



MCKENDREE UNIVERSITY

The mission of McKendree University is to provide a high quality educational experience to outstanding students.
~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~

SPC 470 – Internship in Communication – Spring 2017

Instructor: Rich Murphy, Ph.D.

Office: Carnegie 102

Office Hours: MWF 3-4 & TTH 1-2

Email: remurphy@mckendree.edu

Phone: (618) 537-6888

The internship program links academic life to the challenges of the world of work. The internship experience complements traditional coursework by providing students the opportunity to apply classroom theory and knowledge in the work environment. Through the office of Career Services, students may begin the internship process if they meet the following criteria:

- Have junior level status (60 credit hours)
- Have completed at least 12 hours in the major
- Currently hold a minimum overall GPA of 2.0
- Have a major GPA consistent with the graduation requirements.
- Have NOT been on academic probation in the last academic year.

Course Goals: Throughout the course of their internship, students will:

- Demonstrate knowledge and comprehension of theory through practical application within a professional setting.
- Analyze, synthesize, and evaluate current best practices within a professional setting.
- Analyze, synthesize, and evaluate their experience within a professional setting.
- uphold the highest level of professionalism (i.e. attendance, behavior, dress, etc.) within a professional setting.
- Develop knowledge about the professional area, including:
 - the atmosphere, attitudes, and values of an organization,
 - the purpose, structure, and operation of an organization,
 - the communication functions and their relationship to an organization's mission and goals,
 - a view of the decision-making process in an organization,
 - engagement in professional activities related to their studies.
- Develop professional and interpersonal relationships with co-workers and supervisors.

Students must work a total of 45 hours per credit hour during the semester and complete required assignments for each credit hour granted. Student interns work with the close supervision of faculty members, on-site supervisors, and Career Services. Internship credit applied to the major may not exceed the equivalent of one course (3 credit hours).

Tips for Success

*Want to have a successful experience?
Consider the following tips:*

1. **Set Personal Goals** – Figure out what you want to get out of this experience.
2. **Stay Organized** – Keep your paperwork in order, stay up on assignments. This isn't a paper, so don't wait till the last minute!
3. **Listen** – Let your supervisor see you as someone hungry to learn, not a know-it-all.
4. **Network** – Make it a goal to learn something about all of your co-workers, you never know when you might need that connection.
5. **Stay Busy** – Even if it is organizing files or cleaning the breakroom, establish yourself as someone who gets things done.

Internship Policies



Professionalism: Good students and citizens communicate in a manner that reflects ethical professionalism. Professionalism includes respecting others' opinions, not interrupting, being respectful to those who are speaking, and working together in a spirit of cooperation. You are expected to maintain this level of professionalism throughout your internship.

Attendance: You are expected to keep your scheduled work time throughout the internship. Should you need to miss, I expect prior notice and proper documentation to both your supervisor and your advisor. You may contact your advisor via email, text, phone, or Facebook. You should establish reporting procedures with your internship supervisor. Remember, you represent McKendree University during your internship, so please plan ahead and try not to miss work dates and expectations. **Failure to meet your required hours may result in failure of the internship.**

Site Visit: At least once during the semester, I will visit your internship site and meet with your supervisor. The purpose of the visit is to identify areas both you and our program can better serve the organization. Further, the visit is intended to build a solid relationship between the organization and the communication program. It is your responsibility to coordinate a meeting between me and the supervisor.

Nondiscrimination: Appreciation for diversity is one of the foundational aspects of the McKendree University Mission. In addition, the Student Handbook states that "McKendree University does not discriminate on the basis of race, religion, gender, ethnic background, age, disability, sexual orientation, or gender expression." This internship follows the same policy, and any failure to maintain these standards should be brought to my attention.

Students with Disabilities: A student requiring assistance with the technical portions of the internship should contact me or the Academic Support Center. Services for students with disabilities are provided through the McKendree Academic Support Center (MASC) in order to help the student integrate in the entire college experience. MASC provides coordination and implementation of special accommodations for students with documented disabilities.

