

## **Honors Level Enhancement**

Students wishing to obtain honors level internship credit must complete two (2) of the four (4) enhancement lessons. Lessons include, career interviews (written), internship video interview, LinkedIn, SWOT Analysis, organizational chart, environmental scan and policy manual.

### **Lesson 1: Career Interviews (Written)**

#### **Learning Objectives:**

1. To acquire career skills and investigate fields of interest related to the intern's career and college goals
2. To link the internship experience to the skills and attributes needed to enter and succeed in the world of work and college.

#### **Essential questions:**

1. What skills and experiences are needed to be successful in work and college?
2. What do the jobs that the intern is investigating entail?

#### **Lesson Plan: Three Career Interviews:**

- 1) Interview three people matching the following descriptions.
  - a) One must be face-to-face interview with your assigned supervisor
  - b) One person that works at your site in a related area
  - c) One person that works at another organization in a related career area – It can NOT be someone you know or that works at the same place you are interning.
- 2) Interview the three people and **ask them each at least 8 questions**. This is your interview; ask questions that you want to know more about. The questions below are only suggested questions.
  - a) What is your college major? (if they attended college)
  - b) Where did you attend college?
  - c) What are a few skills you need for your job?
  - d) What type of training or college courses would be helpful for me to take?
  - e) What are some related careers I could pursue if I don't get a job in this field right away?
  - f) What is the most rewarding part of your career?
  - g) What is the most challenging part of your career?
  - h) What type of personal characteristics have made you successful in your career?
  - i) How long have you been in this career field? How long have you worked at this organization?
  - j) Would you recommend this career to a young person today? Why or why not?
  - k) What advice would you give me if I choose to go into this career?
- 3) Final Product:
  - a) Three interviews: Include each interviewee's name, organization, and job title in the followed by your questions and their detailed answers.
  - b) Summary: Write a one-page summary (double spaced) comparing the answers provided in your interviews. What did you find interesting? What did you not know before this interview?

**Rubric: Career Interviews Report**

Item	Exemplary 5 Points	Solid 4 Points	Developing 2-3 Points	Needs Attention 0-1 Points
<b>Interviews</b>	Interviews go above and beyond the usual questions. Information is used effectively.	Good topic Interviews and information integration is evident.	Some interviews were done or incomplete	Little to no Interviews are evident.
<b>Comprehension of Subject Matter</b>	All content is accurate and complete and communicates a complete understanding of the topic.	Most of the content is accurate and shows mastery of the topic.	Content shows some flaws and omissions and illustrates only partial knowledge of the topic.	Much of the content is inaccurate and confusing and communicates very little understanding of the topic.
<b>Content Organization/ Flow</b>	Content is clearly organized, with a logical flow of connected ideas and effective transitions.	Content is organized, and most ideas are well connected with effective transitions.	Ideas are sound, but the content is not well organized and needs more effective transitions.	Content is extremely disorganized. The transitions between ideas are unclear or nonexistent.

Each interview: up to 5 points.

Summary: up to 10 points.

Total Possible Points: 25

## **Lesson 2: Internship Video Interviews**

### **Learning Objectives:**

1. To acquire career skills and utilize technical skills to create a video to showcase intern's role and responsibilities.
2. To link the internship experience to the skills and attributes needed to enter and succeed in the world of work.

### **Essential questions:**

1. What skills and experiences are needed to be successful in this internship?
2. What duties/responsibilities does this internship entail?

### **Lesson Plan: Three Career Interviews:**

1. Interview of you detailing your internship experience.
  - A. **You must be on camera.**
  - B. **Optional - interview your employer regarding their thoughts on the CTE Internship Program.**

Use the questions below to guide your interview for the video. Questions below are only suggested questions.

- A. Name, Grade level, Business Sponsor?
- B. What is your career goal?
- C. Description of your internship (role/duties)
- D. What are a few basic skills you need for your internship?
- E. What high school courses if any assisted you in completing the tasks within your internship?
- F. What is the most rewarding part of your internship?
- G. What is the most challenging part of your internship?
- H. What type of personal characteristics are helpful for your internship?
- I. What job-related skills have you acquired during your internship?
- J. What advice would you give me if I chose an internship opportunity in high school?
- L. If including the employer in the video: include the interviewees name, job title and their thoughts on the CTE Internship Program.

