

# Introducing Micro-Internships

for

# STETSON UNIVERSITY



## PARKER DEWEY

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# Challenges you may be facing



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**Legend F.**

- Filtered out from other opportunities based on GPA
- Unsure of what to do with major



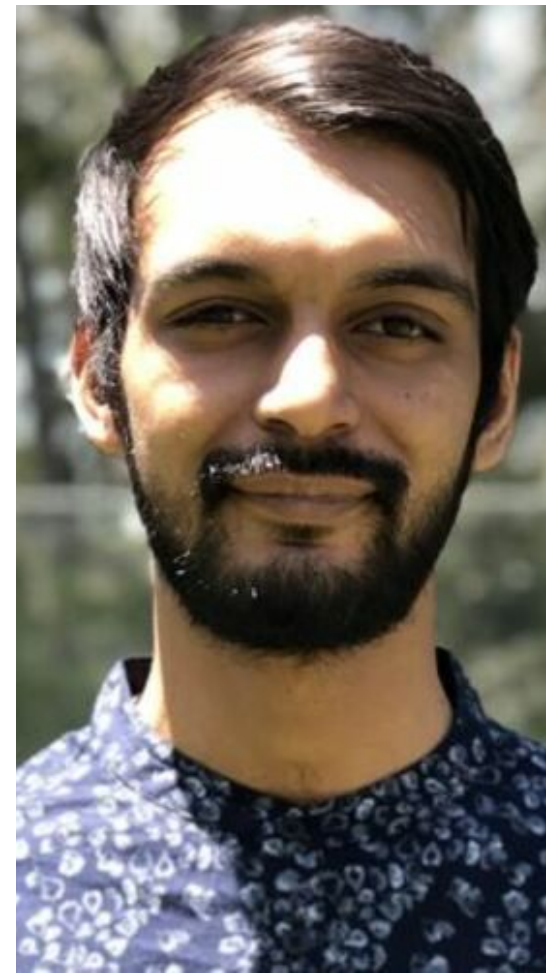
**Adila G.**

- Student-Athlete
- Graduated with MBA, but lacked relevant experience



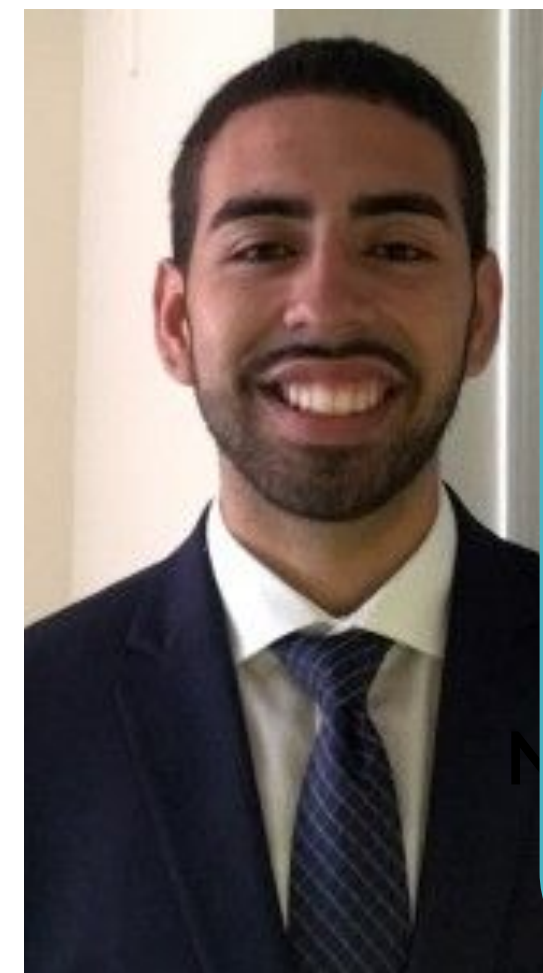
**Yayra T.**

- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities



**Darren B.**

- Overwhelmed by options in field of choice
- Not enough time to explore

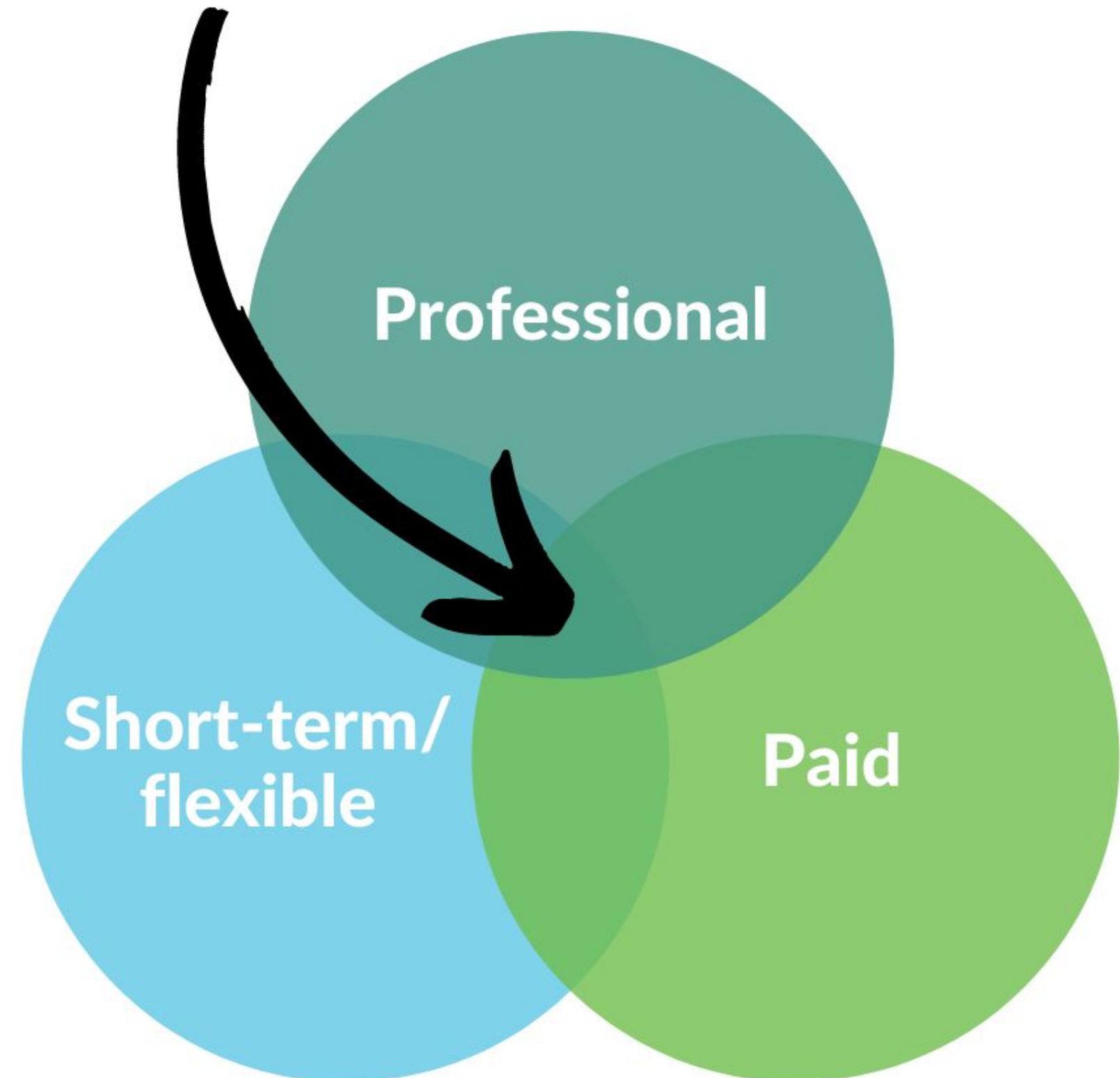


**Noel A.**

- First generation student
- Struggled to make connections at career fairs

# What is a Micro-Internship?

- 1 SHORT-TERM**  
Projects range from 10-40 hours in duration.
- 2 PAID**  
Each project has a fixed pay and expected amount of time to complete.
- 3 PROFESSIONAL**  
Similar to those given to interns or new hires.
- 4 COMPREHENSIVE, USUALLY REMOTE**  
All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



# Benefits for Career Launchers



Accessibility



Career Exploration



Experience



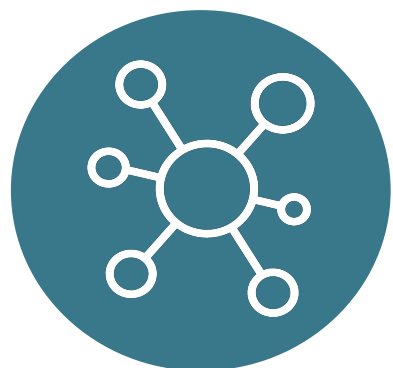
Resume/Portfolio Building



Flexibility



Possibility of longer-term engagements



Networking



Pay

# Who Can Complete Micro-Internships?

- At least 18 years old
- Students OR alumni looking to obtain professional experience in target career
- International students with appropriate work authorization (CPT, OPT, or a work visa)
- Undocumented students with valid ITIN



# How it Works

1

## Create a Profile

Takes <10 minutes and is open to all students AND alumni.

2

## Apply to Projects of Interest

See active projects and relevant details about the opportunity.

3

## If Selected, Complete the Project

Work directly with the hiring manager to get necessary resources and details.

### Parker Dewey's role:

---

- Vetting projects:
  - Is it professional?
  - Is it paid fairly?
- Project administration (HR, legal, payroll)
- Support materials for your success



# Create an Account



Select 'View/Apply to a Micro-Internship'



We recommend using your school email address. This can be updated at any time, including when you graduate.




If you already have an account, you can sign in via the link at the bottom

## Sign Up to Work on Micro-Internships

Gain Experience. Explore Careers. Make Connections. Get Paid.

