

What Employers Want from Interns: Demand-Side Trends in the Internship Market

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National Association of Colleges and Employers

POSITION STATEMENT: U.S. INTERNSHIPS



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Source: <https://www.naceweb.org/about-us/advocacy/position-statements/position-statement-us-internships/>



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An internship is a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting.

At the foundation of this paper is the tenet that an internship is a legitimate learning experience benefitting the student and not simply an operational work experience that just happens to be conducted by a student.

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Data: 1.3 million internship vacancies scraped in 2007; 2010-2016, deduplicated across multiple job boards

The Data



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Definition: intern or internship in job title

Employer requirements: education, experience, and technical skills

The Data



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Q. How do internship trends compare to non-internship trends?



Fig 1. Employers want interns to have more education and skills over time
(% of vacancies with each requirement, by year)

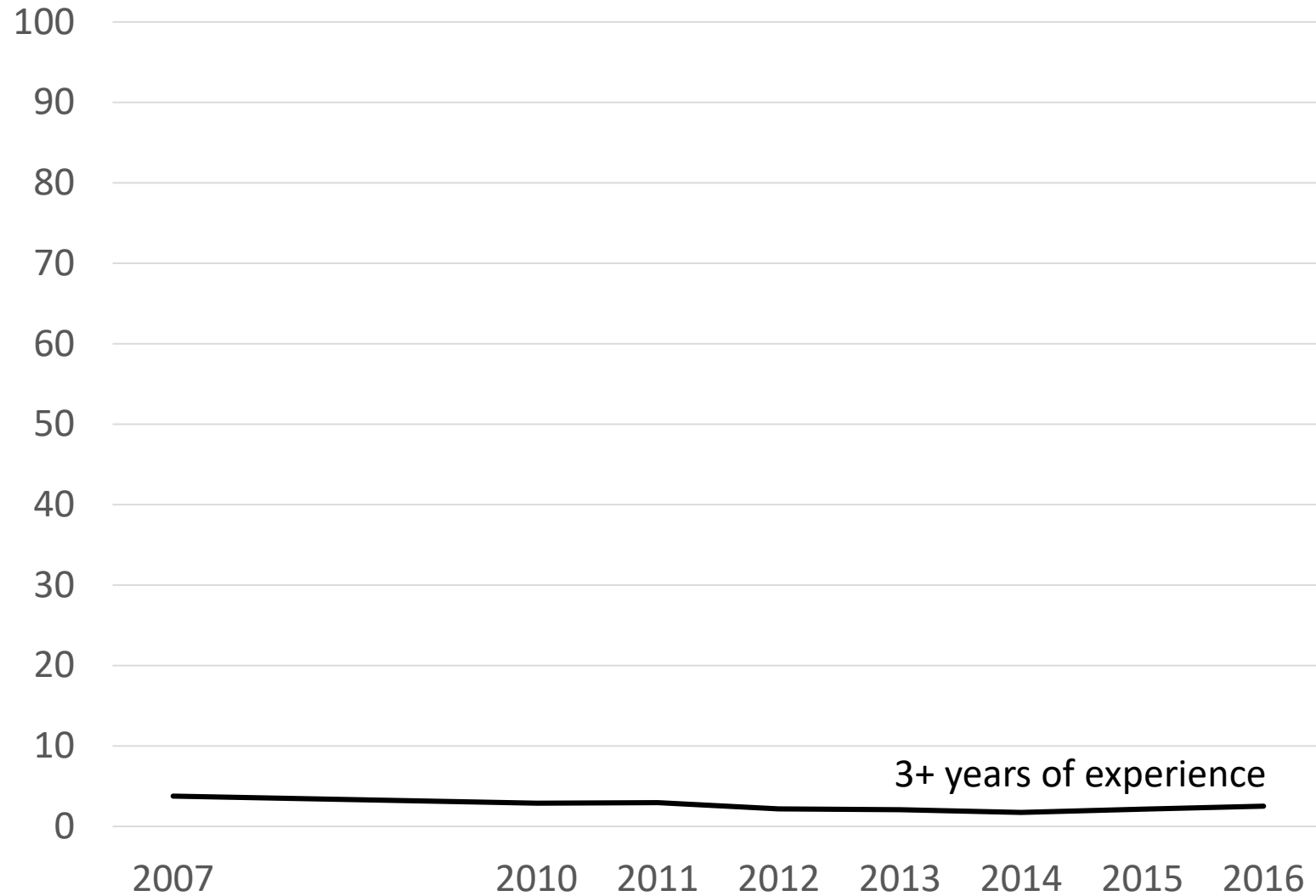


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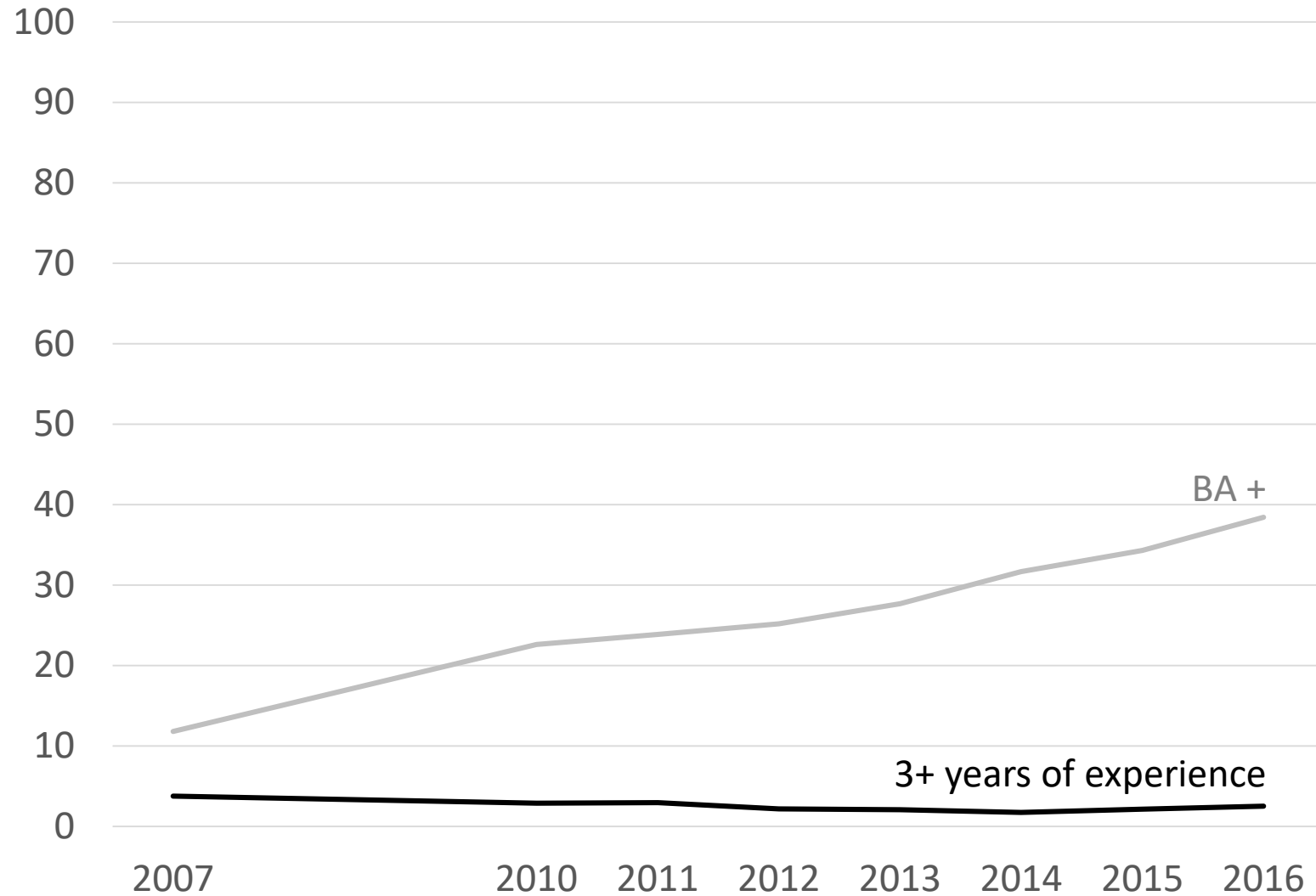


