

**APPENDIX 1  
ASBURY UNIVERSITY COMMUNICATIONS MAJOR  
EMPLOYER MID-TERM INTERNSHIP EVALUATION FORM**

**THIS FORM SHOULD BE COMPLETED BY THE INDIVIDUAL IN THE BEST POSITION TO EVALUATE THE STUDENTS' PERFORMANCE. PLEASE COMPLETE THIS EVALUATION REPORT ON THE WORK THIS STUDENT HAS DONE AND RETURN IT TO THE STUDENT BY THE DATE REQUESTED. THANK YOU FOR YOUR ASSISTANCE IN THIS PROCESS.**

**DATE NEEDED:** half way through your internship

**Student Name** \_\_\_\_\_ **Faculty Supervisor** \_\_\_\_\_

**Employer Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Employment Location** \_\_\_\_\_ **Telephone** \_\_\_\_\_

**1. Briefly evaluate the intern's work performance:**

**2. What areas do you feel the intern needs to improve?**

**3. Discuss the intern's work ethic (ability to work with others, dependability, appearance, promptness, accuracy of work, etc.)**

**4. What letter grade do you feel this intern should receive for the mid-term?** \_\_\_\_\_

**PLEASE USE THE BACK OF THIS FORM FOR ADDITIONAL COMMENT**

## EMPLOYER MIDTERM EVALUATION CONTINUED (APPENDIX 1)

Please evaluate the student in the following categories where you (the supervisor) feel reasonably competent to assess the individual accurately. You are encouraged to add comments in areas where further information would be helpful. This information will be used by Asbury University in the guidance and evaluation of this student. If you do not feel you can evaluate an area, leave the square blank and write in the "comments" section why you cannot evaluate the area. To evaluate the student's work, use the 1-5 scale below and place your grade in the box to the left, for example:

4
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(1)**POOR** (2)**BELOW AVERAGE** (3)**AVERAGE** (4)**ABOVE AVERAGE** (5) **SUPERIOR**

### RATING

1 -- 5

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**ATTITUDE:** demonstrates a positive and professional manner; cooperative; desire to improve.

Comments:

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**WORK RELATIONSHIPS:** works effectively with supervisors, other departments and co workers; effectively coordinates efforts with others when necessary.

Comments:

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**LEARNING ABILITY:** masters and understands new work routines and methods.

Comments:

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**DEPENDABILITY:** reliable and persistent in follow-through with assignments, on schedule.

Comments:

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**INITIATIVE:** willing to put forth effort to start an activity without direct supervision, contributes new ideas when appropriate, and seeks additional responsibility when assigned tasks are completed.

Comments:

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**ACCURACY & THOROUGHNESS:** minimizes the number and magnitude of errors made, pays attention to detail and fully completes the work assigned.

Comments:

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**PRODUCTIVITY:** effectively plans and organizes work, meets reasonable time schedules, completes assignments according to plan.

Comments:

**COMMUNICATION SKILLS:** understands instructions, effectively communicates ideas, utilizes appropriate writing style, assimilates spoken and written information well.

Comments:

**ATTENDANCE:**

Regular

Irregular

Days Missed \_\_\_\_\_

**PUNCTUALITY:**

Regular

Irregular

Times Late \_\_\_\_\_

Comments:

How many hours per week is the student working? \_\_\_\_\_

Any further general comments:

Please discuss this evaluation with the student, and the student will return this form to his/her faculty internship supervisor. Thank you for your evaluation and comments.

Student's signature: \_\_\_\_\_

Date \_\_\_\_\_

Supervisor's signature \_\_\_\_\_

Date \_\_\_\_\_

**APPENDIX 2**  
**ASBURY UNIVERSITY COMMUNICATIONS MAJOR**  
**STUDENT MID-TERM INTERNSHIP EVALUATION FORM**

Student Name \_\_\_\_\_ Faculty Supervisor \_\_\_\_\_

Employer Name \_\_\_\_\_ Title \_\_\_\_\_

Employment Location \_\_\_\_\_ Telephone \_\_\_\_\_

**Briefly describe your responsibilities in this position:**

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**Are you receiving adequate supervision and feedback from your employer?**     Yes     No

**Is the work assigned challenging?**     Yes     No

**If not, what changes could be made to achieve this?**

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**Do you receive the same treatment as other employees?**     Yes     No

