

UWEC Department of Communication and Journalism

CJ 498 Internship Syllabus

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**Note: Students MUST register for
CJ498 – Internship by end of the second
week of fall or spring semester.**

Description

Overview: An internship consists of supervised on-the-job work by a student that may qualify for one to three credits. Internship work may be part time or full time, paid or unpaid, and may occur during the academic year or during the summer. Internship work must allow students to perform professional tasks with a definite communication or journalism focus and opportunities for direct application of classroom knowledge and skills.

The primary goals of student internships include **1)** acquiring first-hand knowledge about the field of work, **2)** exploring new professional activities and relationships, **3)** applying classroom knowledge and skills to the work environment, **4)** experiencing problems and contributing to solutions in the field, and **5)** learning by doing.

Prerequisites: To register for internship credit, students must be communication or journalism majors or minors with junior or senior standing. They must have at least a **2.75 grade point average in the major and overall at the University**. Students must have successfully completed qualifying classes relevant to the internship (usually 24 total credits in the major that include upper-division skills courses). Students must also have formal approval in advance from their adviser, the department internship coordinator, their internship employer, and the department chair. (See yellow, blue and green forms attached.)

Credit: (*variable*) One (1) credit for 48-95 hours at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator. (approximately 3-5 hours weekly)

Two (2) credits for 96-150 hours at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator. (approximately 6-9 hours weekly)

Three (3) credits for 151 hours or more at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator. (approximately 10+ hours weekly)

Students who believe they might take more than one internship before graduation may elect, for example, to take only two credits even though time at the work site might exceed 151 hours. One credit would be saved should another internship become available.

Process

Students who meet the prerequisites for an internship and wish to enroll in CJ 498 must complete the following steps.

Step 1. Identify an internship opportunity.

Although the department posts internship openings and has information about past internships, students are responsible for finding their own sites. It is imperative that students be serious, responsible, courteous, and organized when they contact potential intern employers. A careless contact can do irreparable damage to the student, the internship program, the department, and the university.

Step 2. Secure Department approval to register.

All students wanting approval must complete a Student Internship Application (a blue sheet). Students submit their completed application, signed by the supervisor and the academic adviser, to the department internship coordinator in person. The application is reviewed, and if approved, is signed by the department internship coordinator and department chair. Approval will be determined and available in the Department office within one week.

Step 3. Register for CJ 498.

Registration for internship credit can be done through MyBlugold or the Registrar's Office. Registration deadlines for CJ 498 are identical to the deadlines set for all UW-Eau Claire classes in regular academic sessions. Consult the University's Official Calendar for deadlines that may affect your internship plans. If you have questions about registration, please ask the department's internship coordinator.

Step 4. Submit learning objectives.

Both the intern and the employer must agree upon learning objectives and specific tasks for the internship. Before the end of the first week of the internship (sooner for summer session), the objectives and tasks must be submitted to the internship coordinator on a *Learning Objectives/Agreement* form (a yellow sheet). On the reverse side of the form there is a place for the student, employer, and internship coordinator to acknowledge their agreement about objectives, tasks, and obligations to the internship.

Step 4. Submit Employer Information.

Students must make sure the Department has current information about the employer. Before the end of the first week of the internship (third day for summer session), collect and submit important information from the employer. Use the *Employer Internship Information* form (a green sheet) to document the information. Note: The department recommends that all employers pay interns. But the absence of pay does not prevent approval for internship credit.

Step 5. Begin working for the employer and doing academic assignments.

Academic assignments will consist of a collection of documents and work samples which students will compile as an "internship portfolio." Collectively, these documents will demonstrate professional success "on the job." The documents also will reflect how students applied their academic knowledge and skills to internship tasks. Please refer to subsequent instructions for each of the assignments.

Internship Assignments/Portfolio

All students who are enrolled in CJ 498 must complete four assignments as a basic requirement of their internship. Additional requirements include performing satisfactorily under the supervision of a professional and meeting a specific scheduled work obligation:

Four required assignments in final portfolio with 48-96 hours at work site = 1 credit

Four required assignments in final portfolio with 96-150 hours at work site = 2 credits

Four required assignments in final portfolio with 151 hours or more at work site = 3 credits

Assignment 1: Professional Journal (Submit in final portfolio.)

Maintain a professional journal aimed at analyzing the internship employer's organization and its functions.

