

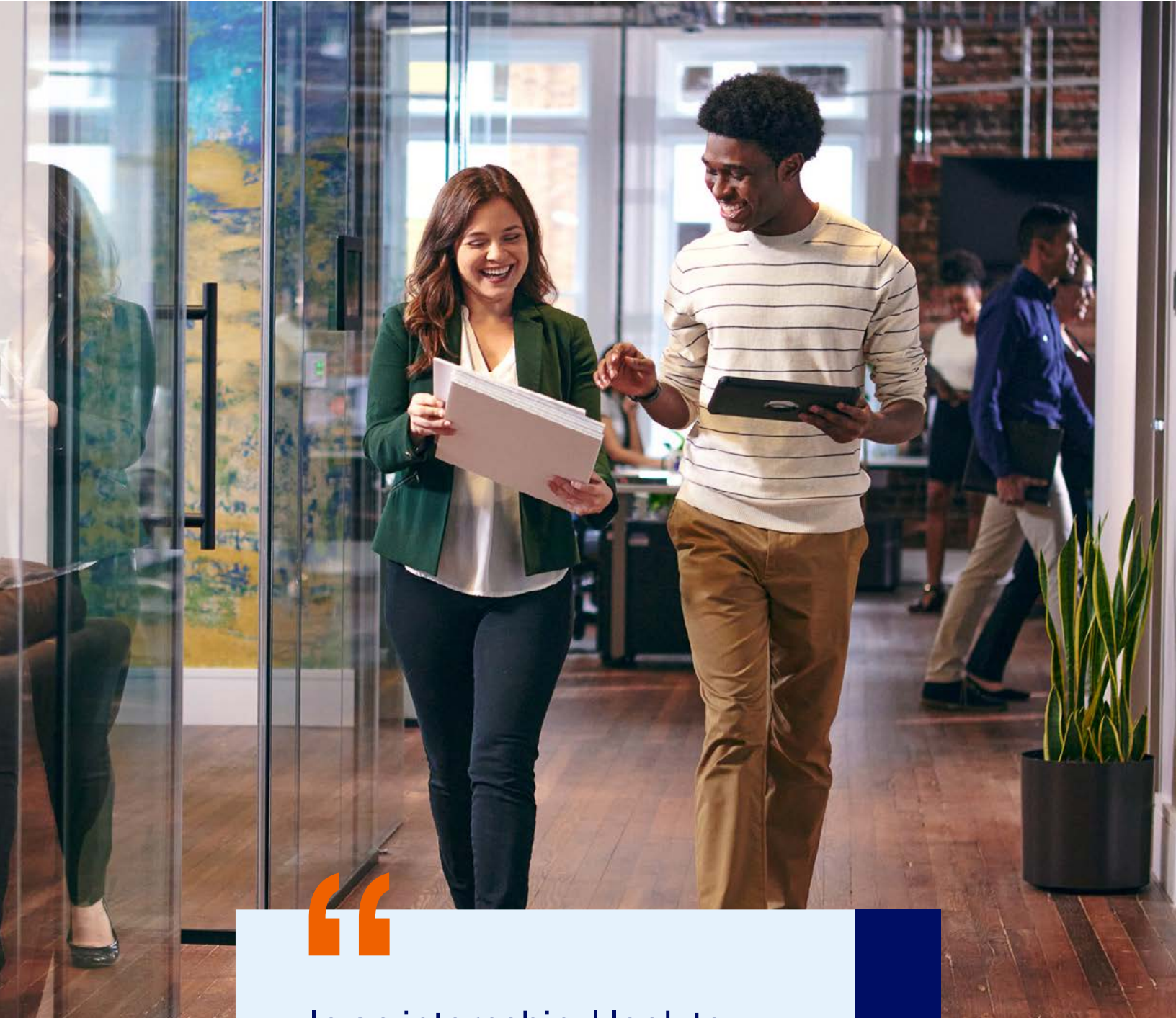
The Ultimate

INTERNSHIP PLAYBOOK FOR EMPLOYERS

How High School Interns Drive Business Forward
and Help You Make an Impact



Stride Career Prep



In an internship, I look to work for a company with a positive reputation. Also, I look to see if the company will value my input and work.

