

THE STUDENT MOBILITY PRESENTS

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# THE QUALITY REMOTE INTERNSHIP GUIDE

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## **GLOSSARY**

**1. TRAINING PLAN**

**2. TASKS MANAGEMENT**

**3. COMMUNICATION**

**4. REVIEWS AND MENTORING**

# THE QUALITY REMOTE INTERNSHIP GUIDE

## INTRODUCTION

Remote internships have been increasingly growing in importance, and as the world is evolving, we are increasingly working globally, interconnected via the internet.

However in light of the recent COVID-19 crisis, which has had a tremendous impact upon our way of working, there has been an exponential increase in the need for remote internships, and from The Student Mobility Group, we want to offer a complete guide to ensure the quality of these new style of internship.

### **What type of businesses and professional profiles can take part in remote internships?**

This question might seem obvious in regards to its answer, but this could not be further from the truth. Effectively, there are some activities, such as tourism, where the provision of a service requires a physical presence in a given location, and as such, it is impossible to do these internships or jobs remotely.



The same goes for manufacturing, in which it is necessary to be present in a factory to produce, assemble, or package products. However, there are companies, which despite being able to carry-out this type of work, are not prepared to be able to develop these types of remote tasks.

There are two fundamental reasons for this which we have encountered:

- 1) lack of means to do so
- 2) distrust and problems with digital mentality.

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Recently, we have spoken with a company which markets its products through its online store, an e-business with extensive development and expansion. They employ more than 300 people, and surprisingly, they do not feel prepared to be able to host students for remote internships due to not being able to ensure a good initial training period, since they consider that it is necessary to be physically present and with face-to-face contact within the same office.

On the other hand, we are identifying businesses in far more traditional sectors, that with a much more deeply-rooted culture of presentiality, have been able to expand their sales and productivity in a spectacular way through remote working and incorporating internship students remotely in order to be able to support them with some activities where junior talent is needed.

This is the case for marketing agencies, lawyers offices, or even English academies. Each one of these businesses has known to re-adapt their work processes and training in order to permit their businesses to develop, whilst incorporating new personnel. In the case of marketing agencies, some of them have noticed an increase in their sales, since many of their business clients are increasing their marketing and communication budgets in order to connect with their customers in a different way.

Edu Utgés, from Tenvinilo.com says about remote internships:

*"Despite being a challenge, our experience is more than positive. We have been working all the staff remotely and we can guarantee that the experience is being positive and efficient. Even with just arrived interns"*

Ana Aparicio, from La Academia de Inglés believes that *"this is an excellent opportunity to develop online education further"*

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## 1. DEVELOPING AND DEMANDING A GOOD TRAINING PLAN.

Training is the most fundamental part of any internship. As such, it is important that it is well-planned, thorough, and well-executed. One must keep in mind that this is what the students will take away with them and it is key for completing tasks properly. This is why we are providing you with some tools, alongside a training guide and recommended structure in order to support this.

### Follow a training structure and plan.

As a sample, you can see the training plan we have for customer relations interns at our company. We have one written action for each of the training activities that will be provided. We also ask for feedback on each of the training points completed.

TRAINING PLAN		
<b>Modality</b>	Remote	Number of total hours: 40 hours
<b>Localization</b>	C/ García de Vinuesa, 22 Seville, Spain	
<b>Name of the tutor</b>	John Doe	Position: Customer Relations Intern
1. INITIAL TRAINING		
<ul style="list-style-type: none"><li>• Introduction of the company and functions</li><li>• Review of informative documents and resolution of doubts</li><li>• Getting to know the basic functions of the company in a theoretical way</li><li>• Learning how to communicate through email, phone and video calls (skype, whatsapp and whatsapp web). Access to the database of the company and using of cloud, as well as its use in an appropriate way</li><li>• Training on the applicable legislation and information about usage rights and intellectual property.</li><li>• Information about the products and the requirements of our customers.</li><li>• Learning task management program Trello</li><li>• Learning PDF document and signature online platform DocHub</li></ul>		
<b>Knowledge, skills and competences to be acquired</b>	e.g. academic, analytical, communication, decision-making, ICT, innovative and creative, strategic-organisational, and foreign language skills, teamwork, initiative, adaptability, etc	
<b>Name of the student</b>		

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## 2. TRAINING ON INTERVIEWS AND CV IMPROVEMENTS

Training in the following contents has been given in several sessions:

