

**Florida Gulf Coast
University**



Launching Internship Week: *What worked, What didn't and What I learned from Year One*

Trudi-Ann Dyer, MS

Internship Coordinator II & Internship Course Instructor

06.16.26



FGCU

Internships &
Cooperative Programs

Trudi-Ann | Welcome!



The Onboarding
Curator

- Admissions Counselor of Restrictive Programs
- Marieb College of Health

The Connector

- Coordinator, Community Engagement, Recruitment & Communication
- College of Education

The Career
Builder

- Internship Coordinator II (*current role*)
- Office of Internships & Cooperative Programs (ICP)



Proud Alumna:



Who is in the room?



FGCU

Internships &
Cooperative Programs



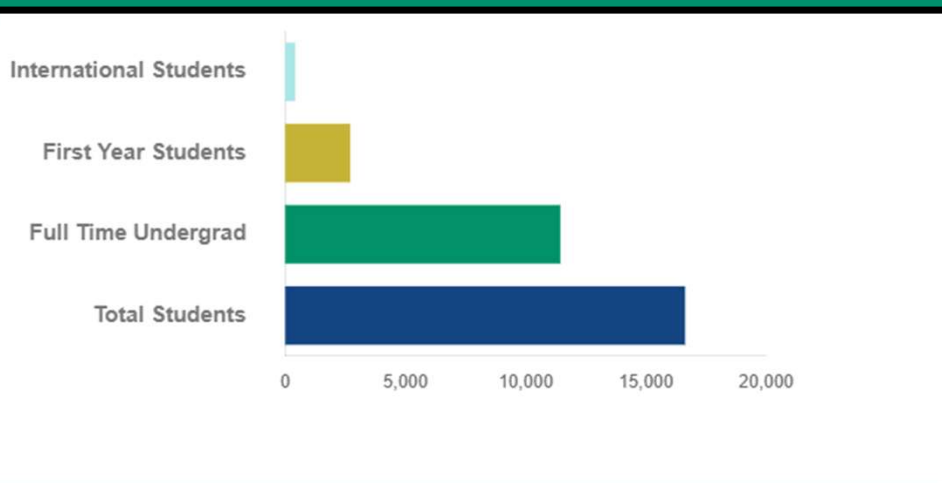
Objectives for Today's Session

- Learn how to structure internship week
- Gain practical tools & actionable items
- Access internship week planning timeline
- Integrate campus partners for collaboration.
- Learn strategies for engaging faculty, staff and students.
- Learn how to navigate challenges that arise.

Disclaimer!

Fast Facts FGCU

16,633 Total Enrollment



- 20:1 Student faculty ratio
- 150 Student Organizations
- 15 Division 1 Athletic Teams
- 25 Fraternities and Sororities
- 69% of students are full-time undergrads
- 62% of students graduate with zero debt



Number of Degree Programs at FGCU



66
Undergraduate
Degrees

7
Doctoral Degrees

28
Master's Degrees

19
Academic Certificates

What is ICP?

Centralized office on campus for internship resources and opportunities.

- **One on One Appointments**
 - Internship experience & career goal alignment
 - Internship search strategies
 - Referrals to internship connections/campus partners
- **Internship Courses**
 - Career Discovery Course (*Podium*)
 - Global Career Accelerator (*Podium*)
 - Professional Internship (0 to 9 credits)
- **Unpaid Internship Award/GCA Award**

FGCU

Internships &
Cooperative Programs



Why Internship Week?

- Promoting a culture of internships on campus on a larger scale.
- Fall 2025: Fully staffed internship office
- Build awareness of The Office of Internships & Cooperative Programs (ICP)



Designing Internship Week

Factors to consider

- **Structure of the Week:**

- Each day of the week address a specific need
- Kick-Off, Professional Development, Future Planning, Employers, On-Campus partners, Celebration & Recognition

- **Key partnerships:**

- Faculty, staff, employers, departments, colleges, student organizations & community partners

