

COMM 495-496-497: SENIOR INTERNSHIP

Instructor: Jessica Fabbriatore
Email: fabbriatore_j@wwwc.edu
Phone: (304)613-6730

Office Hours: Wed. 12:00-2:00
Sun. 2:00-5:00

COURSE DESCRIPTION: A professional field placement for senior communication, public relations, and media studies majors in an approved agency or business where the student can observe, analyze and apply communication concepts while performing and/or shadowing professional staff assignments, thus serving as the major's capstone assessment experience. In consultation with a field supervisor and the instructor, students develop a contract that specifies on-site field and academic learning objectives and methods for the internship. Class meetings are required. Prerequisite: Consent of the instructor. **Students are required to spend 9-10 hours per week for 12 weeks.**

Departmental internship program objectives:

The major goals of the department internship program are fourfold:

1. To integrate discipline theory and research with practical experience.
2. To give students the opportunity to gain practical experience in their chosen area of the discipline and to determine their suitability for related careers.
3. To maintain and enhance the community and college relationship by extending the teaching process through service learning.
4. To develop valuable contacts for students in terms of future job placements and/or recommendations.
5. Illustrate competencies needed to function in an entry-level social science-related career and/or graduate education.

Course Overview: This class is a senior level culmination of the majors in communication studies/public relations/media studies that links the academic and professional worlds. Individual internship contracts will be designed and developed cooperatively by the student, instructor, and a field supervisor. Specific learning objectives will become the focus for directing the work experiences and will be updated or changed throughout the semester as needed. Papers will be completed that will reflect the student's knowledge of and ability to apply concepts related to their specific areas. A weekly blog, projects and portfolio assignments related to the work experience will also be completed throughout the semester. Students will meet individually with the instructor and field supervisor throughout the semester as needed, but will be required to meet at midterm and finals. Part of the internship experience is meeting deadlines and expectations of both the instructor and field supervisor.

Special Concerns

If you have any type of disability or health problem that may have an impact on you or your classmates' learning, please let me know immediately. If you are a person with a disability and anticipate needing any type of accommodation to participate in this class, please let me know as soon as possible.

Academic Integrity/Plagiarism Policy

"A true community requires that all participants share common goals and respect the particular contributions that each member makes toward achieving them. The common enterprise of a college is learning. Learning is a discipline of the mind, not merely a manipulation of assignments, activities, and information. This process involves interaction with teachers and fellow learners on the one hand and personal reflection and critical inquiry on the other. In all cases, it demands integrity. At Wesleyan, as in all academic communities, claiming another person's work as one's own is a serious offense which is subject to disciplinary action.

The College considers academic dishonesty a serious offense as it diminishes the quality of scholarship and defrauds those who eventually may depend upon our knowledge and integrity. The penalties for violation of academic standards are applied in the context of our firm stance on academic integrity" (Student Handbook, p. 6).

<http://www.wwwc.edu/students/pdf/StudentHandbook.pdf>

Any violation of academic integrity is subject to disciplinary action, including failure of this course.

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Technology Policy

All non-class related technological devices should be off when class begins and should remain off until class ends. This class is specifically designed to help you in the future so it will benefit you to pay attention.

Behavior Policy

Students are expected to follow the Code of Conduct. Please review it on pages 10-17 of the student handbook: <http://www.wvwc.edu/students/pdf/StudentHandbook.pdf>. Any student who constantly disrupts the learning process will be asked to leave the classroom, possibly be asked to withdraw from the course, and will be referred to the Dean of Students.

Grading Philosophy: You have the opportunity to earn up to 500 points in this course. Below are the details of the allocation of those points. At the conclusion of the semester, your earned point total will be totaled and divided by the number of points possible. The resulting percentage will determine your final course letter grade, based on the scale below. Students are responsible for keeping track of their own grades.

Final grades will be assigned on the following basis:

93% and above = A	90-92.99% = A-	87 – 89.99% = B+
83 – 86.99% = B	80-82.99% = B-	77 – 79.99% = C+
73 – 76.99% = C	70 – 72.99% = C-	67 – 69.99% = D+
63 – 66.99% = D	60 – 62.99% = D-	59.99% and below = F

Assignment Overview and Descriptions (Assignment descriptions & points are subject to change):

Contract	50
Weekly Internship Report	240
Online Profiles	60
Resume	50
TOTAL	400

Contract (50 points): Each student will design (in cooperation with the field supervisor) an individual contract with learning objectives and methods plus projects, assignments and /or products as best suits the particular internship and the student's objectives.

