

Virtual  
Intern  
Experience.

# SUMMER HANDBOOK

2021



Presented by Delta Dental

 DELTA DENTAL

# It's about talent.

Delta Dental is committed to supporting and engaging with the future talent pipeline.

We understand that now more than ever college students must gain access to valuable work experience, build connections and develop skills needed to find employment.

**When students have the right support and opportunities, the future is limitless.**

## Margaret Trimer

Vice President, Strategic Partnerships, Delta Dental of Michigan, Ohio, and Indiana

### Job Planning in Unpredictable Times: The Future Forecast for Talent

Tuesday, June 15 | 11 a.m.



## Goran Jurkovic

Chief Executive Officer, Delta Dental of Michigan, Ohio, and Indiana

### Executive Session

Thursday, July 15 | 11 a.m.



 DELTA DENTAL

Virtual  
Intern  
Experience.

*Delta Dental is proud to be the presenting sponsor of the Virtual Intern Experience.*

## WHAT INTERNS ARE SAYING...

### ADITYA A.

The Virtual Intern Experience gave me the chance to connect with amazing speakers, which opened up a world of opportunities for me.

### LOUISE M.

I was able to ask top executives questions and form connections that helped me learn what qualities lead to professional success and broadened my horizons on the variety of opportunities that exist in the job market.

### EMILY D.

I would definitely recommend this program to any student interested in bettering themselves, both professionally and personally. This program allowed me to find a confidence within myself and I now feel prepared and excited to attend the upcoming career fairs and interviews.

# WELCOME TO VIRTUAL INTERN EXPERIENCE

## KERRY DOMAN, FOUNDER

**2020 threw us all for a loop.**

We went from being a large-scale events company, to a virtual hub of content and conversations with leading executives, aimed at giving college students and recent graduates incredible access and networking opportunities.

Fortunately, it all worked out - our 2020 pivot panned out and we were able to create

something very unique and cool...we think so, at least!

**So here we go again!**

We're back and better than before. We have amazing speakers lined up for this summer, this handbook will walk you through their stories, encourage you to take notes for later, and hopefully serve as a useful tool for you as you navigate the real world and workplace ahead.



# A WELCOME NOTE FROM DELTA DENTAL

WRITTEN BY: MARGARET TRIMER  
VICE PRESIDENT, STRATEGIC PARTNERSHIPS  
DELTA DENTAL OF MICHIGAN, OHIO, AND INDIANA



ENGAGED, HAPPY EMPLOYEES ARE MORE SATISFIED WITH THEIR JOBS; DISENGAGED EMPLOYEES ARE MORE LIKELY TO PURSUE CAREER OPPORTUNITIES ELSEWHERE. IT'S AS SIMPLE AS THAT.

Whether your office this summer is a cube six feet from the next desk, at your apartment kitchen table or from the patio of your vacation Airbnb, join Delta Dental as we jump in, connect and learn from one another during this year's Virtual Intern Experience.

We've learned becoming a destination workplace for the best and the brightest means capturing the urgency felt during the pandemic and channeling it into the quest for talent. We are improving company culture, supporting initiatives to increase job interest in our industry and engaging our employees in volunteerism and professional growth opportunities.

That's why we believe in the power of the Virtual Intern Experience and are bringing our intern cohort of more than 20 young professionals in to participate and engage in meaningful ways this summer. It is a wonderful opportunity for employers to build connections with up-and-coming talent and for interns to learn the ins and outs of career fields and hone their professional skills.

From the workshops to the board room meetings to the new Friday break-out sessions, interns will have an unparalleled opportunity to network, learn from the brightest minds in business and navigate the intersection of entrepreneurship and corporate citizenship.

At Delta Dental, we are building healthy, smart, vibrant communities for all. We support the Virtual Internship Experience. It is an investment in our people, and it is an investment in the future leaders of the communities we serve. Join us.

# WHAT'S NEXT?

Thinking about what comes next? Earn a highly ranked degree from the university you know best. Broad College of Business master's and executive education programs are designed to move your career forward and prepare you to take on tomorrow's challenges.

