



The Internship Institute  
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## On Leap Day: Man Closes Gap Between School and Work with Internship Vision Plan

**NEWTOWN, Pa.--(BUSINESS WIRE)--LEAP DAY 2.29.08**– Matthew Zinman, founder of The Internship Institute and social entrepreneur, released a sophisticated, yet clear action plan to close the gap between school and work, with internship programs at the heart of the solution.

Published noon today on [www.InternGuru.com](http://www.InternGuru.com), the blog he hosts – Zinman unveils his one-page **Leap Day Vision** to fund a network of “**Internship Readiness and Job Placement Centers**” that will, in effect, “plug in” with the employer community (mainly through Chambers of Commerce, as well as charitable organizations), and be hosted on every college campus.

Most notable is the vision for funding the initiative, which would be to retask 1.5 of the 3 credits that students already pay for internship tuition. This, of course, is part of a much greater scenario that involves various programs to address every aspect of how to make the “**Internship LEAP Initiative**” work.

“There’s no substitute for experience,” Zinman says proudly. “Students need to intern. Our economy and charitable organizations will be grateful for their service. Such an infusion of human productivity could right our economy in a hurry. It’s only fair they be paid, especially since they pay for internship credits. And it’s only right that we propose that student money be put to obvious use and be made to work harder for everyone’s benefit.”

Zinman’s passion for internships and desire to effect positive change is unbridled. He founded **The Internship Institute** ([www.InternshipInstitute.org](http://www.InternshipInstitute.org)) and created three products that together give any employer the means to have a well-conceived and well-managed internship program. The products include: an instructional DVD of best practices – ***The Blueprint for Internship Success***, which he produced and hosts; a turnkey staffing management system called ***Intern Toolkit™***, and the soon-to-be-released ***Intern Supervisor Guidebook and Mentoring Curriculum***.

Additionally, he’s built into the plan a service learning program called **ApprentiCorps**, which essentially gives his internship staffing management materials to charitable non-profit organizations to be a “safety net” for students who need internships to graduate. He’s also gone to lengths to create a campaign around a faux organization called, **BETI: Businesses for the Ethical Treatment of Interns** ([BETI.org](http://BETI.org)) with clever video shorts and public service announcements.



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The Internship LEAP Initiative and supporting information may be found on [InternGuru.com](http://InternGuru.com) is titled: "Internships: The Way Things are Supposed to be." In it, Zinman describes "Four New Realities About Internships:"

- 1) **MANDATORY to graduate**
- 2) **FAIR PAY for everyone**
- 3) **CENTRALIZED on campuses**
- 4) **SELF FUNDED by students**

Some of the proposal features include: the creation of a "social services safety net" by matching charities that need a helping hand with students who need hands-on experience (**ApprentiCorps**); to provide tiered tax credits to qualified businesses that now pay the interns they put to work; to have a quality certification system for internship programs [administered by these centers], and, to even have virtual worker stations for students to earn money under the work supervision of the centers themselves.

Zinman explains that the recommended budget amount of 1.5 tuition credits anticipates objections that asking for all 3 (or 6) internship tuition from every school would be too much money. The plan is to make that 1.5 student tuition money do as much good as possible. In the LEAP scenario, all college students must intern in their junior year, pay tuition for the 3-credit internship requirement AND be paid by employers.

"The one-point-five student tuition credit dollars would create a specific budget based on each junior class and tuition cost of each school that would then scale an **Internship Readiness and Job Placement Center** on each campus," Zinman envisions. "Each student served would see a direct result of their investment in themselves."

The Internship LEAP Initiative goes into great detail about how these **Internship Readiness and Job Placement Centers** would function and create a "win" at every turn.

For more information, view and hear Matthew Zinman's audio powerpoint presentation, now online.



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## ABOUT THE INTERNSHIP INSTITUTE

The Internship Institute champions career experience as an essential remedy to close the gap between classroom learning and workplace ability. Our advanced practices and innovative tools enhance student productivity and enrich the internship experience where it truly happens: through collaboration between students and supervisors.

The Internship Institute is evolving to become a non-profit organization to effect positive change in experiential and work-based learning. Our leadership initiatives focus on education, advocacy, and community service to benefit employers, students, charities, and educators.

The Internship Institute provides market solutions, training and consulting services through Z University (ZU), the education affiliate of our products. The ZU logo and brand differentiate all commercial offerings from non-profit endeavors. As such, the focus of Z University is to enhance program management, work productivity and student development.

### Contacts

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