

SCHOOL OF COMMUNICATION AND MEDIA
CMDA360: COMMUNICATION & MEDIA COOP EDUCATION

The information in this guide is meant to help participants navigate the internship educational experience. It outlines the process and the required work for the successful completion of this course. The Cooperative Education Program is administered in collaboration with the College of the Arts Career Services (located in Morehead Hall).

Internship credits fall under the **Major Electives** category on your curriculum guides. You may pursue an internship for 4, 6, 8, or 9 credit hours. A 4-credit internship experience requires half-time commitment on your part and translates into approximately 20 hours of work per week. A 6-credit internship experience translates into approximately 30 hours of work per week. An 8-9 credit internship experience requires full-time commitment on your part and translates into approximately 40 hours of work per week.

In order to pursue an internship, you must fill out the **Application Form** in the School of Communication and Media if you are in the following majors: Filmmaking, Communication Studies, Communication and Media Arts. To qualify for an internship, you must have completed 24 credits within your specific program; completed **ALL** 200-level courses (core and major) in your program of study; and have maintained a 3.0 GPA in the major and a cumulative 3.0 GPA by the time of enrollment.

A. *The Internship Process**

Step 1: Complete the application.

Step 2: Contact the College of the Arts Career Services (and see PowerPoint presentation for important information).

Step 3: Set up a PlacePro account.

Step 4: Complete appointment with College of the Arts Career Services (Resume review and Place Pro information).

Step 5: Search for placement opportunities.

Step 6: Interview and secure internship placement.

Step 7: Register for Communication & Media Coop Education course (CMDA360).

Step 8: Contact faculty advisor.

Step 9: Complete Learning Agreement document on PlacePro.

Step 10: Complete all work-related internship commitments at the specific placement site.

Step 11: Complete all academic internship commitments as outlined in your learning agreement.

***NOTE:** Steps 2-7 are primarily completed through the College of the Arts Career Services; steps 1 and 8-11 are primarily completed through the School of Communication and Media.

B. Program Requirements and Evaluation Criteria

In order to successfully complete the internship experience and receive a passing grade for the course, you must satisfy both workplace and academic requirements. So, in addition to the on-site work required by the organization, you are required to submit the following items for grade evaluation by your Faculty Advisor:

1. 15 weekly “journal” submissions: 15%
2. A final project: 20%
3. Mid-term internship supervisor evaluation: 20%
4. End-of-term internship supervisor evaluation: 30%
5. A professional portfolio with work samples (and above items): 15%

Journal Submissions

Once a week over 15 weeks of the semester, the student is required to submit a “journal entry” that summarizes the week’s on-the-job experiences. (No journal entry is required for the 16th week of the term since a final paper is due at that point.) These brief (one to two double-spaced, typed pages) submissions should have two components:

1. A narrative of the week’s key events and experiences.
2. A reflection on how these events and experiences contribute to your learning, particularly with respect to your explicit learning goals for the semester. This component of the entry should incorporate relevant concepts from coursework.

Journal entries must be submitted via email. In the subject heading of your e-mail include your name and internship week #. For example, Your Name, Internship Week 1. Journal entries can be submitted in the text of the message or as attachments. The Faculty Advisor will apply the following criteria when evaluating each of the 15 individual journal entries:

1. Thorough and effective description of the week’s events and experiences.
2. Appropriate incorporation of relevant concepts.
3. Thoughtful and insightful reflection on learning.
4. Articulate, academically appropriate writing.

In total, the 15 journal entries account for 15% of the internship grade. The Faculty Advisor will hold you accountable for submitting entries weekly, according to a schedule of due-dates that is negotiated between you and your Faculty Advisor. Please save all your journal entries as they will become a section in your final professional portfolio.

A Final Project

There are four options for approaches that you may take for your final project. The first three involve a final paper. The fourth option is a Media Presentation which will be explained in detailed conversation with your advisor.

The final paper is a paper (8-10 pages in length, typed, double-spaced) that adheres to APA format and other fundamental expectations of scholarly work. The final paper is a reflection on your learning throughout the internship experience, and thus is built out of the term’s journal entries. The project should be structured around a unifying thesis, and it should be insightful in its application of academic concepts.

1. A consultant's approach: written from the perspective of one who wishes to advise organizational members on how to improve their productivity, work quality, communication effectiveness, etc. This paper will have descriptive, analytical, and prescriptive aspects.
2. A thematic approach: written from the perspective of a theorist who wishes to flesh out and apply a particular concept or set of concepts for heightened understanding. This paper will have descriptive and analytical aspects.
3. A combination approach: written from the perspective of a theorist who wishes to flesh out and apply a particular concept or set of concepts for application in the organization. This paper will have descriptive, analytical, and prescriptive aspects.
4. A fourth option for the final project in lieu of a written paper is a 5 to 8 minute, "Media Presentation". An example would be a PowerPoint with graphics and video excerpts created by the student that covers the same aspects as the paper project.

