MORAVIAN UNIVERSITY
VIRTUAL INTERNSHIP GUIDE FOR EMPLOYERS

About Moravian University:

As America's sixth-oldest college, Moravian University (MU) has been a little revolutionary from the start. The University has been pushing boundaries in small ways that have big (lasting) impacts since 1742. That's when a 16-year-old girl founded MU as the nation's first school to educate women. For more information about Moravian University and the 70+ majors/minors offered please visit https://www.moravian.edu/about and https://www.moravian.edu/academics.

Center for Career and Civic Engagement:

The Center for Career and Civic Engagement assists and provides support to students through experiential learning and professional development opportunities. Some of these opportunities include volunteering, hands-on learning, preparing for graduate school, securing internships and finding part-time and full-time jobs. The Center also assists employers and community organizations with recruitment needs.

What is a Virtual Internship?

A virtual internship follows the same definition of a traditional internship outlined by the National Association of Colleges & Employers. Clearly, a virtual internship removes the need for in-person interaction, but still must include close guidance from supervisors with expertise via video conferencing or phone call. Virtual internships can be paid, unpaid and/or for academic credit. More information on internships can be found in the U.S. Department of Labor's Fact Sheet #71: Internship Programs Under the Fair Labor Standards Act.

NACE Internship Definition:
www.naceweb.org/about-us/advocacy/position-statements/position-statement-us-internships/

Developing a Virtual/Hybrid Internship Program:

1. Define your goals for the program.
2. Build support for the program at all levels. Commitment from top management is crucial in creating successful internship opportunities.
3. Plan ahead! Interns will need….
   - Proper technology including access to communication and virtual meeting software. If sending technology to your intern (laptops, tablets, etc.), consider doing this a week or two before the start of the experience.
   - A supervisor/mentor. Be sure to include your intern in online staff meetings and professional development opportunities when and where appropriate. This person should have expertise in the internship focus area.
   - Information regarding compensation. Will the intern be paid? If so, how much?
   - Something to do! What are the intern's duties and specialized projects? What are the learning goals?
   - Useful and meaningful work. An intern does NOT mean free or low-cost help. Take time to learn your intern's skills and strengths so you can create appropriate projects. Keep in mind, for virtual programs, asynchronous work is ok!
   - A structured evaluation process. How will the intern be evaluated? When?
   - Regular contact and feedback. Schedule a time to meet with your intern regularly. A standing meeting two days per week (e.g. Monday or Tuesday and Friday) will increase communication and connection with your intern. A sample of communication tools to consider include MS Office Teams, Zoom, Skype, Go To Meeting, Google Hangouts, Google Drive, Drop Box and Slack.
   - Immediate explanations. Be sure to explain policies and procedures to your intern. Sometimes students may not know how/what to ask, so be proactive and explain! Make sure that expectations are known and documented.
   - An orientation to the organization/position. Provide an orientation to your organization, overview of services and an introduction to staff. A series of one-on-one or small group virtual meetings with different staff members or departments can help to keep your intern engaged and provide variety in their work day.

4. Construct a job description which includes an overview of your organization, intern duties, special projects and desired qualifications. *See final page for a sample internship description/posting.*

Virtual Internship Resources:
- Parker Dewey - Remote Internships 101: Your Guide to Creating and Managing a Remote Internship Program, https://info.parkerdewey.com/remote-internships-101
- Handshake – Creative Ways to Make Your Virtual Internship a Success, https://joinhandshake.com/blog/employers/creative-ways-to-make-your-virtual-internship-a-success/
- NACE Top Perks for Interns can be Adapted for Virtual Workplace, https://www.naceweb.org/talent-acquisition/best-practices/top-perks-for-interns-can-be-adapted-for-virtual-workplace/

Moravian University Internship Policies and Procedures:
REQUIREMENTS FOR EXPERIENCES THAT OFFER COURSE CREDIT
Internships for credit provide course credit for meaningful experiential learning opportunities. They may be taken in any term, including summer, on a full-time or part-time basis, and may be in public or private agencies, institutes, or businesses.

Internships for credit may be undertaken by students who have junior or senior standing and a QPA of at least 2.70. (Transfer students must also have completed a full fall or spring term of study at Moravian University).
To undertake an internship for credit, students must find both a faculty coordinator and an on-site supervisor who will share responsibility for supervising projects connected to the experience. The Center for Career and Civic Engagement will serve as a point of contact and manage all collections of employer and intern experience evaluations at the end of the internship. If agreed upon by the employer, students may be compensated for internships that earn credit.

HOURLY REQUIREMENTS: Students must complete a minimum of 140 hours in order to earn one course unit and a minimum of 280 hours to earn two course units during the fall or spring semesters. If completing an internship for credit over the summer the same number of hours must be completed but in a shorter period of time.

REQUIREMENTS FOR EXPERIENCES THAT DO NOT OFFER COURSE CREDIT: Students that do not earn credit for internship experiences do not fill out any paperwork for the University. Their agreement with their employer is at will, and the University does not assume any responsibility.

LIABILITY: Please contact Moravian University regarding liability inquiries and concerns.

Recruiting Interns:
Post internship opportunities through Moravian University's internship and employment posting site, Handshake. To access Handshake or create an account, please go to https://moravian.joinhandshake.com/employer_registrations/new.

Get involved with campus! You can: attend internship/volunteer/job fairs (occasional virtual opportunities available), interview applicants virtually, host a virtual information session, and much more!

Start early and develop a relationship with the Center for Career and Civic Engagement! FYI, students are encouraged to start searching and applying for opportunities 6-8 months in advance.

Content Development Virtual Intern, XYZ Company
Company Overview*: Include a brief summary of the company (e.g. mission, vision and services provided). This can be pulled directly from your website.*

Responsibilities: (Examples of specific duties)
- Assist Communications Manager (supervisor) with website, blog and social media content creation and editing
- Meet twice per week with supervisor (Zoom or phone) to discuss weekly goals, progress and obstacles
- Provide support for new project focused on updated company-wide communication guide
- Participate in weekly Zoom staff meetings to assist in idea development and provide project updates
- Co-present completed communication guide at end of internship to company leadership team (virtual presentation)
- Participate in professional development webinars and staff trainings

Desired Major(s):
English, Management, Marketing, or Other Related

Desired Class Level(s):
Senior, Junior

Salary Level:
Paid - $15.00 per hour

Duration: 14 weeks with opportunity to continue, 10-12 hours per week

Requirements: (Examples)
- Undergraduate student majoring in English, Business or other related field with a strong desire to learn about strategic communication and content development in mid-sized tech company
- Excellent verbal and written communication skills
- Ability to effectively work within a virtual team environment and meet strict deadlines
- Experience using various social media platforms including Instagram, TikTok, Twitter and Facebook
- Proficiency with Google Applications
- Familiarity with Adobe's Creative Suite (Illustrator, Photoshop, InDesign, etc.) is a plus

Application Procedures:
Interested candidates should apply through Handshake

MORAVIAN | **Center for Career**
UNIVERSITY | **& Civic Engagement**

www.moravian.edu/careercivic |careercivic@moravian.edu | 610-861-1509

Moravian University encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation regarding physical accessibility, please contact the Center for Career and Civic Engagement at 610-861-1509 at least one week prior to an event.