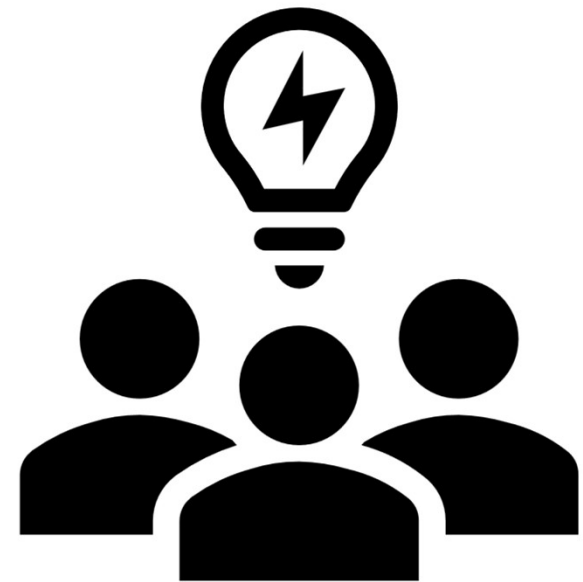
- **Time:**

- Semester, week & day



Factors to consider Cont'd

- **Location:**
 - Accessible/Convenient
 - Inclusions (*tables, chairs* etc)
- **Tracking attendance:**
 - Eagle Link (*Campus Labs*)
 - Eagle Career Network (Simplicity)
- **Engaging Gen Z:**
 - What are their needs, what do they respond to?
- **Budget**



Overview of Each Day

Inaugural Internship Week September 29 - October 3



Monday, September 29

Meet Your Internship Connection
9:00 a.m. - 12:00 p.m.

► Student Plaza

A tabling event where students get to meet their designated Internship contact based on their program of study. This promotes awareness of internship opportunities and support available to students in the different colleges.

Tuesday, September 30

Insights from a Recruiting Professional
3:30 - 4:30 p.m.

► LIB, Room 121

Guest Speaker: Amber Whitaker - Gartner

Join us as we hear from a recruiting professional who will share real-world insights on landing internships and jobs, standing out in the hiring process, and building a career-ready mindset.

Wednesday, October 1

Resort & Hospitality Career & Internship Fair
12:00 - 3:00 p.m.

► Cohen Ballroom

Hosted By the School of Resort & Hospitality

A career and internship fair for students interested in the Resort & Hospitality field. Students will get a chance to meet employers, next work and discuss career and internship opportunities.

Thursday, October 2

Making the Most of Eagle Career Network (ECN)
11:00 a.m. - 12:00 p.m.

► MCT, Room 202

Eagle Career Network is a career management platform available to enrolled FGCU students and Alumni providing access to Job listings, Internship listings, Work-Based Learning Documentation, and Career/Recruitment focused events. Stop by to learn more!

Friday, October 3

Creating & Enhancing On-Campus Internships
12:00 - 2:00 p.m.

► SHRM, Room 111

This event is an info session for FGCU faculty and staff who are interested in hosting an intern within their department or office or have supervised an intern before and are interested in learning more.



Pics of the Week



Designing Internship Week Cont'd..

Internship Week Overview

Goals: Professional Development, Networking, Campus Engagement, Culture of Internships

Audience: FGCU Students, Campus & Community Partners

DAY	THEME	EVENT & TIME	OVERVIEW	LOCATION	COLLABORATIVE PARTNERS
<i>[Day of the week]</i>	<i>[The main goal of the day]</i>	<i>[Event title]</i>	<i>[Brief summary of what to expect]</i>	<i>[Room/venue]</i>	<i>[Co-hosts/Sponsors]</i>
MONDAY	Kick-Off	<i>Meet Your Internship Connections</i> 10:00-12:00PM	Internship Coordinators, optional community reps; coffee/donuts; tabling; resources	Student Plaza	CDS, Internship Leadership Team, Chartwells. QEP, Innovative Education & Partnerships
TUESDAY	Professional Development	Insights from A Recruiting Professional 1:00-2:00pm	Recruiter discuss expectations and advice for early talent	Auditorium or Large Classroom	Career Development Services, Gartner
WEDNESDAY	Future Planning	Eagle Career Network (ECN) Drop-in Tutorial	ICP staff guides students on utilizing ECN for internship searches	ICP Office	N/A



Designing Internship Week: Your Turn!

Internship Week Template

Goals: _____

Audience: _____

DAY	THEME	EVENT & TIME	OVERVIEW	LOCATION	COLLABORATIVE PARTNERS
<i>[Day of the week]</i>	<i>[The main goal of the day]</i>	<i>[Event title]</i>	<i>[Brief summary of what to expect]</i>	<i>[Room/venue]</i>	<i>[Co-hosts/Sponsors]</i>
MONDAY					
TUESDAY					
WEDNESDAY					



What is the **one outcome** you hope Internship Week will achieve for your students?