I want to:

View/apply to a Micro-Internship 

Post a Micro-Internship

First Name

Last Name


Email

Password

- One lowercase character
- One number
- 8 Characters Minimum
- One uppercase character
- One special character

Agree to Terms of Use    By creating an account you agree to our [Terms of Use](#)

**CREATE MY ACCOUNT**

Already have an account? [Sign in.](#) 

# Education and Location

## Why do we ask for this?



Companies have the option of featuring opportunities to specific schools, and you will be unable to see these exclusive opportunities if your school is not listed.



Location can help prospective employers who may want to connect with talent who are either from their area or currently live close to their organization.

**Tip:** If you're an international student, be sure to check the box at the bottom.

### Let's gather a little more information

University

Major

 + ADD

Degree Received Or Pursuing

Start Date

End Date

#### CURRENT LOCATION

City

State

Zip

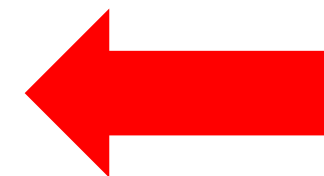
#### HOMETOWN

City

State

Zip

I am not a US citizen

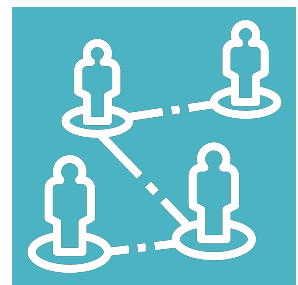




# Demographics



Parker Dewey's mission is to help create equitable access to professional pathways, and this data helps us measure our success.



In this section, you can also add affiliations. Options include nonprofit organizations with whom Parker Dewey has partnerships & general categories like "**Student-athlete**" or "**Honors student**."

[Click here to view Parker Dewey's partner organizations.](#)

## DEMOGRAPHICS

Given our mission to help to create equitable access to professional pathways, we invite you to answer the questions below.

Submission of this information is voluntary, and refusal to provide it will not subject you to any adverse treatment. Furthermore, this information is kept separate from your application, and companies posting Micro-Internships have no access to this information when selecting Micro-Interns. Responses will remain confidential, and when reported, data will not identify any specific individuals.

If you do not wish to provide this information, select **Prefer not to disclose**.

Gender

Select ▼

Race Ethnicity

Select ▼

First Generation

Select ▼

Veteran status

Select ▼

## AFFILIATIONS

Please identify any associations with which you are involved. Start typing in the box below to see options.

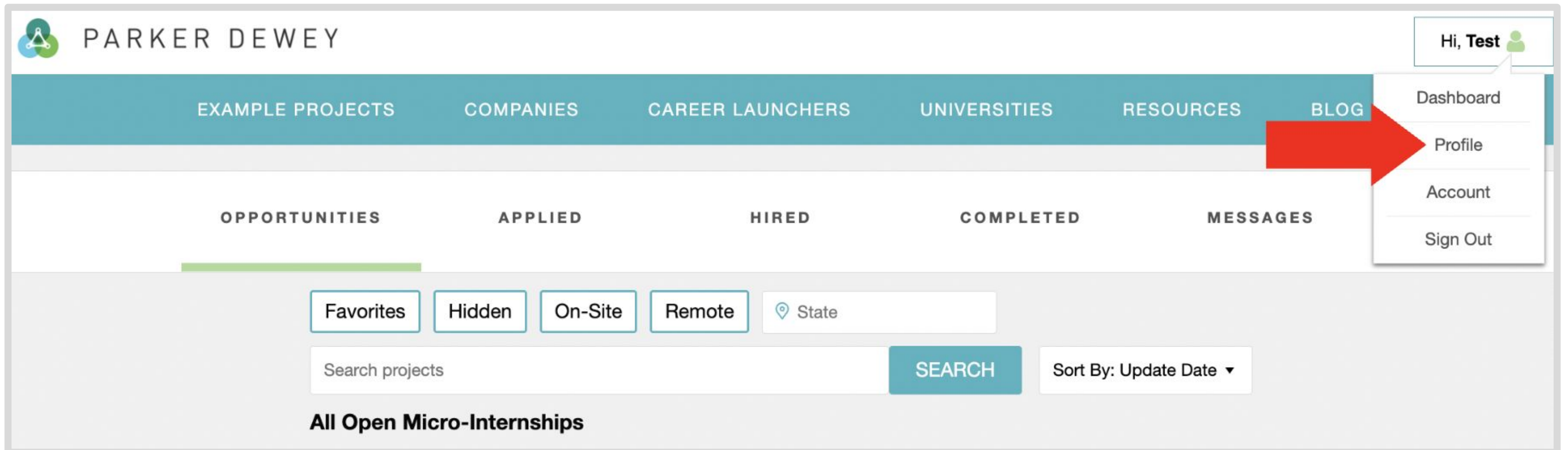
CONTINUE

# Add to your Profile

Congratulations! At this stage, you can start looking at and applying for opportunities. Other profile additions are recommended, but not required.



