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## Impact of the Internship Experience: Deal Makers and Breakers

Mary Scott  
SCOTT RESOURCE GROUP

Campus Recruiting Forum  
December 2016

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## Today's Topics

- ❖ Consortium Research Study:
  - Project Background
  - Participant Profile
  - Methodology and Force Ranks
  - Comparative Analysis
- ❖ Intern Recruitment Practices
- ❖ Internship Expectations vs. Experiences
- ❖ Impact of the Internship
- ❖ Scott's Internship Program BGO

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## About SCOTT RESOURCE GROUP...

- ❖ Research and Consulting – Campus Recruitment:
  - X|R: Expectations versus Reality
  - Campus Candidate Experience: TouchPoint Analytics
- ❖ Proprietary research:
  - Individual employer and group project engagements
  - Annual campus consortium-funded studies:
    - Career Fairs and Recruitment Presentations [Q4/2014]
    - The Candidate Experience [Q1/2015]
    - Impact of the Internship Experience [Q4/2015]
    - Campus Brand Differentiators [Q1/2016]
    - Online Application Process Issues [Q4/2016]
    - NEXT: Current Campus Recruitment Trends [Q1/2017]

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## Project Background

- ❖ Consortium of sponsoring employers:
  - eBay
  - EY
  - Fidelity Investments
  - Macy's
  - State Street
- ❖ Sponsors suggested specific areas of inquiry
- ❖ Campus focus groups; Online survey instrument
- ❖ Fielding sites selected by consortium members:
  - 15 undergraduate universities
  - Primary focus on undergraduates: Business, Engineering; IT/CS; Liberal Arts
  - Lesser representation: Advanced degree candidates; MBAs

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## Survey Sites

Undergraduate/Advanced Degrees [ADCs]  
 Boston College; Bryant; Indiana; NYU; Penn State;  
 Purdue; Syracuse; Texas A&M; Universities of  
 California [Berkeley]; Illinois[Champaign];  
 Massachusetts [Amherst]; Michigan [Ann Arbor];  
 Texas [Austin]; Washington; Worcester Polytech

Business Schools [MBAs]  
 Duke [Fuqua]; Indiana [Kelley]; Michigan [Ross];  
 Texas [McCombs]

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## Survey Sample Size Information

- ❖ Participant population: 204
- ❖ "Rule of 30"  
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- ❖ Survey methodology: Heavy qualitative focus
- ❖ Consistency in findings across cohorts and studies
- ❖ Findings validated *for participating student profile*

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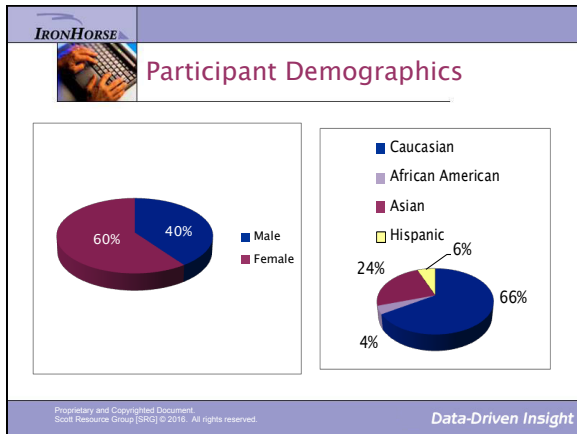
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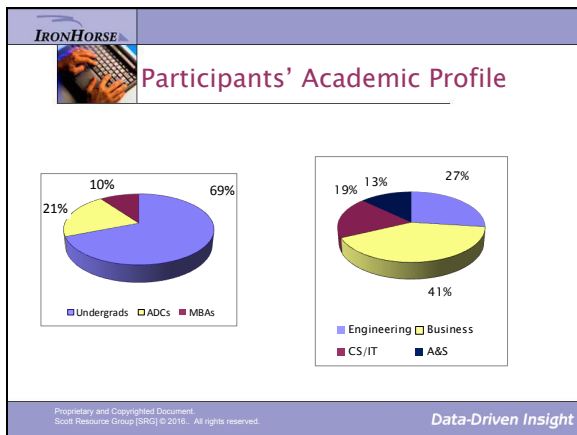
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- ## Survey Design
- ❖ Recruitment Experience Agreement Factors
  - ❖ Force Ranks
  - ❖ Internship Program Comparative Ratings:
    - > Expectations
    - > Experiences
  - ❖ Impact Factors
  - ❖ Text and Focus Group Commentary
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## INTERN RECRUITMENT

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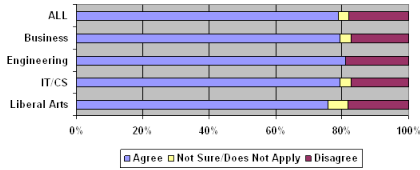
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## Internship Recruitment Attitudes

My internship search was influenced by where I'd like to work full-time following graduation.



