

Guidelines for Creating Effective Learning Objectives

As part of the criteria on internships set forth by the National Association for Colleges and Employers (NACE) and the Department of Labor's Fact Sheet # 71, which defines criteria for legal internships, an internship must be an extension of learning outside the classroom and there must be learning objectives set up ahead of time.

Students should use the job description provided by the organization to draft the learning objectives for the internship. Working together with the supervisor, the student and supervisor should revise the learning objectives to ensure that they are meaningful and realistic.

Purpose of Learning Objectives

1. Learning Objectives are statements that clearly define what a student will learn during the internship.
2. The objectives should help the student, the Site Supervisor, and the Internship Instructor (when applicable) evaluate the learning progress of the intern.
3. Learning Objectives should not try to cover all aspects of the internship, but instead focus on select areas that the student will be exposed to throughout the internship.
4. Each Learning Objective should involve new learning, expanded growth, or improvement on the job.

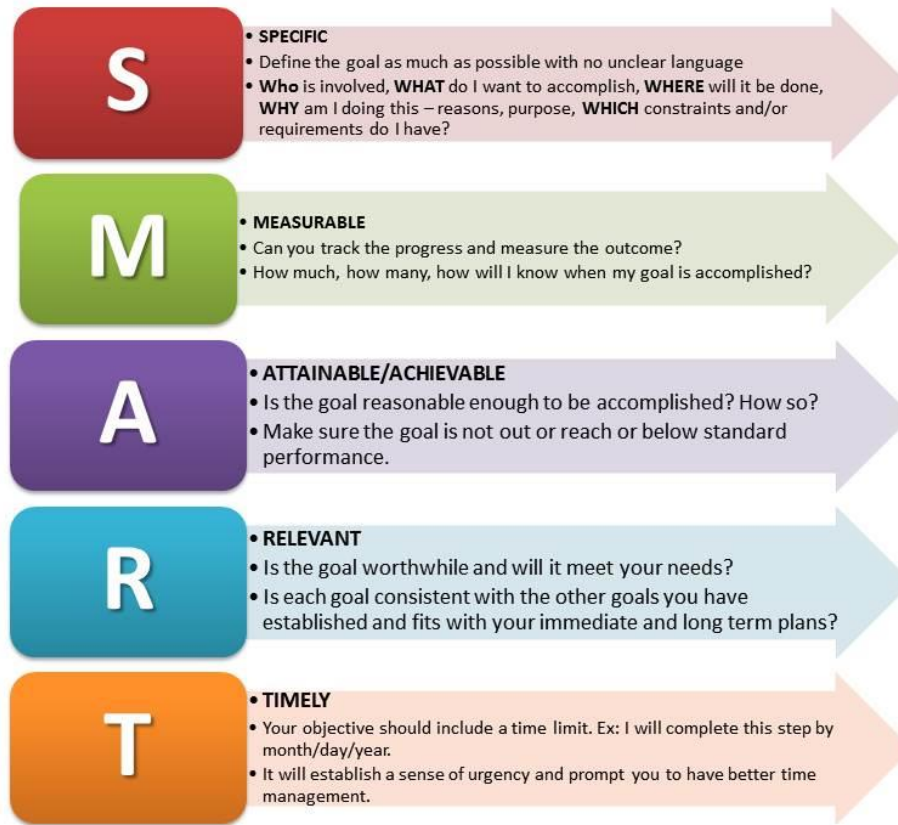
Guidelines for Writing Effective Learning Objectives

1. A minimum of three (3) objectives are required. Try to limit the Learning Objectives to no more than six (6).
2. Each Learning Objective should follow the SMART (specific, measurable, attainable, relevant, and timely) model.
3. A measurable Learning Objective is a statement that clearly and precisely describes what it is the intern will accomplish by performing a task(s).

Here is a sample list of verbs that may be used when writing learning objectives. These verbs indicate activities that are measurable and specific.

Assemble	compose	explain	modify	represent
Assess	construct	identify	name	review
calculate	define	illustrate	Operate	specify
categorize	describe	locate	perform	state
classify	document	Make	plan	suggest
combine	Draw	Measure	prepare	summarize
compare	Evaluate	memorize	produce	transform
			rank	translate

SMART Goals



<https://www.minutemovement.com/wp-content/uploads/2014/12/SMART-Goals.jpg>

Areas of skill development to consider for your learning objectives....

Professional Skills: Learn professional skills by participating in a professional work environment. Observe and gain understanding of office hierarchies and be able to define effective and efficient practices; develop a mentoring relationship and a professional network; accomplish tasks or participate in projects that will showcase your skills and also be utilized in resume and portfolio building; observe professional etiquette including dress code and proper methods of communication.

Communication Skills: Gain writing and verbal communication skills; gain ease in talking with clients and co-workers; gain experience and confidence in expressing ideas, practice listening and internalizing/accepting criticism, and utilization of positive feedback.

Industry Awareness: Learn how a particular industry works; learn how various companies differ from one another, gain understanding of different consumer markets.

Career Goals and Relating Internship to Classroom Experience: Discuss how your internship relates to your coursework, for example: Learn how to apply information gained in an IMC course to actual application in creating a media strategy; or gain experience using In Design or Photoshop in creating a design for publication.