

2014 STATE OF THE INTERNSHIP REPORT

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Introduction

InternMatch is the leading website for Millennials to discover employment at amazing companies. Over 10 million students, 40 thousand employers, and 1,000 universities use InternMatch each year to connect. Access to InternMatch is completely free for students, who can build rich profiles to jumpstart their professional online brand, apply for internships and jobs, and access hundreds of cutting edge resources. Employers can promote their unique employment brand and recruit from the most active and robust Millennial network in the United States.

Report Highlights

While the benefits of internships are plentiful and well-documented, what do students themselves have to say? Do they believe internships are valuable? What constitutes a dream internship? Should interns be paid, and if so, how much? The *2014 State of Internships* provides these answers and more based on input from more than 9,000 students across the country.

Creating an edge.

Students with prior internship experience overwhelmingly recommend that other students complete internships, at 97.6 percent. 82.0 percent of students say that internships provide extremely valuable experience and 68.5 percent believe internships should be mandatory when working on a college degree. This year 93.9% of students will look for internships.

Furthermore, study results clearly show that internship experience translates into having an edge in the job market. Among the 16.6 percent of seniors who had already received full-time job offers when this study fielded in April of 2014, there is a strong correlation between receiving full-time job offers and...

- **Having done paid internships:** 24.9 percent of seniors whose most recent internship was paid already have full-time job offers in hand as compared with 8.2 percent of those with unpaid internships.
- **Having done multiple internships:** 10.4 percent of seniors with just one internship had already received job offers, compared with 24.0 percent of those with four or more internships.
- **Higher-than-average GPA scores:** 22.2 percent of seniors with GPA of 3.5 or higher on a 4.0 scale had job offers compared with 14.3 percent of those with lower GPA.

The sophomore year is key in starting to build internship experience, with 58.9 percent of students starting on their first internship before their junior year.

Living the dream.

The top internship factors that students care about are relevance to students' majors/minors and the long-term job and career potential of a role. Second-tier factors that are deemed "very important" include access to mentorship, a good work/life balance and clearly defined assignments. Students believe an ideal internship length averages between two and three months, and most prefer midsize, for-profit companies. Popular industries across respondents include PR/marketing/advertising agencies, technology companies, government, professional services and healthcare.

The analysis of students' descriptions of their dream internships clearly shows, however, that organizations of all sizes and in all industries are desirable. Dream organizations ranged from Fortune 500 companies to local businesses, government and non-profit organizations.

To pay or not to pay.

There has been much discussion surrounding whether interns should get paid. Compensation falls just outside of the top five most important internship attributes ranked by students, but is still a major factor, with 47.4 percent of students deeming it very important. Students provided insight into what they consider a fair hourly wage, which averaged to \$12.45. As stated above, students who held paid internships are more likely to have an edge when looking for employment post graduation, which will likely prompt increased scrutiny on intern compensation in the future.

Leaving no stone unturned.

Students leverage a wide range of tools and resources in their annual search for internships. To start, 83.4 percent of students maintain online career profiles — a share that goes up as students near graduation. With a host of options, LinkedIn and InternMatch are the platforms of choice. Nearly two-thirds of students use social media in their search; predominantly to research companies and network. Additionally, students conduct many online searches, leverage personal networks, ask faculty members and alumni for help and attend career fairs. Personal networks, especially friends and family, are key resources used by students who have completed two or more internships.

Demand outpaces internship offering.

Among the 41.5 percent of respondents who have not yet participated in any internship, 71.5 percent have searched for opportunities. Students unsuccessful in landing an internship certainly tried hard — leveraging five to seven different tools and resources, ranging from internship and career websites, university career centers, personal networks, alumni, career fairs and more. Along with learning how to search more effectively, interview practice and guidance are among the top three resources students desire to be better prepared for future internship searches. A full 91.4 percent of prior interns had to interview for their most recent internships. In-person interviews were most prevalent at 64.6 percent, followed by phone at 20.2 percent.

The job hunt.

To enhance their chances of landing full-time employment, seniors are generally very willing to move to other cities (76.4 percent). Likewise, they are willing to do internships to get a foot in the door. However, seniors are less willing to accept jobs in industries that are not among their top choices, work at companies whose mission or culture is not an ideal match, or accept a work/life balance that they may consider less than ideal. Much has been written about the importance of work/life balance among Millennials compared with their older counterparts. Our study found that work/life balance when doing internships makes the list of top five most important attributes with 49.2 percent of students considering it “very important.”

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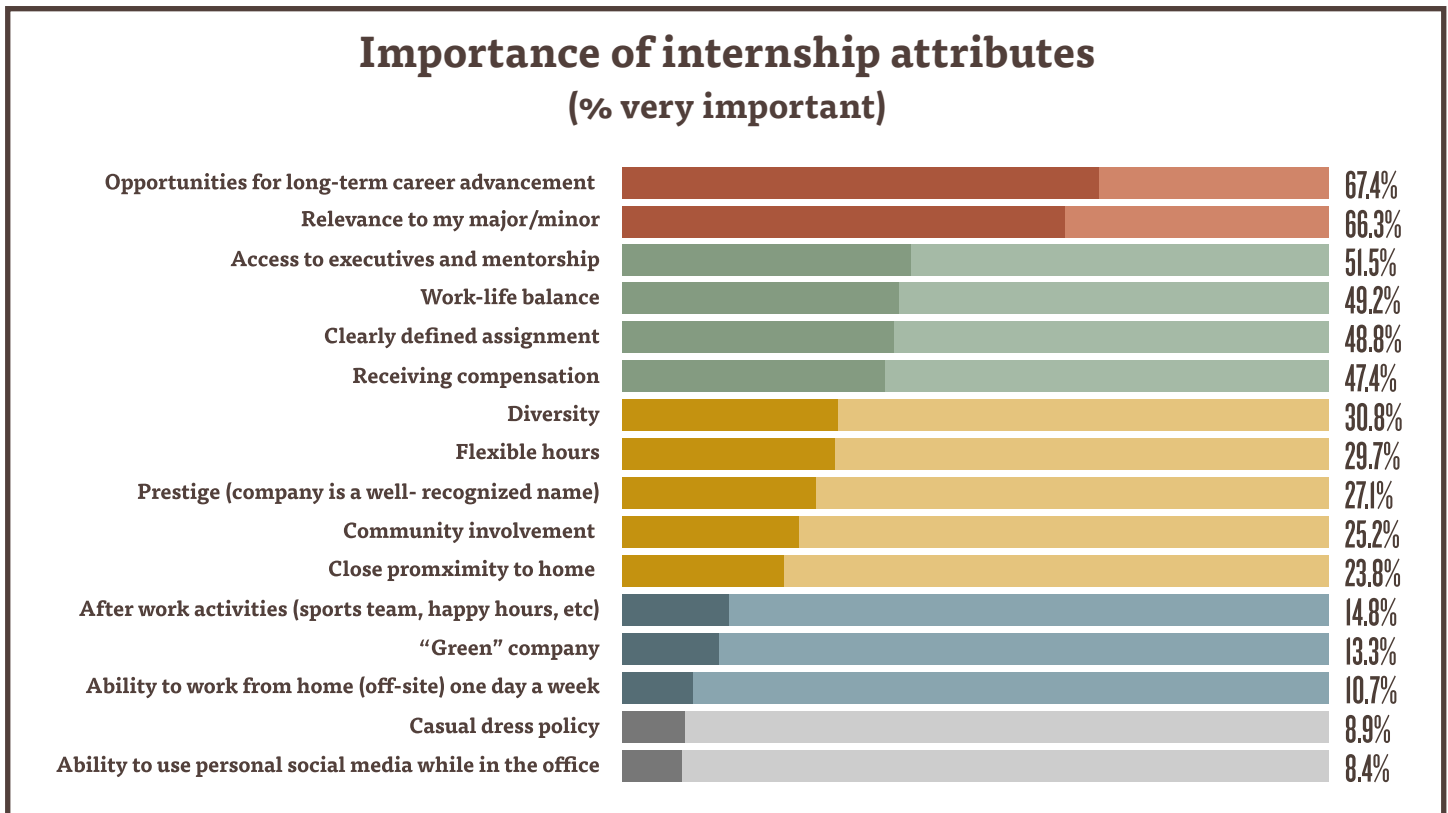
Defining Internship Preference

Chapter Highlights

- Students seek major-relevant internships that will help them get a foot in the door for later job and career opportunities. This finding is particularly true for juniors and seniors in career-oriented majors.
- Other top five internship attributes endorsed by about five in 10 students include access to mentorship and company executives; a good work/life balance; and clearly defined assignments. Receiving compensation falls just outside of the top five, but should be considered a strong second-tier attribute, voted as “very important” by 47.4 percent of students.
- Students consider two to three months as the ideal length for internships. Students with prior internship experience are more likely proponents of longer durations of three or more months.
- About two-thirds of students believe internships should be a mandatory component of any college degree. This belief becomes more prevalent with more years of education. For example, 67.7 percent of seniors believe internship should be mandatory, as opposed to 74.4 percent of graduate students.
- While opinions are somewhat divided, midsize companies draw the greatest interest among students looking for internships. These are defined as companies with 50-250 employees and receive 42.2 percent of the student vote. Small and large companies follow, at 20.2 percent and 18.6 percent respectively.
- Across three business types, students prefer internships at for-profit companies, at 67.1 percent. Non-profits are second at 19.1 percent, with the remaining students preferring government internships. Preferences are highly influenced by degree, major, gender, ethnicity, region and other variables.
- Across a host of industries, marketing/advertising/PR agencies are the top pick for internships with 36.9 percent of the vote. This preference is highly driven by female students, at 43.6 percent. Other top picks are technology, including hardware, software and web companies (driven by male students at 43.1 percent), government, professional services and healthcare. Industry choices are highly influenced by majors and gender.
- An analysis of students’ “dream internships” clearly shows that there is student interest in organizations of all industries and sizes. Ideas ranged from very detailed descriptions of projects to specific companies, mentors, job functions and projects. Dream organizations include Fortune 500 companies right along with small businesses, government, community groups and other organizations. Dream mentors include legends in all industries, from sports and music to business and engineering. Projects range from inventing products at a startup to being part of the next Apple product. A full list of dream internships can be obtained by emailing nathan@internmatch.com.

