

Based on the [National Association for Colleges and Employers \(NACE\)](#) and the [Department of Labor's Fact Sheet # 71](#), which defines criteria for legal internships, an internship must be an extension of learning outside the classroom and there must be learning objectives set up ahead of time. To ensure the protection of our students, we advise internship positions in Handshake, paid or unpaid, to have student learning objectives.

Purpose of Learning Objectives:

- Learning Objectives are statements that clearly define what a student will learn during the internship.
- The objectives should help the student, the Site Supervisor, and the Internship Instructor (when applicable) evaluate the learning progress of the intern.
- Learning Objectives should not try to cover all aspects of the internship, but instead focus on select areas that the student will be exposed to throughout the internship.
- Each Learning Objective should involve new learning, expanded growth, or improvement on the job.

Guidelines for Writing Learning Objectives:

- A minimum of **two (2) objectives** are suggested. Try to limit the amount of Learning Objectives to no more than six (6).
- Each Learning Objective should be specific, measurable, and limited to a single definite result. A measurable Learning Objective is a statement that clearly and precisely describes what it is the intern will accomplish by performing a task(s).

Examples of Strong Learning Objectives:

- Intern will create, organize, and execute email campaigns using platforms such as MailChimp, Constant Contact, or Get Response during campaign implementation alongside communications coordinator.
- Intern will network and establish professional contacts in the fashion industry by attending PR events and attending client meetings.
- Intern will learn technical skills by participating in technical preparations for new product development and implementation to ensure new products meet the required specifications.
- Intern will become proficient in Microsoft Excel by developing financial spreadsheets to organize and maintain budget and invoice records.
- Intern will develop better written communication skills by producing original online content and write headlines to SEO standards under editor's guidance.
- Intern will develop critical-thinking skills by contributing original ideas directly to organization head and development team in brainstorm and ideation sessions.

The Following Examples are Tasks; They Are Not Learning Objectives:

- Intern will work on PowerPoint presentations.
- Intern will post social media content on various social media channels.
- Intern will participate as a team member in day to day office tasks.
- Intern will attend client meetings.
- Intern will assist with preparation and delivery of marketing materials.