



SelectCobb 2024 Small Business Internship Guide

Letter from the Chair

As a community, we always take pride in celebrating commencements and student achievement. We have also heard from our small business community that they need assistance with workforce readiness and pipeline development so that they can compete with talent in a market with many large and mid-sized corporations. We think we can accomplish both by supporting internship opportunities in our community.

Beginning with small business needs in mind, the SelectCobb team has created the **Small Business Internship Guide**. This guide is a comprehensive document that provides tangible strategies for internship creation and implementation. The need to prepare the workforce of today and tomorrow will remain relevant and the resources and information provided herein are essential for small business owners and their growth.

The Small Business Internship Guide not only serves as a roadmap for businesses seeking to establish internship initiatives but also underscores our commitment to addressing workforce challenges and strengthening our talent pipeline. Through strategic partnerships and collaborative efforts, we aim to bridge the gap between education and industry, equipping our future workforce with the skills and experiences necessary for success in the ever-evolving job market.



Kat Schwaig
2024 SelectCobb Chair
President, Kennesaw State University

Furthermore, this initiative underscores our commitment to building community. We in Cobb County recognize that a thriving business ecosystem is integral to our prosperity. By empowering small businesses and entrepreneurs through resources and support, we lay the foundation for sustainable growth and economic vitality.

I extend gratitude and appreciation to all of the investors and partners of SelectCobb for your unwavering support. It is through your visionary leadership and steadfast commitment that we can maintain Cobb County's status as the premier business destination in the state of Georgia.

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Our Mission

The mission of the SelectCobb Small Business Internship Guide is to empower small businesses and entrepreneurs in creating robust internship programs that yield benefits for both the business and the student, while also contributing positively to the community. Our goal is to equip you with comprehensive resources and organizational strategies that ensure the longevity and relevance of your internship program.

Internships at small businesses offer an entrepreneur the opportunity to strengthen their managerial skills, foster mentoring relationships, participation in cultivating early career interest among the younger generation, and invite fresh perspectives and innovative ideas into their business. Internship Programs within a small business provides students with invaluable opportunities to acquire tangible skills that are applicable in real-world settings, gain hands-on experience that enhances their academic learning, and prepares them for future career endeavors.

At SelectCobb, we are committed to supporting small businesses in building internship programs that not only meet their immediate needs, but also contribute to the development of a strong talent pipeline within the community. Our team looks forward to creating internship opportunities that enrich the lives of students, strengthen the capabilities of small business owners, and contribute to the overall prosperity of the community.









Experiential Learning & Work-Based Learning

Georgia Work-Based Learning (gawbl.org/about)

The Work-Based Learning Program (WBL) includes an agreement between the employer, the student, and the school system at the high school level. This program assists businesses in building a highly trained workforce. There are requirements to fulfill the WBL agreement which include a detailed training plan, providing enough hours to fulfill their course credit requirements, periodic evaluations, and adherence to all state and federal labor laws.

Participating in a Work-Based Learning Program benefits employers by building a highly skilled workforce, reducing employee turnover, creating standardized training, becoming an education stakeholder, and setting proficiency standards.

Participating in a Work-Based Learning Program can benefit **employers**

 <p>Planning for the Future</p> <p>A Work-Based Learning Program provides employers an opportunity to prepare future employees by exposing them to real world work experiences.</p>	 <p>Building a Highly Skilled Workforce</p> <p>The program creates a source of skilled and motivated future employees with valuable experience and proven job skills.</p>	 <p>Creating Standardized Training</p> <p>Work-Based Learning reduces the cost of training and recruitment, matching interested and invested young people with employers in a wide range of industries.</p>
 <p>Reducing Employee Turnover</p> <p>Employees that are hired after a successful learning internship are invested in the company and start their first day knowing necessary skills and expectations.</p>	 <p>Becoming an Education Stakeholder</p> <p>The Work-Based Learning Program encourages employer involvement in the curriculum development process, increasing employer visibility in education</p>	 <p>Setting Proficiency Standards</p> <p>Getting involved with the Work-Based Learning Program lets employers communicate required job-specific proficiencies to educational personnel.</p>

Source: gawbl.org/benefits-of-wbl

Contact the Local Region Chair for more targeted information.

CLICK HERE



GEORGIA

Work-Based Learning

Build the Future Workforce
Your Company Needs



Note: Hover over the WBL map to receive the contact information for the WBL Region Chairs and Co-Chairs.