Discover your potential ROI at [broad.msu.edu/spartan](http://broad.msu.edu/spartan)

WINNIE JENG  
JP MORGAN CHASE & CO.  
FULL-TIME MBA, CLASS OF 2019



Broad College of Business  
MICHIGAN STATE UNIVERSITY

# SPEAKERS

7 WEEKS. 25 SPEAKERS. MEET THEM ALL.



08

WEEK 1

MARGARET TRIMER  
BENNIE FOWLER  
TREVOR PAWL



15

WEEK 2

SARAH ZIGMAN  
NANCY TELLEM  
COURTNEY BOEHM



21

WEEK 3

STEPHEN HENDERSON  
MUSA TARIQ  
LYNDSAY JONES



25

WEEK 4

BROOKE BUYS  
BRITTA BROWN  
NADIA SESAY



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WEEK 5

RACHNA CHHAYA  
MARK BRUCKMAN  
GORAN JURKOVIC



35

WEEK 6

CHERI DECLERCQ  
JESSICA PAWL  
KRISTI STEPP



41

WEEK 7

ROB ELLIOTT  
REMA NASIF  
JULIA MANCUSO



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DELTA DENTAL  
MICHIGAN STATE UNIVERSITY  
EY  
ONEMAGNIFY

# Creative solutions served daily. Delivery drivers wanted.

We're looking for people who think differently.  
People whose ideas are game changers.  
And people who believe that problems are just  
challenges waiting to be solved. If this sounds  
like you, we need to talk.

[onemagnify.com/careers](http://onemagnify.com/careers)





SPEAKER

# MARGARET TRIMER

Connect via LinkedIn



Vice President, Strategic Partnerships  
Delta Dental of Michigan, Ohio, and Indiana

## NOTES:

*"It's a scary time to be stepping out and I think it's really important for college students to understand strengths and not worry or lead with weakness."*



# THE IMPERFECT GUIDE TO SUCCESS



"When our dreams become real to us, fear, doubt, and adversity often collar our ambitions."

## NOTES:

**Bennie Fowler**  
NFL Wide Receiver  
+ Amazon Best Selling Author

Connect with Bennie: [LinkedIn](#)

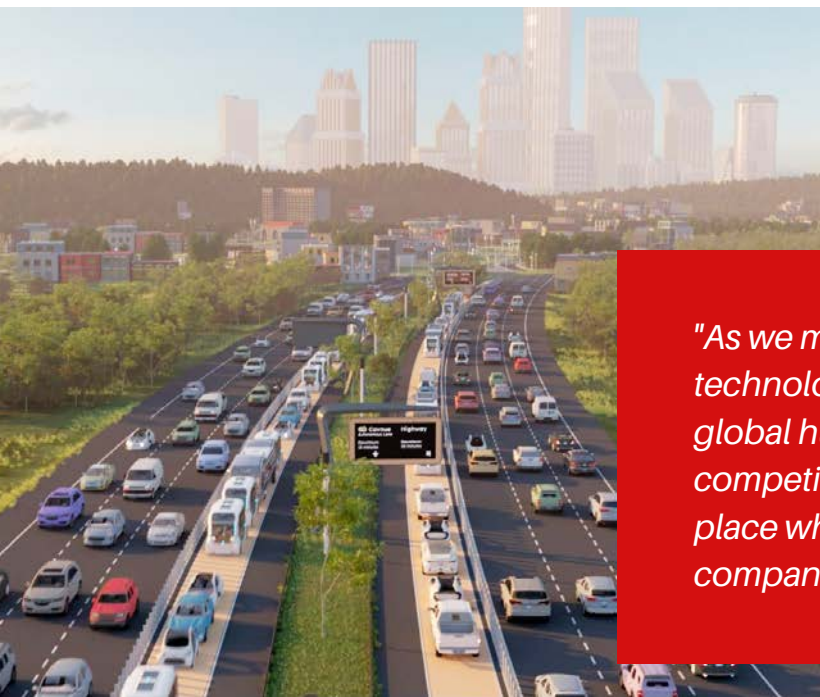




# The Future of Mobility + Electrification

**Trevor Pawl**  
Chief Mobility Officer  
State of Michigan

## NOTES:



Connect with Trevor: [LinkedIn](#)