The following items must be typed and attached to the contract cover page. You are responsible for securing final approval first from the field supervisor and second, from the faculty instructor. You are responsible for giving the instructor and the field supervisor the final copy of the full, signed contract (email to me). Also, if the objectives and/or task responsibilities change during the internship, a copy of the changes must be approved and signed by all.

TASK ANALYSIS: The student in consultation with the field supervisor will write a description of the internship "job". Included in this section will be a description of the work position, the planned responsibilities, activities, special projects and events that will comprise this internship. In addition, each student will designate the hours that they expect to work each week and a schedule if possible. **A minimum of 9-10 hours per week for 12 weeks are required.** Any time after that is voluntary unless the contract states otherwise.

LEARNING OBJECTIVES: *Type the following* - After this internship, the student will be able to demonstrate insight and experience in the field of *fill in appropriate discipline* by accomplishing the following objectives: **then** in numbered format list your objectives. **Note*** you must include four or five objectives in your contract that are based on what you will be learning by accomplishing the agenda set out in your task analysis. These are skills that you hope to develop or improve this semester in specific internship assignment.

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LEARNING METHODS: The student, in consultation with the field supervisor and the faculty instructor, will list methods and materials (resources) that will be used to accomplish the objectives and task analysis of this specific internship.

Online Profiles (60 points): Students will create a Wix and LinkedIn profile.

Wix (40 points): Students will create their own Wix portfolio (you may use WordPress if you are more familiar with it). Students will be required to include an about me, education, and a work section. Optional sections include volunteer work, samples of work, a skills section, etc. More information will be provided in class.

LinkedIn (20 points): Students will develop a LinkedIn profile including a photo, headline, professional summary, experience, education, skills and expertise keywords, recommendations, location and industry, unique URL. Students will also be required to connect with people and groups. More information will be provided in class.

Resume (50 points): Students will work to develop a resume. First, students should find their old resume or develop a rough draft resume. **DO NOT USE A TEMPLATE TO DEVELOP YOUR RESUME.** Next, the student will schedule a 90-minute meeting with Professor Fabbricatore to revamp/revise your resume. The student will submit a Word and PDF version of the resume.

Weekly Internship Report (240 points): Using the template found toward the end of this syllabus, list work and tasks performed including meetings and activities observed and/or attended with comments and observations regarding these experiences below. Also, describe and discuss the work and tasks performed using appropriate terminologies from your college learning. Use additional pages as necessary. These are due each week you are at your internship, meaning you should turn in *at least* 12 WIRs. A WIR is considered late if it is not received in email by 11:59 p.m. on each Sunday following the week of internship work. You can find the rubric which will be used to grade the WIRs at the end of this syllabus.

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The following is a general outline and schedule for this course. If the course schedule must be modified, you will be notified in advance if at all possible.

Week	Topic	Assignment Due
1	Email Questions About Course to Instructor	
2	Resumes	-Contract -Draft Resume
3	LinkedIn	-Final Resume
4	Life Skills	-LinkedIn
5	Life Skills	
6	Personal Portfolio	
7	Personal Portfolio	-Draft Wix
8	Informational Interviews	
10	Elevator Pitch	
11	Job Search	
12	Following Up	
13	Interviews	
14	Negotiation	
15	Discuss Internship with Instructor	-Final Wix

**COMM 495-496-497: SENIOR INTERNSHIP
COMMUNICATION DEPARTMENT INTERNSHIP CONTRACT**

Fall 2019

Jessica Fabbriatore, Faculty Supervisor (304) 613-6730
Communication Department, West Virginia Wesleyan College
59 College Avenue
Buckhannon, WV 26201

fabbriatore_j@wwwc.edu

Form must be completed electronically and printed before securing signatures. Boxes will automatically expand as necessary while typing.

STUDENT NAME:

Major(s):

Minor:

Campus or Local Address:

Box:	Phone(s):	Email:
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INTERNSHIP PLACEMENT:

CONTRACT PERIOD:	to
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FIELD SUPERVISOR (FS) & TITLE:

FS ADDRESS:
FS PHONE(S):
FS EMAIL:

ATTACH THE FOLLOWING TO THIS CONTRACT:

1. Task analysis which includes a description of planned responsibilities, activities and work position and hours per week you expect to work. If you know your schedule, include it here.
2. Learning objectives as designed in conjunction with your field and faculty supervisors.
3. Learning methods and materials that will be used to accomplish the objectives and task analysis above should be itemized here.

SIGNATURES: The student is responsible for securing all dated signatures and providing a copy of the signed contract to all parties.

