



# **Internships – The Last Piece of the Puzzle**

**English 114**

**July 11, 2011**

# RCC Internship Proposal

## Group Members

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# RCC Internship Proposal

**This proposal deals with the implementation of internships in college programs at RCC and the arrangements in which RCC students can lend their talents to companies in return for an opportunity to develop business skills and gain experience.**



# RCC Internship Proposal

## Rationale

- We feel an internship program is needed due to the changing climate in today's employment market. Businesses are requiring higher education, degrees and an experienced employee.
- Positions are more difficult to obtain and the competition to obtain a professional position is fierce and determined by education and experience of the applicant.
- Better curriculums and classes to reflect the needs of the business and employer world.



# RCC Internship Proposal

## Creating A Better Graduate

**Impact Groups**

**Students, Faculty /Staff & Community**

**Implementation**

**Timeline & Schedule**

**Participation  
Marketing**

**Graphics Arts & Design, Photography, Faculty/Staff & Open House**

**Funding**

**Funding Sources & Funding Needs**

**Conclusion**

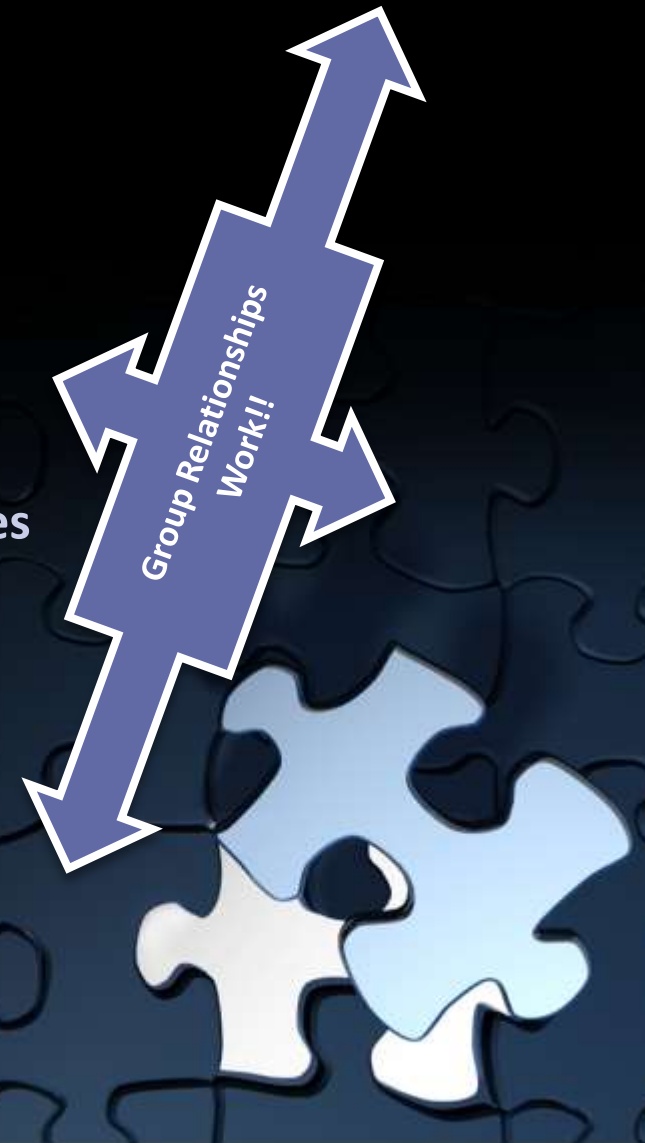
**Benefits To All Groups**



# Impact Groups

## Randolph Community College

- **Students**
  - Better educated & experienced students
  - Better career fit
- **Faculty**
  - Improvements in material taught
  - Relationships with community & businesses
- **Staff**
  - Staff & interns working together while learning
  - Better productivity through teamwork
- **Community**
  - Needs education & experience
  - Reduced or no labor costs to businesses



# Proposed Implementation Timeline

- Projected rollout of internship program is planned for Fall 2013



- Schedules & committees formed with specified benchmarks to be achieved and evaluated



# Proposed Implementation

## Schedule



### • Fall 2011

- Establish committee of students and department heads to explore feasibility of establishing internships at RCC
- Partner with RCC Foundation to explore any grants or endowments that can be used for implementation of program
- Establish a faculty committee to develop an outreach plan to businesses to install interest in partnering with RCC on an internship program



# Proposed Implementation



## • Spring 2012

- Develop marketing strategy involving Graphics Art & Design, Photography & Interior Design Departments on open house, marketing tools, web site & community advertising
- Determine facilities that will be used to administer the program and record keeping procedures
- Present rough draft of internship program to the President, Board of Directors and Foundation by August 2012