Due: last week of session/semester. Date announced first week of session/semester

Note the specific date here: _____

Purpose: To provide a reference tool for the completion of other assignments including selecting representative work samples, developing a professional resume and a final defense statement; to help the student better understand their interest in the field and their particular professional strengths and weaknesses.

Process: DO NOT WRITE A DIARY. Instead, write about how the organization is structured. ANALYZE the effectiveness of that structure and how you fit into it. On a regular basis, briefly describe workplace happenings and projects. REFLECT on those happenings and on the professionalism you observe. DESCRIBE things that you learn, ways that you might handle situations if given a chance, insights into your own pre-professional strengths and weakness. Record steps of success and progress. Do NOT keep the journal at the work site.

Format: This should be an electronic (MS Word) document. It should include 3-4 detailed journal entries per 40 hours of work.

Assignment 2: Representative Work Samples (Submit in final portfolio.)

Develop an organized collection of work completed during the internship.

Due: last week of session/semester. Date announced first week of session/semester

Note the specific date here: _____

Purpose: To help demonstrate successful completion of the learning objectives statement; to help begin preparing an interview portfolio.

Process: Keep a copy of all work products or evidence of work accomplished. Where necessary, write a brief narrative describing the product or the work accomplished and what was learned from the experience.

Format: Arrange the work products in chronological order. Three to five work samples of varying natures will be sufficient. Place any narrative descriptions ahead of each sample. (If video or audio samples are included, please note that in the portfolio and attach separately). The work samples should be placed after a resume in an "internship portfolio." This portfolio should include a title page and a table of contents.

Assignment 3: Professional Resume (Submit in final portfolio.)

Prepare and produce a resume suitable for professional job applications.

Due: last week of session/semester. Date announced first week of session/semester

Note the specific date here: _____

Purpose: To help begin preparing an interview portfolio.

Process: Gather the appropriate data and create a rough draft of a resume. Review all information. Is everything accurate? Copy edit your resume eliminating ALL typographical, spelling and grammar mistakes. The resume must be perfect.

Format: There are many ways to present experience and skills in a resume. The University placement office and the internship office have representative resumes on file. There are also books on how to prepare a resume. Consult these resources if needed. The resume should be placed following the title page and a table of contents in the internship portfolio.

Assignment 4: Internship Defense Statement

Compose a document that clearly justifies accomplishment of the objectives and full credit for the internship experience.

Due: Regular sessions, end of week 14; summer session, end of week 7

Note the specific date here: _____

Purpose: To link together learning objectives, specific work done to meet the objectives, and supportive evidence of accomplishing the objectives; to take a bow for hard work.

Process: Review learning objectives and portfolio assignments. Assess what was accomplished during the academic session. Make a document that is titled "Defense Statement." List each learning objective. Underneath each objective, list the corresponding task(s). Underneath each task, provide a descriptive but brief statement that indicates progress toward each objective; point to specific pieces of evidence or accomplishments when appropriate. The last part of this statement is a more informal reflection section. What were your general impressions of your work experience? What did you learn that was not on your list of learning objectives? What do you wish you could have learned more about? How did this experience prepare you for your next position? Any suggestions for the program?

Format: The document should be titled, double-spaced and typed. Please, no more than eight pages. It must follow all normal college-level writing standards and be carefully written and proofread. Examples should be used when possible to illustrate your points. The defense statement should be placed at the back of the internship portfolio, following the work samples.

Evaluation

Students should realize that signing up for CJ 498 and showing up to work does not guarantee an "A" in the course. The internship coordinator will use the supervisor's written evaluations, the portfolio containing the journal, the defense, the work samples and the resume to determine a course grade.

Written employer evaluations of performance will account for 25% of the final grade. (Please make time to review the evaluation form on the next page.) **The student intern must copy and request that their employer supervisor complete the CJ 498 Evaluation of Intern form twice during the internship.** The employer should evaluate the intern's work, once at the midpoint and once at the end of the experience. **The student intern should also ask the employer supervisor to return the form directly to the CJ Internship Coordinator using the address listed on the cover of this syllabus.** Interns should request a copy of both evaluations when completed. The internship coordinator will meet with the intern and employer supervisor at a mutually agreed upon time at least once to discuss the intern's performance. Written notice is sent about that meeting.

The Portfolio:

The professional journal will account for 25% of the final grade. The internship coordinator will assess the journal for its quality of content in four areas: 1) analysis of the organization, 2) observations of professionalism, 3) description of critical incidents and how incidents were managed, and 4) periodic observations of personal growth.

