The capstone experience is designed for students to demonstrate proficiency in the content/skills featured in the major. As a culminating experience, the capstone can foster experiences among school concentrations and other disciplines across campus. A senior capstone experience can be used as an instrument to assess the achievement of curricular outcomes and provide an opportunity for students to demonstrate the full spectrum of what they have learned. Therefore, it is critical that the capstone experience contain a variety of platforms for student expression and the development of their professional identity.

**INTERNSHIP & CAPSTONE 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
Course Goals:
• Understand how various courses in a major fit together to build a coherent knowledge base

• Integration and application of theories, concepts, and skills learned in previous coursework

• Promote a dynamic learning environment that maintains rigor, sets high standards, and challenges students to do their best work

General Learning Outcomes:
• Apply knowledge, theory and skills reflective of previous coursework

• Demonstrate how strategic communication can be applied to achieve objectives

• Identify alternative solutions to communication problems

• Engage in critical reflection that challenges simplistic conclusions

• Develop a professional and viable plan specific to the problem or project

• Produce a product illustrating thought process and communication abilities

• Appreciate the complexities of the communication process

• Articulate/ Apply/Appreciate the ethics of communication practices and processes.
THE CAPSTONE EXPERIENCE CAN BE SATISFIED IN THREE WAYS:
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.

1. COMMUNICATION INTERNSHIP (COMM 45092)
   Note: This is required of students in the Applied concentration.
   (This course also satisfies ELR requirement)

   An internship fulfills upper division elective credit OR may serve as a capstone experience. Students apply what they have learned in the classroom to real world employment situations. This experiential activity exposes students to professional networks while they develop industry specific skills. Students cultivate individual responsibility and become viable, experienced job applicants ready to join the employed ranks after graduation.
   - 135 ‘work’ hours / 3 credit hours (capstone)
   - Any student may repeat the course as a regular field experience for an additional 3 credits hours fulfilling upper division/elective credit if needed. {270 ‘work’ hours = 6 credit hours.}
   - This course is 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. This course is an advanced level course that features current topics in communication and is driven by problem-analysis and a search for solutions. In-depth exploration and analysis of a communication issue is an opportunity for students to synthesize coursework and communication experiences into transferable skills and applications. A summative experience, this course may result in a research project or paper, portfolio, multimedia presentation, community-based initiative, and/or public presentation. Topics vary based on faculty expertise and research interests. The capstone course is applied and experiential and seldom resembles a traditional classroom.
   - 3 credit hours / This course is letter graded
   - Syllabus and specific requirements provided by course instructor

3. Senior Thesis (Honors Program students only)

   Individualized investigation of a special topic or project selected by the student with advice, approval, and supervision of an instructor. Readings are directed toward original research, i.e., an intensive investigation of a specific problem in this field. Such study usually takes the form of a research paper and can be considered for conference presentation. The school will adopt the Honors College Honors Thesis Handbook requirements and specifications (see Honors Thesis Handbook, revised 2017).
   - 3 credit hours / This course is letter graded
   - Syllabus and specific requirements provided by course instructor
I. CAPSTONE / INTERNSHIP INITIAL STEPS: Students are responsible for securing an organizational partner which may be local, national, even international. For example, some students use the study abroad program in Florence Italy, others may partner with the Walt Disney Organization in Orlando, Florida, and some become active right here in Northeast Ohio. Consider the industry that aligns with your career path. Professor Waite can assist. Be sure to check with our Career Center staff located in the lower level of the campus center. They are point-persons who maintain active position postings. They also offer help with credential prep.

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)

II. PRE-WORK:
The site supervisor provides a brief position description on organizational letterhead and identifies the types communication tasks to be performed. The supervisor should sign this and return via email lawaite or regular USPS mail: Professor Lisa Waite / Kent State University at Stark / #410 Main Hall 6000 Frank Ave. NW / North Canton, Ohio 44720
COURSE DESCRIPTION and GOALS: The Internship course is a formal cooperative field experience with a designated organization or agency. The internship student and Professor Waite work together to design an individual learning experience.

