



GLOBALVIP

VIRTUAL INTERNSHIP PROGRAM

Connecting
Community College
Students to the
Global Workforce



The “New Normal” is Remote Internships



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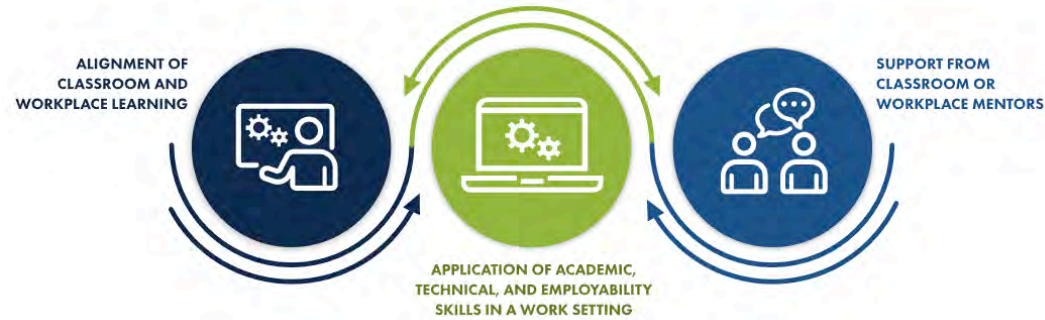
The **Global Virtual Internship Program (VIP)** is a remote digital media and global marketing internship opportunity that provides students with supervised experience in conducting client-orientated research and business strategy execution. Businesses select from one of the project options while students work under the direction of Global Digital Marketing Mentors to collectively scope the problem.

The VIP options include:

- **Social Media Marketing**
- **Global Marketing Analysis**
- **Global Advertising**
- **Data Analysis**



VIP Offers Work-Based Learning



What is work-based learning?

Work-based learning is an educational strategy used to connect classroom instruction to careers by providing students with opportunities to reinforce and make relevant their classroom experiences. It also allows students to explore potential careers through immersion in their fields and, most importantly, to apply their learned skills in an authentic setting. Ways in which students may apply classroom skills to a work environment vary, as does the terminology used for variations of work-based learning. **Internships**, **cooperative work experience**, and **apprenticeships** are commonly offered within the California Community College System, as are **clinicals** or **practicum**, **preceptorships**, **externships**, and **work study**. These experiences do not all involve the same types of learning, nor do they all require the same expectations of students, colleges, and employers. However, all are forms of work-based learning and share many of the same benefits, particularly to students as aspiring professionals.



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Employer Demand for Digital Transformation



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Through **digital transformation**, more small and mid-size businesses are establishing a global footprint using cross-border ecommerce to grow customers and sales. There is increased demand for a workforce that understands how to leverage these skills for business growth. Through a partnership with the **California International Trade Center (CITC)**, community college students are matched to small businesses to assist in implementing strategic projects.



VIP Learning Objectives



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This internship requires students to apply technical skills they have acquired to analyze consumer trends, evaluate assigned client's objectives and needs to develop strategic research and ideas for their client.



Professional Practice in Global Trade

Students conduct research and analysis on consumer trends and behaviors to develop a strategic consumer analysis.

Client Relations and Teamwork

Students develop interpersonal skills through interaction with the client and their team. Students manage teamwork and create a constructive and professional working relationship to address client's needs and discuss expectations.

Technological and Digital Tradecraft

Students strengthen their skill set and gain a better understanding of the role of digital media and marketing for businesses. Students identify best practices in digital marketing, utilize data to create a strategic plan, and establish their personal brand through the process.

Remote Work & Career Pathways



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LAY THE FOUNDATION FOR YOUR FUTURE: The VIP **project-based internship** helps students develop skills and gain experience that can apply across many different career paths in a variety of fields and professions including international business. Participation in the program allows students to earn employment and industry-related digital badges, dive into comprehensive and relevant business projects, implement digital transformation solutions and advance **skills attainment** for future employment.

Social Media Marketing



Content Marketing Director,
Social Media
Manager

Global Marketing Analysis



International Marketing,
Global Product
Manager

Global Advertising



Digital Media Director,
International Sales
Director

Data Analysis



SEO Strategist,
Digital Marketing
Manager

8-Week or 12-Week Program Framework



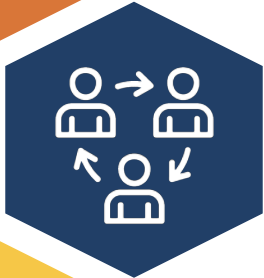
Intern Boot Camp

Interns will get an in-depth overview of the global digital marketing landscape and gain a working understanding of how organizations are marketing in today's digital age.