The final project accounts for 20% of the internship grade. It is due during the semester's exam week, as negotiated between you and your Faculty Advisor.

Mid-Term Internship Supervisor Evaluation

At a mid-point in the internship (consult schedule for the semester), you are responsible for eliciting and submitting an evaluation form, completed by your on-site overseer. This "Mid-term Evaluation Form" is available online through PlacePro. This form allows the on-site supervisor to rate and comment on your accomplishments and shortcomings. This both informs the Faculty Advisor and provides mid-term feedback for you.

You are responsible for giving the on-site overseer the form to complete. The on-site overseer may either return the form to the student in a sealed envelope (to be passed along to the Faculty Advisor and the College of the Arts Career Services), email it or fax it to the Faculty Advisor at 973.655.7342.

Your Faculty Advisor will score/grade the evaluation form according to its numerical ratings and qualitative content. The mid-term evaluation accounts for 20% of your course grade. It is important that you and your Faculty Advisor meet to discuss the evaluation. Shortcomings should be addressed productively. Any shortcomings should be incorporated into your explicit learning goals for the internship.

Your Faculty Advisor may wish to contact the on-site overseer via telephone or email at this point. Although doing so is not required, this may be useful for all parties if problems are identified in the mid-term report.

End-of-Term Internship Supervisor Evaluation

At the culmination of the internship (due during the semester's exam week), you are responsible for eliciting and submitting a second evaluation form, to be completed by the on-site overseer (preferably the same person who submitted the mid-term evaluation). This "End-of-term Evaluation Form" is available online through PlacePro. This form allows the on-site supervisor to rate and comment on your accomplishments and shortcomings throughout the internship, but with special concern for the second half of the term.

You are responsible for giving your on-site supervisor the form to complete. The on-site supervisor may either return the form to the student in a sealed envelope (to be passed along to the Faculty Advisor and the College of the Arts Career Services), email it or fax it to your Faculty Advisor (973.655.7342) or mail (School of Communication & Media, Morehead Hall 103, Montclair State University, Montclair, N.J. 07043).

Your Faculty Advisor will score/grade the evaluation form according to its numerical ratings and qualitative content. The end-of-term evaluation accounts for 30% of your course grade. In translating the evaluation form into a grade, the Faculty Advisor will pay close attention to your improvements with regard to any mid-term shortcomings.

Be advised that your Faculty Advisor will be conducting an on-site visit to your internship in order to get a tour of the facilities, see you at work and observe your interactions in the professional setting, and meet briefly with your internship supervisor. You are responsible for facilitating the scheduling of this on-site visit.

A Professional Portfolio

At the end of your internship, you will submit an Internship Portfolio that includes three sections (in this order):

- 1) Your final project
- 2) Samples of your work
- 3) Weekly journals

Samples of the work you have completed at your internship can vary greatly (15%). In rare cases where proprietary information is involved (for example building and maintaining a database of clients and their contact information), then you may include a page with a short paragraph describing the database you built rather than sample pages from the actual database.

C. Internship Completion: Students' and Advisors' Final Steps

Upon completion of the internship, you and your Faculty Advisor have certain responsibilities. These include your maintenance of professional ties with the internship site and your Faculty Advisor's issuance of a grade, as discussed below.

Student's Completion of the Internship

With the best interests of both you and the Internship Program in mind, it is strongly recommended that you make efforts to maintain professional ties at the culmination of the semester. You should send a "thank-you" letter to the internship provider and/or on-site overseer. Doing so will both reflect well on the student's professionalism and benefit the Internship Program's relationship with the organization (with regard to future students' internships). Be aware that in some cases, internships lead to future job offers—either at the site where the internship took place or by way of contacts made while interning. Making yourself memorable (in a professional manner) at the internship's conclusion may benefit you with respect to your professional aspirations. More fundamentally, a gracious exit from the internship site is simply polite.

Faculty Advisor's Submission of a Grade

Your Faculty Advisor is responsible for deriving and submitting a semester grade. If necessary, your Faculty Advisor may submit an "incomplete" grade (for example, if the internship period ends after the semester's end) and submit a final grade once all work has been completed.

Best Wishes for a Productive Internship Experience!

Be assured that the School of Communication and Media and your Faculty Advisor are committed to making your internship experience a valuable one. It is important that you proactively address any problems or issues by maintaining communication with the College of the Arts Career Services representative and your Faculty Advisor. More generally, it is crucial that you identify specific goals from the get-go and keep these in mind throughout your internship experience. Do not hesitate to let your Faculty Advisor and your on-site supervisor know of your needs in accomplishing these goals.