Major	Agree	Not Sure/Does Not Apply	Disagree
ALL	~75%	~15%	~10%
Business	~75%	~15%	~10%
Engineering	~75%	~15%	~10%
IT/CS	~75%	~15%	~10%
Liberal Arts	~75%	~15%	~10%

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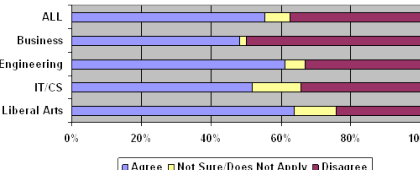
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## Internship Recruitment Attitudes

Using tools such as video or Skype are acceptable alternatives to on-campus recruiting.



Major	Agree	Not Sure/Does Not Apply	Disagree
ALL	~55%	~25%	~20%
Business	~55%	~25%	~20%
Engineering	~55%	~25%	~20%
IT/CS	~55%	~25%	~20%
Liberal Arts	~55%	~25%	~20%

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## Internship Consideration Factors

Consideration Influencers	BS/BA	ADC	MBA
Professionalism of the company representatives I met	1	2	1
Recent hires and/or former interns	2	1	2
Family	3	6	4
Classmates/friends	4	3	3
Web-based employer research	5	5	6
Career Services	6	4	7
Faculty	7	8	5
Online employer reviews, e.g. GlassDoor, Vault	8	7	8
Online professional networking (LinkedIn)	9	9	9
Social media [Facebook, Twitter]	10	10	10

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## Internship Expectations versus Actual Experiences

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## Recruitment Best Practice Factors

- ❖ 30 statements rated as both 'Expectation' and 'Experience':
  - > 8 - 10 = strong agreement
  - > 4 - 7 = neutral
  - > 1 - 3 = strong disagreement
- ❖ Factor statements:
  - > Program administration - 7
  - > Intern assignment - 9
  - > Intern management - 9
  - > Company culture and work environment - 5
- ❖ Expectation versus Experience gap overview:
  - > Intern assignment/management most important/biggest gaps
  - > Program administration more likely to meet/exceed expectations