Career Opportunity & Relevance Top Internship Attributes

Out of a host of factors, students deem opportunities for long-term career advancement and relevance of a position to their majors or minors to be the most important when thinking about internships. Both received “very important” ratings among more than two-thirds of respondents. Second-tier factors include access to executives and mentors, work-life balance, clearly-defined assignments and compensation. Towards the bottom of the list are access to personal social media, casual dress and working off-site one day a week.



Work/life balance

Much has been written about the importance of work/life balance among Millennials. While not a top-tier attribute, work/life balance does easily make the top five with 49.2 percent of students considering a good work/life balance when doing internships very important. Female students place greater emphasis on work/life balance, at 50.9 percent, versus 46.9 percent of males.

Career advancement opportunities

- Career-oriented majors such as accounting and business administration place more importance on internships that offer long-term job and career opportunities, at 69.4 percent versus 60.9 percent among academic-oriented majors (which include English, foreign languages, etc). Likewise, career-oriented majors are much more focused on finding opportunities that match their major/minor at 69.4 percent versus 56.4 percent.
- Career opportunities are more important for interns in junior and senior years, than those in the first couple of years of college. For example, 61.6 percent of combined freshman and sophomore respondents find long-term career opportunities very important versus 68.6 percent of seniors and 73.2 percent of graduate students.

Receiving compensation

Another hotly debated internship topic is that of compensation. Falling just outside the top five, being paid is still very important to students.

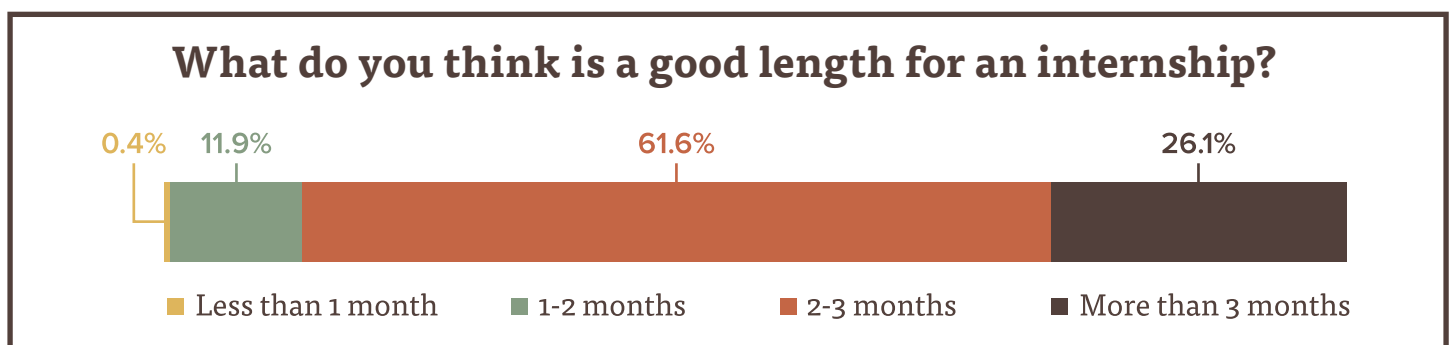
- Being paid becomes more important as students get closer to obtaining their college degrees. For example, 40.2 percent of combined freshmen and sophomore students find getting paid very important, compared with 48.9 percent of seniors and 52.7 percent of graduate students.
- Receiving compensation is also more important among students who have already completed one or more internships, at 49.5 percent versus 44.6 percent among those who have not done any.

The chart below details the list of internship attributes and their importance ratings.

Internships attributes	Very important	Somewhat important	Not too important	Not at all important	Average score
Opportunities for long-term career advancement	67.4%	28.0%	4.0%	0.6%	3.62
Relevance to my major/minor	66.3%	26.6%	5.7%	1.4%	3.58
Access to executives and mentorship	51.5%	39.9%	7.3%	1.3%	3.42
Work-life balance	49.2%	39.5%	9.3%	2.1%	3.36
Clearly defined assignment	48.8%	42.0%	8.2%	1.0%	3.39
Receiving compensation	47.4%	38.6%	11.7%	2.3%	3.32
Diversity	30.8%	38.9%	21.8%	8.5%	2.92
Flexible hours	29.7%	44.2%	22.0%	4.1%	3.00
Prestige (company is a well-recognized name)	27.1%	46.7%	22.1%	4.1%	2.97
Community involvement	25.2%	42.4%	25.8%	6.6%	2.86
Close proximity to home	23.8%	44.5%	22.1%	9.7%	2.82
After work activities (sports team, happy hours, etc)	14.8%	32.0%	36.7%	16.5%	2.46
“Green” company	13.3%	36.5%	35.6%	14.6%	2.49
Ability to work from home (off-site) one day a week	10.7%	22.9%	39.9%	26.5%	2.18
Casual dress policy	8.9%	26.3%	41.3%	23.5%	2.21
Ability to use personal social media while in the office	8.4%	13.9%	37.4%	40.3%	1.91

Two-Three Month Internship Duration Seen As Ideal

More than six in 10 students believe two to three months is a good length for an internship, followed by 26.1 percent who believe it should be a minimum of three months.



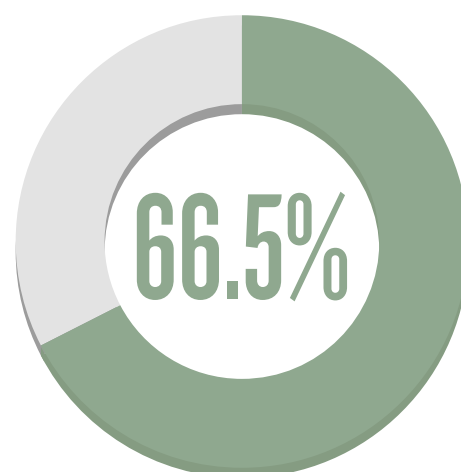
- A notable difference in opinion is measured among community college students: 37.4 percent believe a good length would be a minimum of 3 months, and only 48.9 percent voted 2 to 3 months.
- Students' perceived ideal length of internships grows along with the number of years they've spent in college. Students in their freshman and sophomore years are much more likely to believe one to two months is sufficient (19.0 percent); 69.2 percent of juniors believe it should be 2-3 months; and 30.9 percent of seniors and 39.8 percent of graduate students believe it should be upwards of 3 months.
- Students with prior internship experience also believe in the benefit of more time: 29.5 percent voted three months or longer versus 21.3 percent among those without internships.

Two-Thirds Of Students: Make Internships Mandatory

Some further insights:

- 75.8 percent of Hispanic and 72.3 percent of African American students believe internships should be part of the curriculum.
- Career-oriented students are slightly more likely to believe internships should be a requirement at 67.9 percent.
- The belief in making internships mandatory grows along with the number of years spent in college: 62.6 percent of freshman/sophomore students believe in mandatory internships versus 67.7 percent of seniors and 74.4 percent of graduates.
- Students with above-average GPAs (upwards of 3.5 on the 4.0 scale) are less likely to feel internships should be mandatory, at 63.9 percent.
- Students with prior internship experience also come in above average, at 68.5 percent.

Should Internships be Mandatory?



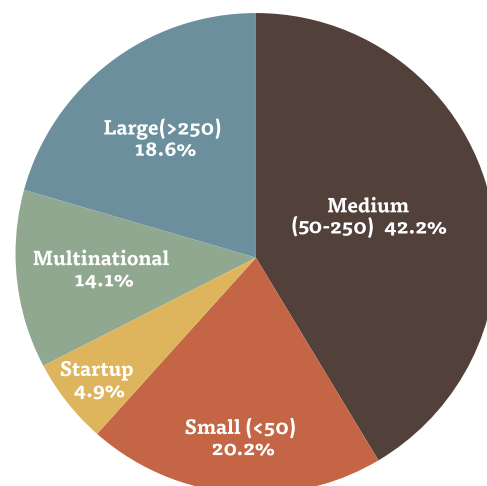
say yes

Midsize Companies Draw the Greatest Interest

While companies of all sizes have a solid fan base, it is midsize companies with 51 to 250 employees that are most preferred for internship opportunities, getting 42.2 percent of the vote. Coming in second are small companies of fewer than 50 employees, followed by large companies employing more than 250 people.

- Male students are more interested in startups (6.9 percent) and large multi-nationals (17.3 percent).
- 18.0 percent of Asian American students have an interest in working at large multi-national companies.
- Students in academic majors are much more likely to have an interest in small companies, at 29.8 percent.
- Regionally, interest in startups is highest among students on the West Coast (6.8 percent).

Company size preferences.

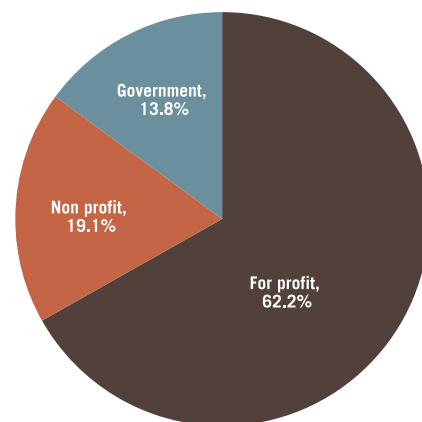


For-Profits Receive Top Preference

With a large margin over their nonprofit and government counterparts, students declared for-profit businesses as their preferred type of organization for internships.