To continue adding to your profile, select Hi, [Name] at the top right (**red arrow below**) and then select Profile from the drop-down menu



The screenshot displays the Parker Dewey user interface. At the top left is the logo and the name "PARKER DEWEY". A horizontal navigation bar contains the following items: EXAMPLE PROJECTS, COMPANIES, CAREER LAUNCHERS, UNIVERSITIES, RESOURCES, and BLOG. Below this bar are several tabs: OPPORTUNITIES (highlighted with a green bar), APPLIED, HIRED, COMPLETED, and MESSAGES. On the right side, a user profile dropdown menu is open, showing "Hi, Test" with a user icon, and a list of options: Dashboard, Profile (indicated by a red arrow), Account, and Sign Out. Below the navigation bar, there are filter buttons for Favorites, Hidden, On-Site, and Remote, followed by a "State" dropdown menu. A search bar with the placeholder text "Search projects" and a "SEARCH" button is present, along with a "Sort By: Update Date" dropdown menu. At the bottom, the text "All Open Micro-Internships" is displayed.

# Tips for Success

See more profile tips for success  
in our Career Launcher Tutorial



## Profile Section

- Upload a professional picture
- Draft a concise personal statement that reflects some of your strengths and goals.
- Remember - Companies will be able to see this information if you apply to one of their projects.



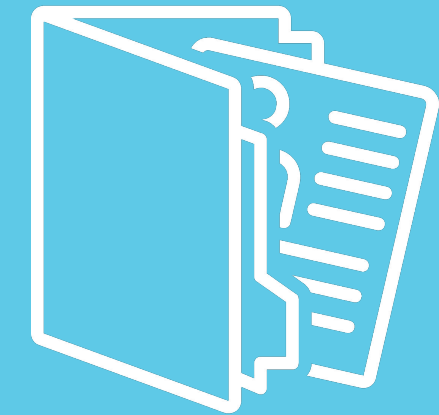
## Experience Section

- Include experiences that are relevant to the projects that interest you. This can help you stand out!
- If you wish to add an additional experience, click 'Add Experience'. Experiences will be organized with the most recent at the top.



## Resume Section

- You can only upload one resume to your profile, so choose one that has wide appeal. You can upload a new resume at any time.
- Indicate your availability for other types of work.
- If you share links to personal websites or social media pages, make sure they are professional.



## Documents Section


- Showcase example of previous work that might be relevant to projects of interest.
- Only PDF, PNG, & JPEG files can be accepted and the document size limit is 7.5MB.





# See Available Micro-Internships and Apply


**Featured Projects**


These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.

**Customer Journey Creation** | Burlington, VT  
BY: StrollRunner DEPARTMENT: Marketing and Operations  
START DATE: 11/08/2021 Remote DETAILS


**Digitizing Membership Lead List** | Dubuque, IA  
BY: Cartegraph DEPARTMENT: Sales + Marketing  
START DATE: 11/03/2021 Remote DETAILS

**Marketing Assistant** | Stafford, VA  
BY: The Learners Cube, Inc. DEPARTMENT: Business Development & Marketing  
START DATE: 11/15/2021 Remote DETAILS

**Corporate Venture Capital Program Launch Tracking** | Los Angeles, CA  
BY: Touchdown Ventures DEPARTMENT: Operations  
START DATE: 11/08/2021 Remote DETAILS

**CRM Lead Cleansing** | Uniondale, NY  
BY: Air Charter Service DEPARTMENT: Private Jets  
START DATE: 11/02/2021 On-Site DETAILS

Review available opportunities.

**Experiential Competitive Analysis of Financial Institutions** | Honolulu, HI  
BY: Central Pacific Bank DEPARTMENT: Customer Experience  
START DATE: 10/04/2021 Remote HIDE DETAILS

START DATE: 10/04/2021  
DUE DATE: 10/29/2021  
EST. HOURS: 15  
ON-SITE/REMOTE: Remote  
PAYMENT: \$270.00

**JOB DESCRIPTION**

Conduct a competitive analysis of the process to create and use online checking accounts offered by our bank and three competitors. Provide feedback of information presented online, account opening process, and ease of setting up and using online and mobile banking. In addition to providing feedback of your experience via short online surveys, there will also be weekly facilitated videoconference focus groups (~3-4 total) Partial fees paid up front to be used for account opening. Intern responsible for account closures after completion of project. \*Please note that the ideal candidate will be a current resident physically attending school in Hawaii.


**COMPANY DESCRIPTION**

Established in 1954, Central Pacific Bank is a Hawaii-based financial institution with branch locations statewide. The bank has a long, proud history of providing exceptional service to its customers and contributing to the community. Employees at Central Pacific Bank are committed to creating value for our customers, employees, community and shareholders by living our Core Values: Teamwork, Integrity, Exceptional Service. Member FDIC.

[Share this opportunity](#)

[APPLY FOR THIS PROJECT](#)

Apply to projects that interest you.

