

**Briar Cliff University**  
**Department of Mass Media**  
**(Graphic Design, Mass Communications and New Media Programs)**

**INTERNSHIP/WORK EVALUATION FORM**  
**(TO BE COMPLETED BY INTERN SUPERVISOR)**

Academic Term:  Fall  Winter  Spring  Summer Academic Year: \_\_\_\_\_

Name of student: \_\_\_\_\_

Cooperating Firm: \_\_\_\_\_

**A. PERSONAL CHARACTERISTICS**

1. The student showed a positive Attitude toward associates and others (teamwork, helpful, tactful, professional bearing)

Strongly Agree (5)     Agree (4)     Neutral (3)     Disagree (2)     Strongly Disagree (1)

2. The student showed dependability (reliable, trustworthy, punctual, follows directions)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

3. The student showed personal effectiveness (enthusiasm, self-control, self-confidence, good common sense, dedication)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

4. The student maintained a positive personal appearance

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**B. PROFESSIONAL PERFORMANCE**

1. The student displayed good technical knowledge (extent and depth required for current assignments)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

2. The student displayed accuracy (precise and meticulous attention to detail)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

3. The student displayed analytical ability and judgment (recognizes and solves problems, differentiates between relevant and irrelevant, depth of clear thinking)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

4. The student displayed ability to communicate orally.

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

5. The student displayed Speed (productivity, meets deadlines consistently)

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**C. REMARKS:**

1. What strong points does this student possess which would make for success in this field?
2. Please list any weak characteristics, which can be communicated to the student for self- improvement.
3. Is this student the kind of person you would consider for permanent employment on your staff if a position were open?
4. Please give your overall impressions of this student (be candid and feel free to address any areas not listed above)
5. Please indicate (circle) the overall level of work you feel this student exhibited considering the student's level of experience:

<u>Level of work</u>	<u>MEANING:</u>
5	Superior Work
4	Excellent Work
3	Good Work
2	Average Work
1	Poor Work

Thank you for taking the time to provide the department with this valuable information.  
If you have any questions please contact:

**Michael Crowley Associate Professor and Department Chairperson  
The Department of Mass Media, Briar Cliff University  
712.279.5459 or michael.crowley@briarcliff.edu**

Name (please print) of superior completing this form: \_\_\_\_\_

Signature of superior completing this form: \_\_\_\_\_

Position/ Title: \_\_\_\_\_ Date: \_\_\_\_\_

## **Rubric**

### **Use of Internship/Work Performance Evaluation Form**

**Superior Work:** This student exceeds the expectations of the supervisor and produces an extremely high level of work on a regular basis, based upon the follow criteria:

- Demonstrates the relationship between the theoretical concepts of mass media and the practical application in a professional environment on a regular basis
- Demonstrates extraordinary ability to perform duties as required by supervisor
- Performs problem-solving tasks in an efficient manner
- Is assertive in asking for additional or challenging work
- Demonstrates a high level of independence
- Has a positive attitude towards their work and their work environment

**Excellent Work:** This student exceeds the expectations of the supervisor and produces excellent level of work on a regular basis, based upon the follow criteria:

- Demonstrates the relationship between the theoretical concepts of mass media and the practical application in a professional environment often
- Demonstrates an excellent ability to perform duties as required by supervisor
- Performs problem-solving tasks in an efficient manner
- Is assertive in asking for additional or challenging work
- Demonstrates an ability to work on their own
- Has a positive attitude towards their work and their work environment

**Good Work:** This student meets most of the supervisors' expectations and produces quality work on a regular basis, based upon the following criteria:

- Demonstrates the relationship between the theoretical concepts of mass media and the practical application in a professional environment occasionally
- Demonstrates an ability to perform duties as required by supervisor
- Occasionally performs problem-solving tasks
- Needs minimal supervision when running into difficult problem solving tasks
- Often shows an excitement for their work and their work environment

**Average Work:** This student meets some of the supervisors' expectations and produces acceptable work on a regular basis, based upon the following criteria:

- Understands the relationship between the theoretical concepts of mass media and the practical application in a professional environment but lacks the ability to demonstrate it
- Demonstrates an ability to perform duties as required by supervisor
- Needs supervision when running into difficult problem solving tasks
- Needs mentoring on a regular basis to achieve acceptable work
- Occasionally shows an excitement for their work and their work environment

**Poor Work:** This student rarely meets the supervisors' expectations and is highly likely not to produce acceptable work on a regular basis:

- Does not demonstrate or understand the relationship between the theoretical concepts of mass media and the practical application in a professional environment
- Lacks the ability to perform duties as required by supervisor
- Requires supervision when perform tasking.
- Needs mentoring on a regular basis to achieve acceptable work
- Displays a negative attitude for their work and their work environment