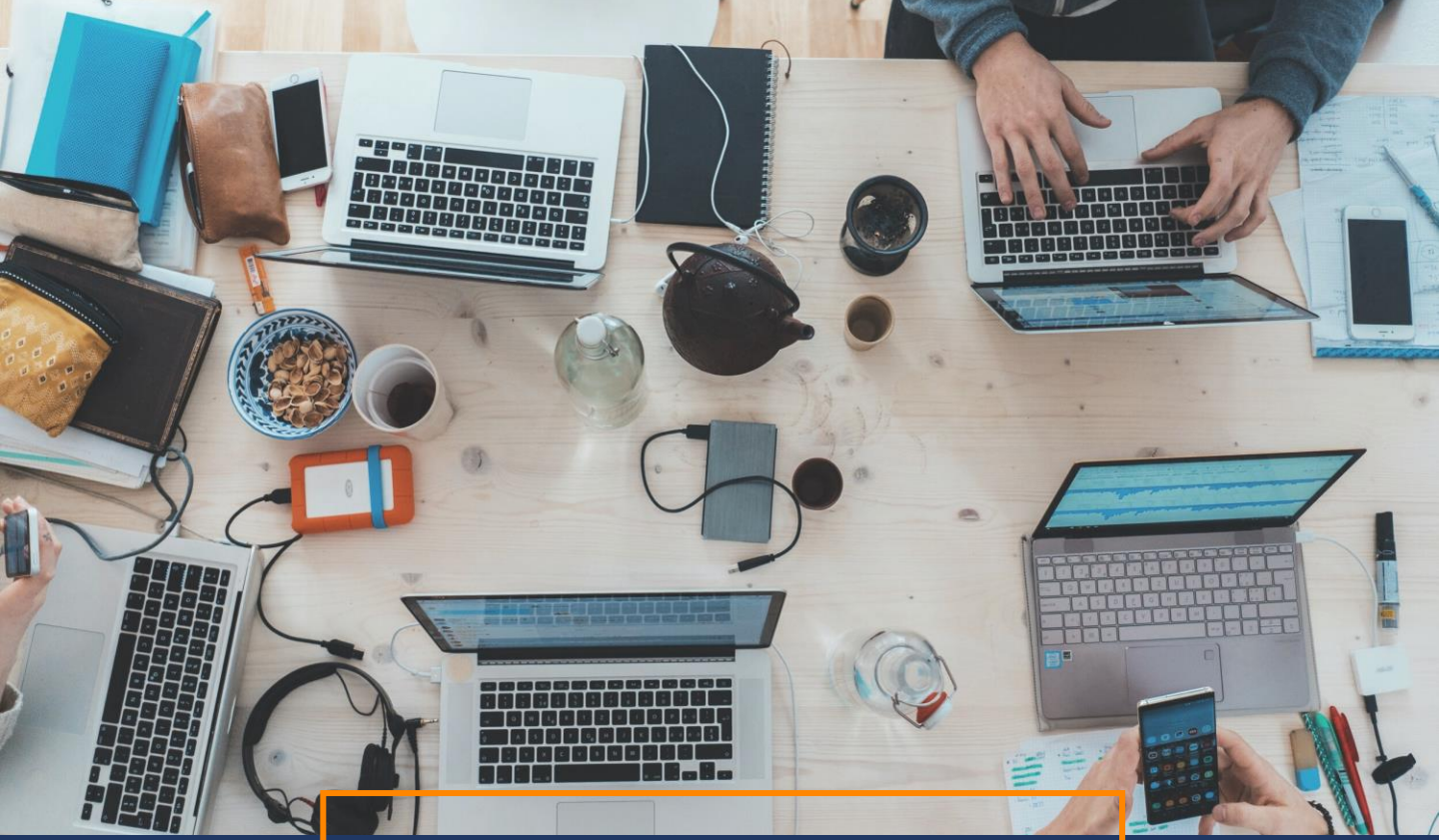


BENCHMARK SURVEY RESULTS

# Relocation & Internship Program Trends



JANUARY 2023



## Introduction

*Many companies have had to pivot, re-think, and revise their internship programs over the past several years, in response to the pandemic, remote work, and other factors.*

The 2022 Intern Benchmark Survey, conducted by NuCompass Mobility, confirms that companies are continuing to look for innovative ways to make internship programs more attractive and competitive.





