

JMU Internship Guide

By recruiting at James Madison University, employers gain access to a highly motivated, skilled, and diverse student body—ready to bring fresh perspectives, strong work ethic, and innovative ideas to their organizations.



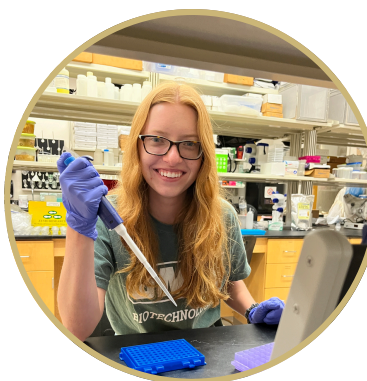
JMU attracts students from all 50 states, creating a campus community rich in perspectives and experiences. While the majority—over 16,700 students—come from Virginia, there is strong representation from New Jersey (1,215), Maryland (809), Pennsylvania (801), New York (537), in addition to representation internationally as well.

This national presence reflects a student body eager to pursue a wide range of professional opportunities. JMU students are not only looking for meaningful work, but they're also seeking roles that offer strong benefits, professional growth, and the chance to explore different locations. Whether your organization operates locally, regionally, or nationally, you'll find students ready to contribute, relocate, and thrive in a variety of roles and environments.



As a Virginia employer, there are a variety of things you can do to participate in V-TOP, such as utilizing our Employer Toolkit or free modules to create internships and other work-based learning opportunities.

V-TOP's Virginia Employer Readiness Toolkit serves as a guide for employers across the Commonwealth to either improve their current work-based learning program or launch a new program. [Please use the following QR code to download the toolkit.](#)



WHAT'S AN INTERNSHIP?

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. Internships give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths; and give employers the opportunity to guide and evaluate talent. -NACE

WHY YOU WANT INTERNS

Internships offer several benefits to companies, including

Innovative Ideas	Fresh Perspectives	Community Engagement
Creative Solutions	Reduced Recruitment Cost	Alleviating Workloads
Talent Pipeline	Mentorship	Enhanced Brand Awareness
Skill Development	Adaptable Workforce	

HANDSHAKE



Posting your internship on Handshake is the best way to connect JMU students with your internship opportunities. The following are tips for a successful internship posting that appeals to JMU students:

- ✓ **Select "Internship - Paid" or "Internship - Unpaid."** This must be one or the other, as students want to know if they will be paid or not. Offering internship credit hours does not equal paying students. Students must pay to enrol in a course and earn credit. Our office encourages employers to pay students for their internship work.
- ✓ **Provide a detailed internship description.** List as much information about the internship as possible, especially the internship tasks and if the internship is in the fall, spring, or summer. By doing so, students will have a better understanding of your opportunity and will more likely apply.
- ✓ **Include the internship location.** Location is a major factor that students take into account when searching for internship opportunities. Students will intern in and around Harrisonburg, VA during the academic year, but in the summer, students are open to internships elsewhere.

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS STATS

A 2024 NACE Internship & Co-op Report found

52.7%

on average of eligible interns are converted to Full Time Employees

99.6%

Of employers hire those with a Bachelor's Degree who completed an internship

of 275 number of respondents

RECRUITING ADVICE

- ✓ **Organization Name/Department:** Clearly state the organization and department, along with the location.
- ✓ **Description of Organization:** Provide background information to help students understand the organization and its industry.
- ✓ **Job Title:** Use a descriptive title that reflects the nature of the work, such as "Digital Marketing Intern."
- ✓ **Present Location & Remote Work Options**
Responsibilities and Accountabilities: Outline the main duties, ongoing responsibilities, and how the role impacts the organization. **Use NACE career readiness competencies as a framework.**
- ✓ **Training and Supervision:** Designate a manager responsible for training and supervising the intern. Indicate the title and location (remote or in person) of the intern's supervisor and describe the reporting structure.
- ✓ **Hours and Workplace:** Specify the working hours and establish a system for tracking time. Required/Preferred Qualifications: Focus on the specific skills needed rather than solely academic qualifications.
- ✓ **Compensation:** If applicable, mention hourly pay, stipends, or other benefits. Consult NACE guidelines regarding fair compensation.
- ✓ **How to Apply:** Provide clear application instructions and deadlines, allowing students to apply via Handshake or directly to the organization.

TIPS

Contact us at:

Handshake@jmu.edu

Want direct marketing support for your internship posting, **use the following QR code to learn more about the UCC Partners Program.**