Grade Challenges: Your scores will be based on criteria provided by the instructor. If you feel I have made a mistake in assessing your work, develop a written argument in support of the grade you believe you deserve, based on the agreed upon grading criteria, and bring it to me during my office hours or email me to set up an appointment. Please note, a grade challenge will not result in a reduced grade. It can only help your grade, so please do not hesitate to challenge your score if you feel I have made a mistake.

Cheating/Plagiarism: You are expected to be honest in all academic work. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and unacknowledged collaboration on speech topics and/or the presentation of someone else's work warrants plagiarism. All work in this internship is to be original work. That is, you are not allowed to use high school speeches, speeches from another college course, or speeches wrote for an event. If you are found to inadvertently commit acts of dishonesty, you will receive appropriate penalties specific to the assignment in question. These penalties may range from significant grade reduction to failure of the course. If you are found to commit intentional acts of dishonesty, you will receive a failing grade in the course and will be referred for appropriate disciplinary action. If you have questions about what is plagiarism, please contact me.

Assignments

Weekly Blog: As part of the requirements for this internship, you get to develop and maintain your own blog. Blogs allow you to reference your own experiences, connect to theories and concepts, provide commentary on your experiences, and engage in dialog with a blogging

community. Each week you will be assessed writing quality, application, creativity, and concept accuracy. You may set the blog to be private, but you must grant access to your professor. Please remember, even if you set high privacy settings, when you post a blog, you must assume it will be public. Thus, you are expected to use professionalism and respect the privacy of your co-workers.

Midterm Evaluation: Your supervisor will complete an evaluation before the midterm. The evaluation assesses your professionalism, technical aptitude, efficiency, and communicative competence, as well as several other elements. If you rate below "Good" on any criteria, your professor may choose to meet with you to discuss a plan to improve your performance.

Final Evaluation: Your supervisor will also complete a final evaluation, following your final hours in the internship. Again, the evaluation assesses your professionalism, technical aptitude, efficiency, and communicative competence, as well as several other elements.

Internship Presentation: Finally, you will be expected to design, prepare, and deliver a 20-minute presentation summarizing your internship. Your professor will choose the audience. The purpose of the internship presentation is to synthesize your experiences as well as encourage your colleagues to participate in internships.

The grading scale is a standard ten-percentage point scale:

98-100% = A+	91-98% = A	90-91% = A-
88-89% = B+	81- 89% = B	80-81% = B-
78-79% = C+	71- 79% = C	70-71% = C-
68-69% = D+	61- 69% = D	60-61% = D-
59 -0% = F		

Points	
Journal Logs	100
Midterm Evaluation	100
Final Evaluation	100
Presentation	100
Total Points	400

Blog Assignment

You are expected to develop and maintain your own blog as part of the requirements for this internship. Blogs allow you to reference your own experiences, connect to theories and concepts, provide commentary on your experiences, and engage in dialog with a blogging community. Each week you will be assessed writing quality, application, creativity, and concept accuracy.

Creating the Blog: Blackboard has an internal blog system that you may use. However, you may find it advantageous to begin your blog using sites such as Blogger, WordPress, or other blogging platforms. It is your responsibility to learn how to design the blog, manage your posts, and connect with the professor.

Note on Privacy: You may set the blog to be private, but you must grant access to your professor. Please remember, even if you set high privacy settings, when you post a blog, you must assume it will be public. Thus, you are expected to use professionalism and respect the privacy of your co-workers.

Frequency and Post Quality: You should update your blog weekly. Each blog should be a minimum of three paragraphs. More posts are welcome and encouraged. The content of the blog is up to you. A basic blog entry could follow the following the format, but such format is not necessary:

1. Overview of the weekly tasks
2. Application to a theory or concept
3. Critical or analytical thought or take-away

Again, your blogs could take on any form. For example, you may write a post about how to successfully write a press release, or how to manage your time. As long as you are reflective and the posts relate to our discipline and your internship, you are free to write about whatever you would like.