## Current State of Intern Programs

While some organizations eliminated intern programs entirely over the last few years, others moved to virtual internships or offered hybrid models in lieu of on-site requirements. Many of these programs are still in flux and companies are seeking guidance for the best path forward.

It became clear in 2022 that internship programs were more competitive than ever, and interns have specific expectations about the assistance that they receive.

Companies competed for top talent, and interns had the ability to choose the opportunities that afford them the best overall experience, including amenities in terms of benefits, such as housing and travel assistance.

In an effort to provide relevant data on intern programs, NuCompass conducted a survey that was open to its clients, as well as a wide range of corporations at large.

An important finding was that corporate contacts are increasingly concerned about Diversity, Equity, and Inclusion and the duty of care aspects within their internship programs. For some companies that do not currently offer relocation assistance as part of their intern programs, they are considering how doing so might help with recruiting, as well as DEI.

**A key survey result was that organizations that provide housing and/or travel assistance have a higher rate of interns (82%) who transition to full time employees, providing a greater return on investment.**

## Program Ownership

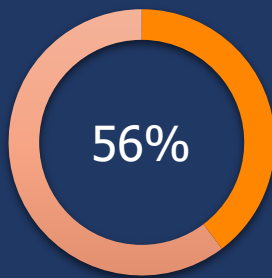
The Intern Benchmark Survey found that **76%** of respondents have formal programs and are offering various levels of assistance.

For **56%** of respondents, the Talent Acquisition team is fully responsible for internship programs, followed by **31%** of companies where the Campus Recruiting group is responsible for the overall program.

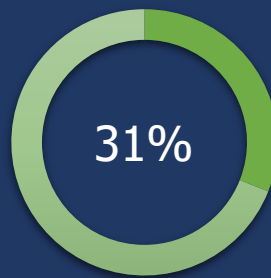
The remainder of respondents listed various departments as having oversight for intern programs, including Global Mobility.

Among the companies that have formal internship programs, they were evenly split (**50%**) of those that manage the program internally and (**50%**) those who outsource the management of the program to a Relocation Management Company (RMC).

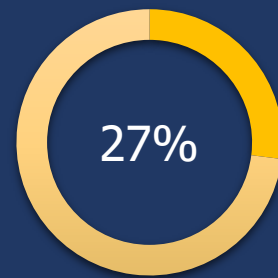
### Responsibility for Managing Intern Programs



Talent Management



Campus Recruiting



Global Mobility or Other

## Program Size and Length

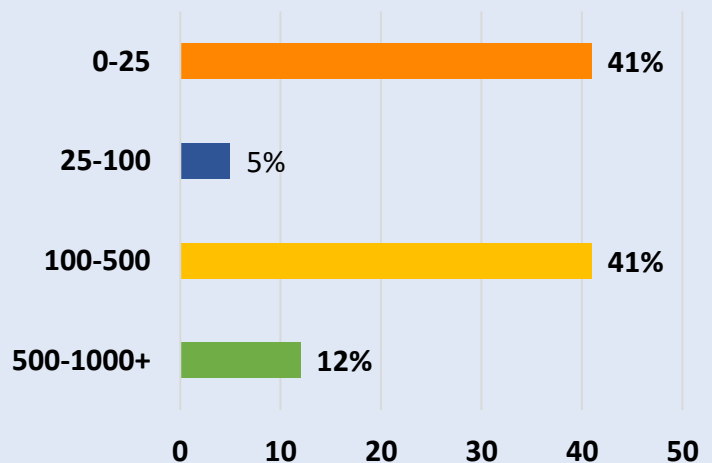
Similar to other global mobility programs, internship program volume varies significantly from organization to organization.