- With a margin of 10 percentage points, male students are even more interested in doing internships at for-profits, at 77.4 percent. Female students have an above average interest in non-profit internships, at 25.4 percent.
- Government internships (federal, state or local) are the second-strongest preference among African-American students, at 23.6 percent of the vote — surpassing nonprofits at 20.5 percent.
- 19.9 percent of Hispanic students prefer internships with the government.
- Students with career-oriented majors prefer for-profits by an even greater margin (72.5 percent). Academic-oriented majors have above-average interest in nonprofit internships (31.7 percent) and government (18.2 percent).
- Students attending community college are also more likely to favor internships with the government, at 20.4 percent.
- Regionally, students in the South Census region are more likely to cite preference for a government internship (17.4 percent), versus the Midwest favoring for-profit opportunities (70.9 percent).

Preference for type company.



Marketing/PR Agencies and Technology Companies Are Top Picks

Students in the career-oriented and academic-oriented tracks agree on one thing: marketing, advertising and PR agencies are the industry of choice when it comes to internships. From there, the top five vary, with academic-oriented majors favoring government, community organizations, professional services and education; and career-oriented majors favoring technology companies and banks/financial institutions.

A look at top industry picks by gender shows quite a different picture as well, with 43.1 percent of male students placing technology, including hardware, software and web companies, among their top three choices. In contrast, only 19.0 percent of women put technology in their top three picks. On their end, female students are much more likely to have picked marketing and PR agencies, healthcare, education, community organizations and the hospitality industry.

	All students	Career-oriented	Academic-oriented	Male students	Female students
Marketing/PR agencies	36.9%	37.5%	26.9%	26.9%	43.6%
Technology (hardware, software, web)	29.2%	33.9%	18.6%	43.1%	19.0%
Government (Federal, state, local)	28.8%	28.0%	35.3%	27.8%	29.6%
Professional services (consulting)	25.9%	27.1%	25.6%	26.9%	25.1%
Healthcare, including pharmaceutical industry	18.6%	19.9%	17.3%	14.5%	21.7%
Community organizations	17.9%	14.8%	30.1%	8.7%	34.7%
Banks/financial institutions	16.8%	20.3%	8.2%	22.7%	12.4%
Green tech	14.4%	16.1%	11.2%	17.7%	12.0%
Education (K12-College)	13.1%	10.5%	23.3%	9.5%	15.9%
Retail trade	10.4%	11.3%	9.1%	8.1%	12.1%
Manufacturing industry	9.9%	12.6%	2.6%	15.7%	5.6%
Hospitality	9.6%	9.9%	10.1%	5.5%	12.7%
Legal services	7.4%	6.0%	13.1%	5.9%	8.6%
Oil and gas extraction and utilities	6.0%	7.5%	1.9%	9.7%	3.2%
Services companies (phone, insurance, etc)	5.1%	6.0%	3.2%	6.6%	4.1%
Construction, incl. architectural design	4.8%	4.7%	1.5%	6.5%	1.8%
Transportation	4.3%	5.3%	1.7%	7.2%	2.3%
Agriculture	3.5%	3.7%	3.2%	3.1%	3.8%

Industries and/or specific fields that were mentioned multiple times under “other” include:

- Editorial/journalism/writing/publishing/media (205 times)
- Film/Movie/animation/gaming industry/broadcasting/production companies (142 times)
- Advertising agencies and design agencies (112 times; coded into Marketing/PR agencies)
- Entertainment industry (85 times)
- Apparel design and fashion (76 times)
- Fitness and sports (64 times)
- Graphic design/visual arts and photography (49 times; coded into marketing/PR agencies)
- Music industry, theater and performing arts (42 times)
- Engineering (any industry) (24 times)
- Museums (14 times)
- Accounting/auditing/CPA firms (11 times, coded into professional services)
- Aerospace
- Academic, including think tanks and scientific research
- Animal care/wildlife conservation/zoology
- Art/Fine arts
- Environmental sciences
- Event planning
- NGOs or other nonprofits
- Real estate

“Dream Internships” Span Across All Industries and Company Sizes

College students shared their dream internships. Ideas ranged from detailed descriptions to specific companies, such as Zappos and The International Olympic Committee, specific mentors, including Tory Burch and President Obama, to job functions and projects.

The range of examples spanned across all industries and company sizes. Many included examples of internships for some of the world’s biggest brands, such as Microsoft, Google, Apple, Coca-Cola, Amazon, Disney, and the New York Yankees, but others referred to local hospitals, zoos, legal and accounting firms, to name just a few of the thousands of examples.

Regardless of the company of choice, most students focused on finding internships that allow them to put the knowledge they acquired at school into practice, develop new skills, build their network and start getting prepared for the workplace.

Below are a few verbatim quotes to illustrate the breadth of ideas when describing the dream internship:

Specific mentors:

- Work with James Dyson.
- Work with President Obama.
- Working with Lilly Pulitzer; doing anything.
- Working with Sam Presti; learning what goes in to being a great NBA General Manager.
- Working under Hans Zimmer.
- Working for Mona Scott.
- Interning with Pat Parelli.
- Interning for David Tutera.

Specific organizations:

- Working with the industrial design team at Cupertino on the next Apple, Inc. product.
- Working with the FBI to make sure I like the field I’m studying.
- A Children’s medical center hospital nursing internship. My goal is to become a pediatric APRN one day and I would love to see what I would be doing and learning more as an undergraduate student.
- My dream internship is the community relations position at the World Wrestling Entertainment Company (WWE). I absolutely love the company. I love the work they do to promote different causes.
- Interning with a speech language pathology practice that might contract to schools for speech therapy or working closely with an organization providing speech therapy to underfunded/poverty stricken areas.
- My dream internship is working for Ford Motor Co. and help design their engines in the most efficient and powerful way.
- My dream internship is to work for the SEC, particularly because I’m working towards a career in securities regulation.

Specific ideas:

- An environment where I could demonstrate what I know, and at the same time be able to learn as I work on different projects.

- Working with top of the line inventors, engineers and scientists in an R&D setting, learning while helping among brilliant minds.
- Working with professionals in my field, Chem E, to see what I can do with my degree and education.
- A graphic design internship for someone with little to no experience. It would be a chance to get real, on-the-job experience and learn more about applying art to business.
- A flexible internship with the opportunity to work extremely hard for civil and human rights. The environment shouldn't be controlling and strict. I'll work harder if I feel that I'm trusted.
- Working for a company whose goals were a sustainable future, such as a conservation biology company, clean energy (i.e. solar, wind, hydro) company, or working on government policy.
- Interning under someone who really wants me to grow and achieve in my field and will give me responsibilities and projects that regular employees are given.

A list of all descriptions can be provided upon request. Please email nathan@internmatch.com.

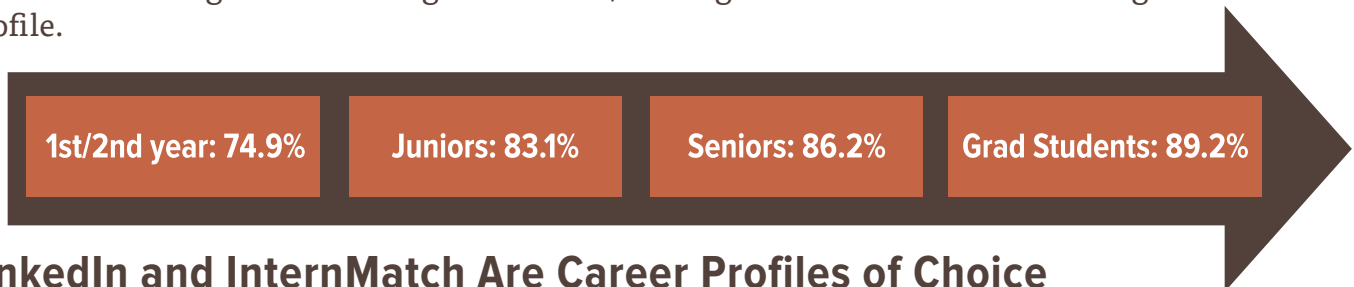
Preparing for Internships

Chapter Highlights

- Online career profiles are a given for most students, especially as they approach graduation: 86.2 percent of seniors have online profiles for career purposes. This share is even higher among graduate students at 89.2 percent.
- With a host of options, LinkedIn (76.7 percent) and InternMatch (40.6 percent) are the career profiles of choice, but students named dozens of other examples demonstrating wide engagement with online profiles, and internship and job search sites.
- As to being contacted regarding internship opportunities, students prefer email (78.4 percent) and phone (19.8 percent), but some indicated equal preference for all methods.
- With nearly half of students rating “being compensated” a very important factor when considering internships, the survey probed into students’ thoughts on a fair hourly wage. Across respondents, this amount averaged to \$12.45, with slightly higher averages in the Northeast and West. Other variables impacting the amount include gender, year in college, major and the type of college.

Students Are Highly Engaged in Online Career Profiles

The vast majority of students, 83.4 percent, have started to develop online profiles for career purposes. The further along in their college education, the higher the likelihood of having an online career profile.



LinkedIn and InternMatch Are Career Profiles of Choice

Among the more than seven thousand respondents who maintain career profiles online, LinkedIn and Internmatch are the most frequently used, at 76.7 percent and 40.6 percent, respectively. Many students maintain more than one profile and 9.0 percent also have personally-built websites to showcase their career profile.

