

*Internships and Academic Seminars*



The Washington Center



*Partnership Opportunities*







# *The Washington Center Experience*

The Washington Center (TWC) is a private, nonprofit organization committed to strengthening the workforce pipeline by preparing new generations of leaders for success in their communities and countries. TWC accomplishes this important goal by enhancing the higher-education experience for students worldwide through programs that extend classroom learning to real-world applications.

Founded in 1975, The Washington Center is the largest and most impactful program of its kind in the world, serving nearly 2,000 students annually from the United States and more than 30 countries. TWC's alumni network of over 60,000 alumni hold leadership positions in the public, private and nonprofit sectors around the globe.

Based in Washington D.C., The Washington Center employs 90 full-time professional staff and an adjunct faculty of 25 experienced professors and practitioners. TWC maintains a “mini-campus” within walking distance to Capitol Hill, which provides easy access to the institutions and thought leaders who drive domestic and international policy and debate.

## *Our Mission*

The Washington Center is the bridge between higher education and professional careers—leveraging all of what Washington D.C. has to offer to provide dynamic, experiential learning opportunities to empower and motivate young people to become engaged global citizens.







# *Our Strategies*

TWC works to build the strong partnerships needed to align postsecondary education with workforce and civic needs through the following programs:

## Full-Semester Academic Internship Program

Our signature program is a multifaceted, credit-bearing “alternative semester,” delivered to 1,500 college students annually. Grounded in four full days of guided professional work, the program also provides workshops and seminars delivered by practitioners in the student’s chosen field, leadership and professional development training, formal academic learning and volunteer work around social issues.

## One- and Two-Week Seminars

Accommodating 150–200 students and young professionals per session, seminars are designed around trending issues, as well as demographic, geopolitical and environmental change. They tap the expertise of leaders found only in the nation’s capital and include hands-on experience and field work. Seminars are generally conducted between semesters.

## Customized Programs

Programs vary in length and group size all; are customized to meet outcomes identified by partners and leverage TWC’s expertise in program development.

# Our Initiatives



## Access & Opportunity

The Washington Center seeks to mirror in its interns the rich diversity of the industries and communities to which they will return.

We believe that a diverse student population creates a more challenging personal learning environment, facilitates personal growth opportunities for all program participants and serves as a forum for a meaningful exploration and exchange of ideas among students from a range of countries, ethnicities and backgrounds.

Our commitment to inclusion is an integral part of who we are as an organization, how we operate and how we see our future. We invite you to join us in developing the programs and opportunities that build a pipeline of diverse, young leaders who will foster creativity and fuel innovation in all sectors around the world. Opportunities for partnership are built around four key initiatives:

- Bridges (first generation, historically underrepresented, socio-economically disadvantaged students)
- Leadership Initiative for Students with Disabilities
- Muslim American Scholars Initiative
- Veterans Employment Trajectory Initiative



## Civic Engagement & Public Life

We recognize that great leaders are not defined merely by their ability to impact the bottom line but also by their insight into social challenges and their ability to drive cross-sector solutions that to facilitate change to solve problems and enrich the quality of life in their countries and communities.

TWC's programs offer various platforms to empower students to make a positive difference in their careers and in their civic lives. From seminars focused on the most pressing social challenges to workshops on cross-sector, global collaboration to address health and environmental issues, to required volunteer work and visits to congressional representatives on the Hill to discuss policy concerns, our civic engagement programs immerse students in learning that fosters social issues awareness, civic engagement and citizenship.

Companies and foundations can partner with us to share insight on social trends, CSR priorities, and to engage TWC students in their community-building initiatives. Opportunities for partnership are built around three key initiatives:

- Annual Higher Education Civic Engagement Awards
- Public Service Scholarships
- Volunteerism

## Our Partners Network

### Colleges & Universities

440

colleges and universities  
sent students to TWC in 2016

### U.S. Federal Government

12

federal agencies partner with  
TWC for their internships

### International Students

372

international students attended a  
TWC program, representing more  
than 20 countries





## Global Leadership

At TWC, we believe that empowering the next generation of leaders requires their ability to think beyond boundaries and to act across borders.

Our programs prepare college students and young professionals to be ethical leaders and critical thinkers who understand the complexity of cultural nuance, ready to engage as global citizens in addressing national and international challenges.

Each semester approximately 25 percent of our students are from countries outside the United States. TWC seeks to create rich inter-cultural experiences that challenge students' perspectives, expand self-awareness and inspire life-long global engagement.

