

**From:** Marcus Duck <duckmarc@msu.edu>  
**Subject:** 2011 Disney Internships & Programs visit  
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**To:** Marcus Duck <duckmarc@msu.edu>

4 Attachments, 4.5 KB



**From:** Lemke, Marcie [<mailto:Marcie.Lemke@disney.com>]

Just a friendly reminder that Disney will be returning to campus to recruit your students for an "Internship of a Lifetime" at either Walt Disney World Resort in Orlando, FL or Disneyland Resort in Anaheim, CA for the Spring 2012 programs. Our visit is planned for:

**Wednesday, October 12<sup>th</sup> at 3pm in EB1345**

**and 6:30pm in BCC N100**

*Please feel free to pass this information along to students so they are aware of the opportunities available within our Company.*

I would be more than happy to speak about the Disney Company and importance of internships to your students. Each presentation is flexible and can be anywhere from 10-50 minutes in length – I'd love any ideas on how I can assist and/or get more involved on your campuses. If you would like to gain some more information about our program or are interested in having me speak in class, please let me know and I will do my best to fit it in my schedule. I would be happy speak on behalf of the company on the following topics and areas: (please forward this on to any faculty you feel may be interested!)

- \* Customer Service: Walt Disney World and You
- \* Leadership the Disney Way
- \* Hospitality
- \* Career Prep: Interviewing, Networking
- \* Working in and with Different Cultures
- \* Disney Heritage

*There are lots of changes this semester that I'd like to provide you an update on. Please let me know if you have any additional questions; we are continuing to change our recruitment practices to meet the needs of our students across the country. As I'm sure you are aware, we are visiting less schools this season and concentrating on the experience each individual candidate has applying for our program (including their arrival at either Walt Disney World Resort or Disneyland Resort. Thank you for being a great partner and helping us to continue to see great numbers on your campus and students that historically excel in this program!*

#### **Promotional Items/Collateral:**

You may have noticed that our collateral has changed and no longer contains the date/time/location of the presentations being held on campus. The intention of the collateral is to direct students to our website to learn more about our program and offerings. There will not be any presentation information listed on the collateral as the call to action is to apply on-line. The presentation information is easily available to students on-line and they are still welcome to attend the on campus session to learn more about the program, speak with the Recruiter and meet with Alumni.

Our collateral options now consist of the following:

- Poster (large poster)
- Rack Card (size of Mailbox stuffer)
- Table Tent

Our teams will also be receiving additional items to help with promotions at Career Fairs, Info Tables, etc with more of a professional look to them. I have asked the team to share these with you once they arrive.

\*If you are interested in receiving additional collateral and promotional items for your office and students, please just let me know as I'd be happy to mail these directly to you.

### **Application Process:**

Students can attend a presentation in person or simply apply online. There is no formal presentation on our website however, information and videos are available to assist throughout the entire process and provide more information to students. The Campus Reps will be more involved in our on campus presentation, providing some of their individual experiences throughout the entire presentation. For the first time, students can apply and interview for both Disneyland and Walt Disney World Resort. They still will go through the Web-based Interview and a phone interview – we will then select who we feel is the best fit candidate for our program and the roles they are interested in. I encourage you to look at our website as it has been updated to include all segments of the Disney Company so candidates can see all opportunities available to them through one website. You can still access this at [www.disneycollegeprogram.com](http://www.disneycollegeprogram.com). The site will go live and begin accepting applications on Sept. 5<sup>th</sup>.

### **Education Connection:**

This allows you to view the students offered positions at both WDW and DLR through a site called Education Connection at [disneyeducationconnection.com](http://disneyeducationconnection.com). If you currently do not have the log-in information, just let me know. This site was designed so you can access information regarding the learning aspects and status updates from your college/university students on the Disney College Program. Some of this information includes the names of students who have been offered the opportunity to participate in the program, current students on the program, students' grades in Disney Education Courses, as well as up-to-date news on our program.

In addition, we have student reps on campus who can answer questions that you or your students may have throughout the semester. I have included their contact information below.

### **Your Campus rep team for the Fall 2011 season:**

<b><i>Team Michigan State University/Lansing Community College</i></b>			
Lundgren	Taylor	Michigan State University	<a href="mailto:lundgr18@msu.edu">lundgr18@msu.edu</a>
Roth	Sarah	Michigan State University	<a href="mailto:rothsar2@gmail.com">rothsar2@gmail.com</a>
McDonald	David	Michigan State University	<a href="mailto:mcdon314@msu.edu">mcdon314@msu.edu</a>
Massie	Emily	Michigan State University	<a href="mailto:massieem@msu.edu">massieem@msu.edu</a>
Gambino	Angelia	Michigan State University	<a href="mailto:gambino4@msu.edu">gambino4@msu.edu</a>
Cooper	Erin	Michigan State University	<a href="mailto:coopere8@msu.edu">coopere8@msu.edu</a>
Zahm	Robby	Michigan State University	<a href="mailto:zahmrobe@gmail.com">zahmrobe@gmail.com</a>

\*Our Team Leaders are highlighted in pink.

Please feel free to stop by the presentation to hear about some exciting changes and updates to our program for the coming semester. If you or your students need any further information, please don't hesitate to contact me.

Thank you, and best wishes for a very successful semester!  
Marcie

*Marcie A. Lemke*

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