

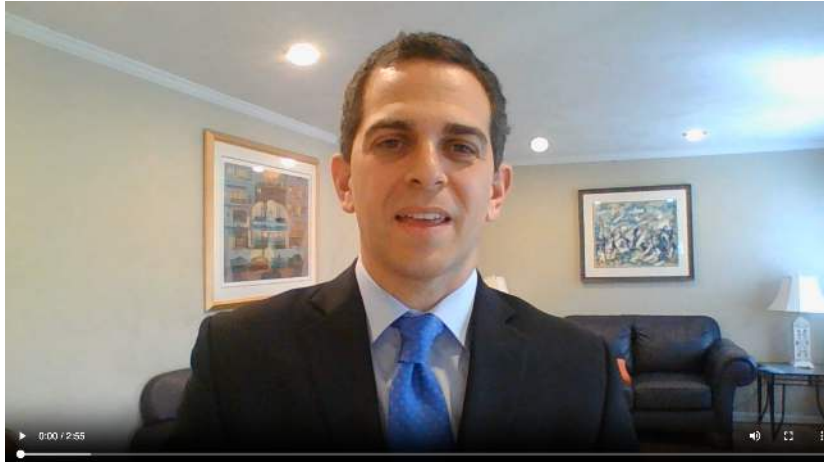


2024 Reference Guide for Rubin's America's Next Great Intern contest

Students should follow the examples below to submit to the 2024 America's Next Great Intern contest.

The examples demonstrate effective techniques for every category.

Category 1: Elevator Pitch



An “elevator pitch” is a brief description to spark interest about who you are. Interns often need to give an elevator pitch when they speak to a potential employer about a job.

Watch the video above for an overview of an elevator pitch. *Click on the image and then click on the video link under the image.*

Then, review the elevator pitch reference below that breaks down the parts of the pitch.

Finally, return to the contest submission form and upload the recording where instructed. *Be sure to follow the steps from the reference example before you record your elevator pitch.*

Elevator Pitch Reference

Step 1: Who are you, really?

I'm a junior at Acme High School who is interested in computer science and technology.

Step 2: What do you do?

You might say I'm a "tech geek" because I spend a lot of time in the school's computer lab. That's where we learn to deconstruct laptops and build them back together. I'm vice president of the Campus Computer Club (CCC) and love to pick apart a motherboard or hard drive and help people with their computer challenges.

Step 3: Bring 'em home

After I finish school, I hope to find a job that uses computers and the latest technology to make the world a smarter place.

Category 2: Ethical Decisions

In the business world, interns may experience ethical dilemmas, and they need to understand how to navigate those situations appropriately.

Read the fictional ethical scenario below. Then, draft 1-2 paragraphs explaining how you would handle the situation as an intern.

Finally, return to the contest submission form and type out your work. *Use details from the ethical scenario to support your reasoning.*

Ethical Scenario

Jake is a junior in high school and a member of his school's business club. He will participate in a marketing competition at the state conference in two months.

One of Jake's best friends, Ross, is a senior who participated in the same competition last year. One day after school, Jake receives this email from Ross:

Hey, Jake!

I know the state business competition is coming up so I thought I would share my notes. I overheard my advisor talking about the competition categories for this year -- several weeks before other competitors will find out! I want to pass the categories along so you have a head start.

Check out my notes here.

I hope the inside info helps you out.

- Ross

Jake didn't ask Ross for the advanced information on this year's theme but feels it would be a great help as he prepares for the competition.

What should Jake do?

Category 3: Team Communication



Interns often need to send emails to the team about updates on different tasks or projects.

Watch the video above for an overview of the exercise. *Click on the image and then click on the video link under the image.*

Then, review a mock email below that updates the employer on the work an intern has completed.

Finally, return to the contest submission form and type out an email that updates a teacher or employer on the status of a project from class, a club or at an internship/job. *Follow the template closely as you compose your own message.*

—

Sample subject line:

January summary for Project Alpha

Sample message area:

Hi [first names of the superior; for example, "Ms. Rossburg"],

Good morning.