Engaging Gen Z

- Text
- **Xx4. Through Connection-Driven Programming (8 minutes)**
- What Gen Z responds to: Free food, incentives, help
- How each day of the week met a specific student need
- Lessons learned about communication, incentives, and accessibility



The Logistics: *marketing, challenges, timeline*

Extra Extra, Read all about it!!

FLORIDA GULF COAST UNIVERSITY

SAVE THE DATE!

FGCU | Internships & Cooperative Programs

Internship Week Spring 2026

February 2nd - 6th 2026

Embracing a culture of internships one Eagle at a time!

Follow @fgcu_icp on Instagram for more updates

CONTACT US: icp@fgcu.edu | 239.745.4423
fgcu.edu/academics/internships



Level 1

- Social Media
- Website
- Flyers



Level 2

- A-frames
- ICP Contacts
- Eagle Career Network (Symplicity)



Level 3

- Bus/TV
- Newsletters
- Mailing Lists

LEVELS OF PROMOTION

Extra Extra, Read all about it!!

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Hosted By the School of
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12:00 - 2:00 p.m.
➤ SHRM, Room 111

**SEE YOU
THERE!**



FGCU Internships & Cooperative Programs



Internship Week - Spring 2026 February 2 - February 6

Monday, February 2

Meet Your Internship Connection
11:00 a.m. - 1:00 p.m.
➤ Student Plaza

Tuesday, February 3

Internships Decoded:
Breaking Down the Process
12:30 p.m. - 1:30 p.m.
➤ Merwin Hall, Room 127
Hosted By Career Development Services

Wednesday, February 4

Your Internship, Your Story
10:00 a.m. - 12:00 p.m.
➤ Veterans Pavilion (Library Lawn)

Thursday, February 5

Event 1 | Building Better Internships on Campus
1:00 p.m. - 2:30 p.m.
➤ The Water School (AB9), Room 222
Event 2 | Lutgert Career Connections
12:30 p.m. - 2:30 p.m.
➤ Cohen Student Union, Rooms 213 & 214
Hosted By Lutgert College of Business (LCOB)
& School of Resort & Hospitality Management (SRHM)

Friday, February 6

Ask the Director of Internships
11:00 a.m. - 12:00 p.m.
➤ Cohen Student Union, Room 162

Visit bit.ly/InternshipEvents to view all of the events on Eagle Link!

FGCU Internships & Cooperative Programs
fgcu.edu/academics/internships



Level 1

- Social Media
- Website
- Flyers



Extra Extra, Read all about it!!



Internship Week - Spring 2026 February 2 - February 6

Building Better Internships on Campus

Thursday, February 5
1:00 p.m. - 2:30 p.m.
▶ The Water School (AB9), Room 222

Faculty and staff are welcome to join our interactive workshop to discover how you can host an intern and create meaningful, career-building experiences for students in your department. Join us in person for the best experience. A virtual option is available; please RSVP to receive the TEAMS link.

**Light refreshments will be provided*



Level 2

- A-frames
- ICP Contacts
- Eagle Career Network (Symplicity)



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SEE YOU THERE!



FGCU | Internships & Cooperative Programs



Level 3

- Bus/TV
- Newsletters
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Marketing Materials

FLORIDA GULF COAST UNIVERSITY


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February 2 - February 6

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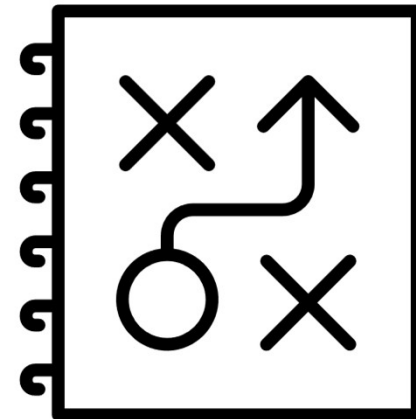
Challenges & Lessons Learned

- Time
 - Room reservations
 - Marketing
- Printing
- Scheduling for Kick-Off
- Complete tasks by Friday
 - Delegate among team



Challenges & Lessons Learned Cont'd

- Away signs for office during events
- Eagle Link {Campus Labs}
- Certificate for employer coming on campus
- No post survey for students
- Staff workshop
 - Hybrid Option via Teams
 - Food Available



