

Engagement Guide

For Partners Working with Employers



Partners like you play an important role in connecting employers throughout Virginia to resources that will help them launch or grow quality internship programs.

InternshipsVA is an award-winning statewide initiative to ensure that every undergraduate student attending a Virginia college or university has the opportunity to participate in a paid or credit-bearing internship before graduation. Funded through the Commonwealth's Innovative Internship Fund and Program, InternshipsVA is jointly managed by VEDP and SCHEV and is part of a broader statewide strategy to develop, attract, and retain top talent in Virginia.

Whether a small business is hiring its first intern or a large company is learning to manage an existing program more efficiently or anywhere in between, there are resources, trainings, potentially matching grants, recruitment tools, and more available to help. Employers can contact VEDP for more information through [InternshipsVA.org](https://www.internshipsva.org).

Here are a few ways you can help share this exciting program with employers with whom you work:

Ask Regional Internship Managers to Share Info about InternshipsVA

- Invite one of VEDP's InternshipsVA Regional Internship Managers to present at employer meetings, roundtables, or webinars
- Invite InternshipsVA to have a presence at your events involving employers, higher education institutions, and/or students
- Refer employers interested in internships, recruitment, workforce development, or student talent pipelines to your Regional Internship Manager
- Refer companies experiencing talent challenges where internships could help
- Refer employers already hosting students in unpaid, informal, or work-based learning experiences

Recognize Employers That Already Offer Internships

- Encourage employers to apply for the [InVALuable Employer Partner Application](#) to show they are an intern-friendly company
- Share InternshipsVA Employer Recognition opportunities with employers interested in building or growing their employer brand
- Recognize employers who offer internships through existing partner awards programs or workforce recognition initiatives
- Share employer success stories and case studies featuring local businesses that have benefited from internships and/or the matching grant program

Share Information Directly with Employers Through Your...

...Website

InternshipsVA offers support for Virginia employers interested in creating or expanding a high-quality internship program. VEDP offers resources, trainings, recruitment tools, and matching grants to qualifying employers hiring students enrolled in Virginia colleges and universities. Employers can contact VEDP for more information through InternshipsVA.org.

...Your social media channels, especially LinkedIn



Attention Virginia employers: Want to reduce recruitment costs? Retain key employees?

Resources and funding are available to help you develop high-potential talent through high-quality, paid or credit-bearing internships. Build your talent pipeline with InternshipsVA, from the @Virginia Economic Development Partnership and the @State Council of Higher Education for Virginia.

See why 80% of employers say internships provide the best returns on talent investment. Learn more at InternshipsVA.org

#InVA #InternshipsVA #TopStateForTalent

...Your newsletters and employer communications



Grow Your Business with InternshipsVA

InternshipsVA is an award-winning statewide initiative to ensure that every undergraduate student attending a Virginia college or university has the opportunity to participate in a paid or credit-bearing internship before graduation. For Virginia

employers, the program provides resources and funding to build scalable, high-quality internship programs that deliver measurable ROI.

Whether you are looking to build your organization's first internship program or strengthen an existing one, InternshipsVA makes it simple, strategic and affordable with:

- **Expert Guidance:** Regional managers provide direct support on program design and growth
- **Practical Training and Resources:** Targeted sessions equip employers with actionable strategies and insights from other employers
- **Efficient Recruitment:** Free access to internship marketplace through Handshake streamlines recruitment
- **Financial Support:** Employers with 150 or fewer Virginia employees can receive a 50% wage reimbursement when they hire qualified interns
- **Employer Recognition:** Employers who offer high-quality internship programs can receive designation as an InVALuable Employer for interns and other recognitions which help in recruitment

Smarter recruiting starts with InVA. Learn more at InternshipsVA.org.

Hand Out This Printable Fact Sheet

Aftercare, workforce discussions, company visits, and expansion planning are just a few places where the fact sheet on the next page could be helpful.



INTERSHIPS VIRGINIA
INVEST. INNOVATE. INSPIRE.

VEDP | SCHEV

Building Virginia's Future Talent Today

InternshipsVA helps Virginia employers create high-quality, paid internships that build strong talent pipelines and help retain Virginia's top talent after graduation. InVA's vision is for all students at each of Virginia's colleges and universities to have the opportunity to participate in at least one paid internship opportunity before graduation.

Why Internships?

Internships create a win-win ecosystem that drives talent development, innovation, and long-term success by:

- Helping employers attract, develop, and retain talent
- Providing students with critical work experience and skills
- Boosting institutional reputation through improved graduate success rates

Powered by the Commonwealth Innovative Internship Fund and Program, InternshipsVA represents Virginia's commitment to being a Top State for Talent.

The Internships Advantage for Employers

According to the National Association of Colleges and Employers:

- More than 50% of interns become full-time hires, cutting recruitment costs
- Employers report a 76% one-year retention rate of employees who start as interns
- 80% of employers say internships deliver the best ROI for talent recruitment

How InternshipsVA Benefits Employers

InVA makes it easy for businesses to build successful internship programs through:

- **Financial Support:** A 50% wage match helps qualifying employers cover intern costs
- **Expert Guidance:** Regional managers provide direct support on program design and growth
- **Efficient Recruitment:** Free access to internship marketplace through Handshake streamlines recruitment
- **Practical Training & Resources:** Targeted sessions and resources equip employers with actionable strategies and insights from other employers
- **Employer Recognition:** Employers who offer high-quality internship programs can receive designation as an InVALuable Employer and potentially be recognized as a Top Employer for Interns

InternshipsVA Delivers:



**Tailored
guidance
and resources**



**Matching
grants to offset
intern wages**



**Recruitment
tools to connect
with Virginia's
future workforce**

Internship success starts at VEDP.org/InternshipsVA