

# CONNECTING FOR SUCCESS

A GUIDE TO  
FINDING YOUR OWN  
INTERNSHIPS  
AND JOBS



# Introduction



Have you ever felt like finding an internship or job is like climbing Mt. Everest?

You look up and can't even see the top of the mountain. It seems like you'll never be able to find what you're looking for, and it's almost not even worth trying.

I used to feel the same way. I would sit in class and listen to instructors talk about how we, as students, would be out in the workplace soon. I'd sit there and nod my head, but on the inside, I was wondering how in the world I would find a job when they all seem to be taken, and while a thousand other people were competing for that same job.

I'm writing to tell you that finding internships and jobs is difficult, but it isn't impossible.

This booklet contains tips and strategies for helping you gain the job you've always wanted, or at least to put you on the path toward obtaining that job. Through countless interviews with Brigham Young University-Idaho professors and experts, to my own experiences, I hope you find some ideas in this booklet to put you on the right path — the path to happiness.

**Matt Johnson**

**Class of 2015**

# Meet the Contributors

Matt Johnson is sports and outdoors editor of the Upper Valley Standard Journal. Prior to becoming the sports and outdoors editor, he completed an internship serving as an assistant to the athletic director at Presentation College in Aberdeen, South Dakota. He is graduating from BYU-Idaho with a degree in Communication and a minor in Sports Management. He feels his experiences can help younger students.

Sister Melissa Bair is an instructor at BYU-Idaho and oversees the internships for the Communication Department. She was Matt's instructor for a handful of classes during his time at BYU-Idaho.

Kent Johnson is Matt's older brother. He is currently employed by Qualtrics and lives in Utah. He is someone who has had great success in networking and is someone Matt respects greatly.

Brother Jeff Hochstrasser is an instructor at BYU-Idaho and is an expert in the advertising field. He has operated his own advertising agency in the Tacoma, Washington area. He was also Matt's instructor for a handful of classes and worked closely on the supervision of this book.

Sister Emmilie Whitlock is an adjunct journalism instructor at BYU-Idaho. She has worked for the Deseret News and the Upper Valley Standard Journal. She was a co-worker of Matt's and a valued mentor to him.

Brother Steve Davis is the Alumni Director at BYU-Idaho and works closely with helping students achieve their goals and find opportunities.

# Section One

## Who am I?



Hey there! Thanks for opening this book. You might be wondering what gives me the right to lecture students on the topics of internships and jobs.

I'm certainly not trying to lecture. Rather, I'm trying to help pass on the small tidbits of advice that I have to offer. These tidbits are things I've learned over my years at BYU-Idaho and in the professional

world.

I believe I have a lot to offer fellow students and aspiring professionals. I'd like to share some background about myself so you can get to know me better and understand what I'm trying to say.

I started out studying education at BYU-Idaho. When I got back from a mission, I decided it wasn't right for me. I wasn't exactly sure what to do, but I knew my father had studied advertising and it seemed like a broad field of study. It seemed fun. So I signed up as a Communication major.

I went through my first year in Communication without really knowing what I was doing. I got solid grades, but I wasn't really learning as much as I should. That wasn't the fault of my instructors. I simply wasn't diving into the material enough. I did just enough on the assignments to get a quality grade, but I wasn't actually absorbing the material into my brain.

So I decided I needed to get serious. I started doing anything I could to gain experience. I found a mini-internship with a chiropractor here in town, doing advertising and marketing for him. I wasn't great at it. To be honest, looking back I'm kind of embarrassed at the work I churned out. But it was a start. You have to start somewhere.

I continued to build up experience. I got an internship with a college athletics program through some of my connections. I did a lot of different things with that, and it was a good way to see what the professional world is like.

I also self-published my own book. It was about the Los Angeles Lakers, my favorite basketball team. Yes, I'm a sports nerd, but it was a lot of fun writing the book and I've actually made a little money from it.

Eventually, during my junior year of college, I started doing freelance work with the Standard Journal, the local newspaper in Rexburg. They liked my work and eventually offered me a job as sports editor.

It hasn't been an easy job. I have a lot of responsibility. But I've gained amazing experience and I feel confident that I could get a job at a bigger newspaper someday.

I'm grateful for my experiences. I admit that I have been lucky in many ways. But I also did a lot of things to put myself in the position I'm in.

It's easy to get frustrated if you're having a hard time finding a job, but don't fret. Take care of the things you can do, and the rest will take care of itself. Hopefully the tips I offer can help.

## Section Two

# Make yourself more marketable



I once knew a student here at BYU-Idaho who wanted a dream job, but sat back, did very little work, and expected employers to come rushing to his door wanting to hire him.

He wasn't a bad kid, but he simply did not put forth the effort to gain skills or to market himself in any way.

Let me tell you a secret. There is no shortcut worth taking. If you want that dream job, you're going to have to put in the work.

What is it you want to do?

Do you want to be a social media guru? Would you like to work at a television studio? Maybe you'd like to be a renowned journalist?

Whatever it may be, spend the time now, while you are in college, making yourself more marketable.

