If at any time you discover that you will not be able to participate in the externship or experience any problems related to the externship, immediately contact externprograms@cornell.edu, or Cornell Career Services, 210/203 Barnes Hall.

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Contacts with sponsor before the externship

(1) Make the first contact to your sponsor (or his/her designated “special contact” on the contact sheet) between March 5-14, 2014 – even if you have a May visit date.

DO NOT CALL before March 5 (unless directed to do so, sponsors will not have your name/materials). BUT be prepared before March 5 in case your sponsor calls YOU first! After March 14, sponsor is likely to wonder why you have not called, and may not have time to arrange special activities for you.

Check your sponsor’s preferred mode of contact, and use email only if this is their ONLY preference. A phone call is much more personal and direct for achieving your initial goals for the contact.

There are NO excuses for NOT attempting to contact your sponsor during the first week. The longer you wait, the more likely you won’t fit into their schedule without extra time/effort on their part!

Your goals for this first contact are to:

• Make a good initial impression and begin to build rapport with the sponsor.
• Demonstrate your interest in the externship by being prepared when you call.
• Convey your enthusiasm by thanking the sponsor in advance for the opportunity and saying you look forward to meeting him/her.
• Help the sponsor get to know you by discussing your interests and what you hope to gain from the externship.
• Discuss/ Confirm the date(s) to visit.
• Discuss how you can prepare for the visit.
• Confirm your email address, phone number(s) and when you will be at which address.
• Suggest activities that might help answer your questions and meet your goals.

**Note: You may work with the sponsor’s assistant (or designated rep) in order to schedule the date, and use email or additional phone call(s) to get acquainted. Don’t get discouraged if you do not reach your sponsor right away; keep trying and be persistent.

Strategies for contacting your sponsor

• Review sponsor’s preferred mode of student contact and best times to reach; plan accordingly.
• Call sponsors at the preferred phone number and location. If you are calling a sponsor at home, try to call between 7:00 p.m. - 8:30 p.m. Do not call after 9:00 p.m. unless absolutely necessary or requested by sponsor.
• Do not interrupt a call to or from your sponsor to answer call waiting.
• Do not speak to sponsor on a cell phone unless you are alone, in a quiet place without distractions. If this happens, ask if you can call right back from an appropriate location.
• Leave productive messages. Tell the sponsor why you are calling (don't expect them to recognize your name), when you'll call again or when you can be reached, and/or suggest possible dates for a visit, etc.
• Be persistent. Most sponsors will expect you to be the one who calls back.
• Speak slowly and clearly. Spell your name if you think it is advisable and repeat your phone number slowly.
• You may handle logistics with your sponsor’s assistant.
• When addressing sponsors, it's better to err on the side of formality versus informality. Address the sponsor as Mr., Ms., Dr., Your Honor, etc. unless they tell you to use their first name.

Sample first call topics for discussion

Critical first questions:
• Ask if the sponsor has received your materials (your name, contact info, resume, and introductory essays), if not, confirm the correct email address and contact us as soon as possible.
• Ask if it is a convenient time. If not, set another time and follow through (It is your responsibility, NOT the sponsor’s).

Confirm your contact information—both local and Spring break/May addresses/email/phone and cell numbers. Specify when you will leave Ithaca and when you can be reached at your vacation location.

Discuss your interests and convey your enthusiasm.
Be prepared to discuss your interest in the field and why you selected this externship. Based on your self-assessment (see the Resource Center), expand on your introduction essays, which have been sent to the sponsor. Express your appreciation—thank the sponsor in advance for his or her time and for giving you this opportunity and say you are looking forward to meeting him/her. If information interview, suggest topics of particular interest you hope to discuss, especially if related to a sponsor’s previous experiences/industry.

Set a date to visit. (See calendar, p. 9)
If there was not a specific date in the listing, discuss (or suggest those available) date, duration, and specific time of day (beginning and ending) of externship. Note: Do not try to extend or shorten the number of days sponsor has offered, or try to shift the visit from March/April to May (unless May was an option in the listing).

