

BUCKNELL UNIVERSITY **EXTERNSHIP PROGRAM**

sponsor handbook



Bring a student into your workplace

**to share information
about your profession and industry.**

what our externship sponsors are saying...



“I continue to be impressed by the caliber of people attending Bucknell. Meeting a student one-on-one was a good experience for me also.”

“The Externship Program was one of the most fulfilling experiences I’ve had since joining my company. The planning and coordination for the event was exciting and I gained a newfound appreciation for my company after some of the presentations and meetings with my co-workers. I know the student came away with a better understanding of corporate life and lots of advice!”



“I actually was able to tie in the Externship Program as part of my own development plan. Both my manager and director were impressed with the degree of effort, coordination and mentoring I was able to provide. Personally this was a success for me career-wise as well.”

Greetings Externship Sponsor,

Thank you for your willingness to bring a student(s) into your place of business to provide exposure to the world of work and your industry.

Every year students are amazed and influenced by the knowledge they gain from their short-term externship experience.

I hope that you, too, will enjoy the experience both personally and professionally.

This handbook provides helpful information about the Externship Program and arranging an externship experience. Please contact me with any questions. I look forward to working with you.



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www.bucknell.edu/externships.xml

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Bucknell
UNIVERSITY

▶ program overview

The Bucknell University Externship Program is a job shadowing experience in which sponsors bring a student into their workplace and share information about their career and industry to assist the student in his or her career decision-making process.

THE PROGRAM

The Career Development Center (CDC) is pleased to present the Bucknell University Externship Program.

A Bucknell externship consists of a short-term (usually 1-2 days) job shadowing experience with a sponsor. The externship sponsors are Bucknell alumni, parents, employers or friends of the University who are willing to bring students into their workplaces so they can observe and gain a better understanding of daily work responsibilities and the culture of a workplace.

The Externship Program provides students with unpaid, noncredit shadowing experiences in a wide variety of career and industry areas throughout the country over winter break.

GOALS

The Externship Program goals are to provide exposure to industries and the world of work to sophomore students before they are required to declare their majors during the second semester of their sophomore year, a crucial time in their academic and career decision-making process. After sophomores are matched with externships, juniors are able to apply to available externship opportunities.

The program provides an experience that allows students to think about their studies in a broader sense of how their academics will relate to the larger world of work and a specific industry.

BENEFITS

Students benefit from an early exposure to career and industry paths, allowing for future major, course, and internship selection to be better informed. In addition, externships prepare students for further networking with professionals, alumni, parents and other individuals.

Sponsors benefit from becoming more involved with the larger Bucknell community in the volunteer and career networking realms. In addition, the program can assist sponsors with early identification of future student employees or interns.

SPONSOR RESPONSIBILITIES

Externship sponsors are asked to host a student for one to two (usually two) consecutive days during the students' winter break. *(Dates can be set in advance by the sponsor or arranged with a selected student match.)*

During the experience sponsors are asked to provide the student(s) with:

1. an itinerary for the experience
2. an overview of their industry
3. a glimpse into the world of work

▶ program timeline

MAY ▶ JUNE ▶ JULY ▶ AUGUST

Sponsors sign-up or reconfirm* their interest in the Externship Program.

- Sponsors updating their information can e-mail Missy at m.gutkowski@bucknell.edu
- Sponsors signing up for the first time should complete the sponsor form at www.bucknell.edu/script/CDC/SponsorForm.aspx
- Sponsors can sign up for the program anytime, with the understanding that externships are posted for student application from early September until late October every year.

*For returning sponsors

SEPTEMBER ▶ OCTOBER

Sponsors will receive an e-mail reminding them that their externship is posted for student application, as well as information on preparing for an externship.

No response is required unless:

- the sponsor needs to change the externship information posted, or
- the sponsor needs to withdraw from the program.

MID-NOVEMBER

E-mails informing sponsors of an externship match or no match are sent. Sponsors are paired with a student match. Sponsors are not able to choose their own externs.

Matched Sponsors will receive an e-mail informing them of a student match(es), including a resume and cover letter from each student matched with the sponsor.

Unmatched Sponsors will receive a phone call or voice mail message stating that unfortunately there was no match for their externship this year. An e-mail will follow the phone call to assure the sponsor receives the message.

MID-NOVEMBER ▶ EARLY DECEMBER

Matched sponsors will be contacted via phone or e-mail by their student match(es) to setup dates and details for the externship.

LATE DECEMBER ▶ EARLY JANUARY

Time for externships!

Most externships usually occur within the first two weeks of January.

At the conclusion of the externship, complete the online program evaluation and the student performance and informational evaluation. Both evaluations can be found at www.bucknell.edu/x19969.xml.



▶ writing your employer and externship descriptions

Students choose no more than six externship opportunities and apply to each one with a resume and cover letter on Bucknell's online system, the BRIDGE.

It is important that as an externship sponsor you provide students with:

1. enough information to understand what type of organization you work for, and
2. valuable information to market your externship so students will apply.

EMPLOYER DESCRIPTION

Your employer description should be a short paragraph that tells about your company. If you work in a hospital or school (places that explain themselves), then provide information about the internal and external environments or your mission and vision statements. Please note there is an area where your website can and should be listed. This assists students in gathering more detailed information about your organization.

An Employer Description will look like this to students:

Human Resources, Bucknell University

Overview Jobs Events Contacts

Overview

Description: Human Resources is a service-focused team of problem-solvers that support the academic mission of Bucknell University. We value and support integrity, quality, relationship-building, flexibility and personal growth.

Industry: Human Resources URL: www.bucknell.edu/HumanResources

Jobs link: Takes students to externships, internships and jobs your organization is offering.