Student _____ Date _____

Agency/Field Supervisor _____ Date _____

Faculty Supervisor _____ Date _____

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***Excerpts from *Preparing Instructional Objectives* by Robert Mager (1962).**

An objective is an intent communicated by a statement describing a proposed change in a learner—a statement of what the learner is to be like when he has successfully completed a learning experience. As a description of a pattern of behavior (performance), the objective indicates what we want the learner to be able to demonstrate (a desired outcome of the internship).

A meaningfully stated objective succeeds in communicating your intent; the best statement is one that excludes the greatest number of possible alternatives to your goal. Unfortunately, there are many “loaded” words, words open to a wide range of interpretation. To the extent that you use ONLY such words, you leave yourself open to MISinterpretation. The statement that communicates best will be one that describes the terminal behavior of the learner well enough to preclude misinterpretation.

Try to write objectives that communicate your intended educational outcomes as observed and measurable. Write as many statements as are needed to describe all your intended outcomes. Consider the following examples of words in this light:

Words Open To Many Interpretations

- to know
- to understand
- to believe
- to appreciate
- to have faith in
- to grasp the significance of
- to enjoy

Words Open To Fewer Interpretations

- to write
- to design
- to identify
- to differentiate
- to solve
- to construct
- to list
- to contrast
- to plan
- to demonstrate
- to explain
- to evaluate
- to describe
- to compare

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Weekly Internship Report # _____

For week ending:

Student's Name:

Supervisor's Name:

Organization:

Hours Worked: Sunday _____ Monday _____ Tuesday _____ Wednesday _____

Thursday _____ Friday _____ Saturday _____ TOTAL: _____

List work and tasks performed including meetings and activities observed and/or attended with comments and observations regarding these experiences below. Also, describe and discuss the work and tasks performed using appropriate terminologies from your college learning. Use additional pages as necessary.

Student's signature * _____ Date _____

* Since you are sending these electronically just type in your name and the date.

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Weekly Internship Report **SAMPLE**

For week ending: 1/13/18

Student's Name _____

Supervisor's Name Beckie Sias

Organization United Way of Lewis County

Hours Worked: Sunday _____ Monday 2 Tuesday _____ Wednesday 3

Thursday _____ Friday 2 Saturday 2 TOTAL: 9

List work and tasks performed including meetings and activities observed and/or attended with comments and observations regarding these experiences below. Also, describe and discuss the work and task performed using appropriate terminologies from your college learning. Use additional pages as necessary.

On Wednesday, 8/23, I met with Beckie Sias for the first time for 1.5 hours. During this time, we went over my objectives and tasks. She also spent some time introducing me to the United Way, and how the United Way of Lewis County works within our local community.

That night, I spent an hour and a half drawing designs for the letter head which Beckie had advised me was my first task.

On Friday and Saturday, once my computer was finished, I spent about 2 hours each day working on creating several designs in Adobe InDesign for our campaign letter head. On Friday I also contacted Ralston's Press to see how much it would cost to get our campaign letters printed there

The following Monday, August 28, 2006, I met with Beckie again to show her the designs that I had created. She really liked all three of the final designs, but we ran into a little problem. The prices for using the 4 colors that are in the

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United Way Logo would be too expensive for our small budget. Thinking together, we found that we could alter the logo to be a two-toned blue color. That night, I went home and redesigned our final letter head to be all one color to save on costs.

The final letter head, although was all blue, it used varying shades of blue effectively to create a nice contrast. Within the final design I was able to use a gradient, and differing font sizes to create a nice contrast.

Student's signature * _____ Date 1/13/18

* Since you are sending these electronically just type in your name and the date.

NOTE ABOUT THIS SAMPLE. SINCE IT WAS NOT A FULL PAGE IN LENGTH IT DID NOT GAIN THE FULL 20 POINTS.

**COMM 495-496-497: SENIOR INTERNSHIP
COMMUNICATION DEPARTMENT INTERNSHIP CONTRACT**

SAMPLE

Prof. Jessica Fabbriatore, faculty supervisor (304) 473-8233 email: fabbriatore_j@wwvc.edu

Communication Department
West Virginia Wesleyan College

59 College Avenue

Buckhannon, WV 26201

Form must be completed electronically and printed before securing signature. Boxes will automatically expand as necessary while typing.

STUDENT NAME:

Major(s): Public Relations

Minor: N/A

Campus or Local Address: 19 Camden Ave

Box: 283

Phone(s): 304-473-7672

Email: @wwvc.edu

INTERNSHIP PLACEMENT: WWVC Bonner Scholars Office

CONTRACT PERIOD: Tuesday, January 9, 2018 to Monday, April 23, 2018

FIELD SUPERVISOR: Lee Ann Brown, Bonner Director

FS ADDRESS:

WWVC Bonner Scholars, 59 College Ave.