Discuss the structure of the externship.
Review the sponsor’s description and be prepared to suggest what activities would be meaningful to you—shadowing; a short project; a tour of facility; meeting other Cornellians and/or various-level employees (entry level on up); information interviews in other departments; etc.). Suggest that an agenda would help you prepare questions.

Discuss how you can prepare (see researching organizations in the Resources Center).
• Mention sources you have used to research the organization and/or career field and what information you have found.
• Can sponsor suggest other sources? Can s/he send info? (only if not available on campus)?

Be clear about next steps.
When should you call again? Will sponsor send a written agenda, etc.?

Discuss logistics/other concerns during this or subsequent calls:
• Get specific directions to the extern site; inquire about availability and cost of public transportation or parking.
• Exactly, when and where you should meet the sponsor (or his/her representative). What time will your externship begin/end each day, and whether these will vary (if multi-day externship).
• Ask for description of appropriate attire.
• Lunch arrangements. Should you bring your lunch or are there places to buy lunch? Sponsors are not expected to provide meals, stipend, or other remuneration. Some may have offered in their externship description but may not remember, so confirm the plan.
• Housing. Do not expect a sponsor to provide or locate accommodation for you. However, you may ask them for advice about youth hostels, convenient hotels within your price range, etc. A very limited number of sponsors have stated in the externship description that they may be able to provide housing; if this is the case, you should bring it up with the sponsor because they might not remember that they offered (and their personal situation may have changed).
Sample first call opening statements

To administrative assistant/assistant:
This is [your name]. [Mr./Ms. sponsor's last name] is expecting a call from me to arrange a [number of days] visit to [name of organization] in March/May. I am a student at Cornell University and [Mr./Ms. sponsor's last name] is sponsoring my visit as part of the Cornell Extern Program.

To sponsor:
This is [your name]. I am calling to introduce myself as the Cornell student who has been placed with you to do an externship in March/May and to make arrangements for the externship. [If they seem to hesitate, you might ask, "Have you received the materials from Career Services notifying you of my name?" If not, confirm their email address and contact us ASAP to resend.] [If they seem very rushed, you might ask, "Is this a convenient time to talk or shall I call you later?" If so, get a specific date and time. First of all, I would like to thank you very much for offering this opportunity, and to tell you that I am very excited about meeting you and spending some time at [name of organization].

To sponsor's voice mail:
Plan in advance what you would leave as your first message based on the suggested script above.

(2) Send a confirmation letter
Your confirmation email should summarize key points of your conversation, see sample below. Send the letter ASAP after the initial call and no later than March 15. This message will ensure that you are on the sponsor's mind, and gives you the chance to add information that you may have forgotten in the call, to send further materials (i.e. portfolio sample), and/or to further clarify your interests, suggest activities, etc.

• Do not copy the sample word-for-word. The same sponsor may have more than 1 student.
• Confirm arrangements you made in the conversation (e.g., when [time and date] and where you will meet), including activities and what you'd like to learn from the experience.

Sample confirmation message (follow-up to initial phone call)
Make the note as personal as possible; your sponsor may have multiple externs.

Dear Ms. Smith:

I am writing to confirm my externship with you on March/April/May ________________, from (date) to (date). I am looking forward to learning more about the creative area in an advertising agency. At this point, I feel that copywriting would incorporate my creative talents and passion for both the written and spoken word. In particular, I am intrigued by the role of the copywriter in the process of conceiving and launching an ad campaign and would enjoy observing that process, if at all possible.

It is my hope during the externship to have the opportunity to see how your department is run, to talk with you and perhaps some of your colleagues, and-if possible-to work on a project or task for you. While I am especially interested in the creative functions of an advertising agency, I would also like to get a glimpse of how your department interacts with the account management, media, and research areas to create a compelling advertising campaign.

I will call you one week before the externship begins to confirm any last-minute details.

My fall semester ends on December____, after which I can be reached at _________ . I'm looking forward to meeting you and spending [length of time] with you. Thank you in advance for providing me with this opportunity.

Sincerely,

Susan Jones
Requesting to meet others outside the sponsor’s department

In order to do discuss what you would like to learn through the externship, a basic knowledge of the career field is essential and some background on the specific organization or type of projects or areas your sponsor is involved with is highly desirable. You will focus the majority of your time with the sponsor, and the sponsor’s role or department. However, if you are considering various aspects of a field it may be helpful to meet with colleagues who work in other roles related to your sponsor. To request to meet others, be as specific as possible in order to help your sponsor plan appropriate activities (see the full example in the Resource Center).

A statement similar to the following may be useful if you feel uncomfortable asking to meet with others in the organization:

*Currently, my primary interests are in the [sponsor’s] area. I also have skills and coursework that relate to the [alternate] area, and I would be interested in speaking with an alum or other colleague in that part of the organization to explore the possibilities in that career field. Would this be possible to arrange?*

Preparation regarding the sponsor, sponsor’s organization and location

(1) First impressions. Work hard on any project or assignment you are given and aim to be orderly, engaging, succinct, and sincere in demeanor. Sponsors often observe that students from the “video-game generation” wear ear buds, have cell phones on or text when inappropriate as a visitor in a workspace, or may not complete the finer details of a project or parts of a project that they don’t like.

(2) Research the sponsor’s organization and career field (See below for tips).
- Check the Web, JGSM library and on-line databases, Google, and other resources, etc.
- For small organizations, there may be little online. Tell the sponsor where you have looked and ask for suggestions, or a brochure.
- Search online for new products, research initiatives, potential mergers, etc.
- Ask your sponsor if there is background material you should read prior to your arrival (AND then read what he/she suggests).

(3) Prepare questions in advance of the visit, what DO you really want to know? You can ask questions that would be too elementary for an interview, but not SO elementary that you show no preparation. See sample questions in the Career Guide, career websites and Resource Center. Plan to “over-prepare” so that you are not caught without follow-up or probing, in-depth questions.

Remember: Interviews with alums are different because you shared your Cornell experience, so the discussion is often more open and relaxed. It is more comfortable to ask about job satisfaction, corporate culture, their career decisions, etc. However, be wary of personal questions, such as salary. This topic can be approached regarding a range of entry-level salaries, not the sponsor’s salary.

(4) Traveling, directions, parking, and accommodations. Web travel/map sites will give you a lot of information to help plan your externship. Be sure you plan out your travel so you arrive on time. Ask your sponsor for instructions about parking or directions from public transportation nearby. Don’t simply rely on GPS. At the top of your sponsor contact sheet you will see if multiple students are assigned to your sponsor. You may get ideas about the area and/or local housing from, or even an invitation to stay from the other externs. (Youth hostels are an option.)

(5) If you encounter problems before your externship

(6) “Accessories” you will need to prep the day before: A) pull out your attire, ensure it is clean, ironed, and professionally appropriate (ties not too “loud”, shirts not low cut, or skirt too high). B) gather and review your questions, practice your self-introduction, set up your “space” if it is a phone or Skype interview; and C) prepare directions, sponsor’s phone number, paper.

(7) If you start the externship and are unable to complete it, notify the sponsor AND the FRESH office immediately!

Researching organizations in preparation for your externship

You should enter the externship with a strong sense of what the company does, how it’s organized, and how your skills and interests fit its structure and goals.

• Try to find out more about what a company offers and what it does “for a living.”
• Learn more about the organizations present circumstances, current activities and how these effect your sponsor’s division, role or position.
Preparation: self-assessment and sponsor’s questions about YOU!!

Planning for your future can be difficult until you know what it is that you love and what your strengths are. An externship can help you do both, so be prepared to do some soul-searching and be ready to answer some questions about yourself.

**See Assessing your Strengths and Skills on the Resource Center, or http://www.career.cornell.edu/students/goals/.

Sponsors WILL check you out on social media – clean up your online image!

Sponsors will visit Facebook, LinkedIn and other social media sites to get background information about you (employers too!), so be prepared! Review the “Cleaning Up and Polishing Your Online Image” handout PDFs on the FRESH Resource Center.

(3) Call ONE week before visit

Call your sponsor/special contact to confirm dates, times and directions. Give sponsor any new information about where you can be reached. If sponsor is not available, when you call be sure to check directly with sponsor's assistant to see that you are on the calendar.

During the externship

Procedure for problems experienced during a long externship (communication is key):

• Call us if you want to sound out/strategize solutions/get advice.
• Try to discuss/negotiate/work out situation with sponsor.
• Update us on progress; we may call to assist, if necessary.

Basic business etiquette:

Conform to basic office/employer etiquette or your sponsor and his/her colleagues may be left with the impression that you are uninterested in their field/organization due to unprofessional or inappropriate behavior. See FRESH Resource Center for details!

Electronic etiquette—see page 8. You want your communication to “count” as a positive, not a story for the coffee break.

• Do NOT text a message to your sponsor unless explicitly invited to do so.

Spelling

• Proofread all emails/messages. Be sure to spell the name of the sponsor and firm correctly. Spell check is not 100% accurate.

Grammar: Yes, this is still an important communication skill!

Voice mail and ring tone: do they sound professional?

Wireless item etiquette: Leave cell phones and iPods at home or turn them off (not vibrate, OFF)!

Workday: Arrive on time, lunchtime expectation, no personal calls/texts, how much money will you need?

Dress and personal care

• Ask what is appropriate (not the time for a style statement), no perfumes/colognes, or radical hair color/piercings

Respect confidentiality, privacy, and personal space

Send a thank-you note A note thanking the sponsor for his/her time is expected. Include what you learned from the experience and your next steps (see sample on p. 7).
Networking Tips

Networking is talking with people who will learn about you and your interests, and then help you gain insight into your career options and goals. It is a two-way process that involves developing and maintaining connections with individuals, and mutually benefitting from the relationship. Networking is an ongoing process that takes time and attention; it is not something you do only when you are looking for a job.

To meet the learning goal of developing more effective networking skills, also review more details on how to network, preparing for networking situations, and via CCS networking webpages: https://www.career.cornell.edu/students/options/networking/index.cfm.

Balance Online and In-person Interactions

Many students today rely solely on electronic/technological means of communication, research, and applying for jobs/internships.

- Personally connecting through human interaction accelerates relationship-building.
- Finding common ground comes from having a conversation or discussion on the phone or in person.

First Impressions Count: Attitude is a key to Networking

Put yourself in a good frame of mind by reminding yourself that you can learn and benefit from everyone you meet.

Some of the benefits to focus on:

- Gaining an understanding of different careers and/or perspectives on life.
- Personal growth as you listen to and learn from other people's experiences.
- Getting to know potential employers, new friends, and people who might be able to help your clients, or who might eventually become clients themselves.

Avoid discussing personal issues. While alumni are generally very supportive and open to discussing a range of topics, be selective when discussing personal issues.

Keep track of the people you meet during the externship. Record names, emails, and phone numbers of the people you meet; ask for business cards if they do not offer one; you will want to send a note thanking them for their time, and you may be able to call on them for career information or as job contacts in the future.

Be MEMORABLE in a positive way

Use strong visual language that people will remember. This will make it easier for them to refer you when they meet someone who needs your skills, product or services. Try to focus on the benefits of what you offer.

Your responses with contacts must be:

- Emotionally engaging
- Memorable – but not too unusual
- Succinct
- Sincere and caring

Develop your ‘elevator speech’

Your brief 30-60 second self-intro when meeting people. Remember to incorporate different information about your skills and qualities based on the person and situation (social event, information interview, ride on the bus, interaction at an internship or externship, etc.). This is not meant to list every skill/experience in one breath, but to initiate a back and forth conversation. See for additional resources on the Resource Center or search how-to develop and sample elevator speeches on YouTube.

Handshakes

Considering that you can make or break a deal – or election – depending upon how well you shake hands, it's important that you learn to shake hands well (Source: Howtodothings.com):

- First impressions
- Firmness
- Angle

- Eye contact
- Pumping
- Practice

Cultural Appropriateness. For travel in a foreign country, research whether or not a handshake is an appropriate form of greeting, particularly with the opposite gender. Shaking hands is too intimate a contact to initiate with a stranger.
Information interview tips (more in the FRESH Resource Center)

Prepare questions to elicit the information you really want to know; ensure that your questions are not too personal. Favorites from Jodi Smith, MILR ’95, President of MannerSmith:

- “What is the best piece of professional advice anyone ever gave you?”
- “If you could change one thing about your job, what would it be and why?”

Required follow-up after the externship:

- Write a thank-you note to your sponsor within a week of your externship.
- We suggest you state what you learned from the experience and how this has helped you in your career decision-making.
- In today’s electronic world, a handwritten note is memorable, and timeliness counts, but email is also acceptable.
- Keep in touch with your contacts by informing them of your career direction choices, as well as job interviews and offers.

Sample thank you letter (immediately following externship)

Make your letter personal to your own experience.

Mr. Legal Sponsor  
Title  
Joseph Chaiken & Associates, PC  
Business Address  
City, State Zip

Dear Mr. Sponsor,

I'd like to thank you sincerely for your time and attention yesterday. Being able to follow you to City Hall and take part in actual legal proceedings was an invaluable experience.

While I still remain unsure if law is my calling in life, yesterday's observations made a huge impact on my perception of the field of law. It was wonderful to get insight from an insider into the field. Up until yesterday, I had never known surprising facts, such as, that the vast majority of lawyers don't even set foot inside courtrooms.

Perhaps the most rewarding part of the externship was that afterwards I was so infused with school pride. While it's easy to second guess your decision to come to Cornell in Uris Library on a weeknight, sleep deprived and stressed out with a blizzard awaiting your long trek back to your dorm, you've helped me realize I should always be mindful that Cornell offers an unparalleled undergraduate experience. You've almost made me excited to go back and face the snow.

In any case, best of luck on your medical malpractice case and all your future cases. I will definitely keep in touch with you and keep you updated on my career path.

Thank you again for sharing your own legal background and experiences with Sarah and me. If you ever come to visit Cornell in the future and are bewildered by the buildings like the new West Campus houses and the Life Sciences building, please don't hesitate to give me a call.

Sincerely yours,  
Your Name
Electronic net-iquette (sending emails to sponsors)

Remember: The basic rule of business netiquette is to have and to show consideration to the other person. When you introduce yourself via email, not only are you making a first impression, you’re also leaving a written record. You want your electronic communication to “count” as a positive … not be told later as a story around the water cooler.

Header and defaults
- **Subject/RE:** Use Cornell FRESH Program so your sponsor doesn’t perceive your email as junk mail.
- **Your email:** Use your Cornell email or another professional-sounding email address.
- Review email “signatures” for appropriateness. Remove if not relevant!

Body text/content
- Do not use the sponsor’s first name until you are invited to do so by him/her.
- If you go by a name that is different from the name on your Extern application, tell the sponsor so there is no confusion.
- Do not send attachments with your email until you ask the sponsor if he/she can accept them.
- **Be formal** – tone should be respectful and professional, not familiar.
- Get to the point – be concise, yet friendly and tactful.
- **Be clear** when answering questions; do not simply reply “ok.”
- Keep the paragraphs short.
- In responses, edit to keep only a relevant portion, so it is clear what questions or discussions you are referring to.
- **Avoid** emoticons

A final note

How to include your externship on your resume
Externships, as short-term experiences, should be listed as “other” experience or “related” experience and NOT as work experience. Be accurate and truthful in listing the length and activities that were involved with your externship. For example, noting that it was a **one-day externship** as opposed to April 2014, implying a month long experience. Keep in mind that exaggerations of your background and experience may be noticed by an employer, and may cause you to be removed from consideration for a position. If contacted, we would confirm the length of the externship, and scope of the shadowing activity.

Correct terminology and usage
Alumnus = male alum; Alumna = female alum. Alumni = plural male and generic plural
Usage: "I am an alumnus (or alumna) of Cornell." **Not** "I am an alumni of Cornell."

Cornell University policies

On discrimination/harassment
Cornell University’s policy prohibits discrimination or harassment on the basis of race, color, national or ethnic origin, religion, sex, sexual orientation, age, handicap, or veteran status in the recruitment and employment of faculty and staff or the operation of any of its programs and activities as specified by federal, state, and city laws and regulations. If you experience any problems related to the above policy, it is your responsibility to notify Career Services immediately (Rebecca Sparrow, Director, Cornell Career Services, 607/255-2723, RMS18@cornell.edu) so that we may assist you.