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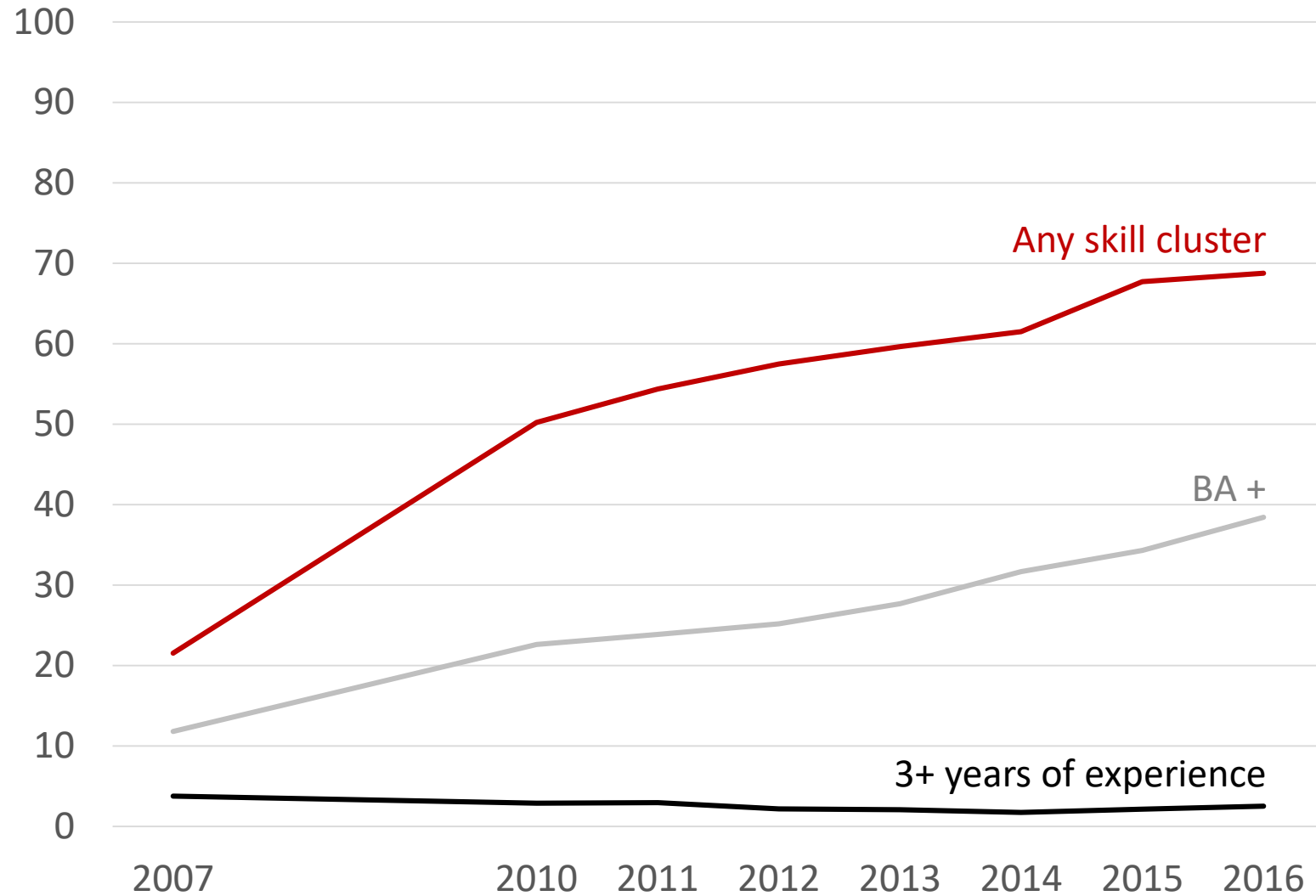


