



# **IOWA CENTRAL COMMUNITY COLLEGE**

**DIGITAL MASS COMMUNICATION & JOURNALISM  
INTERNSHIP SYLLABI AND GUIDELINES**

## **Iowa Central Internship Contact Information:**

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Coordinator, Digital Mass Communications and Journalism  
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\*Note, I am not in my office on a daily basis over the summer semester, but I will be checking messages and emails daily.

## Description

**Overview:** An internship consists of supervised on-the-job work by a student that may qualify for three credits. Internship work may be part time or full time, paid or unpaid, and may occur during the academic year or during the summer. Internship work must allow students to perform professional tasks with a definite communication or journalism focus and opportunities for direct application of classroom knowledge and skills.

The primary goals of student internships include 1) acquiring first-hand knowledge about the field of work, 2) exploring new professional activities and relationships, 3) applying classroom knowledge and skills to the work environment, 4) experiencing problems and contributing to solutions in the field, and 5) learning by doing.

**Prerequisites:** To register for internship credit, students must be digital mass communications or journalism majors or minors. They must have at least a 2.75 grade point average in the major and overall at the college and must have department coordinator approval.

**Credit:** Three credits for 120 hours or more at work site, four assignments, two written evaluations requested by the coordinator from the employer.

### Non-Discrimination Policy:

It is the policy of the Iowa Central Community College not to discriminate in its programs, activities, or employment on the basis of race, color, national origin, sex, disability, age, sexual orientation, gender identity, creed, religion, and actual or potential family, parental, or marital status.

If you have questions or complaints related to compliance with this policy, please contact Stacy Ihrig, Human Resources, 515-574-1138, [ihrig@iowacentral.edu](mailto:ihrig@iowacentral.edu), or the Director of the Office for Civil Rights U.S. Department of Education, Citigroup Center, 500 W. Madison Street, Suite 1475, Chicago, IL 60661-7204, Telephone: (312) 730-1560 Facsimile: (312) 730-1576, Email: [OCR.Chicago@ed.gov](mailto:OCR.Chicago@ed.gov).

## Internship Assignments/Portfolio

All students who are enrolled in SMM-910 must complete four assignments as a basic requirement of their internship. Additional requirements include performing satisfactorily under the supervision of a professional and meeting a specific scheduled work obligation:

Four required assignments in final portfolio with 120 hours or more at work site

### **Assignment 1: Professional Journal (Submit in final portfolio.)**

Maintain a professional journal aimed at analyzing the internship employer's organization and its functions.

**Due:** August 17, 2020 via e-mail to [tjaden@iowacentral.edu](mailto:tjaden@iowacentral.edu)

**Purpose:** To provide a reference tool for the completion of other assignments including selecting representative work samples, developing a professional resume; to help the student better understand their interest in the field and their particular professional strengths and weaknesses.

**Process:** **DO NOT WRITE A DIARY.** Instead, write about how the organization is structured. ANALYZE the effectiveness of that structure and how you fit into it. On a regular basis, briefly describe workplace happenings and projects. REFLECT on those happenings and on the professionalism you observe. DESCRIBE things that you learn, ways that you might handle situations if given a chance, insights into your own pre-professional strengths and weakness. Record steps of success and progress. Do NOT keep the journal at the work site.

**Format:** This should be an electronic (MS Word or Pages) document. It should include 3-4 detailed journal entries per 10 hours of work. See the evaluation page for more on journal assessment.

### **Assignment 2: Representative Work Samples (Submit in final portfolio.)**

Develop an organized collection of work completed during the internship.

**Due:** August 17, 2020 via e-mail to [tjaden@iowacentral.edu](mailto:tjaden@iowacentral.edu)

**Purpose:** To help demonstrate successful completion of the learning objectives statement; to help begin preparing an interview portfolio.

**Process:** Keep a copy of all work products or evidence of work accomplished. Where necessary, write a brief narrative describing the product or the work accomplished and what was learned from the experience.