We invite you to partner with us to help prepare a new generation of leaders to thrive in a global and interdependent world. Opportunities for partnership are built around four key initiatives:

- Women's Empowerment in the 21st Century Seminar
- International Leaders Awards
- Global Competencies Program
- Governors Program, Mexico



## Professional Development

Central to The Washington Center's mission is its focus on closing the gap between academic learning and workforce preparation to provide students with the skills and experiences they need to be competitive in the professional world. Our "Professional Tracks" focus on eight key career paths, providing real-world work experience and teaching skills critical to the workforce: analysis and problem solving, collaboration among people of diverse beliefs and backgrounds, flexibility and adaptability.

Our programs are designed not only to not only to give students opportunities for professional advancement but also to offer partners the pipeline of skilled talent that they seek in college graduates. Focus fields are:

- Advocacy, Service & Arts
- Business & Global Trade
- International Affairs
- Law & Criminal Justice
- Media & Communications
- Politics & Public Policy
- Science, Technology & Society (STEM)
- Córdova y Fernós Internship Program (Puerto Rico)

State Governments

# 12

states and U.S territories provide financial support

Employers in all Sectors

# 650

internship sites represent all industries and sectors, ensuring TWC interns learn practical career skills in every field

Global Alumni Network

# 60,000

alumni are a strong network in countries and industries across the globe

# *The Academic Internship Program*

## Overview

TWC's Academic Internship Program is delivered to approximately 500 college students each semester over the course of three semesters: fall, spring and summer—a total of 1,500 annually. The goal of TWC's Academic Internship Program is to provide an unmatched “alternate college semester” that helps launch careers and develop leaders for all sectors with global skills, academic achievement, career readiness and a commitment to civic engagement.

### *Program components:*

- A Professional Internship: four days per week
- An Academic Course: one evening per week
- Leadership Development Training
- Volunteer Work and Workshops on Social and Civic Issues
- Professional Development & Industry-Specific Training

Upon acceptance into a TWC Academic Internship Program, students select from eight professional tracks that align with their career aspirations:

- Advocacy, Service & Arts
- Business & Global Trade
- International Affairs
- Law & Criminal Justice

- Media & Communication
- Politics & Public Policy
- Science, Technology & Society
- Córdova y Fernós Internship Program (Puerto Rico)

To successfully complete the program, each student must compile a Portfolio that includes:

- An informational interview with students chosen field
- A professional-quality resume, updated to reflect work experience
- Samples of work accomplished at internship
- A personal career marketing plan







## How Our Academic Internship Program Can Work for You



### *Expand Outreach to a Diverse Talent Pool*

- Target scholarships through one or more of our Access & Opportunity focus areas.
- Host brown bags and other events to introduce scholars to your organization.
- Provide volunteers from your organization to assist the students with their resumes and goal-setting.



### *Build a Targeted Talent Pipeline*

- Target your support to a specific professional track that best aligns with your recruiting strategy or social priorities. Choose from business & global trade, international affairs, law & criminal justice, media & communications, politics & public policy, non-profit leadership, STEM and more.
- Provide experts from your organization to participate in the “professional track” workshops and panels, engaging 100+ students with career aspirations in your field each year.
- Design named scholarships for students from targeted schools, states, countries or geographic regions.



### *Access Talent Around the World*

- Provide support for students from any of TWC’s key markets: Belgium, Brazil, Canada, China, Gibraltar, India, Japan, Mexico, South Korea and Taiwan—or design a scholarship for students from countries that are critical to your organization’s goals.
- Leverage the expertise of TWC’s International Team to manage the entire J1 visa process, so your organization has access to the best and the brightest students from around the world without depleting its allotment of exchange visas.
- Brand your organization and mission with governments and universities worldwide through TWC’s strategic recruiting process.



### *Enhance the Impact of Your Community Building Work*

- Design and deliver a workshop to TWC interns each semester on a specific social challenge aligned with your organization’s CSR or philanthropic priorities.
- Engage interns to volunteer in your organization’s community outreach and service work.
- Host a small-group site visit to showcase your organization’s engagement in a particular area of social challenge.
- Provide speakers with expertise in the field to participate in TWC’s civic engagement workshops.