Table 1. Top 10 internship skills (% of vacancies), 2007-2016

	<i>2016</i>
Information Technology	48.1
Business	32.8
Marketing and Public Relations	18.2
Administration	16.2
Engineering	15.1
Analysis	14.0
Finance	12.8
Sales	11.5
Media and Writing	9.3
Customer and Client Support	8.3

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	<i>2007</i>	<i>2010</i>	<i>2012</i>	<i>2014</i>	<i>2016</i>
Information Technology	14.5	34.2	40.1	43.3	48.1
Business	9.7	19.1	22.8	26.9	32.8
Marketing and Public Relations	5.9	17.0	20.6	19.5	18.2
Administration	4.2	12.5	14.6	15.4	16.2
Engineering	4.3	7.7	9.6	11.6	15.1
Analysis	3.1	7.0	8.6	10.9	14.0
Finance	4.4	7.7	8.9	10.6	12.8
Sales	3.8	9.1	10.4	10.4	11.5
Media and Writing	3.4	9.7	10.9	10.4	9.3
Customer and Client Support	2.2	5.4	6.6	7.1	8.3

Fig 2. Employers have higher expectations across industries (% vacancies requesting any skill, 2007-2016)

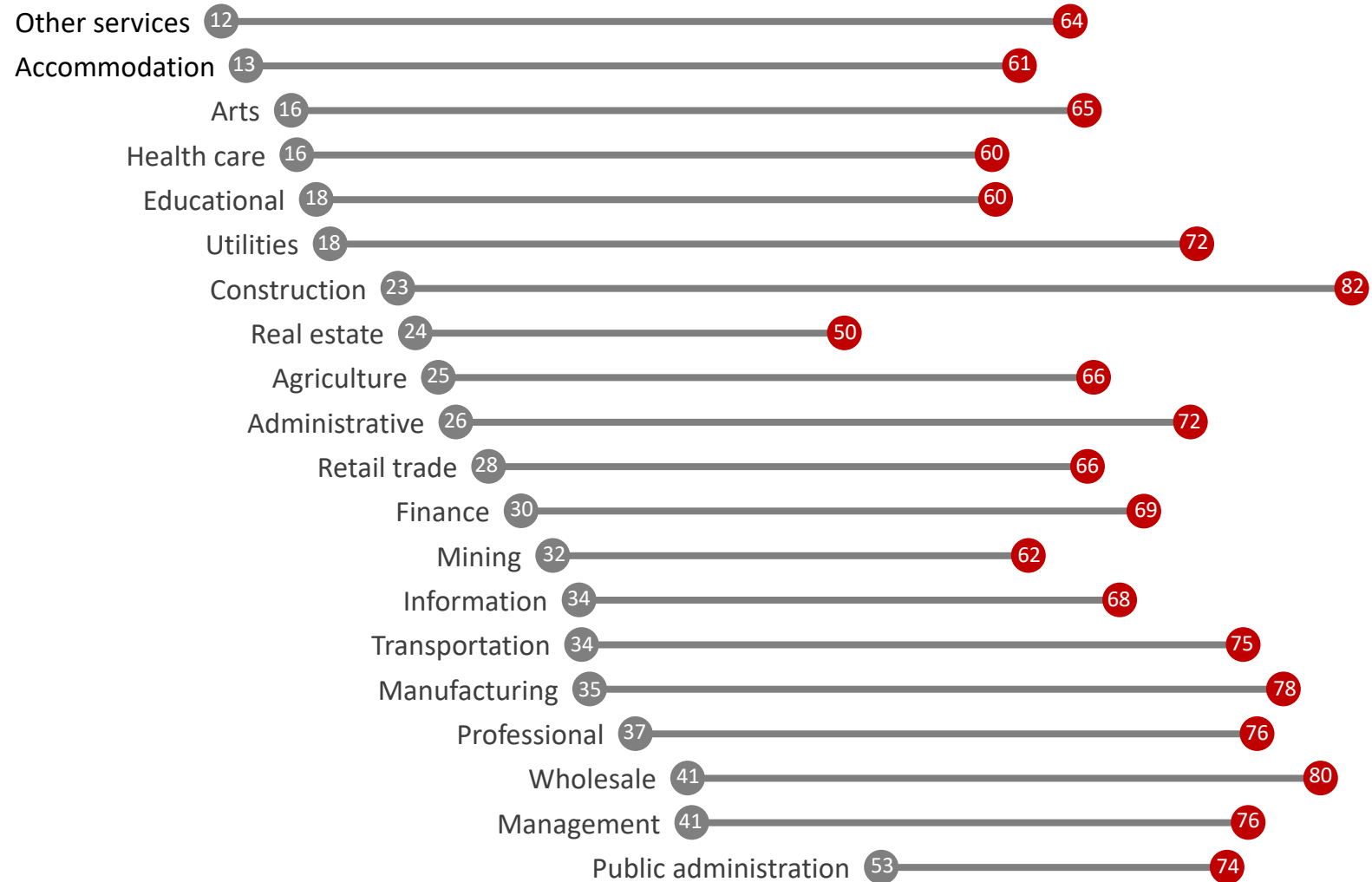


Fig 3. Internship skill growth outpaced non-internship growth
(% vacancies requesting any skill, **internships** and **non-internships**)

