



PEARLAND *Internship Toolkit*

Developed for Pearland Businesses by:



STEP 1

Know your Why

DEFINING THE PURPOSE OF YOUR INTERNSHIP PROGRAM

Things to Consider: The Value of Hosting Interns

Build a talent pipeline: Internships allow you to identify promising talent early and shape future full-time employees who already understand your company's culture and expectations.

Boost productivity: Interns can help with meaningful tasks and short-term projects, enabling your staff to focus on higher-level or revenue-generating work.

Trial potential employees: Internships give both your company and the intern a chance to assess fit before making a long-term hiring decision.

Increase company visibility: A positive intern experience leads to great word of mouth on campuses, in communities, and across social platforms—raising your profile as a great place to work.

Give back to the community: Offering internships contributes to workforce development and shows your commitment to supporting the next generation of professionals.

Introduce diverse perspectives and ideas: Interns bring fresh insights and unique viewpoints shaped by their background, education, and generation—helping challenge old ways of thinking and sparking innovation.

Your Notes

Key Questions

- Why do we want interns?
- What do we hope to gain from hosting them?
- Do we have long-term hiring goals tied to this program?
- Are we trying to support workforce development or give back to our community?
- Will this help us fill hard-to-staff roles?

Quick-Start Action Items

- Write out 2–3 clear goals for your program
- Share them with leadership to align expectations
- Identify one department to pilot your first intern.
- Assign a program lead or main point of contact

STEP 2

Designing the Intern Role

WHAT WILL YOUR INTERN ACTUALLY DO?

An internship is more than just a temporary job—it's an experiential academic experience designed to help students apply what they've learned in the classroom to real-world settings. A well-designed internship includes intentional learning goals and measurable outcomes that support both the student's development and the company's objectives.

Internships can take many forms—they may be part-time or full-time, paid or unpaid, and connected to an educational program (for credit) or non-credited with a strong training or mentorship component. Regardless of format, the goal is the same: provide meaningful experience and professional growth in a structured, supportive environment. The Internship program will curate an experience for Interns to showcase your business as a place they would like to work.

Characteristics of a Good Internship

Meaningful Work: Interns should work on tasks or projects that directly support your business goals.

Skill Development: Interns should leave the experience with tangible skills they can apply in future roles.

Clear Supervision: Every intern should have a point of contact who offers direction, coaching, and consistent feedback.

Defined Goals: Set measurable learning objectives or a clear end-of-program deliverable (like a presentation or report).

Professional Exposure: Give interns access to meetings, mentorship, and cross-department experiences.

Not a Replacement for Entry-Level Staff: Internships aren't about free labor—they're a stepping stone, not a shortcut.

Not Just Admin Work: Some support work is fine, but the majority of their experience should contribute to learning.

Not Isolated: Interns should feel like part of the team, included in meetings, emails, and culture. If you wouldn't be proud to list this internship on your own resume, it needs to be improved.

Key Questions

- What tasks or projects would be valuable and appropriate for a student?
- Which departments or teams could use intern support?
- What skills or experience do we want the intern to gain?
- What positions are we struggling to fill—and why?
- Do we have meaningful work and mentoring support available?
- Are we prepared to create an intern experience—not just a temp job?

Quick-Start Action Items

- Draft a simple job description (title, tasks, skills).
- Choose a mentor or supervisor who will oversee the intern.
- Build a Role outline with Learning goals and measurable outcomes
- Set criteria for education level or major

Your Notes

Build a Basic Role Outline

1. Examples of Intern Tasks (by Department)
2. Assign Teams & Support
 - Mentor or Supervisor: Every intern needs one clear point of contact.
 - Team Support: Make sure the department hosting an intern knows their role and expectations.
3. Also Determine-What level of education are you seeking
 - (e.g., rising juniors, graduate students) If specific majors or programs align better with the role
4. Whether you'll prioritize candidates with specific experience or just potential

“WE WANT INTERNS” IS GREAT—BUT
“**WE’RE READY TO SUPPORT INTERNS**”
IS EVEN BETTER.

BEST PRACTICES

- Interns should never be assigned only busy work.
- Give them at least one ownable project.
- Involve them in meetings and team activities.
- Teach professional etiquette and communication.
- Provide feedback regularly (weekly if possible).
- Only commit if your team has the capacity to train and support the intern.