As we just started the month of February, I'm passing along three updates from January and what I plan to work on for your team at Acme Corporation in the month ahead.

- I organized the list of marketing contacts from the National Business Conference and sorted the names based on the different industries (ex: finance, technology).
- I shadowed Mr. Daniels when he went on a visit to Tech Corporation for a client visit. I wrote a recap of the experience here.
- I sat with Ms. Wong and she taught me the basics of DesignPro2000, the company's graphic design platform.

As we look ahead to February and March, I hope to work on the :

- Assist in the planning for the spring company party at Highline restaurant.

- Work with Mr. Williams to better understand ClientPro3000, the company's customer relationship management tool.
- Help with social media posts that showcase "day in the life" content from different employees.

If you have questions, please let me know.

Thanks,

– Jackie Donaldson
Junior, Acme High School
jdonaldson@acme.edu
555-555-5555

Deeper insight: The email shares "top line" or abbreviated information so a busy executive can read the main points. Note how the employee provides a link to deeper information near the beginning in case the executive would like to learn more.

If you have a link to additional information, be sure to include it. A link is not required for the contest but it is encouraged.

Category 4: Resilience and Determination



First, watch the video. *Click on the image and then click on the video link under the image.*

Use the fictional scenario below as a guide to write your own story of resiliency.

Ask yourself: When did I face a challenge and how did I solve it?

Then return to the contest submission form and paste your story.

The story should be at least 100 words.

IMPORTANT NOTE: The story you submit *must be true*, not fictional. If you don't have a "work" success story, then consider sharing a story about a time you worked hard in your personal life (ex: child care, mowing lawns).

—

The job: Summer intern at a non-profit organization. Duties include research, event planning and assisting senior-level managers.

The non-profit organization wants a person who:

- Works well on a team
- Knows how to take charge and be a leader
- Can multitask and handle stressful situations
- Brings creative ideas to the table and can help the company grow

Sample story

Beginning of the story (conflict or challenge)

I looked up at the sky and couldn't believe it: storm clouds.

For months, my team and I had prepared for the annual Big Nonprofit Association charity bash, in which students throw a party for 24 hours straight and raise money for children's hospitals. We had the quad reserved and the event ready to go. Then, out of nowhere, a huge thunderstorm threatened to ruin everything.

Middle of the story (step by step explanation of how you solved the problem)

As team leader, I organized our group to take the dance party inside the gymnasium, notified all 250 participants about the location change and worked with an audio/visual tech to ensure the music played indoors.

End of the story (successful outcome with data/metrics/stats if available)

Within three hours, we had the Big Nonprofit Association party back on track and, in the end, collected \$11,000 for charity, the most we had ever raised.

Category 5: Job Interview Preparation

First, click on the video below and select the link to watch.



To generate strong interview questions, interns must conduct research on the company.

Professional interview questions

- I read your website bio and see you started your career in marketing for the Acme Circus Spectacular. What was that experience like?
- I read several of your recent press releases and saw you're making a push to carry more gluten-free products. How big is the demand right now for gluten-free foods?
- I read an article about how Acme Corporation, one of your competitors, bought Little Corporation. The deal seems like a major change in the grocery industry. What does the Acme Corporation takeover say to you?

What's right with the questions?

- Proves you did research on the employer who conducts the interview (ex: review of website bio) and read about recent news on the company itself.
- Shows you can think critically about the job, the company and the industry at large.
- Underscores you care about the business.

After you complete the steps below, return to the contest submission form and submit two interview questions that prove you did research on the company.

Step 1: Choose one of the three companies below where you would love to intern.

- [Nike newsroom](#)
- [Disney newsroom](#)
- [Marriott newsroom](#)

Step 2: Read at least one article about a recent company achievement. The purpose is to learn about new and exciting accomplishments.

Step 3: After you have read the article, generate two questions about the article that show you are curious. **You will write two questions total about an article from one of the companies (Nike, Disney or Marriott).**

Place your two questions in the submission form as instructed.

—

Final reminder: Put your submissions for all five categories in the student submission form.

Do NOT email your answers to the Rubin team. Everything must be contained within the student submission form.