—Daysha, 2021 Marketing Intern at Stride, Inc.

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All recommendations are for informational purposes only, and we encourage you to consult federal, state, and local laws and regulations along with any requirements from your local Stride K12-powered school regarding working with high school students and internship opportunities.

Why High School Internships





From Classrooms to Careers: Connecting Students and Employers

Over the past 20 years, **more than two million students** have chosen Stride K12-powered education options. And our commitment to them has been to provide focused, high-quality education; advanced learning technologies; immersive learning and work experiences; and a dedicated, nationwide network of certified teachers and professional educators—all designed to help these students be ready for a successful future.

Now we'd like to put our skills to work for you. This playbook outlines practical ways your organization can successfully create, develop, and benefit from internships staffed by Stride K12-powered high school students. The recommendations, strategy, tips, and templates in this playbook will help you develop an effective internship program and take your organization to the next level.

The tools and resources presented here are designed to help benefit your company as well as the high school students you select as interns, creating a productive work environment and hands-on learning experience. We look forward to working with you and **delivering value to your organization.**

MORE THAN

80% ✓✓✓✓✓

of high school students want more access to internships

Source 2020 Naviance Pathways Survey



Benefits for Employers

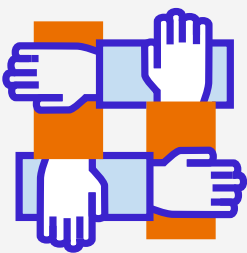
Your organization was created to solve challenges and deliver results. A high school internship program can align with those goals, helping take your organization further, **driving your business forward**, and making your mark on the future of the industry as well as the **leaders of tomorrow**.

- + Help accomplish your organization's goals with fresh, innovative ideas and perspectives from an influential generation
- + Find and grow future employees and reduce recruiting costs
- + Create a reduction in workload costs and improve the overall work environment by offloading administrative tasks to interns, creating an opportunity for staff to be more creative and advance other high-priority projects
- + Bring a positive image to your firm and industry by giving opportunities to students who represent the next generation of young professionals
- + Empower you and your staff to connect to a new generation
- + Foster leadership in current employees as they gain valuable skills supervising and leading interns
- + Introduce cutting-edge skills in technology developed by students through their coursework and digital experience



What types of tasks can high school interns do?

Research competitors or new ideas	Interview your customers
Attend leadership meetings	Update social media
Give a fresh perspective	Provide feedback on a system or process
Create and edit marketing videos	Help plan and attend events
Place supply orders	Help write company emails
Talk about teens as customers	Create a presentation
Sit in on client meetings	Take photos
Help with new ideas focused at their demographic	Enter data into spreadsheets
Prepare retail displays	Design marketing materials and posters
Answer incoming calls and emails	Help provide customer service





Benefits for Interns

High school students are eager to explore their future. From gaining hands-on work experience, discovering career options, and improving confidence both in the classroom and on the job, they know an opportunity with the right organization can have a lasting impact.

For students, a high school internship program can:

Provide valuable, **professional experience** for their resumes

Develop transferable academic, technical, and **workplace skills**

Help them envision what life would be like in chosen **career fields**

Teach **new skills** using technology in the workplace

Foster understanding of the **value of culture**, teamwork, and accountability

Deliver opportunities to **explore** career interests

Provide an avenue for students to **discover strengths** and skills

Create a **pathway** for full-time job opportunities after high school

Build **confidence** as students' contributions to an organization make an impact

Expand transferable academic, technical, and **workplace skills** to daily tasks

Improve self-esteem and **problem-solving skills** by allowing interns to assume workplace responsibility

Enhance **learning outcomes** by applying what students learned in class to their internship as well as bringing what they learned from their internship back to the classroom

Encourage networking, learning, and **growth through collaboration** with industry professionals



In an internship, I look for mentors who can encourage me to improve my abilities and gain further confidence within myself so that I can achieve my goals.