Client and Competitor Global Market Analysis

Discuss client's target demographic and analyze the digital strategy of similar companies to see what tactics and strategies they are deploying.



Customized Content and Teamwork Related to Program Selected

Interns will get customized training depending upon internship selected, including mentorship, working on specific campaigns or projects for the business collaboratively as a team.



Final Project and Virtual Showcase

Interns will have a final project which showcases their ability and experience in their desired field.



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3-Week Project: The Global Springboard

The **Global Springboard** is a virtual showcase that pairs local ecommerce businesses with local community college students. It is designed to show what can be accomplished by students in a relatively short period of time with a few essential digital marketing skills.



With the oversight of an expert digital marketing mentor, each business will work with student interns to deploy an online marketing campaign. Students and mentors will meet with the business client prior to and after the event to discuss strategy.

The mentor will facilitate the program, distribute a pre-assessment to students and business clients, review team advertisements and solicit feedback about the team experience with the entire group, distribute post assessment, and facilitate the final team presentation.



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Case Study: MagnetPAL meets New Zealand



Interns Help MagnetPAL Gets More Visibility

“ My efforts at online marketing were ad hoc at best. Where we focus our attention is with our retail partners and in-store sales. I know I should be doing more online, but like a lot of small and medium-sized businesses, time and money are challenges.”

— Craig McManis, CEO, MagnetPAL

THE PROCESS

Students met with McManis several times throughout the process. He provided high-level guidance on the product’s uses and allowed them to have the autonomy that’s essential for innovation and creativity to thrive.

Students created social media content demonstrating how MagnetPAL could be used in dorm rooms, RVs, and other places. They also created a **Google ad campaign** that McManis can implement to help his online sales.

THE RESULT

McManis was pleased with the content the students created and the increased attention MagnetPAL received online — thanks to the organic social media content and the Google ad campaign. In addition, this project enhanced MagnetPAL’s overseas presence. **A new distributor relationship in New Zealand resulted based on Search Engine Optimization recommendations made by the interns.**

A group of students from Long Beach City College assisted MagnetPAL, a local business, with increasing their brand awareness and online visibility using social media.



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To learn more about the Global Virtual Internship Program, please visit www.CAinternationaltrade.org/vip-application

Student Testimonials



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“

The Virtual Internship Program at Limoneira really prepared me for what to expect in the business world and it gave me an opportunity for self-realization; I was able to identify ways in which I could improve.

– Haitrieu Tod Ta, Moorpark College

“

I would highly recommend the VIP program not only because having an internship is a great way to explore a field of work but also because it has been a wonderful opportunity to learn more about global trade.

– Danielle Jackson, Santa Barbara City College

Statewide Regions and Statistics



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The **Global Virtual Internship Program (VIP)** has been successfully launched in the Los Angeles and South Central Coast Regions. At present, we have worked with colleges across the state from San Diego to Los Angeles/Long Beach up to Santa Barbara. Several other regions (North and Far North, Central Valley, and Bay Area) are planning for Fall 2020 deployment. To date, a total of 23 students have participated in the Global Virtual Internship Program.



Technical Assistance Hours
Student led projects on behalf of SMEs

2,520

Colleges Served
VIP programs piloted at local colleges

7

Regions Served
Providing VIP to regions across the state

4

How to Launch VIP at Your College

01

Contact your local
Global Trade
Regional Director.

02

The Regional
Director works with
faculty in related courses
to identify program
criteria and launch VIP
student recruitment
process.

03

In collaboration with the
CITC, small business
candidates are selected
and projects designated
under the direction of the
VIP Mentor/eCommerce
Expert and Regional
Director.

04

The Regional Director
will coordinate with
business department
chairs, faculty and career
center staff to support
student outcomes and
program scheduling.

05

Faculty participation is
encouraged as an
externship supporting
professional
development or to
coordinate elements of
the Global VIP into
classroom learning.

Contact your local Global Trade Regional Director through our website: www.globaltradeworkforce.com/vip-faculty



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Student Requirements



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- ✓ Enrolled at a community college with a minimum grade point average of 2.5
- ✓ Available Monday to Friday and can commit to work up to 120 hours in total to complete a team project during the internship
- ✓ Complete the VIP Application with resume attached plus choose 4 badges to be completed before the internship begins
- ✓ Can commit to attending career or workplace readiness pre-employment seminars and additional learning opportunities

To learn more about the CITC Global Virtual Internship program, please visit our website:
www.CAinternationaltrade.org/vip-application

Digital Badges

As part of the VIP application process, students earn digital badges in a variety of topics. Students work at their own pace to complete the badges as part of the VIP application. All digital badges include online videos with accompanying quizzes, allowing students to work independently or as part of a classroom assignment. The badges provide industry-recognized knowledge and employable skills attainment.