**If not, explain:**

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**What have you enjoyed most about this opportunity thus far?**

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**What has been your biggest challenge thus far?**

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## APPENDIX 2 (CONTINUED)

### STUDENT MID-TERM INTERNSHIP EVALUATION FORM

The following section is designed to let you evaluate yourself on your current assignment. In doing so, you will be able to identify those aspects of your performance which can be considered assets to your professional growth as well as those that are in need of improvement. *Rate yourself on a scale from 1 to 10 with 1 being inadequate & 10 outstanding.*

SECTION	RATING AND COMMENTS	SECTION	RATING AND COMMENTS
Volume of work produced.		Effective oral Communication.	
Quality of work produced.		Effective writing skills.	
Effective preparation and organization of work.		Adjustment to Organization's procedures and policies.	
Acceptance of supervision.		Working Relationships with others.	
Take initiative, A self starter.		Able to apply academic training to job demands.	

**Does this assignment appear to be meeting your professional and educational objectives thus far?**

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**Additional comments or concerns:**

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**Please turn this evaluation in to your Faculty Internship Supervisor**

**APPENDIX 3**  
**ASBURY UNIVERSITY COMMUNICATIONS MAJOR**  
**SUPERVISOR CONFIDENTIAL FINAL INTERNSHIP EVALUATION FORM**

**SUPERVISOR:** Please complete this one-page evaluation report regarding work done by the student listed below. **PLEASE DO NOT RETURN THE FORM TO THE STUDENT BUT MAIL IT DIRECTLY TO THE INTERNSHIP FACULTY COORDINATOR AT THE ADDRESS LISTED BELOW.** Thank you for your assistance with this internship experience.

Student Name \_\_\_\_\_ Faculty Supervisor \_\_\_\_\_

Employer Name \_\_\_\_\_ Title \_\_\_\_\_

Employment Location \_\_\_\_\_ Telephone \_\_\_\_\_

1. What are the intern's most significant strengths?

2. What skill(s) does the intern need to develop in order to enhance their marketability?

3. What is your opinion of the student's overall performance based upon the work done during this internship?

4. Hypothetically, if your firm had an opening for a person with the background of this intern, would you hire him/her? \_\_\_\_\_ YES \_\_\_\_\_ NO      WHY?

5. What letter grade do you recommend for this intern? \_\_\_\_\_

**PLEASE USE THE BACK OF THIS FORM FOR ADDITIONAL COMMENTS**

**PLEASE EMAIL THIS FORM TO:** The student's Asbury University Faculty Internship Advisor  
Or Dr. Jim Shores, [jim.shores@asbury.edu](mailto:jim.shores@asbury.edu). If you need assistance or clarification, please call (859) 858-3511 x2348.

**APPENDIX 3 (CONT'D)**  
**ASBURY UNIVERSITY COMMUNICATIONS MAJOR**  
**SUPERVISOR SHARED FINAL INTERNSHIP EVALUATION FORM**

This form should be completed by the individual in the best position to evaluate the student's performance. The evaluator is encouraged to add comments in areas where further information would be helpful. This communication is essential for the development of the student's career objectives and the continual upgrading of performance. Review those characteristics that will help or hinder the student's professional development. Consider such categories as: professional maturity, personal appearance and habits, authority acceptance, self reliance, dependability, desire for self-improvement, adaptability, leadership skills, enthusiasm, honesty, acceptance of constructive criticism, willingness to adjust self-interest to group interest, learning ability, accuracy and thoroughness, as well any other applicable characteristics. After filling out this form, review it with the student, sign it, and let the student turn it in to his/her Faculty Internship Supervisor.

**Student Name** \_\_\_\_\_ **Faculty Supervisor** \_\_\_\_\_

**Employer Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Employment Address** \_\_\_\_\_ **Telephone** \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_

**SUMMARY OF STUDENT STRENGTHS:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**IMPROVEMENT OPPORTUNITIES:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

To evaluate the student's work, use the 1-5 scale below and place your grade in the box to the left, for example:

4
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(1)POOR (2)BELOW AVERAGE (3)AVERAGE (4)ABOVE AVERAGE (5) SUPERIOR

**RATING EVALUATION TOPICS:**

1 -- 5

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**PROGRESS:** Please comment on the student's progress during the internship.

**RATING EVALUATION TOPICS:**

1 ••5

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**WORK RELATIONSHIPS:** Explain how the student interacts with co-workers and supervisors.