—Irie, 2021 student of a Stride K12-powered school in Ohio

Creating a Successful Internship





Value and Opportunity

Just as you do for the services your organization provides, you'll want to make sure your internship delivers value and opportunity—both to you and your intern. In fact, bringing on an intern is like adding a new employee. You'll want to follow a few basic steps to make this experience successful for students and for you.

Organizational Considerations

When developing an effective internship program for your organization, it's important to consider your particular needs. Ask yourself what tasks or projects an intern can complete or what problem you need to solve to deliver value to your organization. Determine how the internship will be an enriching and educational opportunity for the student. What will the learning objectives be? Also, ask what valuable perspectives can a student from a younger generation provide?

Structure

You'll also need to think about the following practical considerations: How many hours a week will your intern work? Are there any applicable state and federal regulations, in addition to requirements from the student's high school? Will you offer hourly compensation for this internship? Will this be a virtual, onsite, or hybrid internship and do you have the physical space, technology, and supplies to provide an intern?

Supervision, Coaching, and Management

Who will be the student's point of contact to answer daily questions? Will this be the same person who will assign projects and tasks for the intern to complete? Who will coach and provide feedback to the student as an educational and work-based experience? Finally, what other opportunities will the student have to interact with employees for networking and learning?

SPREAD THE WORD

Interns who have a positive experience with your organization can speak highly about it among their contacts in many networks. This helps your organization's visibility and strengthens its reputation.

DID YOU KNOW?

Virtual internships expand your candidate pool beyond your physical location and can often help attract students with a wider range of educational and technology skills. Students often pursue these formats due to flexibility with scheduling, student/life balance, and access to specific industries and opportunities not traditionally available where they live. This internship model also provides greater opportunity for inclusion of diverse students.



Financial Considerations

The Department of Labor (DOL) has strict guidelines regarding the criteria of organizations that qualify for paid and unpaid internships. You will want to consult DOL resources, state and local laws and regulations, and your local Stride K12-powered school for additional requirements.

In general, interns are expected to be paid as a best practice. Keep in mind, students are incurring costs in some manner—whether in time commitment, transportation, forgoing paid employment, or in other ways—while completing your internship.

Three More Reasons to Pay Your High School Interns



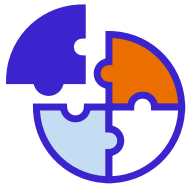
Providing compensation shows commitment to, and investment in, your intern.



Paid internships attract a focused, qualified pool of candidates.



Fair or higher standard wages will help your organization stand out when students are considering which internships to consider.



Designing the Right Internship Model

An organization's goals, schedules, industries, customers, deadlines, and technologies all impact how work gets done. Many traditional jobs and career formats have changed due to technology, productivity, work/life balance, and other considerations. Internships are affected by the same changes.

Students are learning full time; have homework; assume additional family responsibilities; and participate in clubs, sports, service to their communities—and the list goes on. Choosing the right format for both your organization and the high school intern is critical in light of these considerations.



Virtual Internships

In keeping up with remote working capabilities, many internships are now available virtually. In this model, students don't report to a physical office, but the organization provides all technology and tools the student will use to complete work, whether at home or another location other than the organization's physical office. The key here is consistent communication between the intern and a contact or supervisor to check in on project status, feedback, and overall performance on the education opportunity.



Onsite Internships

This is the traditional format where the student will report to a physical business location to perform the internship duties. The intern will access business resources, tools, technology—absolutely everything they need to complete their daily activities—onsite at the organization's location.



Hybrid Internships

This type of internship is a combination of both onsite and virtual work completed by the intern. Students gain in-person interaction with your team along with the ability to complete tasks and communicate remotely. Organizations still need to provide their intern with all tools and technology they'll need to complete tasks wherever they are.



What an Internship Is and Isn't

An internship is a well-defined, short-term workplace learning experience that helps students prepare for and discover career options. An internship has intentional learning goals, supervision, and evaluation. It is not meant to replace a current employee, reduce operating costs, or get “cheap” labor from a student.