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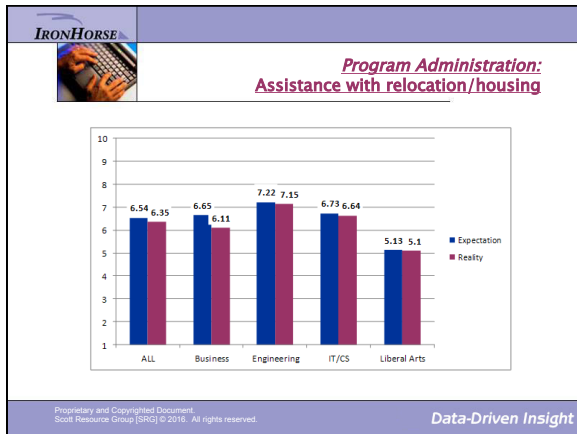
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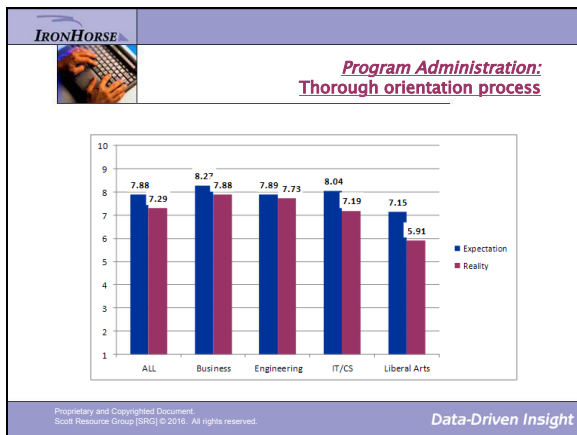
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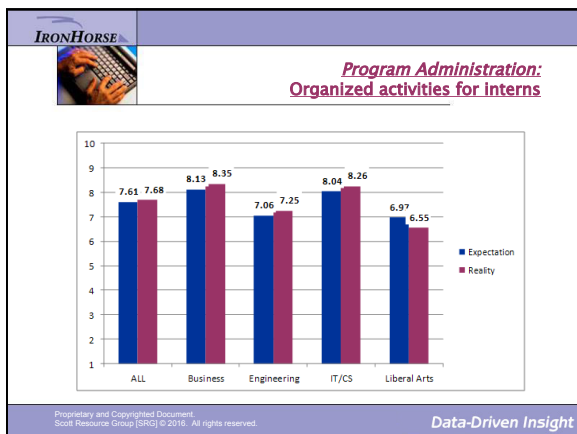
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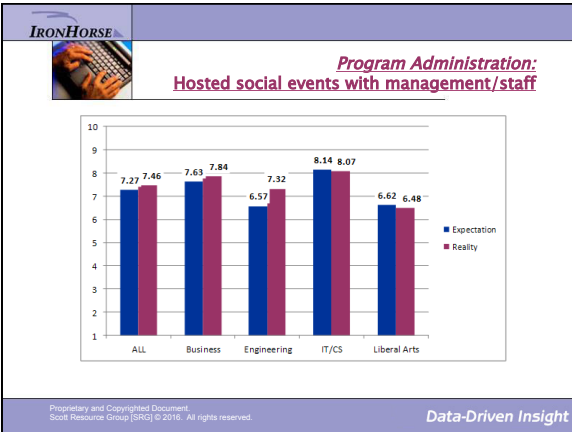
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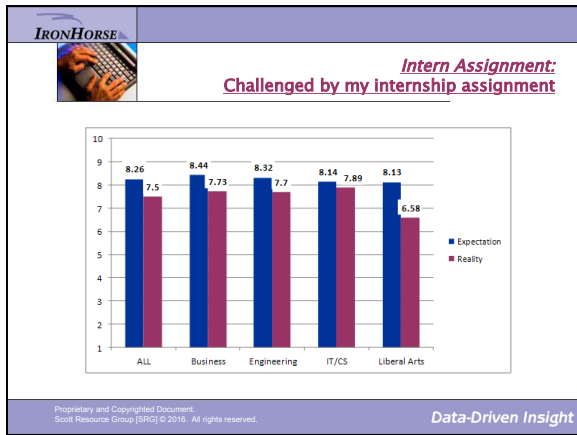
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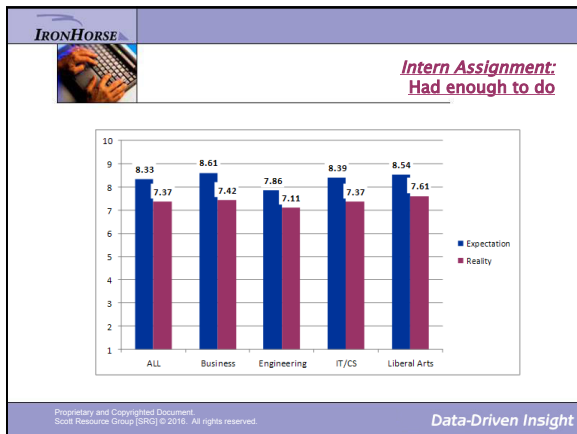