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**ACCOMPLISHMENTS:** Specify significant accomplishments made by the student at your

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**INITIATIVE:** Please comment on this student's initiative. Give an example if possible.

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**ACCURACY & THOROUGHNESS:** Does this student produce accurate and thorough work? If not, please explain.

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**ACADEMIC PREPARATION:** In your estimation, how well did the student's academic training prepare the intern for the work accomplished?

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**TRAINING:** Please briefly describe how you trained the student for their internship.

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**ATTENDANCE:**

Regular

Irregular

Days Missed \_\_\_\_\_

**PUNCTUALITY:**

Regular

Irregular

Times Late \_\_\_\_\_

Comments:

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## OTHER BEHAVIORAL CHARACTERISTICS

Check the appropriate box to the right to evaluate the intern based on the characteristics listed on the left. If you noticed the intern made real improvements on any of these characteristics during his/her time at your location, record it by checking the far right block.

**Key:** Superior    Above Average    Average    Below Average    Poor

Characteristics	S	AA	A	BA	P	Improved?
Willingness to learn						
Problem Solving Skills						
Follows Ethics Policies						
Dependability						
Thoroughness						
Teamwork						
Work Speed						
Interpersonal Skills						
Communication – Oral						
Communication – Written						
Technical Competence						
Managerial Potential						
Judgment						
Open to Constructive Criticism						
Ability to Work Independently						
Accepts Responsibility						
Personal Appearance						
Overall Skills for Industry						

Student's start date: \_\_\_\_\_ Internship Finish Date: \_\_\_\_\_

Number of hours the student will have completed at the conclusion of this semester's internship \_\_\_\_\_

Final Comments?

Student's signature \_\_\_\_\_ Date \_\_\_\_\_

Supervisor's signature \_\_\_\_\_ Date \_\_\_\_\_

**Please discuss this evaluation with the student, sign it, and have the student return this form to his/her Faculty Internship Supervisor. Thank you for your supervision and instruction.**

**APPENDIX 4**

**ASBURY UNIVERSITY COMMUNICATIONS MAJOR  
STUDENT INTERNSHIP FINAL EVALUATION**

Student Name \_\_\_\_\_ Faculty Supervisor \_\_\_\_\_

Employer Name \_\_\_\_\_ Title \_\_\_\_\_

Employment Location \_\_\_\_\_ Telephone \_\_\_\_\_

**Based on experience, list the personal characteristics that will help or hinder your professional development. Consider such categories as: professional maturity, personal appearance and habits, authority acceptance, self-reliance, dependability, desire for self-improvement, adaptability, leadership abilities, enthusiasm, honest, acceptance of constructive criticism, willingness to adjust self-interest to group interest, learning ability, accuracy and thoroughness, as well as any other applicable characteristics.**

**SUMMARY OF MY STRENGTHS:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**IMPROVEMENT OPPORTUNITIES:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**How satisfied were you with this internship experience?**

- Very Satisfied     Satisfied     Unsure     Unsatisfied     Very Unsatisfied

**Will you be changing your major or career plans as a result of this experience?**

- Yes     No

**If yes, in what specific ways?** \_\_\_\_\_

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**Would you encourage other students in your department to seek an internship with the same agency/business/institution?**

- Yes     No

**If not, why not?**

\_\_\_\_\_

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(over)

**What aspect of your internship do you believe was most valuable to you as a student?**

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**Overall do you feel this position provided a valuable learning experience?**

Yes       No

**Was there early and adequate clarification of what your employer/supervisor expected from you?**

Yes       No

**Please offer your recommendations for the Communications internship program:**

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**All work experiences, regardless of how enjoyable or frustrating, are learning experiences. Describe one of your most enlightening learning/work experiences while participating in this program.**

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**How well did the Asbury University Communications courses applicable to your internship prepare you for your internship?**

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**May we use your evaluation in our public relations efforts?**