**Social Media Content Calendar - HubSpot** | Des Plaines, IL  
BY: GO2 Partners DEPARTMENT: Marketing

**To apply for this position, please answer the following questions**

Why do you think we should select you for this opportunity?

Please describe your social media marketing experience.

Which professor referred you to this program?

[SUBMIT APPLICATION](#)

**ABOUT THIS ROLE**

Create a social media content calendar with two posts per day for the next month. These posts should span from thought leadership, to promoting upcoming events, and should reflect the HubSpot brand voice. We will provide you with content to help fill your posts.

**PROJECT DETAILS**

START DATE	DUE DATE
08/26/2021	09/16/2021
EST. HOURS	PAYMENT
20	\$350.00
ON-SITE/REMOTE	DESIRED SKILLS
Remote	Social M...

**COMPANY DESCRIPTION**


GO2 Partners is a group of trusted marketing and operations experts who can identify your challenges and build strategic solutions to address them. When you partner with us, our

Complete the application question(s).

# Tip for Success: Read the project description carefully

- Make sure your schedule will allow for you to take on the project.
- Make sure the project is either in your area or remote (most are remote).
- Only apply to projects that are a good fit.

**PCC Platform Manual** | Washington, DC

 **NORTHERN** real estate urban ventures

BY: Northern Real Estate Urban Ventures, LLC DEPARTMENT: NREUV

START DATE: 10/19/2020 [Remote](#)

HIDE DETAILS ^

**START DATE**  
10/19/2020

**DUE DATE**  
11/19/2020

**EST. HOURS**  
20

**ON-SITE/REMOTE**  
Remote

**PAYMENT**  
\$450.00

**DESIRED SKILLS**

- [Technical W...](#)
- [Writing](#)
- [Graphic De...](#)

**JOB DESCRIPTION**

PCC is a social capital platform. It is an innovative intervention for workforce development. The platform has been in the implementation phase for more than 10 years and is currently being expanded to scale. This project involved utilizing the existing document library to formulate a manual that can be distributed to new team members. More details will be provided in project kick-off meeting.

**COMPANY DESCRIPTION**


NREUV) is a full-service real estate development company that is a leading provider of real estate development services, including financial structuring, program management, and owner representation for affordable multi-housing, single-family homes, retail and commercial facilities. NREUV has a national platform and has worked on projects in Puerto Rico, Georgia, New York, Maryland, Pennsylvania, Virginia, and Washington DC among others. NREUV has over 25 years of project execution experience managing day-to-day development activities for complex, multi-layered, and mixed-finance transactions.

[Share this opportunity](#)

[APPLY FOR THIS PROJECT](#) >

# Your Answers Matter:

Some companies make decisions based entirely on these responses.



**Emma** Hired

MAJORS: **Sales, Marketing**  
APPLICATION DATE: **10/11/2021**  
GRADUATION DATE: **05/14/2022** BACHELORS HIDE DETAILS

**HIRED**  
**Yes**

**HOMETOWN**  
**Shawnee, KS**

**CURRENT LOCATION**  
**Manhattan, KS**

**INTERNATIONAL**  
**No**

**AVAILABILITY**  
**ON THE WEB**

**DOCUMENTS**  
[Resume](#)  
[Letter of Recommendation - E. Tibbetts.pdf](#)

**HOBBIES**

**SKILLS**


**WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?**  
I have had a passion for medical device sales ever since I found out about the industry in high school. I have proved my place in the industry as a student by being involved in almost every sales opportunity that is offered through the university and outside of it. You will find me to be very hard working and goal-driven in everything that I do. I have a big passion for working with people and believe that I will be a huge asset to the company at Smith-Nephew.

**PLEASE DESCRIBE YOUR INTEREST AND EXPERIENCE IN SALES.**  
I will graduate this May with a degree in sales with high distinctions. I was blessed to be accepted into the sales program at KSU that is one of the few programs in the country to offer a major in sales. With my time here I have been on the executive committee for sales ambassadors where I serve as the alumni relations committee chair. I also serve as a sales mentor to younger sales students. I have participated in 14 role plays with highly skilled sales employees as judges as well as completed my first sales internship this summer where I made over 350 cold calls to prospects. I have experience and knowledge with sales technology such as sales force, zoom-info and hubspot.

**PLEASE CONFIRM YOU ARE INTERESTED IN THE FULL-TIME SALES ROLE STARTING IN JUNE 2022 FOLLOWING THIS PROJECT?**  
I confirm.

**EDUCATION**  
Parker Dewey University 2018 - 2022 - GPA: 3.6  
*Majored in Sales, Marketing*

VS



**Wyatt** Favorite Unhide

MAJORS: **Management**  
APPLICATION DATE: **09/23/2021**  
GRADUATION DATE: **12/01/2021** BACHELORS HIDE DETAILS

**HIRED**  
**No**

**HOMETOWN**

**CURRENT LOCATION**

**INTERNATIONAL**  
**No**

**AVAILABILITY**

**ON THE WEB**

**DOCUMENTS**

**HOBBIES**

**SKILLS**

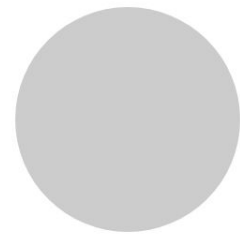
**PLEASE DESCRIBE YOUR INTEREST AND EXPERIENCE IN SALES.**  
I have experience cold calling and door to door sales. I also have experience developing a sales strategy for a commercial cleaning company.

**WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?**  
I have developed sales promotions for products in the past. Most recently a "foam cannon" used for customers to wash their cars. It consisted of ads and social media marketing as well as SEO.

**PLEASE CONFIRM YOU ARE INTERESTED IN THE FULL-TIME SALES ROLE STARTING IN JUNE 2022 FOLLOWING THIS PROJECT?**  
I am interested in the possibility of a full-time sales role.

**EDUCATION**  
Parker Dewey University 2019 - 2021 - GPA: 3.4  
*Majored in Management*

Short-Answer Examples & Resources



**Mariam**

| New York Institute of Technology

Favorite ☆ Hide 🗄

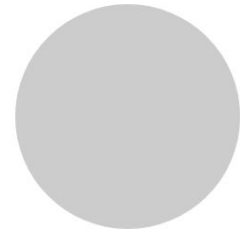
MAJORS: **psychology, pre medical**

APPLICATION DATE: **07/26/2021**

GRADUATION DATE: **05/26/2021**

BACHELORS

DETAILS ▾



**Ashley**

| University of Houston Downtown

Favorite ☆ Hide 🗄

MAJORS: **Marketing**

APPLICATION DATE: **07/27/2021**

GRADUATION DATE: **12/15/2022**

BACHELORS

DETAILS ▾



**Eudarrus**

| Minnesota State University Mankato

Favorite ☆ Hide 🗄

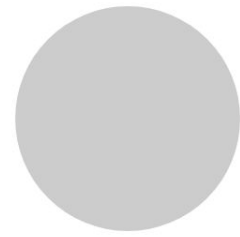
MAJORS: **Computer Applications**

APPLICATION DATE: **07/27/2021**

GRADUATION DATE: **12/11/2025**

BACHELORS

DETAILS ▾



**sophia**

| Fordham University

Favorite ☆ Hide 🗄

MAJORS: **Biological Sciences**

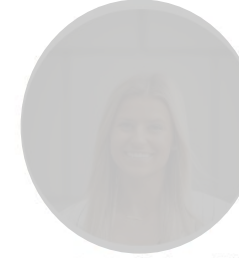
APPLICATION DATE: **08/02/2021**

GRADUATION DATE: **05/16/2024**

BACHELORS

DETAILS ▾

# The Company's View



**Emma**

| Kansas State University

Hired

MAJORS: **Sales, Marketing**

APPLICATION DATE: **10/11/2021**

GRADUATION DATE: **05/14/2022**

BACHELORS

HIDE DETAILS ▲

HIRED

**Yes**

HOMETOWN

**Shawnee, KS**

CURRENT LOCATION

**Manhattan, KS**

INTERNATIONAL

**No**

AVAILABILITY

ON THE WEB

DOCUMENTS

[Resume](#)

[Letter of Recommendation](#)

HOBBIES

SKILLS

## WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?

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## PLEASE DESCRIBE YOUR INTEREST AND EXPERIENCE IN SALES.

I will graduate this May with a degree in sales with high distinctions. I was blessed to be accepted into the sales program at KSU that is one of the few programs in the country to offer a major in sales. With my time here I have been on the executive committee for sales ambassadors where I serve as the alumni relations committee chair. I also serve as a sales mentor to younger sales students. I have participated in 14 role plays with highly skilled sales employees as judges as well as completed my first sales internship this summer where I made over 350 cold calls to prospects. I have experience and knowledge with sales technology such as sales force, zoom-info and hubspot.

## PLEASE CONFIRM YOU ARE INTERESTED IN THE FULL-TIME SALES ROLE STARTING IN JUNE 2022 FOLLOWING THIS PROJECT?

I confirm.