Benefits of an Internship

BENEFIT TO EMPLOYER

An internship is an incredible opportunity for employers to further enhance their managerial and leadership experiences while contributing to the community and the future workforce. Employer benefits include increased staff retention by allowing staff to pursue more critical and strengthened work. Fellow employees can gain valuable managerial experience and broadened teamwork skills with the addition of an intern. Brand visibility and building name recognition among a future workforce is an added benefit of an internship program. As an employer, an intern can give you and your business a larger sense of self as you assist students on their career path and invest in your community.

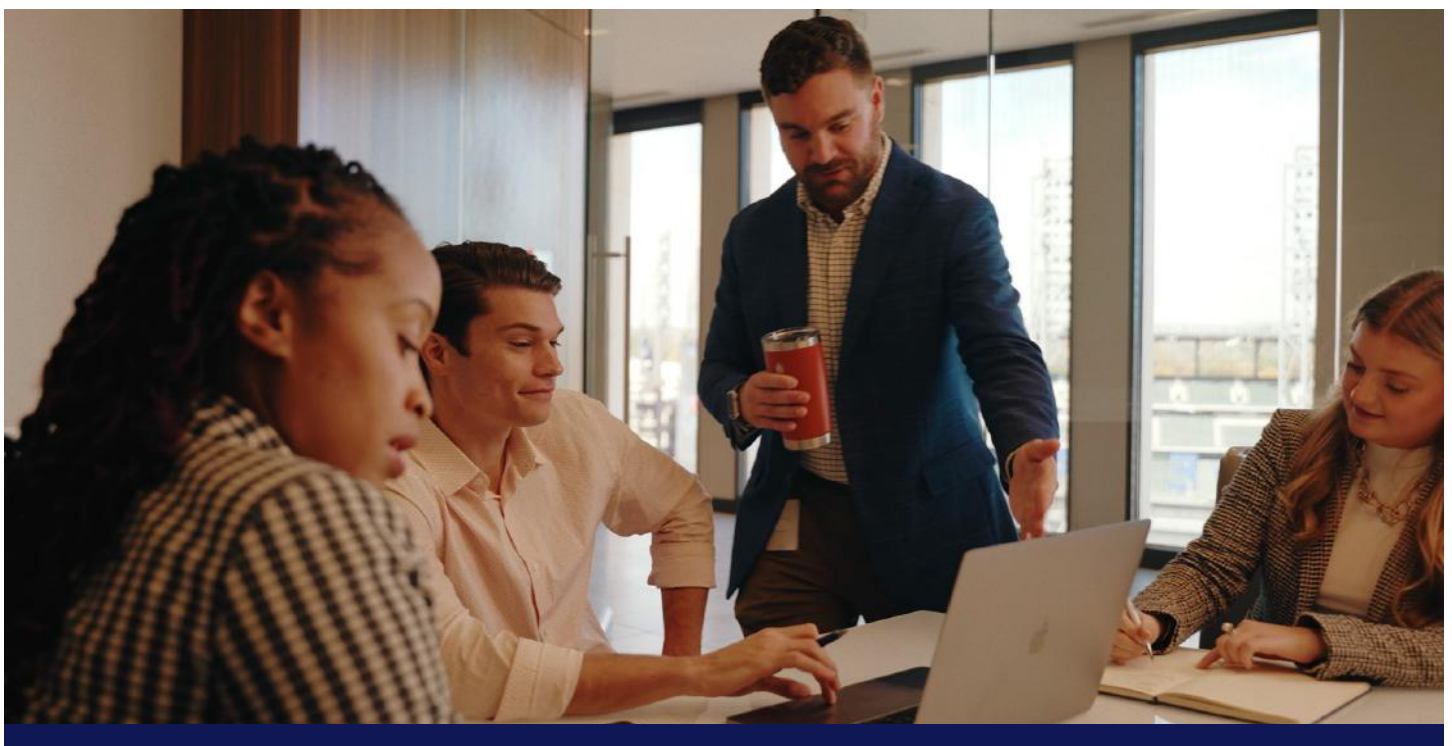
BENEFIT TO STUDENT

Small business internships offer students invaluable hands-on experience, skill development, and networking opportunities. Through practical application of classroom knowledge, interns enhance essential skills such as communication, teamwork, and problem-solving, while building their professional network. These experiences enrich resumes, aid in career exploration, and often lead to mentorship and employment opportunities. Moreover, internships foster personal growth, confidence, and independence, preparing students for successful futures in their chosen fields.