STEP 3

Creating a Supportive Structure

SET YOUR INTERNS (AND TEAMS) UP FOR SUCCESS

To make your internship program successful, it needs more than just good intentions. A well-structured internship includes defined roles, planned activities, oversight, and resources to support both interns and the staff working with them. Whether you're hosting one intern or five, setting up a solid internal structure ensures a high-quality experience and reduces confusion for everyone involved.

Define Who's Responsible for What

A small business might not have a full HR department, but every internship program should still identify key people who will manage different parts of the experience.

In a small business, one person might wear multiple hats—just be sure the intern knows who to go to for what.

Plan Intern Logistics Early

Logistics may not be flashy, but they're essential. Make decisions on:

- **Schedule & Duration:** Set clear expectations (e.g., 12 weeks, 20 hours/week).
- **Workspace:** Where will they sit or log in? Are they in-office, hybrid, or remote?
- **Equipment:** Will they need a computer, email access, project tools, or safety gear?
- **Pay/Stipend:** Determine if they'll be paid hourly or receive a stipend (see Chapter 5 for budgeting).
- **Paperwork:** Prepare forms for onboarding, confidentiality, or program policies.

Having these details ready helps you look professional and builds intern confidence from day one.

Add Programming to Enrich the Experience

Great internship programs go beyond tasks—they provide growth opportunities. You don't need a big budget to offer value.

Key Questions

- **Workspace:** Where will they sit or log in? Are they in-office, hybrid, or remote?
- **Equipment:** Will they need a computer, email access, project tools, or safety gear?
- **Schedule:** What will be the schedule and duration of the internship?
- **Payment:** Will this be a paid or unpaid Internship?
- **Stipend:** If paid, will they be paid hourly or a stipend?

Quick-Start Action Items

- Plan out your intern's schedule, workspace, and equipment.
- Draft 2–3 value-added programming ideas.
- Identify any budget items and confirm approval early.
- Create an Onboarding Guide

Examples of low-cost programming:

- Development Workshops: Resume building, LinkedIn tips, interview prep, or public speaking.
- Lunch & Learns: Invite team members to share their career paths or industry insights.
- Networking Events: Host intern mixers with other companies or departments.
- Volunteer Days: Include interns in community outreach or service projects.
- Learning Platforms: Offer access to free/affordable tools like LinkedIn Learning or Google Career Certificates.
- Even just 2–3 structured learning sessions can make your program stand out and be more memorable.

Determine Compensation and Budget Needs

Interns should be paid if possible—especially when they're contributing to real work. Consider:

- Hourly wage vs. flat stipend
- Tiered pay based on education level
- Overtime or travel reimbursement policies
- Housing stipend (for out-of-town interns)

Other budget items to plan for:

- Company swag (shirts, water bottles, notebooks), welcome or farewell lunches, Intern outings or team-building events, Career fair registration or promo materials.
- Even small touches—like a welcome kit—can go a long way in making interns feel valued.

BEST PRACTICES

- Start small. Pilot with one intern and grow from there.
- Create a simple onboarding guide. Interns should know what to expect.
- Keep a checklist for mentors. Outline responsibilities so they know how to support the intern.
- Don't overcomplicate. A strong foundation is better than an elaborate plan you can't sustain.

Your Notes

STEP 4

The Application Process

HOW TO ATTRACT AND SELECT THE RIGHT INTERNS

A structured application process helps you find the best candidates while showing students your internship is organized, thoughtful, and worthwhile. Even as a small business, your process can reflect professionalism and care.

Step 1: Write a Clear and Compelling Job

Description

Your internship job description is your first impression—make it clear, inviting, and informative.

What to Include:

- Job Title (e.g., Marketing Intern, Operations Intern) Internship Dates (Start/end or semester-based)
- Time Commitment (Part-time/full-time, number of hours per week) Location (In-person, hybrid, or remote)
- Compensation (Hourly rate, stipend, unpaid, or for academic credit)
- Intern Objectives and Overview – A short paragraph explaining what the intern will accomplish and how their work ties into the business.
- Responsibilities – 3–5 bullet points of daily or weekly tasks.
- Internship Completion Goals – Clearly define what the intern should aim to complete or deliver by the end of the experience.
- Learning Opportunities – Highlight mentorship, professional exposure, training and support, and any development resources you'll offer.
- How to Apply – Include instructions, email address, and deadline.