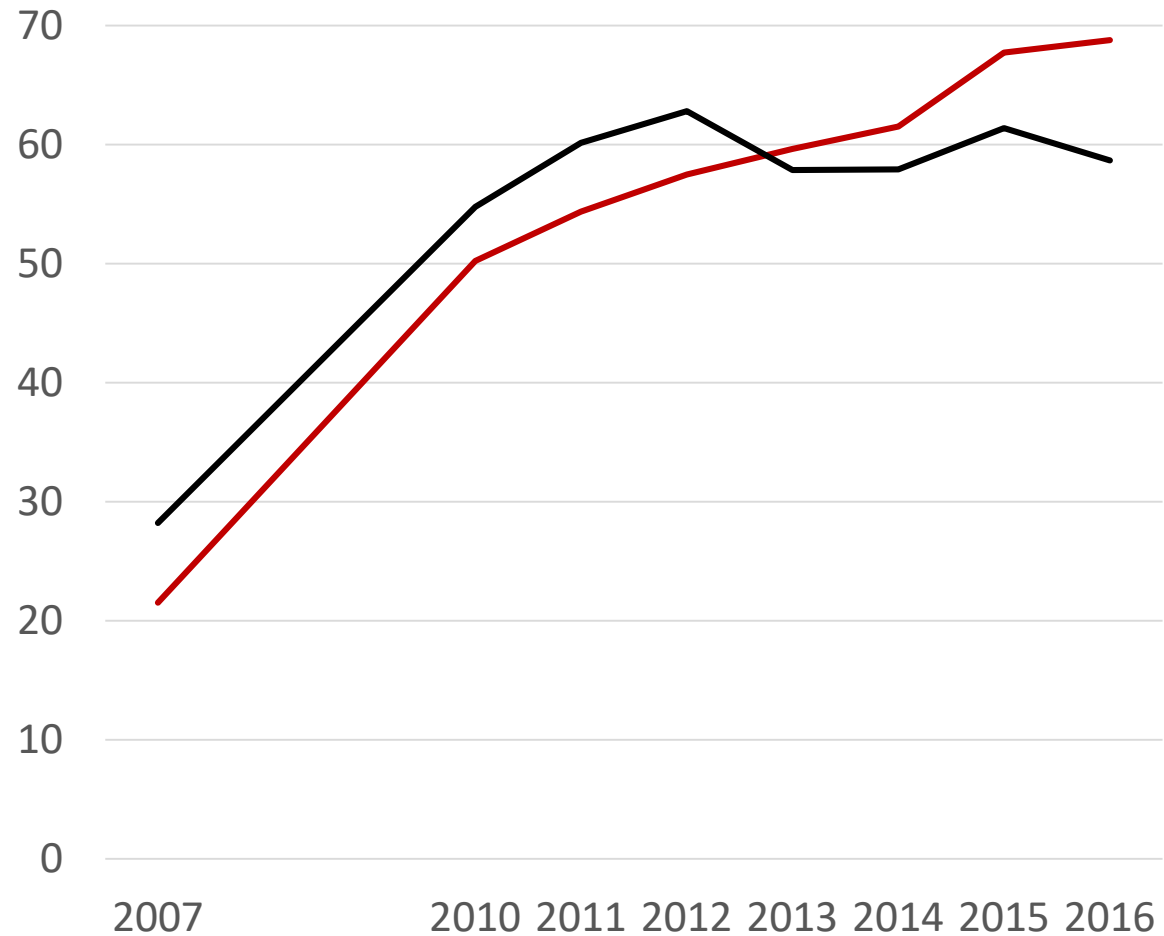


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