The number of companies (**41%**) reporting 0-25 interns was the same as those companies (**41%**) reporting populations of 100-500. Only **12%** reported more than 500 interns per year.

A majority of companies (**81%**) hire interns in multiple locations, with the average length of programs ranging from 7 weeks to 3 months.

Only a quarter (**25%**) of respondents offer internship opportunities globally versus just in the United States.

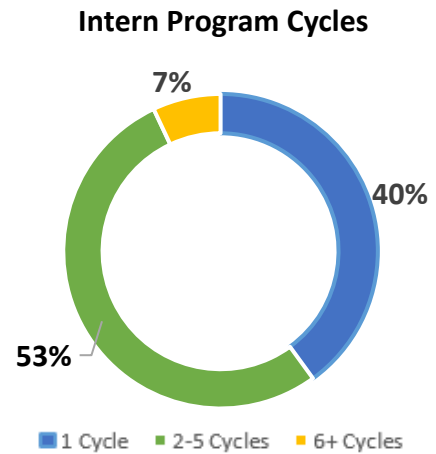
### Internship Program Size



## Number of Cycles

Historically, most companies offered only one summer internship program, and currently **40%** of respondents still offer that one cycle.

However, that trend is changing with **53%** of companies reporting between two and five cycles, and the remaining **7%** offering six or more intern sessions in a year.



## Intern Housing

One of the most surprising survey results was that **75%** of respondents provide no housing assistance to their intern population.

Of the **25%** of companies that contribute to the cost of housing, **71%** offer a fixed amount, while the remaining **29%** base the amount of assistance strictly on location.

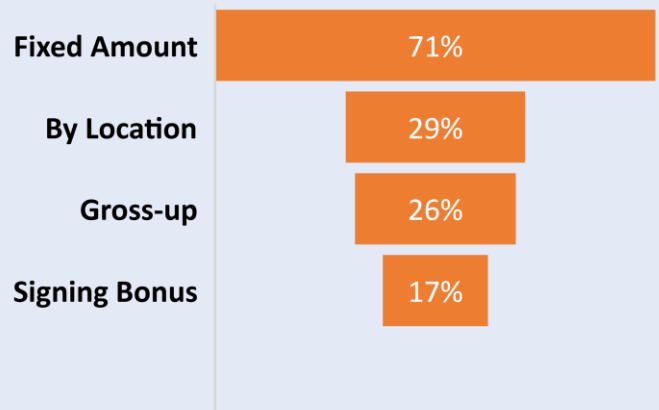
Approximately a quarter of companies (**26%**) gross up the housing allowance. Among respondents, **17%** offer a signing bonus in lieu of relocation assistance.

It is interesting to note that one third (**33%**) of participants sighted housing/cost of housing among the top three concerns regarding their intern program.

Several respondents commented that they will be implementing a lump sum (based on location) to assist with the cost of housing in response to recent difficulties with recruiting.

In terms of the type of housing, an even three-way split (**33%**) of respondents reported that they offer single, double, or more than two interns per housing assignment. When asked how roommates are chosen, **29%** said the company chooses, while **71%** said that the RMC or temporary living provider made the roommate assignments.

### Housing Allowances



With nearly **85%** of respondents reporting that they are not aware of the housing that their intern selects, this may be an area for improvement.

Companies could consider offer housing location assistance to make it a less stressful process for incoming interns.

**An interesting finding was that the NuCompass client respondents reported offering both housing and travel assistance at higher rates than the industry at large.**

# Travel Assistance

As with housing, an identical **75%** of companies provide no assistance for costs associated with travel to the location of the internship.