BENEFIT TO COMMUNITY

Small business internships benefit the community by fostering economic growth, developing a skilled workforce, and promoting innovation. By providing practical training and opportunities for local students and young professionals, small businesses contribute to the retention of talent and the vitality of the local economy. Interns may gain insight into the inner workings of small businesses, learn about the challenges and rewards of entrepreneurship, and be motivated to start their ventures, contributing to the growth of the local entrepreneurial ecosystem. Small business internships contribute to the education system by providing schools with broader opportunities to prepare their students for the working world.

These internships facilitate knowledge transfer, collaboration, and community engagement, while demonstrating a commitment to social responsibility and corporate citizenship. Together, these efforts create a stronger, more interconnected community that thrives on innovation and opportunity.



Creating an Internship

GUIDING PRINCIPLES

Determining Organizational Needs

- Determining organizational needs involves assessing the specific goals, challenges, and projects within the organization. Once these needs are identified, you can pair them with the type of intern that best aligns with those needs. Aligning organizational needs with a specific project can provide a clear expectation to both the intern and the employer. A high school versus a college intern can both be helpful for your business and can provide a range of skills, connections, and depth of work.

HIGH SCHOOL INTERN BENEFITS

- Mentoring & Teaching opportunities
- Long-Term Investment
- Technological Support

COLLEGE INTERN BENEFITS

- Time Flexibility
- Depth of Work
- Networking Potential

TYPES OF INTERNS

Paid vs. Unpaid

- Paid vs. unpaid internships is a decision to be made at the start of the internship building process that will yield different results and will be created out of differing needs. While unpaid interns can ease the financial burden of the employer, it can also lessen the pool of applicants. Unpaid internship tend to be less attractive to applicants. Paid internships are becoming the norm in the United States and are more likely to lead to higher success in full time offers and increased compensation. Students who rely on a paying job to support themselves or their family will not be as likely to participate. A paid internship widens the pool of applicants and allows a business to invest in a potential future employee.

POSSIBLE ORGANIZATIONAL NEEDS PAIRING CHART

ORGANIZATIONAL NEED	SKILLS REQUESTED	POSSIBLE INTERN PAIRINGS
Technical Skills	Programming, data analysis, graphic design, IT assistance	- College interns studying computer science, engineering, and design
Marketing/ Social Media	Marketing strategies, social media management, market research	- College interns with coursework in marketing or business - High school interns involved in extracurricular activities involving social media, photography, videography
Administrative Support	Scheduling, customer service, organization, and sorting information	- High school interns with strong organizational skills and are looking to strengthen interpersonal skills and hands on experience
Community Outreach & Engagement	Partnership engagement, strong communication, follow up skills, event planning	- A college intern studying public relations, communications, corporate event planning, etc., and is looking to build upon their executive and community presence

Strategies for Funding Your Internship Program

Additional Program Resources

WORKSOURCE COBB BUSINESS RESOURCES

WorkSource Cobb is a workforce provider that assists individuals and companies with their workforce needs. Through federal funding, WorkSource Cobb provides educational and training resources to cultivate Cobb's qualified labor force pipeline.



WORK EXPERIENCE (WEX)

WEX is an opportunity for businesses to help shape our future workforce by providing valuable work experience for young adults (16-24 years of age). **WorkSource Cobb** pays all wages and workers' compensation insurance while interested companies provide real-life work experience. The program is designed to engage eligible Cobb County, young adults, in work-based training that will improve their basic work skills, gain exposure to the "world of work" and provide meaningful work experiences needed to obtain and/or advance in employment.

A WEX Internship is a planned, structured learning experience that takes place in a workplace (on-site or virtually) for a limited period of time, for a maximum of 16 weeks. An Internship may be paid or unpaid. Internship worksites may be in the private, for-profit sector, the non-profit sector, or the public sector.

Steps to begin include an application, site visit, financial review, etc. Interns can be selected, trained and placed by WorkSource Cobb or interested companies are welcome to interview and recommend potential interns themselves.

For more information and to obtain a copy of the application, visit www.worksourcecobb.org or reach out to information@cobbworks.org.