2. Final Product: A well-formatted video using the questions above. Provide an answer to each within your video. Optional: add text, titles and appropriate music to your video to enhance appeal.

### **Helpful Hints to assist when filming:**

1. Please use good lightening (must see your face).
2. Check your audio prior to filming (must be able to hear you).
3. Please use a video format that is compatible and easy to send when complete.

## Internship Video Rubric

Item	Exemplary 5 Points	Solid 4 Points	Developing 2-3 Points	Needs Attention 0-1 Points
<b>Interview on Camera</b>	Interview goes above and beyond the usual questions. Video elements are used effectively.	Good information and integration of video elements are evident.	Interview is incomplete. Missing a few elements or answers to interview questions.	Little to no interview is evident.
<b>Comprehension of Subject Matter</b>	All content is accurate and complete and communicates a complete understanding of the topic.	Most of the content is accurate and shows mastery of the topic.	Content shows some flaws and omissions and illustrates only partial knowledge of the topic.	Much of the content is inaccurate and confusing and communicates very little understanding of the topic.
<b>Content Organization/ Flow</b>	Content is clearly organized, with a logical flow of connected ideas and effective transitions.	Content is organized, and most ideas are well connected with effective transitions.	Ideas are sound, but the content is not well organized and needs more effective transitions.	Content is extremely disorganized. The transitions between ideas are unclear or nonexistent

## **Honors Level Enhancement (continued)**

### **Lesson 3: LinkedIn**

#### **Honors Project: Building a Quality LinkedIn Profile**

**Scope:** As the workplace continues embrace the virtual world having an effective online brand and professional profile is vital. LinkedIn is the most powerful professional social media tool for building your personal/professional brand. Your LinkedIn profile tells the story of “you” to those who don’t know “you”. This honors project is designed for you to research how to create and build an effective LinkedIn profile as well as start to build your professional network. This is intended to be the beginning of a profile that you can grow and develop throughout your career.

#### **Learning Objectives:**

1. To understand the intent, usefulness and outcomes of an effective LinkedIn profile.
2. To understand the important elements that make up an effective LinkedIn profile.
3. To understand how to build and post an effective online LinkedIn profile.
4. To understand how to reach out to other LinkedIn members and build a professional network.

#### **Essential questions:**

1. What experiences, skills, education, accomplishments and other pieces of information should be included in a LinkedIn profile?
2. How can LinkedIn help you build your personal brand?
3. How can a LinkedIn profile help you build a professional network and provide career opportunities?

#### **Create a Comprehensive LinkedIn Profile:**

1. Use all available resources to research the uses, objectives and outcomes of an effective LinkedIn profile.
2. Use all available resources to research all the needed content areas of an effective LinkedIn profile.
3. Use a current resume and/or other resources(headshot photo, work experience, educations, a list of skills to include, online portfolio, letters of recommendations...etc.) and collect the personal data need for you to build a LinkedIn profile.
4. Once you have collected the data write the information for the different LinkedIn content areas.
5. Go to linkedin.com and signup for an account.
6. Build your LinkedIn account based on your research, the content your created in step 4 and the rubric requirements.
7. Connect with at least 10 other LinkedIn members who could be resources for your career and education goals.