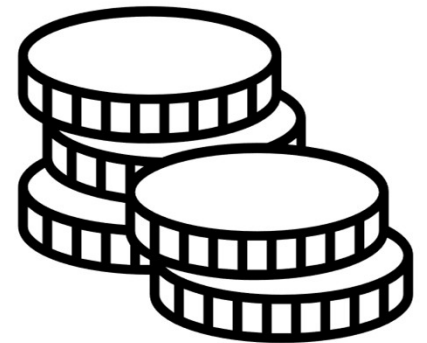
Budget Breakdown: *Actual Expenses*

- **Meet Your Internship Connection** (*Guest count 72*)- Fall & Spring

- Dunkin Donuts ordered through Chartwells:
 - Donuts (6 dozen) & Coffee(4 Box O' Joe)
 - \$83.94 + \$87.96 = **\$183.07** (x2)

- **Building Better Internships on Campus** (*Guest count 20*)- Spring

- Assorted baked cookies (min. order 12)- 40
- Iced coffee bar (min. order 12)- 20
 - Iced coffee | Ice bin with scoop | Vanilla & Hazelnut Syrup | Creamers and sugars | Caramel & Chocolate Sauce
 - \$46.40 + \$105.80 = **\$152.20**



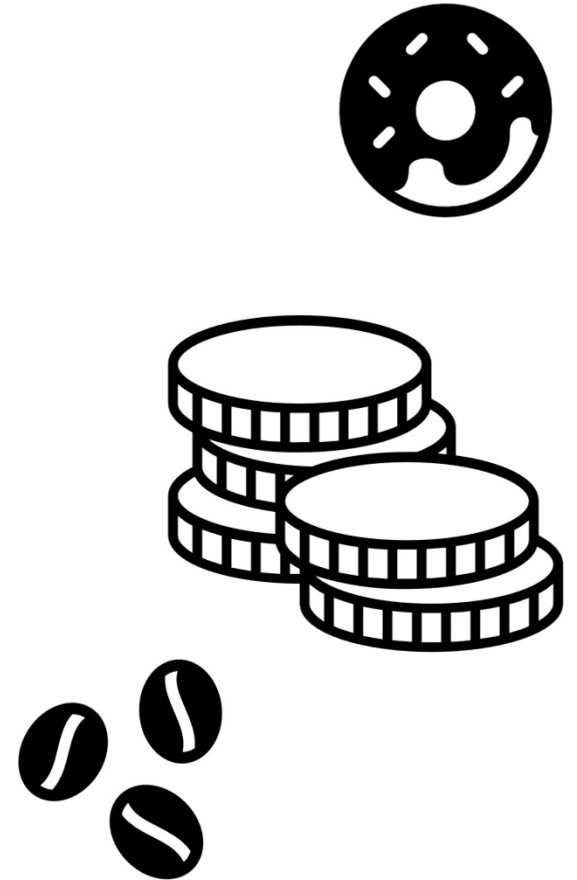
Budget: Potential Costs

Item	Quantity	Cost	Vendor
A-frames (4-pack)	1	\$392.97	Amazon
Acrylic sign holders (12-pack)	1	\$30.60	Amazon
Tablecloths(black) (8-pack)	1	\$35.19	Amazon
Vibe Board S1 55" – Regular	1	\$3,599.10	Vibe.us
Vibe Stand for S1 55"	1	\$599.00	Vibe.us
Vibe Active Stylus	1	\$119.00	Vibe.us
Vibe Tap	1	\$159.00	Vibe.us
Cart to transport items	1	\$168.29	Amazon
Merch/Swag items (stars, pens, highlighter, lip balm etc.)		\$1,260.07	Gulf Shore Promo
Certificate holders (25-pack)	1	\$16.30	Amazon
Rolling train case	1	\$119.99	Amazon
Poster size flyers (24 x 36)	2	\$115	Signs in One Day



Budget: Potential Costs

- Tent(s)
- Additional signage
 - A-frames
 - Acrylic frame
- Poster size flyers (24 x 36)– 2 @ \$57.50 each
- Tablecloths
- Vibe board
- Cart to transport items for setting up event(s)
- Merch/Swag items for giveaways
- Certificate/holders
- Printed Materials



Internship Week Planning Timeline

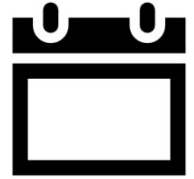
Fall Internship Week | October 12-16th, 2027