# Academic Seminars

## Overview

Accommodating 150–200 students and young professionals per session, TWC Academic Seminars are designed around emerging issues and trends as well as demographic, geopolitical and environmental change. Generally conducted between semesters, these one-to two-week seminars engage a range of expert, internationally renowned public-and private-sector figures in workshops, site visits and field work that enhance the learning experience for students and faculty.

Seminars are conducted in TWC's facilities in Washington D.C. but occasionally elsewhere, when the topic is enhanced by an alternate location.

**TWC-Generated Seminar Topics:** Developed with the input of college and university partners to deeply explore a trending topic. Sample seminars include:

- Republican and Democratic National Convention Seminars: offered on site in convention cities; field work and workshops with practitioners in convention-related work.
- Presidential Inauguration: explores the protocol, politics and policy of the transfer of power and the agenda of new administrations.
- Cybersecurity: addresses key cyber vulnerabilities, opportunities and trends and new developments in the protection of the online space.

**Partner-Generated Seminar Topics:** Developed with the input of corporate and foundation partners and governments. Working with TWC's experts to develop a seminar topic offers a way for government, the private sector and education leaders to address issues relevant to their sector, or their talent pipeline, in real time.

### Sample seminars include:

- Empowering Women: A partnership of the Advanced Leadership Foundation and the Government of Sonora, Mexico, to provide women from Sonora the skills to address social challenges through infrastructure building.
- Building the TOMODACHI Generation: Morgan Stanley Ambassadors Program: Engaging U.S. and Japanese students in bicultural work teams to study cross-sector partnerships and design a civil society program to address challenges in the Tohoku region of Japan.
- U.S. Constitutional and Business Law, UDEM Law Student Seminar: Our partnership with Universidad de Monterrey brought students to TWC to attend workshops, professional site visits and seminars at organizations relevant to the field of law.

The goals and content of customized seminars must meet TWC's academic standards. Then, simply identify the challenge you want to address and the metrics to meet your organization's branding, philanthropic or CSR goals. We'll work with you to make it happen.







## How Our Academic Seminars Can Work for You



### *Expand Outreach to a Diverse Talent Pool*

- Identify a specific demographic or geographic cohort of students in your organization's focus areas.
- Provide a named scholarship to give students a chance to attend a seminar.
- Schedule a lunch or networking meeting with your scholars.



### *Build a Targeted Talent Pipeline*

- Identify students or young professionals with aspirations in a specific professional field and offer an opportunity to attend a seminar, visit your organization or meet with your HR team.
- Provide experts to participate in the panels and workshops associated with a seminar; expand your brand visibility to a group of faculty and students in your area of interest.
- Host a site visit to your organization to showcase expertise in the seminar topic area.
- Tap TWC's experience to design a seminar in a specific area of significance to your organization; we'll recruit faculty and students with a professional interest in that area.
- Meet with faculty leaders in the field to discuss academic/private-sector or government priorities and alliances.



### *Access Talent Around the World*

- Leverage TWC's resources to reach out to students and universities in countries in which your organization operates, or with which its CSR goals are associated, to promote a named scholarship to a seminar that is aligned with your business or philanthropic goals.
- Host a networking event to engage faculty and professional speakers from around the world who participate in seminar workshops and panels.



### *Enhance the Impact of Your Community Building Work*

- Work with TWC staff to develop a seminar around a particular social challenge that is a priority for your organization. We'll convene the partners and develop a seminar program with clear metrics in which your colleagues can volunteer.

# Customized Programs

## Overview

Our fast-changing world is being driven by advancing technology; shifting demographics and domestic and global public attitudes; and the rise of the millennial generation. TWC's customized programs channel these—and other—important changes that impact the skills, training, and awareness needed to prepare for the future. TWC's expertise in program development enables us to meet specific outcomes identified by our partners. Our programs help governments, private-sector companies and education leaders address trending topics in real time. TWC's on-the-ground teams do the recruiting and either can select candidates or provide top candidates to your organization. We also encourage our partners to assist in program design to leverage specific expertise within their organizations.

Although our projects vary in scale and scope, TWC maintains a consistent philosophy for all of our work—an approach driven by our history and values. We can design and deliver impactful, customized internship or seminar programs for a minimum of 15 participants that can help your organization achieve metrics specific to your philanthropic, branding or corporate social responsibility goals, when:

- a clear challenge exists;
- there is a way for TWC programs to add unique value;
- there is an opportunity for meaningful progress.