Be sure the language reflects your company's tone—professional but approachable.

Key Questions

- What is the level of education that you are seeking for the internship?
- Who should be involved in the interview process?
- Does your business require background checks and drug tests for Interns?
- Are there any age restrictions for the Internship?

Quick-Start Action Items

- Draft or update your internship job description
- Choose your application method and materials
- Build a structured interview guide
- Prepare offer and decline email templates

Step 2: Create an Accessible Application Process

Keep the process student-friendly, especially for those applying to internships for the first time.

Recommended Materials to Request:

1. Resume – 1-page max, focused on education, leadership, and projects.
2. Short Answer Questions (2–3)-Examples below
 - Why are you interested in this internship?
 - What skills or qualities would you bring to our team?
 - Share a time you worked through a challenge.
3. Cover Letter (optional) – Good for evaluating writing and motivation.
4. Video Introduction (optional) – Ask for a 1–2 minute video to learn more about their personality and communication style.

Step 3: Plan and Conduct Interviews

Your interview process should assess fit, mindset, and learning potential—not just past experience.

Who Should Be Involved:

- The intern’s direct supervisor or mentor
- Your program lead, HR team member, or another team representative

Structured Interview Best Practices:

- Use a structured interview guide with pre-written questions to ensure consistency.
- This is especially important if prospective mentors are involved, so everyone evaluates based on the same criteria.
- Tailor questions to key traits: communication, initiative, coachability, and problem-solving.

Suggested Questions:

- Why are you interested in this internship?
- Tell us about a time you solved a problem or worked on a team.
- What do you hope to learn through this experience?
- What motivates you to do your best work?

Step 4: Select and Offer

Move quickly with your chosen candidate and clearly communicate expectations and next steps.

Your Offer Letter Email Should Include:

- Internship title and department
- Dates and weekly schedule
- Pay rate or credit status
- Supervisor or mentor name
- Confirmation deadline
- Onboarding or pre-start information.

Step 5: Communicate with All Applicants

Always follow up with those not selected. It helps protect your company’s reputation and keeps doors open for future opportunities.

INTERVIEWING IS NOT JUST ABOUT WHO’S BEST — IT’S ABOUT WHO’S THE BEST FIT FOR THE EXPERIENCE YOU’RE OFFERING.

Your Notes

STEP 5

Recruiting and Launching Your Internship Program

FROM OUTREACH TO ONBOARDING

Once your internship role is defined and your process is in place, it's time to attract the right candidates, select the best fit, and deliver an onboarding experience that sets the tone for a successful internship. This phase is where preparation becomes action.

Part 1: Recruiting the Right Intern

Where to Promote Your Internship

- Choose a mix of channels that maximize visibility and credibility:
- Consistency across platforms builds credibility. Make sure all listings include deadlines, contact info, and what sets your internship apart.
- Attend Career Fairs and Campus Events

BEST PRACTICES

- Register early and bring flyers, QR codes, or branded giveaways.
- Share a short, authentic pitch about the internship and your company.
- Let previous interns attend and speak if possible.
- Ask to be involved in career panels, workshops, or presentations.
- Be memorable by being helpful—offer resume tips, career advice, or mock interviews.

Build Partnerships with Schools Connect with:

- Career advisors
- Department faculty (especially in high-need fields)
- Internship-for-credit coordinators
- Student organizations

Long-term relationships lead to stronger applicant pipelines.

Offer value in return:

- Guest speak in a class
- Sponsor a capstone or semester project
- Co-host a student networking night
- Participate in career exploration days and advisory boards
- Offer externship opportunities for teachers
- Host visits and tours on-site from educational partners

Key Questions

- How do we promote our internship?
- Which schools, faculty, and career centers do we build relationships with?
- What are 2-3 structured growth opportunities that the Internship will provide?
- How is your organization creating an internship experience that candidates want to apply for and recommend to others?

Quick-Start Action Items

- Post your internship on at least 2 job platforms.
- Register for a career fair or campus recruiting event
- Onboard your intern with a welcome email, agenda, and project brief
- Schedule weekly check-ins and one mid-program review
- Plan 2–3 development activities or mentorship moments

Your Notes

Part 2: Launching and Implementing the Internship

Once you've made your hire, onboarding and early support make all the difference. Interns need structure and intentional connection from Day 1.

