

## **How to Develop a Diverse College Student Internship Program**

When developing a college student internship program, make sure that value provided is a two-way street. In other words, industry leaders are just as responsible for providing a meaningful internship for the professional growth of future talent as they are for providing value to a company through their work, knowledge, and abilities.

### **Paid internships**

OOH United believes in paid internships. Not only will this show value for their work, but it will also show your company is committed to developing and supporting the future talent of the OOH industry. Additionally, this will make internship openings more competitive for top talent!

### **Does an intern need to receive school credit?**

Not at all! School credit/obligation can be a great motivation for college students to gain real world experience in the workforce, but internship opportunities can be offered regardless of university affiliation. While there are no specific limitations on which college students can apply for internships, many organizations focus on rising senior.

### **Internship areas of focus**

- Account Management
- Digital Advertising
- Diversity & Inclusion
- Graphic Design
- Human Resources
- Innovation
- IT
- Marketing
- Public Relations
- Sales Support
- Social Media
- Weekly rotation through multiple departments and functions
- Assign one large project for an intern to complete and present at the end of their program

### **Tips for a successful intern program**

- Give interns an office tour and introduce them around on their first day.
- Onboard interns as you do other employees so they can get a feel for 'corporate life.'
- Provide interns with some company 'gear' like water bottles, hats, bags, etc.
- Provide interns with locations of nearby places to get lunch or coffee.
- Have interns sit near one another so they can benefit from being around peers.
- Have an 'intern day' where interns can meet department heads or leaders. Create a leadership panel for the group to ask questions.
- Create a project for the interns to work on together to present to leadership at the end of their program.
- Assign a mentor to each intern.
- Arrange an intern lunch and learn meetings. Have interns rotate presenting to the team on a subject of their choice.

- Remember, no happy hours for interns. Most are not 21.
- Provide a performance evaluation to the interns to close out their experience.
- Conduct exit surveys with interns, asking them for feedback on their experience and suggestions for future intern programs.

#### **Where to find interns**

- **Local Universities** - Create meaningful connections with local universities, especially HBCU's and HMCU's.
- [Handshake](#) - FREE platform that's adding new universities and community colleges to their network everyday.
- [HIVE](#) - A career development and recruiting platform, aiming to connect employers with a unique community of students that represents what diversity in the workforce is meant to be.
- [Emma Bowen Foundation](#) – The Emma Bowen Foundation recruits promising students of color and places them in multi-year paid internships at some of the nation's leading media, PR and technology companies, provides the media and tech industries with a pipeline of young talent and emerging leadership, and advocates for best practices in diverse hiring, retention and advancement.
- [Cristo Rey Network](#) - The Cristo Rey Network® is the only network of high schools in the country that integrate four years of rigorous college preparatory academics with four years of professional work experience through the Corporate Work Study Program. Comprised of 37 Catholic, career focused, college preparatory schools, the Cristo Rey Network delivers a powerful and innovative approach to education that equips students from families of limited economic means with the knowledge, character, and skills to achieve their aspirations.
- [Indeed](#) and other job boards.
- **Employee Referrals**
- **Social Media**