Whether our work is local, state-based or global, we utilize a pragmatic, fact-based and strategic approach to develop programs that engage young men and women to serve the public good.

### Sample customized programs include:

- **Ford Global Scholars:** An internship semester for students with career aspirations in global trade and public policy, engaging students from some of Ford's key international markets in Brazil, China, India and Russia and U.S. students from around the country.
- **Prudential Global Citizens Program:** An internship semester focused on global competencies for students from Brazil, China, India, Japan, South Korea and Taiwan—plus a full-day global skills training for all 500 interns in the fall and spring semesters.







## How Our Customized Programs Can Work for You



### *Expand Outreach to a Diverse Talent Pool*

- Design program opportunities to serve students from a particular state, region, country or demographic group.
- Propose a program topic around the challenges faced by underserved students, or students from a specific ethnic, racial or socio-economic group.
- Launch a program focused on a topic aligned with your organization's CSR priorities.



### *Access Talent Around the World*

- Leveraging TWC's contacts in colleges and universities around the world make recruiting the right candidates easy and cost-effective.
- Promote your named program locally in the countries from which participants are selected.



### *Enhance the Impact of Your Community Building Work*

- Propose program focus areas that are aligned with your organization's social and economic priorities, from sustainability to health policy to community development.
- Engage your team to volunteer to serve as program hosts, mentors, resume reviewers and more.
- Integrate your organization's civic engagement and social justice work into program curriculum.



### *Build a Targeted Talent Pipeline*

- Participate in seminars, workshops, host interns or site visits for program participants throughout the course of the program to showcase specific expertise within the organization.
- Identify specific competencies or criteria for participation in the program—students and/or young professionals; specific majors or career interests—to build a strong pipeline of talent.
- Provide experts from your organization to participate on panels or workshops with faculty, students and leaders in the private and public sectors.





# *Housing*

While participating in TWC programs, students live in apartments in TWC's residential and academic facility, in the heart of D.C.'s NoMA neighborhood, close to the White House and Capitol Hill. The building offers state-of-the-art apartment units, including ADA accommodations, a gym, computer lounge, nine classrooms and an auditorium where programming is conducted.

An on-site student services staff delivers 24-hour support, plus a full range of professional programs including:

- a full-day Career Boot Camp
- one-on-one career counseling
- résumé writing and review services
- community engagement programs
- graduate school seminars





Approximately 25% of our Academic Internship Program cohort each semester is international, giving all students the chance to engage with hundreds of peers from around the world in living, learning and social events, expanding both their personal and professional horizons.



# Data and Demographics

The Washington Center believes that students learn best—and most effectively—in an inclusive community that acknowledges, embraces and explores differences in race, ethnicity, culture, class, religion, political perspective, gender, sexual orientation and physical capability. Through participation in our high-impact, experiential learning programs, students from all backgrounds have the opportunity to discover, develop and realize their full potential and use their capabilities to meet the challenges of the 21st Century.