Prepare for Day One

Intern Onboarding Checklist:

1. Welcome email with start date, time, and dress code First-day agenda
2. Workspace and login credentials HR paperwork (W-4, I-9, NDA, etc.)
3. Overview of company structure and values Introduction to mentor/supervisor and key staff
4. Make their first day feel special—a welcome lunch, swag bag, or intro meeting goes a long way.

Set Expectations and Support Systems

Kick-Off Week Should Include:

- Overview of their responsibilities and project(s)
- Clear intern objectives and what success looks like
- Introduction to key tools, systems, and resources
- A meeting with their mentor/supervisor
- A calendar of intern programming or workshops (if available)

Assign at least one project the intern can “own” from start to finish to build accountability and pride.

Provide Ongoing Development

Your program doesn't need to be fancy—just thoughtful. Interns appreciate:

- Lunch & learns Resume/LinkedIn workshops
- Shadowing or coffee chats with leaders
- Optional reading, videos, or learning modules
- Access to tools like LinkedIn Learning, Google Career Certs, or company knowledge bases

Set at least 2–3 structured growth opportunities during their time with you. Track Progress and Provide Feedback

- Schedule weekly or bi-weekly check-ins
- Do a mid-point evaluation to assess what's working
- Encourage questions and reflection
- End with a final project presentation, report, or discussion of their experience

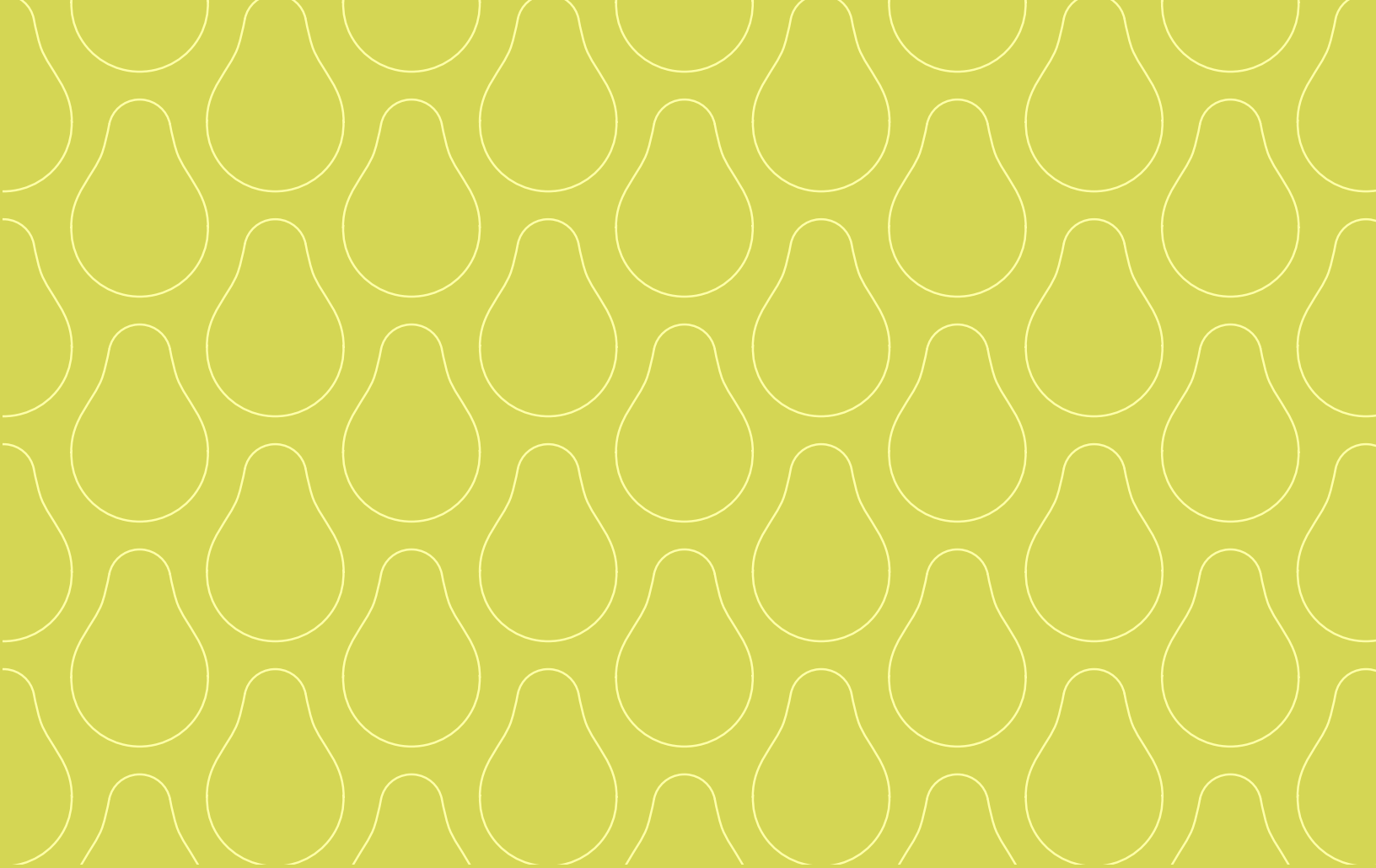
Consider using a short exit interview or feedback form, asking:

- What did you learn? What did you enjoy most?
- What would you improve?
- Keep notes on standout interns—they could be your future hires.

Build the Reputation You Want

- Interns talk. Their reviews and posts will shape how others see your program. A good experience = social media love, word of mouth, and future applicants.
- Stay in touch with strong interns—you've invested in them, and they've invested in you.

Your Notes



Appendix

Resources & Templates

TOOLS TO LAUNCH AND SUSTAIN YOUR INTERNSHIP PROGRAM

This section is your go-to resource hub—designed to save time, reduce guesswork, and help you confidently run a repeatable, successful internship program. Use these tools to launch faster, build structure, and refine your program over time.

Templates

[Internship Program Checklist and Weekly Check-In Template](#)

[Offer Letter Template](#)

[Internship Role Outline Checklist](#)

[Decline Letter Template](#)

[Internship Job Description Template](#)

[Sample Exit Interview Questions](#)

State Resources:

[Texas Workforce Commission](#) - Texas Workforce Commission is the state agency charged with overseeing and providing workforce development services to employers and job seekers of Texas.

[Workforce Solutions - Pearland](#) - Texas Workforce Solutions provides workforce development services to both job seekers and employers, connecting them with resources for hiring, training, and job searching.

[Internship Programs Under The Fair Labor Standards Act](#) - This fact sheet provides general information to help determine whether interns and students working for “for-profit” employers are entitled to minimum wages and overtime pay under the Fair Labor Standards Act (FLSA).

[DOW SkillBridge](#) - The DoW SkillBridge program is an opportunity for service members to gain valuable civilian work experience through specific industry training, apprenticeships, or internships during the last 180 days of service. DoW SkillBridge connects transitioning service members with industry partners in real-world job experiences.

Professional Development Resources

[LinkedIn Learning](#) - Career skills, software tutorials, business communication

[Google Career Certificates](#) - Free job focused certifications

[Pearland Intern Mixer](#) - The Pearland Intern Mixer is an annual summer event that brings local interns together to connect, hear from community leaders about what makes Pearland the “community of choice”, and build relationships with peers through a relaxed and engaging networking experience.

[Young Professionals of Pearland](#) - A program designed to leverage the diversity of young professionals between the ages of 21-40 that exist in the region by providing networking, career development, leadership, and civic engagement opportunities.

Education and Workforce Portals

[WorkInPearland.com](#) - A free website that provides free job postings and interactions with businesses and job seekers within the Pearland region.

[Handshake](#) - Handshake is a platform that helps people explore careers, find jobs, and build skills by connecting them with opportunities that match their interests and experience.

[Indeed.com](#) - Online job board

[NACE Internship Guidelines](#)

School	Department	Contact	Email
Alvin ISD	Career and Technical Education	Carolyn Brzovskis, College, Career & Partnerships Advisor	cbrzovskis@alvinisd.net
Pearland ISD	Career and Technical Education	Mike Akin, CTE Director	akinm@pearlandisd.org
Alvin College	Career Services	Career Services Department	CareerServices@alvincol lege.edu
San Jacinto College - South Campus	Career Services	Career Services Department	Tabitha.Godinez@sjcd. edu
Houston City College	Career Services	Career Services Department	hcc.careerservices@hccs.edu

Final Action Tips

Download and customize the job description and offer letter templates Bookmark and register for key recruiting platforms

Create a “Program Folder” to save templates, feedback, and intern documents Review this chapter each time you prepare to hire new interns

Your internship program is now equipped with the right foundation, tools, and resources to launch and grow!!!!