The survey showed that **19%** of companies cover the full cost of intern travel, while the remaining **6%** offer a lump sum toward the cost of travel.

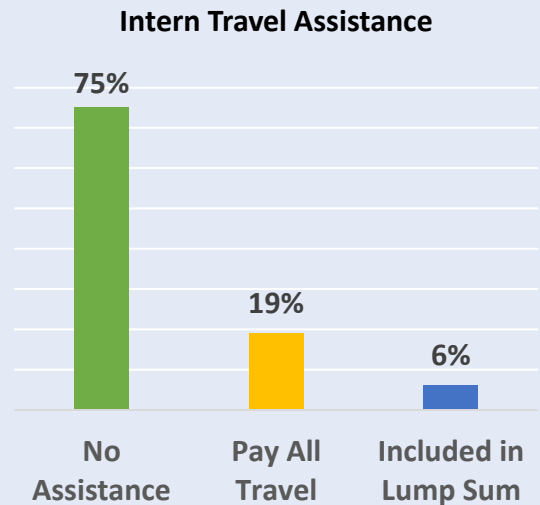
The majority of companies (**75%**) also require interns to arrange their own travel, while **18%** work through the RMC to coordinate with the company's travel partner.

For students, **22%** of companies required the intern to travel directly from their university, while **78%** allowed home or other locations.

In terms of lump sum payments, the amount offered varied from \$750-\$2,000 of those who offer lump sums as part of their program, which typically included travel. A full **20%** reported that the lump sum payments are grossed-up.

However, other company responses stated that the amount paid to interns for travel varies based on contributing factors, such as housing options and location.

Another option for some companies was a virtual internship, which required no housing or travel assistance.



# Signing Bonus

A noteworthy finding of the survey was that **88%** of respondents do not provide any form of signing bonus to interns.

The **12%** who offer a signing bonus give a variable payment based on criteria such as location or distance, graduate versus undergraduate, and length of internship.

The leading response for the standard amount of signing bonus offered was \$3,000-\$5,000.

Of those who offered bonuses, **17%** stated that the signing bonus was in lieu of relocation assistance, as an indirect lump sum..



**88% offer no signing bonus**



**12% offer bonus based on variables**



**17% offer bonus instead of assistance**

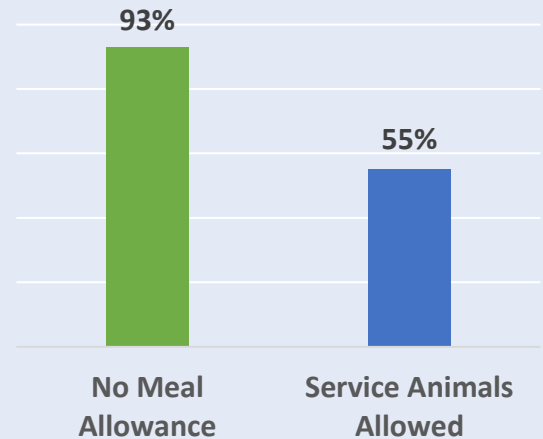
## Additional Assistance

The highest number of respondents to any survey question (**93%**) indicated that intern meals are not covered during the program, with the remaining **7%** offer a per diem amount.

The vast majority of companies (**82%**) do not allow interns to bring pets along during the program; and none of the companies responding pay for pet travel or associated costs.

However, when it came to service or emotional support animals, the survey found that over half (**55%**) of companies allow these animals to accompany the intern, with more than a quarter (**27%**) of those companies paying the costs associated with travel and related expenses.

Assistance for Meals and Pets



## Top Challenges

The top three challenges noted in the survey were recruitment, housing, and managing hybrid programs.

### Recruitment

More than half (**52%**) of survey responses mentioned recruiting as the top challenge. The need to start the recruitment process earlier was also mentioned, as well as the need to make program offerings more attractive due to more competitive environment than in past years.