Yes       No

**Have you filled out your on-line internship evaluation?**

Yes       No

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**APPENDIX 5**  
**ASBURY UNIVERSITY COMMUNICATIONS MAJOR**

**Internship After Experience Report**

1. Name (last, first):
2. Email:
3. Major (and emphasis area):
  - Communications, Leadership
  - Communications, Public Relations
  - Communications, International Communications
  - Communications, Social Media
4. Internship year :
5. Geographic locations of internship
  - Local
  - In KY or adjacent state
  - Not near KY, but in United States
  - International
6. Type of internship experience
  - Government
  - Small Business
  - Large business/corporation
  - Non-profit
  - Religious
7. Name of Internship location
8. Address of internship location
9. Email of internship location
10. Phone
11. Fax
- 12 Supervisor
13. Other contact at location (optional):
14. Did you earn a salary at the internship? Options: Yes or No.
15. How many hours did you work per week?
  - Less than 10
  - 10-15
  - 15-30
  - 30-40
  - More than 40
16. **My overall experience with this internship was positive.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
17. **I learned a lot and I got a lot of good experience from this internship.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
18. **The work environment was comfortable/enjoyable.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
19. **I appreciated and enjoyed working with my internship supervisor.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
20. **I would recommend other Asbury students do this internship.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
21. **I always had a lot to do during this internship.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
22. **This internship was financially affordable for an average student.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_

23. **While I was sometimes challenged, the job requirements were not beyond my abilities.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
24. **This internship helped me make connections that I feel may lead to me getting a job after school.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
25. **My supervisor/other staff gave me a site orientation and adequate training for the tasks assigned.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
26. **The frequency of contact with my supervisor was adequate.**  
Strongly Agree\_\_\_\_; Agree\_\_\_\_; Neither Agree nor Disagree\_\_\_\_; Slightly Disagree\_\_\_\_; Strongly Disagree\_\_\_\_
27. Please add any personal comments about your internship that you think a future student could benefit from knowing:

## APPENDIX 6

### ASBURY UNIVERSITY COMMUNICATIONS MAJOR TIPS ON FINDING AN INTERNSHIP

#### ► **Start Early**

Many summer internship applications are due in November. Don't wait until the last second. Don't put together your resume or cover letter the night before the application is due. Plan ahead.

#### ► **Apply Everywhere Applicable**

Apply to every company you want to work for, and apply to companies you think you wouldn't want to work for. Apply to major and small (less than 100 employees) companies. The more places you apply, the better your chances are to land an internship. Don't be afraid to apply outside of your home state. You may end up in some community where you would never thought you would be, and you'll probably have a great experience.

#### ► **Be Creative**

Have fun with your cover letter and application essays. Don't write the typical, boring "I am seeking a job with your company..." letter. Tell a story. Recruiters also want to see how you can write outside of you clips, memos....

#### ► **Spell Check**

Don't spell anything wrong. Be extra careful to make sure you have the correct spelling of the person you're addressing your application to. You can be guaranteed that your application will go in the trash if you misspell the recruiter's name or the company's name. Maintain proper mechanics and grammar.

#### ► **Don't Give Up**

Applying to lots of companies may mean lots rejection letters. Don't let it get to you. There are many companies to choose from. Be persistent. You must get noticed.

#### ► **Get Experience**

Prior to interning, try to get experience so recruiters will know you're serious about pursuing a job in public relations, advertising, .... If you're not involved in some type of professional-oriented activity, you should be. Get as much experience as you possible can, and do it early in college.

#### ► **Network**

Get involved in professional associations related to your career interests. Involvement is quite appropriate for students and professionals at any state in their career. Most professionals will be glad to assist young people who are ambitious and interested.

#### ► **Perform and Assess**

Once you land a position, treat it as a real job regardless of the tasks required. Take something away. At the minimum, it is an opportunity to make connections to help you in your future. Don't fail to appreciate the degree to which employees (and co-workers) are willing to assist you in beginning your career. Remember, a professional bond has been established during the internship; don't end it with just a handshake!

## APPENDIX 7

### ASBURY UNIVERSITY COMMUNICATIONS MAJOR FAQs ON INTERNSHIPS

**Q: Is this a real class?**

**A:** Your communication education would be severely limited without it. This internship could possibly change your life. A college degree, once a virtual passport to success, holds no promise in today's competitive environment. Put bluntly by Howard University's Director of Career Planning, "A college degree is like yesterday's high school diploma." Even those students who have earned high marks and who have "right" majors at the "right" schools are increasingly finding their hard-earned degrees to be little more than a step in their career searches. "The new, highly competitive job market emerging today demands," according to career counselor Patricia Vandervorm, that "students will have to market themselves more aggressively than in the past." An internship is actually the school of "hard knocks" you would get in your first job-the difference being that you're being supervised and monitored in a structure of learning. You're learning by doing while surrounded by professionals being paid to do the same.