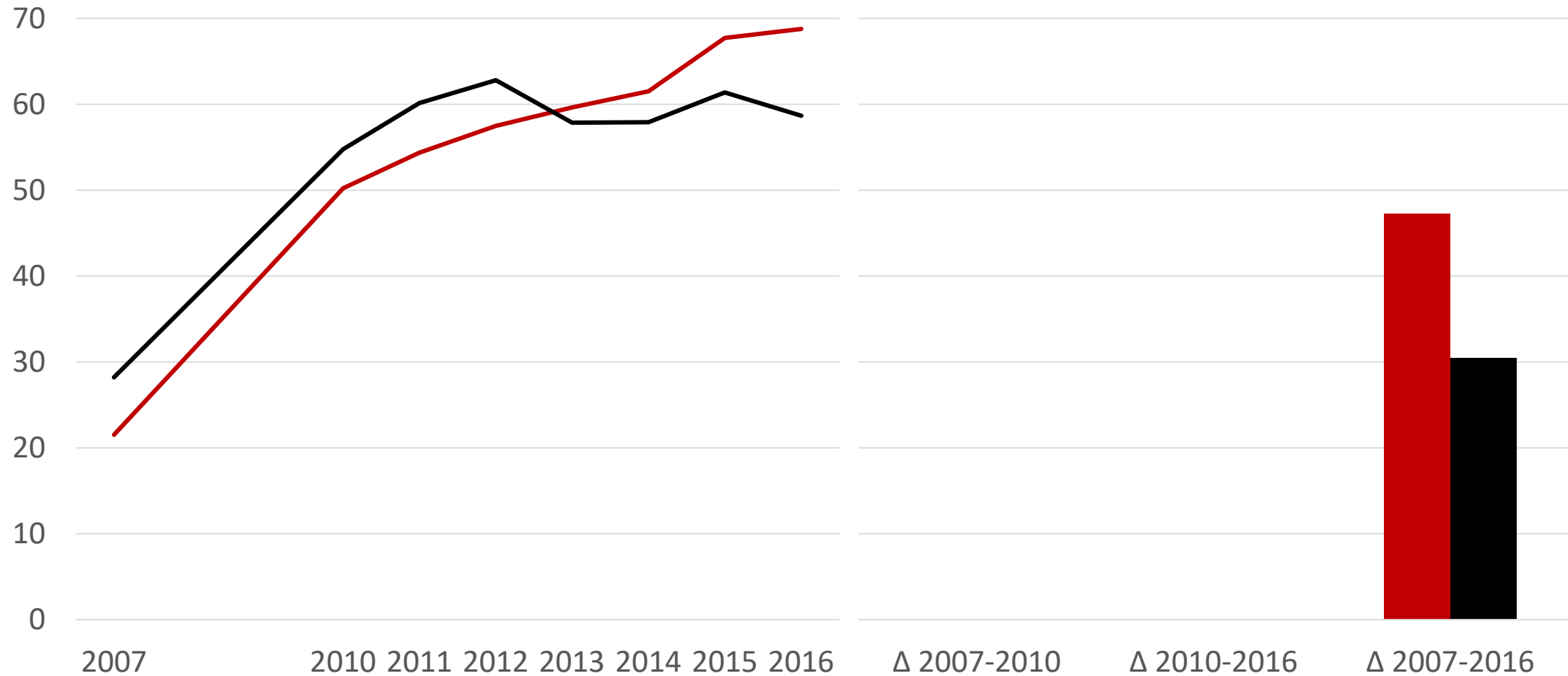


