Industrial Distribution Internship Program
Company Handbook
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www.unkid.org

Mission
Prepare students for technical sales positions and future leadership roles in manufacturing and distribution.

UNK Industrial Distribution students are required to complete an internship for 12 academic credits during the summer term (mid-May to mid-August). The purpose is to provide students with professional and applied learning experiences in the industry. Students will work for your company for 12 weeks (no less than 460 work hours) and be involved in required industry experiences, in addition to academic course requirements.

Providing internships to UNK ID students is significant in recruiting for full-time positions. Graduates who pursue full-time employment in the industry return to their internship company 50% of the time and 80% of the time their full-time position is secured with a company involved in our internship program.

The Industrial Distribution program at UNK works with manufacturers and distributors who:
- Represent the following industrial product market sectors: electrical components, electronics, fluid power, automation/motion control, building products, power transmission, pipe valves and fittings (PVF), industrial tooling, industrial safety products, material handling, and/or maintenance, repair and operation (MRO) supplies.
- Provide technical solutions
- Are market leaders and innovators
- Focus on technical sales

These companies typically offer services in:
- Engineering
- Applications engineering
- Integrated supply
- Industrial product training for customers
- Supply chain solutions

Our graduates often land careers in:
- Sales Leadership Training Programs
- Sales Management
- Applications/Sales Engineering
- Branch Management
Required Internship Components

Industrial Distribution internships are with industrial distributors or manufacturers meeting the criteria listed in the previous section, that provide business to business experiences for the intern in most, if not all of the following areas:

- Inside sales
- Outside sales
- Manufacturer sales, marketing, or operations functions
- Distributor operations
- Product training
- Product and/or materials management
- Customer service
- Business procedures and workflow
- Administrative and management procedures and responsibilities

UNK Industrial Distribution Program Competencies

1. Students will be current in Industrial Distribution terminology and discipline specific understanding.

2. Students will understand business etiquette and act in an appropriate professional manner understanding the importance of world class customer service at all levels of the organization.

3. Students will be cognizant of, and confident in issues regarding management, leadership, and financial reporting metrics as they relate to the Industrial Distribution market sector.

4. Students will be able to gather, filter, and apply necessary information to solve technical problems in industry.

5. Students will be able to effectively communicate in a professional manner which includes both presentation skills, as well as professional writing skills.

6. Students will be well versed in industrial safety policies and procedures.
Benefits All Involved

Employer
- Expose your industry to talented young people.
- Work with students eager to learn and apply their skills.
- Preview skills and work performances of potential fulltime hires (12 week interview).

Intern
- Apply classroom knowledge to real world experiences.
- Evaluate areas of interest for fulltime employment.
- Network with experienced professionals.
- Develop time management skills in the balance of academic requirements and work responsibilities.

University
- Develop and strengthen partnerships with business and industry.
- Gain feedback for program development and enhancement.

Responsibilities of the Employer
- **Interview** students interested in internship position. We recommend you attend our career events (October & February).
- **Make offers** in a timely manner. More information under “Offering Internships” (page 4 of Handbook).
- Provide potential intern with an **overview of the internship experience**, being sure to cover all items listed under “Required Components” (page 2 of Handbook).
- After the site has been approved by the UNK Internship Director and Program Coordinator, the student will send the company an **Internship Agreement** to review, sign and return.
- Place the intern in a location which provides **diverse experiences** and where the intern will be supervised by someone who will provide guidance, direction, and constructive feedback. **Mentoring and training** are vital to a successful experience.
- Provide student with **contact information** of their direct supervisor for the internship experience.
- Assign work activities pertinent to the professional development of the intern.
- Provide intern with **access to the internet** for academic requirements of the internship. This would include UNK email and our online course management program (Blackboard).
- Direct intern to appropriate resources to complete the **Company Profile** (due end of first week).
- Work with intern to develop a formal **Training Plan** (goals for experience) that will be due prior to the end of the second week.
- Develop ideas with the intern for a meaningful project and provide direction in completing the **Project Charter** due at the end of the fourth week.
- Complete **Midterm Evaluation** and **Final Evaluation** of the intern (provided by ID program).
Assure adequate time is available for both the work site supervisor and student to conduct discussions/conferences to provide feedback and further instruction. Recommend once a week meetings.

Meet with the intern and Internship Director during a scheduled Site Visit, for purposes of consultation and appraisal of progress. When traveling to the location is not feasible, a telephone call to the supervisor and intern will be conducted with the time set up in advance.

Provide feedback to the Internship Director as needed. Contact the Internship Director in the event of problems or concerns.

