

## Internship Learning Plan Outline

ON A SEPARATE SHEET OF PAPER, type the following requested information. Upload your completed plan to a Google doc and share it with [internships@smumn.edu](mailto:internships@smumn.edu), your faculty advisor and internship site supervisor. They will need to sign off their approval of your plan This MUST be done before your internship begins. Keep a copy for your records. If changes occur in your job description and learning goals once your internship begins, a revised learning contract should be completed and submitted.

**Include the following:**

**YOUR NAME**

**TERM AND YEAR OF INTERNSHIP**

**NAME OF INTERNSHIP ORGANIZATION**

**PART 1. DESCRIPTION OF INTERNSHIP:** (Determined by student intern and site supervisor) Describe your role while on your internship. What will your job responsibilities be? Learning opportunities? Describe meetings, projects, and training you plan to be involved with. How frequent and regular will your contact be with your site supervisor? Will there be any evaluation of your work other than that required by SMUMN? If so, what kind? How often?

**PART II. ACADEMIC COMPONENT:** (Determined by the student intern with the faculty supervisor's assistance)

**IN TYPING THE PRESENTATION OF YOUR LEARNING OBJECTIVES AND ACTIVITIES, USE THIS SIMPLE FORMAT:**

1. Learning Objective
  - A. Activity
  - B. Activity

**LEARNING OBJECTIVES & GOALS** - Internship goals or objectives usually describe what you intend to learn through your internship. Be as concrete and specific as you can. Think about the questions and statements below, then formulate several learning objectives for your internship (3 to 6 are usually enough). These objectives are typically academic in nature, ex. related to your major field of study. Are you looking to **improve or develop skills, expand knowledge** of a specific field, **apply theories or research**? With the agreement of your faculty supervisor, you may also include objectives that relate to your **personal development** and exploration of career options. Are you interested in learning how a particular company, organization or industry works? What skills or techniques do you intend to develop?

**ACTIVITIES RELATED TO YOUR OBJECTIVES** – Describe the specific process for what you will do to achieve your goals. What activities, duties, and assignments in your work will help you achieve your objectives? Will you undergo training? Will you attend any related conferences or meetings? For some objectives, indefinable things, such as conversations and associations with fellow coworkers may be related to a particular objective. Will any “off the job” activities such as reading, writing, research or field trips be related to any of your objectives? You can use more than one activity to meet each objective.

### **PART III. EVALUATION & GRADING**

Share this learning contract with your site supervisor. The site supervisor will provide a midterm evaluation and final evaluation. These completed evaluations will be shared with your faculty supervisor who utilizes feedback from you (by conversations, reflection papers and timesheets) and your site supervisor about your performance during your internship to determine a final grade for your internship.

Other than your monthly papers and timesheets, your site supervisor's midterm and final evaluations and a possible site visit by your faculty supervisor, describe any other type of evaluation that is required of you from your faculty and site supervisor (ex. class presentation, research project, portfolio).

## SAMPLES OF PART I AND II FROM VARIOUS MAJORS:

### PART I. Description of Internship

(Criminal Justice sample)

As I presently understand my upcoming internship, I will rotate through all aspects of the police department including patrol, training, administration, etc. I will spend two weeks in each section, observing and participating where appropriate. During these weeks, I will be supervised by various officers in the different sections. I expect to receive on the job training by the officer in charge of each section. At the designated points of the internship, I will be evaluated by Captain Michael Jones, using the forms provided by the University. Captain Jones has indicated that he will consult with each of the officers who will be responsible for my activities during my various assignments.

### PART II. Academic Component

(Criminal Justice sample)

1. I will learn about the divisions and operations of a law enforcement agency.
  - A. By participating in the two-week training sessions in various divisions.
  - B. By working with experienced officers in different sections.
  - C. By reading relevant materials, as they are made available to me.

(Marketing sample)

1. I will learn how to handle prospective accounts and how to prepare proposals.
  - A. By transcribing call report tapes into the current reporting system and the new software-monitoring program.
  - B. By assisting in the preparation of a major proposal for potential and current clients.

(Human Service sample)

1. I will learn strategies for dealing with negative behaviors and reinforcing positive behaviors.
  - A. By participating in training, observing case managers, role-playing, and practicing skills.

(Psychology sample)

1. I will improve my understanding of family dynamics in dysfunction and healing.
  - A. By interacting with patients, patient's families, and staff.
  - B. By conversations with my site supervisor.

(Public Relations sample)

1. I will learn and practice public relations in writing skills.
  - A. By writing news releases for hospital educational programs and other health and wellness programs.

### Learning Plan

Joe Black  
Summer 2022  
S&S Public Relations

#### Description of Internship

The roles and responsibilities of my job at S&S is to work with Vice President, Julie Mousel, on accounts for a variety of different clients. Every client has different objectives. I will work with each client to ascertain those goals and then map out the strategy that will best accomplish the mission. That strategy forms the foundation of all PR efforts. I will also help define a client's brand or company positioning, establishing crisp messages that mold identity, developing different story angles for different publications, matching the message to the medium, and shaping the pitch to sell the story. Clients appear regularly in newspapers, trade publications, business magazines, syndicated columns, online publications, radio, TV, and more.

#### Academic Component

1. I will learn the practice of Public Relations in dealing with clients and developing media kits.
  - A. I will assist clients in developing media kits that tell a company's story in the most useful manner.
2. I will learn the way public relations handles a trade show.
  - A. I will learn to arrange media appointments at trade shows, press conferences, coverage in daily shows, and nominations for show awards where applicable.
  - B. I will personally escort reporters to clients' booths and facilitate interviews. Result: maximum coverage in minimum time.
3. I will learn the way public relations uses analysts and tours.
  - A. I will to demonstrate products, discuss new initiatives and establish relationships with key editors and analysts.

#### Evaluation

This is the most beneficial part of this experience. I feel the feedback process is extremely important so I am planning to meet with my site supervisor many times during the course of my nearly 40 to 45-hour week. The evaluation forms provided by SMUMN will be used at the midpoint of my internship and upon completion.