- Understanding applicant (student) needs in regards of tasks, availability, language skills, soft and hard skills etc
- Understanding customer (company) needs and the position requirements
- Interview training. Steps for completion, techniques that can be used, information that can be obtained through the various questions, use of an effective and assertive communication, ...screening different CVs for different positions, learning to how to improve the applicant CV based on the meeting for the vacancy applied

*For this purpose, different techniques have been used, including role-play, simulation of real situations, etc.*

## 3. STUDENT MOBILITY TRAINING, VISA

The company has provided training and information regarding the process and understanding the different mobility restrictions. This training has been carried out through the presentation of the treated subject and the posterior resolution of doubts and questions. Later the training follows with continuous examples on a weekly basis:

- Understanding general student mobility 'rules' in regards to European Union, Schengen
- Visa instructions for non-Schengen citizens
- Understanding countries whose nationals must be in possession of visas when crossing the external borders of Spain
- Understanding countries whose nationals are exempted from holding a visa (no need for visa) when crossing the external borders
- Understanding process for non-Schengen citizens holding Schengen student visa to travel inside Schengen
- General Requirements for Visa

Name of the student

Date and signature:

## 4. SOCIAL MEDIA MARKETING TRAINING

The company has provided training and information regarding changes in processes, introduction of new processes or reinforcement of already established processes.

- Social media marketing training (introducing social networks Facebook, Twitter, LinkedIn and Google+)
- Content creation for social media, learning professional way how to manage Facebook, twitter, LinkedIn etc
- Training on how to use social media management systems (Hootsuite) for social networks.
- Use of social networks to improve the reach and increase web traffic.
- Learning professional way how to manage Facebook, twitter, LinkedIn etc
- Basic Facebook Insights training
- Website administration using CMS (Content Management System)
- Basic SEO training (optimisation of Title Tags and Meta Description)
- Customer service improvement
- Understanding the basic importance of reviews

Name of the student

Date and signature:



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## EVALUATION FORM

<p><b>All questions are of a single answer except where it is stated differently. Please read carefully before responding.</b></p> <p>If you would like to add a statement or comment, please write the comment in the space provided at the end of the survey. This is an anonymous survey; however, to help interpret the results you will need to give us some general information about yourself.</p>						
DATA REFERRED TO THE PARTICIPANT			DATA REFERRING TO INTERNSHIPS			
<p><b>Sex:</b></p> <p><input type="checkbox"/> Female    <input type="checkbox"/> Male</p> <p><b>Age:</b></p> <p><input type="checkbox"/> ≤20    <input type="checkbox"/> 20-29    <input type="checkbox"/> 30-39    <input type="checkbox"/> 40-54    <input type="checkbox"/> 55-64    <input type="checkbox"/> ≥65</p> <p><b>Level of study:</b></p> <p><input type="checkbox"/> No studies    <input type="checkbox"/> Graduate    <input type="checkbox"/> Bachelor    <input type="checkbox"/> University Degree    <input type="checkbox"/> Master's / Doctorate</p>			<p><b>Department:</b></p> <p><b>Workplace:</b></p> <p><b>Location:</b></p> <p><b>Province:</b></p>			
<p><b>CA:</b> Completely Agree <b>PA:</b> Partially Agree</p>			<p><b>PDA:</b> Partially Disagree <b>TD:</b> Totally disagree</p>			
1. Objectives and contents						
1.1 The objectives of the course have been achieved		CA	PA	PD	TD	N/A
1.2 The duration of the course has been adapted to the objectives and contents		CA	PA	PD	TD	N/A
1.3 The contents of the course have responded to my training needs		CA	PA	PD	TD	N/A
2. Teaching methodology						
2.1 The methodology used has been the most appropriate to the objectives and the contents of the course		CA	PA	PD	TD	N/A
2.2 Practices, practical exercises, assumptions, etc. have been useful and sufficient		CA	PA	PD	TD	N/A
2.3 The documentation and materials delivered are understandable and adequate		CA	PA	PD	TD	N/A

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3. Conditions and Environment					
3.1 The office and the furniture have been adequate	CA	PA	PD	TD	N/A
3.2 The schedule and its distribution have been adequate	CA	PA	PD	TD	N/A
3.3 The duration of the course has been sufficient according to the objectives and contents thereof	CA	PA	PD	TD	N/A
3.4 The technical means have been adequate to develop the content of the course (computers, blackboard, projector, TV, machines)	CA	PA	PD	TD	N/A
4. Trainers / Tutors					
4.1 The way of teaching or mentoring the course has facilitated learning	CA	PA	PD	TD	N/A
4.2 have great knowledge about the contents of the course	CA	PA	PD	TD	N/A
4.3 The transmission capacity and clarity of exposure are ideal	CA	PA	PD	TD	N/A
5. General evaluation					
5.1 I have expanded my knowledge to progress in my professional career	CA	PA	PD	TD	N/A
5.2 Rank of General satisfaction with the course	CA	PA	PD	TD	N/A
<b>6. If you wish to make any recommendation or comment, please use the space reserved below.</b>					



