

INTERN TO EARN!

By Myra Campbell, Greater Louisville Inc.

What's the newest "best kept secret" about Millennials and your business?

Internships!

With a rapidly aging workforce, businesses will continue to face challenges as they seek qualified applicants to fill job openings. In fact, developing and retaining talent is a critical success factor in our region's future prosperity. One potential answer...hire an intern. Internships are one of the newest "secret weapons" in the job world and they are being touted as an ideal way to recruit and enhance our region's workforce of the future.

Statistics show that more than 80 percent of millennials will remain in the communities in which they intern. With 50,000 college students currently living in our region, engaging them in our community as an intern can make a real difference in how many of them choose to remain here after graduation.

We often hear millennials say, "There is not 'one place' to look for internships" or "A lot of places go through the motions and then will give the internship to someone they know." Or even, "All interns do is get coffee and make copies. I'm not interested in doing that."

Businesses, likewise, say "It's too difficult to find an intern, much less manage an intern" or "I have a hard time finding the type of talent I need to grow my business."

A new regional internship program funded by the U.S. Department of Labor and supported by HIRE (Higher Income Requires Education) and GLI (Greater Louisville Inc. – the Metro Chamber of Commerce) – **Intern To Earn** – can put those myths to rest...both for the student and the employer. At a one-stop shop website, www.InterntoEarn.com, businesses can post local internship opportunities and students can search the postings to find the internship that is a perfect fit for their interests.

More than just another internship posting sight, www.InterntoEarn.com is a comprehensive program providing employers with turn-key tool kits to develop quality internships and ongoing assistance if needed. It also takes interns a step further. Not only can they search for interning opportunities, the site will help them meet other interns, find cool things to do off-the-clock, and build their professional network by introducing them to community leaders and young professionals.

In short, the goal is to create an intern-friendly culture – for students, businesses and the community. We urge you to be a part of this exciting new program and become part of what will soon be the "best KNOWN secret"!

To learn more, there are two upcoming free workshops. If you have an internship to post to InterntoEarn.com or if you would like to attend a workshop discussing the nuts and bolts of creating an internships program at your company, contact Myra Campbell at MCampbell@GreaterLouisville.com or (502) 625-0019.