## In 2016:

### Gender



40%  
Male



60%  
Female

### First Generation College Students



25% Students who are the first of their family to attend college

### Global Diversity

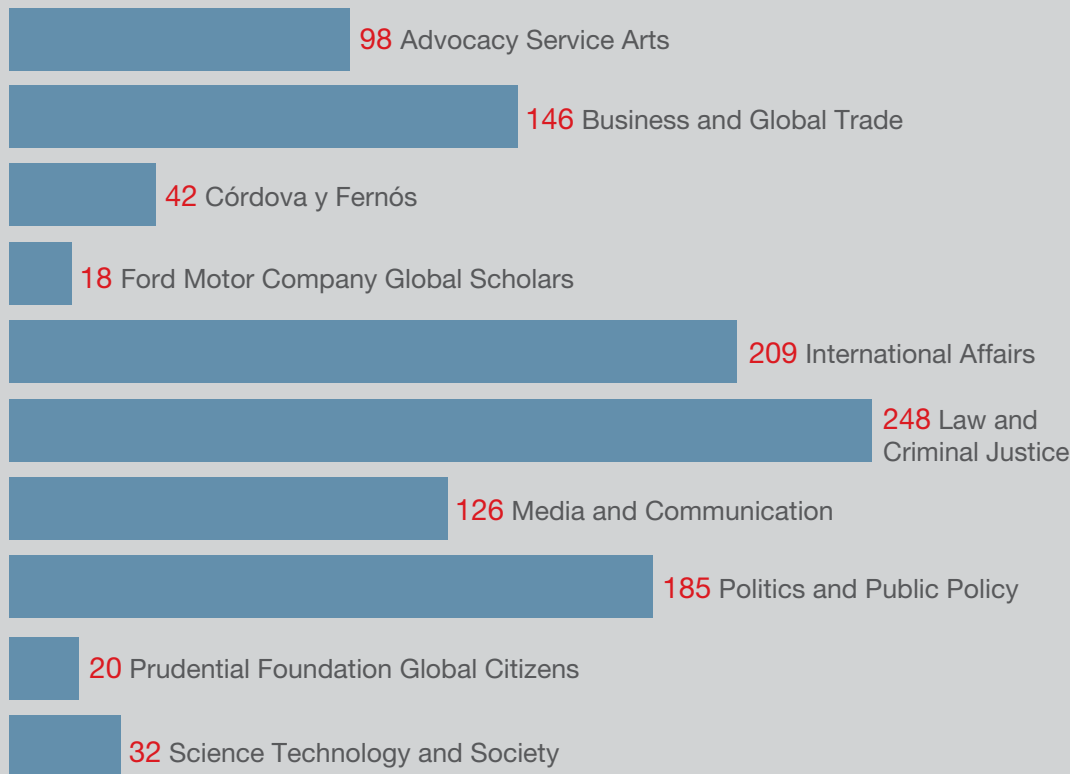


76% Students from Domestic Universities

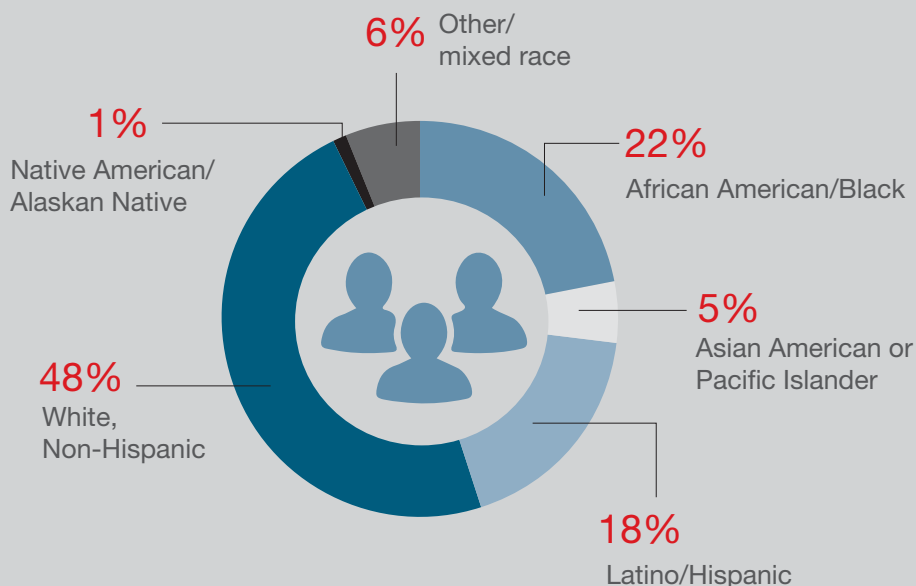
24% Students from International Universities



## Interns by Professional Track



## Ethnic Diversity



## How TWC is Funded

Public and private sector partnerships impact every area of TWC's activities. They provide vital support for scholarships, academic and professional programs, expert speakers, workshops, world-class residential facilities and strengthen our partnerships with higher education institutions and governments around the world.

### In 2016

- State Funding provided \$2,920,000
- Contracts with Federal Agencies provided \$3,518,000
- Private Sector Support provided more than \$3,100,000
- International Governments provided more than \$2,056,000.

# Partnerships with Purpose

The Washington Center welcomes the opportunity to collaborate with individual philanthropists, corporations and foundations. For more than 40 years, TWC has developed creative programs and initiatives, leading to educational opportunities that have enhanced students' preparedness for professional success and civic leadership around the globe. Our experience has taught us that while public-spirited individuals and organizations can make a difference in preparing young leaders for the future, they can achieve even greater success when they come together, share knowledge and leverage resources.



