When evaluating your need for interns, there are a few questions you should be asking. This way you can avoid wasting time and resources while also benefiting from a potential increase in manpower. Knowing your company's needs beforehand will make it easier to clearly define responsibilities and give your team(s) the help they may need.

ASK THESE QUESTIONS:

- 1 Where is there a need for an intern (or a few)?
- 2 What are the mentorship opportunities for the intern(s)?
- 3 What will the intern(s) defined roles be?
- 4 Would an intern work for class credit or be compensated?
- 5 Is there a post-internship career path?
- 6 Is everyone bought into the program?

2. Create Your Process

PROGRAM MUST HAVES:

- * Compensation/ Incentives plan
- * College recruiting strategy (i.e. career fairs, resume critiques, etc.)
- * Vision and responsibilities for roles
- * Technology and relevant materials requirements
- * Internship timeline
- * Onboarding and training program

Once your needs have been identified and ranked according to what is most important, it is now time to create your internship program keeping your ideal candidate profile in mind. Be sure to cover all of the minor details so that inconsistencies are kept to a minimum. The overall process should become more refined the more it is utilized.

3. Implement Your Process

Once all the pre-planning and prep work is complete, it is now time for action. It is imperative that the appropriate personnel and resources are dedicated to the internship program. Recruiting and hiring an intern should be given the same attention of a full-time employee.

IMPLEMENTATION CHECKLIST:

- Post the job on student accessible sites such as Handshake
- Sign up for college career fairs to meet potential candidates
- Develop an interview and hiring plan based on your ideal candidate

70%

OF INTERNS ARE OFFERED FULL-TIME EMPLOYMENT

56%

OF INTERNS CONVERT TO FULL-TIME HIRES

20%

OF INTERNSHIPS ARE PAID

\$19.05

AVERAGE INTERN HOURLY WAGE

LESS THAN **10%**

OF COLLEGE GRADS DO INTERNSHIPS

9%

UNPAID WITH INCENTIVES

71% UNPAID

Sources: Chegg, Forbes, NACE

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