Google: Start Your Resume

A resume is asked for by employers, schools, and other organizations throughout your entire career. In this badge, we will show you how to quickly build a professional resume using Google docs templates.



Google G Suite: Sheets

Managing data is critical to the operation of companies in nearly all industries, and spreadsheets are a universally accepted tool to quickly organize data for a variety of uses.



Work and Internship Success

We want you to be successful and show your level of excellence and commitment to your future professor, boss, and co-workers. We will review these skills and more.



Supply Chain Software

Supply Chain Management Software provides a hub for sourcing products for a number of companies across a variety of industries ranging from hospitality, technology, financial services and many more.



Digital Strategy

Digital Marketing is the primary focus of this internship and this badge will help you gain the necessary framework needed to be successful in our program. Learn about key digital marketing concepts and test your knowledge with questions developed by industry leading experts.

VIP Projects

All Global Virtual Internship Program (VIP) courses are offered in 8-week or 12-week sessions.



www.CAinternationaltrade.org

Social Media Marketing

Implement culturally appropriate social media marketing campaigns to drive brand awareness globally

Global Marketing Analysis

Analyze global consumer trends in a target overseas market to guide marketing campaign and address gaps

Global Advertising

Use proven advertising strategies to target consumers globally and increase visibility and reach

Data Analysis

Leverage analytics to make informed strategic decisions in an ever-changing global marketplace



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Social Media Marketing



Students will conduct market and competitive research to educate themselves on the company and its opportunities. That information combined with site and advertising analytics will be applied to develop an executable digital marketing strategy and campaign guidelines.

Skills Attainment:

This internship requires students to apply technical skills they have acquired in class and during the boot-camp to analyze consumer trends, evaluate assigned client's objectives and needs to develop an effective marketing campaign. The specific objectives are:



Social Media Strategy. Students will conduct research and analysis on consumer trends and behaviors and develop a professional social media strategy. The process will include the use of various social media platforms, Google analytics, and sales analysis where applicable.

Client Relations and Teamwork. Students will develop the interpersonal skills through interaction with the client and their team. Students will manage teamwork and create a constructive and professional working relationship to address client's needs and discuss expectations.

Technological and Digital Tradecraft. Students will strengthen their skill set and gain a better understanding of the role of digital media and marketing for businesses. Students will identify best practices in digital marketing, utilize data to create a strategic marketing plan, and establish their personal brand through the process.



Global Marketing Analysis



Students will conduct intensive research on domestic and foreign markets, competitors, product differentiation and consumers. A survey will be created, deployed and analyzed to offer quantitative and qualitative support for client recommendations.

Skills Attainment:

This internship requires students to apply technical skills they have acquired in class and during the boot-camp to analyze consumer trends, evaluate assigned client's objectives and needs to develop an effective marketing campaign. The specific objectives are:



Strategic Market Research. Students will conduct intensive research on the company, product, competitors and current/potential markets. That information will be synthesized into executable recommendations for the client.

Client Relations and Teamwork. Students will develop the interpersonal skills through interaction with the client and their team. Students will manage teamwork and create a constructive and professional working relationship to address client's needs and discuss

Data Collection and Analysis. Students will strengthen their skill set and gain a better understanding of the role of digital media and marketing for businesses. They will learn how to meaningfully collect and interpret data to develop a realistic business plan.



Global Advertising



Students will conduct market and competitive research to educate themselves on the company and its opportunities. After gaining an understanding of the fundamentals of various ad platforms, the students will build and launch a test campaign for the client.

Skills Attainment:

This internship requires students to apply technical skills they have acquired in class and during the boot-camp to analyze consumer trends, evaluate assigned client's objectives and needs to develop an effective marketing campaign. The specific objectives are:



Analytics and Data Interpretation. Students will be introduced to Google Analytics and the basics of website metrics, as well as advertising performance metrics. They will leverage this data to make informed decisions in the creation of a marketing strategy.

Client Relations and Teamwork. Students will develop the interpersonal skills through interaction with the client and their team. Students will manage teamwork and create a constructive and professional working relationship to address client's needs and discuss expectations.

Digital Tradecraft. Students will strengthen their skill set and gain a better understanding of the different advertising platforms available for businesses. They will learn the fundamentals of creating a digital campaign for Google Ads, Google Shopping Ads or Amazon as well as launch a campaign.



Data Analysis



Students will take a deep dive into Google Analytics and identify how to leverage data to provide meaningful recommendations. Analytical data combined with market research will be presented to the client to offer a holistic overview of their business online.

Skills Attainment:

This internship requires students to apply technical skills they have acquired in class and during the boot camp to analyze consumer trends, evaluate assigned client's objectives and needs to develop an effective marketing campaign. The specific objectives are:



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