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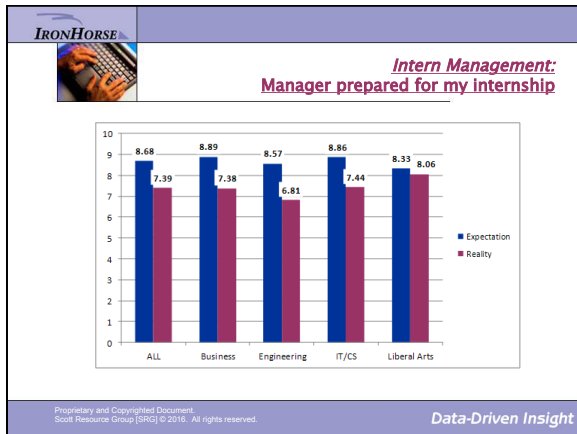
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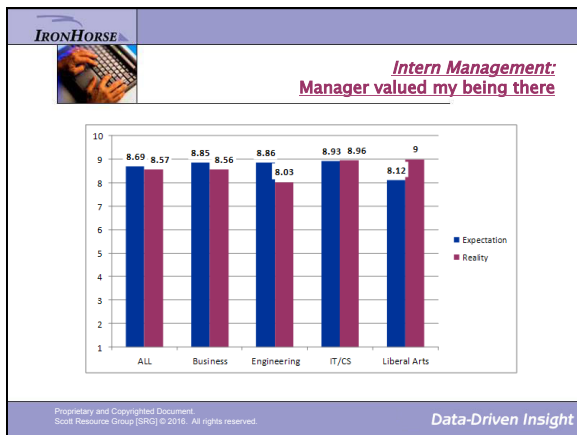
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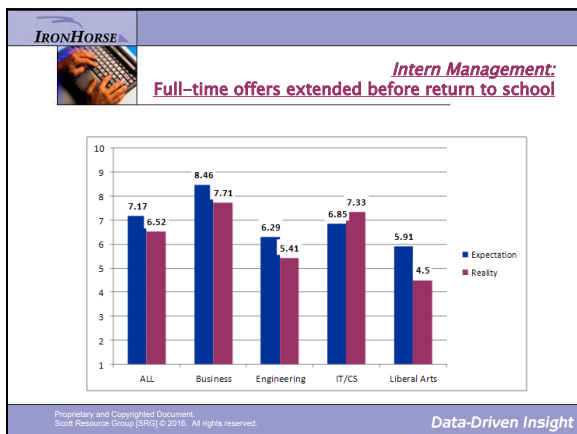
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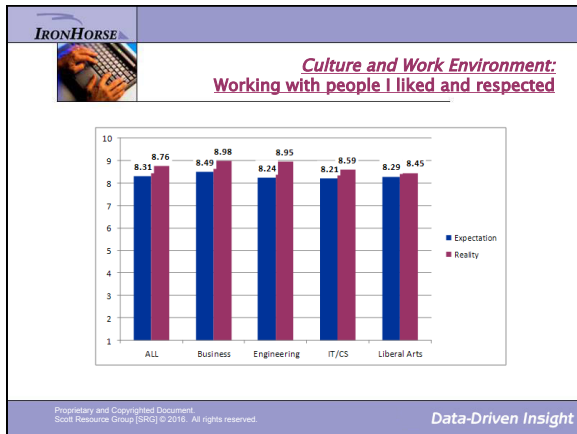
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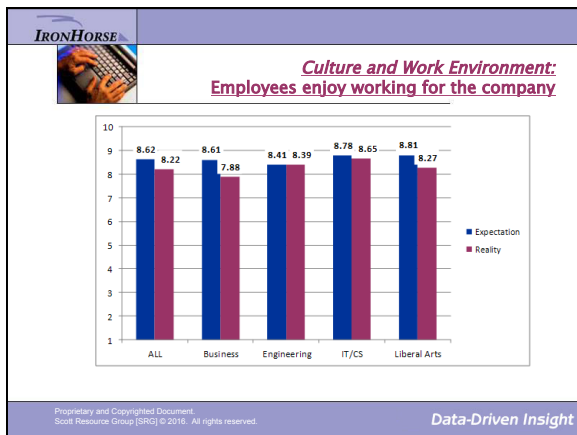
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### Internship vs. Full-time Offer Decision