Interns apply their classroom learning to real-world experiences to enhance their education and add value to the employer. Typically, students participate in projects and/or work alongside professionals in their career field.

What are the typical characteristics of an internship program?

Internships can occur anytime and typically last 2–6 months.

Internships can be paid or unpaid, although unpaid internships may present some challenges to students such as travel costs and forfeiting paid employment.

Internships help students explore career interests.

Internships create an essential connection between school and careers.

Each party to the internship must be clear about what an internship is and what it is not. The employing organization needs to know what work situation they are offering, and the student needs to know what work situation they are accepting before beginning an internship.



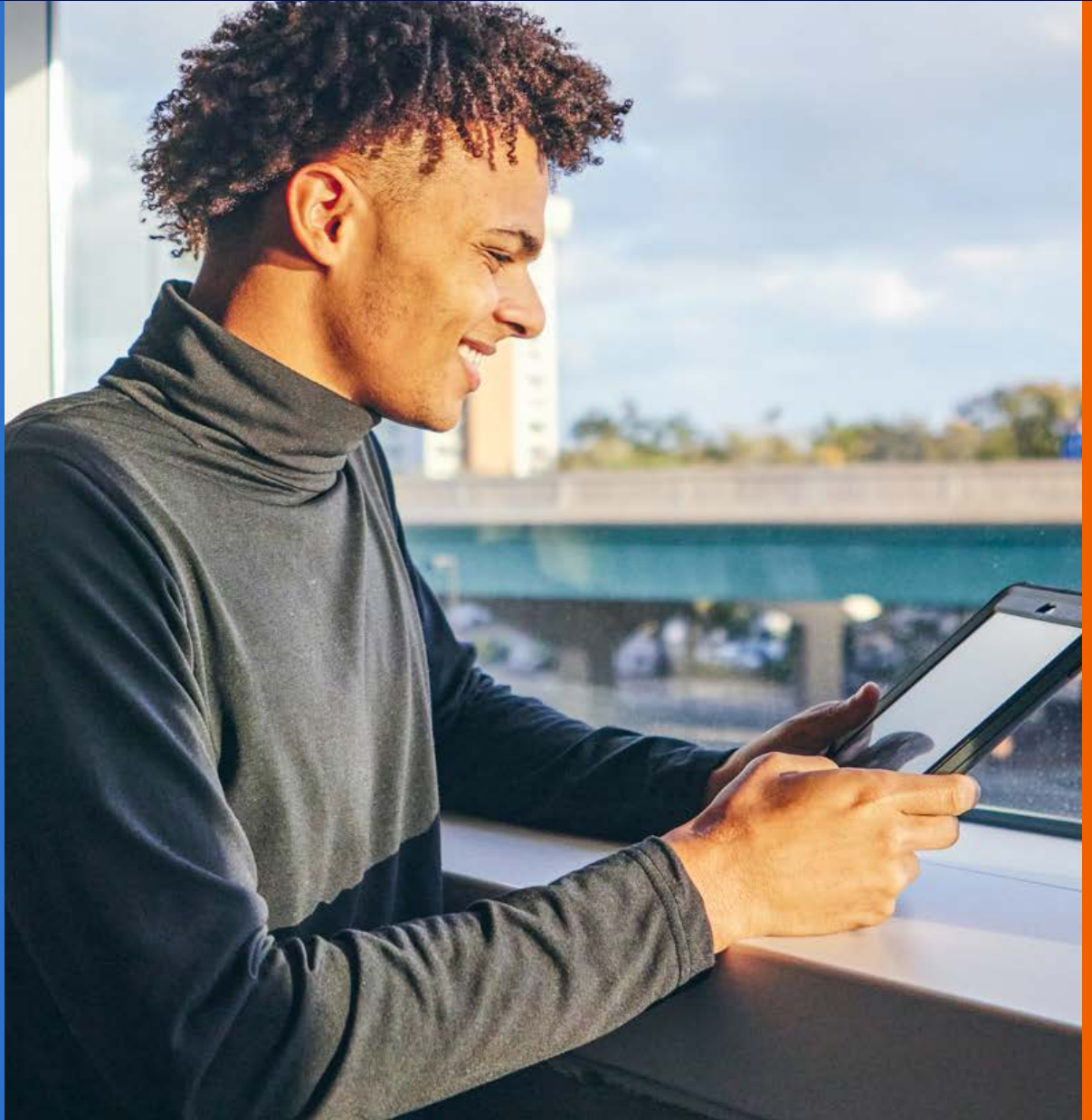
As a standard—and in addition to federal, state, and local regulations—internship programs follow protocols from the National Association of Colleges and Employers.¹