**Mike Caljouw**

Vice President, State Government  
and Regulatory Affairs  
Blue Cross Blue Shield Massachusetts

Our partnership with The Washington Center empowers Massachusetts students to engage with policy leaders and develop deeper understandings of the legislative and regulatory landscapes. By supporting TWC programs, we help students throughout the Commonwealth to thrive as engaged citizens and achieve professional goals. I've personally seen how these programs have given students life-changing opportunities to engage in the democratic process, make key connections and learn professional skills.



**Ivelisse Estrada**

SVP, Corporate Relations &  
Community Empowerment  
Univision Communications Inc.

For more than 10 years, Univision has been a proud partner of The Washington Center in its efforts to provide students with transformational experiences that foster academic and professional achievement and that open the doors to opportunities for success. Through our support of the Córdova y Fernós Internship Program, we've been able to deliver on our own mission of informing and empowering our community and particularly our students, the future leaders in Puerto Rico.



**Karen Price-Ward**

Community Affairs &  
Grassroots Regional Leader  
Southwest Airlines

TWC exemplifies a Southwest Airlines core value—LUV. I have experienced the creative, interactive ways TWC puts heart into working with students, alumni and corporate partners. That commitment helps Southwest to provide travel opportunities that connect students with valuable internships and academic seminars in our key markets and around the country.



**Jerelyn Turner**

Senior Program Manager, Philanthropy  
AT&T Services, Inc.

Since 2007, AT&T has supported TWC to help ensure the access, opportunity and success of students with disabilities in a TWC Internship Program. Through financial aid, special programs and accommodations, the Leadership Initiative for Students with Disabilities allows students to participate fully and gain the experience and training to launch a successful professional career and lead in their communities. We see tremendous value in this experiential educational program and are pleased to support TWC in our shared goal to empower students everywhere to reach their highest potential.



# *The TWC Network*

Partnering with The Washington Center affords donors access to experts, infrastructure and experience as well as a broad network at the state, federal and international levels. TWC follows a meticulous planning and development process to frame issues and identify the most effective course of action to achieve mutual goals. We work hand-in-hand with partners as we develop and execute projects. We invite you to join us.

## State Partners

- Arkansas
- Delaware
- Florida
- Kentucky
- Maryland
- Massachusetts
- Mississippi
- Ohio
- Pennsylvania
- Puerto Rico
- Tennessee
- U.S. Virgin Islands

## Federal Partners

- Consumer Financial Protection Bureau
- Federal Aviation Administration
- National Archives and Records Administration
- National Credit Union Administration
- U.S. Census Bureau
- U.S. Department of Health and Human Services
- U.S. Department of State
- U.S. Department of Transportation
- U.S. Department of Treasury
- U.S. Department of Veterans Affairs
- U.S. Environmental Protection Agency
- U.S. Naval Research Laboratory

## Lead International Partners

- Accels American Council of Education
- Advanced Leadership Foundation
- Ministry of International Relations, Quebec
- The Flemish Ministry for Education, Youth, Equal Opportunities
- The Government of Alberta, Canada
- The Government of Estado de Mexico
- The Government of Gibraltar
- The Government of Panama
- The Government of Quebec
- The Government of Sonora, Mexico

## Lead Corporate and Foundation Partners

- |   |                                 |                                      |
|---|---------------------------------|--------------------------------------|
| • Arent Fox                               | • Edison International          | • Putnam Bridge                      |
| • AT&T Foundation                         | • Ford Motor Company Fund       | • Southwest Airlines                 |
| • Baltimore Gas & Electric                | • Greenlee Partners             | • TD Bank                            |
| • BB&T                                    | • Kaiser Permanente             | • Univision                          |
| • Blue Cross Blue Shield of Massachusetts | • Mitsui                        | • UPS                                |
| • Carnegie Corporation                    | • Mobile Future                 | • U.S.-Japan Council                 |
| • CBS                                     | • Morgan Stanley, Tokyo         | • Verizon Foundation                 |
| • Center for Global Understanding         | • Motorola Solutions Foundation | • William Randolph Hearst Foundation |
| • Citi                                    | • Ntiva                         | • Zipcar                             |
| • Claro Puerto Rico                       | • PASSHE                        |                                      |
| • Cleveland Foundation                    | • Pepco                         |                                      |
|   | • Popular Community Bank        |                                      |



We look forward to working with you to identify a TWC program to meet the needs of your organization.

Contact us today, and we'll help you explore your options.

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The Washington Center actively strives for equal access to its programs for all, regardless of race, religion, national origin, gender, sexual orientation, age, physical challenge or veteran status.

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