

Sample Externship Agendas and How Some Sponsors Approach Developing Externship Activities

'01, Marketing & Sales, Travel & Leisure Magazine, marketing, 1 day

10:15-10:30 Extern arrives

10:30-11am Intro to Travel +Leisure w sponsor

11am Status meeting w sponsor's team - Overview of what Integrated Marketing really does day to day

12:15-12:30 Meeting w a marketing coordinator's role

12:30-2pm lunch w sponsor

2:15-2:45 What it's like to be a merch/integrated marketing manager w. 2 colleagues

3:00-3:15 Overview of Creative Services @ T+L

3:15-3:40 What's sales all about? Meeting w 2 colleagues in sales

3:45-4:15 Meeting w Promotions for overview

4:30-5pm Recap of day + answering questions w sponsor

'78, Banking, Finance & Business, Credit Suisse, 1 day

I schedule 10-12 45 minute INFORMATIONAL one-on-one meetings with a wide variety of function across the entire firm. I make it very clear that this is not an interview for employment to both the student and those speaking to him/her.

'04, Banking, Finance & Business, Citi, 1/2-1 day

9 - 10 introduction / discussion with sponsor / general background on externship

10 - 10:30 meet with analyst

10:30 - 11 meet with finance manager

11 - 11:30 meet with marketing manager

11:30 - 12 meet with COO or senior manager

12 - 1 lunch with sponsor / answer questions on the days meetings

Remainder of afternoon - attend meetings as appropriate.

'92, Banking, Finance & Business, Bank of America, 1 day (2 students attend together)

8:30-9:30 Introduction to Bank of America

9:30-10 Q&A, with a few colleagues

10-11 Client on Boarding, with a colleague

11-12 Operations

12-1 Lunch meeting

1-2 Trading Floor visit

2-2:30 AALN

2:30-3:00 Break, walk back to main office building

3:00-4 Human Resources

4:00-5 Wrap-up

'79, Publishing & Journalism, HarperCollins Children's Books, 1 day

I have the externs participate in various meetings and discussions, and shadow me, so there is no one typical externship. It's a very full, busy day. I could make up a sample schedule, but it would not accurately reflect what we do, as the day is so packed with unexpected things.

'74, Medicine & Medical Research, Rochester General Hospital, 1-3 days or longer (2 students attend on separate days)

We attempt to customize the experience for the particular student. This usually begins with the first E-mail contact from the student and a general "probe" as to his/her interest. We then arrange for the experience, which usually begins and ends with discussion of the goals, questions/answers relative to course work/career prospects/suggested opportunities relative to enhancing their viability as a candidate, etc. Students typically accompany me into the clinical setting (office/hospital) and surgery when available. We also usually try to link with our lab (research) so the students also have an opportunity to explore other "non-clinically" oriented healthcare opportunities.

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'86, Advertising & Public Relations, Saatchi & Saatchi, 1 day (2 students attend together)

The visit is pretty open ended - with students getting an opportunity to connect with agency (advertising) folks in other departments - and to do a bit of brainstorming themselves.

'03, Marketing & Sales, Google, 2 days (2 students attend together)

Day 1

8.30am - 9.30am	Tour, Introduction
9.30am-11am	Sponsor Q&A, explain role
11-11.30-12:00	Info interviews w/colleagues
12-1pm Lunch	GBS B2C Lead Gen Team
1-1.30pm	Meet with staff, based on student's individual interests
1.30-2pm	Discussion with colleague
2-4.30pm	Brain Storming Session 1
4.30-5pm	Discussion of brain storming session with sponsors

Day 2

8.30am - 9am	Breakfast
9 - 11am	Finalize project, prep presentation
11-11.30am	Meeting with HR
11.30am - 12pm	Meeting with Senior Executive at Google
12-1.30pm	Lunch and discussion of project with sponsors
1.30-2pm	Final presentation preparation based on feedback w/sponsors
2-3.30pm	Presentation to Group
3.30-4pm	Meeting w/other staff
4-5pm	Games Room - meet with Cornellians and other staff

'78, Fine Arts & Design, The Metropolitan Museum of Art, two weeks (2 students attend together)

- "Shadow" Senior Museum Exhibition Designer over the course of two week externship.
- Exposure to museum design philosophies and techniques.
- Opportunity to learn about design planning, development and installation.
- Developing Museum CAD skills using Vectorworks.
- Exposure to the architectural detailing standards used in the Museum.
- Gain knowledge of the materials, techniques and structures utilized in museum exhibitions.

'81 Publishing & Journalism and MS '70 Communications, Associated Press, 1 day (two sponsors work together with 3 students)

We try to get the externs here on the same day and have shared the hosting duties, which works well because we could marshall more resources efficiently that way. I encourage other alums to work together - a one-on-one is nice but sometimes you can get your company to do more if you have a couple of externs - but probably no more than four to six so you can be sure each one gets to ask questions etc. It also makes it easier if you have work to do that day, and take turns with hosting duties.