	All students	Career-oriented	Academic-oriented	Male students	Female students
Have online profile	83.4%	84.3%	80.3%	84.1%	82.9%
LinkedIn	76.7%	81.2%	75.1%	77.3%	76.1%
InternMatch	40.6%	42.1%	38.5%	38.9%	41.8%
Github	3.4%	4.2%	1.1%	6.4%	1.1%
About.Me	3.0%	3.2%	2.9%	3.4%	2.8%
Personally-built website	9.0%	8.6%	11.7%	8.3%	9.5%

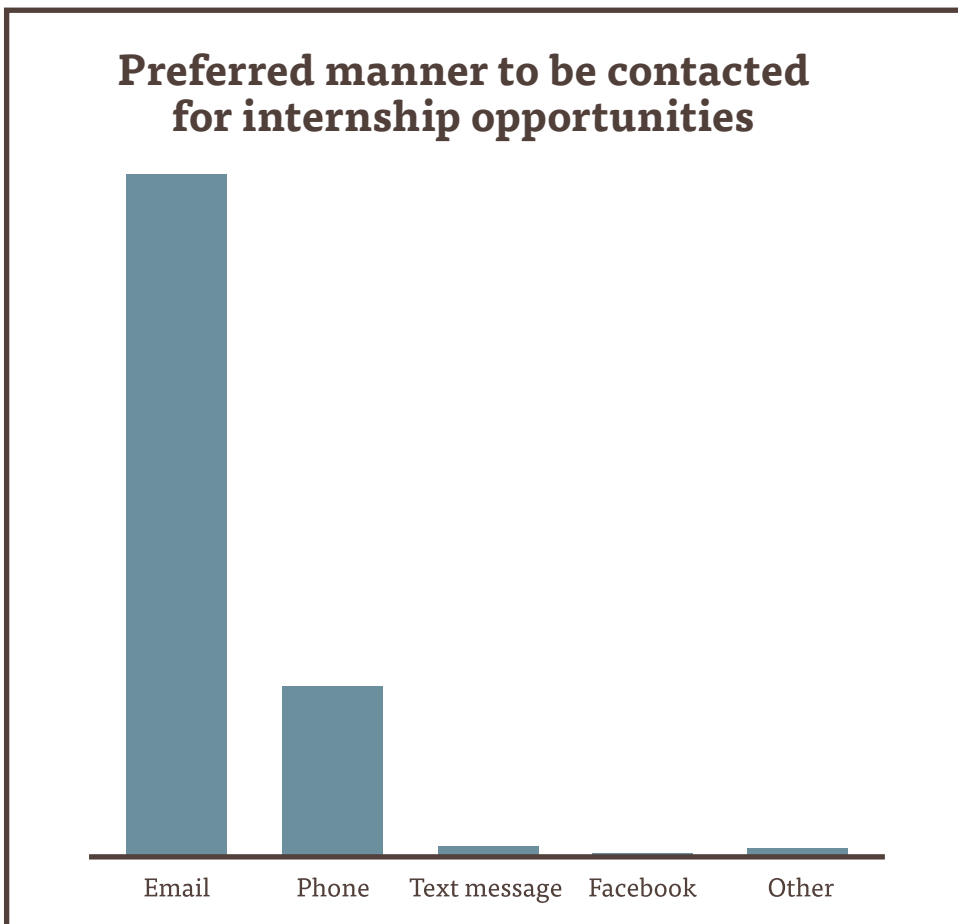
Just over three percent of students mentioned other sites to establish their online profiles. An analysis of the examples shows student engagement in job search websites, blogs, social media, professional associations and career services sites offered through university networks.

Examples include:

- Issuu
- Cargocollective
- Yahoo
- Google and Google+
- AIGA
- Coroflot
- Angel list
- College websites
- Archinet
- Backstage
- Behance (41 times)
- BridgeMyCareer
- Career Builder
- Monster
- CareerAthletes
- Indeed
- Careershift
- Collegefeed
- Dice
- State websites, such as Employ Florida
- Profiles at company websites
- Glossom
- InternSushi (9 times)
- Internships.com (21 times)
- Simplyhired.com
- JobMate
- JobTrack
- Tumblr
- Facebook
- USAjobs
- USAcareers
- Vimeo
- Weebly
- Wix
- Wordpress
- Professional associations, such as American Society of Mechanical Engineers

Email and Phone Top Ways to Contact Students

While some stated equal preference for any method of contact, email received top preference among 78.4 percent of students for being contacted by internship recruiters. This is followed by a wide margin by phone, at 19.8 percent.

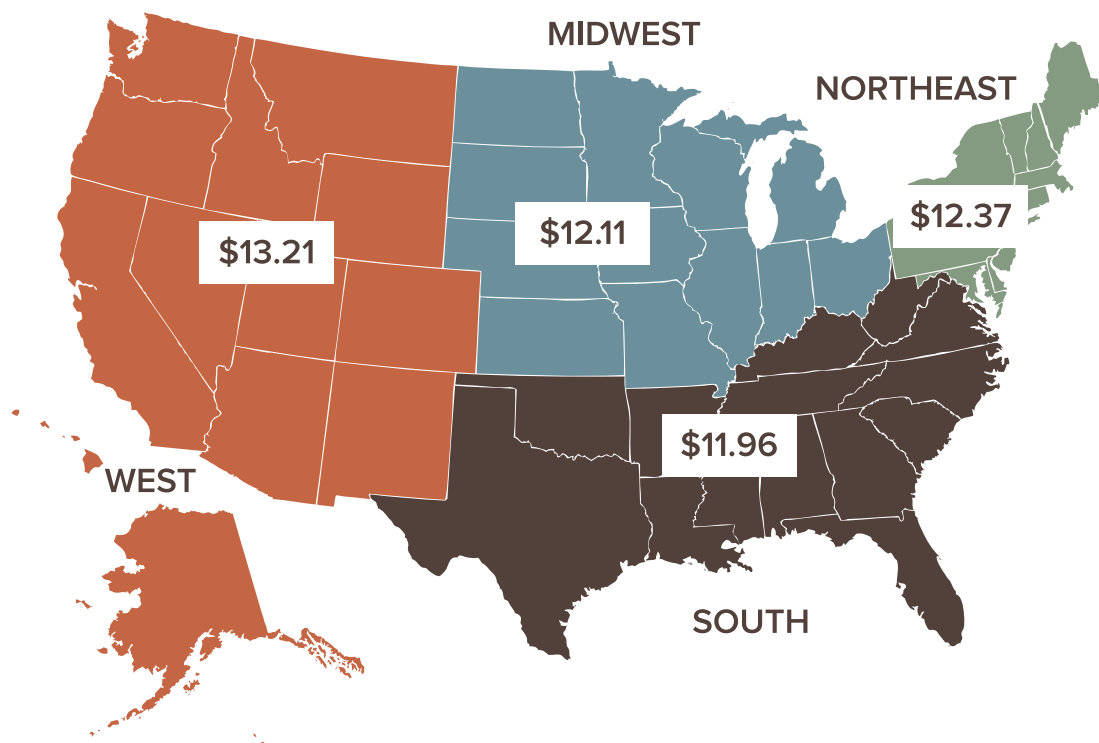


Other ways include:

- Any!
- LinkedIn
- Equal preference for all methods listed
- Online profile on various internship websites

Students' Input on Fair Hourly Wage Averages to \$12.45

The survey probed into the amount students believe constitutes a fair hourly wage. Amounts ranged from zero to \$80 an hour and included descriptions such as 1.2 or 1.5 times the minimum wage. Some also noted that a fair amount would depend on responsibilities.



With 6,866 students providing input into dollar amounts, the hourly wage considered fair averages \$12.45, with a median of \$11.00.

Averages differ widely across gender, regions, year in school, etc.

- Male students: \$14.00
- Female students: \$11.15
- Career-oriented majors: \$12.98
- Academic-oriented majors: \$10.64
- First/second year students: \$11.35
- Juniors: \$12.00
- Seniors: \$11.63
- Grad students: \$15.15
- State college: \$12.59
- Community college: \$11.43
- Private college: \$12.42

Pay and hourly wage levels are an important part of internship negotiations. Recently, some interns have filed lawsuits against companies where they were doing internships because they were unpaid and felt exploited. The survey probed into students' opinions of these lawsuits: 29.4 percent feel that these interns were right in suing. The remaining 70.6 percent believe the interns should have just terminated the assignment if they were unhappy with the conditions.

Students in academic programs are more likely to believe the students were right to sue, at 35.6 percent, as do students attending college in the Northeast (32.6 percent) and West (30.3 percent) and those who have already completed at least one internship, at 32.0 percent.