Required Content

While you are free to develop your blogs however you like, you are asked to include the following topics in at least one of your blogs:

- A discussion of the atmosphere, attitudes, and values of the organization.
- A basic overview of the purpose, structure, and operation of the organization.
- A discussion of the communication functions and their relationship to an organization's mission and goals.
- A review of the decision-making process in the organization,
- A discussion of at least one of the professional activities related to our discipline.

Blog Rubric

Criteria	Inadequate	Proficient	Excellent
Writing Quality	Several grammatical, spelling, and formatting errors.	Fewer than two grammatical, spelling, and formatting errors detected.	Flawless writing.
Application & Evaluation	Little to no application to our discipline or your internship.	Strong application and evaluation of either our discipline or your internship.	Strong application and evaluation of both our discipline and your internship.
Creativity	Blog lacks any visual or thoughtful appeal.	Blog is either visually appealing or thought provoking.	Blog is both visually appealing and thought provoking.
Accuracy	Concepts and/or theories discussed are misrepresented.	Concepts and/or theories discussed are represented accurately and are well cited	All material provided is accurate and correctly cited and offer a synthesis of your understanding of our discipline

Internship Presentation

You will be expected to design, prepare, and deliver a 20-minute presentation summarizing your internship. Your professor will choose the audience. The purpose of the internship presentation is to synthesize your experiences as well as encourage your colleagues to participate in internships.

Requirements:

- **Time Limits:** Your speech will be no shorter than 20 minutes but no longer than 30 minutes.
- **Audience:** Your professor will choose the appropriate audience. The audience may be a class, a seminar, a faculty meeting, or another audience appropriate for the type of internship. The intern is encouraged to invite his or her supervisor to the presentation.
- **Dress Code:** This is a formal presentation and therefore you should dress formally. You represent not only the department, but the organization you interned with. So dress accordingly.
- **Visual Aids:** You should develop a visual aid (preferably PowerPoint) for this presentation. You are encouraged to use photos from the internship, assuming it is allowed by your supervisor.

Rubric

Criteria	Inadequate	Proficient	Excellent
Preparation	Seemed unprepared and unrehearsed.	The speaker appeared prepared and well-rehearsed.	The speaker appeared confident and professional and represented the department and his or her department with distinction.
Content	Content lacked relevance, context, or application.	The speaker provided clear examples, demonstrated a clear understanding of discipline specific concepts, and offered advice for future interns.	The speaker provided a vivid story to illustrate his or her experiences, while connecting these experiences to relevant concepts, theories, and advice for future interns.
Delivery	Lacked eye contact, vocal variety, purposeful gestures and movement.	Occasional use of eye contact, vocal variety, purposeful gestures and movement.	Mastered the use of eye contact, vocal variety, purposeful gestures and movement.
Overall	Failed to meet the requirements listed above.	Met most of the requirements listed above.	Met all of the requirements listed above.

Supervisor Evaluation

The following survey (or a similar version of it) will be sent to your supervisor at the midterm and again at the end of your internship. You will be based on the following scale:

4 Strong – 3 Good – 2 Bad – 1 Weak

Please rate your intern's performance on each of the following thus far:

1. Attendance & punctuality
2. Verbal communication skills
3. Written communication skills
4. Technology aptitude
5. Abilities related to field of study
6. Quality of work
7. Efficiency & productivity
8. Critical thinking & problem-solving skills
9. Decision-making skills
10. Interpersonal skills
11. Ability to cope with unexpected
12. Ability to follow directions
13. Seeks & respects opinions of others
14. Accepts criticism constructively
15. Demonstrates initiative
16. Attitude & cooperation
17. Exhibits self-confidence
18. Professionalism (grooming/dress/demeanor)
19. Progress since beginning of internship
20. What comments do you have for the intern that may help him/her to progress between now and the conclusion of the internship?

You will be graded based on the following scale

72-80 = A

64-71 = B

56-63 = C

48-55 = D

0-47 = F

In addition to the scores, if you rank below "good" on any of the criteria, you will be asked to meet with me to discuss strategies to improve your performance.