AP Externship Schedule:

Arrival 9 a.m. - office coffee, newsroom tour, brief introduction to colleagues, hosts describe their own background briefly and ask the externs to talk about what they are studying, their experiences and goals.

10:30 a.m. - attend the morning news meeting. This is the daily top-level planning meeting for our company, involving bosses by conference call from around the world. Externs are silent observers only.

Noon - order-in luncheon with a half-dozen colleagues from the company. We go around the group, each person briefly describes how they got into the field, and the externs ask questions. Informal roundtable.

The rest of the day is a mix:

a) Pre-arrange appointments with colleagues in other departments for 10-15 minutes. We introduce them, ask the colleagues to explain what their job consists of overall, but also what they are working on right now, and the externs ask questions. There are probably 4 or 5 sessions like this, a mix of meetings with writers, editors, photographers. Often specific stories or subjects come up in these meetings; when we get back to my desk, I

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find copies of the stories or information about the subjects or links that are related to what we were talking about and print them out or email them to the externs

b) Show examples and provide access to our stories online, the different wires, products, etc.

c) Depending on what I'm working on, in past years, I have had them sit with me while I edit a story; accompany me while I go out and cover a story; and believe it or not, I have sometimes opened the mail with them or gone thru my email with them watching. It is actually informative to show someone new to an industry what the incoming mail looks like, how you deal with it - what makes the cut, what doesn't.

d) I allow time at the end of the day for any general questions - how to find a job is always the biggest concern, regardless of the economy. I offer tips including the importance of Cornell alum networking; how to write an email to an alum in your field cold; what to say; what not to say; how to find alums in your field; how to find job opportunities; how to get your foot in the door; creative approaches to jobs. I use my own experiences and others. I always give a business card and encourage them to stay in touch.

I'd say the majority send thank-you notes by email or snail-mail; a few have actually been more helpful to me than I have to them, by staying in touch and helping me out down the road with a project or story or contact. I talk not just about my jobs and career, but about the industry in general and I offer tips on web sites and organizations and courses of study that make sense for the job market right now.

'87, International Relations, National Endowment for Democracy, one week externship

Delegates the creation of the schedule to the extern -- a valuable job skill, of course. See below for one (edited for space) after-the-fact report, which includes a concluding section containing reflections on what he learned from the experience. This is something I also always have interns and externs do, as a kind of aide-memoire for the future if (1) The person wants to refresh his or her memory about what s/he did and where s/he went later on and (2) if I am asked for a recommendation.

Also, since the extern's schedule in part consists of events taking place outside the office and not in my power to schedule, I usually have the extern start scheduling the externship well in advance, by forwarding event announcements and letting him/her choose which ones to attend. See below for a sample week's externship itinerary.

Student's Week at NED

Monday

9:15- General Staff Meeting- discussed the budget, world events that have impacted the work of NED (Pakistan- Bhutto assassination, Kenya- electoral violence, etc.)

10:30- Introduction to NED's organ. and work

11:30- East Asia Team Meeting

Lunch with Louisa, we discussed both her and my backgrounds, China, and Cornell.

Afternoon: I help scan items into the computer. Received other work for the week, including organizing/ filing months worth of business cards, writing change of address/address correction letters to organizations, as well as various copy/fax/scan work.

Tuesday

9:30- Meeting: Latin American program. What NED does in Latin America. Also, her career and , where I could go from here (in general.)

10:00- Meeting: US Committee for Human Rights in North Korea. We talked about North Korean politics, North Korean culture, Inter-Korean perceptions, South Korea, China-NK relations, China's interest in Korea, and other pertinent issues relating to North Korea.

2:00- I went to Brookings Institution and met a colleague who works in the Asia Program. Discussed Brookings generally, going into history, as well as organizational and functional aspects of the institution. Then the Asia program, especially the Visiting Fellows program and how the Visiting Fellows produce networks in Northeast Asia, and how the work they do brings them new exposure in the US and back in their home countries.

Wednesday

10:30- Meeting with the Media Center.

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11:10 Meeting with State Dept. people about North Korea- including budget earmarks for NED in the budget.

1:00ish- Lunch w/a staffer. We discussed China, her experiences teaching at Cornell, her opinions and insight on democratization in China, and the Chinese government.

2:30- Meeting at the Wilson Center. Discussed his career in the State Dept., his study of China and Korea (different side of foreign service).

Late Afternoon- Met a colleague about Middle East and North Africa. Discussed NED work in some of the more difficult countries in the region, such as Libya, Iran, and Saudi Arabia, as well as the work she focused on, in Egypt, Yemen and the Gulf Countries.

7:00- With the Asia and Media staff, I went out to dinner with the journalists participating in the Media Event on the next day.

Thursday

9:00-2:30- China Media Event. The Media Event included active Chinese journalists, bloggers, and media developers as well as American academics, NGO officials, Government officials, media employees, and NED staff. The event delved into many of the issues surrounding the media in China- with a focus on the Olympics, the potential and pitfalls of New Media and investigative journalism, followed by open discussion.

Friday

Writing report, final meeting in the afternoon.