**Format:** Arrange the work products in chronological order. Three to five work samples of varying natures will be sufficient. Place any narrative descriptions ahead of each sample. (If video or audio samples are included, please note that in the portfolio and attach separately). The work samples should be placed after a resume in an "internship portfolio." This portfolio should include a title page and a table of contents.

### **Assignment 3: Professional Resume (Submit in final portfolio.)**

Prepare and produce a resume suitable for professional job applications.

**Due:** August 17, 2020 via e-mail to [tjaden@iowacentral.edu](mailto:tjaden@iowacentral.edu)

**Purpose:** To help begin preparing an interview portfolio.

**Process:** Gather the appropriate data and create a rough draft of a resume. Review all information. Is everything accurate? Copy edit your resume eliminating ALL typographical, spelling and grammar mistakes. The resume must be perfect.

**Format:** There are many ways to present experience in a resume. The college career services office has representative resumes on file or feel free to email or call and ask me. That's what I'm here for! There are also books on how to prepare a resume. Consult these resources if needed.

The resume should be placed following the title page and a table of contents in the internship portfolio.

#### **Assignment 4: Internship Defense Statement**

Compose a document that clearly justifies accomplishment of the objects and full credit for the internship experience.

**Due:** August 17, 2020 via e-mail to [tjaden@iowacentral.edu](mailto:tjaden@iowacentral.edu)

**Purpose:** To link together learning objectives, specific work done to meet the objectives, and supportive evidence of accomplishing the objectives; to take a bow for hard work.

**Process:** Review learning objectives and portfolio assignments. Assess what was accomplished during the academic session. Make a document that is titled "Defense Statement." List each learning objective. Underneath each objective, list the corresponding task(s). Underneath each task, provide a descriptive but brief statement that indicates progress toward each objective; point to specific pieces of evidence or accomplishments when appropriate. The last part of this statement is a more informal reflection section. What were your general impressions of your work experience? What did you learn that was not on your list of learning objectives? What do you wish you could have learned more about? How did this experience prepare you for your next position? Any suggestions for the program?

**Format:** The document should be titled, double-spaced and typed. Please, no more than eight pages. It must follow all normal college-level writing standards and be carefully written and proofread. Examples should be used when possible to illustrate your points. The defense statement should be placed at the back of the internship portfolio, following the work samples.

## Evaluation

Students should realize that signing up for SMM-910 and showing up to work does not guarantee an "A" in the course. The coordinator will use the supervisor's written evaluations (25%), the portfolio containing the journal (25%), the defense (20%), the work samples (20%) and the resume (10%) to determine a course grade.

The portfolio is evaluated on both content and style. In other words, it will be assessed on not only what you accomplish but how clearly and professionally you communicate your accomplishments in writing. Points will be deducted for writing errors including errors in style, syntax, punctuation and spelling. Please proofread your work!

Written employer evaluations of performance will account for 25% of the final grade. (Please make time to review the evaluation form on the next page.) The student intern must copy and request that their employer supervisor complete the SMM-910 Evaluation of Intern form twice during the internship. The employer should evaluate the intern's work, once at the midpoint and once at the end of the experience. The student intern should also ask the employer supervisor to return the form directly to the Program Coordinator using the address listed on the cover of this syllabus. Interns should request a copy of both evaluations when completed. The coordinator will contact or meet with your supervisor only as needed or requested.

Note: Late portfolio submissions will NOT be accepted resulting in a grade of zero. If an extension date becomes necessary, the intern must contact the coordinator prior to the tenth week of the semester or at least 2 weeks before the end of summer session.

### **The Portfolio:**

The professional journal will account for 25% of the final grade. The coordinator will assess the journal for its quality of content in four areas: 1) analysis of the organization, 2) observations of professionalism, 3) description of critical incidents and how incidents were managed, and 4) periodic observations of personal growth.

The remainder of assignments in portfolio will account for 50% of the course grade. The portfolio must consist of a title page, a table of contents, updated resume, work samples, and a defense statement that references learning objectives. Individual assignment sheets detail each component and its deadline. No unexcused late work is accepted. If the student anticipates missing a deadline, notify the coordinator in person, by phone or by e-mail. Personal illness, family distress and other similar situations are legitimate excuses.