COMM INTERNETION COURSE LEARNING OUTCOMES: This course is intended to provide the student with the opportunity to apply theory and principles to an organizational setting. The Internship should provide the student with a professional experience and responsibilities similar to those experienced by students hired into their first job after college graduation.

PURPOSE: The Internship experience is intended to provide the student with the opportunity to apply theory and principles to the workplace. The Internship should provide the student with a professional experience and responsibilities similar to those experienced by students hired into their first job after college graduation. (not a parking valet, fast food attendant, lifeguard, etc.)

Extended Goals
- Provide students with marketable skills necessary to compete in the ever-changing workplace
- Provide the student with a professional experience and responsibilities
- Provide an awareness of career possibilities in communication and/or related fields

The experience should be ‘communication related’ (ex. public relations, social media, marketing, research, interviewing, event planning, etc.) and provide the student with the opportunity to apply theory and classroom principles to the workplace. Additionally, the Capstone Internship should provide the student with a professional experience and responsibilities similar to those experienced by students in an entry-level role.

ACCESSIBILITY
In accordance with University policy, if you have a documented accessibility need and require accommodations to obtain equal access in this course, please contact Professor Waite at the beginning of the semester or when given an assignment for which an accommodation is required. Students requiring accessibility must verify their eligibility through the Office of Student Accessibility Services located in the lower level of the Stark Campus Center. This policy can be found at: http://www.kent.edu/sas/policies-and-procedures.

TOUCH POINT MEETINGS
The student and Professor Waite have an introductory meeting and a second meeting at midterm (more meetings may be scheduled at Professor Waite’s discretion). Draft documents (journal entries and reflection paper should be available at the second scheduled meeting.) Any problems or concerns should be noted during this meeting. These meetings contribute to the final grade.
SUPERVISOR EVALUATION FORM
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.

PORTFOLIO REQUIREMENTS: The conscientiously prepared portfolio not only showcases your competencies to others by providing a panoramic view of your professional development, but also functions as a personal reminder of what you have already accomplished. It is very important that the projects are free of spelling and grammar errors. Please do NOT use plastic sheet protectors as they require the portfolio to be disassembled for grading, which is very time consuming! However, they ARE permitted to hold/protect special artwork/artifacts, CDs/USB drives.

The final PDF submission is presented free of instructors and / or project director comments, corrections, etc. You may not turn in copies that have been corrected or have editing marks. The portfolio is guided by a visual theme (front cover and throughout). The theme might include the organizational logo or illustrated by something more personal and creative. These portfolios can boost a job interview as a first impression and by demonstrating the variety of skills you bring to an organization. Professor Waite has a host of sample portfolios to share. note: the theme is not applied to the reflection paper which should follow APA format.

Work submitted under your name must be your work. Any material taken from other sources must be properly attributed throughout the portfolio. If you include collaborative projects in your portfolio, be sure that you credit the other writers and explain your contribution to the piece in the project introduction.

Internship portfolios include the following items:

1. A table of contents followed by a 1-2 page introduction: Describe where you spent your field experience. How did you come to find the organizational partnership? What type of industry is it (health care, education, non-profit, etc.)? Who was your site supervisor? Offer a short summary of your primary tasks such as social media, human resources, public relations, copy writing, etc. This frames the experience for the reader.

2. The time log appears in calendar format reflecting a clear summary of the contact hours completed with the organization. Type these daily and summarize monthly hours. The site supervisor signs each page to verify hours. If yours is a paid position, you may substitute an official (date stamped) time card, also signed by the site supervisor.