*"As we move into the next generation of transportation technologies, we need to assure Michigan remains the global hub for the mobility industry (and) leverage our competitive advantages to make sure our state isn't only a place where mobility solutions are born, it's also where companies will find long-term success and support,"*

# WEEK 1 FRIDAY SESSION: Internship Optimization + Networking Session

On select Fridays, we'll gather together in a breakout setting where interns can engage directly with each other, with our hosts + mentors, and with the topics at hand. This Friday, we're discussing best practices in translating your summer internship into a job offer + opportunity.

## NOTES:

Presented by:



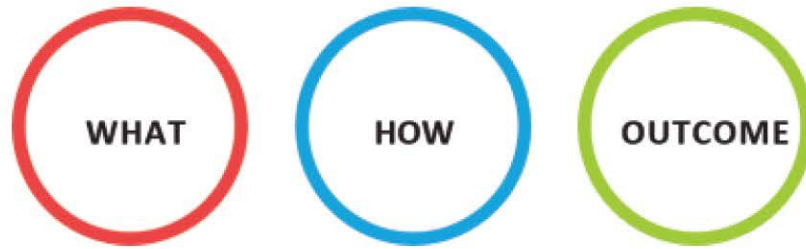
**MICHIGAN STATE**  
UNIVERSITY

### REMINDER: Week 1 Speakers

- **Margaret Trimer, Delta Dental**
  - Job Planning for the future
- **Bennie Fowler, New Orleans Saints**
  - Imperfect Guide to Success
- **Trevor Pawl, State of Michigan**
  - The Future of Mobility

# Explore WHO Logic

The #1 tool to help you uncover value when creating resumes, cover letters, value propositions, pitching, networking, interviewing, salary negotiations and more!



## What is it?

A valuation tool that uses three basic questions to help you uncover the **value** of your skills and experiences.

- **W** = **WHAT** did I do?
- **H** = **HOW** did I do the work?
- **O** = **OUTCOME(S)** produced?

## Use it for Resumes

When writing about your experiences, focus on How & Outcome to showcase **value**.

**EX:** Built social media presence using coupons, campaigns, and Google Analytics; increased sales by 25% within six months of launch.

## Outcomes

Mastery of WHO logic supports life long career development! You'll forever be able generate evidence & confidently share the **value** of you.

## The importance of value

Companies make hiring & promotion decisions based on evidence of your potential to add **value**.

**Value** is found in the **How** & the **Outcome**, and that's what WHO Logic is for, to help you uncover, articulate, and leverage value.

Tell me about a time you overcame an obstacle?

## Use it for Interviews

When responding to questions, use WHO Logic to articulate **value**.

**WHAT** was the situation?

**HOW** did you handle the situation?

**OUTCOME(S)** produced?

Want to learn more about WHO logic? Access the book! ▶



**"NETWORKING IS AN ABSOLUTE GIFT.  
MAKE THE MOST OF IT."**

*Aditya Ashok, 2020 Intern Participant*

## MAKING THE MOST OUT OF YOUR SUMMER EXPERIENCE

BY. ADITYA ASHOK

The Virtual Intern Experience is an ideal opportunity for young students to learn from leaders in various industries. It is an excellent opportunity to interact with these leaders, seek their advice, and begin building your professional network. If taken advantage of, this experience can open a world of opportunities, just like it did for me.

I am so grateful to this program and the positive impact it has had on me. I had a great experience with the 2020 program that allowed me to further develop my communication and personal branding skills, expand my network, and ultimately secure an internship for this summer.

Throughout this document, you'll find my weekly TIPS that I hope will help you gain the most out of your summer experience.

# WEEKLY NOTES:

## TIPS OF THE WEEK

**Be interactive. Don't just show up.**

- This is an opportunity to introduce yourself to a lineup of accomplished leaders. Show up prepared for the sessions, ask questions, try to gain as much as you can from these speaker sessions. I highly recommended making yourself visible and audible while asking questions, if not throughout the sessions, to establish a connection.

# PERFECTING YOUR LINKEDIN PROFILE



THERE ARE MORE THAN 2.9 MILLION  
COMPANIES ON LINKEDIN, INCLUDING  
EXECUTIVES FROM EVERY FORTUNE  
500 COMPANY

**Sarah Zigman**  
Senior Customer Success Manager  
LinkedIn

## NOTES:



Connect with Sarah: LinkedIn



# Leveraging digital media for your career



## Three tips for defining your personal brand online:

- 1** Stay aligned to your purpose and values
- 2** Identify virtual networking opportunities
- 3** Be yourself

## Did you know?

**77%** of recruiters use LinkedIn

Source: "2019 Job Seeker Nation Survey," Jobvite, Inc.

## Tips for managing your online presence:

### Dos

- ▶ Keep your profiles up to date
- ▶ Review your privacy settings on each platform
- ▶ Periodically search your name online to see what information is publicly available about you
- ▶ Be sure that you comply with the terms and conditions of each platform
- ▶ Make sure your postings reflect, and are limited to, your level and area of knowledge and experience

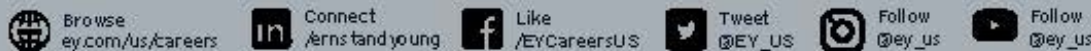
### Don'ts

- ▶ Do not refer to an individual's race/ethnic background, sex, religion, nationality, disability, sexual orientation or age
- ▶ Do not post false, disparaging or defamatory material about an organization or person
- ▶ Do not misrepresent your identity or association with any person or organization
- ▶ Do not post content with offensive, inflammatory or threatening language

## Five tips for improving your LinkedIn profile:

- 1** Add a professional photo
- 2** Create a headline and summary
- 3** Keep your current role responsibilities up to date
- 4** Create a customized profile link
- 5** Network!

## Stay connected with us



## Text eycareer to

+1 312 543 1266\* for a link to information about life at EY

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# BREAKING THROUGH THE GLASS CEILING

Nancy Tellem  
Chief Media Officer  
EKO

## NOTES:



Connect with Nancy: [LinkedIn](#)



*Technology and consumer behavior are changing at a furious pace for content owners, distributors and advertisers. A respected and independent measurement and analytics company will be even more important in the future than it's ever been in the past.*

# CONQUERING ADULTING: FINANCIAL PLANNING 101



## NOTES:

Courtney Boehm  
Financial Educator  
MSU Financial Credit Union

Connect with Courtney: [LinkedIn](#) 



# WEEK 2 FRIDAY SESSION: Getting The Most Out of Each Speaker Session

On select Fridays, we'll gather together in a breakout setting where interns can engage directly with each other, with our hosts + mentors, and with the topics at hand. This Friday, we're discussing two weeks worth of speakers - who was your favorite, what topics did you like most, how to connect and engage with speakers afterwards, etc.

## NOTES:

Presented by:



### REMINDER: Week 2 Speakers

- Sarah Zigman, LinkedIn
  - Creating your online presence
- Nancy Tellem, EKO
  - Breaking the Glass Ceiling
- Courtney Boehm, MSU FCU
  - Financial Planning 101

# WEEKLY NOTES:

## TIPS OF THE WEEK

- Reach out to at least one speaker and let them know what part of their presentation had the biggest impact on you.
- Update your LinkedIn profile (include the Virtual Intern Experience) and follow 5 companies that are represented on the VIE speaker series.
- Schedule coffee/conversation with your intern supervisor, former teacher or other contact that you want to keep in your network.