The remainder of assignments in portfolio will account for 50% of the course grade. The portfolio must consist of a title page, a table of contents, updated resume, work samples, and a defense statement that references learning objectives. Individual assignment sheets detail each component and its deadline. No unexcused late work is accepted. If the student anticipates missing a deadline, notify the internship coordinator in person, by phone or by e-mail. Personal illness, family distress and other similar situations are legitimate excuses.

The internship coordinator's assessment of the portfolio will apply these criteria in rank order: 1) clarity of content and 2) professional presentation.

Students should ask questions about evaluation at any time. The internship coordinator will respond to drafts of any work at any time during the internship and offer feedback before a grade is assessed. Please don't wait until after a final grade has been turned in to ask questions or get feedback. You may stop in to coordinator's office to review a sample portfolio if you would like.

After all internship materials are evaluated, it is the student's responsibility to retrieve them from the department program assistant. Please pick them up no later than eight weeks after completing the internship or the materials will be discarded.

**University of Wisconsin-Eau Claire
Department of Communication and Journalism
Midterm Evaluation of Intern**

Intern:

Dates of Internship:

Organization:

1--strongly disagree
2--disagree
3--neither agree nor disagree

4--agree
5--strongly agree
0--not applicable (NA)

Communication Skills

	Strongly Disagree	←————→				Strongly Agree	
1. The intern was able to effectively communicate with the host supervisor.	1	2	3	4	5	0	
2. The intern was able to effectively interact with members of the staff.	1	2	3	4	5	0	
3. The intern was able to communicate effectively with others such as customers.	1	2	3	4	5	0	
4. The intern was an effective speaker.	1	2	3	4	5	0	
5. The intern was an effective writer.	1	2	3	4	5	0	
6. The intern was an effective listener.	1	2	3	4	5	0	
7. The intern designed effective visual communication.	1	2	3	4	5	0	
8. The intern thought critically.	1	2	3	4	5	0	
9. The intern researched well.	1	2	3	4	5	0	

Professional Work Habits

10. The intern successfully adapted to the organizational culture.	1	2	3	4	5	0
11. The intern acted in a professional manner.	1	2	3	4	5	0
12. The intern was flexible and willing to accept new ideas.	1	2	3	4	5	0
13. The intern worked independently.	1	2	3	4	5	0
14. The intern worked effectively as part of a team.	1	2	3	4	5	0
15. The intern managed time well.	1	2	3	4	5	0

Job-Related Criteria

16. The intern developed effective technical skills.	1	2	3	4	5	0
17. The intern contributed new ideas and insights	1	2	3	4	5	0
18. The intern progressed throughout the internship.	1	2	3	4	5	0
19. The intern's overall performance was effective.	1	2	3	4	5	0

Please respond to the questions on the back of this form too.

Page 2 of Midterm Evaluation of Intern

Please comment on the strengths of the student during the last half of the internship:

Please comment on the student's readiness to succeed today in a professional position related to your field:

Please comment on the weaknesses of the student during the first half of the internship:

Please suggest how the student can improve.

Host Supervisor Date _____

Title _____

Please return this completed evaluation form to:

Internship Coordinator
Department of Communication and Journalism
University of Wisconsin-Eau Claire
Eau Claire, WI 54702-4004

Please give the student intern a copy of this completed form.

**University of Wisconsin-Eau Claire
Department of Communication and Journalism
Final Evaluation of Intern**

Intern:

Dates of Internship:

Organization:

1--strongly disagree
2--disagree
3--neither agree nor disagree

4--agree
5--strongly agree
0--not applicable (NA)

Communication Skills

	Strongly Disagree	←————→			Strongly Agree	N/A
1. The intern was able to effectively communicate with the host supervisor.	1	2	3	4	5	0
2. The intern was able to effectively interact with members of the staff.	1	2	3	4	5	0
3. The intern was able to communicate effectively with others such as customers.	1	2	3	4	5	0
4. The intern was an effective, speaker.	1	2	3	4	5	0
5. The intern was an effective writer.	1	2	3	4	5	0
6. The intern was an effective listener.	1	2	3	4	5	0
7. The intern designed effective visual communication.	1	2	3	4	5	0
8. The intern thought critically.	1	2	3	4	5	0
9. The intern researched well.	1	2	3	4	5	0

Professional Work Habits

10. The intern successfully adapted to the organizational culture.	1	2	3	4	5	0
11. The intern acted in a professional manner.	1	2	3	4	5	0
12. The intern was flexible and willing to accept new ideas.	1	2	3	4	5	0
13. The intern worked independently.	1	2	3	4	5	0
14. The intern worked effectively as part of a team.	1	2	3	4	5	0
15. The intern managed time well.	1	2	3	4	5	0

Job-Related Criteria

16. The intern developed effective technical skills.	1	2	3	4	5	0
17. The intern contributed new ideas and insights	1	2	3	4	5	0
18. The intern progressed throughout the internship.	1	2	3	4	5	0
19. The intern's overall performance was effective.	1	2	3	4	5	0

Please respond to the questions on the back of this form too.