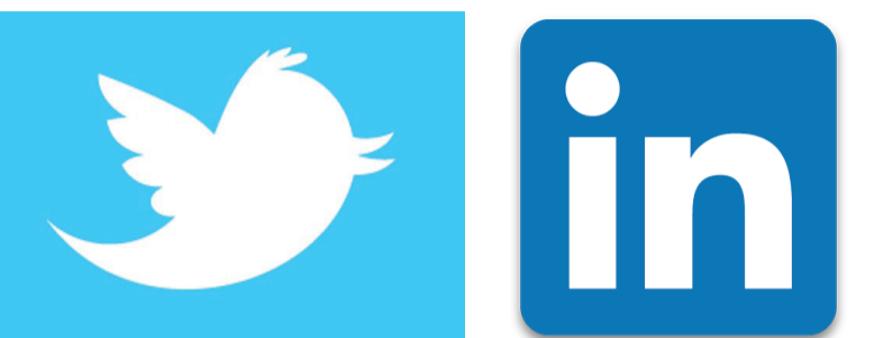
This is something I wish I had done more of. There were opportunities I should have taken advantage of. For example, I never signed up for Scroll. When I first got here, I tried to take the easiest classes. But I quickly learned that I'd have to do things to make myself more appealing to future employers.

So what are some examples of those things?

- Talk to instructors. Get advice from them. Many of them are former Communication professionals. They've seen the real world. They know what it takes to survive in the industry. They can offer you

helpful advice.

- Decide early on what you want to do, if possible. The Communication major offers a lot of variety. It's good to obtain a wide range of skills, but if you can decide early on what to narrow your focus on, it will be all the better for you. Students get to their senior year and in their final months they break their backs trying to put together a portfolio. If you can decide early on what you want to do, you can gear your projects toward that and be building a portfolio as you go.
- Don't just do assignments to get a grade. I am guilty of this. I'm sure we all are. But actually take the time to study out what you're doing. Don't just turn in a shabby product to your teachers. Read your textbooks. Experiment. Do assignments to learn, not to get by.
- Create a LinkedIn account. This is a free method to get your name out there.
- Have an internet presence, whether it's a blog or Twitter.
- Network, network, network. This is the biggest thing you can do.



In the ensuing chapters of this booklet, I will take a look at each one of these points. So, are you ready to begin the path to your dream job opportunity? Let's get started.



# Section Three

# How to market yourself



What does it mean to become more marketable? Does it simply mean gaining experience? Does it mean sucking up and trying to be a people person?

My definition of making yourself more marketable is doing everything in your power to learn, grow and turn yourself into a professional. In other words, it's a combination of actions to change yourself into what you want to be.

Just like a basketball player has to practice for hours on end to become a better free throw shooter, a Communication student needs to put in the time to become what they want to be.

The biggest piece of advice I could give to current students is to sign up for as many different experiences as you can.

Enroll in Scroll. Take a variety of practicum courses. Sign up for associations on campus. Go on expeditions. Dabble a little bit in a lot of different areas.

Employers are looking for experience. BYU-Idaho instructor Bro. Jeff Hochstrasser urges students to “get as much experience” as they can.

He told me the story of one student who took an internship over the seven week break. He didn't get paid and he didn't get credit for the internship, but he gained valuable experience.

“He was hired and is a junior copywriter now because he was really engaged and made the connections,” Hochstrasser said. “If you really want a career in whatever field it is, get experience, even if you don't get paid.”

Finally, Hochstrasser said that students should list the experience section before the education section on a résumé.

Why?

Human resources personnel don't care if you worked at Bob's Burger Barn. They want to see what relevant experience you have, even if it was a high school class or a project in college. They want to know how you can help them.

“Don't discount your school experiences,” Hochstrasser said.

As you can see, it's all about experience. If you want to make yourself more marketable, get more experience. You don't have to have prior experience to join the Scroll or Scroll Digital. You don't have to have any experience to simply job shadow a professional for a day. But these are all things that will impress future employers.

# Section Four

# Network, network, network



I talked to Sister Melissa Bair, the internship coordinator for Communication students. I also talked to sister Emmilie Whitlock, an adjunct journalism instructor on campus. Both offered fantastic advice on networking. I've added a few suggestions to their comments.

## Network with students in your class.

"Put the phone down, look up, look over, start conversations," said Bair. "You'll never have as large of a network in your entire life as you do while you're in school."

Think about it. Several times a day you are in a room with

about 20 or more people who will be going into the same industry as you. Ask them about their plans, their dreams and their skills. Form friendships and connections. These connections will come in handy down the road.

Bair tells the story of how she found a job early on in her career because of a classmate from BYU-Idaho who heard there was an opening as an editor. That classmate passed the tip on to her, and it worked in her favor.

## Talk to professionals and get the real story.

Bair said she has too many students who watch movies and get an idea of how things work in certain industries. But that's not fair and not always accurate.