#### **Final Product:**

1. A complete published LinkedIn profile that can be verified.
2. A current network of at least 10 contacts.

#### **Some Resources:**

1. <https://www.wikihow.com/Make-Your-LinkedIn-Profile-Stand-Out>
2. <https://www.linkedin.com/help/linkedin/answer/112133/how-do-i-create-a-good-linkedin-profile-?lang=en>

Skill	Professional	Proficient	Developing	Incomplete
<b>PHOTO</b>	Business/Professional Headshot or other appropriate to industry.  Picture is clear and shows the individuals face.  A plain backdrop is used.	Business Professional Headshot.  Includes more than headshot in the picture.  Distracting background.	Picture is casual in nature.  Other individual(s) are included in photo.  Dress is not professional  Poor photo quality	Picture is missing.
<b>Points (10)</b>	<b>8-10</b>	<b>4-7</b>	<b>1-3</b>	<b>0</b>
Skill	Professional	Proficient	Developing	Incomplete
<b>HEADLINE</b>	Eye catching, informative and uses keywords, skills, or interests that relate to the industry or related career goals.  Connects current position to career goals	Brief, informative and use of keywords, skills, or interests  Does not relate to current positions or career goals.	Brief, lacking information and detail on career goals and interests  Thoughtful use of default	Default of student at current institution or position unrelated to career goals
<b>Points (15)</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>	<b>0</b>
<b>SUMMARY</b>	Describes current status, relevant skills, interests, coursework or experiences e.g., internships, student leadership roles, campus activities etc.  Connects background to position, goals or industry of interest  Written in a concise, professional manner  Use of action words, job or industry specific key words	Describes current status, skills and interests but lacks some details.  Career goals or interests may not be evident  Written in a more general manner	Describes academics, skills and activities only  Career goals or interests may not be evident  List of skills without validating experience  Written in a more general manner	Summary is missing
<b>Points (15)</b>	<b>11-15</b>	<b>6-10</b>	<b>1-5</b>	<b>0</b>
<b>EDUCATION (School, Dates, Relevant course work. Activities and Societies. GPA optional)</b>	All appropriate information included.  Presented in a balanced manner	All appropriate information is included with 1-2 incorrect items. (ex: abbreviations)	1-2 pieces of content missing.	Content is missing.
<b>Points (10)</b>	<b>8-10</b>	<b>4-7</b>	<b>1-3</b>	<b>0</b>

<b>EXPERIENCE (any work and/or activities with bullet points to describe tasks and accomplishments or summary narrative of experience)</b>	All appropriate information included (Company Name/Organization Name, Title, Location, Time Period, and Description.)  Statements clearly describe tasks and duties of position.  Action statements demonstrate a variety of transferable skills.  Accomplishments / results quantified where appropriate.	All appropriate information included with 1-2 incorrect items (ex: abbreviations)  Statements clearly describe tasks and duties of position.  Action statements demonstrate some transferable skills.  Accomplishments / results are not quantified where appropriate.	1-2 pieces of content missing  Statements could more clearly describe tasks and duties of position.  Action statements do not demonstrate transferable skills.  Accomplishments / results are not quantified where appropriate.	All or up to 3+ pieces of content are missing  Statements do not describe tasks and duties of position.  There are no action statements utilized and it is difficult to discern transferable skills.  Accomplishments / results are not quantified where appropriate.
<b>Points (10)</b>	<b>13-15</b>	<b>9-11</b>	<b>6-8</b>	<b>0-5</b>
<b>Skill</b>	<b>Professional</b>	<b>Proficient</b>	<b>Developing</b>	<b>Incomplete</b>
<b>OPTIONAL SECTIONS (honors and awards, skills and endorsements, organizations, volunteerism,</b>	5+ relevant pieces of information is given to further validate skills, interests and abilities.	3-4 relevant pieces of information given to further validate skills, interests and abilities.	1-2 relevant pieces of information given to further validate skills, interests and abilities.	No relevant pieces of information given to further validate skills, interests and abilities.
<b>Points (10)</b>	<b>8-10</b>	<b>4-7</b>	<b>1-3</b>	<b>0</b>
<b>POSITIVE PROFESSIONAL LANGUAGE</b>	Positive, engaging, and enthusiastic language throughout profile that helps demonstrate the writer's achievements.  Action verbs demonstrate tasks, duties, transferrable skills and accomplishments related to career goals.  No negative or unprofessional content is expressed.	Language is neutral throughout profile  Fewer actions verbs are conventional or homogenous. Not offering much space to describe tasks, duties, transferable skills and accomplishments.  No negative or unprofessional content is expressed.	Language is neutral throughout profile  Action verbs are not varied.  1-2 negative or unprofessional content is expressed.	Language is negative throughout profile  Action verbs are not varied. 3+ unprofessional content expressed.
<b>Points (10)</b>	<b>8-10</b>	<b>5-7</b>	<b>2-4</b>	<b>1</b>
<b>SPELLING / GRAMMAR</b>	No errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	1-2 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	3-4 errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.	5+ errors in spelling, grammar, verb tense, personal pronouns, and/or punctuation.

