Dear DiploMatch Host,

Welcome to Franklin & Marshall’s DiploMatch Externship Program (“Program”), which exposes sophomores to industries and related career paths via short-term job shadow experiences. Your role in this Program can significantly influence a student’s career choice and trajectory. In this regard, we are pleased to support you via the attached Handbook and ongoing personal assistance to make this an enjoyable experience for all involved.

The attached Handbook contains helpful information about the Program, including suggestions on how to structure an externship experience. Should you have any questions not answered in the following pages, please do not hesitate to call or email me.

Thank you in advance for taking part in this transformational student experience!

Sincerely,

Joseph Gebbie, M.S.Ed.
Director of Employer Partnerships

Office of Student and Post Graduate Development
Franklin & Marshall College
Lancaster, PA 17603
717-358-4449
jgebbie@fandm.edu

http://www.fandm.edu/diplomatch
Program OVERVIEW:

What is an externship?
An externship is a short-term experience during which students shadow or observe the day-to-day activities and schedule of a host. In this way, externships provide a glimpse into the world of work while exposing students to potential career paths and their chosen course of study.

What is DiploMatch?
Franklin & Marshall’s DiploMatch Externship Program (“Program”) matches sophomores interested in specific industries with hosts in those industries for an unpaid and non-credit job shadow experience lasting up to two days and occurring over Franklin & Marshall’s (“F&M”) winter break.

In its 2014–2015 pilot year, the Program will accept 30 student-host matches. It is, therefore, possible that not all host volunteers will be matched with a student this first year.

What are my responsibilities as a Program Host?
If matched with a student, the externship host will create and host the student(s) in a one or two day experience during which the host will provide the student(s) with:

1. an itinerary for the experience;
2. an overview of their industry and company; and
3. a glimpse into the world of work via a shadowing experience

Dates can be arranged with your student match.
Program TIMELINE:

July 15–August 15
DiploMatch hosts sign-up to participate in the Externship Program.
- Hosts signing up for the program should complete the host form at http://www.fandm.edu/diplomatch

September 1
Hosts will receive an email reminding them that their externship is posted for student application.

September 15–October 17
Students may apply for the DiploMatch Externship Program via the Office of Student and Post-Graduate Development (“OSPGD”) website.

November 10–November 14
Emails informing hosts of an externship match or no match are sent. Hosts are paired with a student match. Hosts are not able to choose their own externs.
Matched hosts will receive an email informing them of a student match, including a resume from the student. Unmatched hosts will receive a phone call or voicemail message stating that unfortunately there was no match for their externship this year. An email will follow the phone call to ensure the host receives the message.

Mid-November–Early December
Matched hosts will be contacted via phone or email by their student match to setup dates and details for the externship.

January 3–January 10
Externship take place during this timeframe. At the conclusion of the externship, the host will receive an evaluation from the OSPGD office pertaining to the experience.
Your Employer AND EXTERNSHIP DESCRIPTION:

Hosts are asked, at the time of application, to submit a short employer and externship description. Students during the application process choose six externship opportunities and apply to each one with a resume on F&M’s website.

It is important that as an externship host you provide students with:

1. Enough information to understand what type of organization you work for, —and—
2. Valuable information to market your externship so students will apply.

Employer Description

Your employer description should be a short paragraph that tells about your company. If you work in a hospital or school (places that explain themselves), then provide information about the internal and external environments or your mission and vision statements. Please note there is an area where your website can and should be listed. This assists students in gathering more detailed information about your organization.

An Employer Description will look like this to students:

Human Resources, Franklin & Marshall College

Overview

Description: Human Resources is a service-focused team of problem-solvers that support the academic mission of Franklin & Marshall College. We value and support integrity, quality, relationship building, flexibility and personal growth.

Industry: Human Resources URL: www.fandm.edu/humanresources

Externship Description

An Externship Description will look like this to students:

ABC Company F&M Extern

Description: The extern will have access to behind the scenes activities in preparation for a live, national broadcast. He or she will also be paired with a network producer who will take them to an edit session and have them observe the entire production process and will also have the opportunity to watch the program from the control room.
Checklist FOR ESTABLISHING A GREAT EXTERNSHIP:

Complete the DiploMatch Host application form [http://www.fandm.edu/diplomatch](http://www.fandm.edu/diplomatch) or email Joseph Gebbie at jgebbie@fandm.edu with your externship information to ensure your externship is accurately posted.