SPEAKERS

# GREAT LAKES CIVILITY PROJECT

Stephen Henderson & Nolan Finley  
Founders  
Great Lakes Civility Project

**NOTES:**

Connect via LinkedIn 

*"I never considered a difference of opinion in politics, in religion, in philosophy, as a cause for withdrawing from a friend" - Thomas Jefferson*

# BUILDING THE WORLD'S GREATEST BRANDS



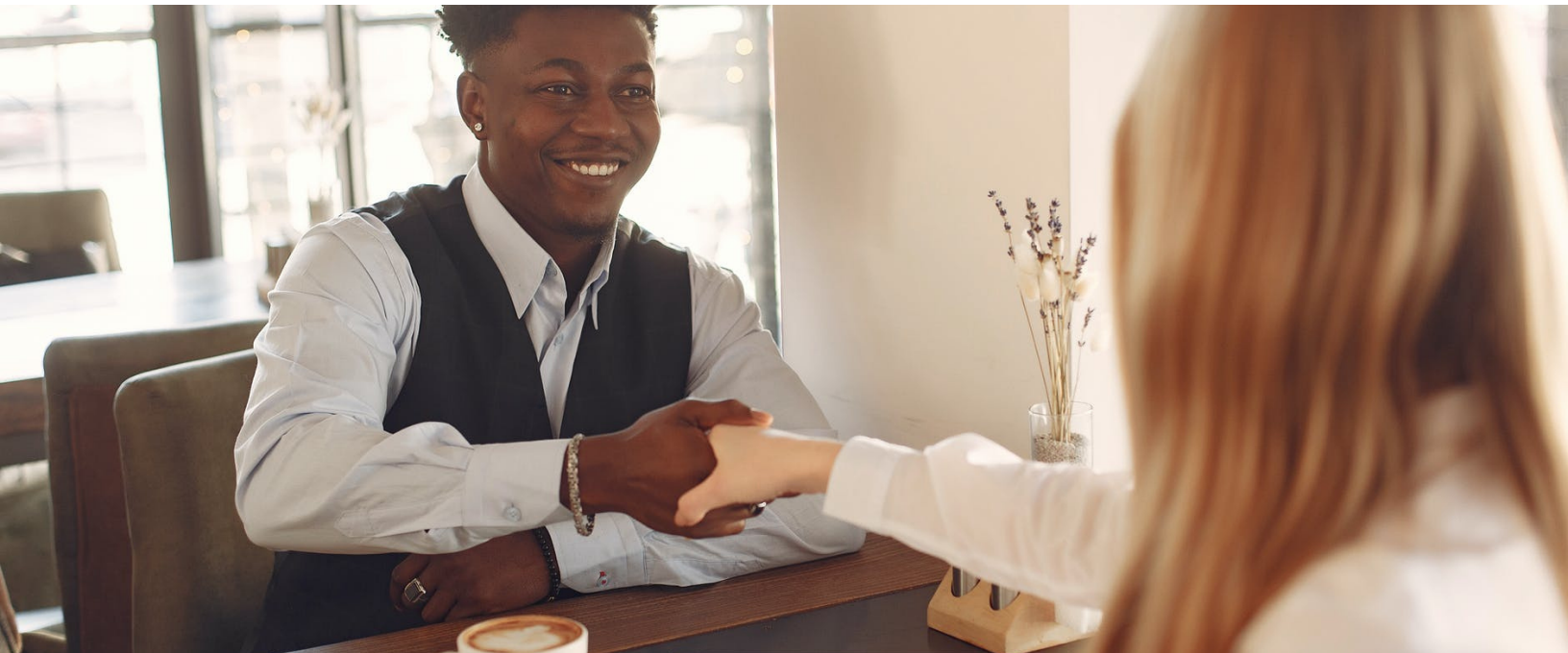
## NOTES:

**Musa Tariq**  
Chief Marketing Officer  
GoFundMe

Connect with Musa: [LinkedIn](#) 



# UNDERSTANDING & NEGOTIATING YOUR EMPLOYEE BENEFITS



**Lyndsay Jones**  
Manager, Employee Benefits  
Blue Cross Blue Shield of Michigan

## **NOTES:**

**DON'T BE  
AFRAID  
TO NEGOTIATE!**

Connect with Lyndsay: [LinkedIn](#)



# WEEKLY NOTES:

## RECOMMENDED NEXT STEPS

- Make it a goal to post or engage on LinkedIn every week this summer.
- Send a message to at least one speaker from the Virtual Intern Experience, letting them know what you appreciated most from their presentation.
- Build your network: Stop by a local business that you are interested in and introduce yourself to the owner. Tell them what you like about their business + write a review for them on Google.