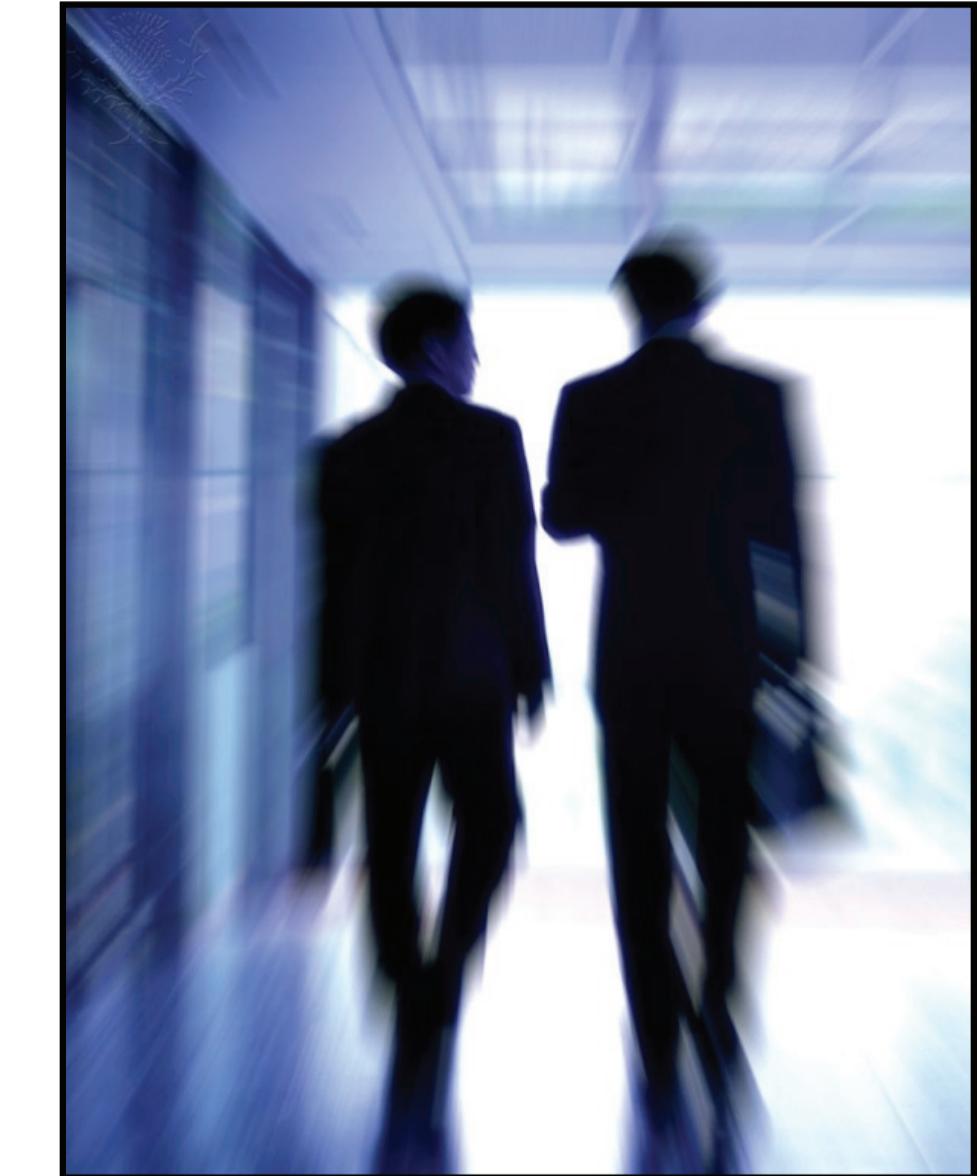
Bair remembered seeing a job opening for a position in Manhattan. She thought the salary seemed like a lot of money. When she talked with her dad about the job, he laughed. He explained that she could not survive on that salary in Manhattan with the standard of living being so high.

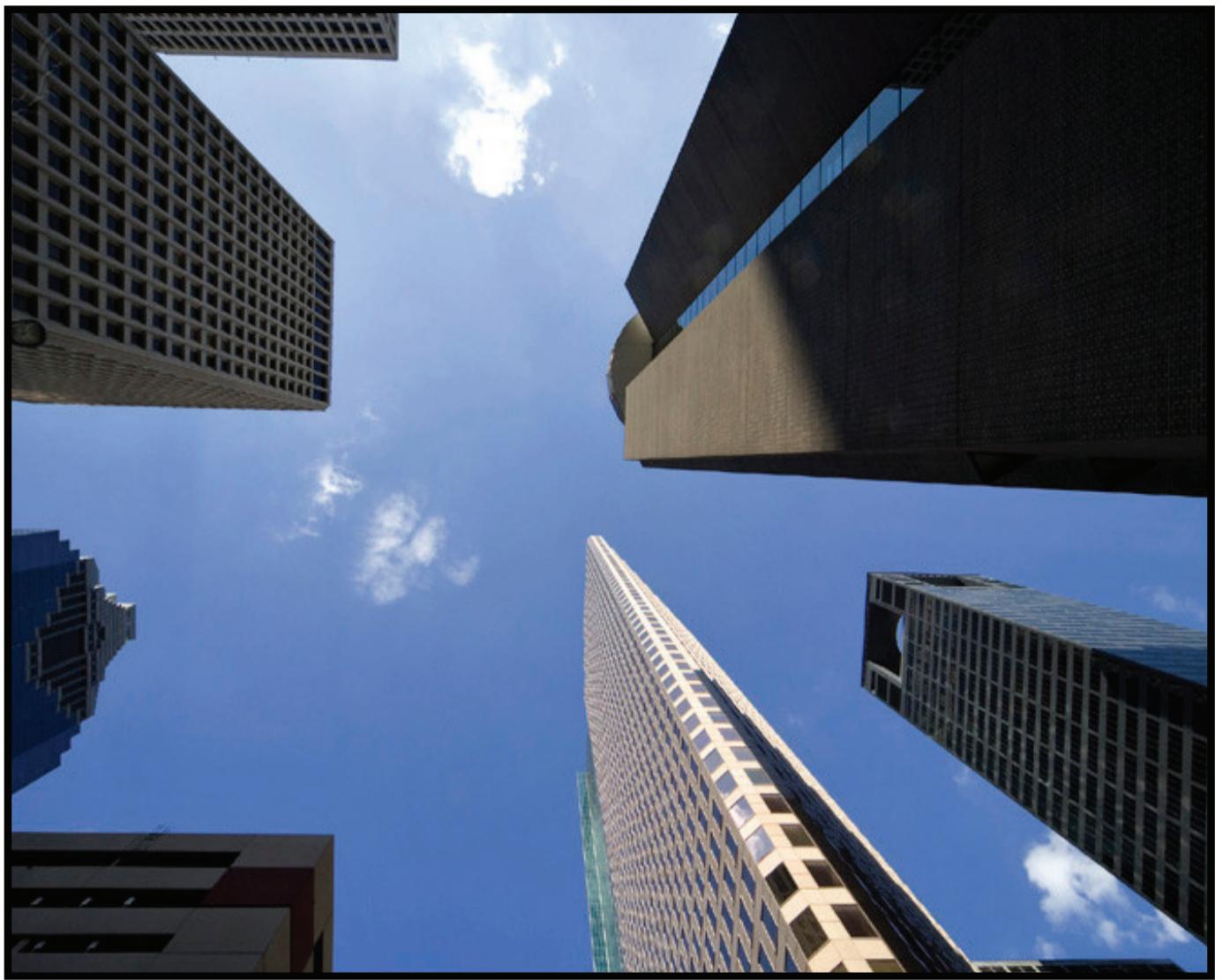
Bair didn't have the real story or the true picture of that job. She should have talked to a professional within the industry.