Page 2 of Final Evaluation of Intern

Please comment on the strengths of the student during the last half of the internship:

Please comment on the student's readiness to succeed today in a professional position related to your field:

Please comment on the weaknesses of the student during the first half of the internship:

Please suggest how the student can improve.

Host Supervisor
Title _____

Date

Please return this completed evaluation form to:

Internship Coordinator
Department of Communication and Journalism
University of Wisconsin-Eau Claire
Eau Claire, WI 54702-4004

Please give the student intern a copy of this completed form.

Policies

Not all internships can be completed for a variety of reasons. If student interns experience difficulty at the job site, they should contact the internship coordinator immediately.

Student interns have certain rights and responsibilities. Please be aware of the following:

- Interns may be released from your internship due to extenuating circumstances.
- The internship coordinator and/or employer reserve the right to withdraw the student from work under the following conditions:
 - The student is no longer enrolled in the internship program.
 - The student's attendance and performance are unsatisfactory.
 - The student abuses policies or rules of the employer or internship program.
 - The employer abuses student's rights and responsibilities or fails to address learning objectives.
- Internship earnings, if any, are exempt from both state and federal unemployment. Interns may not claim unemployment compensation.

Learning Objectives & Agreement

(Student needs to keep a completed copy of this form!)

Important: You must **submit** this original copy of your Learning Objectives & Agreement form **before the end of the first week** of the internship. Offer a copy to your supervisor. KEEP A COPY FOR YOUR FINAL DEFENSE STATEMENT AND PORTFOLIO.

Your learning objectives should identify goals for your internship. Just as a course syllabus outlines goals for learning and identifies assignments intended to help achieve learning, a learning objectives statement will help you, your employer and me understand the scope of your internship. You may, if necessary, update your objectives as your internship develops.

Your objectives and tasks statements should clearly explain what and how you will learn through your internship experience. For example:

Objective: To learn how a non-profit organization gains public support

Task: Write press releases for Indian Waters Girl Scout Council

Task: Develop informational brochures for Indian Waters Girl Scout Council

It is important that you and your supervisor discuss mutual expectations before the internship begins. Learn to negotiate terms that are mutually beneficial. Make sure you understand what is expected of you, to whom you are to report, whether you may attend staff meetings, whether work hours are flexible, etc.

Use the format below to identify your learning objectives and the specific internship tasks that will enable you to accomplish those objectives. Use the format on the reverse side to document that you and your supervisor have discussed learning objectives, tasks, responsibilities, and general policies of the internship. Be sure you contact me if you or your supervisor has any questions.

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

Objective: _____

Task(s): _____

After agreement has been reached between the intern and internship supervisor about these objectives and tasks, please read the information on the reverse side of this form. Complete the blank areas, sign and date where requested.

The _____ will retain _____ for the purpose of gaining
Internship Supervisor Student Intern

practical knowledge and experience in the occupation of _____
Intern's Job Title

from _____ to _____
Start Date End Date

The internship supervisor agrees to:

- 1) Provide training for the student as detailed in the learning objectives.
- 2) Work with the internship coordinator to ensure the best possible training.
- 3) Evaluate and meet with the intern for performance reviews.
- 4) Retain the student for an average of _____ per week for _____ weeks and pay (if applicable) the student \$ _____ per _____.
- 5) Consult with the internship coordinator if dismissal or lay-off is anticipated; Conferences about unsatisfactory situations should be held to avoid dismissals.

The student agrees to:

- 1) Work for the internship supervisor in order to receive training and experience.
- 2) Demonstrate interest in the job and cooperate with all persons involved.
- 3) Develop the knowledge and skills necessary to become an effective employee.
- 4) Adhere to all rules and regulations of the business and act in an ethical manner.
- 5) Inform the supervisor and internship coordinator of illness or emergency prevents attendance.