May-June (Month-4)	July (Month -3)	August (Month- 2)	September (Month -1)	October (Month- 0)
Planning Meeting				
Finalize Date	Create Event posting in Eagle Link (Campus Labs) and Symplicity			
Reserve location(s)/rooms		Deadline for co-host to submit events		
Send Calendar Invite/STD to key Partners	Call for event hosts/co-hosts	Submit request for marketing team	Start heavily promoting (flyers,A-frames on campus)	
		Finalize promotional items (flyers, posters etc)	Submit request for newsletters & mailing lists	Send out confirmation email to key partners with logistical details
			Submit order for refreshments/food (if any)	Assign event roles to team members for events
			Create post-event survey [Qualtrics or Formstack]	Create table signs/numbers for kick-off
				Create recognition certificates for community partners
				Final meeting with your team the week before to go over details
				Confirm catering
				Pack needed supplies on cart by Friday
				Internship Week is here!(10/12-16th)



Internship Week Planning Timeline Cont'd



May-June (Month-4)	July (Month -3)	August (Month- 2)
Planning Meeting		
Finalize Date	Create Event posting in Eagle Link (Campus Labs)	
Reserve location(s)/rooms	and Symplicity	Deadline for co-host to submit events
Send Calendar Invite/STD to key Partners	Call for event hosts/co-hosts	Submit request for marketing team
		Finalize promotional items (flyers, posters etc)



Internship Week Planning Timeline Cont'd



August (Month- 2)	September (Month -1)	October (Month- 0)
Deadline for co-host to submit events		
Submit request for marketing team	Start heavily promoting (flyers,A-frames on campus)	
Finalize promotional items (flyers, posters etc)	Submit request for newsletters & mailing lists	Send out confirmation email to key partners with logistical details
	Submit order for refreshments/food (if any)	Assign event roles to team members for events
	Create post-event survey [Qualtrics or Formstack]	Create table signs/numbers for kick-off
		Create recognition certificates for community partners
		Final meeting with your team the week before to go over details
		Confirm catering
		Pack needed supplies on cart by Friday
		Internship Week is here!(10/12-16th)



Impact & Outcomes

- **Campus engagement (Inaugural)- 226 Total**
 - Check into events using Eagle Link QR Code
- **Campus partner feedback**
 - ILT Survey (2 responses)
- Internship Week became a **signature event**
- Alignment with FGCU's selection of Metric 10
 - **PBF10- Percent of Bachelor's Degree Completers with Internships**



Internship Week Comparison: 25-26 AY

Inaugural Internship Week -Fall 2025

Monday 9/29	Tuesday 9/30	Wednesday 10/1	Thursday 10/2	Friday 10/3
Kick-Off: Meet Your Internship Connection	Insights from a Recruiting Professional	SHRM Resort & Hospitality Fair	ECN Drop In	Creating On Campus Internships
111	12	~100	1	2

of Events: 5

Total Attendees: 226

Spring 2026

Monday 2/2	Tuesday 2/3	Wednesday 2/4	Thursday 2/5	Thursday 2/5	Friday 2/6
Kick-Off: Meet Your Internship Connection	Internships Decoded Workshop	Your Internship, Your Story	Lutgert Career Connections	Building Better Internships on Campus	Ask the Director of Internships
100	4	15	~120	11	4

of Events: 6

Total Attendees: 254



Compare & Contrast: Round 2 Spring 26



Internship Week Comparison 25-26 AY

Inaugural Internship Week -Fall 2025

Monday 9/29	Tuesday 9/30	Wednesday 10/1	Thursday 10/2	Friday 10/3
Kick-Off: Meet Your Internship Connection	Insights from a Recruiting Professional	SHRM Resort & Hospitality Fair	ECN Drop In	Creating On Campus Internships
111	12		1	2

of Events: 5/

Total Attendees: 126 (Minus COB event)

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100	4	15	~120	11	4

of Events: 6

Total Attendees: 134 (Minus COB event)



Helpful Resources for Internship Week

- **Direct Link:** <https://canva.link/frapj4tad6tmfeo>





QUESTIONS?

Trudi-Ann Dyer, MS | tdyer@fgcu.edu

Compare & Contrast: Round 2 Spring 26'



Internship Week Comparison 25-26 AY

Inaugural Internship Week -Fall 2025

Monday 9/29	Tuesday 9/30	Wednesday 10/1	Thursday 10/2	Friday 10/3
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Enrollment Management