## Don't be afraid to tell people what you're looking for.

Bair had a friend who posted on Facebook that she was graduating soon and was looking for a job in business management in the finance sector. Her friend was very specific in her post and in asking for help. Just hours later, she had 76 responses.

It doesn't hurt to tell people what you're looking for. It doesn't hurt to ask for leads. Don't be annoying about it, but let people know in a polite way.





### Familiarize yourself with companies in your industry.

Read everything carefully. Read the “About” section on company websites. Find out their backgrounds and their goals.

### Don't become too obsessed with finding a ‘fun’ job.

“People say, ‘Find a job you love. You’ll never work a day in your life.’ I don’t believe that. You do work. You work hard. But you’ll find things that are enjoyable,” Bair said.

Bair added that she doesn’t believe a perfect job exists. We live in a fallen world. But you can decide what matters most to you. Perhaps you’d like to live close to your family. Maybe you want to have good insurance. Those things can become the factors that guide your job search.

### Network online, but be professional.

Bair has seen students who connected with her on Facebook complain about teachers and whine about roommates. Prospective employers will see such postings and will worry that potential employees may write the same things about them.

“Be careful what you do online,” Bair said.

### Like the Communication page on Facebook

I made sure to “like” the BYU-Idaho Communication

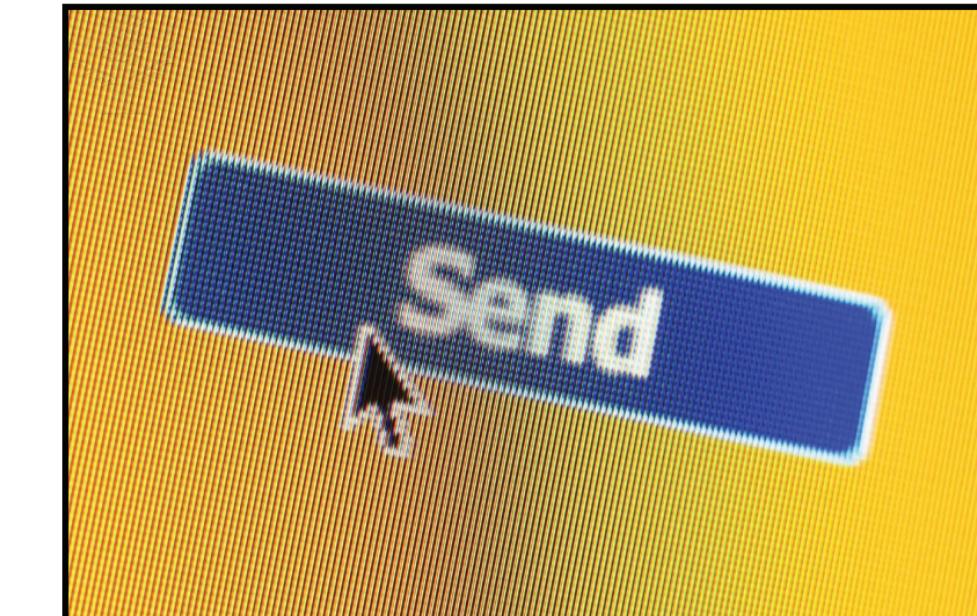


page on Facebook. It helped me network and see what things are going on at the school and in the community. It actually helped me secure my job at the newspaper. I’ll explain more about that later. I highly recommend you follow this page.

### Master the art of writing emails before connecting with others.

“If you write a juvenile email, nobody will give you a second thought,” Bair said.

Be professional. Avoid slang. Check for spelling. Be upbeat and positive. Have multiple people read what you write before sending important emails.



### Talk to professors and build a relationship with them.

“I was confident enough and comfortable enough to talk to my professors and build a relationship with them so I could go to them and say, ‘Hey, this is my work. Tear it apart. Make it better.’ I was never just satisfied with first or second draft. It was always more,” said Whitlock.

### Stay in contact with other professionals once in the workplace.

Be in good graces with your co-workers. You never know how they could help you down the road.

“As long as you’re still producing quality work, staying on top of your craft, staying on top of your game, there are always doors open for you (because of your networking),” Whitlock said.

My brother, Kent Johnson, works on the Client Success Team at a company called Qualtrics, in Utah. Perhaps you’ve heard of them. He built on to what Whitlock said about staying in contact with other professionals by talking about how important it is to befriend your co-workers.

