

MADE INTERNSHIP

Executive Summary

BACKGROUND:

MADE (the Marketing and Advertising Education) summer internship sourcing program is the first Pathways 2020 program from the ANA Educational Foundation. This program originated from findings uncovered in the study the entitled “Bridging the Talent Disconnect: Charting Pathways to Future Growth.” There was a resounding call from all key stakeholders surveyed in the study – students, academia, and industry – about the need to have a robust summer internship experience as a critical step to future entry level employment.

KEY INSIGHTS:

Following are the key findings from the study:

- **Internship Experience Critical** – All stakeholders agree that the internship experience is critical as a signal to future employers that they are ready to ‘hit the ground running’ when joining their organization:

***Industry Perspective:** “The summer internship gives the intern functional expertise of a specific department, plus the collective experience of teamwork. We use the internship to identify new hires within a six to nine-month time frame.”*
— **RENETTA E. MCCANN, Chief Talent Officer, Publicis Communications NA, Leo Burnett USA**

***Academic Perspective:** “We have a mandatory internship requirement for an undergrad. All the internships are managed on an online course, 30 students per faculty member.*

We work with the employers who are learning about the students while the students figure out if this path is fulfilling to them.”

— **MICHELLE STEWARD, Associate Professor, Marketing Wake Forest University**

***Student Perspective:** “If you don’t have an internship every summer of your university career, you are at an extreme disadvantage. It’s very competitive nowadays. The talent sphere is entirely different today. I have interned every summer for the past five years and it’s only because of that that I’m interviewing with companies I really love. The real education happens outside of the classroom. Those who think the classroom is the only way to get a new job may need a little more exposure.”*

— **STUDENT, Liberal Arts**

- **Quality of the Internship Experience Is Variable and Inconsistent** – While the internship experience is an indicator that the student was exposed to a working environment, it doesn’t reflect the quality of the experience. The experience can be highly variable, as factors such as source of placement, interest from the manager, the quality of the project, and the drive of the intern play into that experience. That doesn’t dissuade the industry from placing a premium on this kind of experience. However, the lack of standardization in the internship experience puts the onus on the student to source and extract the most value out of an internship.



- **Path to Securing an Internship Is Often Done through Personal Networking** – Securing an internship is often done through personal referrals. That puts many students who don't have access to this kind of network at a disadvantage. Securing an internship often reflects on who the student knows instead of what they know, which often is a poor indicator of how well they will be suited to particular jobs in the future.

MADE PROGRAM PURPOSE:

The goal of the MADE program is to attract the highest quality of students from a diverse student population for this summer internship sourcing program. All participating companies pay their summer interns, an important signal to students that their work is valued. This program enables the AEF to achieve the following:

- **Entry Level Skills Standardization** – Positioned as the “common app” for internships, this program will create entry level skills standardization for the industry. It is an opportunity to identify the core skills that are necessary for the entire industry to evaluate future talent.
- **Summer Intern Program Certification** – The AEF wants to certify marketing and advertising summer intern programs to create industry thresholds for skills acquired, executive exposure, and project depth for this experience.
- **Diversity Emphasis and Tracking** – The AEF has partnered with the Alliance for Inclusive and Multicultural Marketing (AIMM) to ensure a healthy pipeline of diverse talent coming into the summer internship program.

MADE CORE PROGRAM ELEMENTS:

The core elements of the MADE program are the following:

- **Educators Often the Best Referrals of Student Talent** – The AEF has built relationships with hundreds of professors since its inception. These professors have real insight into the quality of thinking and expression of thought that students exhibit in the classroom.
- **HR Tech Stack Leveraged to Scale Program Recruitment** – The AEF is working with leading technology providers to source, evaluate, and recommend students. The technology model built will provide high quality data back to the industry on the tactics to recruit and assess students who are looking to break into the industry.
- **Spring Semester Training to Prepare for the Summer Internship Program** – After interns are selected, the AEF will organize training to prepare them for the summer intern program. This training will encompass topics that the industry is facing such as social media and multicultural marketing. These topic areas will also be complimented with soft skills training such as basic presentation skills and running effective meetings.

ROLLOUT TIMELINE:

We will be launching the MADE program to the student community in late October. Applications will be open through the fall semester and interns will be selected at the start of the spring semester 2018. The MADE interns will be ready to start their respective summer program in 2018. All summer programs will be paid.

A SELECTION OF PARTICIPATING COMPANIES:

