



PIC Summer Internship Projects

Types and Examples



Every summer, the City of Boston and the Boston Private Industry Council (PIC) join forces to place thousands of Boston Public School (BPS) students at over 60 local businesses. Together these employers - which from Fortune 500 companies to neighborhood small businesses - are helping us train and prepare the workforce of tomorrow.

A successful PIC internship includes well-defined individual or group projects. There are a numerous types of projects to offer PIC interns, but we have assembled some of the more common and proven examples for your reference.



Research and Analysis

Projects can focus on customers, prospects, products, programs, experiments, services, markets, competitors, laws, policies, regulations, news/trends, processes, theories, etc.

Project Examples:

- Support the creative team through competitor research, gathering inspiration, and analysis of competitor brand strategies.
- Conduct and present research on tools, frameworks, and best practices connected to redesigning 'high school'.
- Identify community partners that would be good to work with and perform outreach to establish a relationship.
- Researching relevant social media groups, hashtags, influencers on various social media platforms.
- Search the Internet for new technologies; identify vendor contacts.
- High level Research on specific healthcare market trends.



Operations and Project Management

Projects can focus on how to create, implement/ install, upgrade/enhance, monitor/manage, fix, train, run, a product, service, facility, program, project, process, operation/procedure, meeting, website, event or partnership.

Project Examples:

- Assist in troubleshooting hardware, software, network and operating system problems.
- Conduct a content audit to better understand the way users were interacting with the organization's website ahead of a redesign.
- Test software updates and log results.
- Support a deployment or migration of computer hardware, software, operating systems, peripherals or platforms.
- Support or assist in a process improvement project.
- Participate in preparations and delivery of training sessions.
- Help plan and staff some internal events including, sending out the invitation, gathering volunteers, or creating an advertisement.



Content and Data Creation

Students can be assigned to collect, create, organize, review, manage/analyze or present data, content (written, pictures, or video), or software code.

Project Examples:

- Produce and edit articles, videos, or photos.
- Create social media posts.
- Build and maintain Microsoft Excel files.
- Data analysis projects such as ad-hoc expense analysis or conducting data entry to populate a database.
- Create a news channel and post 3-5 quick “breaking news” videos on YouTube on events affecting a certain sector.
- Create a video advocating for a cause that is important to them and is relevant to the sector.
- If company isn’t already on TikTok, have student create 3-5 TikTok videos promoting the company or bringing light to an issue in the sector.
- Clean up tagging and past content on platforms like YouTube or Pinterest which will help discoverability.



Professional Development

Students will stay up-to-date on current trends and develop new skills for the purpose of advancement in the field. These could be used as project-based team building activities.

Project Examples:

- Research, create, and present on a chosen professional development topic (examples below):
 - College Readiness
 - Resume Development
 - Conflict Resolution
 - Communication Skills
 - What are the Qualities of an Excellent Leader?
 - Interview Prep
 - How to Give an Effective Presentation
- Have students fill out a Professional Development Plan (PDL).
- Make a video-self assessment (could be skills from the WBLP).
- Build a video resume.
- Have students interview experts in their company on what skills are important for working in that sector. Students will record and edit the interview.