Respondents provided various comments regarding improvements that could be made, such as virtual social networking events.

### Intern Housing

There is a rising demand, noted by **29%** of respondents, for local housing information, as well as assistance with cost of housing.

Additionally, several respondents noted that they experience both internal (hiring managers and HRBPs) and external pressure (top candidates) to provide gross-up on housing or lump sum payments in order to be competitive.

From an equity perspective, companies voiced concern that by not assisting interns with the cost of housing that they could be inhibiting qualified students of lesser means from being able to accept internships, particularly in high housing cost areas.

### Managing Hybrid Programs

The transition to virtual programs has not been as well received as traditional intern programs. This is likely due to the learning curve that typically occurs within office environments.

Interns often lack the business social concepts or the specific industry knowledge necessary for the position. As such, they often require a more hands-on-approach with guidance from seasoned employees. Virtual programs typically make this process more difficult, and onsite programs are preferred, if possible.

Many companies noted there is still a need for better virtual program options to increase the receptibility and rapport-building that should be occurring for interns.

It was also noted that if a virtual option is in place, cost allowances for phone and internet are often considered for intern positions.

# Key Survey Results

## Return on Investment

A key objective for internships is to obtain a return on investment by converting qualified interns to full-time employment.

In a significant finding, only **46%** of survey respondents provide one or more forms of relocation assistance, such as housing, travel, or signing bonuses. However, those companies offering assistance reported up to a **50%** higher conversion rate for interns to full-time employees, compared to those companies not offering any relocation assistance.

One of the challenges mentioned in the survey was encouraging managers and executives to view interns as a pipeline for future hiring and getting buy-in for the resources and services that help attract and retain top talent.

Additional challenges noted include planning for future headcount, setting up intern programs in new locations, and the ongoing competition for talent.

## Diversity

Another key area for businesses today, and an important area of focus, is diversity. Interns offer an array of diverse talent that can improve the overview of the team. The prospect of retaining these interns as full-time employees can improve diversity across the entire company.

## Inflation

Inflation was not a key concern as **79%** of respondents said that they were not currently anticipating any adjustments to intern assistance due to inflationary increases.



# Program Considerations

A wide range of answers were given by respondents related to questions about the unique aspects of their intern programs and how they are looking ahead to future cycles. Top comments include:

## Are there any unique aspects of your program that you would like to share?

- "We have a virtual internship and incorporate in-person meetings throughout the program."
- "Our company provides an opportunity to learn a specific industry in a hands-on environment."
- "We implemented project-based internships, where interns run their own specific project."

## What changes or solutions are you considering for your next intern cycle?

- "Working with Destination Service Partners to provide interns with neighborhood information"
- "Creating more networking opportunities and refreshing our social events"
- "Moving internships to virtual, but adding an on-site component to visit headquarters"
- "Adding a gross-up of the signing bonus to lessen the tax impact to interns"



## Conclusion

Once thought a low-cost, temporary addition to the permanent team, interns are becoming a more valued part of an organization.

As companies focus on growth and talent management, converting interns to permanent employees can provide a return on the investment in the program.

Interns have become more selective than ever when choosing an intern program. Overall satisfaction and long-term retention relies on the company's culture, social networking opportunities, and learning environment.

As companies face ongoing competition in recruiting top talent, relocation services can play a vital role in attracting and retaining interns.

## Survey Respondents

Respondents to the Intern Benchmark Survey included companies in the following industries:

- Airlines
- Aerospace
- Automotive
- B2B Technology
- Building Products
- Energy
- Finance
- Healthcare
- Insurance
- Media & Entertainment
- Medical Technology
- Real Estate
- Transportation



## About NuCompass Mobility

NuCompass is a full-service relocation management company, offering a wide range of global services and technologies, all backed by extensive experience and excellent customer service.

For more information about the Intern Benchmark Survey or to discuss your intern programs, please contact Adele Rota, Vice President, Client Relations.



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