Selection Factors	Accept	Decline
Interest in working there full-time following graduation	1	9
Interest in a career in the industry/business sector	2	1
Company image/reputation	3	3
Job content	4	2
Training and development opportunities	5	8
Company representatives I met	6	6
Salary/compensation	7	7
Location of the internship	8	4
Will look impressive on my resume	9	5
Timing of the internship offer	10	10

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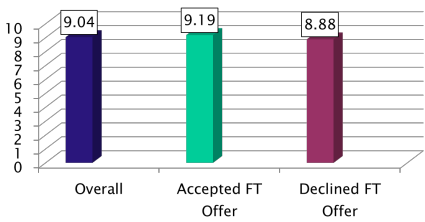
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### Top-Rated Impact Statements: #1: Opportunity to See What it's Really Like...



Category	Score
Overall	9.04
Accepted FT Offer	9.19
Declined FT Offer	8.88

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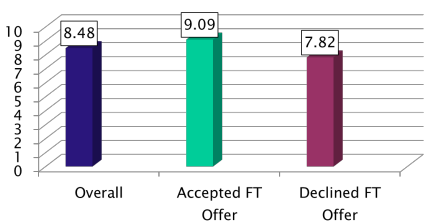
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### Top-Rated Impact Statements: #2: Comfortable with Company Culture



Category	Score
Overall	8.48
Accepted FT Offer	9.09
Declined FT Offer	7.82

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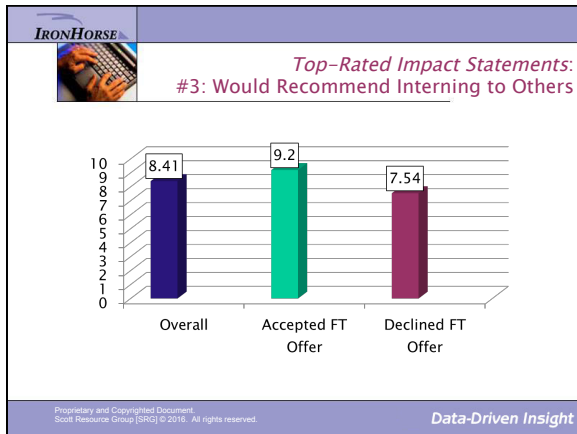
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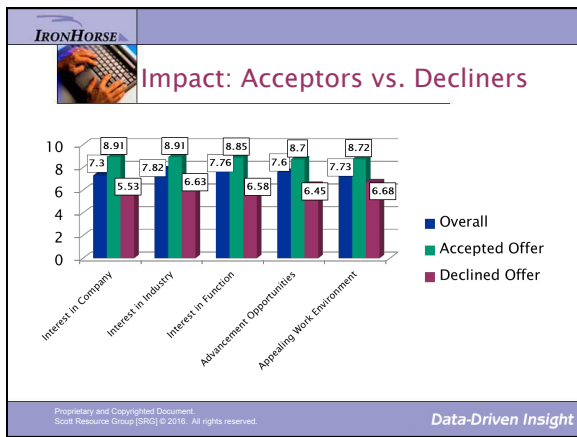
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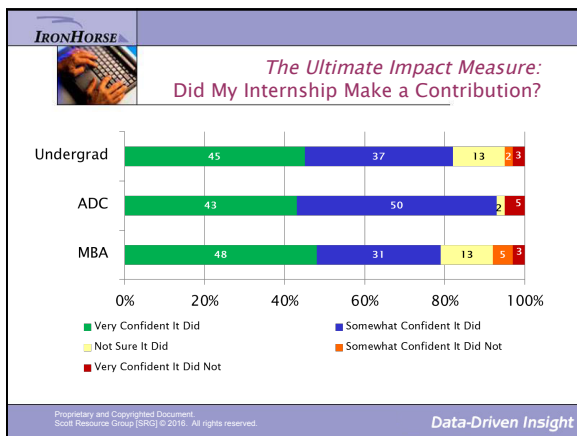
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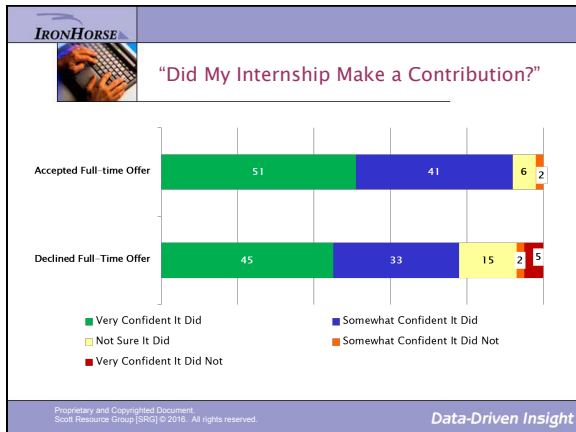
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- ### Impact Takeaways
- ❖ Events and activities are valued – but not top drivers
  - ❖ MUST be challenged and have enough to do
  - ❖ Manager preparedness and quality are HUGE
  - ❖ Biggest positive influence: Did I make a difference?
  - ❖ Four biggest dissatisfiers/Deal breakers:
    - > Didn't like the culture
    - > Poor management
    - > Not what I want to do
    - > Poor communications/Lack of feedback
  - ❖ Stay tuned for Jill's presentation!
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### Scott's Internship Program BGO...

*Every program element –  
from intern recruitment through the  
full-time offer process –  
and each touch point along the continuum...  
is a mirror of the employer to its interns,  
for better and for worse, that maps to  
what the organization is all about –  
"What it's really like to work here".*

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