3. Progress Journal: The journal consists of one summary entry a week that includes a reflective synopsis of your activities, a mention of new knowledge or skills, possibly ways some skills will support a future career, a summary of the information covered in meetings with Professor Waite. You may also consider journaling about roadblocks, frustrations, and learning curves.
4. **Cover letter/resume:** Please include a cover letter and an updated resume to your portfolio. In your cover letter, personalize your experiences to the specific job you are applying for and target the resume to a particular reader. Your cover letter should be addressed to a specific person and name the job listing, and where you located the job. Traditionally this reflects a position you seek following graduation. These should appear on bond ‘resume’ paper.

5. **Projects:** Include in your portfolio at least 5 samples of communication-related projects you completed during your internship, such as:
   - 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)

**Include a description page before each project.** For example: *The following page represents graphics for a newsletter I created. Photoshop was the primary editing tool and I really and found most of the project enjoyable. There were a few frustrations I ran into in learning Advanced Photoshop such as blah blah blah. Overall, I am more confident in crafting this type of communication / media resource.*

**Reflective Self Analysis / “Journey Paper”**

You will write a carefully constructed essay that reflects upon your individual learning experience and establishes connections between course work and any combination of: internships, life experiences, growth as a communicator, extra-curricular activities, and career choice. This can be viewed as telling a story about yourself and your development rather than writing a paper. Describe your overall journey through Kent State University by answering the following:
   - **Nearing graduation, how are you different today (academically, emotionally, etc.) than when you first arrived on campus.**
   - **How have your professors and peers been a part of this?**
   - **Why did you become a Communication major?**
   - **What courses or events challenged you and why?**
   - **How did you get to where you are today?**
   - **Who else or what else has influenced you?**
   - **What direction do you see yourself taking with your degree?**
   - **What are your career plans and aspirations?**

Your analysis should be **4 to 5 pages**, cover page, double spaced, typewritten in APA format. Your analysis will be evaluated on content, organization, language precision, grammar, and spelling.
Although the final course grade is pass / fail, the following scale is used to evaluate portfolio assignments to make certain a minimum of ‘C’ level work which is a graduation requirement.

**GRADING**
Evaluations will be based on the following criteria:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portfolio presentation</td>
<td>25</td>
</tr>
<tr>
<td>Resume/ cover letter</td>
<td>50</td>
</tr>
<tr>
<td>Projects</td>
<td>50</td>
</tr>
<tr>
<td>Journal entries</td>
<td>25</td>
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<tr>
<td>Reflective analysis</td>
<td>50</td>
</tr>
<tr>
<td>Supervisor evaluation</td>
<td>20</td>
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<tr>
<td>Mid point meeting</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>225</strong></td>
</tr>
</tbody>
</table>
Please include ‘tab’ dividers throughout the portfolio making it easy to navigate through the contents.

The portfolio submission is a 2-step process.
1. Professor Waite grades the hard copy portfolio offering necessary revisions for final submission. This will be returned to you for use in future interviews to showcase samples of your work. **AGAIN,** Please do NOT use plastic sheet protectors.

2. The revised portfolio is submitted as a PDF

**Enrollment and Registration**
I acknowledge that it is my responsibility to register for the appropriate field experience. I understand that the web registration process is the same for Comm Internship (45092) and Senior Seminar (46091) as it is for all KSU courses and the dates for enrollment fees, specified in the KSU Schedule of Courses applies to these courses as well. I understand that it is my responsibility to be aware of the enrollment dates specified by the university for the semester of my field experience. I understand that if I forget to register for my field experience by the deadlines given in the KSU Schedule of Courses, I will not receive course credit for any time served in the field experience. I also understand that if I have enrolled in Comm Internship or Senior Seminar for the semester and plan to drop the course, but forget to do so, or I drop it after the deadline for a full refund, I will bear the responsibility for that inaction or action. I further understand that, in those circumstances, that KSU will not be waive fees or request a refund for the course.

**Field Verification**
I understand that Professor Waite must be able to authenticate my field placement and must be able to do so within one week following the onset of my start date. I also understand that, if asked, I must submit materials to verify the authenticity of my internship. If Professor Waite is unable to verify the facts of my internship as given on my application agreement form, I understand that I will receive a grade of ‘U.’

