

What are the most important ingredients of an undergraduate internship program in a small evaluation consulting business?

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Agenda

- Organizational Overview
- ICA Staff
- ICA's Internship Program
- ICA's Important Factors



Who are we?

- Founded in 2010 to provide consulting services to credentialing organizations
- Headquartered in Gaithersburg, Maryland, with staff along I-95 Northeast corridor
- Provide:
 - Certification Advisory Services
 - Test Design and Development Services
 - Psychometric Services
 - Performance Assessments
 - Marketing Services





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Technical
Advisory
Board

Important Ingredients

- Recruitment
- Learning Areas and Outcomes
- Organizational Outcomes
- Workplace Readiness
- Organizational Culture



Recruitment

- Our internship is a job position
- Clear expectations and qualifications (see handout)
- Review CV
- Request writing examples
- Interview more than once
- Interview in person
- Extend search if necessary



ICA Learning Areas: Three Tier Approach

Tier 1 Technical/Research

- Data Management
- Research Design
- Qualitative & Quantitative
- Survey Research
- Reporting
- Psychometrics
- Evaluation
- Marketing Research
- Publication and Presentations
- Research Tools

Tier 2 Business Development

- Project Management
- Product Development
- Proposal Writing
- Communications
- Marketing
- Business Tools

Tier 3 Recruitment and Training of Next Research Associate

- Recruit Intern
- Develop Future Internship Curriculum



Training

- Assigned to Manny as Supervisor
- Trained by Manny & Rory
- Work directly on client projects
- Interact with clients and new prospective clients
- Attend workshops and conferences
- Attend virtual workshops/trainings
- Assigned individual research projects
- Present, draft and publish reports
- Training is complete virtual and non-virtually depending on the task



Outcomes for ICA

Increase Relationship IQ

WOW Clients and Staff

Increase Efficiencies

Increase Quality

Generate \$\$\$



Does the internship work?



Workplace Readiness

- How do you think this internship prepared you for future jobs? Related to the three tier approach?



Culture

- Did/does ICA culture support your learning?



Improvements

- If you lead the internship program, what would you change?



Overall

- Would you recommend ICA's internship program? Why and Why Not?



What do you think are important ingredients of the internship program?



Questions