RECRUITMENT ASSISTANCE

WorkSource Cobb offers no-cost on-site interviews to local businesses to assist with talent sourcing. Businesses have access to recruitment assistance which may include free job postings and job fairs; candidate recruitment, screening, and selection assistance; and access to a state-of-the-art Mobile Career Center.

WorkSource Cobb's Mobile Career Center (MCC) is a state-of-the-art, fully accessible, computer lab. The MCC provides the latest in workforce and job skills development services for little or no cost.

The MCC is especially geared to businesses. Services include:

- Candidate recruitment and screening
- Internet training
- Employee assessments
- Staff development and employee training
- Rental of the unit for special training programs or initiatives
- Pre-opening, on-site recruitment office for new business openings
- Support with company closings or layoffs (Rapid Response activities)



ADDITIONAL FUNDING OPPORTUNITIES

Scholarships for funding internship programs can be offered by educational institutions, non-profit foundations, and other organizations and are often tied to a specific field of study or research. Certain requirements and regulations will proceed for both the student and employer, but by contacting local institutions for information regarding scholarships and funding in a particular field can expand funding opportunities.

(Click logos for each institution's funding information.)



COBB COUNTY SCHOOL SYSTEM

- Cobb County Schools
- Cobb Schools Foundation



MARIETTA CITY SCHOOL SYSTEM

- Marietta City Schools
- Marietta Schools Foundation

SECONDARY INSTITUTIONS



State and county government issued grants and scholarships can also be offered, but are typically time sensitive. The city or county economic development team will have current, topical information regarding workforce funding opportunities.

(Click logos for each entity's funding information.)



CITY OF SMYRNA
GEORGIA



ADDITIONAL TRAINING RESOURCES

Georgia Quick Start

Quick Start collaborates with client companies to analyze needs, design a training plan, develop modules and materials, implement training and evaluate effectiveness for continuous improvement.

Team MindShift Intern Ready Courses

Team MindShifts Internship Support Program | Quick, and free of cost courses with the goal of equipping interns and mentors with comprehensive resources and organizational strategies that ensure the longevity and relevance of an internship program.



Mentor Fundamentals: An Overview for Effective Intern Support | This course is designed for prospective mentors to effectively support interns by understanding their backgrounds, selecting suitable assignments, and fostering productive partnerships. Through interactive workshops and case studies, mentors will create engaging environments for intern development, ensuring mutually beneficial experiences for both interns and the organization.

Intern Success Guide: Key Skills and Strategies | This course bridges the gap between academic expectations and professional workplace dynamics for interns. It focuses on enhancing problem-solving and practical skills while teaching effective communication strategies and networking basics to build strong professional relationships.

Educational Requirements and Accreditation

Both high school and college internship accreditation is determined by the school, department, or administration. College internship requirements are usually listed on the college/specific school on the college's website.

COBB COUNTY PRIMARY EDUCATION

(Click for school contact information)



COBB COUNTY HIGHER EDUCATION

(Click for internship/employer services page)



TIME FRAMES

High School:

Depending on the school's program and policy, interns will typically be able to leave school for a few periods or one block. This could be every day or a few times a week. High School interns will be more or less active at the discretion of their school, while college internships can be molded to what the employer would like to offer.

College:

The typical time frames for college internship availability for students range depending on the availability of the student. During the standard in-school terms, such as spring and fall semesters, students' available hours are typically limited to 15 to 30 hours per week. However, during school breaks or when classes are not in session, students may have the opportunity to work up to 40 hours per week. These hours will vary depending upon each school's internship program and curriculum. A business can choose the internship hours that are appropriate for themselves and the student. A typical college internship lasts between 10 to 12 weeks.

Hiring Process

INTERNSHIP DESCRIPTIONS

An internship description should be clear and detailed in describing the type of work, the environment, and the expectations of the employer. The company, internship title, monetary benefits, and college credit should be included.

Descriptions should also include the length of the internship, the required hours, the appropriate way to apply, the contact information of the appropriate contact, the skills and education required, expected tasks of the intern, and next steps. These follow-up steps should include contacting the applicant to notify them of the company's decision.

MARKETING

High School

A business can contact the counselor or administrative staff at the high schools in the area. These staff members will be able to assist in promoting this internship and relay students who align with the description.

College

A business may contact the career center or department at their surrounding college. Internships can also be posted to certain websites that promote job and internship listings.

