

Sample Externship Agendas and ways some sponsors approach developing the externship activities. Page 1-3 are shadowing visit examples, page 3-5 are samples for information interviews/lunch meetings.

**'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 utilize our resources efficiently. 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

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back to my desk, I 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.

## **INFORMATION INTERVIEW or LUNCH MEETING SAMPLES**

### **'73 Research (Sci & Tech), Smithsonian Institution, Principal Investigator/Research biologist**

The sponsor works in a multidisciplinary unit, specifically through the Smithsonian Botany Department doing lab work writing scientific papers, mentoring undergraduate and graduate student fellows, serving as a journal editor for Molecular Phylogenetics and Evolution. The sponsor's research involves plant relationships in a number of different groups in angiosperms (flowering plants) and in ferns.

The sponsor can meet with the students either at her lab or her secondary office in the Natural History Building on the National Mall for an info interview only. Both are accessible by Metro. Actual projects for one or two weeks would be done at the lab in the Museum Support Center and it might involve DNA.

### **'74 Clinical Psychology, Private Practice-Psychotherapy, Licensed Clinical Social Worker**

The sponsor is a clinical social worker in a solo practice with a principal focus on individual, marital, and family psychotherapy with adults, adolescents, and children. The sponsor also supervises and teaches master's level students in family therapy at The Family Institute of Northwestern University. The sponsor could offer a discussion regarding the fields of social work and psychology including different job possibilities, as well as training experience required for various functions. The extern would not be able to observe the sponsor during psychotherapy but would hear an explanation of the work.

Additional Resources: "Psychotherapy Networker"

### **'88 Government, Public Policy, AFSCME, Legislative Public Policy Analyst**

This externship can be an informational conversation by phone, or appointment in person, but not a full-day shadowing experience. The sponsor is a Lobbyist & Policy Analyst with The American Federation of State, County & Municipal Employees (AFSCME, [one of America's largest Labor Unions](#) with 1.4 million members). [We could discuss grassroots and D.C. based strategies for effectively lobbying Congress and the White House in support of progressive issues such as raising the minimum wage; fair tax policies; increased investments in education, health care, job creation and training, and vital social services.](#) [We could also discuss how to generate grassroots support and power, develop flexible policy positions, craft effective communications and media strategy.](#)

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**'91, Publishing & Journalism, This Old House | [thisoldhouse.com](http://thisoldhouse.com), Senior Editor**

This is an information interview only. (Time does not allow shadowing on-site.)

This sponsor assigns and edits stories related to maintaining and remodeling your home or apartment, including coverage of news, trends, newly completed homes, and new products. Extern would meet with the sponsor to learn more about journalism, and could discuss researching story ideas as well as topics being explored for coverage in future issues of the magazine and/or affiliated TV show. Resources: website: [www.thisoldhouse.com](http://www.thisoldhouse.com) and reading back issues from 2007.

**'85, Law, U.S. Dept of Justice, U.S. Attorney's Office, Asst. US Attorney**

This will be a lunch meeting only. During the externship, the sponsor and extern can discuss pending cases, investigations, and court proceedings. The sponsor and extern may meet with a federal agent and federal court staff.

**'02, Marketing & Sales, Fisher Price, Senior Forecasting Analyst**

Most of the sponsor's background is in marketing. She held internships with Ford Motor Co. & American Dairy Association while in school. Her full-time work experience started in consulting as a Research Associate for The Hale Group (food and agribusiness), a Marketing Analyst for M&T Bank, and a Marketing Manager for ValueCentric. Currently, she is a Sr. Forecasting Analyst for Fisher-Price and has been doing this about 3 years. She also just completed her MBA part-time at SUNY Buffalo.

She would be happy to discuss any of the following with an extern:

Careers in marketing, consulting, banking, toys, etc. Getting an MBA part-time. Success in Corporate America. Working with vendors. And other topics of interest of the extern.