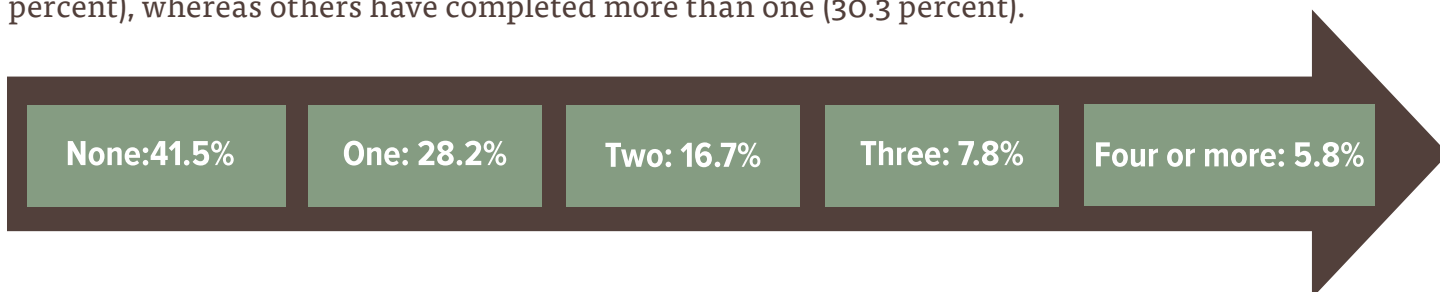
Insights among Past Interns

Chapter Highlights

- About four in 10 respondents have not yet completed any internships, with the majority being freshmen or sophomores. By the time students are in their final year of college, 68.9 percent of seniors will have completed one or more internships and 39.3 percent have completed two or more. Those shares go up to 72.2 percent and 44.8 percent respectively among graduate students.
- The second year of college is key in starting to build job experience through internships: 58.9 percent of students will have completed internships by the end of their sophomore year.
- The search for a fitting internship encompasses many different steps and resources, including online searches, leveraging personal networks consisting of friends, faculty members and family, internship websites and career fairs. Students who have completed a minimum of two internships show higher usage across tools and resources, particularly internship websites and personal networks, including friends and family.
- Nearly two-thirds of students use social media when searching for internships. Among those who do, popular uses include researching employers (67.2 percent) and networking (65.2 percent).
- 91.4 percent of students had to interview for their most recent internship. In-person interviews were most prevalent at 64.6 percent, followed by phone at 20.2 percent.
- Students with prior internship experience overwhelmingly recommend other students to do internships, at 97.6 percent. Fully 82.0 percent say internships are an extremely valuable

Intern Profile

While the majority of students believe internships should be a mandatory part of obtaining a college degree, actual intern experience varies widely. Some respondents have yet to do an internship (41.5 percent), whereas others have completed more than one (30.3 percent).



Certain students are more likely to do internships than others, with the likelihood of having completed at least one internship growing along with the number of years spent in college. For example, 38.0 percent of freshmen and sophomores have completed internships, as opposed to 72.2 percent of graduate students. Additionally, the chances of students completing more than one internship are also much higher among seniors and grad students than those students in the first few years of college.

Completed internships	All students	Freshmen	Sophomore	Juniors	Seniors	Grad students
None	41.5%	71.5%	59.10%	44.2%	31.1%	27.8%
At least one	58.8%	28.5%	40.9%	55.8%	68.9%	72.2%
More than one	30.3%	1.8%	16.1%	24.2%	39.3%	44.8%

Across all respondents, the number of internships averages 1.1 per student. This average is pulled down by the 41.5 percent who have not yet done an internship. When looking at those who have done at least one internship, the average increases to 1.9 — indicating that completing one internship often leads to doing multiple.

Other factors influencing internship experience:

- Gender also plays a role with 55.6 percent of male students and 60.6 percent of women completing one or more internships.
- Regionally, 64.2 percent of students in the Northeast have done internships compared with 55.5 percent in the Midwest, 54.6 percent in the South and 58.6 percent in the West.
- GPA averages also directly relate to internship experience. Those with average GPAs of less than 3.0 on the 4.0 scale are the least likely to have done internships (50.0 percent), whereas those with above-average GPAs of 3.5 or higher are the most likely (62.9 percent).
- Asian American students are the most likely to have completed at least one internship at 62.5 percent, versus 52.6 percent of African American and 53.8 percent of Hispanic students.

Sophomore Year Key in Starting to Build Work Experience

Of students who reported having done multiple internships, more than half completed their first internship before their junior year. About one-quarter wait to do their first internship until their junior year and 6.2 percent wait until after graduation or when in post-graduate programs. Among seniors specifically, 61.5 percent did their first internship in the second or third year of college.

Year first internship was completed	Students with 1+ internships completed	Cumulative percentage	Seniors
High school/pre-college	16.4%	16.4%	10.0%
Freshman year	16.9%	33.3%	10.2%
Sophomore year	25.6%	58.9%	23.8%
Junior year	23.6%	82.5%	37.7%
Senior year	11.3%	92.8%	18.3%
After college graduation or in grad school	6.2%	100.0%	N/A

Internship Search Encompasses Multi-Prong Outreach

Students use a combination of four to six tools and resources to find internships. Google or other online searches for opportunities leads the list at 48.0 percent of students who have completed at least one internship, followed by leveraging friends, asking faculty members for help, internship websites (including InternMatch) and visiting career fairs.

	+1 Internships	2+ Internships	Net difference
Google/online searches	48.0%	53.9%	+5.9%
Friends	43.3%	49.9%	+6.6%
Faculty members (professors, teachers)	36.5%	39.9%	+3.4%
Internship websites, including InternMatch	36.1%	59.9%	+23.8%
Career fairs	36.0%	40.0%	+4.0%
University career center	34.4%	39.4%	+5.0%
Family	31.2%	39.7%	+8.5%
General job sites (Indeed, Monster, etc)	24.0%	28.7%	+4.7%
Specific employer/company websites	23.1%	25.8%	+2.7%
Professional social network platforms/events (LinkedIn, etc)	18.0%	22.4%	+4.4%
Alumni network (incl. fraternity/older year students)	17.4%	21.6%	+4.2%
Craigslist	10.1%	11.4%	+1.3%
Study and work abroad organizations	6.0%	7.7%	+1.7%

Students who have completed a minimum of two internships show higher usage across tools and resources, particularly making greater use of internship websites and personal networks, including friends and family.

Other approaches included:

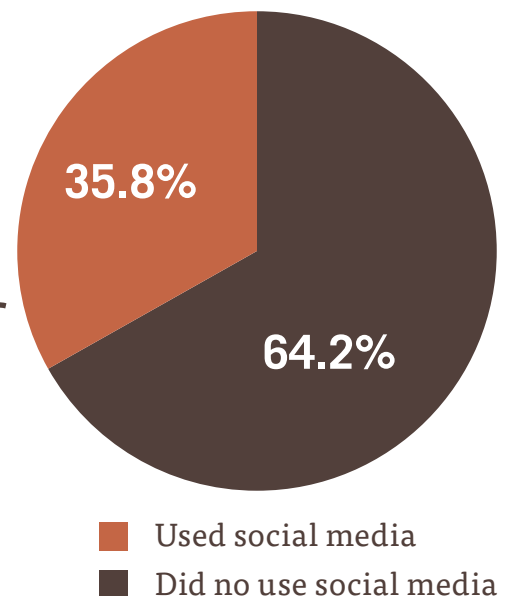
- Targeted company outreach through cold calling, walk-in or email.
- Getting a foot in the door through volunteering.
- Government (federal, state, local) programs, such as Student Youth Employment Program.

Nearly Two-Thirds of Students Use Social Media in Internship Search

The majority, 64 percent of students, used some form of social media during the internship search process. Among those who did, researching employers and networking were the chief ways in which students used social media.

About one-third actually discussed internship opportunities with potential employers using social media. The gap between intern usage of social media and the share using it to communicate with employers would indicate room for improvement in leveraging the best tools to reach interns.

Use of social media in internship search.



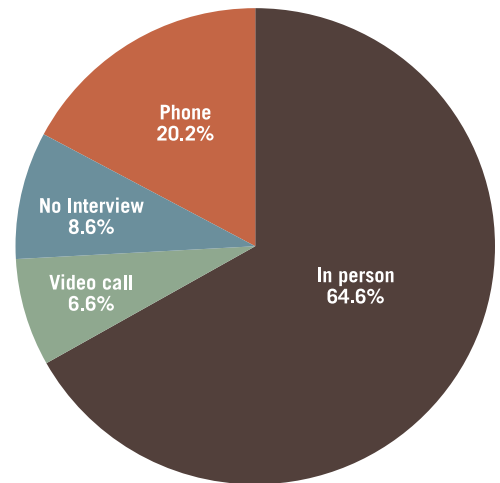
67.2% Research employers
65.2% Network
34.9% Discuss opportunities

In-Person Interviews Most Prevalent When Seeking Internships

While 8.6 percent of students did not need to interview at all, nearly two-thirds of students (64.6 percent) interviewed in person when competing for their most recent internship. This is followed by phone interviews, at 20.2 percent.

Interview types are fairly consistent across demographics, with the exception of region. Students attending college in the South were more likely than average to interview by phone (23.5 percent) versus in person (61.4 percent).