**Q: What will be expected of me during the internship?**

**A:** That's where the entry interview and contract come in. In that interview, you're to sit down with your on-site supervisor and get that person to spell out exactly what's going to be expected of you, and how you'll be expected to measure up to it. It's also where you describe what you expect – and feel you can provide, in terms of skills and time commitment – in the internship. Get those expectations down clearly and in writing. Once the internship has begun and you find an overwhelming amount of work coming your way, or if you can't perform tasks being asked for, talk to the course instructor first.

**Q: What if I make a mistake?**

**A:** Mistakes can happen. You're in the learning process. When errors or failure occur in your tasks, reconsider your approach to the problem. That is, find out what went wrong and take steps to see it doesn't happen again. Additionally, when in doubt, simplify or slow down. Haste ruins the best-intentioned work. Finally, don't risk your integrity trying to cover up mistakes. While mistakes are not hard to forgive, lapses in integrity can take a long time to overcome.

**Q: What if there's nothing to do?**

**A:** Make things happen. Ask for more work; volunteer for tasks not in the originally plan but which you'd wanted to try; shadow another co-worker on the rounds of an assignment; rewrite your own writing or ask if you can edit and rewrite documents waiting for proofreading; work on your journal. Be relentless in getting all you can out of every internship minute. You might consider working in another department, with permission, once you have finished your tasks for the day. This experience is your foot in the door of a professional operation. Find out everything you can about it. Be tirelessly committed to making it successful. People are watching you; by being diligent, you'll prove you're not just along for the academic ride, but worthy of a solid recommendation letter.

**Q: What information should be included in my time-sheet?**

**A:** Everything you do in the internship, whether in the office or at home, goes in the time-sheet. It's the statistical summary of where your big chunks of work happened. List work by date – preferably by day of the week and date – and give an estimate of beginning and ending time (see example below.) Honesty in time estimates is expected, but reasonable rounding off to the nearest 15 minutes to make for easier calculation is acceptable.

**APPENDIX 8**  
**ASBURY UNIVERSITY COMMUNICATIONS MAJOR**  
**INTERNSHIP TIPS AND GUIDELINES**

1. Maintain good attendance and punctuality.
2. Be cooperative.
3. Ask questions. Be inquisitive. Being silent sends negative signals and negative impressions.
4. Accept criticism as a way of learning.
5. Admit a mistake to your supervisor. Better your supervisor to find out from you instead of someone else.
6. Don't use the office phone for excessive personal calls.
7. Dress neatly.
8. Do everything. Work nights, work weekends and work overtime if that's what your employer wants you to do. Never turn down a task, even if you think it's trivial. Your supervisor will fondly remember you if you're willing to do any assignment they give you.
9. Don't be afraid to talk to people. Don't be intimidated because you are a student. People are sometimes too busy to proactively assist you, so you have to make the first move to talk with co-workers and supervisors.
10. Learn all you can about the industry. Talk with people in different departments as well as clients and vendors.
11. Read everything you can get your hands on. You won't find everything you need to know in the training manual. Reading contracts, letters, memos, press releases, and trade publications help you become informed on all elements of the organization.
12. Don't gripe about the grunt work. All internships have some and there is always something to learn by doing it. Everything has a purpose, so learn how the small tasks fit into the big picture. However, don't be afraid to ask for more responsibility.
13. Mind the fact that you are a student. As a student you aren't threatening and can have more access and opportunities than a full time employee. Everyone wants to help a student learn.
14. Shadow the people who are the superstar performers and most respected individuals in the office.
15. Get in the information loop. Decisions aren't always made in the conference room.
16. Stay in close contact with your supervisor. Write memos and weekly updates of your progress, stop by his/her office for advice and feedback, and carefully read any responses.
17. Inform your manager, mentor, and others of your accomplishments. Don't assume that good news travels fast. Help it travel faster.



18. Attend intern and office social events. These are the perfect opportunities to build the relationships that will last long after your internship is over.
19. Learn how to give a formal presentation and write a formal proposal.
20. Take notes. Don't be afraid to whip out a paper and pen when a manager is assigning a project or giving some advice. This is expected and appears professional.
21. Ask to attend meetings and events. You will learn how business really gets done.
22. Don't burn any bridges. You never know when you will see someone later in your career.