



West Michigan Internship Initiative to Offer Employer Internship Training

"The expansion of internships is one of the best methods for retaining and expanding our intellectual capital base in West Michigan. Internships are an inexpensive recruiting tool and an opportunity to train future employees, interns can bring current technology and ideas from the classroom to the workplace, they can complete projects that have been set aside for various reasons and they can be another source for the recruitment of diverse employees into your workforce", said Cindy Brown, Project Manager for the West Michigan Internship Initiative.

Brown states that now is the perfect time for companies to begin developing a comprehensive work plan for their internship programs. To aid area employers with the creation or enhancement of their organization's internship program, employers can attend a training session on Tuesday August 10, 2010 from 8:30 – 10:00 a.m. or 3:00-4:30 p.m. Employers will be presented with the *Employers Internship Toolkit*, a guide that was created with the input of various businesses and career services professionals from universities and colleges in the region, along with other pertinent information in helping enhance or develop their own internship program.

To sign-up for this training sessions or get additional information, please contact Cindy Brown at 616-871-2452 or cbrown@wm-alliance.org.

To learn more about the West Michigan Internship Initiative or download a copy of the *Employers Internship Toolkit*, visit the WMSA website at: www.wm-alliance.org.