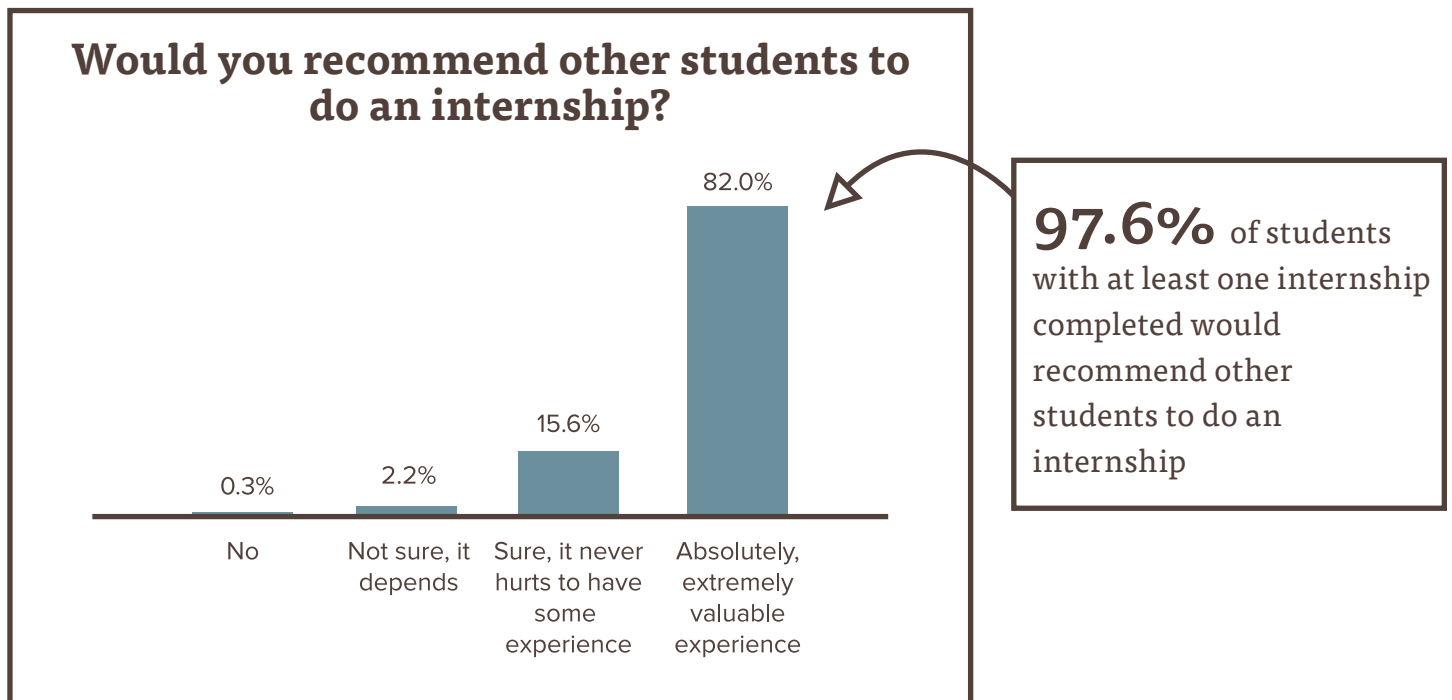
Interviewing for most internships



Interns Overwhelmingly Recommend Other Students to Do Internships

The survey asked students with at least one internship under their belts whether they would advise other students to do internships.

Overwhelmingly, 82.0 percent of them absolutely recommend doing internships, considering the experience extremely valuable. In contrast, only 2.5 percent said no or not sure.



Some further insights:

- The share of students “absolutely” recommending internships to others goes up even more among those who have completed at least two internships, to 83.8 percent.
- Career-oriented interns are especially likely to value internships, with 84.5 percent recommending the experience to other students, compared with 74.6 percent of academic-oriented students.
- Past interns in the Midwest and South are also more likely than average to recommend other students to do internships, at 84.1 percent and 84.2 percent, respectively.

Internship Insights by Seniors

Chapter Highlights

- More than seven in 10 seniors work or worked a paid side job, such as cashier, sales clerk or fast food associate, while in college. More than half also collaborated on meaningful side projects to include on their resumes.
- While being compensated is very important to nearly half of students, paid internships are not yet the norm, according to seniors who described their most recent internship experience. Just under half, 48.3 percent, were paid, whereas 28.3 percent were completely unpaid. The remaining students received stipends or course credit.
- 65.3 percent of seniors had started looking for jobs at the fielding of this survey in April of 2014, but 48.7 percent had not yet received offers.
- Importantly, among the 16.6 percent of seniors who have received job offers, there is a strong correlation between receiving full-time job offers and...
 - Higher than average GPAs.
 - Completed internships, particularly more than one.
 - Completed paid internships.
- To enhance their chances of landing full-time employment, seniors are generally very willing to move to other cities (76.4 percent). Likewise, they are willing to do internships to get a foot in the door. However, seniors are less willing to accept jobs in industries that are not among their top choices, work at companies whose mission or culture is not an ideal match or accept a work/life balance that they may consider less than ideal.
- Students with over two internships are twice as likely to have a job offer before graduation. Students who did a paid internship are three times as likely to have a job offer before graduation than students who did an unpaid internship.

Majority of Seniors Have Held Paid Side Job While in College

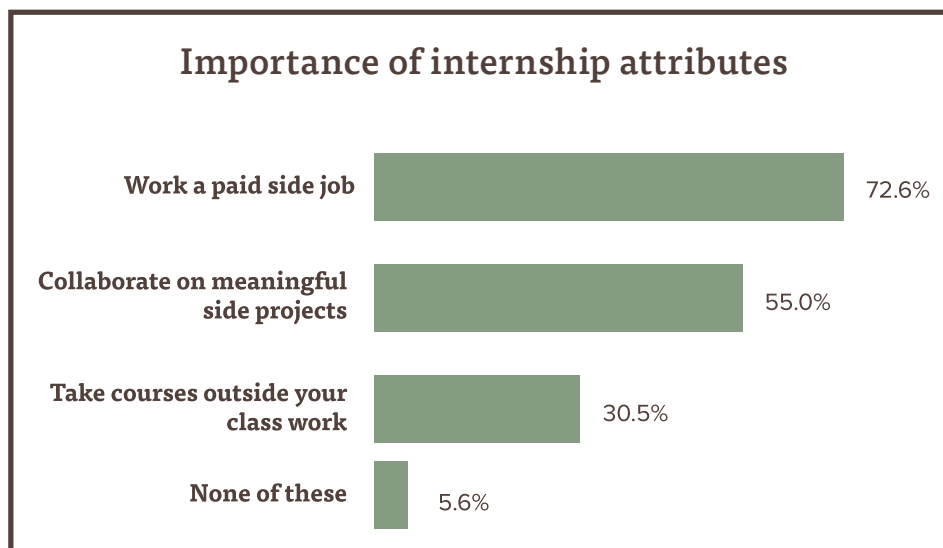
By the time students are ready to graduate, most will have held a side job (72.6 percent) or will have collaborated on meaningful side projects to help build the resume (55.0 percent). About three in 10 students have also taken online or other courses outside of their class work to improve their experience.

Worked a paid side job

- Male students: 66.3%
- Female students: 76.7%

- Below-average GPAs: 75.5%
- Above-average GPAs: 68.8%

- One internship: 75.9%
- Two internships: 70.3%
- Three+ internships: 65.5%



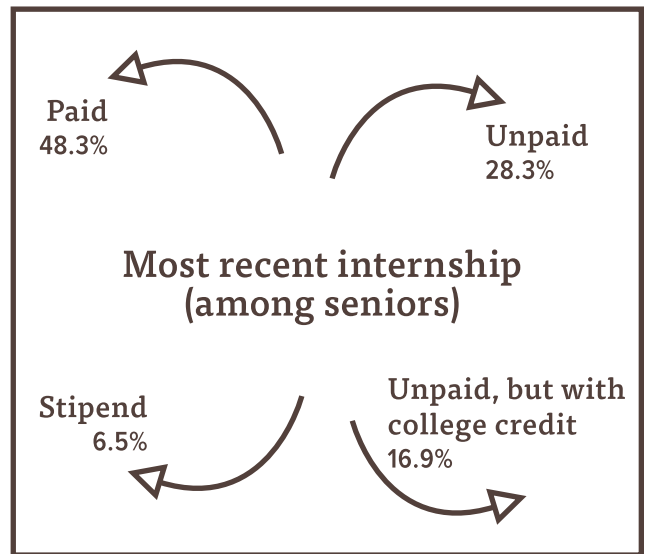
The latter is an important finding: students are more likely to do multiple internships when they are not working paid side jobs. This underscores the paid internship argument and providing students with a career-relevant paid internship over a likely career-irrelevant side job.

Paid Internships Not Yet the Norm

Describing their most recent internship, 48.3 percent of seniors were paid and 6.5 percent received a stipend.

More likely to have held paid internships are:

- Male students: 60.6 percent versus 40.2 percent of females.
- Career-oriented majors: 54.2 percent versus 31.4 percent of academic-oriented majors.
- Students attending private and state colleges, at 48.6 percent and 48.4 percent versus community college at 37.5 percent.
- Students in the Midwest (54.6 percent) and West (51.5 percent) versus Northeast (43.5%) and South (45.6 percent).

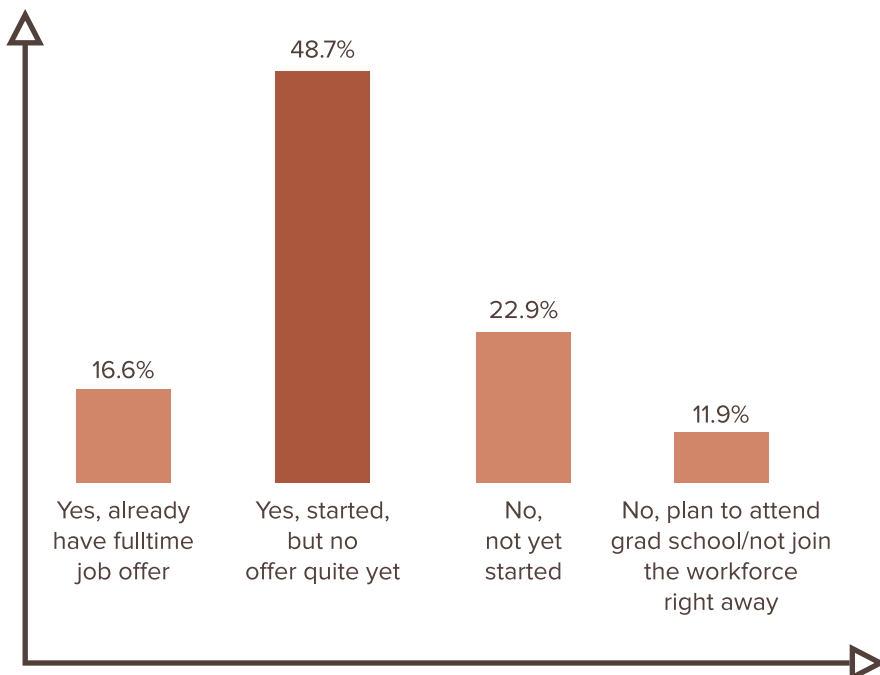


Paid Internships Help Students Lock in Jobs Early

In April 2014, when this survey was fielded, 65.3 percent of seniors had started to look for jobs. Others either had not yet started the search or plan to attend grad school or not join the workforce right away. The majority of those already searching for jobs had not yet received offers.