# Proposed Implementation



- **Fall 2012**

- Analyze feedback from rough draft proposal and redesign as needed
- Finalize open house and marketing plans with regards to timelines, specifics of design and program design
- Present internship program to state agency including program details, guidelines, self-funding and administration



# Proposed Implementation



- **Spring 2013**

- **Final draft of internship program and presented to President, Board of Directors and RCC Foundation for approval**
- **Open house to be completed by the end of March to establish business contacts, agreements, networking and partnerships**
- **Publish web site including sending links to all businesses and potential partners**
- **Publish campus required forms and agreements**



# Proposed Implementation



- **Fall 2013**
  - **Rollout pilot internship program, securing feedback from students, faculty, staff, business and community leaders to continually improve and fine tune the program**



# Participation & Marketing



**Current internship programs at RCC can help to create a marketing campaign which will promote the implementation within other curriculum programs (Photography, Interior Design & Graphic Arts Design).**



# Participation & Marketing



- **Graphic Arts & Design and Photography**
  - Charged with creating visual marketing aspects
  - Develop flyers, pamphlets and a web site to advertise and promote the implementation of internships



- **Interior Design**
  - Design and lay out areas to be used for open house
  - Design tours for students, faculty, staff and community members and local businesses



# Participation & Marketing

- **Open House**
  - **Help to establish contacts with new businesses and finalize partnership agreements with participating businesses**



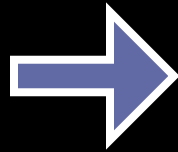
# Funding

Proposed funding sources include partnering with the RCC Foundation, federal, state and local agencies.



# Funding

## Funding Sources



- Fundraising, federal funding, grants, endowments, community grants, business endowments and state educational lottery
- Student career experience programs

- Student temporary employment programs and Chamber of Commerce funding
- Presidential Management Fellows Program and any other available funding sources



# Funding

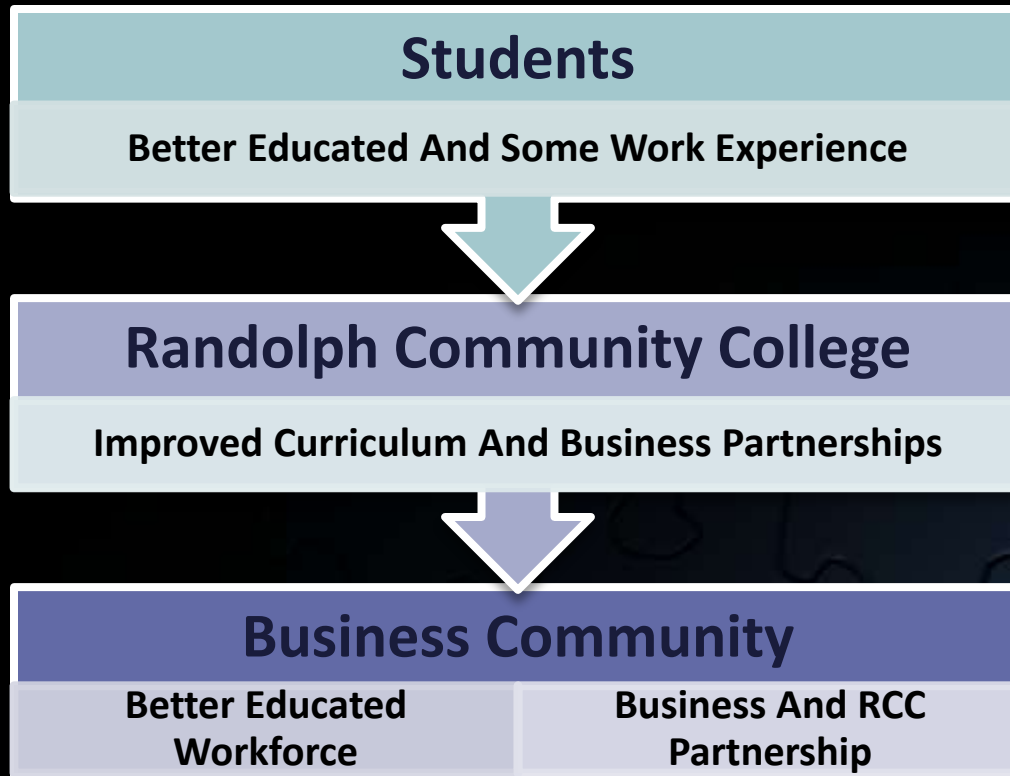
## Funding Needs By Year

Yearly Expenses	\$ Per Year
Forms & Paperwork	\$5500.00
Equipment Needs	\$0.00
New Building Costs	\$0.00
Office Construction	\$0.00
Marketing	\$2500.00
Personnel	\$25000.00
<b>TOTAL</b>	<b>\$33000.00</b>

