

Welcome to the sixteenth communique "From the Dean's Desk". This is the platform utilized to share new initiatives, ideas and news of note with you on a bi-weekly basis. In 2019, we're looking at our unique programs, our people, and what makes them exceptional. This communique focuses on the **Internship program** at Rosen College.

Rosen College is renowned as one of the finest schools of hospitality in the United States. In fact, it's ranked among the top five hospitality schools in the world by *CEOWorld* magazine.



As such, part of the curriculum is focused on our students gaining industry experience, while completing their degree program, whether it be hospitality management, event management, restaurant and foodservice management, entertainment management or senior living management. Each Rosen College student is required to complete three paid internships. Students are encouraged to explore various fields. Just like dating, they are looking for a match that can eventually be a lifelong commitment, a career, and they hope to find it through the internships.

From fall semester 2017 through summer semester 2018, almost 3,000 Rosen College students participated in this hallmark internship program. The major employers for these paid internship opportunities are Walt Disney World, Universal Orlando, SeaWorld Parks and Live Entertainment, Marriott, Rosen Hotels, Loews Hotels, etc.

The economic impact of our students while in the paid internship program is over \$12,500,000 per year. Students value the program, not only monetarily but in real-world experience relating to their field of study while participating in the internship. Student comments include "I like the opportunity to apply skills learned in the classroom to real life situations." The best learning is done on the job, so when dealing with guests and other employees I could reinforce that which I already learned in the classroom. It was like a lecture and the internship was the lab." Building off the value of internships, and using the metric of relationship to their academic program and their ability to apply work concepts to classroom learning, students, overall, rated themselves at 91.19% in outstanding and very

good category.

As today's job market is changing at a fast pace, 85% of Rosen College students rate themselves as outstanding and very good at identifying and suggesting new ideas, which is a desired analytical ability for any industry. Upon the conclusion of an internship, comments are gathered -- "I like how things we talk about in class are applied to the real world. We can go over scenario after scenario in class, but nothing compares when you're faced with a problem in real time, and you have to figure out how to solve it" and "an internship is usually more open to different techniques and perspectives not normally presented in a classroom" from students.

Internships also shed light on career objectives. Eighty seven percent of our students rate their relationships to their clarity of career goals as outstanding and very good, which is identified through a few statements from Hospitality Management students such as "Having internships allows students to truly understand if they are happy with their field or not". An Entertainment Management student wrote, "There are skills you can only learn on the job; skills like picking your battles, understanding the relationship between event vendors, and especially discipline-specific jargon. Emotional responses to an experience are not to be discounted but perhaps to be ranked as high as

technical and networking skills. A comment that highlights one of the utmost impact of internships on students is "I feel like it's easier to put in more effort because the results are immediate and extremely emotionally rewarding."

In addition to domestic internships in Central Florida, in the heart of hospitality, international internships are also extremely attractive to students. The college has ongoing partnerships with Japan and Israel. In Japan, students may work for JTAST (Japanese Tourism Association for Shrines and Temples) to assist them with marketing strategies. They can also work for Mori Trust (Marriott in Tokyo), Kafuu Resort in Okinawa, Ritz-Carlton in Kyoto, Hotel Rivage Akebono in Fukui, and with new partners at Hotel Granvia in Kyoto. In 2019, 15 students will travel to Japan to work in paid internships; that makes more than 50 students since the Japanese international internship program was established in 2013! An international internship can assist students in developing soft skills, such as cultural sensitivity and multilingualism. We don't often discuss cultural agility in the classroom; international internships give students the opportunity to practice and experience it in a real-life situation. In addition, these overseas internships invite collaboration with diverse teams. Hospitality employers value student exposure to diverse cultures and the skills gained from working abroad. Students who have participated in international internships stand out in a globalized community; these opportunities enhance their resume and make them competitive for hire.

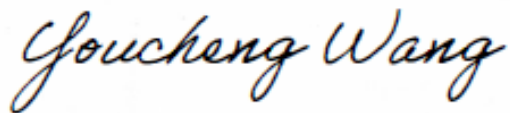
In alignment with the UCF Strategic Plan, Rosen College is currently developing additional international internship opportunities, set to start in the summer of 2020 in South and Central America, Europe, Africa and Asia.

Preparing students for domestic and international opportunities takes a team! Gisele Canova, David Wixted, and Jessica Wickey teach the internship courses, requiring the students to complete at minimum 256 internship hours for each course. Career Services assists with resume, interviewing, and LinkedIn workshops. Rosen College also host daily recruitment via employer tabling in the courtyard, and two Career Fairs each year, with over 90 employers each semester.

To assist with developing our students into better leaders and more marketable employees, in spring 2017, the Internship Program started the **Leadership Development Workshop Series (LDWS)**. Employer feedback surveys helped create a schedule of topics to address areas needing improvement. The connection for the LDWS is through the “high-impact integrative learning experiences”. This directly relates to IMPROVEMENT through INTERVENTION. The caliber of presenters solidifies the high-impact learning experience – and the topics integrate into the students’ current studies. So far, the series has been a phenomenal success! The Internship program has mentored over **10,000 students** with the collective effort of our industry partners! Topics on Leadership include:

The Rosen College’s Creed speaks of Professionalism, Leadership, and Service. This is our backbone for the growth and development of our students. To continue contributing to help our students “become the best version of themselves”, we must continually provide services to guide them towards becoming better leaders. With classroom learning, and internships, students can integrate the theories learned while sitting at desks into their experience in the field and fulfill the Rosen College promise of becoming “Future Leaders of the Hospitality Industry”.

Charge On!



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