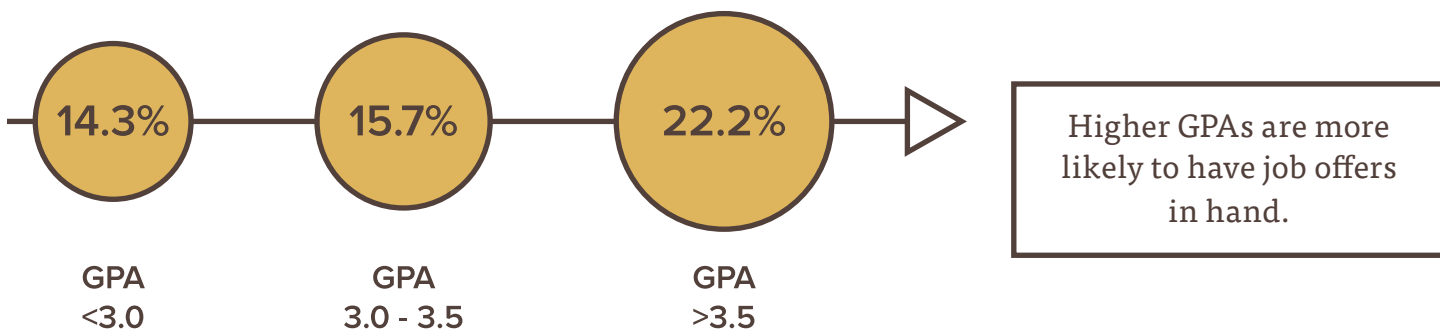
As can be expected given the uneven job market across the country, regional differences exist with students in the South being less likely to already have job offers in hand (13.3 percent).

Have you been applying for jobs for once you graduate?



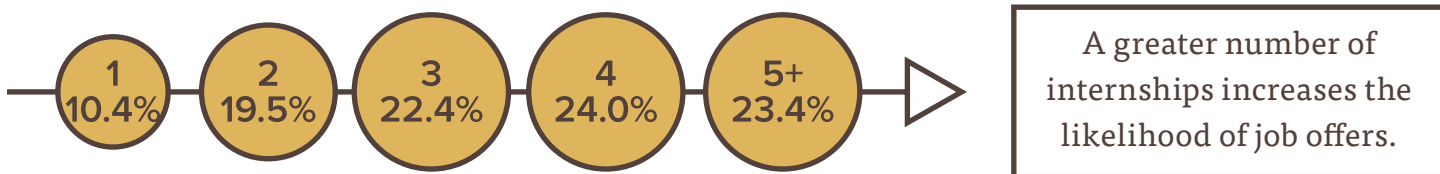
Importantly, there is a direct correlation between GPA and full-time job offers:

Have received a full-time job offer for once I graduate



Likewise, having multiple internships directly correlates to having full-time job offers pre-graduation as well. Seniors with two internships are nearly twice as likely to have job offers in hand as those with only one internship.

The number of internships and having a fill-time job offer in hand

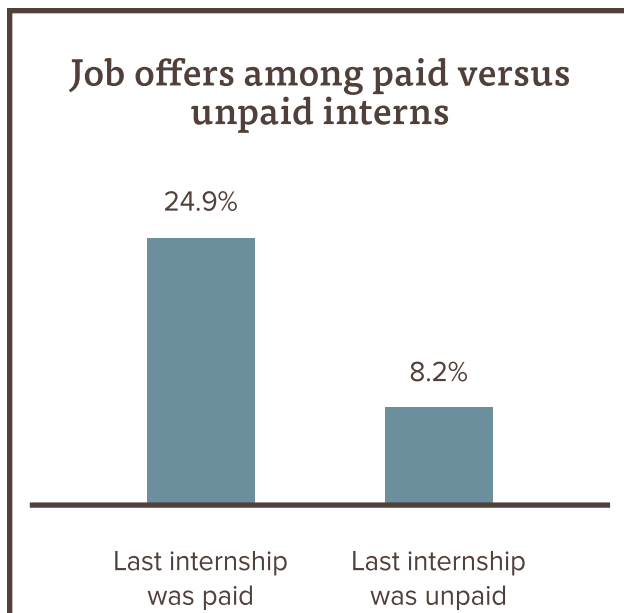


Furthermore, paid internships have a high influence on early job offers. Among seniors whose last internship was paid, 24.9 percent have job offers, compared with only 8.2 percent of students who had unpaid internships.

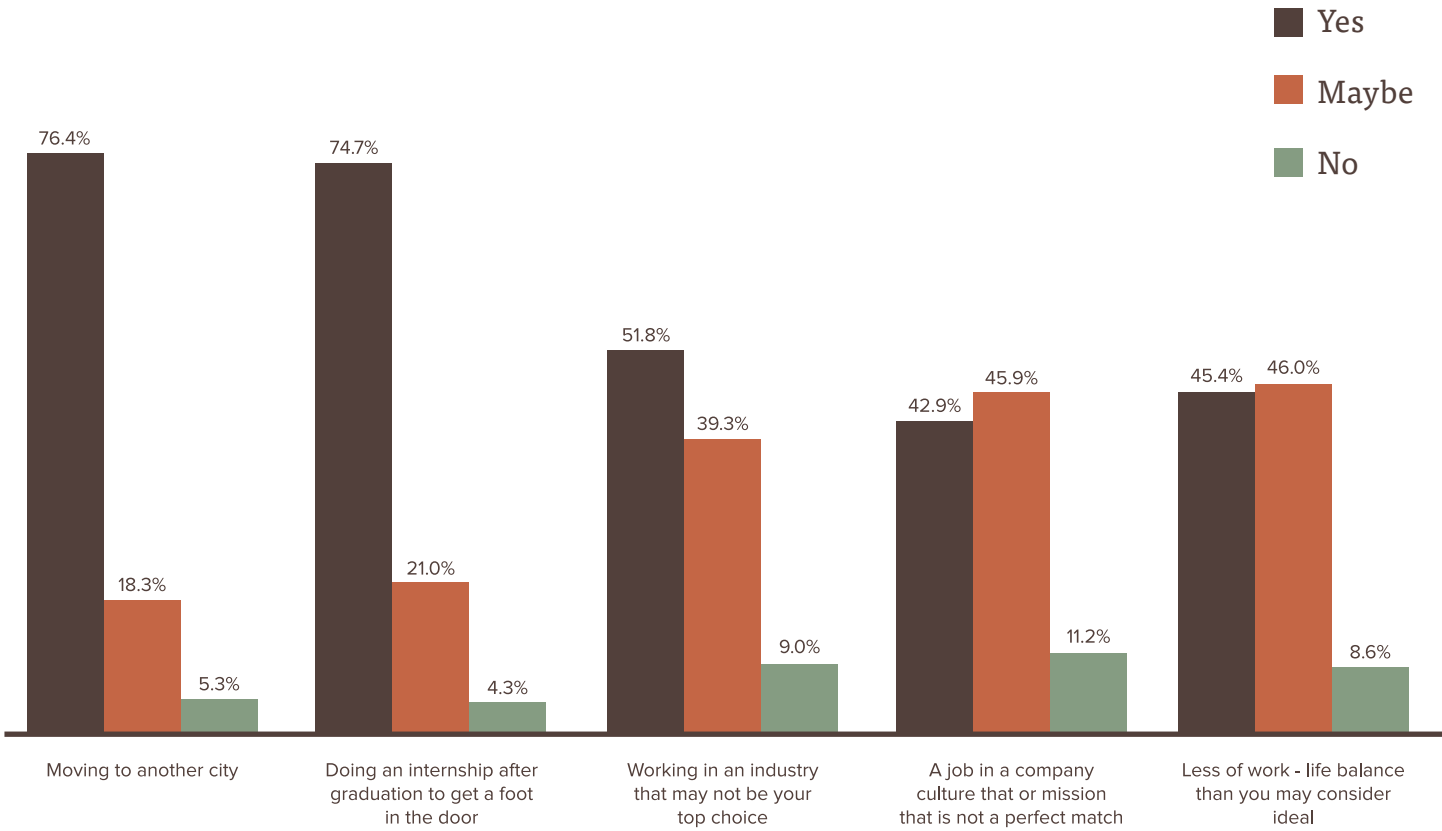
Side jobs, online course work and meaningful side projects had some influence on job offers, but not quite to the extent of GPA scores, internship experience and paid internships.

Seniors Are Willing to Move to Enhance Job Chances, But Less So to Settle

Three-quarters of seniors would be willing to move to another city or to do internships to get a foot in the door if it were to enhance their chances of landing full-time employment. This share drops off significantly when considering job offers in industries that are not among their top choices (51.8 percent), in organizations with company cultures or missions that are not a perfect match (42.9 percent) or jobs that offer less of a work-life balance than students may consider ideal (45.4 percent).



If it were to improve your chances of landing a job, would you consider?



Across the genders, men are slightly more likely to move, do internships to get a foot in the door and work in a company culture or mission that may not be a perfect match. Women are more likely to accept a work-life balance that they may not consider ideal.

