

Creating an Intern Project 101 Guide

Are you thinking about hosting an intern, but just can't seem to find a project for them to complete? Well, you're in the right place. In this section we'll touch on how to take an idea, create a plan, and carry out a project. We understand the idea of a 'project' is overwhelmingly broad. That's why we've created this guide; to help you think outside of the box and come up with a project that will add value to your business and provide a valuable experience for the intern.

IDENTIFYING YOUR INTERN'S PROJECT

BREAK OUT YOUR "TO DO" and START BRAINSTORMING

The project is usually born out of a need or want that will benefit your business and/or objectives. This brainstorming phase should allow for creative freedom and open idea generation about what projects might benefit your business.

- **Where does your company have a need?** Think about your current pain points. Are you bootstrapping a process because you don't have staff or time to develop a manual or flow charts? Does your website need a refresh on content or is your employee directory design outdated? Do you have safety training for your new shop equipment? Do you need to move your client management system from a spreadsheet to a new program? Do you even have a client management system?
- **What does your (insert name here) team need?** Are they creating a work around because they need something designed to improve their output? Is your team asking for additional capacity, but you are not sure about the ROI?
- **Can you frame a set of goals and objectives for a 9-week project?** This will help guide the planning process by laying out what needs to be done in 9-weeks while outlining what skills one needs to bring to the project and what skills might be gained. Be clear about the scope of the project - is the project a *one and done* or tied to a bigger objective?

Project Examples

Electrical Engineering Intern: The electrical engineering intern will primarily be responsible for preparing and designing field conduit schedules, preparing packages for bids, converting drawings to Auto-Cad format, and putting the system into use. Additional work will include 3D Cad drawings, preparation of electrical relay protective systems, and review of existing projects for potential problems in execution. This intern should have two years of collegiate engineering experience at minimum.

Administration/Marketing Intern: We are looking for an intern to handle administrative tasks such as database management, developing safety policy and procedures documents, and safety checklist implementation. The intern will also assist with marketing tasks including increasing social media presence, drafting a BLURB book and projects designed as marketing tools or gifts for clients. Interns may visit sites, but will not be working on construction projects.

Civil Engineering Intern : This intern will complete engineering and project related work such as an ADA ramp project and transition plan, I/I project scoping, Preservation/Bond project work, and miscellaneous CAD work. They will also complete inventory of public work arenas, such as storm facilities and traffic signals.

Sales/Marketing Intern: This dual aspect intern will drive sales by communicating with customers in person and over the phone, following up on leads, forming quotes, and visiting potential business clients in person. They will also market OnlineNW by working with the in-house designer for sales materials, creating brochures, and implementing social media strategies. Applicants should be strong, persistent communicators with a marketing background, interested in new technologies, and competent in social media. Sales experience is a major plus.

Event Management Intern: This popular internship position will aid in planning Turkey Rama, a 54-year-old celebration dating back to the first "Yamhill County Turkey Fair". The Turkey Rama Coordinator works with staff and volunteers to produce the event. Tasks include design development, promotional writing, marketing coordination, financial

reporting, and other logistical duties. Applicants should be comfortable working in teams.

McMinnville WORKS Internship Program Coordinator Intern: This intern is responsible for managing the day to day of the McMinnville WORKS program, including organizing professional development sessions, executing communication strategies, record keeping, and creative production. This position requires a high level of professionalism, as the intern will work with McMinnville WORKS program interns and local business leaders. Applicants should be strong with computers, writing, and details. Reliable transportation and professional attire required. Internship runs extended period: May – August.

Quality Technician Intern: The quality technician intern will complete data entry, create production videos on manufacturing instructions, and set up video library for Smart engineering. Qualified applications will be a strong team player, detail-oriented, able to operate a video camera, download video files into access database, have reliable transportation, and be familiar with MS Office Suite, particularly Excel.

Manufacturing/Industrial Engineering Intern: This dual program intern will design and oversee manufacturing components, review material on labor standards, perform/record time studies of current practices, assist in developing layout for new cell, and perform time studies on new cell processes. Applicants should be familiar with Lean concepts, an independent worker, strong in both writing and communication, and have reliable transportation.

