



Career Integration Conference

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Beyond “Awesome”: Interns as Ethnographers in International Education

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- CAPA International Education is a private U.S. based organization founded in 1972
- Centers in Beijing, Buenos Aires, Dublin, Florence, Istanbul, London, Shanghai and Sydney
- Programs are designed to offer undergraduates a unique study abroad experience by blending formal academic courses with experiential learning opportunities
- Experiential learning programs range from 6-8 weeks, through to 12-14 weeks in duration across the calendar year
- Over 60,000 students have studies abroad with the CAPA



Beijing

Buenos Aires

Dublin

Florence

Istanbul

London

Shanghai

Sydney

Objectives

- Explore the concept of “Interns as Ethnographers” – benefits & challenges
- Discuss existing synergies between academics and work placement experiences
- Review current needs of employers
- Share examples of CAPA ‘s “Career Integration” practices
- Workshop & Discussion



The power of “Awesome”



“Awesome” today



WHO'S AWESOME?

You're awesome!

Interns as Ethnographers

Ethnography

“ The scientific description of peoples and cultures with their customs, habits, and mutual differences. (1) ”

Ethnographic Research

“ The observation of and interaction with persons or a group being studied in the group's own environment (2) ”

1 Oxforddictionaries.com

2 Thefreedictionary.com

Career Integration – How do we get beyond Awesome?

- Understanding the balance between the “real world” environment and the academic classroom
- Understanding all stakeholders involvement in the study abroad program



Career Integration – How do we get beyond Awesome?

- Understanding yourself as a pivotal step towards understanding others



- Evoking this philosophy through CAPA application process

Internship*
CAPA London Internship

Program*
CAPA London Program - Direct Enroll (Summer)

Please list any course work or experience gained through relevant to your internship goals*
People to People Student Ambassador trip in 2008
Semester Abroad in Germany for the Fall 2012 semester
German language courses, microeconomics, and World Geography

Please list 3 examples of employment or extracurricular involve responsibility. Include a description of your duties*
1. As a student ambassador for the People to People Organization in 2008, responsible for positively representing the United States to the various government officials, and foreign people we met on our journey. It was my responsibility to show up in the correct place at the correct time each day.
2. October 2011 to April 2012 I worked at the YMCA in Meadville, PA. I was a youth center which included tutoring younger children and making sure the following organization rules.
3. September 2013 to present I am working with the Campus Ministries Dept at Walsh University. My responsibilities include manning the front desk, answering directing visitors, and any office work such as copying or running papers to various departments.

Please list your desired areas of work in order of preference.

First Choice Placement*
Politics

Second Choice Placement*
International Businesses

Third Choice Placement*
Public Relations

What are your future career plans and how will your internship placement area relate to these plans*
I hope to work for the United Nations someday so placement in a political or international organization will go a long way to showing me just what may be required of me and help me decide if I am making the current career choice.

What type of duties do you expect to be given*

Please list your desired areas of work in order of preference.

*First Choice Placement**

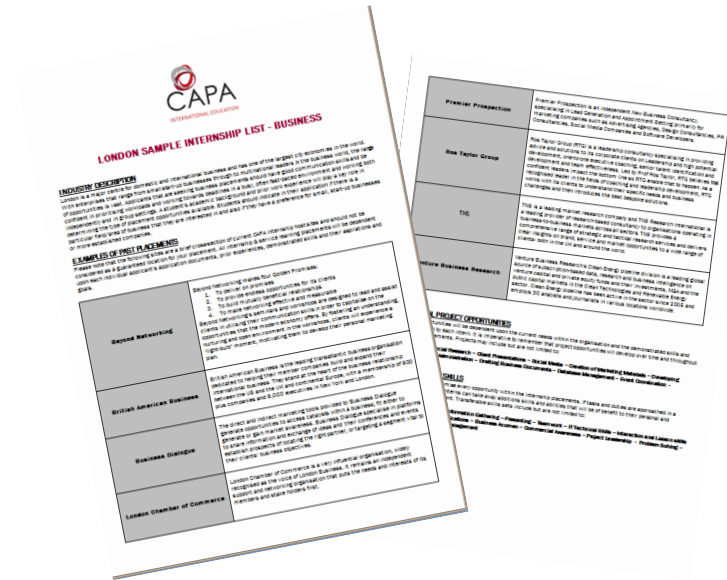
*Second Choice Placement**

*Third Choice Placement**

*What are your future career plans and how will your internship placement area relate to these plans**

Career Integration – How do we get beyond Awesome?