In addition to job promotion websites, also post on your company's website and make it easily accessible for a potential intern. The market pool of potential interns becomes greater through social media promotion, in-person career fairs, and external application websites.

Internship Position Title

Company Name

Organization & Position Overview

- Describe the company's information, environment, location, and goals.

Intern/Job Title Description

- Be specific in creating an internship title that relates to the tasks that will be performed and add more detail than simply the title.

Responsibilities & Learning Objectives

- List the learning objectives the intern should feel confident in upon exit.
- List day-to-day tasks and specific projects that are required.

Intern Benefits

- List the type of training and mentoring that will occur.
- Monetary compensation/lack of monetary compensation, stipends, housing assistance, etc.
- Hours and length of internship.

Qualifications & Requirements

- List if a certain degree is preferred or required.
- Technical or specific skills that are required.
- Minimum experience listed.

Application Procedure/Next Steps

- Be specific on how the potential intern should apply.
- List application portals or contact information for where to submit completed application.
- Include a list of what you need to be submitted (resume, letters of recommendation, essays, writing samples, etc.)
- Be specific with the application deadline.

Internship Listing Description Example

JOB POSTING RESOURCES

(Click for website job posting locations)



Hiring Process

ON BOARDING & ORIENTATION

Onboarding and orientation for an intern should include introducing the student to all staff, giving a tour of the space and any areas they will regularly be using, providing credentials for access, reviewing major company policies and procedures, taking time to explain the tasks they are responsible for, and being open for any questions these students may have.

Creating an online document or a tangible binder for the intern to look back at is helpful for ensuring clear communication and expectations. The graphic example can also serve as review points to guide your orientation.

OFFBOARDING, EVALUATION & POST-INTERNSHIP COMMUNICATION

Offboarding should include an evaluation of the intern and their performance. Communication with the school about the performance of the intern and a discussion about the work they completed will also happen. The student or the school's program coordinator will provide the contact information and the offboarding requirements on the school's end. An employer should also evaluate the entire experience to determine what improvements/changes could be made for the benefit of future interns and the program.

OVERARCHING GOALS

The long-term goals of an internship, from a business perspective, are to assist in cultivating a strong talent pipeline and future workforce, secure a future employee, and strengthen managerial and leadership experience. Giving students the opportunity for hands-on learning can provide them with the skills and confidence they need to succeed. The opportunities provided by a meaningful internship can also help guide a student towards a potential career path, exposing them to new industries, experiences, and opportunities.

1. Introduction to the Organization	
• Welcome Message	
• Mission and Values	
• Organizational Structure	
2. Internship Program Overview	
• Objectives and Expectations	
• Duration of Internship	
• Benefits and Opportunities	
3. Roles and Responsibilities	
• Internship Position Description	
• Supervisor Expectations	
• Intern Expectations	
4. Company Policies and Procedures	
• Code of Conduct	
• Confidentiality Agreement	
• Workplace Health and Safety	
5. Technology and Tools	
• Introduction to Company Systems and Software	
• Email and Communication Platforms	
• Access to Resources and Documentation	
6. Training and Development	
• On-the-Job Training Plan	
• Skills Development Opportunities	
• Professional Development Resources	
7. Workplace Culture	
• Understanding Company Culture	
• Team Dynamics and Collaboration	
• Diversity and Inclusion Initiatives	
8. Communication Channels	
• Internal Communication Tools	
• Reporting Procedures	
• Feedback Mechanisms	
9. Performance Expectations and Evaluation	
• Setting Goals and Objectives	
• Performance Evaluation Process	
• Feedback and Coaching	
10. Networking and Relationship Building	
• Introduction to Colleagues and Teams	
• Networking Opportunities	
• Mentorship and Support	
11. Next Steps and Resources	
• Q&A Session	
• Contact Information for Support	
• Additional Resources and FAQs	
12. Conclusion	
• Summary of Key Points	
• Closing Remarks	
• Next Steps for Interns	

Example Onboarding & Orientation Table of Contents



About SelectCobb

SelectCobb is a public private partnership developed with input from county, city, business, and education leaders to provide a strategic blueprint for economic development in Cobb County, Georgia. SelectCobb is the economic development organization for Cobb County. We partner with a host of state, regional, local, utility, and educational partners to recruit and retain businesses in our community, assist the growth of local businesses, and help to create a robust talent pipeline.

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