

*‘The concept of “quality internship”: through the lens of students, host organizations, HEIs and the resulting expectations*

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# Today's Aims – Why Quality Internships?

- **From a institutional / practitioner lens...**
  - The future careers of our students
  - Civic duty / important to engage with local industry
  - Increased competition for students
  - University ranking
    - Based on student employability
    - Graduate outcomes
    - Ongoing relationship to the University as Alumni
- **From the employer / work experience provider lens...**
  - Development of future talent
    - Bringing current trends to the business
      - Ie. Social media
  - Relationship building with local university
    - Importance of networking
    - Possibility of securing additional funding for tri-approach projects, ie. Government, university and industry

# Today's Aims – Why Quality Internships?

- **From the student lens.....**

- Sense of belonging to the University Brand
  - Potentially an active Alum member
  - Potentially an employer recruiting student interns
- Wanting employment; not just any job, but the 'dream' job
- Work experience / year long placement is a 'long' interview to showcase their skills
- Opportunity to put their academic course into practice
- Chance to try out the industry within the safety net of returning to finish their studies
- Embedding the experience to increase self confidence and raise their awareness of the industry and of professional practice
- The chance to experience the 'New Normal' of Covid-19 out in industry; increased adaptability and ability to change to new environments

# Factors to think about

- **University expectations – Realistic?**
  - Employability Strategy – Strategy Aims
  - University structure – Academic and Professional Support Staff
  - Government Influence
  - Link between the academic theory and practice – is the course ‘fit for practice’, relevant to industry
  - Appropriate length of internship / placement / work based learning experience
  - Placement tutor from the University
  - Quality of Work Experience
    - Risk Assessment
    - Health and Safety
    - Insurance concerns
    - Covid and Remote Working policy



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# Factors to think about

- **Employer Expectations**
  - Necessary infrastructure to best support the student
  - Supervisor for Student
  - Ability to dedicate time to their development
  - Understanding of the importance of the work experience and not just cheap labour
  - Offering the necessary Health and Safety and Insurance Requirements
  - Willingness for the student to use work related activities for academic requirements
- **Student Expectations**
  - Expectation on their university to provide employability experiences
  - Does their personal and professional skillset match the criteria?
  - Aware of the competitiveness for work experience
  - Ability to adapt to the work environment; pre and post Covid
  - Chance to have it confirmed; where do they want to be following graduation?

*Important – Share student / employer stories -*

<https://microsites.bournemouth.ac.uk/undergraduate/category/placements/>



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## Best examples....

- **Structured internship programme for student**
  - including Health and Safety Orientation, Risk Assessment policies, Office Induction
- **Sufficient staff support for student**
  - Regular meetings to discuss performance
  - Ensuring the student feels like a member of the team
  - Engaging with the University / Placement Tutor to support student learning
  - Supervisor and internal mentor
- **Opportunity to network, both internally and externally**
  - Attend social events and awards shows
  - Shadow different parts of the business
  - Participate with client meetings
- **Decent Wage**

*Employers, Students, Institutions, Institutional/Industry Partnership and other Good Practice highlighted by the UK National Undergraduate Employability Awards*

<https://nueawards.co.uk/>



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# Upcoming issues...

- **Company led / industry lead credentials**
  - Upon completion individual is offered employment
    - Ie. Google
- **Online learning / microcredentials**
  - Futurelearn.com, edX, coursera, LinkedIn Learning
- **Lifelong Learning**
  - Increased age of retirement on a global basis; how will both institutions and industry adapt?
    - European Civil Society for Lifelong Learning - <http://lllplatform.eu/>
    - UNESCO Institute for Lifelong Learning - <https://uil.unesco.org/>
    - University for the Third Age - <https://www.u3a.org.uk/>

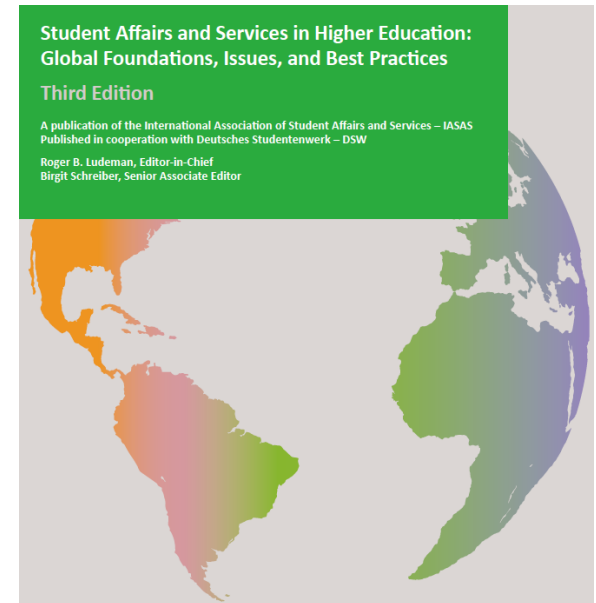
*So how are you going to adapt as an Higher Education Institute?*

# Management of Expectations – Good Practice

- Standardisation – working from the same hymn sheet
  - SPRINT recommendations and tools
  - Observation of global challenges and trends
    - World Economic Forum
    - McKinsey Global Institute / Reports
  - Collaborations; national and international to best serve stakeholders



Alors.....my introduction to SPRINT...



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ASET – the UK Work Based and Placement Learning Association. (Good Practice Guidelines, Viewpoints, Student Competitions, Conference Proceedings, and much more around work based learning) - <http://www.asetonline.org/>

Association of Graduate Careers Advisory Services in the UK (AGCAS) - <http://www.agcas.org.uk/>

International Association of Student Affairs and Services (IASAS) (Free individual membership for staff with opportunities for international collaboration, research and e-mentoring programme) - <http://iasas.global/>

National Union of Students (UK) A Student's Guide to Better Employability - <http://www.nus.org.uk/en/news/your-guide-to-better-employability-skills/>

Rate My Placement (UK – Promotes placements, student reviews of companies, graduate scheme search, and coordinates the National Undergraduate Employability Awards) - <https://www.ratemyplacement.co.uk/>

Advance Higher Education (UK - Provides professional accreditation, research and an Embedding Employability resource pack) - <https://www.advance-he.ac.uk/guidance/teaching-and-learning/embedding-employability>

EmployABILITY (UK - Opportunities for disabled and dyslexic students & graduates) - <https://www.employability.org.uk/>

Forum on Education Abroad (US – Sector Standard) Good Practice for Internships Abroad - <https://forumea.org/resources/guidelines/internships-abroad/>

European Lifelong Learning Platform - <https://lllplatform.eu/events/european-institute-on-lifelong-learning-2/>

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