Continuous Improvement Intern: This intern will support the Lean manufacturing objectives by participating in events designed to increase cell and plant flow, review current state metrics for process improvement and presenting processes to local groups. Flexibility, reliable transportation, effective communication, and a general understanding of statistics are key. Bilingual in Spanish/English preferred.

Design Support Intern: This creativity-based internship will support the design team by utilizing digital sources and historical archives for exhibit formation, and assist in the print shop with light manufacturing includ. painting, laminating, packaging etc. The intern should be prepared to

provide general support as well by researching products and completing assorted tasks.

Graphic Design Intern: This intern should have a working knowledge of graphic design programs - InDesign, Illustrator, or Photoshop. Projects includes work with printed materials and partnerships with other designers to develop exhibit designs. Applicants should be prepared to show samples of past work in their portfolio.

Engineering Intern: Solid Form's engineering intern will be responsible for bringing a project to life from the drawing board. Work will include initial planning and drafting based upon customer needs via Solidworks and CNC Software, assisting with drafting bids, and completing materials requisitions.

Marketing Intern: This creative intern will assist in varied forms of marketing including social media, blogging, and word-of-mouth. They will be working to increase client base and designing their own marketing campaign. Applicants should be strong initiative takers, eager to learn marketing trends, and skilled in writing, copy editing, and social media.

Marketing/Design/Event Planning Intern: This varied intern will be working on Visit McMinnville marketing projects and events, including the Wine Walk passport promotion. Creation of social media content will be a large component as well, including video and digital media production. Various research will be necessary. The ideal applicant has design experience, is a self-starter, and strong communicator.

Hospital Project Intern: The intern will be responsible for a variety of projects in marketing, quality assurance, and human resources. This will include assisting respective managers, auditing personnel files, and file scanning projects. Ideal candidates are detail-oriented team players, and have strong communication, Excel, and marketing skills.

County Clerk Intern: This office intern will provide general assistance to the County Clerk's office, including documentation of clerical and archived work, typing memos, filing, proofing, and data entry. Qualified applicants will be familiar with following simple instruction and office equipment.

MEDP's interns have completed a variety of projects including magazine development, original videos, targeted blogs, database research and analysis, and online photo libraries. Here are few examples:

<https://view.joomag.com/mcminnville-works/M0545746001466533143>

<http://www.mcminnvillebusiness.com/5-reasons-mcminnville-works-internships-are-different>

<https://youtu.be/yOYnKEuw1m0>

CREATING YOUR INTERN'S PROJECT

- Think about what you need to get done in the 9 week time frame. You may have a few simple tasks at the front end of the internship to help set the context for the project. Inform the intern how their project fits into your overall strategic objectives for your company and/or division.
- Every project needs a plan; not only does it go a long way toward keeping the intern on task and on time, it can be your way to check on roadblocks the intern may be experiencing.

The fact is, a plan is more than dates. It's the story of your project and you don't want it to be a tall tale! Your intern will want to achieve the results outlined in the plan.

DEVELOPING THE INTERN PROJECT PLAN

There is no doubt that reading a project plan can be tedious. Remember, the simpler, the better. Part of your intern's learning will be to understand and get clarification on their project. Your project outline will be the place to start and you should be prepared to explore the scope of work and deliverables with your intern.

No matter what tool you're using to develop your project plan , you should include the following :

- Include all pertinent project info:
 - Project Name
 - Employees or areas where the intern can connect to additional information

- Deadlines (include early deadlines to track progress)
- Break deliverables in sections by creating headers and indenting subsequent tasks. Reading one long list of tasks is really monotonous and can be mind-numbing even to the best of us.
- Be sure to show durations of tasks clearly. Each task should have a start and an end date. Help the intern understand which deadlines can not be adjusted and which ones are flexible.
- Add clarifying comments to tasks that might seem confusing, or need explanation.
- Review your company's standards around formatting or templates related to the project deliverables.

COMMUNICATION IS THE KEY TO SUCCESS

Starting a project must begin with clear communication of the goals and the effort required to meet them. Your intern will need to understand who is the direct supervisor and who is on the team for the project. You should include your intern on pertinent communication, planning, and overall project updates.

IN CONCLUSION

It is important to mark the end of the project and evaluate the milestones, deliverables, and document the next steps. Your intern can be an asset in this step. Leave time in the last week to execute this final step.