**Truth in Reporting**
I understand that the information I provide on my agreement form must be truthful and accurate. Additionally, I understand that if I have misrepresented the facts of my field
experience; for example, I have provided false information about the agency, agency supervisor, time commitment, or responsibilities, a failing grade will be issued.

**Agreement Modifications**
I understand that I am not permitted to make changes to my field agreement (agency, agency supervisor, hours, responsibilities, internship location) without seeking permission from my site supervisor and Professor Waite. They must be notified of any changes in my circumstances as soon as they occur.

**Agency Field Supervisor**
I acknowledge that my field agency supervisor is not currently an undergraduate student at Kent State University or any other university. I also acknowledge that for reasons of objectivity, my agency supervisor may not be a friend, partner, or family member.

**Changes in my Personal Address or Telephone Number**
I understand that I am required to notify the coordinator immediately if changes occur in my personal address or telephone number.

**E-mail Access is Mandatory**
I understand that I am required to have access to my KSU e-mail account in order to receive and read messages sent by the coordinator, and that I am to respond in an expeditious manner.

**Conduct**
I understand that I am required to maintain a professional conduct which includes observing all company rules, dress code, policy about making personal phone calls, and personal use of e-mail and social media. I also understand that violation of common work rules, including absence without notification, tardiness, use of alcohol or controlled substances, insubordination, sexual misconduct, etc., are grounds for termination and/or and failing grade.

**Time Commitment**
I understand that there are two parts to my (135 or 270 hour) time commitment:

1) I am required to ‘work’ the hours per week as arranged with my site supervisor.

2) I am to work those hours each of the weeks – starting date to ending date – designated on my course agreement form. {Students are not permitted to quit the internship early just because they have completed the total hours; they must continue their field experience for the length of time specified on the course agreement form.} I also understand that I cannot alter that time commitment without permission from the site supervisor, and I understand that if I do not meet my time commitment, I will not pass the course.
Time Off
I understand that I cannot take time off from my field experience, unless:
   1) I have it approved beforehand by Professor Waite and my supervisor, and
   2) I make arrangements to make up the missed hours and submit written
      verification by my supervisor of the completed hours.

Tardiness
I understand that tardiness is unacceptable and that I am required to arrive and leave
according to the schedule I negotiate with my site supervisor.

Assignments
I understand I am required to complete assignments as described in this course
syllabus and I must submit the assignments by the specified due dates. Failure to do so
could result in an failing grade.

Problems at the Field Site
I understand that I am required to notify Professor Waite and my site supervisor of
problems I experience and that notification must be no later than 24 hours following the
problem. This is important to remedy issues in a timely manner.

Termination
I understand that if I am terminated by my field agency (for a proven and significant
transgression) regardless of whether my field experience is paid or unpaid, I will not
pass the course. I further understand that Professor Waite will be unable to intervene on
my behalf, should I not comply with company policy, if I am dissatisfied with the terms of
my company’s contract, or if I am dissatisfied with my assigned supervisor or
responsibilities as stated in my application agreement.

Helpful checklist
- view internship slideshow
- letterhead secured from site supervisor
- signature page of this syllabus submitted to Professor Waite
- midterm meeting scheduled with Professor Waite
- due dates are noted
- registration is in progress or completed
SAMPLE THEMES

SAMPLE CALENDAR OF HOURS
**Complete and submit this page to Professor Waite**

Student Name __________________________________________

Banner ID number 810 _____________Number of credits 3 or 6

Email address __________________________________________

Telephone number ______________________________________

Organizational partner name ____________________________________

Address: __________________________________________________

Site supervisor name _________________________________________

Site supervisor title ______________________________

Email _______________________________________________ 

Contact number ___________________________

My signature indicates that I have read and fully agree to abide by these terms as described herein.

X_______________________________________________

Print name ____________________________________________