The internship coordinator's assessment of the portfolio will apply these criteria in rank order: 1) clarity of content and 2) professional presentation.

Students should ask questions about evaluation at any time. The coordinator will respond to drafts of any work at any time during the internship and offer feedback before a grade is assessed. Please don't wait until after a final grade has been turned in to ask questions or get feedback.

After all internship materials are evaluated, it is the student's responsibility to retrieve them from the program coordinator. **Please pick them up no later than eight weeks after completing the internship or the materials will be discarded.**

# Iowa Central Department of Digital Mass Communications and Journalism

## Midterm Evaluation of Intern

**Intern:**

**Dates of Internship:**

**Major:**

**Organization:**

**Minor:**

1--strongly disagree  
2--disagree  
3--neither agree nor disagree

4--agree  
5--strongly agree  
0--not applicable (NA)

### Communication Skills

	Strongly Disagree	←————→				Strongly Agree	
1. The intern was able to effectively communicate with the host supervisor.	1	2	3	4	5	0	
2. The intern was able to effectively interact with members of the staff.	1	2	3	4	5	0	
3. The intern was able to communicate effectively with others such as customers.	1	2	3	4	5	0	
4. The intern was an effective speaker.	1	2	3	4	5	0	
5. The intern was an effective writer.	1	2	3	4	5	0	
6. The intern was an effective listener.	1	2	3	4	5	0	
7. The intern designed effective visual communication.	1	2	3	4	5	0	
8. The intern thought critically.	1	2	3	4	5	0	
9. The intern researched well.	1	2	3	4	5	0	

### Professional Work Habits

10. The intern successfully adapted to the organizational culture.	1	2	3	4	5	0	
11. The intern acted in a professional manner.	1	2	3	4	5	0	
12. The intern was flexible and willing to accept new ideas.	1	2	3	4	5	0	
13. The intern worked independently.	1	2	3	4	5	0	
14. The intern worked effectively as part of a team.	1	2	3	4	5	0	
15. The intern managed time well.	1	2	3	4	5	0	

### Job-Related Criteria

16. The intern developed effective technical skills.	1	2	3	4	5	0	
17. The intern contributed new ideas and insights	1	2	3	4	5	0	
18. The intern progressed throughout the internship.	1	2	3	4	5	0	
19. The intern's overall performance was effective.	1	2	3	4	5	0	

## Page 2 of Midterm Evaluation of Intern

Please comment on the strengths of the student during the first half of the internship:

Please comment on the student's readiness to succeed today in a professional position related to your field:

Please comment on the weaknesses of the student during the first half of the internship:

Please suggest how the student can improve.

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Host Supervisor

Date

Title \_\_\_\_\_

Please return this completed evaluation form to:

Michelle Tjaden

Department of Digital Mass Communications and Journalism

Iowa Central Community College

Fort Dodge, IA 50501

Please also give the student intern a copy of this completed form.



# Iowa Central Department of Digital Mass Communications and Journalism

## Final Evaluation of Intern

**Intern:**

**Dates of Internship:**

**Major:**


**Organization:**

**Minor:**

1--strongly disagree  
2--disagree  
3--neither agree nor disagree

4--agree  
5--strongly agree  
0--not applicable (NA)

### Communication Skills

	Strongly Disagree					Strongly Agree	
1. The intern was able to effectively communicate with the host supervisor.	1	2	3	4	5	0	
2. The intern was able to effectively interact with members of the staff.	1	2	3	4	5	0	
3. The intern was able to communicate effectively with others such as customers.	1	2	3	4	5	0	
4. The intern was an effective speaker.	1	2	3	4	5	0	
5. The intern was an effective writer.	1	2	3	4	5	0	
6. The intern was an effective listener.	1	2	3	4	5	0	
7. The intern designed effective visual communication.	1	2	3	4	5	0	
8. The intern thought critically.	1	2	3	4	5	0	
9. The intern researched well.	1	2	3	4	5	0	