1. The experience must be an extension of the classroom: a learning experience that provides for applying the knowledge gained in the classroom. It must not be simply to advance the operations of the employer or be the work that a regular employee would routinely perform.
2. The skills or knowledge learned must be transferable to other employment settings.
3. The experience has a defined beginning and end, and a job description with desired qualifications.
4. There are clearly defined learning objectives/goals related to the professional goals of the student's academic coursework.
5. There is supervision by a professional with expertise and educational and or professional background in the field of the experience.
6. There is routine feedback by the experienced supervisor.
7. The host employer provides resources, equipment, and facilities that support learning objectives/goals.

Need help developing your internship? See our employer resources section at the end of this playbook. We have templates, checklists, and more. Visit stridelearning.com/employerplaybook for more downloads!

¹Position Statement: U.S. Internships. (2018, August). National Association of Colleges and Employers. <https://www.nacweb.org/about-us/advocacy/position-statements/position-statement-us-internships/>

The Stride K12 Advantage





Future-Focused Students

Why hire Stride K12-powered high school students as interns?
Because high schools powered by Stride K12 are focused on getting students **future-ready**.

Stride K12-powered students are:

Technology-Driven

They participate in live, virtual learning sessions using the latest platforms in the classroom and, as digital natives, seamlessly interact with technology in everyday life.

Collaborators

When they study, learn, and communicate, they understand the value of working with others to make an impact and complete a project.

Independent

They understand how to navigate resources and manage their time to get work done on their own and on time.

Networkers

Students participate in Q&A sessions with career professionals, attend online job shadow programs, and use apps, including LinkedIn and Tallo.

Forward-Thinking

Stride Career Prep helps students prepare for any of more than 40 certification exams, putting them ahead of the competition and qualifying them to start a career right after high school.



Characteristics of Successful Interns

Students at Stride K12-powered high schools have what it takes to be the **leaders of tomorrow**. They are:

Confident and **driven**

Career- and **future-focused**

Building their resumes and **making connections**

Preparing for **industry certifications** through **career education**

Developing clear **career direction** and setting **ambitious** goals



An internship has helped me by giving me a glimpse into the workforce and working on skills that I can use for a **lifetime**.

—Sandra, 2021 Marketing Intern at a Stride K12-powered school in PA



How to Hire Stride K12–Powered High School Students

Once you've developed an internship offering or have a position available, we'll get to work connecting you with local schools, counselors, resources, and a qualified pool of student candidates. Remember—internship opportunities, student availability, and regulations may vary by state and school. We're happy to work with you and walk you through this process.

Here's how to get started once you have your internship ready:

1. Discuss your opportunity directly with the student or Stride K12-powered school representative who provided you with this playbook.
2. Upload your internship posting/requirements to stridelearning.com/employerguide with a job description, location, and time frame, and a Stride K12 representative will contact you to help connect you with qualified students and the appropriate high school.

Reporting Your Internship

Let us know you hired a high school student from a Stride K12-powered school by contacting us at stridelearning.com/employerguide.

We're prepared and excited to support businesses, communities, and our students during the internship process.