“The longer you work in your career or in the employment field, you will realize the more it is about who you know,” said Johnson. “It’s important to treat people respectfully, regardless of what position they have or what job you’re in. You never know when that relationship you have with that person will

be beneficial to you.”

He added that it is important to take an interest in the lives of your co-workers.



# **Section Five**

# **Real life networking success**

Networking pays off. While a student, Whitlock set up a meeting with Emily Eyring, a former BYU-Idaho student who now works for the Deseret News as a top editor. Eyring came and did a keynote speech for the Communication Department at BYU-Idaho. Eyring set up times to speak with students and Whitlock jumped at the chance.

“It was my last semester, I knew I was graduating, and I knew I wanted to work at the Deseret News,” Whitlock said.

Whitlock went on to introduce herself and tell Eyring about her blog. Eyring happened to know of the blog already, so she was able to put a face with the blog. Later on, when Whitlock went and interviewed with Eyring, they already knew each other and it was an advantage for Whitlock in the hiring process.

“I tried to be proactive in opportunities about ‘This is who I am.’ You can’t anticipate every path you’ll cross again, but try,” Whitlock said. “Know who you want to work for. Know what you want to do. Have a goal and then take a path to that goal.”

Whitlock is just one of thousands who have used networking to their advantage. Another friend of mine, Katie Kelley, saw networking pay off for her just this semester.

Kelley is an Exercise Physiology major and she wanted to find an internship at a gym. We drove around looking for opportunities and dropping off résumés. She was beginning to become frustrated, but she persevered. She went to one final gym and took her résumé inside.

Lo and behold, the person at the front desk was a former classmate. She had worked with this classmate two years back in a class. He now owned a gym and was actually looking for an intern. Because she had been friendly with him in that class and had worked hard with him in a work group, he remembered her and decided to hire her.

She now works with a variety of clients at the gym and is receiving valuable experience. Was it lucky? Yes. But she put herself in a position to gain the internship because she built her network two years prior.

Finally, I’d like to share my own networking story.

In 2013, I was desperate for an internship. I was almost a junior in school. I needed to gain experience in the worst way. What I decided to do was put the word out to almost everyone I knew or came in contact with. I didn’t just obnoxiously go up to people and demand for them to help me find something. Rather, I brought it up in casual conversation when the time was right.

I was having a conversation with my older brother on the phone one day, and I mentioned how I needed an internship. He happened to know that one of the colleges back home would often hire interns to help in their athletics department.

Boom. My eyes lit up.

I decided to email the athletic directors of the two colleges in my hometown. One didn’t respond. The other responded almost right way, even calling me. I got the internship and it later helped me get the job I have now.



None of that would have happened if I hadn't taken the time to mention it to my brother. It's important that I didn't annoy him with my request, but rather, told him why I wanted an internship. Most people will be happy to help if you mention that you're searching for an opportunity.

As I mentioned, this internship helped me just a few months later. I was following the BYU-Idaho Communication page on Facebook and noticed that the Standard Journal, the local Rexburg newspaper, was looking for freelance sports writers. What luck!

I had written a few feature stories for the website of the athletics department I had been an intern with. So I emailed the editor of the Standard Journal, Greg Little, and told him I was interested. I sent him some examples of my work, and he appeared to like it.

When I got back to Rexburg for the 2014 winter semester just a few weeks later, I made sure to call Greg and tell him I was still interested. He asked me to meet up. I did, and he allowed me to go out and cover a high school basketball game as a freelance writer. I got paid for it, and he liked my work (at least he says he did), and here I am now. Eventually, they offered me a job as sports editor.

Again, it was a little bit of luck. But I made sure to keep my eyes open. I made sure to follow up. I made sure to ask, as an intern, whether I could write a few articles for the athletic department website. Those articles later came in handy when Greg requested some writing samples.

Do everything you can to better yourself, and good things will happen.

# Standard Journal

*empowering the community*

## **Section Six**

# **What other tools are out there to help?**

### **LinkedIn**

A great resource that you probably have heard of is LinkedIn. According to Wikipedia, LinkedIn is a business-oriented social networking service. Founded in December 2002 and launched on May 5, 2003, it is mainly used for professional networking. In 2006, LinkedIn increased to 20 million members.

Take that in for a second — 20 million members! That was several years ago. By now it's even bigger. There are so many opportunities there to connect with professionals and get noticed.

Bro. Hochstrasser explained that BYU-Idaho faculty visited LinkedIn last year. One of the leading salesmen at LinkedIn is a Latter-day Saint. He told the faculty members that LinkedIn is great for connecting with people, but what it's really about is for people to find you.

What did he mean by that?

Companies pay money to search certain categories of people. It's important to connect with others but it's important for you to be found, as well.

Not only is it important to be found by potential employers, but it's also important to connect with classmates. Hochstrasser stressed that it is important for underclassmen to connect with those classmates ahead of them in school, because the juniors and seniors will be graduating and in the workforce for a few years by the time the underclassmen have graduated.

"They're going to have connections and know people. So it only makes sense that we connect with each other because the students that are here are the future of the industry," Hochstrasser said.

Don't be lazy. Take the time to set up a LinkedIn account. Post your best work on there. Post your experience. People will take notice. I have an account and I typically have a few people viewing my profile each week. I haven't gotten a job offer or anything like that, but it could happen someday.

### **Expeditions**

LinkedIn is great. Internship expeditions are other great tools. Every year, Bro. Hochstrasser takes students to Seattle, Washington.

Hochstrasser gave a few reasons why he encourages students to go on the internship expeditions.

