



QUICK START GUIDE

Business Internship Program Employer Resource Guide

The **American Floral Endowment (AFE) Business Internship Program** was created to attract top talent and future leaders to the global floral and horticulture industries. The program provides manufacturers, wholesalers/suppliers, importers, retail floral shops and growing operations with aspiring young business professionals.

The AFE internship is a full-time, paid, structured, supervised learning experience that offers practical work experience for students in management, sales, accounting, marketing, graphic design, IT and more.

To ensure the internship program benefits you, your company and the intern, AFE developed a comprehensive *Employer Resource Guide*. Please refer to the guide for program details.

This Quick Start Guide highlights the necessary steps to take in order to provide a successful internship experience for everyone.

STEP 1: DO YOU NEED AN INTERN?

Internships attract fresh talent to the floral industry, and interns bring new, innovative perspectives to your company in addition to increasing your organization's productivity and reducing hiring costs. Interns give your organization an extra pair of hands and a lot of energy!

STEP 2: WHAT WILL THE INTERN DO?

Identify activities that provide a meaningful learning experience for the intern. For potential intern assignments [see page 12](#).

STEP 3: STAFF THE INTERN PROGRAM.

Generally, there are two roles involved in running an internship program. The Intern Coordinator is responsible for the development and implementation of the program and the Intern Supervisor provides guidance, support and training as needed. In a small business one person may manage both roles.

STEP 4: SOURCE, INTERVIEW AND SELECT THE INTERN.

- AFE does all of the sourcing and screening for you. You are presented with a fully vetted candidate to interview.
- The AFE application package helps you get to know the candidate prior to the interview and determine whether they will be a good fit for your organization. The interview allows you to explore in detail how the student achieved the results described in their application. You'll find a list of interview questions on [page 39](#).
- After you complete the interview, contact AFE to discuss whether or not you will extend an offer ([see page 18](#)). You can then make the candidate an offer, establish a start and end date, determine a work schedule, agree to compensation and complete any required paperwork.



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STEP 5: MANAGE YOUR INTERN.

Many of the interns will be members of the Millennial generation (born 1980 – 1999.) Millennials come to work with different expectations, assumptions, preferences and attitudes, and different approaches to communication, culture and career than previous generations. Learn more about managing Millennials and leveraging their strengths on [pages 19-20](#).

STEP 6: ONBOARD AND ORIENT YOUR INTERN.

Onboarding begins as soon as you extend an offer to your intern. You'll want to stay connected between hire date and start date. There are a number of things to help your intern feel welcome and appreciated:

- Send a welcome package/email – confirm start date and communicate essential first-day information.
- Connect with your Intern Coordinator and Supervisor – make sure they are prepared and organized.
- Notify your employees – alert employees to the arrival of your intern.

See [page 46](#) for an Onboarding Check List.

STEP 7: THE INTERN'S FIRST DAY.

Hold an orientation session to introduce your intern, and make sure everyone is acquainted and on the same page. Set goals and establish expectations on day one.

STEP 8: FEEDBACK AND EVALUATION.

A focus on learning is the defining characteristic of an internship. Feedback is crucial for learning. Interns need (and expect) frequent feedback to know whether their performance is meeting or exceeding your expectations and where they need to make adjustments. Interns also need to feel accepted and part of the team. Encourage your intern to ask questions.

STEP 9: CELEBRATE AND WRAP IT UP RIGHT.

As the internship comes to a conclusion, take the opportunity to recognize and celebrate your intern's growth and contributions.

STEP 10: FREQUENTLY ASKED QUESTIONS.

For everything you need to know about the AFE Business Internship Program, turn to the Frequently Asked Questions on [page 28](#).

For more resources, see [page 33](#),
"Tips, Tools, Templates and Resources."



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