

WORKBOOK: KEY METRICS TO OPTIMIZE AND SCALE YOUR INTERNSHIP PROGRAM



Measuring Your Internship Program: Overall Program Satisfaction

Overview

Understanding intern satisfaction is crucial to making sure your program is providing value and your interns are having an overall positive experience. Net Promoter Score (NPS) surveys are designed to capture this data in a format that can be easily analyzed over time. NPS survey questions ask your interns how satisfied they are with your internship program on a sliding scale and then probe further to understand why that score was given.

Metric(s)	Method(s) to Capture
To track intern satisfaction, you should look at average NPS scores over time.	Send out a survey to interns via email. There are several survey platforms that can help you collect this data: Google Forms, SurveyMonkey, Typeform, and more.

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Recommendations

1. Keep surveys anonymous to encourage honest feedback.
2. Capture NPS scores at the beginning (a couple weeks in), midpoint, and end of your program.

If scores have gone down at the midpoint, strive to make improvements to your program in the area(s) that resulted in a decrease in overall NPS score.

For example, if intern satisfaction has gone down and multiple interns said that lack of mentorship was the primary reason for their score, then you should look into developing a more robust mentorship program.

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Sample NPS Survey Questions

1. On a scale of 1 to 10, how satisfied are you with your internship experience?
2. What is the primary reason for this score?
3. On a scale of 1 to 10, how likely are you to recommend this internship program to someone?
4. What is the primary reason for this score?
5. On a scale of 1 to 10, how satisfied are you with the projects you are working on?
6. What is the primary reason for this score?
7. On a scale of 1 to 10, how satisfied are you with the professional development opportunities offered in this program?
8. What is the primary reason for this score?