

IDeAS: Internship Delivery and Acquisition System

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PSM programs typically include an internship component that aims to educate students in business fundamentals and finance while working on a science project and to train students in teamwork by honing their group, interpersonal and online communication skills.

The California State University System has implemented 16 PSM programs on 14 campuses. From these programs, 900 new graduates will emerge by 2012, all of whom will need to complete internship projects. While some campuses enjoy an abundance of local industry from which to draw internship projects, others have limited access to quality internship sites, requiring students to travel to distant locations for internships.

IDeAS is a system that can export industry-designed projects from industry-rich regions to remote campuses using Web 2.0 technology. The system allows for the industry manager to build a team of students and faculty and members from industry, eliminating duplicated work for PSM program directors in finding internship projects. IDeAS will also allow the project manager to manage her/his team through a virtual environment, giving students an experience of working in an industry team as well as gaining



experience in working with team members who are not all in one location--common for outsourced projects. This model is expandable to meet statewide and national PSM internships needs. In short, IDeAS is a system that finds academic expertise (students and faculty) for industry projects; and provides management tools to the industry for remote (even distributed) management of projects and team personnel (from academia and industry).

System Features and Operation

- Industry manager uses IDeAS to click and select the skill sets (expertise from academia) needed to perform a project.

- IDeAS searches its database to find individuals/teams that match the identified skill sets and presents the results to the industry manager.
- From the matched results, the manager selects individuals and creates a team.
- Each team is composed of faculty experts and students (preferably from one location but could be from several campuses).
- A team of scientists (students and faculty) performs the project on campus.
- The team is supervised by the industry manager through IDeAS' online tools as frequently as necessary.
- Results are reported and verified through IDeAS tools to the industry manager.

Benefits for Industry

- A central location where industry can find a vast range of expertise not limited by geographic boundaries.
- Academic expertise a click away.
- The project is outsourced to academia in the US, reducing communication and management difficulties.
- Far less expensive projects with minimal overhead provided by academia.
- Industry evaluates potential employees over the period of the project.

Benefits for Academia

- Under industry supervision, students participate in goal-oriented projects and experience team work.
- Students learn communication skills for the digital age while working in a distributed group (common in outsourced projects).
- Internship positions are paid for all students.
- Supervising faculty members are reimbursed for their time.
- Colleges and departments are paid for the usage of equipment and facilities.
- Time spent on finding internship positions is delegated to IDeAS.
- Projects are prescreened and streamlined, reducing the time that faculty spend examining the quality and content projects.