STUDENT AND EMPLOYER

Floristry Internship Fact Sheet

The purpose of the MSU Floristry Internship is to enable students to gain industry experience during their baccalaureate degree program. This internship is viewed as an enriching educational experience where students apply classroom learning to a professional setting. Upon completion of the internship, students bring new information and skills back to the classroom, enhancing their learning as well as that of their classmates.

Employers are requested to offer interns a wide range of job tasks so that the student gains a well-rounded view of the company’s operations and philosophies. There is great diversity in the types of business found the floral industry. Similarly, student interns are permitted to work in many facets of the floral industry including retail florist shops, special event firms, wholesale floral and floral supply companies, interior plantscape companies and other entities directly involved in floral management.

Student Responsibilities
Students enrolled in the Floristry Internship must complete 400-480 hours of work experience with an approved internship company. This is equivalent to 10-12 weeks of full-time (40 hour/week) employment. Other responsibilities include the completion and submission of:

- Agreement Form, completed and submitted as soon as possible
- Updated Resume (10% of grade)
- Weekly Reports (30 % of grade)
- Internship Report (30 % of grade)

Employer’s Responsibilities
The employer is central to the professional development of the student. Employers are asked to provide an enriching, stimulating work environment. A valuable internship challenges the mind and ability of the student.
Employers are asked to pay the intern a fair wage, mutually agreed-upon with the intern. Assistance in securing housing is appreciated, and oftentimes mandatory in order for the intern to commit to the location. Housing is sometimes factored as part of the employee's pay.

The employer is requested evaluate the student intern at the end of the semester using a form (Employer’s Evaluation of Student Intern). This evaluation is factored as one-third of the student’s grade and may or may not be shared with the intern according to the wishes of the employer.

As is true in the hiring process, job applicants vary in skill, knowledge and intellect. We request employers interview the potential intern, gaining an understanding of the student’s abilities. For instance, employers may require potential interns to create floral designs for evaluation, role-play through an order-taking process, or review their coursework portfolios.

For further information, contact Lynette McDougald at (662) 325-3585
lmcdougald@pss.msstate.edu.
STUDENT AND EMPLOYER

SYLLABUS
PSS 3413 Floristry Internship
Department of Plant and Soil Sciences, Mississippi State University

Prerequisites:
PSS 2343, Floral Design and consent of instructor.

Instructor:
Lynette McDougald
(662) 325-1963 office
(662) 325-1964 fax
(662) 325-3585 shop
lmcdougald@pss.msstate.edu

Course Description:
The internship in Floral Management allows students to gain professional experience in a wide range of floral and allied operations. During the internship, students will apply information learned in the classroom to real-life situations. Following the internship, students will in turn apply their work experience to the remainder of their coursework or to their first post-graduate job. They will have a better perspective on the wide range of career opportunities in the floral industry or in other related design-oriented positions. They will also better understand the demands on professionals in the world of business.

Expected Learning Outcomes:
Know and understand the company’s management structure.
Demonstrate good performance products and practices objectified by the employer.
Document the experience with a written, comprehensive report.

Internship Assignments/Requirements
I. 400 hours work experience must be completed in a floral industry or related business. This is equivalent to 10 weeks of full-time (40-hour/week) employment. Students are not permitted to serve the internship at the Mississippi State University Florist nor are they to work for companies where they have been previously employed. Internships must be served during the semester in which the student is enrolled in the course.

II. An updated resume (10% of final grade) should be submitted with the final report.

III. An Employee/Employer Internship Agreement (Form) must be submitted to the advisor before the internship begins.

IV. The intern must complete a Weekly Report of Duties Performed by Intern (Form, 30% of final grade). These weekly reports help the intern write a comprehensive
Internship Report. The weekly reports must be included and submitted with the Internship Report.

V. The employer via the Evaluation of Intern by Employer (Form, 30% of final grade) evaluates the intern. Information from the completed form may be shared by the employer with the intern but only if the employer desires to do so.

VI. A comprehensive Internship Report (30% of final grade) is due as listed below. Its contents should follow the Internship Report Outline listed later in the syllabus.

