INTERNSHIP STRATEGIES FOR BUSINESS STUDENTS

CAREER SERVICES – UW1-160 – STUDENT SUCCESS CENTER
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Value of Internships

- Opportunity to explore
- More likely to land a job in your industry: 51.7% of internships yielded a job offer last year
- Develop professional experience, connections and portfolio pieces

From: InternMatch’s (powered by Looksharp) Report: The Biggest 2014 Internship Trends
The Internship Cycle

Before the Search

After the Internship

Search

Maximize the Experience

Apply

Interview
Set your timeline:

• When do you want to do an internship?
• How long does the search and application process *really* take?
Major accounting firms have a VERY early timeline. Applications open in September for the following summer’s internships and positions are filled in November.

Other employers with early hiring timelines:

• McKinsey & Company
• Citi
• Morgan Stanley
Determine your internship goals:

- Specific career interests
- Type of organization
- Industry
**ADDITIONAL CRITERIA**

- Location
- Salary
- Hours/flexibility
- Portfolio development & skill-building
- Culture/mission/values
- Mentorship
Research Resources

- LinkedIn
- Professional Organizations
- Career Fairs & Networking Events
- Conduct informational interviews
  - Learn from someone who has the job
  - Ask for advice, not a job!
  - 1 of 12 results in a job offer
Networking

- Developing and maintaining relationships
- Exchanging information - reciprocation
- Making connections
- Networking is not about getting a job
**Employers Recruitment Methods**

- Promote Qualified Internal Candidates
- Identify candidates informally through contacts, business associates, etc.
- Recruit candidates from targeted professional organizations & schools
- Interview candidates who made unsolicited applications
- Employment services
- Ads

**Contacts/Networking**

- Career fairs, univ. career cntrs. & professional orgs.
- Targeted job search: Actively applying directly to employers of interest

**Job Seekers’ Strategies**

- Private & state employment services
- Job listings and want ads
Networking Opportunities

- Attend Career Fairs and Networking Mixers
  - www.uwb.edu/careers/events

- Connect with alumni, classmates, professors on LinkedIn

- Get involved in a student organization

- Join a Professional or Networking Association

- www.iloveseattle.org – Seattle Networking Guide lists events and mixers to connect individuals and groups based on fields of interest and goals
LinkedIn is a popular site for professionals and industry experts to connect.

- LinkedIn profile is different to a resume – it’s not a static document!
  - Resume + Eportfolio
- Network! - manage your contacts
- Receive recommendations & endorsements
- Connect with UW Bothell alumni
- People find you
- Job Search – Industries/Companies
Get the employer’s attention:
• Be concise
• Focus on the employer’s needs/qualifications listed in the ad
• Highlight accomplishments, abilities and skills (not duties)
• Use action verbs and quantifying information

Have your resume reviewed

Attend Resume & Cover Letter workshop

Check out Career Services’ resume guidelines and action verb list
A NOTE ON PROFESSIONALISM

- Email and phone communication
  - UW email address
  - Correspondence should be polite and professional

- Social media
  - LinkedIn
  - Twitter, Facebook, etc.
  - Google yourself!

- References
The search

Make use of the resources UW offers:

• HuskyJobs
• Job & Internship Fairs
• Networking Nights

Other sites:

• LinkedIn
• Glassdoor
• Puget Sound Business Journal
• Industry- or career-specific orgs
Companies that use HuskyJobs
Good internships provide…

- Opportunity to work at or slightly above your skill level
- Formal networking/social opportunities
- Established program with structure, committed resources, and an assigned supervisor/mentor
- Exposure to various departments and/or functions
- A defining project or resulting product
Beware of…

- Scams or fraudulent postings
- Below college level work
- No training, coaching, guidance, or exposure
- All work and no play
- Bad supervision
- Boring or underwhelming
✓ Resume: Tailor it to the specific internship
  • Include student activities
  • Volunteer experience
  • Jobs
  • Relevant coursework: projects, presentations & research

✓ Cover letter
  • Identify key skills/requirements in the ad that you have
  • Prove it! Include examples of how you’ve used these skills
  • Be detailed

✓ Transcripts?
THE INTERVIEW

- Research the organization
- Understand the position
  - Highlight ‘skill’ keywords in the description
  - Identify the top things they are looking for and how you match
- Review your skills, abilities and experiences
- First impressions count
  - Arrive early
  - Dress to impress
  - Be ready to answer ‘Tell me about yourself’ and ‘why this position/company’ questions
*Include application deadlines in your research and adjust as needed.
In the internship…

• Informational interview outside of your assignment

• Meet people in other departments, functions, and branches

• Meet alumni and other people in the city or area where your internship is located

• Create a portfolio of accomplishments

NETWORK, NETWORK, NETWORK, NETWORK!
What skills did you use or develop during your internship that would apply to your next position?
• Communication, teamwork, technical/analytical skills, innovation, customer relations, etc.

Did you produce any deliverables (reports, business or marketing plans, training documents, policies, etc) during your internship?

Were you recognized for any of your accomplishments or contributions?

Update your resume and LinkedIn profile!
AFTER THE INTERNSHIP

After the Internship

Maximize the Experience

Before the Search

Search

Apply

Interview
Reflect on your internship experience:

• Identify the skills you need to develop further to be successful in your career

• What complementary experiences will make you most valuable to your target employers?
Questions?
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