



A community immersion  
experience for Lincoln interns

# MyTern: What?

- Lincoln orientation program for the 18-25 demographic
- 4 signature events
- 99 curated activities and community events
- System of support and networking



# MyTern: Who?

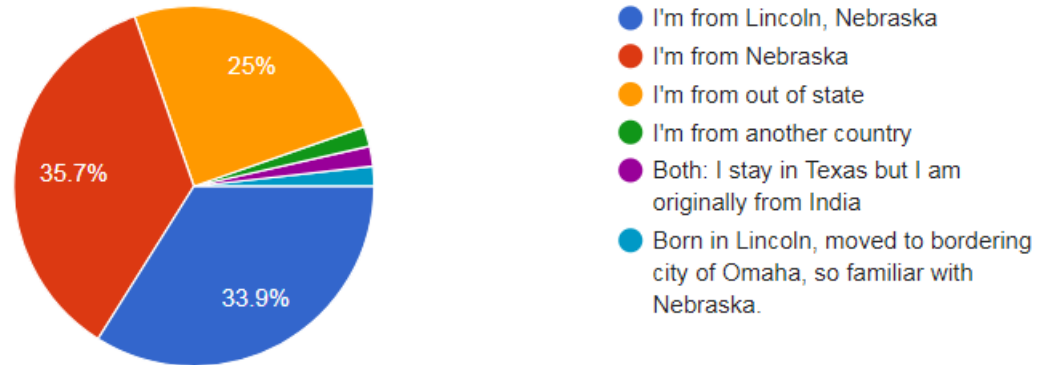
- Interns (or equivalent)
- 18-25 years old
- Eventual full-time job seekers
- Making decisions about where they want to live



# MyTern: Who?

Which of the following best describes you?

56 responses



2017  
300 interns  
30 companies

# MyTern: Why?

- Job Seeking = Opportunity + Place
- Their internship engages them at work.
- MyTern engages them in their free time (which affects their work-related decisions)
- Goal: Boost our intern retention and attraction



# MyTern: How?

- Intern participation is company-driven
- Companies provide us with their information, we take the communication from there
- Events are free



# MyTern: How?

- Best practices:
  - Position events as part of their internship
  - Add events to their calendars
  - Pay your interns for their time at events
  - Make sure the rest of your company is on board + find a champion



# Signature Events

- Every other week in June and July
- “MyTern to X”
- Each event carries a message
  - What young job seekers want to know
  - What we want to tell them





# MyTern: A Summer Kickoff

- Intro to Happy Hour
- Tuesday, June 5
- 4:30 – 6:30 pm @ FUSE
- After, Jazz in June

Message:

A community is here for  
you



# MyTern to Play: A (Rail)Yard Games Tournament

- Yard games tournament Thursday, June 21
- 4:30 – 6:30 pm @ The Railyard



Message:

After your 9-5, there's plenty of fun to fill your 5-9

# MyTern to Pitch: What's Next for Lincoln?

- Reverse Pitch by DLA
- Tuesday, July 10
- 3:30 – 7 pm @ Hudl

Message:

You can have a big impact here and we are listening



# MyTern to Toast: A Happy Hour Celebration

- Community networking event
- Thursday, July 26
- 4:30 – 6:30 pm @ The Single Barrel

Message:

This is why Lincoln is right for us