<b>Points (10)</b>	<b>8-10</b>	<b>5-7</b>	<b>2-4</b>	<b>1</b>
<b>Professional Network</b>	Student connected with 10 or more LinkedIn members who would be assets for chosen career/career goals.	Students connected with at least 7 LinkedIn members who would be assets for chosen career/career goals.	Students connected with at least 4 LinkedIn members who would be assets for chosen career/career goals.	Students connected with less than 4 LinkedIn members who would be assets for chosen career/career goals.
<b>Points (10)</b>	<b>8-10</b>	<b>5-7</b>	<b>2-4</b>	<b>1</b>

## Honors Level Enhancement (continued)

### Lesson 4: Organizational Chart

**THIS ASSIGNMENT IS LIMITED TO INTERNSHIPS IN WHICH THE SPONSORING COMPANY HAS 25 OR MORE EMPLOYEES**

#### Learning Objectives:

1. To investigate the organizational structure in a workplace.
2. To give each student a realistic perspective of work and work expectations
3. To better understand direct and indirect working relationships

#### Essential questions:

1. What is the structure of an organization and the relationships and relative ranks of its parts and positions/jobs?



#### Lesson Plan: Organizational Chart

- 1) Design an organization chart of your internship site. "An organization chart is a diagram that shows the structure of an organization and the official relationships and relative ranks of its parts and positions/jobs".
  - a) The charts must be computer generated. There are templates on Microsoft Word under "New", "templates", on the left side.
  - b) Organization charts must be DETAILED, not 3 or 4 positions unless that is the case.
- 2) Write a reflection answering the following questions:
  - a) Does the chart reflect the real workflow of assignments in this organization? Why or why not?
  - b) Do employees have informal reporting relationships not shown on the official chart? If so, what are they and how effective are they?
  - c) Does this organization focus on hierarchy or teamwork? Provide examples to support your answer.
  - d) If you were asked to reorganize the organization what would you suggest based on your work experience during the internship?

### Rubric: Organizational Chart

Item	Exemplary 5 Points	Solid 4 Points	Developing 2-3 Points	Needs Attention 0-1 Points
<b>Comprehension of Subject Matter in Reflection</b>	All content is accurate and complete and communicates a complete understanding of the topic.	Most of the content is accurate and shows mastery of the topic.	Content shows some flaws and omissions and illustrates only partial knowledge of the topic.	Much of the content is inaccurate and confusing and communicates very little understanding of the topic.
<b>Chart Construction</b>	Chart is thoughtfully constructed and conveys a clear understanding of the relationships and ranks of the variety of jobs.	Chart is adequately constructed and conveys an understanding of the relationships and ranks of the variety of jobs.	Chart has some construction flaws but conveys a basic understanding of the relationships and ranks of the variety of jobs.	Chart is poorly constructed and does not convey an understanding of the relationships and ranks of the variety of jobs.
<b>Reflective Questions</b>	All questions are answered in a thorough and thoughtful manner with an indication of understanding and reflection of the organization.	All questions are answered in a satisfactory manner with an indication of some understanding and reflection of the organization	Either all questions are not answered, or are answered in a perfunctory manner with little understanding or reflection	Minimal response to the questions is provided.

## Honors Level Enhancement (continued)

### Lesson 5: Internship Provider SWOT Analysis

**Student Name:**

**Business Name:**

**Directions:** Complete the grid below by using your internship provider. View the company through a broad lens and consider all aspects (not just your internship role or department) to provide five responses to each category. Feel free to consult with members of the company to make your analysis thorough and insightful. The two links below will provide resources to gain insight into the SWOT purpose, process and suggest topics to be considered for each area.

