

NEWS RELEASE

College of Business

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For immediate release

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College of Business Seeks Companies for Internships: Informational Breakfast to Showcase Internship Program

URBANA, Ill., February 9, 2004 – A marketing student in the College of Business at the University of Illinois at Urbana-Champaign spent last summer as an intern at the Champaign County Convention and Visitors Bureau (CVB). Senior Courtney Hainline of Kewanee, Il., who worked part-time assisting CVB marketing director Sue Wedig, stayed with the Bureau when her internship was extended into the fall of 2003. Both Hainline and Wedig consider the internship a success: Hainline now has valuable real-world experience for her resume and Wedig and other CVB staff members received high-quality, high-energy assistance with critical projects.

Over the past few years, more than twenty local companies have offered internships to undergraduate students, including several banks, retail businesses, health care, and manufacturing firms.

The College of Business and the Champaign Chamber of Commerce recently launched an initiative to identify and fill additional internship positions in the central Illinois area. The College and the Chamber are co-sponsoring a March 2 breakfast meeting to provide regional businesses with information about establishing an internship at their organization. The breakfast meeting, which is free, will be held at the Hawthorn Suites on Trade Center Drive in Champaign from 7:30 – 9:30 a.m. Reservations are required. Information about the skills of College of Business students will be covered at the breakfast. Attendees will also be introduced to some Business faculty and professional staff who are involved in the internship program.

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Interns may provide seasonal, temporary, or project assistance to local businesses or non-profits. With an intern, an organization has an opportunity to preview the skills and evaluate the potential fit of an employee prior to hiring. The internship sponsor also gains needed staff for projects that otherwise might languish.

A recent study of recruiting trends compiled by Michigan State University showed that internships are becoming a preferred path to a full-time position and long-term staffing management. According to the *2003-2004 Recruiting Trends* report, over one-third of small businesses (those with fewer than 72 employees) hire based on experience with a student via an internship. Nearly two-thirds of the students who participated in the 2003 College of Business internship survey reported having an internship in the summer of 2003.

For more information on the College of Business internship program and the informational breakfast, contact Amy Fruehling of the Business Career Services office (afruehli@uiuc.edu, 217-265-4045) or Norma Wesley of the Champaign Chamber of Commerce (NormaW@champaigncounty.org, 217-359-1791).

Nationally recognized as one of the leading business schools, the College of Business at the University of Illinois Urbana-Champaign has outstanding programs in accounting, business administration, and finance. The College enrolls approximately 3,300 undergraduates, 900 MBA and master's students, and 165 doctoral candidates.

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