Frequently Asked Questions

1. What is the purpose of having an internship program?

Internship programs help build a talent pipeline, support community engagement, increase productivity, and allow employers to evaluate potential future hires in a low-risk environment.

2. What types of tasks can interns perform?

Interns can support meaningful, project-based work aligned with their field of study—such as marketing support, data entry/analysis, social media, customer service, research, operations, or process improvement projects. Tasks should provide skill development and learning opportunities.

3. What is the difference between an intern, a student worker, and an apprentice?

Interns are typically hired for structured, learning-focused experiences tied to their academic or career interests. Their work is project-based, skills-oriented, and aligned with clear learning outcomes. Internships can be part-time or full-time and usually last a semester or summer.

Student workers are hired primarily to fill operational or administrative needs within an organization. Their tasks support day-to-day functions rather than structured professional development. The work does not need to be related to their major, and there are usually no formal learning objectives.

Apprentices are full-time employees participating in a formal, long-term training program that combines paid on-the-job learning with classroom instruction. Apprenticeships focus on building mastery in a skilled trade or technical occupation and typically lead to an industry-recognized credential or certification.

In short:

Intern = learning-focused, project-based

Student worker = role-focused, operational support

Apprentice = long-term, structured training + paid employment leading to a credential

4. Do interns have to be paid?

Paid internships are strongly recommended and help ensure compliance with labor laws. Unpaid internships are only permissible under strict criteria (the “primary beneficiary test”), and most for-profit companies do not qualify. Paying interns also increases applicant quality and program equity.

5. How many hours should interns work?

Typical internships range from 10–20 hours/week for part-time during the school year and 20–40 hours/week during summer. Hours should align with business needs and the intern’s academic schedule.

6. How long should the internship last?

Most internships run 8–12 weeks in the summer or one academic semester. Some companies use year-round internship models.

7. Who should supervise the intern?

Interns should be assigned a direct supervisor who provides training, feedback, and oversight. Many programs also include a mentor or “buddy” to support professional growth and company culture integration.

8. What should be included in the internship job description?

- A strong description outlines:
- Program overview
- Expected responsibilities
- Required skills and preferred qualifications
- Time commitment
- Compensation
- What the intern will learn

9. How does the recruitment process work?

Companies typically post roles through universities, WorkInPearland.com, job boards, career centers, and local workforce offices. Many programs begin recruiting 2–4 months before the internship start date.

10. Do interns require onboarding?

Yes — interns should receive company orientation, access to systems, introductions to key team members, and clear expectations for success. Onboarding sets the tone and improves retention.

11. How do we ensure interns get real educational value?

Structure the internship around learning:

- Establish learning objectives
- Include training, shadowing, and professional development
- Set up regular check-ins
- Give meaningful projects, not just tasks

12. What legal considerations do we need to know?

Companies should consider:

- FLSA and Department of Labor guideline
- Worker’s compensation coverage
- Confidentiality agreements/IP protections
- Safety training if applicable
- Consult legal counsel for industry-specific concerns.

13. How do we measure internship success?

Common success metrics include:

- Intern satisfaction

- Project outcomes
- Conversion of interns to full-time hires
- Supervisor feedback
- Increased productivity or completion of identified projects

14. Can interns be remote or hybrid?

Yes—as long as meaningful work, supervision, and communication systems are in place. Hybrid models are increasingly common.

15. What happens at the end of the internship?

Programs typically end with a final evaluation, exit interview, and project presentation. Many companies use this time to decide whether to extend an offer, keep the intern part-time, or invite them back for future roles

CASE STUDY

Endress+Hauser

BUILDING A HIGH-IMPACT INTERNSHIP PROGRAM



Overview

Endress+Hauser, a global leader in process automation instrumentation, set out to build an internship program that would strengthen its future talent pipeline and provide meaningful work experience for emerging professionals. With a focus on purpose, structure, and intentional programming, the company implemented a program that now serves as a model for other employers seeking to attract and develop early-career talent.