[SWOT Analysis Definitions and Examples](https://drive.google.com/file/d/1TIUE3nl7Xmf6GgF-IYG6cujlpMvF_8C/view)

[https://drive.google.com/file/d/1TIUE3nl7Xmf6GgF-IYG6cujlpMvF\\_8C/view](https://drive.google.com/file/d/1TIUE3nl7Xmf6GgF-IYG6cujlpMvF_8C/view)

[SWOT Analysis Questions/Topics by Area](https://drive.google.com/file/d/1UQojPXNW5knx9YRVV-_TDSyuFl5A7-5F/view)

[https://drive.google.com/file/d/1UQojPXNW5knx9YRVV-\\_TDSyuFl5A7-5F/view](https://drive.google.com/file/d/1UQojPXNW5knx9YRVV-_TDSyuFl5A7-5F/view)

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<p style="text-align: center;"><b><u>WEAKNESSES</u></b></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
<p style="text-align: center;"><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>

**Rubric: SWOT Analysis**

Item	Exemplary 5 Points	Solid 4 Points	Developing 2-3 Points	Needs Attention 0-1 Points
<b>Content</b>	Analysis goes above and beyond the usual. Information is used effectively.	Analysis is complete and information integration is evident.	Some analysis evident but is incomplete.	Little to no analysis evident
<b>Comprehension of Subject Matter</b>	All content in the evaluation is accurate and complete and communicates a complete understanding of the topic.	Most of the content is accurate and shows mastery of the topic.	Content shows some flaws and omissions and illustrates only partial knowledge of the topic.	Much of the content is inaccurate and confusing and communicates very little understanding of the topic.

## **Honors Level Enhancement (continued)**

### **Lesson 6: Internship Provider Environmental Scan**

**Scope:** In a fast paced rapidly changing world understanding the “Environment” in which you do business is very important for a business to maintain growth and their success. This honors project is designed for you to research and conduct an “Environmental Scan” for the business that provided your internship.

#### **Learning Objectives:**

1. To understand why an Environmental Scan is necessary.
2. To understand what process steps and information are needed to conduct a scan.
3. To understand the different methods to gather information needed for a scan
4. To understand how a business would use the scan to make decisions.

#### **Essential questions:**

1. Why do companies conduct Environment Scans?
2. Why an Environment Scan needs to be a continuous process?
3. What information needs to be included in a scan and why is it important to a business?

#### **Instructions for Completing an Environmental Scan for Your Internship Site:**

1. Click on the icon below and read the LAP on Conducting an Environmental Scan to better understand what an Environment Scan is.
2. Use available resources to gather information needed to conduct the scan(Survey, Interview, SWAT, PESTEL...etc.)
3. Write a paper examining the results of your scan(2 or more pages). The paper should include all the following:
  - a. Summary of the techniques used, and data gathered.
  - b. Identification of the most important factors(at least four) that may affect the company.
  - c. Analysis of why these are the most important factors for the company
  - d. Your recommendations for how your company can utilize and/or address these factors to enhance or protect the business.
  - e. Proper citations.

#### **Final Product:**

1. A complete paper that addresses the instructions and all the rubric requirements.

#### **Resources**

1. Click on the “Get the 4-1-1 icon below to learn about Environment Scanning: (will open in a separate window).



2. PESTEL: <https://andet5.com/2018/02/pestel-analysis-what-is-it-and-why-do-we-use-it/>
3. Environmental Scanning: <https://www.business-to-you.com/scanning-the-environment-pestel-analysis/>