One reason is to actually walk into businesses and absorb the culture. People can look at a company website and get an idea of what it is like. But until you walk in the door, you don't get a true feel of the culture and atmosphere of it.

Hochstrasser doesn't just take students to visit large agencies, but he also takes them to smaller ones, in order to get a complete picture.

Another reason for internship expeditions is that it allows students to meet with top dogs within the organizations they visit.

"We're meeting with principals. We're meeting with creative directors," said Hochstrasser. "It's an opportunity for students to actually hand them a resume."

Hochstrasser said that the key comes after the meetings. Students should email or send letters to those





they meet with, expressing their gratitude for the time spent. This creates connections.

I never had the chance to go on an expedition. I almost went to the winter meetings of Major League Baseball. The Communication Department does that every winter. But with work complications, I never got to go. But in talking to those who have gone, I know several have made quality connections. I strongly encourage you to look into expeditions.

## Societies

Most major cities have Advertising Clubs or Societies. Hochstrasser said that a simple computer search will pull up websites of these clubs. The websites should have information on who the officers are, possible internships, club meetings, etc.

Hochstrasser also pointed to the BYU Management Society, which has organizations all over the country. They meet once a month and anyone is welcome to come as long as they keep ethical business standards. He invited students to look up the society online, find a local director, and go from there.

## Create an ‘atta-girl or ‘atta-boy file

Bair said this is the thing she hears back from her students the most about. An ‘atta-girl or ‘atta-boy file is a file you keep of mementos, notes, or anything to look at and build yourself up on bad days.

This could be a letter of recommendation, a note you write to yourself, a kind email someone sends you, or perhaps an assignment you got 100 percent on. Keep these in a folder and break them out when you need to be reminded that you’re great. These notes can provide positive reinforcement and support on your worst days. I’ve tried it, and it’s true.

“Silly idea, but looking for internships and jobs is hard. Hard work and hard emotionally,” Bair said. “An ‘atta-girl or ‘atta-boy file can help you get through that.”

## Create a master résumé

A master résumé has everything you’ve ever done on it — every job, every calling, every volunteer project. It is a private document that you can look back on.

Bair gave the example of how she applied for a job doing public relations for a school. The school wanted someone who had experience working with children. Bair worked at a daycare in high school and as a babysitter. Because she had a master résumé, she went back and remembered that she volunteered with Head Start, a children’s program. She says she would not have remembered that experience on her own. But because she had a master résumé, she saw it and remembered it.

## Adjusting your résumé

My brother, Kent, didn’t graduate in the field that he currently works in, but he gained enough experience and tailored his résumé to find a job.

“If I was applying for a sales position, I would want to talk about the dollars of sales I’ve sold, or the numbers of clients I’ve brought on, or the growth or expansion of an account I’ve been working on (even if I wasn’t working in a sales job prior to applying),” Johnson said. “You want to make sure you tailor your past and skills and ability to how you would be using them in that (new) job.”

But wouldn’t that be lying?

Not at all. Every job gives you different experience and skills. Every single one. Think about it. Even a grocery bagger learns how to deal with customers. They’re working in customer satisfaction. They could use their grocery experience down the road.



It can take patience finding a job right out of college. But don't get discouraged.

"I think it's important to remember that a career is a process. It's easy to look around and see people who have been in the job market for a number of years and see or think, 'I want that.' But I think it's important to be patient and realize that each job you take will build toward your next job," Johnson said. "Your first job out of college won't necessarily be the job you have in five or ten years."

Johnson added that it's important to find jobs that will challenge you and help you in areas you need to grow in.

### Résumé Café

At these campus events, students can receive feedback on their résumé and how to best represent themselves to employers. Appointments are not necessary. These workshops are typically held once or twice a semester and are free.

### Cover letters tell stories, résumés share data.

Too many people have their cover letters repeat the same data as their résumés.

"They're different documents with different stories," Bair said.



Don't include shortcomings in your cover letter. Bair explained that too many students include shortcomings or things they've failed at in their cover letters.

"Don't be afraid to admit those, but don't focus on them," Bair said.

### Utilize several people to look over your résumé.

Bair was challenged by Brother Cannon of the BYU-Idaho Communication Depart-

ment to have 50,000 people look over her résumé. That might sound crazy, but it's worth shooting for. Bair had several people each week look at her résumé, and it helped her make a lot of positive changes.

### Practice your interviewing skills.

Even if you aren't sure you'll get hired for a job, apply for it and practice your interviewing skills. It never hurts to see what questions employers will ask. Going through the interview process will give you confidence.

### Sign up for the Scroll

Whether or not you want to be a journalist, the Scroll can help you gain valuable writing experience. Almost every area of Communication requires writing, so why not pick up more skills? I guarantee you it won't hurt to know how to write a press release or to do a simple interview.

Current BYU-Idaho adjunct instructor Emmilie Whitlock explained why she loves the Scroll and how it helped her.

"I love the Scroll," said Whitlock. "We're all learning. That's one of the beauties of the Scroll. It's a safe environment to make mistakes and to better yourself."

You don't need any experience to sign up for the Scroll, but it can help you walk the walk and talk the talk.

"You learn how to layout pages, you learn how to write, you learn how to receive criticisms, you learn how to work with a copy editor. You learn how to make edits. You learn how to write for an audience," Whitlock said. "You don't have to fight for this job. They're handing it to you. In fact, they're asking you to come write for them."

Whitlock said that in every professional job that she has started in the journalism, there is no orientation. You show up, get your desk and then are put to work.





