

Investment Fund for Core Needs (IFCN)

Entry #98

A. PROPOSAL SUMMARY

Title: Building An Internship Enterprise

Project Lead Name: Heidi Byrne
HHP

Project Lead email address: hbyrne@brockport.edu

Amount Requested: \$71154

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Name of Sponsor 1: Mark Kittleson
Health & Human Performance

Name of Sponsor 2: Kathryn Wilson
Enrollment Management and Student Affairs

Name of Sponsor 3:

A-1. Description of the Initiative

In recognition of the importance of internships to student development, The College at Brockport has been working to scale-up its internship infrastructure. Internships are popular with students, with over 50% participating at some point in their scholastic tenure. However, the College needs to invest additional resources to build a sustainable infrastructure to manage the administrative load as well as the employer outreach required to develop and maintain internship sites. This proposal is the outgrowth of work done by the 2013-2014 Internship Task Force of the Institute for Engaged Learning as well as the ongoing work of the current Academic Internship Subcommittee of the Applied Learning Task Force.

The current management of internships across campus is a combined effort of faculty and staff in departments that offer internships, the Career Services Office, and the Procurement and Payment Services Office. There needs to be an infrastructure in place to streamline this process such that maintaining and increasing the number of internships to students 1) is less of a burden at multiple levels, and 2) occurs at a central location. Funding of a graduate student would provide assistance related to internships including 1) providing general information and direction for students interested in internships, 2) assisting with managing the BCEC internships within Career Services, and 3) serving as the affiliation agreement liaison between departments and Procurement and Payment.

Affiliation agreements are agreements between a site and the College that place a student under the umbrella of the College's liability policy. Our understanding is that SUNY will recommend that all

students who are doing an unpaid internship for credit be covered by an affiliation agreement. This is not currently the case at Brockport.

Currently, the Office of Procurement works with the faculty member and SUNY legal to formulate and approve affiliation agreements. The proposed graduate student would provide assistance as a link between the faculty/staff member in working with internship sites and Procurement to coordinate the agreements. Efficiencies could be gained by having one person, rather than many, coordinate the agreements. In addition, faculty would be able to focus their efforts on using their specialized skills and knowledge to supervise the internship.

In addition to providing administrative support, it is necessary to have a centralized system for managing the totality of Brockport's partner relationships. For example, each internship supervisor maintains their relationships with internship sites in their own system. Career Services does the same. Currently, there is no transparency in our relationships with external partners. This has the potential to be confusing for department as well as our partners and could eventually damage our relationships. Incomplete information also means that we are unable to maximize the relationships that do exist.

Salesforce provides a potential solution for better relationship management. Salesforce is able to talk across systems, such as Banner and Eagle Connect, and aggregate information and provide a better total picture of the relationships held by the College and would improve across departmental as well as overall efficiency of effort in relationship development.

A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer term impacts?

This proposal would facilitate both short and long term impacts on our campus. The implementation of Salesforce would 1) improve efficiency with, and transparency in, partner relationships, 2) increase knowledge of existing partner relationships, and 3) target outreach to maintain current relationships and develop new ones.

The one year trial of a graduate assistant would 1) allow the creation of a centralized distribution source for internship information and 2) provide assistance for the faculty in the management of affiliation agreements. This would enhance the much needed risk management and accountability of internships for our students.

The proposal would also provide funds for the development of faculty/staff workshops/training to facilitate the development, expansion, and maintenance of internships.

The proposal would fund the first (annual) Internship Day. This event will target students, faculty/ staff, internship supervisors, alumni, legal counsel, etc. The funding would be used to support speakers, food, etc.

The sustainable impacts of such funding would include a more efficient process such that there is an increased engagement of students, faculty, and community partners in high-impact internships. This would save faculty time for training and development such that they could be more engaged with the students and internship supervisors.

B. STRATEGIC ALIGNMENT

B-1. To be a Great College at which to Learn

“A great college at which to learn” embraces High-Impact Practices (HIPS). Internship experiences are high-impact and appear to correlate with many positive outcomes for students, such as increased workforce readiness and a better sense of self knowledge. Kuh ('08) states that HIPS provide “substantial educational benefits” to students. By strengthening the infrastructure of the internship process on our campus, we could increase the availability of the internship experience to more students. A great college at which to learn demands high levels of engagement, and this will enhance engagement for students, faculty, and community partners.

According to the 2011 NSSE data, students who have done internships are more likely to say the college has contributed “very much” or “quite a bit” to their development than are those who have not done such activities. The data also reveals that those who have done internships are more likely to report higher grades, have talked to faculty about career plans, and are generally more satisfied with their college experience here at Brockport. By increasing internship opportunities for students on our campus, this proposal has the potential to make ours a greater college at which to learn.