### Academic Requirements of the Student / Intern

- Represent the University and ID program in a professional manner.
- Complete preliminary paperwork prior to obtaining internship (provided by ID program).
- Compile Company Profile by end of week 1.
- Develop Training Plan, outlining goals for the experience by end of week 2.
- Complete twelve Journals and submit at the end of each week on Blackboard (online course management program).
- Participate in the Discussion Board each week, by reading and commenting on other intern journals.
- Develop with the company a Project Charter by the end of week 4.
- Participate in two Web Conferences with other ID interns.
- Complete a Midterm Evaluation and Final Evaluation and be sure to submit evaluations completed by the internship company.
- Deliver a Final Presentation to the Internship Director and ID program faculty on the internship experience at the beginning of the fall semester.

### Offering Internships

- Internships are only available during the summer term (mid May to early August)
- Offers for internships may be extended following the Fall Career Event.
- While hiring interns has become increasingly competitive, we ask that companies allow students time to consider their internship offers before making a final decision.
- The focus of the Spring Career Event is on internships.
- Students and companies alike must recognize a UNK internship for ID students is a 12 credit hour academic experience as part of graduation requirements.
- The internship company must provide the student with an overview of the internship experience which highlights all areas that our program requires. A detailed overview is needed in order to approve the internship for academic credit.
- Before accepting a position, the student must submit a Site Approval Form to the ID program which includes the documentation from the company as to what the experience will involve. Approval by the ID Program Coordinator and Internship Director must be complete before the student accepts an offer.
- If a student has not secured an internship by March 31, the student will be moved to the next summer for their term of internship.
Keys to a Great Experience

1) Provide intern with a well-rounded experience exposing to the many aspects of wholesale distribution. An ID internship provides experiences in the areas of warehouse, counter sales, inside sales, outside sales, purchasing, customer service, quotations, marketing, or other operations functions.
   - Actively participate in or shadow various positions within the organization.
   - Exposure to outside sales (minimum of 5 days/ more is encouraged) as this is the career path a high percentage of our students aspire to follow.
   - Provide a valuable and impactful project (refer to examples from past internships).
   - Additional suggestions -- spend a day with a customer to learn applications of your product, meet key people in your organization, immerse in your company culture.
   Remember: this is a time to train as well as recruit for full-time career opportunities!

2) Recognize the valuable contribution your company is making to the career development of a young professional.
   - Discuss with other employees their important role in assisting in the education of the intern and on UNK ID's behalf, please thank your employees for providing valuable experience and guidance.
   - Introduce intern to members of your organization during their first day/week.
   - Assign work activities pertinent to the professional development of the intern.
   - Develop with the intern a project which will contribute to their learning experiences as well as benefit the company (see attachment).
   - Challenge the intern to progressively learn, by providing a variety of tasks and a broad spectrum of learning opportunities.

3) Exposure to your company culture and new surroundings
   - Company outings, get-togethers with other interns
   - Meet as many people as possible from your company
   - City offerings (softball leagues, gyms, festivals, etc.)

4) Communication is frequent and effective.
   - Early in the first week on the job, the supervisor and intern should discuss company expectations and develop goals for the experience (develop internship training plan).
   - Supervisor meets with intern to discuss progress no less than once each week.
   - An individual from corporate should contact the intern no less than three times during the summer to ensure that required experiences are being met and the intern is being acclimated to the company culture.
   - Consider providing the intern with a mentor

5) Complete requirements set forth by the University.
   - Work collectively with intern to develop training plan which is due to the Internship Director prior to the end of the second week.
   - Complete midterm and final evaluations and review with intern (forms provided by intern and found in their Internship Manual).
   - Participate in either a site visit or phone call from the Internship Director.

6) Provide access to a computer with internet so the intern may complete course assignments which include posting his/her journal each week and responding to other student journals. Video conferencing will also take place during scheduled times.
Common Questions Asked by Companies

What is the best way to promote our company to UNK students?
Successful recruiting is strongly tied to our Career Events (Fall & Spring). These are our "big events" where students focus their energies on learning about career and internship opportunities available to them and companies showcase what they have to offer. Information on our upcoming career event is on our website www.unkid.org.

Are there minimum or maximum numbers of internships a company can offer? No. However more interns increase exposure to the opportunities your company provides.

Does the Training Plan have to be done individually for each student or can a general one be utilized with pre-determined objectives?
Most effective is when the company sets overall objectives for the experience and then the student and supervisor tailor the goals outlined in the training plan based upon the company objectives. While developing the training plan, ask the student what types of experience they would benefit from while also discussing goals the company has for the internship. Students are required to write all goals utilizing the SMART concept (specific, measurable, attainable, relevant, and time bound /trackable) as well as define specific activities needed to achieve these goals. Students are provided with examples of plans of previous interns and have a template to follow.

Would we see the journals or evaluations that the student completes?
Student journals and evaluations are not shared unless the student opts to do so. However, each year we compile data of all interns that can be shared with the company if requested. Ask your intern for feedback.

Is the student required to complete their academic requirements (i.e. journal, discussion board, etc.) during work hours or is it to be done after work?
We ask that you provide the student access to a computer with internet capabilities. Many will be in temporary housing situations without reliable/high speed internet access and their academic requirements of submitting journals each week and responding to other intern journals requires internet access. Internet access is also needed for video conferences, often completed in the evening. Whether the time spent on academic requirements is compensated time is the discretion of the company.

