Your college experience provides opportunities to learn about specific subjects, to explore the world, and to gain personal insight. Internships are an excellent way to increase knowledge, to apply what is learned in the classroom, and to add skills for future careers. Take some time to consider what you hope to gain from your internship. Writing goals and objectives will provide focus and a means to evaluate the experience. While goals are general, objectives are the smaller, specific steps necessary to reach a goal. Goals should be identified and written first, followed by objectives that are clear and measurable. The most useful objectives are designed to help track progress, identify gaps that need to be addressed, define success, and describe accomplishments.

A common technique used in setting goals and objectives is to use the SMART approach. This acronym emphasizes the importance of making the components Specific, Measurable, Attainable, Relevant, and Time-bound.

For Kalamazoo College’s Field Experience Program, you will be asked to include at least four goals on your Learning Contract. Objectives should then be completed in collaboration with your internship supervisor during the first week of your placement.

Below are examples of academic, professional and personal goals along with measureable objectives:

**Academic Goals and Objectives** demonstrate and develop the application of concepts learned through your Kalamazoo College coursework. They may also identify new, relevant knowledge and skills to be gained through the internship experience.

**GOAL:** To learn and understand the methods involved in researching financial investments.

**OBJECTIVES:**
- Review three investment portfolios compiled by my mentor or coworkers.
- Compare and contrast three investments representing low, moderate, and high risk.
- Research and propose six investments for an assigned client.

**GOAL:** To analyze marketing approaches used in nonprofit fundraising.

**OBJECTIVES:**
- Identify and describe organization’s current funding and marketing schemes.
- Research fundraising activities of three similar nonprofit organizations and present an overview of their marketing approaches to mentor/supervisor.
- Develop a spreadsheet using Excel to track and document fundraising outcomes.

**GOAL:** To apply my knowledge of analytical chemistry in a research environment.

**OBJECTIVES:**
- Accurately generate results using laboratory instrumentation, including GCMS, HPLC, and IR spectroscopy, demonstrated by achieving consistent data when experiment is reproduced.
- Develop qualitative and/or quantitative assays to determine the chemical properties of two or more samples.

**Professional Goals and Objectives** aim to develop skills that are related to a specific major or intended career. They may also improve the transferable skills desired by all employers such as, problem-solving, organization, teamwork, initiative, critical thinking, etc.

**GOAL:** To learn to communicate effectively with agency sponsors.

**OBJECTIVES:**
- Practice a sponsorship pitch with two or more coworkers.
- Identify and contact six potential sponsors, in person, via phone, or by email.
- Answer follow-up questions with confidence within 24 hours of contact with sponsor.
GOAL: To become familiar with the ethics and confidentiality aspects of a private legal office.

OBJECTIVES:
- Read the mission and vision statements for the private legal practice and discuss them with supervisor.
- Verbally summarize the Code of Ethics and Standards for Performance used by the organization staff in order to show understanding.
- Describe, in writing, five examples of how confidentiality or ethical practices were demonstrated by firm associates.

GOAL: To learn to administer and interpret a values assessment.

OBJECTIVES:
- Practice the administration of the values assessment with three coworkers.
- Accurately summarize results, in writing, following the organization’s protocols.
- Create or update a “How to” manual for use by future interns.

**Personal Goals and Objectives** focus on the skills you hope to acquire or those you already possess yet want to improve. These goals may also help to identify career and workplace preferences.

GOAL: To determine if working in a healthcare field is an appropriate career goal for me.

OBJECTIVES:
- Develop a list of questions and interview five healthcare professionals regarding their careers.
- Summarize three rewarding aspects and three challenges that are part of working in healthcare.
- Identify the personal talents and strengths that would contribute to my success in a healthcare career.

GOAL: To increase my awareness and respect for diversity.

OBJECTIVES:
- Participate in a diversity-training program.
- Read four articles directly related to diversity issues and discuss them with my supervisor or mentor.

GOAL: To develop my potential as a writer using a variety of media.

OBJECTIVES:
- Write and publish two articles for print media.
- Create a blog or blog posting for my internship organization.
- Request feedback from my supervisor on appropriate internal email practices.
- Collect samples for my personal writing portfolio.

Adapted from Ursinus College Career Services.