KENT STATE UNIVERSITY
AT STARK

COMM
INTERNSHIP

COMM 45092

This is a narrated slide show. Recording should play as slides advance.
QUALIFICATION NOTES

- Family businesses don’t qualify for field partnerships.

- Peers may not serve as site supervisors.

- Site supervisors must be full time employees of the partner organization with authority to supervise, mentor and evaluate.
REMOTE INTERNSHIP / COVID-19

Please listen to the recorded message for changes that impact a remote field experience.
PREREQUISITES

• **Major** GPA of 2.25 or better

• Senior standing (90 credit hours completed) *

• COMM 20000 *Foundations* with a grade of C (2.0) or better

• COMM 21000 *Communication Grammar Review* C (2.0) or better

• DSCI 10310 *My Story on the Web* C (2.0) or better *

• Writing Intensive Course (WIC)
  - Communication and Influence* (COMM 45902)
  - Advanced IPC (Comm 40001) available as WIC through summer 2020
  - Org Comm * (Comm 35864) available as WIC through summer 2020

*Students in prior catalog years see advisor or Professor Waite*
3 CAPSTONE OPTIONS

1. COMMUNICATION INTERNSHIP (COMM 45092) required of Applied concentration.
   • 135 ‘work’ hours / 3 credit hours (Capstone)
   • 270 ‘work’ hours / 6 credit hours
   • Graded as Satisfactory / Unsatisfactory (S/U)

2. SENIOR SEMINAR (COMM 46091)
   Senior Seminar fulfills upper division elective credit OR may serve as a capstone experience
   • 3 credit hours / This course is letter graded

3. SENIOR THESIS (Honors Program students only)
   • 3 credit hours / This course is letter graded

Note: if a student completes more than one capstone experience (e.g., both an Internship and Senior Seminar), one will serve as upper-division elective credit.)
INITIAL STEPS
CAPSTONE AND REGULAR FIELD EXPERIENCE CREDIT

Students acquire organizational partnership.

Career Center Assistance:
Chris Paveloi, Director / cpaveloi@kent.edu
Shaan Fowler, Assistant Director / sfowle13@kent.edu

Sample Industries:
• Corporations (Timken Company, Diebold)
• Non-profits (United Way, American Cancer Society, American Heart Association)
• Sports (The Canton Charge, Cleveland Cavaliers)
• Entertainment (Disney, Universal, Pro Football HOF, McKinley Museum)
• Food and Beverage (PepsiCo, Frito-Lay, Shearer’s Foods)
• Health care (Aultman, Mercy, Cleveland Clinic)
• Education (area colleges and universities and their Corporate University centers)
• Aviation (major airlines local airport)
• Technology (Karcher group, Scitrain, Apple)
• Wellness (YMCA, YWCA)
Hello (Ms., Mrs., Mr. XXX)

My name is ___, and I am a forthcoming Communication Studies graduate at Kent State University. I am required to complete a professional internship and wondered if I could discuss the possibility of completing it with the XXX organization. Other than basic supervision and mentoring, there is little additional work for you. My professor and I manage the registration and orientation processes on campus.

• you can mention your particular interest in this company or industry

• you can mention special skills and talents that make you a great fit

• what excites you about this opportunity?

Would it be possible to meet to determine ways I could contribute to your needs?
The site supervisor provides a brief position description on organizational letterhead and identifies the types communication tasks to be performed. The supervisor should sign and return via email or regular USPS mail:

**Professor Lisa Waite**  
Kent State University at Stark / #410 Main Hall  
6000 Frank Ave. NW  
North Canton, Ohio 44720

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<table>
<thead>
<tr>
<th>Position Title:</th>
<th>Communications Intern</th>
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<tbody>
<tr>
<td>Start Date:</td>
<td>1/22/2018</td>
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<tr>
<td>End Date:</td>
<td>5/4/2018</td>
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<tr>
<td>Number of Work Hours:</td>
<td>20 hours per week</td>
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<tr>
<td>Salary:</td>
<td>$15.00 per hour</td>
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<td>Reporting Supervisor:</td>
<td>Tana Pflaum, Communications Manager</td>
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<td>Office Location:</td>
<td>Shearer’s Corporate Office at 100 Lincoln Way E. in Massillon</td>
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**Internship responsibilities include, but are not limited to, the following:**

- Develop, write and edit internal and external communications such as organization announcements, executive presentations, website content and social media posts
- Assist in the development and execution of an Employer Branding video with guidance from the Communications Manager and Talent Acquisition team
- Support the Company’s employer value proposition through social media management to ensure uniform content and tone of voice for landing pages, graphics, and other elements within the Facebook and LinkedIn communities
- Collaborate with team members and support ongoing communications needs to improve capabilities to effectively understand information, strengthen engagement and develop culture

Should you have any questions regarding the specifics of your internship, please contact me directly.

Congratulations!

**Tana Pflaum, Communications Manager**  
Direct Line: 330.834.4447  
E-mail: tana.pflaum@shearsers.com
MIDPOINT MEETING
WITH PROFESSOR WAITE

Introductory meeting and midterm
(more meetings may be scheduled at Professor Waite’s discretion).
This meeting contributes to your final grade.

Draft documents
(journal entries and reflection paper should be available at the
second scheduled meeting.)
The site supervisor will complete a student satisfaction evaluation. This reflects the student’s progress and performance during the field experience and *contributes to the final course grade.*
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THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR ALL COMM MAJORS BY KENT STATE UNIVERSITY THESE COURSES ARE RATED REALLY GREAT UNDER 90 CREDIT HOURS REQUIRES SPECIAL PERMISSION
TIME LOG
CALENDAR FORMAT OR TIME CARD

NOVEMBER

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Total Monthly Hours: 42.45
Total Final Hours: 172.30

Signature

[Image of time card]

No.
NAME
PAY END
HOURS RATE AMOUNT
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
In Out In Out In Out In Out In Out In Out
TOTAL HOURS SHOWN IS CORRECT

Signature
PROGRESS JOURNAL

Internship Journal

KEEP RECORD OF YOUR INTERNSHIP DUTIES
PROJECTS

PICK 5

• Mediated/electronic projects
  (contributing to a web-site, creating a video, or Youtube video)

• Visual/graphic design
  (creating visual content for a web page, a company logo, save-the-date card, pamphlet, invitation, event materials, a brochure)

• Professional writing
  (press release, write a newsletter, meeting agenda, public relations duties, writing for the web, sustained blogging, other writing sample)

• Organizational communication tasks
  (public speaking, giving tours, participation at meetings, or seminars, training and development, interviews, hearty assistance with an event, communication related office duties)
‘JOURNEY’ PAPER
REFLECTIVE SELF ANALYSIS

• APA format (cover page, double spaced)

• 4 to 5 pages

• Your analysis will be evaluated on content, organization, language precision, grammar and spelling.
PORTFOLIO SUBMISSION

2 STEP PROCESS

1. Hard copy portfolio
2. PDF final copy
3. No page protectors please!
ENROLLMENT AND REGISTRATION

• Professor Waite will assist
• YOU register!
COURSE SYLLABUS
READ IT...

COMM INTERNSHIP / CAPSTONE PROJECT
KSU at Stark