



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.



REGIONAL INTERNSHIP CENTER™
of Southwestern PA

***A Three Rivers Workforce Investment Board
and
Coro Center for Civic Leadership
Partnership***



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

RIC Mission

Increase the number of companies that offer internships in Southwestern PA by:

- Actively working with employers to develop internship programs
- Connecting them with the pool of 144,000 post-secondary students in this region.



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

RIC Mission (continued)

- **Supporting** employers to increase internships by providing best practices and technical assistance
- **Connecting** employers with institutions and students
- **Informing** the region about internships through research



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Internships and the Talent Connection

Findings:

- Lower costs for screening potential hires
- Reduced risk involved with hiring decisions



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Internships and the Talent Connection (continued)

Findings from Coro research:

- The Regional Internship Center is working for businesses:
 - 40% offered full-time employment to at least one intern
 - 90% of interns that were offered full-time employment accepted



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Programmatic Opportunity

- Only 34% of employers in five (5) industry clusters in the 10-county region have hosted *or* currently host one or more interns
- 71% of those who have not hosted interns say they would consider doing so
- 70% of employers who host interns do not go out of their way to find candidates



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Successes to Date

- Number of employers that have accounts with the RIC: 603
- Number of internships currently posted: 1,524
- Number of students that currently have active accounts with the RIC: 4,691 (up from 1,380 last September)



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Employers

- **Lessons Learned:**
 - Employers expect a higher quality intern
 - Data has led us to a “RIC Employer Profile”



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Employers (continued)

- **Strategies:**

- Target 8,000 employers that meet our defined criteria:
 - 10-250 employees
 - Allegheny, Beaver, Butler, Washington and Westmoreland Counties
 - Financial Services, Business Management, Marketing Programs & Services, Nonprofit
 - Potential high-growth companies



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Students

- Lessons Learned:
 - Faculty contacts are important
 - Not all 144,000 students are “internship-ready”



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Students (continued)

- **Strategies:**

- Target the students that meet defined criteria:
 - Undergraduate (Junior & Senior)
 - Allegheny, Beaver, Butler, Washington and Westmoreland Counties
 - Major – NOT Health Sciences, Natural & Biological Sciences, Education & Law
- Target the students that meet the needs of employers



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Higher Education

- **Lessons Learned:**
 - Internships not a priority on campuses
 - Internships not a top priority for Career Services



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Higher Education (continued)

- **Strategies:**

- Obtain endorsement from school Presidents and identify a responsible contact person in Career Services
- Engage faculty as a recruitment resource
- Institute a RIC Student Ambassador program



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Marketing & Messaging

- Speaking Ambassadors – The RIC has trained both employers and students to be ambassadors for the RIC.
- Newsletter – An e-newsletter will be launched in conjunction with the new website.
- Website – The RIC is moving forward and building a new website that will optimize tracking capabilities and matching ability.



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.

Discussion

Employer input needed in general and about the following challenges:

- Cluster interaction
- Strategies and tactics to make the RIC self-sustaining
- Marketing approaches to promote RIC to employers or students
- Outreach strategies to implement that will maximize the RIC impact
- Other Comments/Suggestions/Questions



T H R E E R I V E R S

WORKFORCE INVESTMENT BOARD

TRWIB, Inc.



Thank you!

33 Terminal Way, Suite 429A

Pittsburgh, PA 15219

(412) 258-2688

<http://www.ric-swpa.org>