- Review your organization’s policies regarding the presence of a student extern in the workplace.
- Begin thinking about your externship itinerary (samples on p 8).
- Be on the lookout for an email in mid-November informing you of a student match or no match.
- Remember you are paired with a student match. Hosts are not able to choose their externs.

If you are matched with a student, you will need to:

- Accept a phone call or email from your assigned student
- Confirm specific details of the externship, including:
  - dates and times
  - directions, parking recommendations and initial meeting location
  - itinerary
  - appropriate attire and business etiquette
- Discuss paperwork from your organization that may need to be completed prior to the student’s arrival
- Facilitate student’s acquisition of parking pass and identification badge, if necessary

The Externship

Reminders during the externship:

- Touch base with your student regarding assigned activities and projects.
- Schedule time with your student to complete any evaluations.
- Have fun. Make the experience enjoyable for you and your student!

After the Externship

Complete the post-externship evaluations at [http://www.fandm.edu/diplomatch](http://www.fandm.edu/diplomatch):

- Online evaluation about the program in general;
- Student performance and informational evaluation about your student and the specific externship.

Be sure to share the student performance and informational evaluation with the student. This evaluation can be shared with Joseph Gebbie if you prefer, but it is not required.
Please remind the student to complete the student evaluations:
- Online evaluation about the program in general
- Host performance and informational evaluation about the specific externship.

Follow up with OSPGD if you have any further comments or questions. An Externship Program Evaluation report will be available online in February.

**Share Your Story**

We are always looking for stories, pictures and quotes to promote the Externship Program. You are encouraged to email items to Joseph Gebbie at jgebbie@fandm.edu
Sample EXTERNSHIP ITINERARIES:

Below are two different samples of itineraries for hosts to utilize.

Not all hosts may have an hour-by-hour itinerary for the externship. That is fine. However, we do ask that the host inform the student of what he or she will be seeing or doing during the externship.

**SAMPLE ITINERARY No. 1:**

**Monday, January 8**
- 8 a.m. Arrive Headquarters—Visitor Center Area
- 8:15–10 a.m. Attend Human Resource orientation (provide insight into culture and overall structure/mission)
- 10–11:30 a.m. Introduction to direct media outlets
- 11:30 a.m.–1 p.m. Lunch
- 1:30 p.m. Meeting with Joe in Advertising
- 2:45–3:45 p.m. Meeting with Jane in Customer Media Output
- 4:–4:45 p.m. Meeting with Joe to sit in on a planning discussion
- 4:45–5:15 p.m. Debrief with externship host

**Tuesday, January 9**
- 8–9 a.m. Open discussion—cross media solutions
- 9–9:45 a.m. Meeting with Joe in Online Advertising
- 10– 11 a.m. Meeting with Lisa in Planning and Implementation
- 11–11:30 a.m. Debrief with externship host
- 11:30 a.m.–1 p.m. Lunch
- 1:30 p.m. Team meeting
- 3–4 p.m. Meeting with Jane in Communications
- 4–4:30 p.m. Debrief with Human Resources
- 4:30–5 p.m. Debrief with externship host

**SAMPLE ITINERARY No. 2:**

**Monday, January 8**
- 8:30–9 a.m. Welcome, staff introductions and a tour of facility
- 9–10:30 a.m. Case management meeting
- 10:30 a.m.–noon Shadow case managers
- Noon–1 p.m. Lunch with case manager
- 1–1:15 p.m. Check in to discuss the progress of the externship
- 1:15–2 p.m. Learn how to administer a risk assessment
- 2–4 p.m. Create a risk reduction plan
- 4–5 p.m. Attend a support group
- 4:45–5:15 p.m. Debrief with externship host

**Tuesday, January 9**
- 8:30–9 a.m. Review previous day’s activities
- 9–10 a.m. Continue to work on risk reduction plan
- 10 a.m.–noon Shadow prevention and education staff
- Noon–1 p.m. Lunch with prevention and education staff
- 1–2:30 p.m. Participate in outreach meeting
- 2:30–3 p.m. Break
- 3–5 p.m. Present risk reduction plan to staff
- 5–5:15 p.m. Student and host complete evaluations