

WorkReady Programs

Virtual Internships and Career Exposure



A guide to assist businesses implement virtual internships and participate in Career Days

What are **Virtual Internships**?

Virtual internships are work experiences where the intern gains experience while working in a remote setting and is not physically present at the job location. Communication between interns and employers occurs through various means including email, telephone, webinars, and other project management tools.

Why are **Virtual Internships** important?

While in-person experiences have been dramatically impacted by COVID-19, we know that providing these experiences remain critical in ensuring that young people are not left behind as we recover from the impacts of this pandemic. When worksites like you support young people through virtual internships, you can:

- Ensure that young people continue to have connections to a work experience
- Train our future workforce to work in our increasingly virtual world
- Provide opportunities for skill-building i.e. digital literacy
- Remote employees are burned out and struggling for different reasons. Virtual supervision of youth can inject a renewed sense of purpose, enthusiasm, and passion into their work
- Rethink and reaffirm process and strategy through the “fresh” eyes and curiosity of youth
- Participate even if you are located outside of Philadelphia, which is not possible with traditional internships

Virtual Internships: Getting Started

- Worksite must complete a worksite agreement which will include a brief description of the work to be completed
- Supervisors must successfully complete a background check process that includes FBI, PA State and Child Abuse clearances
- Virtual internships are hourly wage-bearing experiences. WorkReady participants can work from 120-260 hours, duration varies by program. Worksites that are not able to meet those standards, but are interested in giving projects or activities, should coordinate with their provider to develop an incentive plan that aligns with the WorkReady guidelines

Examples of Virtual Internships

Accounting & Financial Services

- Verify and enter details of transactions from source documents into journals
- Post transactions to accounts
- Summarize details of separate ledgers by transferring data to general ledgers
- Balance records and compile various financial statements and reports

Business Administration

- Responding to customer inquiries
- Market research and data analysis
- Business reporting
- Lead Generation & Sourcing New Business via email and telephone
- Creating Presentation Materials

Communications and Marketing

- Support digital marketing through platforms including Facebook, Twitter, Instagram
- Develop content for the company's website, blogs, and newsletters
- Organize communications and outreach print and digital materials for quick access (logos, photos, boilerplate text, style guides, templates, checklists, publication archives, links, etc.)
- Assist with researching, writing, and distributing weekly emails outlining announcements and upcoming events
- Collect information from other departments to be highlighted in the marketing efforts

Information Technology

- Perform clerical and administrative support duties that come into the help desk
- Support the IT team in diagnosing and solving computer hardware and software issues
- Assist in the drafting of training materials for employees
- Conduct data entry into software systems

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Virtual Internship Roles and Responsibilities

(Provider will coordinate the worksite and youth roles)

Worksite	Provider	Youth
<p>Program Structure</p> <ul style="list-style-type: none"> Determine length of program in partnership with provider Recruit supervisors Create job descriptions and clearly defined learning objectives/goals. You should determine how much of the intern's working hours will be spent participating in both work and development opportunities Create structure to check in, i.e. at the beginning and end of the day Identify activities to keep interns engaged <p>Compliance</p> <ul style="list-style-type: none"> Supervisors complete FBI, PA State and Child Abuse clearances if youth are not at least 18 years old Complete the worksite agreement <p>Training</p> <ul style="list-style-type: none"> Provide interns an opportunity to learn about the company prior to start date Virtual onboarding to ensure interns have what they need to start i.e. equipment, tech, HR paperwork Set up and train interns on secure methods of sharing information <p>Communication</p> <ul style="list-style-type: none"> Structure to provide routine feedback by the supervisor Ensure interns are aware of preferred modes of communication 	<ul style="list-style-type: none"> Recruit worksite(s) Facilitate the supervisor clearance process Recruit youth and ensure that they complete enrolment through PYN Prepare youth for interviews where applicable Support youth in securing technology Conduct youth Orientation Share best practices for supervisors with other employers 	<ul style="list-style-type: none"> Have access to a Computer/laptop, Chromebook or tablet and access to wi-fi for the duration of the program Get parental/guardian consent to participate in a virtual internship Prepare for the interview (if applicable) <p>Resource to help prepare for virtual internships:</p> <ul style="list-style-type: none"> Strategies to navigate virtual internships

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What are **Virtual Career Days**?

Virtual Career Days are online events in which worksites and professional organizations will meet with young people in a virtual environment to share their experiences that allow youth to connect their academic work to their professional aspirations. A provider may organize these events by industry or function i.e. 2-3 employers for a healthcare career fair OR 2-3 employers by job function i.e. social media, marketing, accounting across industry

Providers are to support worksites and youth in their preparation as well as coordinate the actual Career Day. Prepare youth prior to event with a general overview, what to expect and potential questions to ask. Work with worksite representatives to ensure they are engaging with youth throughout.

Resources to Prepare for Virtual Career Day

- [All About Virtual Internships](#)
- [6 Steps for a Virtual Internship](#)
- [Best practices for creating a successful virtual internship](#)
- ["Work from Anywhere" virtual internship toolkit for employers](#)
- [Asana - Project management for virtual internship programs](#)
- [Featured presentations from the Khan Academy](#)

Virtual Career Days: Getting Started

- Create a registration page for interested worksites
- Determine times and dates of Virtual Career Days
- Ask worksite partners to identify company representative to participate in the Career Days

Learn more about opportunities to support youth employment at www.workready.org/employers.