Employer Resources, Tips & Templates



Steps to Developing a High School Internship Program

- Address your organization's need for a high school intern.
- Identify the educational experience or learning objective(s) an intern will accomplish.
- Outline the tasks an intern would complete, including the estimated hours, duration, and format of the internship (virtual, onsite, or hybrid).
- Determine your budget and compensation structure.
- Develop a job description using the information you've gathered.
- Contact Stride at www.stridelearning.com/employerguide to connect with qualified students and the appropriate high school.
- Conduct interviews and extend an offer to the student you select.
- Notify the selected intern, congratulate them, and remind them of expectations and learning objectives.
- Notify Stride that you have hired a high school student from a Stride K12-powered school through our website: stridelearning.com/employerguide.
- Onboard, train, supervise, and educate the student throughout the internship.
- Schedule time during the internship to provide and receive feedback from your intern.
- When the internship has ended, thank the student for their time and contributions. Both parties should complete an internship program evaluation identifying learning outcomes, task/project outcomes, and feedback regarding work performance.
- Contact Stride and provide us with feedback on your experience.

Best Practices for a Successful Internship

Provide interns with **meaningful work assignments** and educational objectives.

Introduce interns to as many people in your organization as possible.

Allow students **access to your leadership team**, so they can learn from them and ask questions.

Be flexible in scheduling as students are often juggling school, home, extracurricular, and other responsibilities.

Identify a **daily point of contact** for interns so they can ask questions and build trust.

Ask for their **perspectives** on policies, ideas, etc., to **get generational input**.

Gather feedback on work and learning outcomes multiple times during the internship.

Be aware that different generations may have different perspectives on work/life balance and current events that can serve to showcase **different viewpoints** in the workplace.



Internship Job Descriptions

Who We Are

Insert 3–5 sentences that clearly explain your organization, its mission, purpose, years in business, location, etc.

Internship Purpose

Within 2–3 sentences, explain the overall job purpose and tasks.

Learning Objectives as They Relate to the Overall Role

Include a bulleted list of objectives, not individualized tasks.

Position Tasks/Responsibilities

Here, include a bulleted list of specific job duties.

Qualifications as They Pertain to a High School Student

List interests, organizational skills needed, applicable/desired coursework, etc.

Schedule and Compensation

List the format, duration, compensation structure, and start/end date of the internship.

Additional Information/Benefits/Why Students Should Apply

Include any highlights or specific benefits that make your internship a unique experience.

How to Apply/Who to Contact with Questions

Place contact information here.



Sample Interview Questions for Interns

Tell me a little bit about yourself and your school.

Why are you interested in this internship?

How do you think this internship fits into your career plans?

Understanding you're still developing your skills, what types of skills and experiences would you bring to this position?

Tell me about any previous work or life experiences you may have that relate to this internship?

Tell me a little bit about your coursework. How is it relevant to this internship opportunity?

What do you know about the industry?

Is there any part of this internship where you feel you may need help or more experience if you are selected?

What do you know about the company?

What can I help clarify for you about this internship?

What questions do you have for me?



Weekly Check-in Template

Briefly describe some of the project(s) and duties you worked on this week.

What did you learn or observe during your time here this week?

Describe one job, person, or department at your workplace that you would like to know more about. Why?

Discuss the academic knowledge that you are receiving in school and how it is useful to you in your internship experience.

What were the peak experiences of the week—your sources of satisfaction and achievement?

What kind of obstacles made it difficult to perform your job effectively this week? What changes would you make to overcome these obstacles?

What was expected of you this week in your internship? Write down clearly the goals you set for yourself and how you measured against them.



STUDENT EVALUATION

Complete this evaluation of your intern's performance and review the results with them.