Buckhannon, WV 26201

FS PHONE: 304-473-8161

FS EMAIL: brown_l@wwvc.edu

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ATTACH THE FOLLOWING TO THIS CONTRACT:

1. Learning objectives as designed in conjunction with your field and faculty supervisors.
2. Task analysis which includes a description of planned responsibilities, activities and work position and hours per week you expect to work. If you know your schedule, include it here.
3. Learning methods and materials that will be used to accomplish the objectives and task analysis above should be itemized here.

SIGNATURES: The student is responsible for securing all dated signatures and providing a copy of the signed contract to all parties.

Student _____ Date _____

Agency/Field Supervisor _____ Date _____

Faculty Supervisor _____ Date _____

Learning objectives:

1. To research and evaluate the role that public relations plays in the Upshur County non-profit agencies in relationship to service partnerships, especially the Wesleyan Community Service.
2. To analyze by researching and developing a plan for appropriate means for Wesleyan communicating with the non-profit sector to increase the various agencies' awareness and ability to access student volunteers and campus organizations.
3. To develop an ongoing relationship between non-profit agencies and the Wesleyan Community Service office with the intern serving as the extension of this office
4. To develop and formalize the relationship between the area non-profit agencies and student volunteers on campus.
5. To chart the Wesleyan Community Service Office's organizational structure and describe/explain my place within this organization (or client in place of field placement, if appropriate)
6. To define/describe my placement's publics and use of public relations (if a pr internship)
7. To demonstrate competence, flexibility and adaptability in Community Service Office with new tasks and projects in completing when need arises.
8. To work both in and out of the office and on and off campus to fulfill the necessary obligations for completing information database and manual for agencies and organizations on campus.
9. To develop/improve the following skills . . .
 - interview skills by making appointments to speak with directors, principals, staff and teachers. I will also prepare questions for the interviews and then assess individual agency needs in relationship to community service.

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- written communication skills by gathering information for articles in the Pharos, compiling material for the manual and database for agencies as well as writing eMOs for the campus about current community service opportunities.
- improve my listening skills by being engaged with individual during interview settings.
- enhance public relations skills by completing the tasks assigned.

Task analysis and schedule:

- Assessment of current student volunteer organizations, their contacts and their service focus
- Analyze and describe student volunteer public
- Analyze and describe community agencies
- Assess needs for each public
- Refine the message between student volunteers and community agencies
- Produce manual/booklet for use by community agencies
- Provide student volunteers with an updated community service/Bonner Website
- Use Pharos, eMOs, Flyers, C92, Community Council to deliver message to student volunteers
- Visit agency, produce product, evaluate performance, use newspaper articles to educate and inform the community about student volunteers
- I expect to work Monday 11-4:30, Wednesday 11-4:30 and Thursday 2:30-4:30

Learning methods and materials that will be used to accomplish the objectives and task analysis:

- Regular meetings with supervisor
- Interviews, E-mails, Telephone communication with both publics
- Use of Internet and Web Design
- Use of camera and creating images to attract interest in service
- Brainstorming, SWOT analysis
- Focus groups
- Computer use

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WIR Rubric for COMM495/496/497

Each Weekly Internship Report is worth up to 20 points. Each report is due to your faculty instructor AND field supervisor by 11:59 p.m. on each Sunday beginning the first week of your Internship

1. The WIR includes enough content to describe, fully, what the intern accomplished in the week of work. This should be created in both paragraph and/or bulleted form but should be at least one page long (double spaced and excluding the header information in the WIR template). If, at the end of each day of work at your internship, you sit down and write what was accomplished that day, you should not have any difficulty in creating this minimum one-page summary for the entire week.

Point Value: up to 15/20 points

2. The WIR is professionally written, meaning that it includes no spelling or grammatical errors. Writing mechanics are clean throughout.

Point Value: up to 3/20 points

3. The WIR was emailed as a Word attachment to the Field Supervisor AND Faculty Instructor in the same email. Both the Field Supervisor's and Faculty Instructor's email addresses are included in the email's "To:" field.

Point Value: up to 2/20 points

LATE PENALTY: Overall penalty from credited total point value for each WIR is 25% of earned credit for any WIR that is received late. Therefore, a late WIR cannot earn more than 15 points. A WIR is considered late if it is not received in email by 11:59 p.m. on each Sunday following the week of internship work. If the WIR is not received within 48 hours of this 11:59 deadline, the WIR will not be graded and will receive no credit.