## EDUCATION

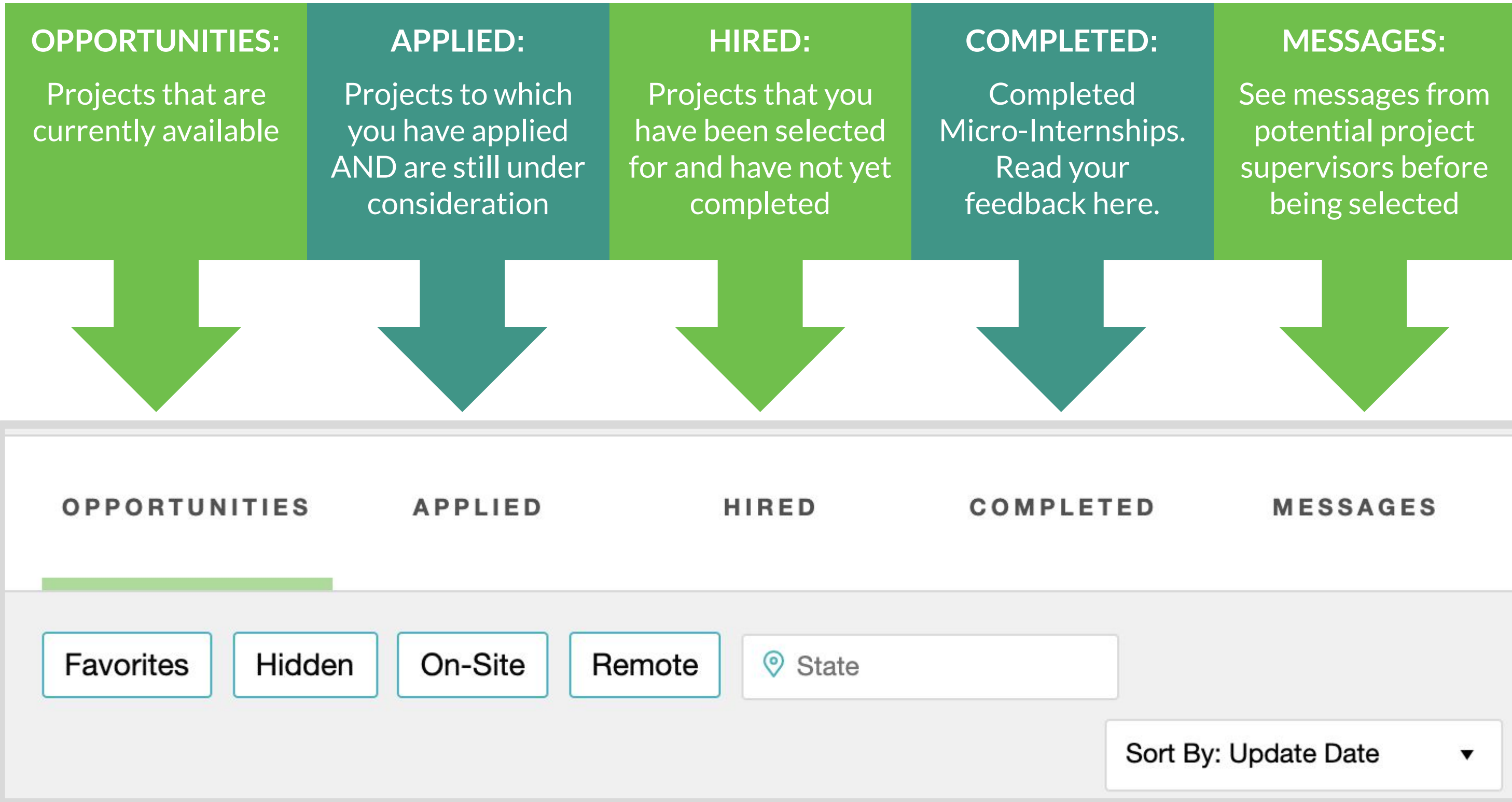
Kansas State University  
Majored in Sales, Marketing

2018 - 2022 - GPA: 3.6



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# Navigating the Parker Dewey Platform





# Once Selected

## How do I get started?



We will send you kickoff materials. These will include:

- Contact info for the client
- Accounting forms so you can get paid
- Terms of use
- Best practices

## How do I know what to do?



You'll be connected with the company and can ask your Micro-Internship supervisor questions

You can also:

- Reach out to faculty and staff
- Connect with alumni
- [Refer to Parker Dewey resources](#)

## What if I need help?



The Parker Dewey team is ready to assist you or the company as needed.

We've got your back!



## When do I get paid?



When the project is completed, you will be paid by Parker Dewey.

Pay is processed once a month.

You can also check out our [Pay FAQs](#)



# Suggestions for Success on the Job



Check out our  
Micro-Internship  
Success checklist

## PUT YOUR BEST FOOT FORWARD

- Check, re-check, and check your work again (and ask someone else to check)
- This is real project and could have a real impact on the company's business- take the project seriously

## MANAGE EXPECTATIONS

- Set milestones that you know you can achieve
- If issues arise, don't wait:
  - Reach out to the company
  - Let Parker Dewey know

## COMMUNICATE EFFECTIVELY

- Use professional language
- Ask questions, however make an effort to see if you can find answers yourself first - show them that you're resourceful and thinking critically

## FOCUS ON THE "WHY"

- Understand the purpose of the project from the client's perspective
- Ensure you know what is expected upon completion



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# After the Project



Check out our post  
Micro-Internship  
checklist

## OUTLINE ACCOMPLISHMENTS

- **Work product** (e.g., created a market map of..., designed content for..., prepared an analysis on...)
- **Outcomes** (e.g., new articles on... leads resulting in..., social visits increased...)
- **Indirect competencies** (e.g., creativity, attention to detail, motivation, grit, etc.)