### Professional Work Habits

10. The intern successfully adapted to the organizational culture.	1	2	3	4	5	0	
11. The intern acted in a professional manner.	1	2	3	4	5	0	
12. The intern was flexible and willing to accept new ideas.	1	2	3	4	5	0	
13. The intern worked independently.	1	2	3	4	5	0	
14. The intern worked effectively as part of a team.	1	2	3	4	5	0	
15. The intern managed time well.	1	2	3	4	5	0	

### Job-Related Criteria

16. The intern developed effective technical skills.	1	2	3	4	5	0	
17. The intern contributed new ideas and insights	1	2	3	4	5	0	
18. The intern progressed throughout the internship.	1	2	3	4	5	0	
19. The intern's overall performance was effective.	1	2	3	4	5	0	

## Page 2 of Final Evaluation of Intern

Please comment on the strengths of the student during the first half of the internship:

Please comment on the student's readiness to succeed today in a professional position related to your field:

Please comment on the weaknesses of the student during the first half of the internship:

Please suggest how the student can improve.

---

Host Supervisor

Date

Title \_\_\_\_\_

Please return this completed evaluation form to:

Michelle Tjaden

Department of Digital Mass Communications and Journalism

Iowa Central Community College

Fort Dodge, IA 50501

Please also give the student intern a copy of this completed form.

## **Policies**

Not all internships can be completed for a variety of reasons. If student interns experience difficulty at the job site, they should contact the internship coordinator immediately.

Student interns have certain rights and responsibilities. Please be aware of the following:

- Interns may be released from your internship due to extenuating circumstances.
- The internship coordinator and/or employer reserve the right to withdraw the student from work under the following conditions:
  - The student is no longer enrolled in the internship program.
  - The student's attendance and performance are unsatisfactory.
  - The student abuses policies or rules of the employer or internship program.
  - The employer abuses student's rights and responsibilities or fails to address learning objectives.
- Internship earnings, if any, are exempt from both state and federal unemployment. Interns may not claim unemployment compensation.

# Iowa Central Department of Digital Mass Communications and Journalism Internship Learning Objectives & Agreement

(Student needs to keep a completed copy of this form!)

Important: You must submit this original copy of your Learning Objectives & Agreement form before the end of the second week of the internship (Due May 20). Offer a copy to your supervisor. **KEEP A COPY FOR YOUR FINAL DEFENSE STATEMENT AND PORTFOLIO.**

Your learning objectives should identify goals for your internship. Just as a course syllabus outlines goals for learning and identifies assignments intended to help achieve learning, a learning objectives statement will help you, your employer and I understand the scope of your internship. You may, if necessary, update your objectives as your internship develops.

Your objectives and tasks statements should clearly explain what and how you will learn through your internship experience. For example:

Objective: To learn how a non-profit organization gains public support

Task: Write press releases for Indian Waters Girl Scout Council

Task: Develop informational brochures for Indian Waters Girl Scout Council

It is important that you and your supervisor discuss mutual expectations before the internship begins. Learn to negotiate terms that are mutually beneficial. Make sure you understand what is expected of you, to whom you are to report, whether you may attend staff meetings, whether work hours are flexible, etc.

Use the format below to identify your learning objectives and the specific internship tasks that will enable you to accomplish those objectives. Use the format on the reverse side to document that you and your supervisor have discussed learning objectives, tasks, responsibilities, and general policies of the internship. Be sure you contact me if you or your supervisor has any questions.

