TITLE OF STUDY: Valuing Internships

Data was collected from the CBA Participant Pool during FALL, 2014.

I. BACKGROUND

This study was designed to capture CBA students’ perception of and participation in internships. It was motivated by area businesses wanting to learn how to best position internship opportunities as well as internally, so that CBA can better assess internship participation of its students. This study is conducted annually as a service to CBA’s Career Center.

II. STUDY DESIGN

This study is a web-based questionnaire.

III. PURPOSE & RESULTS

This study serves several purposes. First, in collecting this information, CBA is able to gather data about students participating in non-credit based internships that were otherwise not captured. Second, analyses of data better inform CBA’s Career Center on how to reach students regarding internship opportunities. Third, we have learned the type of companies students prefer to intern with as well as what internships characteristics are most valued, which can then be relayed to area businesses. Finally, this study serves to create awareness of the value of internships and will ultimately lead to an improved profile of CBA students.

In Fall 2014, 247 responses were collected. Of those, 93 subjects had participated in an internship. Data is currently being analyzed and will be distributed to CBA Career Center in Spring 2015.

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