# MINDING YOUR MENTAL HEALTH

**Brooke Buys**  
Founder  
BLND Health

Connect with Brooke: [LinkedIn](#)



## NOTES:

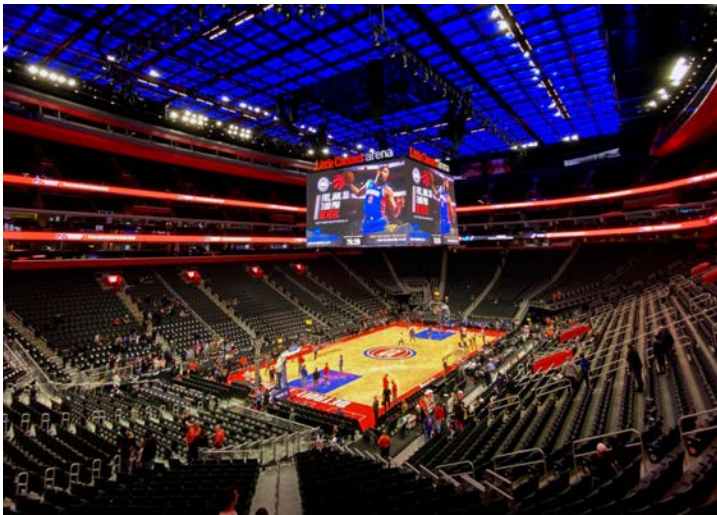
*"When we are aligned with our core values, we are less likely to be distracted by the future or the past and practice good tools of mindfulness and meditation"*

# CREATING A BREAKOUT CAREER AT A YOUNG AGE



**Britta Brown**  
Senior Director of  
Basketball Administration  
Detroit Pistons

**NOTES:**



Connect with Britta: [LinkedIn](#)



# NAVIGATING CHANGES IN YOUR CAREER



## NOTES:

**Nadia Sesay**  
Chief Community Growth  
& Development Officer  
Bedrock Detroit

Connect with Nadia: [LinkedIn](#) 



# WEEK 4 FRIDAY SESSION:

## Reflecting on this past year to pave the way for the future.

On select Fridays, we'll gather together in a breakout setting where interns can engage directly with each other, with our hosts + mentors, and with the topics at hand. This Friday, we're discussing what challenges and opportunities this past year has created for you, your schooling, job search, internships, etc. and how we can use that to pave the way for a strong and bright future.

### NOTES:

Presented by:



#### REMINDER: Week 4 Speakers

- **Brooke Buys, BLND Health**
  - Minding Your Mental Health
- **Britta Brown, Detroit Pistons**
  - Creating a Breakout Career
- **Nadia Sesay, Bedrock Detroit**
  - Navigating Change in Your Career

# WEEKLY NOTES:

## TIPS OF THE WEEK

When connecting with Speakers:

- Be Professional: Be calm, courteous, and respectful.
- Be Punctual: Their time is the most valuable asset to them.
- Follow Up: Thank them for their time.
- Be Clear: Don't beat around the bush. Keep it concise.



