



WEST MICHIGAN
STRATEGIC
ALLIANCE



NEWS RELEASE

For Immediate Release

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West Michigan Internship Initiative to Offer Employer Internship Training

WEST MICHIGAN—June 25, 2009— “The expansion of internships is one of the best methods for retaining and expanding our intellectual capital base in West Michigan. Internships are an inexpensive recruiting tool and an opportunity to train future employees, interns can bring current technology and ideas from the classroom to the workplace, they can complete projects that have been set aside for various reasons and they can be another source for the recruitment of diverse employees into your workforce”, said Cindy Brown, Project Manager for the West Michigan Internship Initiative.

Brown states that now is the time to begin developing a comprehensive work plan for your fall internships. To aid area employers with the creation or enhancement of their organization’s internship program, two separate Internship training sessions are being offered. Employers can attend a training session on August 6, 2009 at 8:30-10:00 a.m. or 3:00-4:30 p.m. Employers will be presented with the *Employers Internship Toolkit*, a guide that was created with the input of various businesses and career services professionals from universities and colleges in the region, along with other pertinent information in helping enhance or develop their own internship program.

To sign-up for one of these training sessions or get additional information, please contact Cindy Brown at 616-871-2452 or cbrown@wm-alliance.org.

To learn more about the West Michigan Internship Initiative or download a copy of the *Employers Internship Toolkit*, visit the WMSA website at: www.wm-alliance.org.

About the West Michigan Strategic Alliance

The West Michigan Strategic Alliance serves as a catalyst for regional collaboration among the businesses, institutions and governmental units serving more than 1.4 million people living in a eight-county region including: Allegan, Barry, Ionia, Kent, Montcalm, Muskegon, Newaygo and Ottawa. WMSA works to encourage a regional mindset, which will foster collaboration on critical issues that impact how we live, learn, work and play. Additional information is available at www.wm-alliance.org

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