# WORDPRESS

Whitlock said the prospect of having no orientation would have been intimidating to her, but being with the Scroll helped her to get published and go through the entire process of writing.

"It's the best way to gain experience as a student," Whitlock said. "It's real experience that will get you jobs."

## Start a blog.

Blogs are simple. They're free. Anybody can make a blog.

"That really taught me the purpose of marketing and branding yourself and pushing yourself out there," Whitlock said.

Whitlock's blog was a niche blog, meaning it was targeted to a very specific segment of readers. These types of blogs are often the best because they catch the eye of those who are extremely interested in a subject, not just the eyes of casual readers.

Whitlock didn't just sit back and work on her blog every now and then. She got in touch with people and organizations that would be interested in her content and asked if they would push her work on their websites. She was able to get thousands of views on her blog.

A blog could easily help you get noticed by an employer. If you can prove you can write well and you can build an audience, those things are valuable to communication industry employers.

To sum it up, content is king.

"Make sure you're creating good content," Whitlock said. "It shows employers and other people who may know of you on the internet that you know how to target an audience and you know how to write for that audience, which is so important."

This could be a Twitter account, a blog, or a Facebook page.

## BYU-Idaho Alumni

Bro. Steve Davis is in charge of the Alumni Association at BYU-Idaho. The Alumni Association is all about helping students connect to former students of Ricks College and BYU-Idaho in order to help them grow their network and make connections. Oftentimes, this will lead to jobs. If not jobs, it can at the minimum provide guidance for young students.

Davis strongly encourages students to begin the networking process right when they come to BYU-Idaho.

"By the time I graduate, if I have 50 close connections, I can turn that on for a job," said Davis, of the approach students should take. "The advantage of doing that (networking) as a freshman is you start connecting with them to decide, 'Is this a good career for me?'"

Davis said that often, seniors will get close to graduating and will realize their networks are small, so they scramble to find options. According to Davis, 40 percent of graduating BYU-Idaho seniors do so without a job offer. By the time it's one year after graduation, just five percent are without job offers. But that first year out of college, they are hunting for jobs. Think how much more advantageous and beneficial it would be for students to have jobs lined up immediately after graduating? That's where networking through the Alumni Association can help.

Davis is also a big supporter of the Power to Become conference, which was held recently at BYU-Idaho.

The Power to Become conference featured BYU-Idaho alumni coming back to speak about discovering your passion, telling your story, and networking effectively.

Along with Bro. Davis, I highly recommend watching the videos of those talks on the BYU-Idaho website at [byui.edu/p2b](http://byui.edu/p2b).

Davis also knows the importance of the Mentor Market Place. The BYU-Idaho Mentor Market Place is an easy-to-use tool to help students and alumni find and connect with mentors and other



alumni. Using different search criteria you can find alumni by region, major or industry. You'll also be able to easily contact them through email, phone or LinkedIn.

There are already over 20,000 Ricks College and BYU-Idaho students and alumni on LinkedIn, with nearly 8,000 joining the school's official networking group.

Visit [www.byuiconnect.com](http://www.byuiconnect.com) to utilize all of the Alumni Association tools.