# BUILDING OR BRUSHING UP YOUR RESUME?

**“WHEREVER YOU ARE IN YOUR CAREER, WHATEVER INDUSTRY YOU’RE IN, YOU WILL BE MORE SUCCESSFUL IF YOU HAVE A ROBUST PERSONAL NETWORK. USE THE VIRTUAL INTERN EXPERIENCE AS AN OPPORTUNITY TO STRENGTHEN YOUR NETWORK, MAKE MEANINGFUL CONNECTIONS AND FIND ALLIES WHO CAN HELP YOU THROUGHOUT YOUR CAREER JOURNEY.”**

Earl Major, Vice President of Human Resources,  
Delta Dental of Michigan, Ohio, and Indiana

## **LEAN ON YOUR NETWORK TO CRITIQUE YOUR RESUME**

Ask trusted friends, mentors or colleagues for their feedback. Also, most universities and colleges have career center staff willing to help.

### **DO'S**

Check and recheck your resume before releasing it to a recruiter. If you say that you are detail oriented but there are spelling or grammatical errors in your resume, it won't get you very far in the selection process.

Limit your resume to no more than two pages.

Ensure that your resume neat and uncluttered.

Use a consistent and easy-to-read font.

### **DON'TS**

Don't insert your headshot as photos have been demonstrated to elicit bias.

Don't use broad statements about yourself. Instead, focus on your contributions. State specifically what did, and its impact on the organization.



# INTERVIEWING 101

Rachna Chhaya  
University Relations Specialist  
ZF Group

**NOTES:**

Connect with Rachna: [LinkedIn](#)





# USING YOUR SKILLS TO REACH YOUR DESIRED ROLE

**Mark Bruckman**  
North American CEO  
Segula Technologies

## NOTES:



Connect with Mark: [LinkedIn](#)



*"Learn to work with different personalities. Everybody is different and you have to adapt your approach to work with each person. Diversify how you work with people, there's no one size fits all approach."*



SPEAKER

# EXECUTIVE SESSION

**Goran Jurkovic**  
Chief Executive Officer  
Delta Dental of Michigan

**NOTES:**



Connect with Goran: [LinkedIn](#)



# WEEKLY NOTES:

## TIPS OF THE WEEK

- Connect with the speakers beyond just the speaker session
- Speakers will share their email, LinkedIn and/or other contact information. TAKE ADVANTAGE of this and connect with them on these platforms.
- Always include a note while connecting on LinkedIn. Include where and how you interacted with them. If they can connect a memory with you or where you met them, they are much more likely to connect with you. If applicable, mention why you want to connect with them.

# WHAT'S NEXT? HOW TO DECIDE IF A GRADUATE PROGRAM IS RIGHT FOR YOU

**Cheri DeClercq, PhD**  
Assistant Dean, Graduate Programs  
Michigan State University

## NOTES:



Connect with Cheri: [LinkedIn](#)



# THE ART OF STORYTELLING: FROM YOUR OWN BRAND TO THE LARGEST OF BRANDS



**Jessica Pawl**  
PR Manager, Operations  
Amazon

**NOTES:**



Connect with Jessica: [LinkedIn](#)





# STEPPING BACK TO SPRING FORWARD

**Kristi Stepp**  
Human Resources Strategist  
Sigred Solutions

## NOTES:

Connect with Kristi: [LinkedIn](#)



*Making career moves doesn't  
always have to be upward!*

# WEEK 6 FRIDAY SESSION: Building Your Network... And Yes, You Already Have a Network

On select Fridays, we gather together in a breakout setting where interns can engage directly with each other, with our hosts + mentors, and with the topics at hand. This Friday, we're discussing how best to use the network that you already have (yes...you already have a network), building upon that network, and utilizing your network for success.

## NOTES:

Presented by:



**MICHIGAN STATE**  
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### REMINDER: Week 6 Speakers

- **Cheri DeClercq, MSU**
  - What's Next? MBA?
- **Jessica Pawl, Amazon**
  - Managing Your Brand
- **Kristi Stepp**
  - Stepping Back to Step Forward

# 10 Tips & Tricks on how to Become a More Impactful Networker

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Networking is the process of establishing relationships in which people can be mutually beneficial to each other. The process can be leveraged to provide access to opportunities, knowledge, and/or resources. Networking is especially important to the job seeker, as employers like to fill positions with people they have met or have been referred to them by trusted people in their network.