The company needed a reliable way to attract early-career talent, fill hard-to-hire technical roles, and increase awareness of career pathways within advanced manufacturing. A well-designed internship program offered a strategic solution that would allow the company to invest in future employees while strengthening community partnerships.

The Approach

1. Establishing Purpose and Goals

Endress+Hauser began the process by identifying it's why:

- Build a long-term talent pipeline
- Provide quality work experiences that shape tomorrow's workforce
- Allow departments to "test-drive" potential future employees
- Strengthen community workforce development efforts

Clarifying these goals ensured leadership and managers understood the strategic value of internships.

2. Defining the Intern Role

Leadership partnered with internal teams to determine:

- Which departments could support interns (engineering, HR, marketing, accounting, construction support, etc.)
- What meaningful projects students could contribute to
- Skillsets essential for future full-time hires
- What positions were historically hard to fill and why

Endress+Hauser emphasized that interns should engage in real work, not coffee runs or errand tasks. Each intern receives:

- A clearly defined scope of work
- A project they “own” during the internship
- A mentor or supervisor offering day-to-day guidance
- Professional etiquette and workplace development support

This created a consistent standard across all hosting departments and ensured high-quality intern experiences.

3. Designing the Program Structure

Internship Management

The company identified an Internship Program Manager who oversees:

- Interviewing and hiring of designated intern roles
- Coordination with internal teams and mentors hosting an intern
- Program planning and designing of the intern experience
- Training and preparing mentors to host interns
- Coaching and professional development of interns
- Intern and program feedback and evaluations

Each intern is paired with:

- A mentor who provides technical guidance and daily support to help the interns navigate their projects and the workplace daily tasks

This two-tier support system helps ensure students feel anchored and supported.

Programming & Development

Endress+Hauser incorporated value-added programming to increase engagement:

- Resume and portfolio workshops
- Networking opportunities
- Technical skill-building
- Access to micro-credentials, certifications, and LinkedIn Learning

- Volunteer or community engagement opportunities

This turns the internship into a holistic learning experience, not just a summer job.

Pay Structure

The company implemented a competitive hourly pay scale based on academic level and major (Engineering vs. Non-Engineering), ensuring fairness and transparency. This model also encourages students to return each summer with increased hourly rates.

Budget Considerations

Program investments include swag for interns, meals, celebrations, and welcome events, Intern outings, cross-company networking, travel to customer sites or other facilities, career fair registration and recruitment costs.

Endress+Hauser views these as essential components that elevate the intern experience.

4. Streamlining the Application Process

Endress+Hauser designed a structured and equitable process:

- Application (resume + short questions)
- Video interview
- 45-minute virtual interview with Talent Acquisition, the Workforce Development Program Manager, and the prospective mentor
- Offer letter

This process provides consistency across departments and ensures mentorship alignment from the start.

5. Recruitment Strategy

To attract strong candidates, Endress+Hauser utilizes:

- TXWORKS Broadcasts openings and provides potential reimbursement
- College Career Fairs
- Engaging Interns through memorable giveaways and early recruitment
- On campus networking event for prospective candidates

The approach emphasizes proactive outreach and building brand awareness among students.

6. Implementation & Continuous Improvement

Endress+Hauser started with a manageable cohort and adapted the program each year based on feedback. Intern progress was tracked to identify candidates for return internships or full-time roles. The program was evaluated based on growth rate to scale sustainably. The result is a program that evolves alongside the company and remains aligned with future workforce needs.

Outcomes

Though metrics evolve each year, Endress+Hauser has consistently seen:

- Strong conversion rates from intern to full-time hire
- Increased interest in engineering and technical roles
- Higher engagement from hosting departments
- Positive employer brand amplification from interns' word-of-mouth
- A more stable and diverse talent pipeline

Interns leave with meaningful projects, industry exposure, and a clear sense of professional identity. Managers gain early access to well-prepared candidates who already understand the company culture.

Key Lessons for Employers

- Purpose must come first. Understanding why you're hosting interns sets the tone for everything.
- Interns should do real work. High-value projects increase retention and improve brand reputation.
- Mentorship matters. Clear management or coaching and mentors ensure strong experiences
- Programming elevates the experience. Workshops and networking create "stickier" talent pipelines
- Structure brings consistency. Standardizing pay, processes, and support creates a sustainable program.
- Start small. Adapt. Grow responsibly.

Your Notes



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