The internship coordinator agrees to:

- 1) Evaluate the student's preparation for the internship.
- 2) Assist in developing the student's learning objectives.
- 3) Contact the student and the internship supervisor about the student's progress.
- 4) Consult with the internship supervisor if dismissal or lay-off is anticipated or if unsatisfactory situations develop.
- 5) Evaluate the students learning accomplishments.

General policies:

- 1) The student may be released from this contract due to extenuating circumstances.
- 2) The internship coordinator and/or supervisor reserve the right to withdraw the student from work under the following conditions:
 - a) The student is no longer enrolled in the internship program.
 - b) The student's work attendance and performance are unsatisfactory.
 - c) The student abuses policies or rules of the employer or the internship.
 - d) The employer abuses student's rights and/or responsibilities or fails to address learning objectives.
- 3) Employers are required to conform to applicable federal, state and local laws relating to employment.

Internship Supervisor's signature

Date

Intern's signature

Date

Internship Coordinator's signature

Date

UWEC Department of Communication and Journalism

Student Internship Application

Note: Providing your social security number, grades, and GPA on this form is optional. If you provide this information, you are giving consent to reveal that information to an intern supervisor and department faculty.

Student Name

Internship Site Name

Student ID Number

Intern Supervisor Name and Title

Student's Local Address

Site Address

City State Zip Code

City State Zip Code

Telephone Number

Telephone Number

Email Address

Email Address

Student's Address during the Internship

City State Zip Code

Telephone Number

Area of Curricular Emphasis (check one):

Advertising

Broadcast Journalism

Organizational Communication

Print Journalism

Public Communication

Public Relations

Registration for:

_____ Academic Semester

_____ Total Internship Credits

_____ Total Internship Hours

_____ Internship Begin Date

_____ Internship End Date

Describe the internship responsibilities:

Describe the relevance of the internship to the academic major and area of curricular emphasis:

Describe any previous work experience, which may be relevant to the internship:

Please provide the information requested on the reverse side of this application form.

Employers

Communication and journalism students are encouraged to apply their classroom knowledge and skills in supervised professional activities at internship sites approved in advance by the Department of Communication and Journalism.

Students must receive approval for their internships BEFORE beginning work for the employer. This enables the department to establish a formal relationship with the employer if one does not exist. A beginning step in this relationship is to have employers of interns provide us with the information requested on the reverse side of this sheet. It is our hope that internship employers pay interns. But we understand there occasionally are policies or circumstances, which may preclude pay. The absence of pay does not prevent the department's approval of academic credit for a student's internship.

The Department of Communication and Journalism only approves internship credit for its majors and minors with junior or senior standing, with at least 2.75 gradepoint average in the major and overall, who have successfully completed qualifying classes relevant to the internship, with the internship site supervisor's pre-approval and approval from the student's academic advisor, our department internship coordinator, and department chair.

Should a student be selected by you and approved by us for internship credit, we require the student perform an agreed upon number of hours satisfactorily at the work site and successfully complete four assignments. The department internship coordinator will also request the internship site supervisor to evaluate the intern's work twice during the internship and make time to meet with the internship coordinator at least once near the end of the internship. All of the information gathered from the student and supervisor is used to assess a grade for the intern.

The amount of credit a student may earn for an internship is variable. The department guidelines are:

One (1) credit for 48-95 hours at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator

Two (2) credits for 96-150 hours at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator

Three (3) credits for 151 hours or more at work site, four assignments, two written evaluations requested by the internship coordinator from the employer, and one interview with the employer and internship coordinator

A student who believes they might take more than one internship before graduation may elect, for example, to take only two (2) credits even though time at the work site might exceed 151 hours.

Employer Internship Information

The information you supply on this form will help us maintain a record of student internship opportunities with your organization. Thank you for taking time to complete it. Please mail or fax this completed form to:

**Department Internship Coordinator
Department of Communication and Journalism
University of Wisconsin-Eau Claire
Fax 715-836-3820**

Internship Employer Name

Date

Supervisor Name and Title

\$ _____
Compensation

Street Address

Unpaid internship

City State Zip Code

Have you hired one of our students before?

Telephone Fax

No
 Yes

Email

Internship times:

Professional areas in which you offer internship opportunities:

- ____ Advertising
- ____ Broadcast Journalism
- ____ Organizational Communication
- ____ News or Photojournalism
- ____ Public Relations
- ____ Other

_____ fall

_____ spring

_____ summer

_____ variable

Hours/weeks available:

_____ hours

_____ weeks

Please list below or on an attachment the internship job descriptions and skills requirement(s).