

Internships in the 21st Century



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Thesis

Improving technology has influenced
the most change for internships in the
21st century

Why take an internship?



Deciding Your Path

- ◆ Offer realistic preview
 - ◆ Determine if certain field is right for you or not
- ◆ Self- Analyze
 - ◆ Get to know your strengths and weaknesses
 - ◆ Understand your inner abilities

Get Ready to Work

- ◆ Gain work experience
- ◆ Get insight and feedbacks
 - ◆ What it takes to be successful in the field
- ◆ Exposure to professionalism
 - ◆ Attain professional maturity
- ◆ Build your confidence
 - ◆ Get exposed to the environment

Higher Chance of Getting the Job

- ◆ Look experienced and well prepared
 - ◆ Easier transition to the job

- ◆ Stand out among competitive applicants
 - ◆ Internship outside the country

- ◆ Networking Opportunities
 - ◆ Meet new people
 - ◆ Get advice

Location of Internships

- ◆ Advertising was more localized in 20th century
 - ◆ Newspaper
 - ◆ Television
- ◆ Limited Audience
- ◆ Limited Opportunities

Location of Internships

- ◆ Internet
 - ◆ Communication over long distances
 - ◆ Video chat
 - ◆ Online interviews

Location of Internships

- ◆ Internships can be obtained all over the world thanks to technology
- ◆ Internet
 - ◆ See all possible listings and advertisements
- ◆ Study abroad internships
 - ◆ More opportunities to travel

Location of Internships

- ◆ Transportation
 - ◆ Able to travel abroad
 - ◆ More efficient than 20th century
 - ◆ Bus, subway, airplane, jet, car
 - ◆ Location not an issue

Technology & Current Economy

- ◆ Poor economy
- ◆ Disadvantage
 - ◆ Technology eliminated need for human workers
 - ◆ More cost effective to use computers instead of workers
- ◆ Unpaid internships rise in popularity
 - ◆ High unemployment rates
 - ◆ Must pursue new careers

Adaptation of Employment

- ◆ Educational standards haven't been up to par with requirements of:
 - ◆ High-level education
 - ◆ Years of experience
- ◆ Internships were uncommon
 - ◆ Educational system turned things around benefitting themselves and their customers
 - ◆ Course credit!
 - ◆ Being applicable, internships have opened new doors to potential professionals

Adaptation of Employment

- ◆ Job search market dramatically changed within time
 - ◆ Through economic growth there was a demand for more jobs
 - ◆ Use of modern technology provided more opportunities
 - ◆ Abundance of job seekers lead to an efficient way of obtaining a job; interning

Change in Employment

- ◆ The Job search market not only was revamped from technology but recruiting standards transformed as well
 - ◆ Modern technology opened doors to better means of communicating
 - ◆ Fast pace job hunting processes
 - ◆ Employment standards
 - ◆ Past – learned professionalism at work
 - ◆ Present – learn professionalism before undergraduate degree

Change in Employment

- ◆ Economic recession changed the ballgame all together
 - ◆ Employees were shaped straight from graduation to each company's work style
 - ◆ Costs time and money...time is money!
 - ◆ Requirements of job descriptions changed
 - ◆ Higher-level education: graduate school
 - ◆ Experience in the field makes a major difference

Readjusting to Recruiting Standards

- ◆ In 2008 of ages 23-38 only 43% obtained a tertiary education in the. U.S.
 - ◆ This may not be enough
- ◆ Many students need to mold themselves by working on being multitalented.
 - ◆ Declaring dual majors
 - ◆ Having a somewhat related minor

Learning New Tricks

- ◆ Interning helps change work etiquette for the better
 - ◆ Stanford Law takes the initiative
 - ◆ Annual seminar to help transition from student to an associate
 - ◆ In the past job offers would fall on students' laps
 - ◆ Volunteer work for students has been more common due to difficult times
- ◆ Not only job seekers need to change
 - ◆ What happens when the economy bounces back?
 - ◆ Employers must maintain a balance of lower, middle and senior level employees to share the work load

Competition in the Workforce Lead to Competition in Internships

- ◆ Competition is prevalent in today's society
 - ◆ Pre 2000 interns had almost no competition
 - ◆ Internships were difficult to obtain in the past
 - ◆ Presently interning is a necessary method of securing a position for the future
- ◆ While many companies, banks, and law firms struggle many people continue to be unemployed
 - ◆ As the demand for internships decreases the competition for those internships increases
 - ◆ Employers can be selective due to the abundance of unemployed
 - ◆ In 2009 intern hiring has reduced 21% and co-op hiring dropped 11%

Networking in the 21st Century

- ◆ Networking has consistently been one of the best methods to obtaining an internship or job
- ◆ The same strategies are used for developing Networks
- ◆ People with whom you network are the same:
 - ◆ Family
 - ◆ Friends
 - ◆ Colleagues
 - ◆ Professors
 - ◆ Professional Organizations
 - ◆ Professionals in the field

What has changed in 21st Century?

- ◆ In a word... Internet
 - ◆ The internet has changed the medium through which we communicate
- ◆ Mid 1980's: Dos and Email became a corporate standard for communicating with colleagues and perspective employees
- ◆ This allowed for rapid communication, replacing letters by mail, in person meetings, and telephone calls

LinkedIn

- ◆ Professional social network designed for presenting your professional experiences and resume
- ◆ Allows users to search within companies for information i.e. number of people in a particular department
- ◆ Some companies allow users to apply directly through Linked In saving time with job applications
- ◆ Primarily organizes and maintains professional contacts

Facebook

- ◆ Generation Y was exposed to Social Networking early, allowing for easy access to new networks
 - ◆ Finding contacts within a company is easier through already existing social networks
 - ◆ Previously for Generation X, it was difficult to find contacts within a company
- ◆ Facebook also allows users to search for companies, groups, and particular people with whom they can network
- ◆ Use caution as Facebook users are prone to have unflattering information linked to their name

What has actually changed?

- ◆ There are more convenient methods to Network, but the premise is still the same:
 - ◆ Meet Professionals
 - ◆ Follow up and stay in contact
- ◆ If someone wants to find a contact within a company, they are able to search for current employees through Facebook and Linked In
- ◆ Ultimately, it is now significantly easier to communicate with your networks because of the advancing technology

Education and Internships

- ◆ The largest advantage of internships is the combined hands on experience intertwined with a credited university classes
- ◆ Modern day Internships evolved from American Apprenticeships in the 1900's
- ◆ Apprenticeships focus more on mastering a trade or job and use education as a supplementary aid
- ◆ Internships are the opposite; the focus is mastering a particular field through education combined with a small amount of white collar work experience

Technology Driving Today's Education

- ◆ As a society advances, its members must keep up with the latest technology
- ◆ The more advancements, the more education is required for the following generation to understand, operate, and update technologies
- ◆ Technological advancements are perpetual
- ◆ Our generation is preparing accordingly:
 - ◆ 40% increase of enrollment in degree-granting post-secondary institutions from 1970 to 2009