- **Forms & Paperwork**
  - Agreements, timesheets, reports and misc. forms
- **Marketing Expenses**
  - Advertising, web site and internship handouts
- **Personnel**
  - Existing staff and use work study students or internship students



# Internship Conclusion



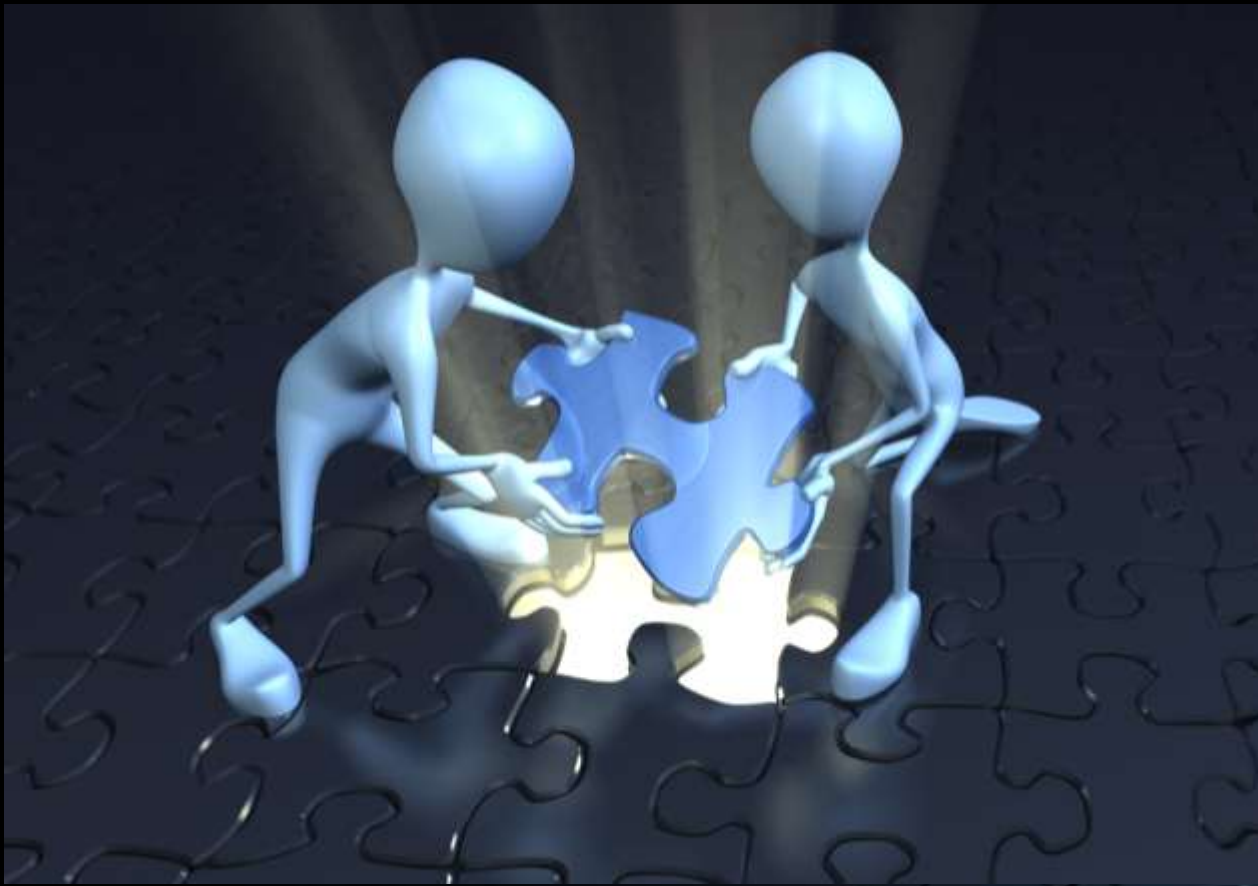
The internship program will be a substantial benefit to all at Randolph Community College and local and Piedmont businesses. Because they will be well-educated with some experience, students will be a valuable asset to the business community and better qualified to obtain employment.



# Conclusion

- **Curriculums at Randolph Community College will evolve to reflect the needs of the business community.**
- **Faculty will be able to teach students the skills required by businesses and will form teamwork for overall success at RCC.**
- **Businesses will benefit by having qualified employees and student interns to learn and promote RCC partnership.**
- **Students will have the opportunity to gain valuable experience, determine if they are in the correct major and be better prepared for the workforce.**
- **RCC can lead the state in having internships for students in their majors and providing better graduates, business partnerships and better learning curriculum.**





**Together students and RCC can fit the final piece of the puzzle for success in today's changing business world!**





**Thank You For Listening**

We can make a difference at RCC and in the business world!