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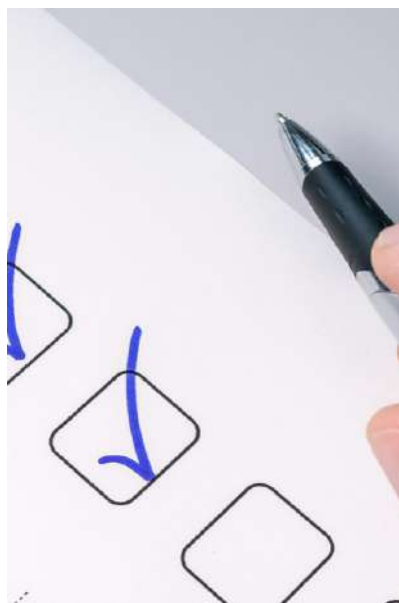
## 2. TASKS MANAGEMENT

### Set and organize tasks properly.

Tasks must be clear, concise, concrete and have a deadline. We must bear in mind that students often lack professional experience, so offering clear, concrete, and concise tasks with deadlines can be a very interesting option.

At Spain Internship, we use the [Trello tool](https://www.trello.com), **www.trello.com**, for organising tasks, and we advise both students and companies to use it.

### What is Trello?



According to their website: *Trello.com is a collaboration tool that organizes your projects on boards. In other words, thanks to Trello, you will be able to know what tasks are carried out, who works on a certain task and what is the status of a process. Imagine a whiteboard, full of sticky note lists, with each note as a task for you and your team. Now imagine that each of those sticky notes has photos, attachments from other data sources like BitBucket or Salesforce, documents, and a place to comment and collaborate with your teammates. Now imagine that you can take that whiteboard anywhere you go on your smartphone, and you can access it from any computer via the web.*

There are other tasks management tools but this is one of the best we have used so far.

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## 3. COMMUNICATION

### Communicate fluently.

We understand that it is not possible for any of you to be connected by video call 8 hours a day, so we recommend the use of tools such as Slack for communication management and subsequent monitoring.

### What is slack?

*Slack is a collaboration tool that can replace email and help you and your team to work more easily. It has been created based on the way people collaborate in real life, so you can work online as efficiently as if you did it in person. It is divided in workspaces: A Slack workspace is made up of channels, where team members communicate and work together. Read on to learn more about Slack's four key features. And allows you to have conversations organized by channel: In Slack, team members send messages and share files on channels. Create channels for teams, projects, offices or any other aspect that is relevant to your organization. You can have channels closed for private conversations that not all members should be able to access, or you can use shared channels to collaborate with an organization other than yours. And check the history of messages. When messages and files are shared on open channels, information flows freely throughout Slack. You can search your team's conversation history in Slack to find relevant files, channels and messages, as well as people. With Slack's searchable history, your conversations become part of your organization's common knowledge.*

Ideally, you will have a channel where you can add your interns and communicate with them, when you can and control the flow of the conversations without being interrupted often.

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## 4. REVIEWS AND MENTORING

At Spain Internship, we recommend having at least one conference call per week with the remote interns in order to receive personal feedback from the student, and to check their progress with the assigned tasks.

We believe this to be important, as it firstly ensures that interns are producing a high-quality output of work for the company, and that company goals and targets are met each month.

Secondly, it helps students to feel a greater sense of achievement as they are being recognised for their work, leading to greater engagement with the company.

Furthermore, providing interns with detailed feedback allows them to improve and learn, which ultimately, should be one of the main objectives of any internship programme.



We also use tools such as **Hangouts, Microsoft Teams or Zoom**. These tools prove to be useful to keep the team connected through virtual meetings, where goals, strategies, and actions can be discussed. Zoom is also useful for 1-to-1 interactions where interns can meet with their mentor to discuss topics on a more individual basis. Finally, despite being in various locations whilst remote working, these tools bring people together to create a greater sense of unity and team spirit within the company.

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ANY QUESTIONS?

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