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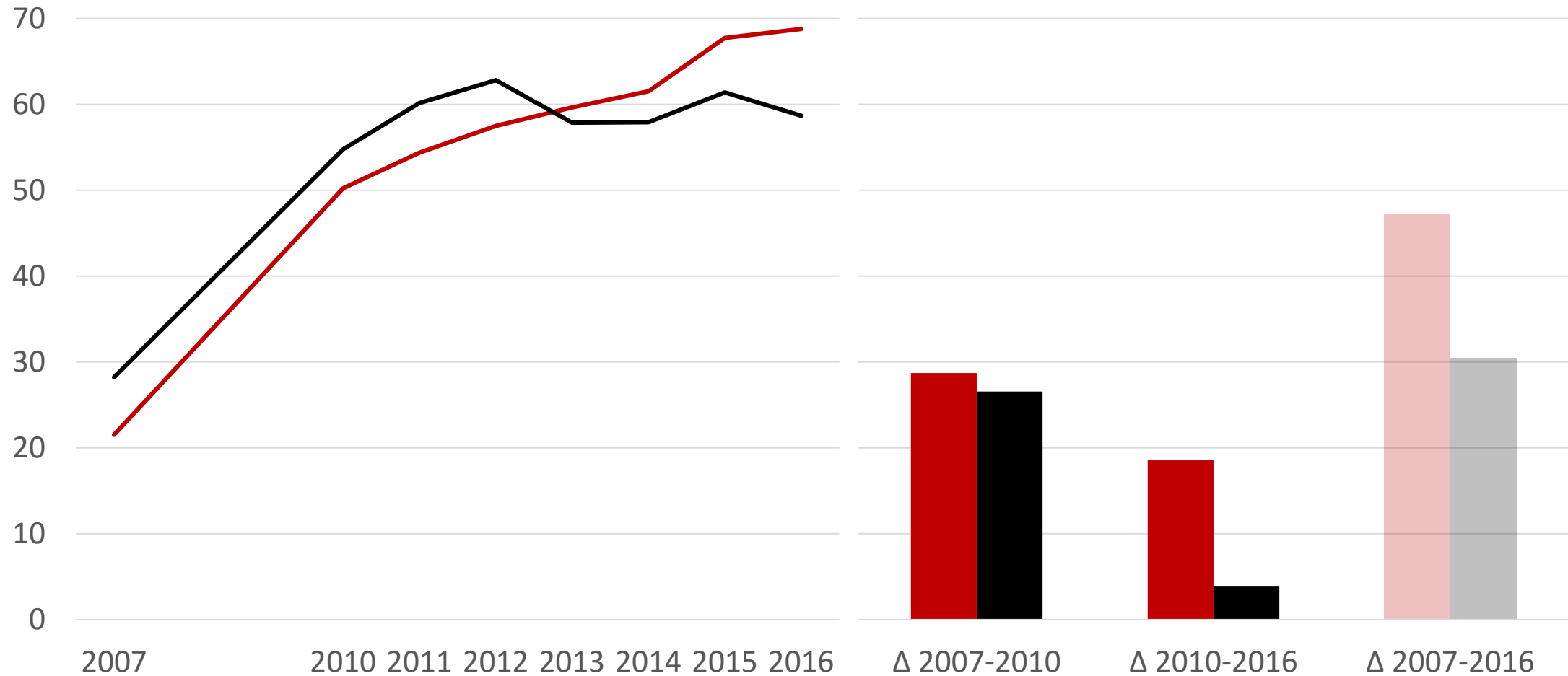


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Internship skill growth in **highlighted industries** outpaced non-internship skill growth between 2007-2016.

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A. ● Skill requirements in internships outpaced those in non-internships.







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What can we do to level the playing field?





Changing supply?

Required internship preparation programs may help students develop skills.





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Limiting demand?

Restrictions on who recruits may promote higher quality opportunities.

