

Applied Learning's Impact on Students' Career Outcomes

By Timothy Petty

Abstract

Internships are essential for preparing students for successful careers by providing practical experiences and skill development. This research poster examines internship impacts on career readiness and success through a literature review and a case study of an internship at the SUNY Potsdam Office of Advancement.

The research synthesizes previous studies to explore how internships influence career readiness indicators like job attainment, career confidence, and professional growth, offering insights into students' preparedness for the workforce.

Additionally, a detailed case study based on the author's internship experience is presented. This analysis delves into specific skill development, challenges faced, and lessons learned during the internship, highlighting the importance of mentorship, project involvement, and networking.

Research

Internships historically have helped graduating students integrate into the job market quickly. This is shown by students having a lower risk of unemployment during the first year of their careers (Margaryan et al., 2020; Neyt et al., 2019) and less job search time (about two months) for first employment (Oswald-Egg & Renold, 2021) after completing at least one internship (Tu, 2022).

Advancement Communications Internship Case Study

During my internship, I could explore many different facets of a communications position as well as stewardship for a department that focuses on its donors.

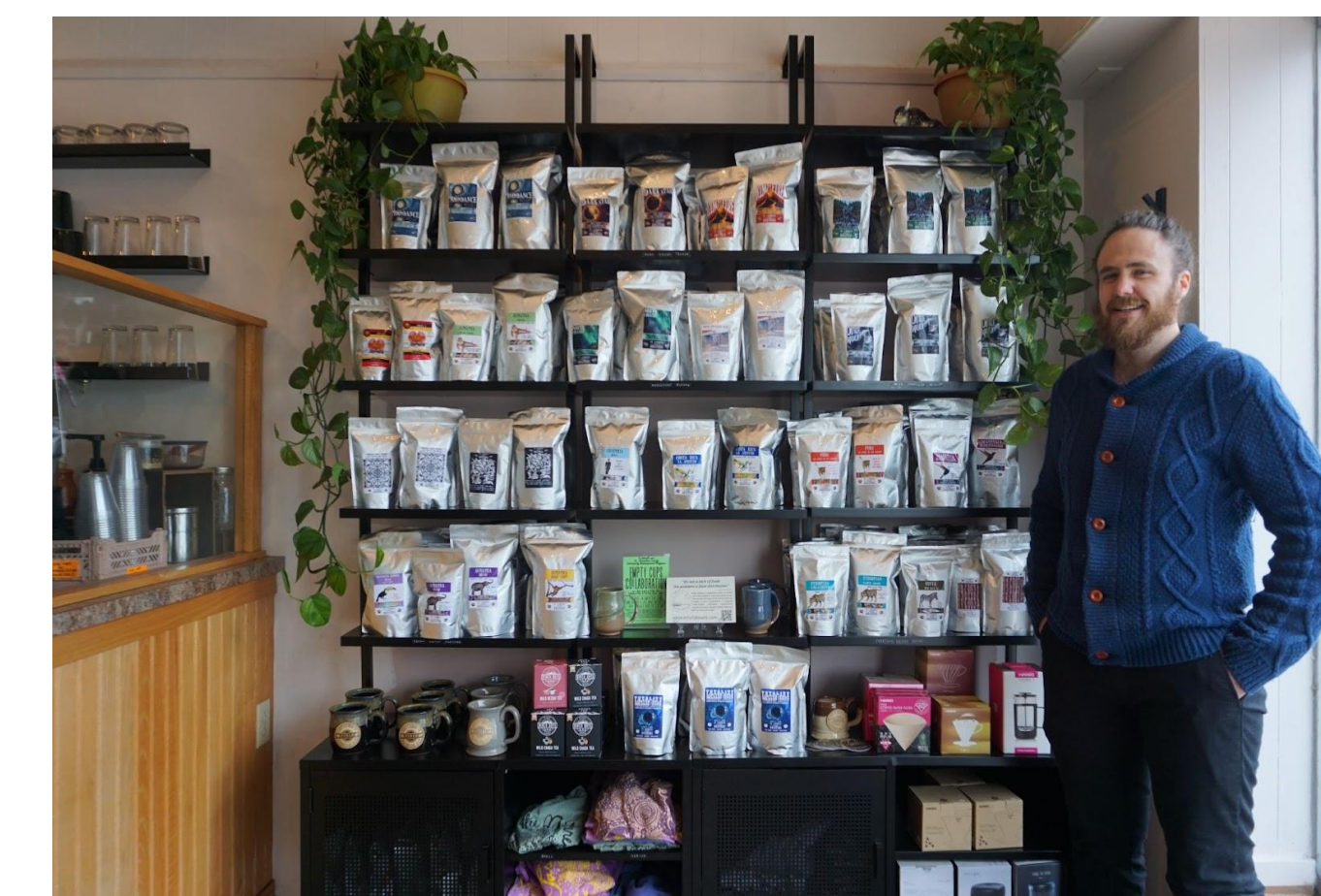
I started by organizing a photo shoot for the Potsdam Bear's Sports teams to say "Thank You" to the many athletic donors. These photos were then used in a #SmallBusinessSaturday social media campaign for the Alumni Office and the photos were also printed to thank the respective businesses. I also got opportunities to write in-depth stories for the Alumni Reunion Mailer showcasing a coffee roaster and the Crane Alumni Band. This gave me a lot of essential experience in planning meetings with other people and persevering through time constraints and conflicts.

Conclusion

Internships and other applied learning opportunities have shown significant positive impacts on the career outcomes of the students that participate in them. Through my internship I have felt more confident going into interviews and stronger about participating in the workforce.



Small Business Saturday Photo with Bears Swim and Diving team



Cover Photo of Conor O'Brien in front of St. Lawrence County Coffee Roaster's coffee beans for interview story