

Back Pocket Projects

Overview & Templates



For a variety of reasons, having some short-term projects your intern can work on to supplement their bigger project(s) can be helpful. Interns can work independently or in small groups with other interns and other supervisors to complete one of the sample projects identified below. Having cross-departmental projects like these can build community and help interns strengthen their teamwork and communication skills.

6 Recommended Project Ideas include:

- Social media audit of your organization's account(s) as well as those of 3 competitors
- Video analysis of your organization's YouTube channel
- CEO profiles
- Organization mission/values interviews
- Staff professional development
- Talent pipeline proposal

When to Use These Projects

- Start your intern out with a smaller project to build their confidence and ease them into their larger project(s)
- If your intern is ahead of their project schedule and you are seeking an opportunity to help them continue their skills while they are completing their internship experience
- If there is a time where you may not be able to touch base with your intern as much on their primary project (i.e. vacation time, overloaded work days)

Ways to Customize These Templates

- Add your organization's logo to the top to represent the value the intern will be bringing to your organization
- Add in key links where referenced (for example, social media), clarify what tech tool(s) you prefer the intern to use based on your organization (Microsoft Office, Google Workspace, etc.)
- Make any other changes you want!

How These Projects Help Interns

- Exploring career opportunities – interns can learn more about different elements and positions within your organization and industry
- Expanding skills - each of these projects have research and communication components, helping the interns build the skills they need to be successful
- Receiving feedback - increase the opportunity for interns to hear from you about how they are doing
- Building connections - your intern can meet other people across your organization, increasing their exposure to industry professionals and building their network

Ways to Incorporate Informational Interviews with Colleagues in Your Organization

- Each project provides opportunities for you to connect students with your colleagues (there is a field for Potential People to Speak With)
- You can think about anyone you feel might be good for your intern to talk to and learn from

Social Media Audit Project

Look at our social media account and the accounts for 3 other organizations in our industry (competitors).

- What's similar? What's different?
- How frequent are posts? Do they seem to have a schedule? Is there a pattern of what kind of content they put on different platforms?
- Which posts get the highest traffic/engagement? (# of views/likes)
- What do you feel like each one does well and what can we learn from that?

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Compile a short report or presentation based on your research. This can include answers to the questions above as well as any additional thoughts or ideas you would like to share.

Video Analysis Project

Visit our organization's YouTube channel and pick at least 3 videos to watch.

- For each video, summarize the information being conveyed and analyze how it is being presented.
- Who is the audience? Do you think these videos effectively connect with that audience? Why or why not?
- How could future videos be improved?

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Create a short document with the answers to the questions above and any additional thoughts you have.

CEO Profiles Research Project

Learn more about our CEO and the CEOs of at least 2 other companies in our industry by visiting each organization's website as well as any social media account the CEO may be posting from.

- What was their career path?
- How are they communicating information about the company?
- If you were to meet our CEO, what are 2-3 questions you might ask?
- Based on your research, what skills do you need to be CEO?

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Create a short document with the answers to the questions above and any additional thoughts you have.

Organization Mission & Values Research Project

- Look at the “About Us” part of our website, including our mission, values, and/or goals.
- Reach out to at least two employees and interview them about what they are working on and how it connects to the organization’s mission and values.

Sample questions (you can also develop your own):

- What part of the organization’s mission and values is the most meaningful to you?
- What is a project you are working on that you feel like connects with the mission and values?

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Create a short summary of your interviews to share with me.

Staff Professional Development Project

Our staff members want to continue to expand their knowledge and skills. Here are some topics of interest: Time management, innovation/creativity, and effective habit formation

- Choose one of the 3 topics above and find at least 5 media items (videos, articles, etc.) related to it
- Create a resource document with links to each item and a brief summary of the content
- Potential places to look: [Productivity Game](#), [TED talks](#), [LinkedIn](#), [Harvard Business Review](#) (feel free to look at plenty of other places too!)

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Compile a short report or presentation that can be shared with our team. It should highlight the resources you found and any additional ideas you have on the topic you chose.

Developing Pipeline of Future Employees Project

- Research how we currently recruit employees. What does the Hiring section of our website talk about?
- If you were hiring for our company, what elements would you highlight to attract employees?

POTENTIAL PEOPLE TO SPEAK WITH:

DELIVERABLE:

Develop a recruitment tool (social media campaign ideas, storyboard for a video, etc.) to outline your thoughts on how our organization can connect with future employees.