

*We know your goal is to recruit high quality interns and employees.  
Listed below are ways that you can connect with ECU College of Business students.*

## Career Fairs

During fall and spring semesters, we host career fairs that put you in touch with thousands of potential candidates who are sure to fit your recruiting needs. Our office will be happy to arrange for an interview space if you plan to meet with students following a career fair.

## Networking Events

In addition to campus-wide career fairs, we also organize specialized networking events that support business-related topics. Employers are welcome to host mixers or speaker presentations geared toward recruitment. We also encourage employers to join our more casual spring COB Networking Event focused on careers and internships in business fields.

## Business Leadership Conference

Designed to help prepare students for the reality of the business world, last year's Business Leadership Conference featured over 35 sessions with prominent alumni and executives sharing knowledge and experiences. The primary audience is undergraduate and graduate business and hospitality leadership students - last year approximately 1600 attended! To participate in this event, an employer might speak during a conference session or become a sponsor.

## Employer in the Foyer

Employer in the Foyer weekly sessions allow visiting employers to meet with students in the first floor lobby of Bate building. The informal environment is both comfortable and inviting where students may stop by to ask questions as they change classes. This has proven to be a successful way for employers to connect with students.

## Networking Dinners

At each COB Network Dinner, students engage with employers to practice learned etiquette and professional skills during a dinner setting. An employer may sponsor a table, sit with the students at that table, and engage in conversation. It is a great way to network and meet potential new employees.

## Practice Interviews

Practice interviews allow students to practice skills and receive constructive feedback from employers. Employers are provided with an outline and critique sheet. Interviews are held in one of our four interview rooms, and there is no fee to participate. Both students and employers find this experience very rewarding.

## Interview in the College of Business

On-campus interviews are offered to attract qualified candidates for both internship and full-time career opportunities. All are posted and managed through the Handshake portal, which allows easy access for employers to request schedules, review resumes, manage interview selections, and contact students. Interviews are held in one of our four interview rooms, and there is no fee to participate.

## Information & Networking Sessions for Classes and/or Students Organizations

A job description can only state so much. Information sessions are a great way to promote your company's history, culture, structure, and benefits. They provide an ideal opportunity to network with students interested in your company. To schedule a date to host an information or networking session, contact the COB Career Center.

## Post a Job or Internship

Post opportunities on the online job portal, Handshake. You may post part-time and full-time positions, internships, and volunteer opportunities for viewing by thousands of students who log in regularly.

## *Why have an internship program?*

According to the National Association of Colleges and Employers' (NACE) experiential education survey:

- Almost 70% of interns are offered full-time positions within the organizations where they intern.
- Approximately 85% of those offers are accepted based on NACE data.
- Almost 50% of employers' full-time, entry-level college hires come from their internship programs.
- Interns who are converted to full-time employees are three times more likely to stay with the employer after five or more years, compared to entry-level candidates who did not complete an internship.

## *Benefits of Starting an Internship Program*

### *Find Future Employees*

An internship program is a year-round recruiting tool. Implementing an internship program means you have an ongoing pipeline of future full-time employees.

### *Test Drive Talent*

Sometimes a new employee makes a solid impression in the interview, but then just doesn't "gel" with your current team or your company's way of doing things. Because of this, hiring someone as an intern is an effective way to evaluate their potential as a full-time employee. When you "try out" candidates via a semester or summer internship, you make fewer mistakes when it comes to full-time staffing. One mistake to avoid is the pitfall of training a new hire, only to find out they're not a fit for your organization or that the entry-level employee doesn't like the field. Starting an internship program lets you benefit from added manpower, while more accurately assessing candidates.

### *Increase Productivity*

Setting up an internship program allows you to take advantage of short-term support. The extra sets of hands help your employees be more productive, prevent them from becoming overburdened by side projects, as well as free them up to accomplish more creative tasks or those where higher-level, strategic thinking or expertise is required.

### *Increase Employee-Retention Rate*

### *Enhance Perspective*

New people bring with them novel perspectives, fresh ideas, and specialized strengths and skill sets. These augment the abilities of your professional workforce.

### *Take Advantage of Low-Cost Labor*

Interns are inexpensive resources. Their salaries are significantly lower than staff employees, and you aren't obligated to pay unemployment or a severance package should you not hire them on full-time. Moreover, while their wage requirements are modest, they're among the most highly motivated members of the workforce.

### *Find Free-of-Charge* (no recruiting fees for internships)

### *Give Back to the Community*

Hiring interns not only helps students in your local community, it enhances the local workforce as a whole.

### *Support Students*

Internships provide students numerous perks: They gain experience, develop skills, make connections, strengthen their resumes, learn about a field, and assess their interests and abilities. Offering a paid internship is particularly beneficial, because it enables economically disadvantaged students to participate. Students who help fund their own schooling need a job and participating in an internship allows that job to facilitate a positive future.