VII. Grading scale

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-90%</td>
<td>A</td>
</tr>
<tr>
<td>89-80%</td>
<td>B</td>
</tr>
<tr>
<td>79-70%</td>
<td>C</td>
</tr>
<tr>
<td>69-60%</td>
<td>D</td>
</tr>
<tr>
<td>59-0%</td>
<td>F</td>
</tr>
</tbody>
</table>

IX. Honor Code

Mississippi State University has an approved Honor Code that applies to all students. There will be zero tolerance for cheating, plagiarism, or other academic misconduct as defined in the Mississippi State University Academic Honesty policy. “As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

IX. Disability Accommodations

If you have a documented disability that requires academic accommodations, please notify the instructor as soon as possible. In order to receive accommodations in this course, you must provide a Letter of Accommodation from MSU Student Support Services for coordination of services available to students with disabilities.

Fall semester intern reports due December 1
Spring semester intern reports due April 25
Summer semester intern reports due August 6
STUDENT AND EMPLOYER
PSS 3413 Floristry Internship Agreement
Must be returned to instructor before internship begins.

Mississippi State University Floristry Internship
The Floral Management Concentration in the Horticulture Major
Department of Plant and Soil Sciences

Student Information
Name ___________________________________________________

Mailing address during internship
________________________________________________________
________________________________________________________

Cellular number_(___)______________________________________

Employer Information
Supervisor’s Name _________________________________________

Mailing address
________________________________________________________
________________________________________________________

Phone_(___)______________________________________________

Email ___________________________________________________

Position Information
Dates of Employment from _____ to ______
Position title ___________________________

Student responsibilities and duties:

________________________________________________________

Daily hours of work from _____ to ______

Days per week from _____ to ______

Wages/Salary Employer is to pay intern ______ per hour per week per month

Other compensation ________________________________
The undersigned agree to conform to this agreement and provide minimum of two weeks notice to all three parties before this agreement is terminated. The information contained in the Internship Course Syllabus (attached) is part of this agreement.

Approved by Employer ______________________________________

Date ______________________________

Approved by Student ______________________________________

Date ______________________________

Approved by Faculty ______________________________________

Date ______________________________

*Return this completed form to the internship instructor. After all signatures have been collected, the instructor will provide all parties with a copy of the agreement.*
Internship Report Outline

May be submitted to instructor electronically.

12-point font, double-spaced, 6-12 pages in length not counting illustrations. Include illustrations in the report.

Background
Brief history of the company
Company philosophy, if available
Products and services offered
Physical Facilities
Description and evaluation of business interior and exterior, locale
Business layout including rooms, fixtures, major equipment placement
Display windows, signage

Policies and Procedures
Hours of operation
Credit policies
Advertising (include samples)
Dress code

Product packaging
Floral handling/processing procedures
Delivery procedures
Product guarantees

Management hierarchy
Buying, product sources
Other information relative to business operations

Jobs Performed by the Intern
Major responsibilities
How did your coursework at MSU relate to your work?
Skill improvement and development
Description of most enriching learning experience
Intern’s Opinions, Evaluation, and Recommendations
What changes would improve business efficiency, success?
What job intern liked best, least?
Other relevant information
STUDENT
Weekly Progress Report
Can be submitted electronically, weekly or at conclusion of internship.

Name: ___________________________

PSS 3413 Floristry Internship
Mississippi State University
University Florist
Box 9522
Mississippi State, MS 39762

Work Schedule
Date    Day    Time Hours Worked
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____
____    ____    ____ to ____  _____

TOTAL NUMBER HOURS WORKED FOR THE WEEK ______
Number hours missed due to illness, absence, etc. ______
Check all activities in which you were involved this week.