## CONSIDER WHAT YOU LEARNED

- What did you like about the project? Industry? Company?
- What did you dislike?

## UPDATE YOUR RESUME AND LINKEDIN

- List your title as an **Independent Consultant of Parker Dewey**
- Describe the project without sharing confidential info, only mentioning the company's name if given permission
- Use our [resume](#) and [LinkedIn](#) templates.
- [Ask for a LinkedIn recommendation](#)

## STAY IN TOUCH WITH THE COMPANY

- [Maintain your new relationships](#)
- Apply to more projects to gain additional experience



# Impact

Read Full  
Success Stories



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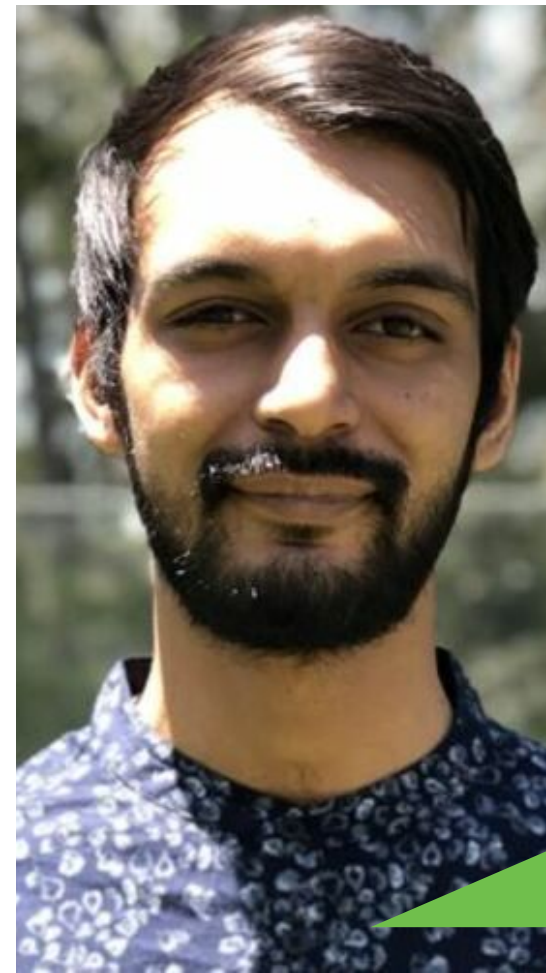
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



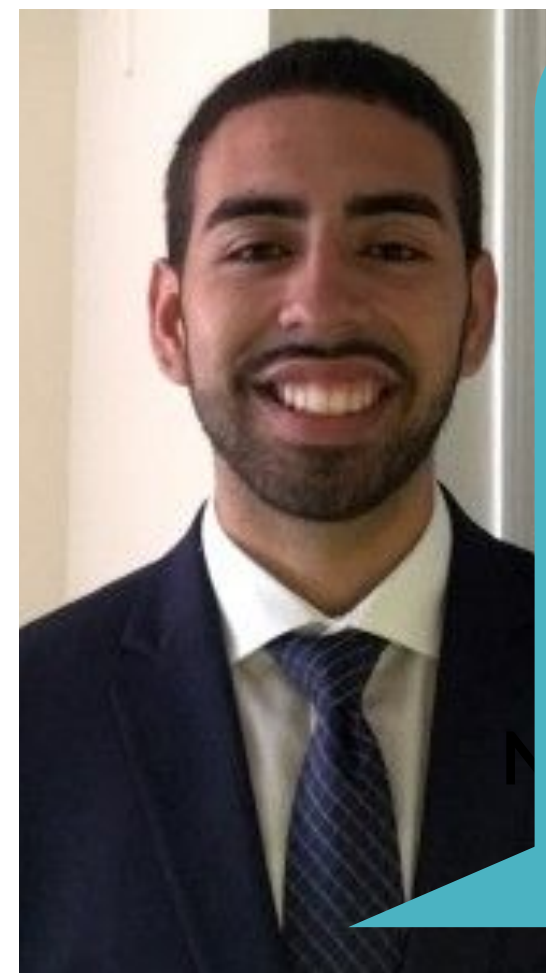
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“From an HR perspective, it’s a great way to get diverse people into your organization. Being a student, it’s a good way to get experience, network, and make money too.”



“It’s hard to focus on learning and career development at the same time while you’re in school. Parker Dewey allowed me to actually see what we’d been talking about applied.”



“At a career fair, my classmates had long conversations with recruiters while I was being told not to leave my resume for consideration. Micro-Internships gave us something to talk about.”

# Get Started Today!

- 1 Create an Account**  
Go to [info.parkerdewey.com/stetson](https://info.parkerdewey.com/stetson).
- 2 Complete your Profile**  
The more complete your profile, the better your chances are of being selected.
- 3 Log In Regularly**  
New opportunities are posted daily.
- 4 Apply to all Projects that Interest You**  
Apply right away!



Recommended: Join the Parker Dewey Career Launchers group on LinkedIn!



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