4. Click on the PowerPoint SWOT Analysis icon below to learn about SWOT: (will open in a separate window).

## Honors Project: Environmental Scan for Your Internship Provider

Requirement	Exemplary 8-10 Pts.	Solid 5-7 Pts.	Developing 2-4 Pts.	Needs Attention 0-1 Pts.
<b>Summary of Technique use to Conduct Scan.</b>	Summary is comprehensive and covers all techniques use and data gathered	Summary is good but does not cover all techniques used and/or data gathered.	Summary lacks detail and does not cover all topics.	Summary has very little detail or is not included.
Requirement	Exemplary 4 Pts.	Solid 3 Pts.	Developing 2 Pts.	Needs Attention 0-1 Pts.
<b>Identification of important factors that may affect the company.</b>	Report Identifies at least four important factors that may affect the company	Report Identifies only three important factors that may affect the company	Report Identifies only two important factors that may affect the company	Report Identifies one important factor that may affect the company  Report Identifies zero important factors
Requirement	Exemplary 8-10 Pts.	Solid 5-7 Pts.	Developing 2-4 Pts.	Needs Attention 0-1 Pts.
<b>Analysis of why the above factors are important to the company.</b>	Analysis is comprehensive and explains why all factors are important to the company.	Analysis is comprehensive and explains why some factors are important to the company.	Analysis is lacking detail and does not explain why all factors are important to the company.	Analysis is lacking detail and does not explain why identified factors are important to the company.
Requirement	Exemplary 8-10 Pts.	Solid 5-7 Pts.	Developing 2-4 Pts.	Needs Attention 0-1 Pts.
<b>Your recommendation of how the company can utilize the identified factors.</b>	Recommendation is detailed and does a great job explaining how to utilize identified factors.	Recommendation is detailed, but the explanation of how to utilize identified factors is slightly vague.	Recommendation lacks some detail and explanation of how to utilize identified factors is vague and/or confusing.	Recommendation lacks detail and explanation of how to utilize identified factors is vague and/or confusing.  Recommendation is missing.
Requirement	Properly Cited 5 Pts.	Incorrect Citation Format. 3 Pts.	Sources Listed but no Citation 2 Pts.	No Citation 0 Pts.
<b>Research is properly cited.</b>				

## Honors Level Enhancement (continued)

### Lesson 7: Policy Manual Project

#### Learning Objectives:

1. To acquire soft skills and investigate fields of interest related to the intern's career and college goals
2. To give each student a realistic perspective of work and work expectations

#### Essential questions:

1. What skills and behaviors are needed to be successful in the workplace?
2. What is professionalism?

#### Lesson Plan: Policy Manual project

##### 1. Questions from Employee Training Guide/Policy Manual:

- A. Ask your mentor for a copy (access) to the company's employee/policy manual (sometimes the manual is on-line).
- B. Answer the following questions below.
- C. If the site does not have a written manual, you will have to interview your mentor to find out the answers.
- D. You may include the manual or pages from the manual. Questions must be answered in complete sentences. (You are answering these as employees, not students.)
  - 1) Does your site have a written policy manual?
  - 2) Do the employees have to keep some type of **Time Card**? Electronically or on paper.
  - 3) Do employees have to log in/out in and for meals?
  - 4) What is the sites employee's **attendance policy/procedure**? Briefly explain.
  - 5) Is there a **social media policy**? If so, what is it?
  - 6) What is the **dress code** for your internship site?
  - 7) Give me a few reasons an employee can be punished, put on probation, or dismissed. Please specify which action above that you are explaining.
  - 8) What is **the personal cell phone use** policy/rule at your site?
  - 9) What is the internship site's **smoking policy**?
  - 10) What is the sites **drug policy**?

##### 2. Final product:

- A. Questions with answers in complete sentences.
- B. Evaluation of the manual: Write a paragraph summarizing the strengths and weaknesses of the manual.

#### Rubric: Policy Manual

Item	Exemplary 5 Points	Solid 4 Points	Developing 2-3 Points	Needs Attention 0-1 Points
<b>Content</b>	Questions answered go above and beyond the usual questions. Information is used effectively.	Questions answered and information integration is evident.	Some Questions answered were done or incomplete.	Little to no questions answered.
<b>Comprehension of Subject Matter</b>	All content in the evaluation is accurate and complete and communicates a complete understanding of the topic.	Most of the content is accurate and shows mastery of the topic.	Content shows some flaws and omissions and illustrates only partial knowledge of the topic.	Much of the content is inaccurate and confusing and communicates very little understanding of the topic.