



CREATING A SUSTAINABLE INTERNSHIP PROGRAM FOR YOUR LAND TRUST

2019 MASSACHUSETTS LAND CONSERVATION CONFERENCE

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INTRODUCTIONS

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WORKSHOP OVERVIEW

- How to developing an effective internship program
- Internship Program Best Practices
- How to manage and mentor students within their academic needs
- Statewide Resources for connecting with students

Definitions and Academic Jargon

- Internships
- Externships
- Cooperative Education (Co-ops)
- Experiential Learning

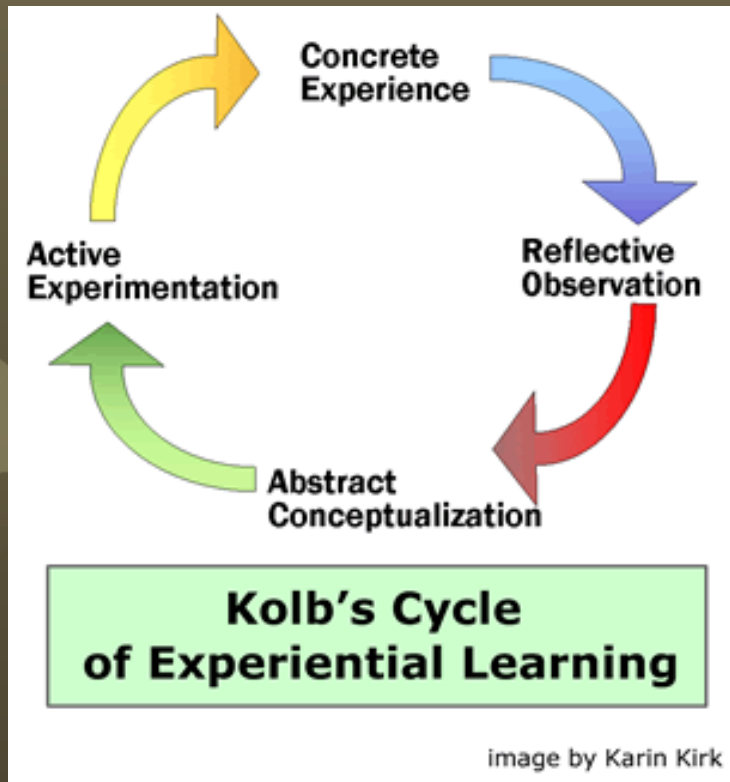


“CLASSIC” INTERNSHIP FRAMEWORK

- Typically two to six months
- Generally a one time experience
- May be part-time or full-time, paid or unpaid (stipend)
- May be part of an educational program- credit bearing
- Distinguished from volunteer experience by established intentional learning goals/objectives
- Promotes educational, personal and professional development
- Focus on mentorship and exposure to various aspects of the organization



KOLB'S EXPERIENTIAL LEARNING CYCLE



- What?
- So What?
- Now What?

ROLES AND RESPONSIBILITIES

- Students
- Supervisors
- Faculty Sponsors



COMMON COLLEGE COMPONENTS

- Established Learning Objectives
- Observation
- Reflection
- Evaluation
- Assessment
- Public Presentation

HOW DO YOU KNOW WHEN YOU ARE READY TO HIRE AN INTERN?

1. You have time to think and plan for an intern.
2. The primary goals of your organization are met.
3. You have an ~~available~~ **willing** staff member to serve as a mentor/ supervisor.
4. You have the basic resources need to support the additional help."um, I need a desk"



TOP 3 REASONS NOT TO START AN INTERNSHIP PROGRAM.

1. Funding was cut and you need free labor in order for your organization to function.
 2. Someone needs to make the coffee.
 3. We need someone to answer the phones and keep the office organized.
- Other reasons?

GETTING STARTED

Step 1: Set Goals

- What does your organization hope to gain from the program?
- Are you looking for additional help on a project?
- Are you growing quick and needing new talent?
- Are you a non-profit that doesn't have a lot of money but can provide a meaningful and rewarding experience?
- Are you looking to introduce land conservation to emerging professionals?



STARTING AN INTERNSHIP PROGRAM

Step 2: Write a Plan

- Identify and analyze needs within your land trust.
- Determine the scale, scope and appropriateness of how an intern could help meet those needs. (Specific project, day-to-day support, research, etc.)
- Draft a job description and marketing plan

STEP 2 CONTINUED

- Will you pay the intern?
- Where will you put the intern?
- What sort of academic background do you want in an intern?
- Who will have the primary responsibility for supervising the intern?
- What will the intern be doing?
- Will you provide training opportunities outside of the job functions?

STARTING AN INTERNSHIP PROGRAM

Step 3: Recruiting Interns

- How will you find internship talent?
- Start early!
- Develop relationship with local recruiting resources.

Internship and career fairs, social media sites, college websites, professional organizations



RECRUITING RESOURCES- NATIONALLY AND STATEWIDE

Land Trust Alliance

<https://www.landtrustalliance.org/land-trusts/resources-1/resources/>

- North American Alliance for Environmental Education

<http://www.naaee.net/>

- Association of Experiential Education

<http://www.aee.org/>

- Unity College Job Resources

<http://www.unity.edu/CareerServices/JobResources/EnvJobs.aspx>

- National Association of Interpretation

<http://www.interpnet.com/>

- Connecticut Land Trust Network

<http://www.ctconservation.org/>

- Maine Land Trust Network and other state networks

<http://www.mltm.org/index.php>

- Massachusetts Land Trust Coalition

<http://www.massland.org/searchcontent?keys=jobs>

- Massachusetts Campus Compact

<http://masscampuscompact.org/>

RECRUITING CONTINUED

- Choose your interns carefully
- Require cover letters, resumes, references and interviews
- Learn legal implications- more to come
- Check references



STEP 4: MANAGE THE INTERNS

- First few beginning days are defining days
- Provide clear expectations
- Provide orientation
- Provide resources needed to do the job
- Keep an eye on the intern
- Give lots of feedback
- Evaluate performance every few weeks

TOP 10 CONCERNS OF INTERNS

1. Give us Real Work.
2. Do what you say, and say what you do.
3. We like feedback.
4. We want to be included.
5. Please Explain.
6. I want a mentor.
7. A minute of your time, please.
8. Be prepared.
9. Um...I need a chair.
10. Show me the money, as best as you can.

LEGAL ISSUES

Disclaimer

- Do you have to pay interns?
- Workers' and Unemployment Compensation/ Liability
(College- Student- Worksite)
- International Students
- What to do if it's not working out?

ENDING INTERNSHIPS

- Certification of Completion/Appreciation/Recognition
- Letter of Recommendation
- Formal thank you and debrief
- Staff party
- Complete required college paperwork- evaluation
- Public presentation
- Newsletter profiles
- Provide closure



SOURCES & REFERENCES

- Starting and Maintaining a Quality Internship Program, sixth edition by Michael True
- College Career Centers
- Massachusetts Campus Compact
<http://masscampuscompact.org/>

Q & A