Insights from No-Internship Students

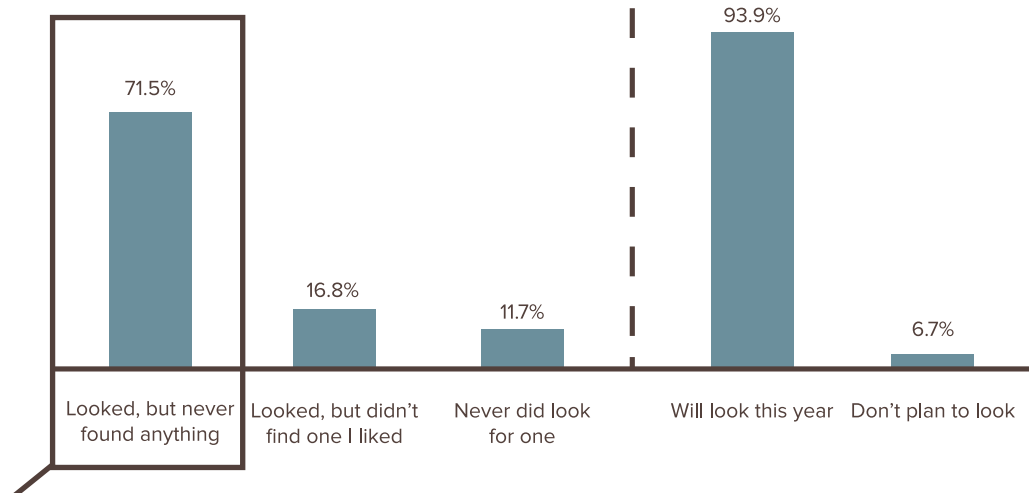
Chapter insights

- Among the 41.5 percent of respondents who have not yet completed any internships, 71.5 percent did search, but never locked in internships. This would imply that demand outpaces the internship supply.
- Summer classes are the main reason why some students are not planning to look for internships this year.
- Students who unsuccessfully looked for internships certainly tried their hardest to find opportunities: they leveraged five to seven different tools and resources, including internship and job websites, career centers and career fairs. When comparing their search tools with those who have completed two or more internships, the main differences are frequency of leveraging personal networks, including friends and family.
- To be better prepared for future internship searches, students say they could use help in how to most effectively search for internships and how best to prepare for interviews.

Internship Demand Appears to Outpace Offering

Among the 41.5 percent of respondents who have not completed internships to date, it is not for lack of trying. In fact, 71.5 percent of these students indicate they looked, but never managed to lock in an opportunity. Another 16.8 percent looked and found something, but not anything they liked well enough to accept the offer. More than nine in 10 students looked or plan to look for internships this summer — a figure that is consistent across demographics, but does increase for students in their junior and senior years.

Internship search efforts among students without internships to date



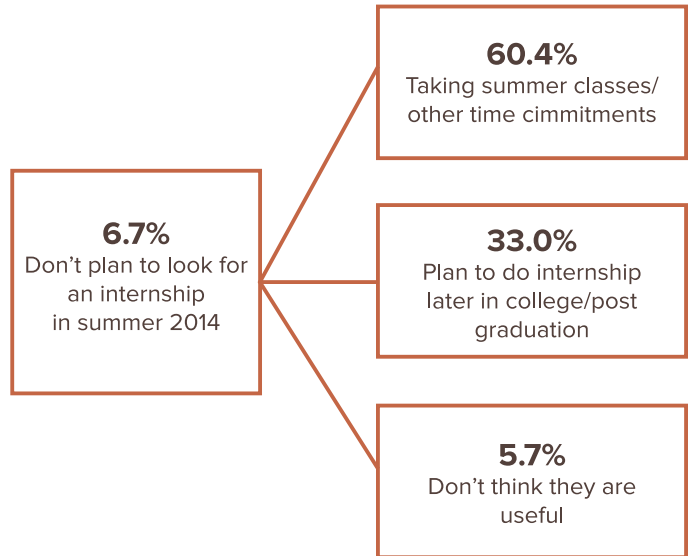
A few more insights:

- The likelihood of students searching for an internship increases as they get further along in their education. For example, 14.4 percent of freshman never searched versus 6.8 percent of seniors. As found earlier, the sophomore year is a key year for students to start building internship experience.

- Students in academic-oriented programs are less likely to say they did not find a program (63 percent), but more likely to say they did not find one to their liking (23.8 percent).
- Students with below-average GPAs were much more likely to say they looked but were not successful in securing internships, at 76.2 percent versus 68.9 percent of students with above-average GPAs.
- Regionally, students in the Northeast and Midwest had a harder time finding opportunities with above-average shares of students looking for internships but failing to find them, at 73.2 percent and 74.2 percent. In contrast, a much lower 66.6 percent in the West were unable to find internships after looking.

Summer Classes Main Barrier for Not Seeking Internships

Among the small number of students who do not plan to look for internships, the predominant reason is scheduling conflicts: 60.4 percent say they are taking summer classes or have other time commitments that prevent them from doing internships. The second reason is planning to do an internship later, cited by 33.9 percent.



Tools and Resources Used

As the report stated earlier, the lack of success in securing internships among the 71.5 percent who looked for opportunities was not for lack of trying. As illustrated below, these students used five to seven different resources, oftentimes more than those who did land two or more internships.

When comparing the tools of choice, students who were successful in landing internships were more likely to leverage personal networks, particularly family connections (+7.1 percentage points), friends and their alumni network.

	Sought for, but didn't land internships	2+ Internships	Net difference
Internship websites, including InternMatch	69.2%	59.9%	-9.3%
Google/online searches	62.4%	53.9%	-8.5%
University career center	55.9%	39.4%	-16.5%
General job sites (Indeed, Monster, etc)	50.6%	28.7%	-21.9%
Career fairs	49.3%	40.0%	-9.5%
Specific employer/company websites	46.4%	25.8%	-20.6%
Friends	46.3%	49.9%	+3.6%
Faculty members (professors, teachers)	40.6%	39.9%	-0.7%
Professional social network platforms/events (LinkedIn, etc)	32.6%	39.7%	+7.1%
Study and work abroad organizations	32.2%	22.4%	-9.8%
Alumni network (incl. fraternity/older year students)	19.5%	21.6%	+2.1%
Craigslist	17.5%	11.4%	-6.1%

Hands-On Search Tips and Interview Preparation Top Needs

More than six in 10 students looking for internships with no success to date say they could use help in learning more on exactly how to search for opportunities. As seen above, different ways of leveraging connections or resources may make them more successful in locking in opportunities.

Another area where students say they could use help is interview preparation. This topic is particularly relevant as the report found that nearly 65 percent of prior interns did in-person interviews. Other top areas of improvement include preparing a more effective resume and leveraging personal networks. The latter is particularly important with friends and family connections being a key resource among those who have completed at least two internships.

These numbers are fairly consistent across demographics.

	Could use help to improve chances of landing an internship
How to search for opportunities	61.4%
Preparing for an interview	47.3%
Preparing a resume	44.5%
How to best leverage personal networks	43.3%
Preparing an online presence	42.0%
Tips on what to wear for an interview	14.7%
None of these	4.7%

Methodology

The data for the State of Internships 2014 were collected through a 35-question online survey, conducted between March 27 and April 13, 2014. The 9,001 respondents used a self-administered, online questionnaire via web-assisted interviewing software. To maintain the reliability and integrity of the sample, each student was limited to one survey completion.

The sample was tested on key demographics, such as gender, region and ethnicity and slight statistical adjustments were made to ensure respondents accurately mirrored the student population. The resulting sample is a reliable nationwide cross-section of college students ranging from freshmen to graduate students, as well as a small share of high school students. The margin of error associated with the survey is 1.0 percent at the 95 percent confidence level. Percentage may not always add to 100 percent due to rounding.

All survey results are subject to sampling error — the difference between obtained results and those that would have been obtained by studying the entire population. The percentage difference varies with the size of the sample and with the percentage of respondents giving a particular answer. The table below shows the minimum percentage difference that must occur to be considered real for varying sample sizes.

Sample Size and Margin of Error

9,000	6,000	3,000	1,000	600
↓	↓	↓	↓	↓
1.0%	1.3%	1.8%	3.1%	4.0%

Geographic regions are based on the Census with states falling into one of four regions:

- Northeast: CT, RI, MA, VT, NH, ME, NJ, PA, NY
- Midwest: IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, WI
- South: AL, AR, DC, DE, FL, GA, KY, LA, MD, MS, NC, OK, PR, SC, TN, TX, VA, WV
- West: AK, AZ, CA, CO, HI, ID, MT, NM, NV, OR, UT, WA, WY

Sample

	100.0% based on N=9,001
Gender Male Students Female Students	 42.1% 57.9%
Regions Northeast Midwest South West	 22.8% 21.8% 31.5% 23.9%
Ethnicity White Hispanic or Latino Black or African American Asian American Other	 55.1% 9.9% 13.6% 11.6% 9.9%
Year High school College Freshmen year College Sophomore College Junior year College Senior year Graduated college recently Graduate student	 1.1% 8.3% 16.0% 26.4% 24.8% 14.8% 8.5%
Type of degree Career-oriented (incl. accounting, business administration, communications, computer science, engineering, healthcare and environmental sciences) Academic-oriented (incl. English, foreign language, liberal arts/humanities, history/political science, psychology, sociology and visual/performing arts)	 75.7% 24.3%
GPA categories <3.0 3.0 - 3.5 >3.5	 27.4% 39.5% 33.0%
Type of university State college Community college Private college	 51.5% 6.5% 42.1%
Number of internships completed None 1 2 3 4 5+	 41.5% 28.2% 16.7% 7.8% 3.3% 2.5%