Objective: \_\_\_\_\_

Task(s): \_\_\_\_\_

Task(s): \_\_\_\_\_

Objective: \_\_\_\_\_

Task(s): \_\_\_\_\_

Task(s): \_\_\_\_\_

Objective: \_\_\_\_\_

Task(s): \_\_\_\_\_

Task(s): \_\_\_\_\_

Objective: \_\_\_\_\_

Task(s): \_\_\_\_\_

Task(s): \_\_\_\_\_

Objective: \_\_\_\_\_

Task(s): \_\_\_\_\_

Task(s): \_\_\_\_\_

***After agreement has been reached between the intern and internship supervisor about these objectives and tasks, please read the information on the reverse side of this form. Complete the blank areas, sign and date where requested.***

The \_\_\_\_\_ will retain \_\_\_\_\_ for the  
Internship Supervisor Student Intern

purpose of gaining practical knowledge and experience in the occupation of

\_\_\_\_\_  
Intern's Job Title

from \_\_\_\_\_ to \_\_\_\_\_.  
Start Date End Date

**The internship supervisor agrees to:**

- 1) Provide training for the student as detailed in the learning objectives.
- 2) Work with the internship coordinator to ensure the best possible training.
- 3) Evaluate and meet with the intern for performance reviews.
- 4) Retain the student for an average of \_\_\_\_\_ per week for \_\_\_\_\_ weeks and pay (if applicable) the student \$ \_\_\_\_\_ per \_\_\_\_\_.
- 5) Consult with the internship coordinator if dismissal or lay-off is anticipated; Conferences about unsatisfactory situations should be held to avoid dismissals.

**The student agrees to:**

- 1) Work for the internship supervisor in order to receive training and experience.
- 2) Demonstrate interest in the job and cooperate with all persons involved.
- 3) Develop the knowledge and skills necessary to become an effective employee.
- 4) Adhere to all rules and regulations of the business and act in an ethical manner.
- 5) Inform the supervisor and internship coordinator of illness or emergency prevents attendance.

**The internship coordinator agrees to:**

- 1) Evaluate the student's preparation for the internship.
- 2) Assist in developing the student's learning objectives.
- 3) Contact the student and the internship supervisor about the student's progress.
- 4) Consult with the internship supervisor if dismissal or lay-off is anticipated or if unsatisfactory situations develop.
- 5) Evaluate the students learning accomplishments.

**General policies:**

- 1) The student may be released from this contract due to extenuating circumstances.
- 2) The internship coordinator and/or supervisor reserve the right to withdraw the student from work under the following conditions:
  - a) The student is no longer enrolled in the internship program.
  - b) The student's work attendance and performance are unsatisfactory.
  - c) The student abuses policies or rules of the employer or the internship.
  - d) The employer abuses student's rights and/or responsibilities or fails to address learning objectives.

3) Employers are required to conform to applicable federal, state and local laws relating to employment.

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Internship Supervisor's signature

Date

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Intern's signature

Date

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Internship Coordinator's signature

Date

## **Iowa Central Department of Digital Mass Communications and Journalism Internship Program Description for Employers**

Communication and journalism students are encouraged to apply their classroom knowledge and skills in supervised professional activities at internship sites approved in advance by the Department of Digital Mass Communications and Journalism.

Students must receive approval for their internships *BEFORE* beginning work for the employer. This enables the department to establish a formal relationship with the employer if one does not exist. A beginning step in this relationship is to have employers of interns provide us with the information requested on the reverse side of this sheet. It is our hope that internship employers pay interns. But we understand there occasionally are policies or circumstances, which may preclude pay. The absence of pay does not prevent the department's approval of academic credit for a student's internship.

The Department of Digital Mass Communications and Journalism only approves internship credit for its majors and minors with at least 2.75 grade point average in the major and overall, who have successfully completed qualifying classes relevant to the internship, with the internship site supervisor's pre-approval and approval from the student's academic advisor, our department internship coordinator.

Should a student be selected by you and approved by us for internship credit, we require the student perform an agreed upon number of hours satisfactorily at the work site and successfully complete four assignments. The department internship coordinator will also request the internship site supervisor to evaluate the intern's work twice during the internship and make time to meet with the internship coordinator at least once near the end of the internship. All of the information gathered from the student and supervisor is used to assess a grade for the intern.

The department guidelines are:

Three (3) credits for 120 hours or more at work site, four assignments, two written evaluations requested by the internship coordinator from the employer.