



## **WORKFORCE DEVELOPMENT PLAYBOOK:** **Internships: Key Tips for Internships**

Internships help keep your talent pool full of eager graduates and entry-level professionals – who not only understand instructions but also get your brand – to fill roles and succeed staff across your talent map.

- ▶ Structured internships with real work and mentorship attract students. Their positive experiences become your best advertisement, while they gain practical skills that bridge the theory-practice gap. It's a win-win scenario for the students and your firm.
- ▶ When possible, consider high school students as well as college students for internships. As early as sophomore year, college students are being offered multi-year internships and even full-time employment. To stay competitive, firms are engaging students sooner to raise awareness for their company name and establish their pipeline.
- ▶ Extend high-performing interns full-time positions (upon graduation) as soon as you know you would hire them full-time; do not wait, or they may accept another internship or job offer from another firm.
- ▶ Partner with local universities to offer internships as part of co-op programs or for academic credit. This ensures a steady flow of talented students into your internship program. Along those lines, never stop recruiting and networking with students, so that you maintain a steady presence on your local campus and your firm is a known entity to the students and faculty. Whenever you are exhibiting at an event, bring a sign that says "hiring interns" as a conversation starter.
- ▶ Students often take internships for the experience as well as the chance to provide clarity on career paths and specializations within civil engineering. This exploration helps them make informed decisions about their future career directions and areas of interest. Students in other engineering disciplines are still great candidates for an internship.
- ▶ Use internships (high school and college students) as a recruitment tool to identify and nurture potential full-time hires. Internships allow you to evaluate candidates' skills and fit within the company, creating a pipeline of well-prepared future employees.
- ▶ Build a relationship with your local university faculty and offer engineering focused expertise and training for the engineering department staff. As faculty and staff get to know your firm, they will serve as natural referrals for their students looking to access industry experiences.