

BEYOND INTERNSHIPS

DESIGN A SUMMER PLAN

COMMUNICATIONS

1

IDENTIFY INDUSTRY FOCUSED SKILLS

- Communication (Verbal and Written)
- Team Based Problem Solving
- Initiative
- Emotional Intelligence
- Attention to Detail
- Hard Skills: Graphic Design, Social Media, Photo / Video / Music Production and Editing

2

COMBINE MULTIPLE EXPERIENCES

- Informational Interviews
- Job Shadow
- Coursework
- Volunteer/Service
- Micro-Internship
- Part-time / Temp Work
- Professional Conferences
- Workshops/Trainings/Competitions
- Create Your Own Internship
- Individual Project: Create Something
- Start a Business
- Research

3

DEMONSTRATE AND ARTICULATE

- Think creatively about how you can develop/demonstrate skills. Be proactive and intentional in all of your experiences.
- Find and cultivate mentors.
- Schedule sessions with your Vandy Career Coach to develop your plan and discuss how to "tell the story" of your summer.

SAMPLE PLAN

INFORMATIONAL INTERVIEWS

- **Goal:** Explore the communications industry, gain advice on specific skills to develop and build relationships with professionals.
- **Action:** Scheduled phone conversations with 10 communications-related professionals at different organizations. Enrolled in Student's Guide to LinkedIn Online Class (provided free by Career Center).
- **Result/Skills:** Clarity about differences in types of communications organizations and the interview process. More confident going into fall recruitment. Found a communications professional mentor.

CREATE YOUR OWN INTERNSHIP

- **Goal:** Pitch a project to an organization or cause to get real-world business experience.
- **Action:** Connected with a large local non-profit and pitched idea of working on a marketing problem. Organization agrees to allow the student to work researching potential new marketing strategies. Spent 80 hours over the summer researching, analyzing, and recommending a marketing campaign. Presented findings via PPT to the communications team.
- **Result/Skills:** Organization is implementing one of the ideas. Developed communication, analytical mindset, and technological hard skills.

COURSEWORK

- **Goal:** Enroll in online coursework with an emphasis on skills valuable within the communications industry.
- **Action:** Completed *The All-in-One Adobe Creative Cloud Suite Certification* Bundle offered online.
- **Result/Skills:** Added the Adobe Creative Cloud Suite Certification to LinkedIn Profile and now knows how to use all of Adobe's gold standard creative software, including Photoshop, Illustrator, InDesign, and Premiere Pro.

MICRO-INTERNSHIP

- **Goal:** Explore short-term internships to gain experience and build relationships with industry professionals.
- **Action:** Created a profile on the ParkerDewey website. Applied and hired for Social Media & Marketing project work.
- **Result/Skills:** Learned new skills and software for social media analytics, created a new product marketing plan, and presented findings/recommendations to Senior Level Executives.

PART TIME WORK

- **Goal:** Work as summer camp counselor to earn money and propose a plan for growing the social media footprint on Instagram.
- **Action:** Created a social media presence by taking the lead on capturing pictures and videos, strategically adding posts using data insights, and engaged often with followers and audience.
- **Result/Skills:** Increased the number of followers by 15% over the course of 3 months. Learned social media content development and data analysis.