B-2. To be a College engaged with its Community

This proposal, if funded, would increase the engagement of our college with the community. Our internships include those which are local, regional, state, national and international in nature. By increasing the efficiency of community partner management, there will be an greater likelihood for community partner expansion, including alumni partnerships.

The Salesforce software would provide a central database of employers who work with interns. Currently, this information is housed in individual departments in word documents and Excel spreadsheet. Having all of this information in one place would be beneficial for a number of reasons. Those working with employer development would have a better idea as to which departments employers are hiring interns. This would allow for better coordination of employer outreach activities.

The (Annual) Internship Day that is being developed would bring alumni, current interns, potential interns, community partners, faculty and staff into an engaging forum of discussion. The vision is that this would enhance our engagement with our community.

With a graduate student working on this project as a focused assistantship, greater time and energy would be directed toward the internship process in general, expanding community engagement. As more faculty become involved in the internship process, more potential engagement exists.

B-3. To be a Sustainable Institution for the 21st Century

B-4. To be a Great College at which to Work

C. IMPLEMENTATION PLAN AND BUDGET

C-1. Identify the specific activities to be funded from the Investment Fund, estimated time-line for implementation, and for activities anticipated to be ongoing, plans for continued funding.

Item 1: Consultant for Salesforce Implementation

Item 1 Amount: \$25000

Item 2: ITS Consultant to Link Salesforce to Banner

Item 2 Amount: \$15000

Item 3: Graduate Assistant

Item 3 Amount: \$16154

Item 4: Faculty/Staff Development

Item 4 Amount: \$10000

Item 5: Internship Day Launch

Item 5 Amount: \$5000

Item 6:

Item 6 Amount: \$

Item 7:

Item 7 Amount: \$

Item 8:

Item 8 Amount: \$

Item 9:

Item 9 Amount: \$

Item 10:

Item 10 Amount: \$

TOTAL EXPENSES, ALL ITEMS: \$71154

Matching Fund: \$8154

In-Kind Services: Provide FTE and name of personnel who have committed to in-kind services.

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D. ASSESSMENT PLAN:

D-1. What are the anticipated outcomes and specific measurements for success?

The anticipated outcomes of the proposal include: 1) the successful installation of, and training for, Salesforce; 2) the successful hire of a graduate student; 3) an increase in the number of available internship partners; 4) an increase in the number of internships completed by students; 4) an increase in the number of faculty involved with the internships (i.e. program expansion of our campus); 5) the development of trainings/workshops for interested faculty; 6) a successful launch of the first (annual) Internship Day in the Fall of 2017.

In the spring of 2018 we will evaluate the impact of Salesforce in terms of streamlining the internship process. We will also use this year of funding to establishing baseline data for community partnerships, student internship placements, as well as faculty involvement in internships by the end of the academic year. We will also assess, via survey, the usefulness of the faculty workshops/trainings, as well as the success of the Internship Day. Once assessed, changes for improvement can be recommended and implemented for the following year. The funding of this proposal will allow the development of a strategic plan based on what is accomplished (and what is still needed) during this year.

E. ADDITIONAL INFORMATION

E-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

This is an across-division proposal between HHP (Heidi Byrne, Chairperson of the Academic Internship Committee) and EMSA (Jill Wesley, Director of Career Services) which grew out of several years of work together on the Task Force for High Impact Practices, Internship Task Force, the Institute for Engaged Learning Task Force, and the Academic Internship Committee. This project has a number of one-time or upfront costs that EMSA or HHP does not have the resources to fund, although there is a split cost share of \$8,154. However, in addition to the cost of the project itself, we believe that receiving funding would also provide a level of campus visibility that would provide momentum to create an internship enterprise.

In addition to being a solution for better internship management, there are parts of this proposal, such as implementing Salesforce, and the hiring of an ITS consultant that will have benefits beyond this one project. For example, both will be helpful in the transforming student employment. If both projects are approved, either additional tasks could be undertaken or a cost savings could be achieved.

This proposal has the support of the Academic Internship Committee, a cross-divisional and collaborative effort of 14 faculty/staff across 12 departments.

George D. Kuh (2008) report for AAC&U, High-Impact Educational Practices.

Upload up to three supplemental files here (not required): [On file]

Signature of Project Lead: [on file]

Email: hbyrne@brockport.edu

Signatures of sponsors are on file in the Administration and Finance Division.

Sponsor 1 Comments: Very worthy project. Great collaboration. Great need for this on campus

Sponsor 2 comments:

Sponsor 3 Comments:

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