Events link: Shows students if your organization is attending any upcoming career events, such as the Employer Expo or on-campus recruiting events.

Contacts link: Shows contacts at your company who have worked with the Career Development Center at Bucknell.

EXTERNSHIP DESCRIPTION

An Externship Description will look like this to students:

ABC Company **BU Extern**

Description: The extern will have access to behind the scenes activities in preparation for a live, national broadcast. He or she will also be paired with a network producer who will take them to an edit session and have them observe the entire production process and will also have the opportunity to watch the program from the control room.

CHANGING A DESCRIPTION

Sponsors will receive an e-mail in September or October reminding them of the information they have posted for student application. Sponsors can change that information by e-mailing Missy at m.gutkowski@bucknell.edu.

► checklist for establishing a great externship

Complete the sponsor application form at www.bucknell.edu/script/CDC/SponsorForm.asp or e-mail Missy at m.gutkowski@bucknell.edu with your externship information to assure your externship is accurately posted.

- *Review your organization's policies regarding the presence of a student extern in the workplace.*
- *Begin thinking about your externship itinerary (samples on p6).*
- *Be on the lookout for an e-mail in mid-November informing you of a student match or no match.*
- *Remember you are paired with a student match. Sponsors are not able to choose their externs.*

If you are matched with a student, you will need to:

- *Accept a phone call or e-mail from your assigned student(s)*
- *Some sponsors may need to confirm specific details of the externship, including:*
 - *dates and times*
 - *directions, parking recommendations and initial meeting location*
 - *itinerary*
 - *appropriate attire and business etiquette*
- *Discuss paperwork from your organization that may need to be completed prior to the student's arrival*
- *Complete insurance or HIPAA forms*
- *Secure parking passes and ID badges*

THE EXTERNSHIP

Reminders during the externship:

- *Touch base with your student(s) regarding assigned activities and projects.*
- *Schedule time with your student(s) to complete the evaluations.*
- *Have fun. Make the experience enjoyable for you and your student(s)!*

AFTER THE EXTERNSHIP

Complete the post-externship evaluations at www.bucknell.edu/x19969.xml:

1. *Online evaluation about the program in general, and*
2. *Word document student performance and informational evaluation about your student(s) and the specific externship.*

Be sure to share the student performance and informational evaluation with the student. This evaluation can be shared with Missy if you prefer, but it is not required.

Please remind the student to complete the student evaluations and share the Word document with you:

1. *Online evaluation about the program in general*
2. *Word document sponsor performance and informational evaluation about the specific externship.*

Follow up with the CDC if you have any further comments or questions.

An Externship Program Evaluation report will be available online in February.

SHARE YOUR STORY

We are always looking for stories, pictures and quotes to promote the Externship Program. You are encouraged to e-mail items to Missy at m.gutkowski@bucknell.edu.

▶ sample externship itineraries

Below are two different samples of itineraries used by past externship sponsors. More samples can be found at www.bucknell.edu/x19972.xml.

Not all sponsors may have an hour-by-hour itinerary for the externship. That is ok. However, we do ask that the sponsor inform the student of what he or she will be seeing or doing during the externship.

SAMPLE BUSINESS ITINERARY: JCPenney

Monday, January 8

8 a.m.	Arrive JCP Headquarters – South Visitor Center Area
8:15 – 10 a.m.	Attend new hire orientation <i>(provide insight into corporate culture and overall business)</i>
10 – 11:30 a.m.	Introduction to JCP direct marketing (Bob D.)
11:30 a.m. – 1 p.m.	Lunch
1 – 1:30 p.m.	Open
1:30 – 2:30 p.m.	Meeting w/Joe Advertising – advertising
2:45 – 3:45 p.m.	Meeting w/Jane Customer – customer selection
4:00 – 4:45 p.m.	Meeting w/Joe Customer – customer acquisition
4:45 – 5:15 p.m.	Debrief w/externship sponsor

Tuesday, January 9

8 – 9 a.m.	Open discussion – online shopping experience
9 – 9:45 a.m.	Meeting w/Joe Online – online advertising
10 – 11 a.m.	Meeting w/Jane Email – e-mail planning and implementation
11 – 11:30 a.m.	Debrief w/externship sponsor
11:30 a.m. – 1 p.m.	Lunch
1 – 1:30 p.m.	Customer segmentation topics w/externship sponsor
1:30 – 3 p.m.	Customer segmentation meeting
3 – 4 p.m.	Meeting w/Jane Mail – direct mail planning and implementation
4 – 4:30 p.m.	Debrief w/Human Resources
4:30 – 5 p.m.	Debrief w/externship sponsor

SAMPLE NONPROFIT ITINERARY:

AIDS Resource

Monday, January 8

8:30 – 9 a.m.	Welcome, staff introductions and a tour of facility
9 – 10:30 a.m.	Case management meeting
10:30 a.m. – noon	Shadow case managers
12 – 1 p.m.	Lunch with case manager
1 – 1:15 p.m.	Check in to discuss the progress of the externship
1:15 – 2 p.m.	Learn how to administer a risk assessment
2 – 4 p.m.	Create a risk reduction plan
4 – 5 p.m.	Attend a support group
4:45 – 5:15 p.m.	Debrief w/externship sponsor

Tuesday, January 9

8:30 – 9 a.m.	Review previous day's activities
9 – 10 a.m.	Continue to work on risk reduction plan
10 a.m. – noon	Shadow prevention/education staff
12 – 1 p.m.	Lunch with prevention/education staff
1 – 2:30 p.m.	Participate in outreach meeting
2:30 – 3 p.m.	Break
3 – 5 p.m.	Present risk reduction plan to staff
5 – 5:15 p.m.	Student and sponsor complete evaluations