- Providing insight into industries



- The interactive “Human Touch”
- Informative documents
- Professional onsite mentors and supervisors that share in CAPA’s mission
- First class academic guidance and support systems

Career Integration – How do we get beyond Awesome?

- Providing insight into employers needs



- Current patterns and trends
- Forecasting movements
- Utilising local, national and international resources
- Knowledge sharing



Current reports on employer needs



The Confederation of British Industry

“We speak for companies of every size, including many in the FTSE 100 and FTSE 350, mid-caps, SMEs, micro businesses, private and family owned businesses, start ups, and trade associations.”

- Education and Skills Survey – *291 employers, 1.4 million employees, cross section of organisations*
- The single most important factor in recruiting university graduates ...85% reported this to be “Attitude & Aptitude to work and Character”
- 74% of organisations want to see HE institutions implement courses around “job readiness” and career guidance
- 76% of employers expect that over the next 3-5 years they will have a need staff with leadership and management skills in cultural communications

Forecasting



BUREAU OF
LABOR
STATISTICS

" The **Bureau of Labor Statistics** is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics"

- Employment Projections Report – 2012 to 2022
- Of the 30 occupations projected to have the largest % increase between 2012-2022, almost 50% (14) are related to healthcare
- Occupational Outlook Handbook
 - In addition to projecting employment stats for each detailed occupation, this depicts the nature work, working conditions, education, work experience and on the job training typically needed for each occupations

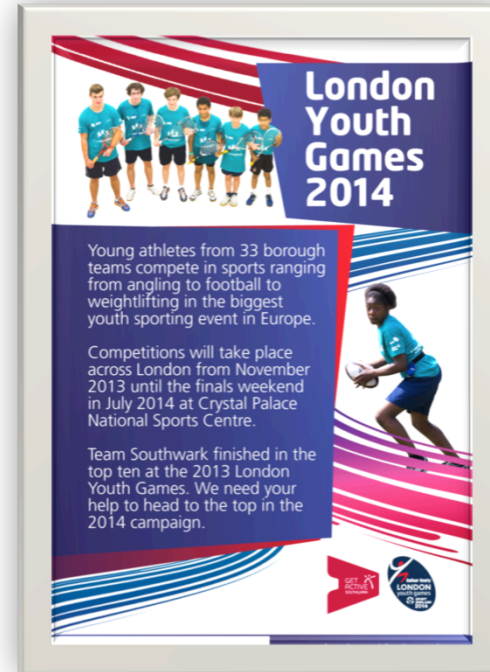
Career Integration – How do we get beyond Awesome?

- Provision of excellence in site placements opportunities



- Personalised placements that are aligned with career aspirations
- Meaningful tasks, projects and responsibilities
- Professional onsite mentors and supervisors that share in CAPA's mission
- First class academic guidance and support systems
- Focus on holistic learning

Career Integration – Sample Placement



- *Please see additional handout*



Career Integration – Sample Placement





**“How was
London?”**

AIRPORT
ARRIVALS



“It was
Awesome”



INTERNATIONAL EDUCATION



“I can see you interned in London, tell us more...”

Objectives

- **Changing the role of the student at the internship site**
- **Some particularities of the *Learning through Internships* model at CAPA**
- **Thematic overview and meeting structure to support ethnographic research**
- **The “so what?” factor (objectives and outcomes)**



The Student at the Internship Site

As an INTERN

- Agree to a set of objectives with site supervisor
- Carry out tasks as agreed and assigned
- Track and assess progress in development of industry-specific skills

As an ETHNOGRAPHER

- Observe the work of others
- Keep a log of field notes
- Self-reflection/awareness of self

The Student and the LTI Classroom

Some Conditions, Specific to CAPA's Learning through Internships Model

- LTI is required of ALL students taking an internship
- Classes meet regularly throughout the term
- Diversity in the classroom

The Student and the LTI Classroom

Course Overview: Thematic Organization of Content

- How Organizations Work
- Work, Culture and Governmental Regulations: A Comparative Study
- Self-Reflection

The Student and the LTI Classroom

Weekly Meetings: CAPA London as a Case Study

- Lectures and In-Class Activities
- The Weekly Check-In
- Periodic Engagement with Internship Placement Team

The Student and the LTI Classroom

So what?