## *Goal of ECU COB Internship Program*

*To provide the internship experience to every eligible business student who wants to have an internship during his or her studies.*

### Purpose

To enhance and supplement the classroom learning experience in the College by affording the student the opportunity to work in a functioning business environment and to see the application of concepts and tools.

### Employer Role

The internship is viewed as a mutually beneficial arrangement. As such, it requires a commitment on the part of the employer to expose the student to a variety of learning experiences, require research and creativity at a level expected from an entry level employee, explain business concepts behind functions, and generally mentor to maximize the benefit to the student.

### Internship Duration/Timing

A student can obtain an internship during a regular semester or summer as temporary or full-time employment. From the employer's standpoint there should be value added that results in a desire to repeat the process as their business conditions allow/require.

### Qualifying Employment

The employment position assumed by the student intern must be of a type and level as the job the student might seek as a graduate of the College. It must be managerial or professional in nature or at least equivalent to that which a trainee might assume upon accepting full-time employment with the organization.

### Paid Internships

There is a strong preference that internship positions be paid positions. A paid internship encourages the employer to make full and productive use of the student intern, helps to ensure that the student intern performs to standards set for other employees, confers legitimacy upon the student intern in the eyes of others, and avoids problems with the student intern having access to private or sensitive information.

### Unpaid Internships

The internship learning experience can also be satisfactory in organizations that do not provide interns with a salary (in not-for-profit organizations, for example). Unpaid internships, provided that they are acceptable on all other criteria to the student, faculty sponsor, division director, and employer, are permissible under the College's internship program.

### Academic Credit

The student intern may earn a maximum of three hours academic credit in conjunction with the internship. Academic credit is awarded only for the academic work completed in conjunction with the employment. Academic work includes time spent observing, reading, researching, and writing academic reports required for the internship.

### Learning Goals

Learning goals for an internship are what transform an internship into an academic experience. Additionally, it helps make sure that all the parties involved in an internship, the student and the site supervisor, are all on the same page about what the intern hopes to gain out of the experience.

*Be SMART*  
Specific  
Measurable  
Attainable  
Results-focused  
Time-focused

*You already strategize to recruit the best talent you can. We want to help you meet recruitment goals. This assessment will assist you in identifying areas of opportunity to leverage the COB Career Center more effectively and thus improve your recruiting outcomes.*

Are my hiring goals and targets well defined when I am on campus recruiting? (full-time vs. intern)

Do I have my target student audience well defined? (full-time vs. intern focus: enrollments/grads: demographics: class level)

Have I consulted the COB Career Center on how to best reach that student audience?

Do I fully understand how the COB Career Center functions on my target campus?

Do I have a plan or strategy on timing of when to recruit on campus? (Fall vs. Spring or both)

Is my campus engagement plan in partnership with or with input from the COB Career Center?

Do I apply creative ways of leveraging existing methods of reaching students?  
(Career fairs, information sessions, on-campus interviews, and branding events)

Do I host annual or bi-annual meetings with the COB Career Center partners to discuss successes and opportunities for improvement?

Have I invited my COB Career Center partners and other key players (faculty, student organizations, students) to my local facility or business operations for a tour and review of business goals, environment, and culture?

Do I leverage my partners beyond the COB Career Center effectively: (academic contacts: student clubs and organizations, student services offices (military/veterans), students with disabilities)

Have I considered funding academic support in terms of scholarships or book awards to further reach into the university?

Am I able to speak to the corporate culture of my firm and the differentiating factors that separate my organization from others in the same field?

Do I understand the various business functions within my organization and can speak to potential opportunities within each area with students?

Do I have appropriate and effective marketing materials that will appeal to student audiences?

Do I have full organization support and resources (budget, people, materials) to commit to on-campus recruitment?

Is my organization effective at onboarding, training, mentoring, and developing new college graduates?

Is our internship program effective at engaging students and being leveraged for conversion opportunities to full time employment?

Intern Name \_\_\_\_\_

Supervisor Name \_\_\_\_\_

Time/ Date of Orientation \_\_\_\_\_

## Welcome and Introduction

- What it means to work at this company
- Company Mission, Vision, Goals

## Work Place Tour

- Overall tour of facility
- Tour of work areas
- Fire extinguishers, fire escapes, exits, evacuation routes
- Introduction to staff

## Tour of Employee Facilities

- Rest Rooms
- Parking
- Lunch Rooms
- Telephones, paging systems, etc.
- Storage for personal belongings

## About the Company

- Discussion of company structure
- Key people in the company
- Type of business, products, services
- Who our customers are
- Other branches or divisions

## Department Specifics

- Explanation of work schedule
- Location of time clock/sign in (if applicable)
- Attendance requirements
- Working with other depts/employees
- Hours
- Break/Lunch times