1. Sales
[ ] using add-on sales technique
[ ] using suggestive selling technique
[ ] meeting a sales quota goal
[ ] organizing and straightening sales floor merchandise
[ ] straightening and maintaining clean, attractive store windows
[ ] creating store window displays
[ ] sweeping and dusting sales area
[ ] using computer systems including cash register and/or electronic credit card machine
[ ] using signage
[ ] participating in a wedding floral consultation
[ ] participating in a sympathy floral consultation
[ ] other -- please explain ________________________________

2. Inventory Control
[ ] taking inventory
[ ] checking-in merchandise
[ ] pricing merchandise  
[ ] remembering to sell from large quantities of existing inventory of hard goods  
[ ] selling from existing stock of perishable inventory  
[ ] recognizing fast-moving merchandise  
[ ] recognizing slow-moving merchandise  
[ ] other -- please explain  ________________________________

3. Studying the Area  
[ ] visiting competitors’ operations  
[ ] visiting branch operations  
[ ] visiting the local or regional cut flower wholesalers and/or flower markets  
[ ] visiting nearby gift markets  
[ ] visiting local botanical gardens  
[ ] visiting cultural outlets such as museums, theater, opera, cultural festivals  
[ ] meeting other professionals. Whom? ________________________________  
[ ] other -- please explain  ________________________________

4. Design/Creative  
[ ] designing fresh floral arrangements  
[ ] designing dried and/or silk arrangements  
[ ] designing sympathy arrangements  
[ ] designing wedding flowers  
[ ] designing flowers-to-wear  
[ ] creating dish gardens/European dish gardens  
[ ] decorating potted plants  
[ ] creating product vignettes  
[ ] other – describe: ________________________________

5. Managerial  
[ ] handling customer complaints  
[ ] opening the store  
[ ] closing the store  
[ ] devising ways of marketing otherwise slow-moving merchandise  
[ ] developing ideas for in-store specials  
[ ] observing/participating in a meeting between buyer and sales representative  
[ ] other -- please explain  ________________________________
EMPLOYER

Employer’s Evaluation of Student Intern: Please return by fax or email. See info on instructor.

PSS 3413 Floristry Internship Evaluation

Student’s Name__________________________________________

Date

Employment Supervisor

Person Evaluating Student if Different from Supervisor

Directions: In the last weeks of the internship, please evaluate the student’s performance.

Make your appraisal based on the entire employment period rather than isolated instances. Rate the intern by placing the score of 1 - 4 or Not Applicable (NA) on the line to the left of each trait.

Use extra space below to record comments or further explanations of your evaluation.

4 = Excellent 3 = Above Average 2 = Average 1 = Below Average NA = Not Applicable

Attributes Customer Service

_____ Attendance
_____ Waits on customers promptly
_____ Assertiveness
_____ Determines customer needs
_____ Cooperation
_____ Solves customers’ problems
_____ Decision-making
_____ Uses suggestive selling techniques
_____ Enthusiasm
_____ Uses add-on sales techniques
_____ Flexibility
_____ Professional manner
_____ Initiative
_____ Knows products
_____ Leadership
Sells products well
Maturity
Makes an effort to educate the consumer
Problem-solving
Punctuality
Reliability
Tactfulness
Dependability
Other ______________________

Quality of Work
Learns new tasks quickly
Adapts well to change
Carries out tasks on time
Follows through on job assignments
Pays attention to detail
Consistent in quality of work

Attitude
Consistent in quantity of work
Ability to accept criticism
Learns and uses established procedures
Adherence to company policy
Able to handle additional tasks
Willingness to accomplish assigned tasks
Able to function under pressure
Other ______________________

Appearance/Manner Interpersonal Skills
Adherence to company dress code
Confidence
Courtesy to employees and customers
Relationship with supervisors
Relationship with co-workers
Relationship with customers
Other ______________________

Describe the intern’s major strengths
__________________________________________________________________
__________________________________________________________________
Describe areas where intern could improve:
__________________________________________________________________
__________________________________________________________________

Upon graduation, would you hire this person in a permanent position if an opening existed?  
_____ Yes _____ No

Have you discussed with the intern his/her strengths and weaknesses?  
_____ Yes _____ No

The overall performance rating of the student intern is:  
[ ] Excellent [ ] Above Average [ ] Average [ ] Below Average

This document is confidential, but you are encouraged to share your intern's strengths and weaknesses with them.

Please return this document to student's internship coordinator:

Mrs. Lynette McDougald  
The University Florist  
PO Box 9555  
Mississippi State, MS 39762

Or send by:  
Fax: 662-325-8742  
Email: lmcdougald@pss.msstate.edu  
Phone: 662-325-2311