Insurance Coverage
Cornell does not provide liability insurance for any participant in the Cornell FRESH Program. You should discuss insurance with your parents. Ask your sponsor what insurance coverage the organization provides for you, if any.
- Some sponsors’ organizations will have liability provisions for visitors or volunteers with the organization; others may not.
- You must understand that organizations may have required forms to review and sign before you can participate in the visit.

**One Exception to the above:** student limited liability insurance for shadowing externships with medical facilities. If your sponsor’s organization requires that you have liability coverage to complete the externship, and you are NOT in a medical facility, this option will hopefully allow you to participate.
Exern program planning timeline

a) Research, do self-assessment of what you want to learn from externship: before March 10
b) Initial phone call to sponsor: March 5-14; Call Extern Office if having difficulty reaching your sponsor by March 13
c) Follow-up confirmation letter with further introduction: within one week of initial phone call
d) Confirm date/directions phone call: One-week prior to date of externship
e) Attend externship experience: March 29-April 6, or May 16-30 (if sponsor specified in listing)
f) Send thank-you / follow-up letter to sponsor: suggested within one week of externship
g) Complete required Extern Program on-line evaluation form: 2-3 weeks after your externship

A March and May calendar to help you plan your break

**The May extern period was scheduled to begin May 16 for those students who’s exams have ended. When you speak with your sponsor, discuss your exam schedule up front. No alum sponsor will expect you to complete an externship when you are still studying for exams. I do not recommend you agreeing to an externship prior to the completion of your final exams, even if all your tests fall during the second week. (You need time to concentrate on studying first, then on preparing for your externship, not both simultaneously.)**
Cornell FRESH Program - Sponsor Information

Matched Students: Golda Wheelock

Listings: 0000

Sponsor's Name: Nancy Law
Class Of: '84
Gender: Female
Career Field: Education Admin/Teaching

Organization: Cornell Alumni Networking Programs
Title: General Extern
Source: General Extern
Preferred Method of Contact: Business Email; Business Phone
Best Time To Reach: Morning, Mid-day
Special Contact Information:

Preferred Mailing Address: Business

Business Address: Cornell Career Services
203 Barnes Hall
Ithaca, NY 14853

Phone: 607 255 6399
Fax: 607 255 3060
Email: NFL1@cornell.edu
Website: career.cornell.edu
Dept/Div URL:

Extern Length: 1 day, March 17, 2008
Externs Requested: 5

Requirements
Preferences
Special Requests

Externship Description
THE FOLLOWING LISTING IS FOR INFORMATIONAL SAMPLE PURPOSES ONLY.
Juniors who are interested in banking and finance may want to apply to participate in one or more Cornell Days in January. No extern applications are accepted for this listing. Resume submission for Cornell Days is through CornellTRAK (on-campus recruiting) only.

CORNELL DAY PROGRAMS- if you have one 1-2 day externship, these events may be interesting to you as a second option:
Several top tier investment banks will offer Cornell Days in NYC in January From January 7-11, 2008. Unlike the Cornell External Program, Cornell Days are held for a group of students, follow a structured agenda arranged by the employer, and do not offer one-on-one job shadowing. In addition, the employer preselects students to attend based on resumes and cover letters submitted by interested students. The number of students selected for a given Cornell Day can range from 15-50.
Cornell Days 2008 schedule included: Accenture, Morgan Stanley, Goldman Sachs, Credit Suisse (morning), Citi (afternoon), Lehman Brothers, Merrill Lynch

These listings will be available in early November. To assure that you receive notice about the Cornell Days, make sure that your CornellTRAK profile indicates "Y" for "Want CCS email?"; a correct graduation date, and "On-Campus Recruiting" and "Internships" under "Career Services Desired."

Location Information
Cornell Day visits take place in New York City.

Cornell Career Services - 203 Barnes Hall, Ithaca, NY 14853 - 607-255-6399, 9046 - externprograms