

Proposal for International Internships for Global Leadership Program

Faculty-Led Group Program

Summer 2014

Milan, Italy: Communication Internship Group Program

Faculty/Staff Leader:	Jack Lule, Professor & Director, Global Studies Professor & Chair, Journalism & Communication
Name of Program:	Communication Internship Group Program in Milan, Italy
Length of Work Week:	8-hour days, 5 days a week
Dates/Duration:	8 weeks: in Milan for six weeks, June 2-July 15; one week of pre-departure meetings in May; one week of debriefing and media project completion in August
Number of Participants:	6 students

Summary detailing the type of internship experience, program objectives and activities, itinerary, and other relevant information:

The **type of internship experience** will be full-time communication work in Milan. By partnering with service provider IES Abroad (Institute for the International Education of Students), which has long experience in securing internships for non-Italian speakers, the program will place students in internships where their English language skills are assets but where they will also work abroad, gain fundamental Italian language skills as well as obtain an understanding of the Italian workplace and culture. Possible internships suggested by IES include:

- EasyMilano Magazine, a magazine for English speakers in Milan;
- Luxos, an online magazine with luxury focus and international audience;
- Ulaola, an online marketplace for promoting Italian products abroad;
- Neri Pozza, an international publishing house;
- Milano Fashion Media, a fashion advertising agency;
- numerous NGOs and non-profit organizations based in Milan.

The faculty-led Communication Internship Group Program in Milan has **three primary objectives**: 1) Provide Lehigh students the opportunity to gain hands-on experience and

work in an international communication setting; 2) Provide students with true cultural immersion by having them live and work outside the United States; 3) Provide students with an introduction to the city of Milan, internationally known as a hub of fashion, culture and finance, as well as provide students with familiarity of the Italian language, Italy and the European Union.

To accomplish these objectives, the program director will work with service provider IES to **establish the following itinerary**: Prior to departure, students will meet with the program director in May to prepare them for the internship experience and life in Milan (see prerequisite coursework below). Students will be charged with keeping a digital journal of their work experience in Milan through writing, audio, video and photos. Six full-time communication internships will take place over six weeks in Milan, from June 2-July 15. Language instruction will also be required during this time. **Other activities will complement and support this work.** During their time in Milan, students will engage in cultural activities, such as a viewing of Leonardo Da Vinci's "The Last Supper" at the church of Santa Maria delle Grazie, a visit to the Duomo, a guided visit to Campari Gallery, where students can study state-of-the-art advertising campaigns, a meeting with international journalists and more. Finally, in August, students will meet again with the program director and compile their digital internship records in online presentations.

Program Location: Milan, Italy

Program Dates: June 2-July 15 (with one week pre-departure meetings in May and one week of debriefing and project completion in August).

Program Director: Jack Lule

Faculty Staff Participants: Jack Lule

Number of Student Participants: 6

Target Population:

Major/Discipline: Undergraduate students in the College of Arts & Sciences with particular attention to students interested in Journalism, Communication and Global Studies; experience and interest in Italian preferred (though Italian is not a language taught at Lehigh); consideration may also be given to students of marketing

Year: Preference given to juniors; consideration also given to sophomores

Recruitment process: The program director will make direct outreach to the target populations

Number of students to be funded: 6 students

Other funding sources: Global Studies has set aside funding to help support this program.

Faculty/Staff accompanying students on the program: The program director, Jack Lule, is committed to the success of this inaugural program and will accompany the students for all six weeks as well as lead the pre-departure and post departure programs.

Faculty/Staff experience with similar programming: Program director Jack Lule has been one of the lead faculty members for Lehigh's U.S.-Indonesian Partnership Program. He has accompanied U.S. and Indonesian students throughout Indonesia as well as the United States. He has also supervised off-campus internships and practicums for Journalism and Global Studies students at Lehigh for more than 20 years. He has been to Italy four times and in 2012 attended a one-week IES Abroad faculty seminar with the Milan program staff.

Program evaluation: 1) The Lehigh program director will meet regularly with students throughout their time in Milan to discuss the progress of the internships and the program; 2) Students will complete a Lehigh survey at the completion of the program; 3) IES Abroad also has its own evaluation instrument; 4) Students will be asked for qualitative feedback during the debriefing and project completion period in August.

Pre-requisite Course Work: Students will meet with the program director at the end of the Spring 2014 school year. The goals are:

- to discuss typical internship scenarios and challenges;
- to review expectations of students involved in the program, from behavior in the workplace to cultural immersion;
- to provide students with an introduction to political, cultural and economic events in Italy so they can be somewhat conversant in current affairs;
- to provide them with resources for rudimentary Italian language instruction (language instruction will also be required while in Milan).

Health and safety concerns: None known at this time.

Other issues to be considered: The establishment of international internships has been a goal of the Global Studies program since its inception. Global Studies can provide matching funds to support the full six-week participation of program director Jack Lule so he can monitor the program and attempt to establish its success, and programs like it, for years to come.

On-site Support/Partnership:

Organization Name: IES Abroad (Institute for International Education of Students)

Contact Information: Ms. Clare Foust, IES Abroad, Chicago, Illinois
cfoust@iesabroad.org

Dr. Roberto Andreoni, Director, IES Abroad Milan
roberto.andreoni@unicatt.it

Description of Support: IES Abroad Milan will arrange for:

- 6 communication internships for non-native speakers;
- an on-site coordinator to help with accommodations, internship transportation and other issues;
- airport greetings and airport shuttle information (not airport transportation costs);
- an orientation and tour of Milan;
- Italian language instruction throughout the six weeks;
- access to the IES Abroad Milan Center and computer lab;
- housing for students in shared apartment accommodations. No more than three students share each apartment. Meals are not provided with these accommodations. Apartments offer equipped kitchens, Internet access, and a washing machine and are located close to public transportation;
- accommodations for the Lehigh program director;
- local transportation passes for the students;
- 24-hour Medical/Travel/Technical Assistance, Emergency Medical Evacuation and Repatriation coverage, provided by Cultural Insurance Services International (CISI) in conjunction with EuropAssist; accident and Sickness Insurance;
- field trips and excursions to Leonardo Da Vinci's "The Last Supper" and the Campari advertising exhibit;
- a welcome and farewell dinner;
- a program evaluation.

Proposed Budget

Projected Expense	# Participants	Cost/ Person	Total
Flight to Milan from JFK	7		
Housing - Students	6		
Housing - Faculty/Staff/Other	1		
Meals – Students (\$50/day x 42)	6		
Meals – Faculty (\$50/day x 42)	1		
IES Costs	6		
Other Field Trip and Cultural Activity Fees	7		
Transportation to/from US airport for faculty/staff (and students)	7		
Transportation to/from foreign airport faculty/students-\$17/one way	7		
On-Site ground transportation for students to travel to internships	6		
On-Site ground transportation for students - other travel	6		
LU International Services and Insurance Program	7		
In-country landing fees, if applicable	7		
Estimated On-Site Incidentals (e.g. Tips, VAT, ATM fees, etc.)	7		
Mobile Phone/Top-up Minutes Students/Faculty	7		
Domestic Costs (Passport, Visa, etc.) Faculty/Staff	-		

Total Program Cost:
Cost per student

* included in IES Abroad Fees