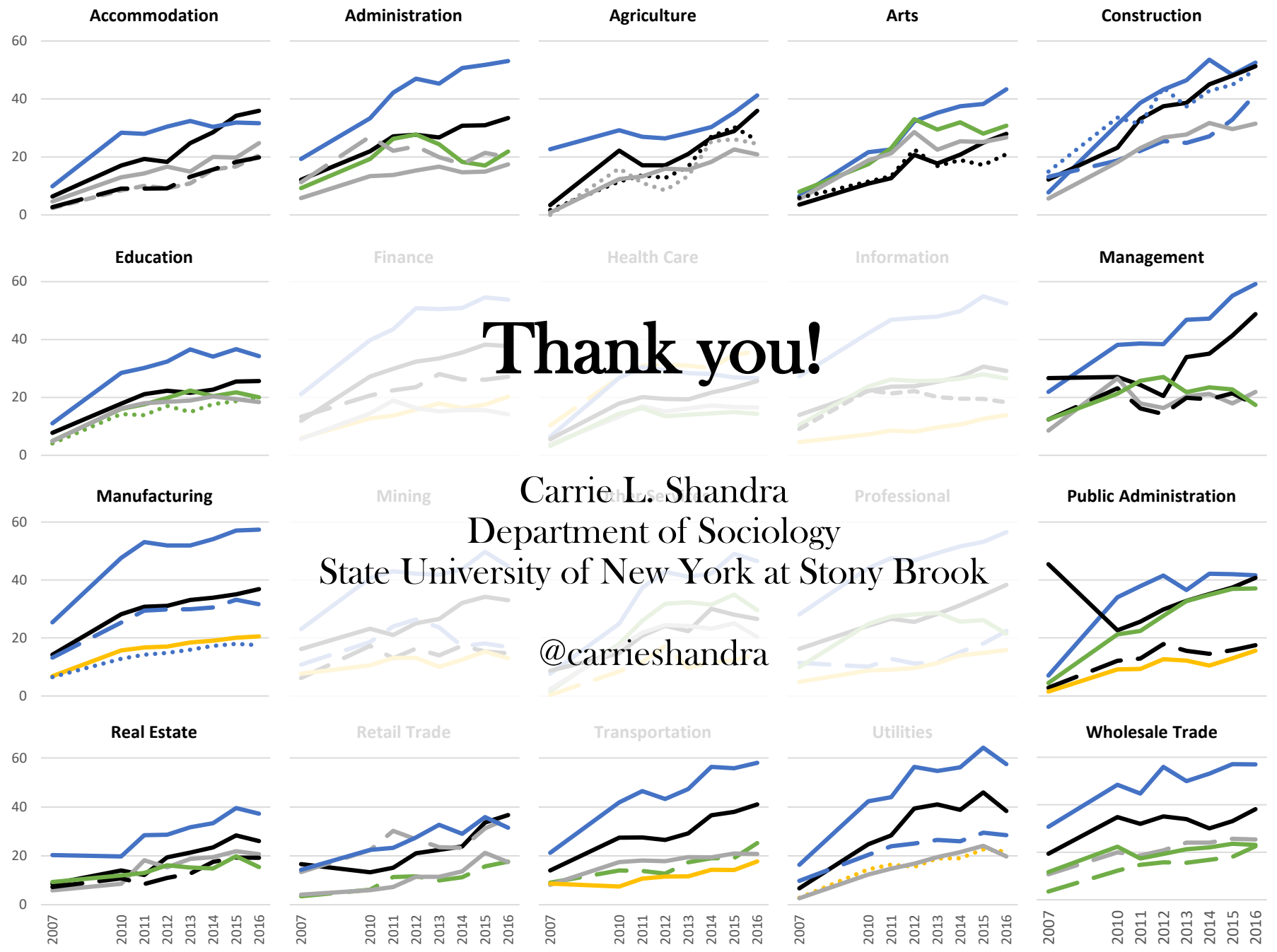




Many higher education practices—particularly around internship credit—already affect the matching of students to the internship market.

How do we—or, is it possible to—align the goals of our students with those of employers, at scale?





— Business — Information — Administration — Marketing — Analysis — Finance — Engineering — Sales — Supply chain
 — Health care — Media — Architecture — Customer support — Education — Energy — Environment — Manufacturing — Science