# Section Seven

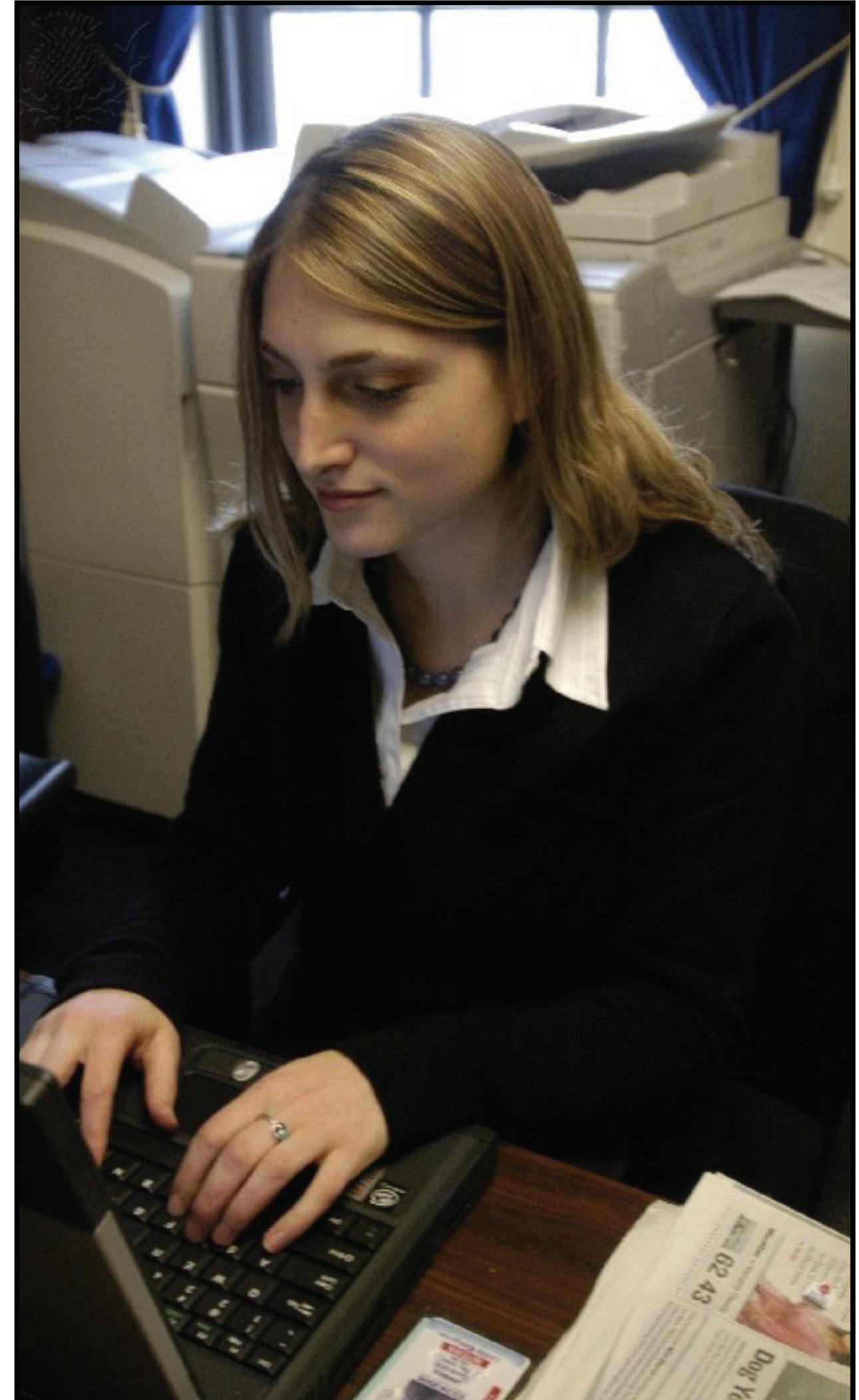
# Internship information

*What does my internship need to include? How long should it last? How many hours do I need to work?*

- Internships must be at least seven weeks long and can last up to 14 weeks. (They can actually be longer, but only the hours contained within a semester count toward the credit you earn.)
- You must work at least 150 hours total to earn credit. Please note that even if you complete 40 hours per week and reach the 150-hour mark four weeks into the internship, you are still required to work at least seven weeks as noted above. Please also make sure that you finish your position at a time that is convenient for both you and your employer—don’t check out simply because you have met the work-hour requirement.
- The position should be relevant to your major. Most students choose something related to their emphasis, although that is not required.
- The position may be paid or unpaid. Some employers who offer unpaid internships will require confirmation from the university that you will be receiving academic credit. If yours does, please request that verification from Sister Melissa Bair, the Communication Department’s internship coordinator. In your message to her, please include the following:
  - A copy of the application you submitted to the Academic Discovery Center
  - The name of the company contact to whom the letter should be addressed
  - His or her mailing address (even if the letter will be delivered digitally)
  - Details about the format in which you need the letter (hard copy or PDF)
  - Details about whether you’ll send it or whether you need Sister Bair to send it
- Internship providers must be in a position to provide any equipment or other resources a student might need in his or her responsibilities with the organization. Communication Department equip-

ment and resources cannot be used for internships.

- The position may be an onsite or remote one. Please keep in mind that in either scenario, you’ll want to seek opportunities to network with your colleagues.
- The position may **not** be a retail or summer-sales job. In addition, travel-abroad programs that involve teaching English and apartment-management jobs don’t meet the department’s internship requirements. These provide great service and employment opportunities, but not academic ones. Finally, please note that while the Disney Internship program offers some great benefits, it does not meet the university’s criteria for academic credit.
- You should have a supervisor at work to whom you report. This person must be trained in communication and have a communication function/title so that you are receiving industry-specific mentoring. If you find a position in which your supervisor wants you to fill a communication role but is not trained in communication himself or herself, the position will not be approved as an internship. You might, however, be eligible to



receive practicum credit for such an experience. For instance, a restaurant manager might be able provide a great social-media position for you in promoting her business, but since her role is not a communication-centric one, the position she offered you *would not* count as an internship. On the other hand, if you were working for a hospital creating a newsletter being supervised by the director of marketing, that position *would* be eligible for internship credit. If your supervisor is a family member or friend, you need to disclose this on the Initial Internship Approval form, discussed in the “Application to Receive Credit” section.

- On-campus communication jobs can, *in some instances*, work as internships when they are full-time, paid positions completed during your off-track. The position must be designated as an internship by the university. You can find out about campus positions designated as internships from internship office. If you wish to propose that a particular campus position become an internship, contact the internship office for detailed instructions.
- Each student needs just one internship credit to meet graduation requirements but can accrue up to three total internship credits over the course of his or her time at BYU-Idaho.
- Students wishing to complete multiple internships with one employer must have a different role or job description during each semester during which they apply for credit. For instance, if you are designing a website one semester and receive internship credit for that role, you might ask your employer if you could design print material the next semester. Of course, you are welcome to maintain the same position over several semesters—after all, longevity in a job is impressive on a résumé. You just wouldn’t be able to receive credit for more than one of those semesters.

For more information, visit <http://www.byui.edu/communication/internships>.

# **Section Eight**

# **Best of luck to you**

I hope you've enjoyed reading this information. Most importantly, I hope you found at least one nugget of advice that you can take with you and use in your life.

I know you may be reading this and thinking that a lot of the successes that people see in their careers are due to luck. And that is true. Oftentimes, people get lucky and find a nice job that pays a lot. But many people have to work hard. They have to market themselves. They have to receive new training to become valuable. It definitely takes effort, and it's not always fun.

I just want you to know that each and every person has talents. We've each been blessed with them. We are all different. It's easy to compare ourselves and think that we don't have what it takes. But have confidence in yourself. If you know what you're worth, go out and get it. We are each capable of amazing things.

Good luck, and let me know if I can help. Look me up on LinkedIn. I'd be happy to help in any way I can.

- Matt Johnson