Are there requirements on what we pay a student for an internship?
There are no requirements however students seek out competitive opportunities much as they would a full time position. We encourage them above all things to look at the value of the experience. The average pay for an ID intern during the past few summers was $15.15 per hour.

Should we provide housing?
We encourage companies to provide housing assistance. This can come in the form of paying in full, a stipend, or helping the student locate a safe place to stay even if they are to pay for it. In Summer 2014, housing was provided in full to 35% of the interns and an additional 22% were provided some assistance with housing costs. Unfortunately over the past few years, students have found themselves in unsafe environments which negatively impacted their internship experience.

What does the company need to submit to UNK prior to starting the internship program?
Contact Brenda Jochum to discuss your proposal for an internship experience. Submit a position overview using the template provided on our website: www.unkid.org (under Internships). You may also advertise your position on the website (under Companies).
Recommended Hiring Procedures

The program recommends that your company conduct the following prior to hiring an intern or full-time employee from UNK.

a. Background check
b. Drug test
c. Request and review university transcripts.

Interns must have a 2.5 Major Comprehensive Core GPA to enroll in the internship program. Due to FERPA regulations, the ID program is not able to provide you with this information and it must be obtained directly from the student.

We suggest that offers contain a statement similar to "this offer is contingent upon acceptable results regarding background check, drug test, and GPA verification."

The Project

All interns are required to have a project and we recommend it has a sales focus. The project must challenge the student and be of a topic relevant to an Industrial Distribution major. The project should be new and not repeated from a previous intern. Projects include using good judgment, creativity, and knowledge of the industry. Measurable results and impact should be demonstrated by the end of the internship experience, hopefully with continued value to the company beyond the conclusion of the internship.

1) Company develops possible project ideas (prior to making offers – include on the Overview of Internship Experience).
2) Supervisor and intern collaboratively prepare the Project Charter (first weeks of internship) – Due to Internship Director at the end of Week 4
   Project Charter includes project objective, project scope, project milestones (timeline), impact statements, budget, roles and responsibilities, risks and mitigation strategy, and measurements of success.
3) Intern leads the project, throughout the summer
4) Intern presents to company representative on the outcome of the project
5) Intern includes information on the project in Final Presentation to Internship Director and program faculty.

Examples of Internship Projects

Promote New Product Line. Research product, promote to customers that may benefit from, and track results.

Sales Analysis of Traditional Distribution vs. National Accounts - Perform a sales analysis on products that sold through both the distribution chain and to national accounts

Develop and Document Incentive Program – For the sales division, took a vendor incentive program and developed a tracking and promotion method for our team.

Collect and Organize Bid Sheet – Developed and maintained a spreadsheet that was emailed to all sales people each week on current jobs out for bid, bids the company submitted, and bids that were accepted and how they were progressing.

Analyze Sales Team – Gather information on sales expenses and profits for individual reps, including analyzing current sales territories and going on sales calls.
Opportunity Analysis - Sought potential accounts in specified sales territories and presented data at monthly sales meeting by providing break down for each sales person’s territory.

Promote CRM - Entered and monitored leads and opportunities for each of the 12 salesmen while also promoting the value of using the system to increase sales.

Strengthen an Existing Account - Identified an existing customer with potential for sales growth. Met with customer, researched products, and provided new solutions (products as well as services we provide).

Develop Templates for Sales Team - Developed quoting templates for all of the sales force to utilize on key products and services. Included working with accounting, marketing, product specialists, and the sales manager.

Promote Energy Solutions - Contacted new and existing customers to promote energy audits which would lead to increased sales of LED lighting, power factor correction and variable frequency drives. Included developing a script for initial contact by phone, brochure, packet to deliver, and sales calls.

Increase Company Footprint - Researched underserved market sectors to find contact information for development of a contact list, called customers and went on sales calls.

Surplus Inventory Reduction – Identify no value/dead stock/surplus inventory, determine how best to sell, develop promotion, and make contacts with customers as well as other branches.

Customer Analysis / Sales Potential - research companies on revenue and industry specialties to determine if they meet qualifications to pursue as a customer

Adding New Line of Products – generate new POs, add product to system, work with vendor rep to learn about product, and then go out with sales team.

OEM Product Guide - Prepare a guide of OEM products for training purposes

Develop Content for Company Intranet – gather information on products and procedures and add to the training module of the company’s intranet

Transportation Cost Reduction – developed a system to track and monitor money spent on transportation which lead to developing solutions to reduce the cost to the company.

Internship Activities Not Considered a Project
Activities that will not satisfy requirements of the Project but could be included in the learning experience include planning a golf tournament, creating or cleaning up databases of contact information, planning an event, moving sections of a warehouse, documenting warehouse operations, developing a showroom promotion.

Additional Questions
If you have questions, please contact Brenda Jochum, Internship Director
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