INTERN NAME _____

SITE OF INTERNSHIP _____

INTERN'S SUPERVISOR _____

EVALUATION FORM KEY

1 UNSATISFACTORY **2** NEEDS IMPROVEMENT **3** SATISFACTORY **4** ABOVE AVERAGE **5** OUTSTANDING

- Work Habits**—Displays a positive attitude toward tasks and work assignments; works well cooperatively and independently when required.
- Communication Skills**—Expresses ideas clearly both in speaking and in writing; listens well and responds appropriately to workplace requests.
- Dependability**—Understands expectations of timeliness for task completion. Adheres to time frames and is punctual in completing assignments. Completes projects fully even when the work is undesirable or unpleasant.
- Cooperation**—Works to develop a rapport with coworkers and supervisors, shows consideration of others and a desire to be helpful.
- Initiative**— Seeks out information to improve skills and performance and assumes greater responsibility when appropriate.
- Adaptability**—Adjusts to changes in tasks and responsibilities; accepts new ideas and responds appropriately to constructive criticism.
- Judgement**—Effectively analyzes problems; determines appropriate, timely, and decisive actions; thinks logically. Resolves conflicts with persons of authority, coworkers, and customers in an appropriate manner.
- Attendance and Punctuality**—Incurred a reasonable number of absences or lateness; calls supervisor when absent or late; takes and returns from breaks as scheduled.
- Planning and Organizing**—Plans, organizes, and carries out assignments; coordinates with others; establishes priorities; uses effective time management.
- Leadership Skills**—Demonstrates effective leadership abilities; gains respect and cooperation; inspires and motivates peers.

Please provide any other feedback about your high school internship program below:

EVALUATOR SIGNATURE _____ DATE _____

INTERN SIGNATURE _____ DATE _____



STUDENT FEEDBACK

This form is designed to help you reflect on your internship experiences and provide feedback to your employer. Feel free to use additional pages for further comments.

NAME OF INTERN _____ DATE _____

NAME OF INTERN SUPERVISOR _____

NAME OF INTERN MENTOR _____

To what degree did your skills improve as a result of this Internship experience?

0 NO CHANGE **1** SMALL IMPROVEMENT **2** MODERATE IMPROVEMENT **3** LARGE IMPROVEMENT

- Written communication
- Oral communication
- Problem solving
- Decision-making
- Interpersonal/teamwork
- Self-management
- Initiative
- Leadership
- General knowledge of business
- Specific job/industry knowledge
- Other office skills (filing, photocopying, etc.)
- Other

Evaluate the Internship

1. Detail the learning objectives from the job description and list how you feel the internship helped you accomplish them:
2. What feedback do you have about this internship that will help to improve the experience for future students?
3. In your own words, how did this internship experience help you?

STUDENT FEEDBACK (CONTINUED)

On a scale of 1 to 5, please evaluate your performance in each of the following areas.

1 LACKING THIS SKILL **2** LIMITED/MINIMAL SKILL LEVEL **3** ADEQUATE/AVERAGE SKILL LEVEL
4 ABOVE AVERAGE SKILL LEVEL **5** EXCEPTIONAL SKILL LEVEL **N/A** NOT APPLICABLE

1. Communication skills

- Demonstrate oral communication skills required for the job
- Write clearly and concisely
- Willing to speak up, communicate information and ask questions
- Listen to feedback and work to improve

2. Problem-solving/decision-making skills

- Analyze situations and take appropriate action
- Offer creative solutions to problems
- Collect and analyze information relevant to completing a task and establish a course of action within the given timeframe
- Resolve problems in an appropriate timeframe

3. Teamwork

- Establish rapport and credibility with team members
- Share information and resources with others
- Assist and cooperate with coworkers
- Demonstrate willingness to put forth extra time and effort
- Assume appropriate leadership role(s)

4. Self-management

- Produce high-quality, accurate work
- Seek new strategies when current approach is ineffective
- Display good judgment and establish priorities
- Use time efficiently
- Demonstrate ethical behavior
- Arrive on time and maintain agreed-upon hours

5. Initiative

- Seek opportunities to learn
- Take initiative to get a job done, even if not specifically told to do so
- Act decisively on critical issues
- Overcome obstacles and problems
- Set and communicate goals; follow up with results

6. Technical skills

- Possess the technical skills required for this position
- Willing to learn new skills and enhance existing technical skills
- Use appropriate technology for tasks
- Use technology to perform effectively



Stride

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