**'79, Law, MSG Entertainment, Vice President Legal and Business Affairs**

This will be a lunch meeting only. The sponsor is a Vice President in the Legal and Business Affairs department of Madison Square Garden which is a major sports (Knicks, Rangers, and Liberty) and entertainment company that also operates one of the world's greatest arenas, Madison Square Garden as well as the legendary Radio City Music Hall, the Beacon Theatre and the Chicago Theatre. The sponsor is an attorney focusing on entertainment law and intellectual property and is happy to speak to students who are considering a career in law. She has practiced law in a law firm as well as with major corporations.

**'10, Banking, Finance and Business, JPMorganChase, Analyst**

As it is an informational interview only, the sponsor would prefer a weekend where he could sit down and speak with the Extern to answer any questions and provide advice. Otherwise, weekday evenings would be the best time. Phone interview would also be fine if not in-person. The sponsor will not be able to bring the Extern onto corporate premises but can show him/her the location and campus.

The sponsor is an Analyst in the Law Firms Group of the JPMorgan Chase Asset Management division's Private Bank servicing and advising institutional and private clients.

**'10, Banking, Finance and Business, Citi, Management Associate**

This is an informational interview only. The sponsor is currently enrolled in the Hong Kong Management Associate (MA) program. It gives the sponsor the opportunities to work in various business areas, which are:

- \* Global Banking
  - \* Local Commercial Banking
  - \* Global Transaction Services
  - \* Global Markets

The job rotations give a good understanding on how these businesses work and helps to build people and business network within the organization. While an actual on-the-job shadowing is not possible at the moment, the sponsor is happy to do an info overview on what the program is like and in particular, insights to what we do at Global Banking at Citi.

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**'89, Government, Public Policy, UnitedHealthcare, VP Regulatory Affairs**

Sponsor has accountability for Health Care Reform. UnitedHealthcare is a Fortune 25 company and one of the country's largest health and well-being companies. As the VP of Regulatory Affairs, the sponsor manages all of United's interactions with state regulators (i.e. insurance commissioners) in the Western US (15 states west of TX). The sponsor's responsibilities include: developing strategies to secure approvals for new and revised products and operations, collaborating with other business leaders to manage political and regulatory environment for their insurance products, and developing proactive approaches to health care reform debates. The sponsor manages a total staff of 30 based in CA, TX, OR, OK, AZ, WA and CO.

Prior to joining United in November 2006, the sponsor spent 6 years working in CA politics for former governors and elected officials.

Because of the sensitive/proprietary nature of the sponsor's work, the externship will be an informational interview only. Students interested in meeting are likely to be interested in health care policy, the health care industry, or politics.

Also, students might review California Healthline ([www.californiahealthline.org](http://www.californiahealthline.org)) for information about the State of the CA health care industry and health care reform.

**'97, Banking, Finance and Business, Global Infrastructure Partners, Director of Investor Relations**

This is an informational interview only. Global Infrastructure Partners (GIP) is a private firm that buys infrastructure businesses (e.g. airports, water utilities, energy companies, seaports).

The money used to purchase these companies comes from a variety of institutions (investors) around the world. All the money committed by these institutions is aggregated (called a fund) as one lump sum. The managers of GIP use their financial and operational expertise to buy and manage infrastructure companies with the expectation of selling the businesses in the future for a profit for all the investors.

Investor relations is responsible for identifying potential investors for the fund and then serves as the main contact for investors in the fund. The role includes providing updates on the fund's strategy, investments, and financial performance. Communications with investors ranges from one-on-one meetings to a group annual meeting and from preparing individual reports for investors to annual reports which are sent to all investors.

The sponsor's job does not lend itself to an extern, but the sponsor would be happy to meet with students to discuss her current and past roles (investment banking, equity research, business school) if there is an interest. It can be a lunch or coffee in a group or one-on-one. She would be happy to meet up with three students individually or a group (max five).

Resources: [www.global-infra.com](http://www.global-infra.com)