The Student and the LTI Classroom

The “So what?” Factor: Students Showcasing What They’ve Learned

- Participation
- Presentation
- Written Portfolio
- Supervisor’s Feedback

The Student and the LTI Classroom

The “So what?” Factor: Learning Objectives and Outcomes

- Ability to identify and discuss individual strengths in the workplace
- Ability to apply theoretical materials (largely about organizational behavior) to observations and/or experiences from internship site
- Ability to articulate the value of this as an international experience to a potential future employer, colleague, advisor or peer
- Broadened and more nuanced understanding of how each student can individually thrive within a multi-national, multi-cultural, and ever-changing workplace
- Sharpened focus of career objectives

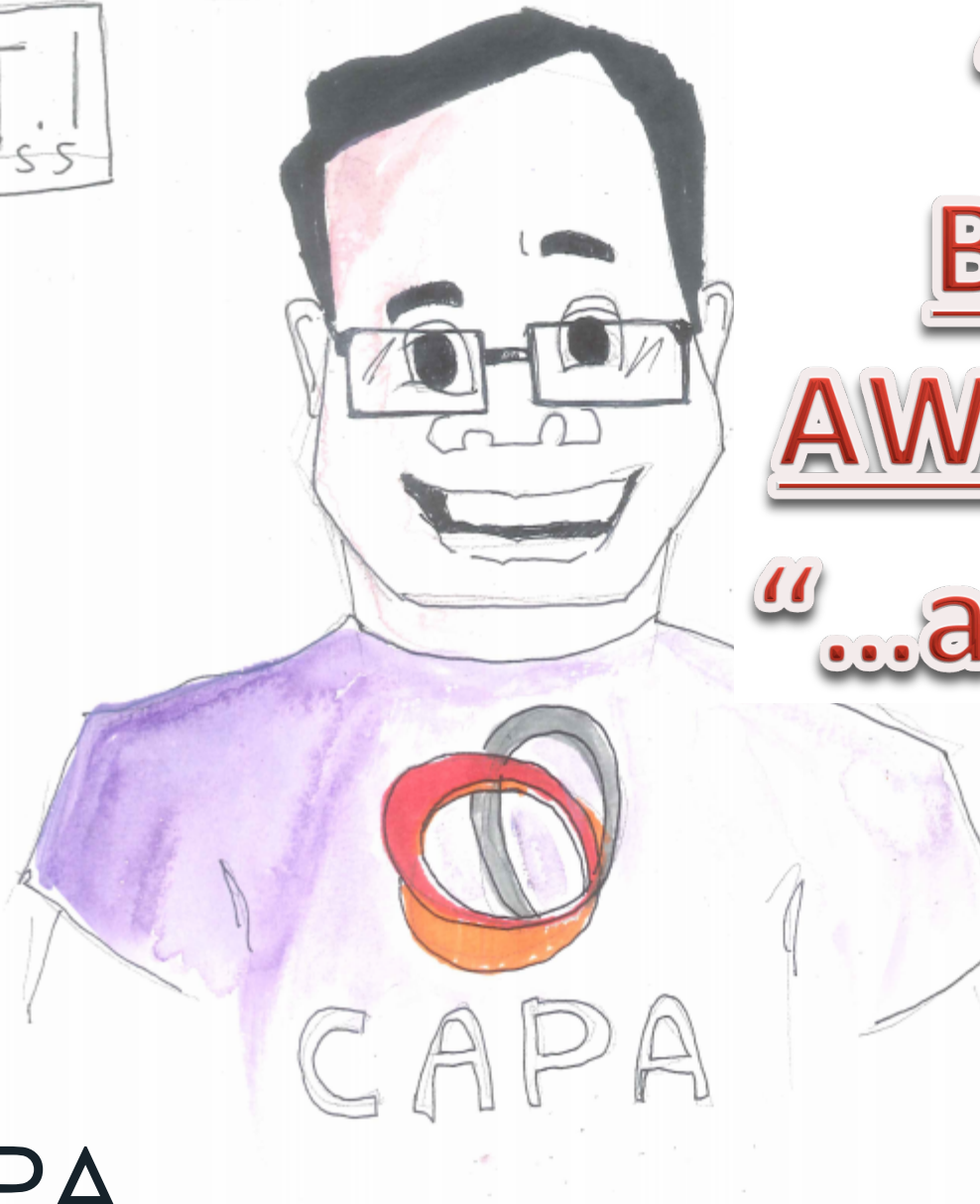
“It



was

Awesome!!!”

L.T.I.
CLASS



“It was
BEYOND
AWESOME...”

“...and here’s
WHY”



INTERNATIONAL EDUCATION

Questions for Discussion



Stay in Touch!



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