1. **Identify and expand:** Figure out who you already know and then determine which functional areas or industries of interest that you may not have as many connections. Look to being intentional in growing your network in those opportunity spaces.
2. **Perfect your pitch:** Practice introducing yourself and telling your story about what you are interested in doing professionally. Mold your framing of how you got to this point in your career and cater it to the interest of the recipient.
3. **Attend events and activities:** Always look for employer events, career fairs, workshops, guest speakers, community service, and specifically titled “networking events” to attend when they become available.
4. **Join alumni groups:** Many schools have local alumni club chapters that you can join. Connect and reconnect with individuals that you already have the commonality of attending the same school and similar experiences.
5. **Set-up a LinkedIn profile:** List all your professional experiences and ensure to think broadly about everything you’ve done, including summer jobs, unpaid internships, volunteer work, and student organizations involvement. You never know what might catch someone’s eye.
6. **Request informational interviews:** When you’ve identified a professional contact for interest, don’t simply ask them for a job. Instead, ask to set-up a brief conversation to seek their job search advice. Most will be eager and willing to impart knowledge that they have.
7. **Do your homework:** As you meet people, ensure that you have prepared for interactions by researching their backgrounds, interests, and mutual connections you may have.
8. **Lend a hand:** As you build connections, think about how you can support others. Be a connector and forward relevant job listings to contacts. Your generosity will be returned in the future.
9. **Following up with your network:** Strive to stay in consistent contact with your network and look to re-engage with them, even if someone unintentionally drops-the-ball.
10. **Keep networking:** Even when you already have a job it’s always beneficial to continue the process of networking with individuals that might be influential later in your career. You’ll be networking in some capacity for the rest of your professional life.



# WEEKLY NOTES:

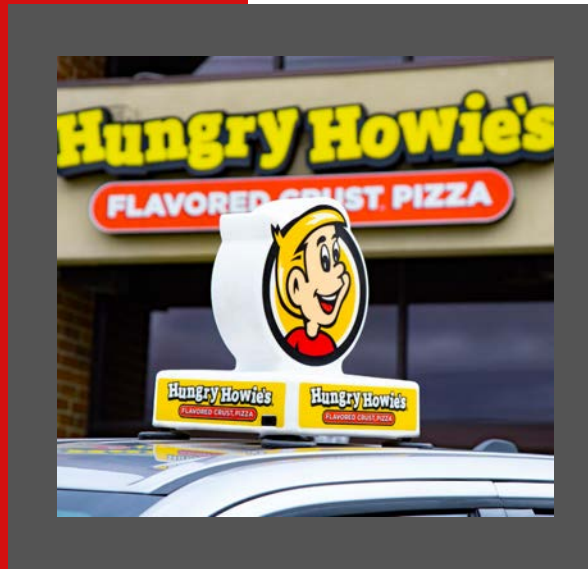
## TIPS OF THE WEEK

When connecting with Speakers, make it personal.

- Leaders receive tons of emails every day. Find a way to make it personal - why should they respond to you or give you their time?
- Read up and find out more about them before reaching out.
- Establish a personal area to connect on.
- Have a purpose when connecting with someone.



# EXECUTIVE SESSION: ROB ELLIOTT



**Rob Elliott**  
Executive Vice President, Marketing  
Hungry Howie's Pizza

## **NOTES:**



Connect with Rob: [LinkedIn](#)



SPEAKER

# KNOW YOUR AUDIENCE

**Rema Nasif**  
Managing Director  
OneMagnify

Connect with Rema: [LinkedIn](#)



**NOTES:**

SPEAKER

# REACHING YOUR CAREER GOALS

**Julia Mancuso**

Olympic Gold Medalists &

Podcast Host

**USA Skiing**

**NOTES:**



Connect with Julia: [LinkedIn](#)



# WEEKLY NOTES:

## TIPS OF THE WEEK

Networking is a GIFT. Make the most of it!

- And remember, just be yourself!
- Don't be pretentious. Keep it real.
- Try to always have a personal elevator pitch.
- And don't be afraid. Just go for it!