Field Experiences in Communication Professions

The School of Communication’s professional practice program emphasizing internships.
SoC Field Experiences: The Goal

- High-quality professional experiences for School of Communication students.
Qualifications

- **Academic**
  - 2.5+GPA (mostly)
  - Complete basic major courses

- **Internship for credit**
  - You find an experience YOU want.
  - 48 hours minimum per credit hour earned.
  - 1st internship for credit = 3 hours.
  - Raise the GPA: you get credit and most get an “A”
  - You are encouraged to do more than one internship.
School of Communication

- **Spring 2011 SoC grads**
  - 80 pct. with at least one internship for credit.
  - National average was 31 percent.
- **389 total internships in 2011**
  - Spring 138
  - Summer 133
  - Fall 118
- **Rave Reviews**
  - Students
  - Internship providers
  - Future employers
Our Support

- Search advising & assistance
- Enrollment Assistance
  - One form application for permit
  - Counseling on hours
- Support
  - For students
  - For supervisors
- Evaluation
  - Mid-term & final
  - One page, open-ended questions
Unique Characteristics

- Visit 50-60 interns/supervisors each summer.
- Supporting multiple internships (but not requiring them).
- Encouraging students to “start early.”
Challenges

- Promoting Value
  - To students
    - Start early
    - Dream big
  - Past parents

- Keeping Up
  - Academic Requirements
    - Reflective Essays
    - Evaluations (mid-term, final)
Your Questions, Suggestions

- Discussion 😊
Field Experiences: Out There …

ISU SOC student internships in Summer 2011

- Comcast Sports Networks
- The Children’s Discovery Museum
- State Farm Insurance
- COUNTRY Financial
- Marie Claire Magazine, New York, NY
- The Style Network, Los Angeles, CA
- USA Today, Washington D.C.
- Six Flags Great America
- State Sen. Bill Brady’s Office
- WLUP Radio, Chicago
- Great Plains LIFE Foundation
- Enterprise Rental Car
- School of Communication Promotions & Development Team (COM Week)