

Using Project-Based Remote Work During COVID-19

Presented by:



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&

PURDUE
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College of Liberal Arts

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Goal

Understand and provide strategies for how remote work can:

- Complete campus recruiting / job search efforts
- Prepare should summer internship programs be canceled or otherwise impacted
- Provide meaningful engagement of students while supporting current employees



Challenges for companies

- **Uncertainty about internship programs**
 - Ability to host program at all
 - Specific students unable to participate
- **Risk to longer-term hiring needs, especially in specific industries**
- **Current business operations**
 - Employees working remotely and not used to it
 - Changes in immediate demands on employees
 - Identification of remote tools
 - Policies and best practices
 - General business operations (e.g. financial services and interest rate)
- **Companies may have not completed their intern and full-time hiring**



Challenges for colleges and universities



- **Career Services operations conducted virtually**
 - How to best reach/assist students
 - How to best engage employers
 - How to connect students with employers
- **Career fairs and other recruiting events canceled or at risk**
 - Difficult to support with students looking for job/internship
 - Ensure students don't get left behind when things normalize
- **Academic programs moved online**
 - Student activities canceled
 - How can students use the time effectively

How remote projects address these challenges

- **Complete campus recruiting efforts**
 - Engage students not through on-site events
 - Interview on steroids
- **Prepare should summer internship programs be canceled/refined**
 - Prepare for remote programs
 - Insurance to engage those not able to participate (travel)
- **Immediate needs of both current employees and students**
 - Projects that arise
 - Comfort with remote work



What is remote, project-based work?



- **Short-term:** ranging from 20-40 hours in duration, due in a few days to a few weeks
- **Paid:** fixed fee or hourly (typically \$15-20/hour)
- **Professional:** assignments similar to those given to interns or new hires
- **Comprehensive:** used in all industries across all departments (sales, marketing, HR, finance, etc.) and can take place year-round
- **Valued:** provides busy professionals with additional resources

Sample projects

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Human Resources:

- Job Description Review
- Candidate Sourcing
- Evaluating Competitive Best Practices

IT:

- Data Analysis
- UX Review
- Technical Documentation / Guides

Operations:

- Demand Forecasting
- Production Planning
- Inventory Control

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

Finance:

- Financial Analysis
- Financial Modeling
- AR Reconciliation

Complete campus recruiting efforts

Complete "top of funnel" process without going on-site:

- **Discover candidates/roles** including those outside of expected focus areas
- Opportunity to **mutually assess fit** for companies and students unable to complete the recruiting process

For companies:

- Ask hiring managers serving as campus leads for tasks that need to get done
- Consider other strategic goals (e.g. DEI, geographic, etc.)
- Evaluate job descriptions for existing roles

For colleges and universities:

- Engage employer partners scheduled for on-campus or other events
- Ensure students are aware of these opportunities

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Purdue CLA Micro-Internships

Purdue is excited to provide its employer partners opportunities to engage highly-motivated Liberal Arts students on short-term, professional assignments. Connect with our partner, Parker Dewey, to learn how your company can integrate Micro-Internships into your campus recruiting and sourcing strategies.

First name Last name

Company name

Email

Please complete this required field.

[Learn more](#)

Here are a few companies who have been invited to offer Micro-Internships to show how they #LoveLiberalArts.

Automated Payroll Service

PepsiCo

Cerner

SC Johnson

Complete campus recruiting efforts

Mutually assess fit through “interviews on steroids”

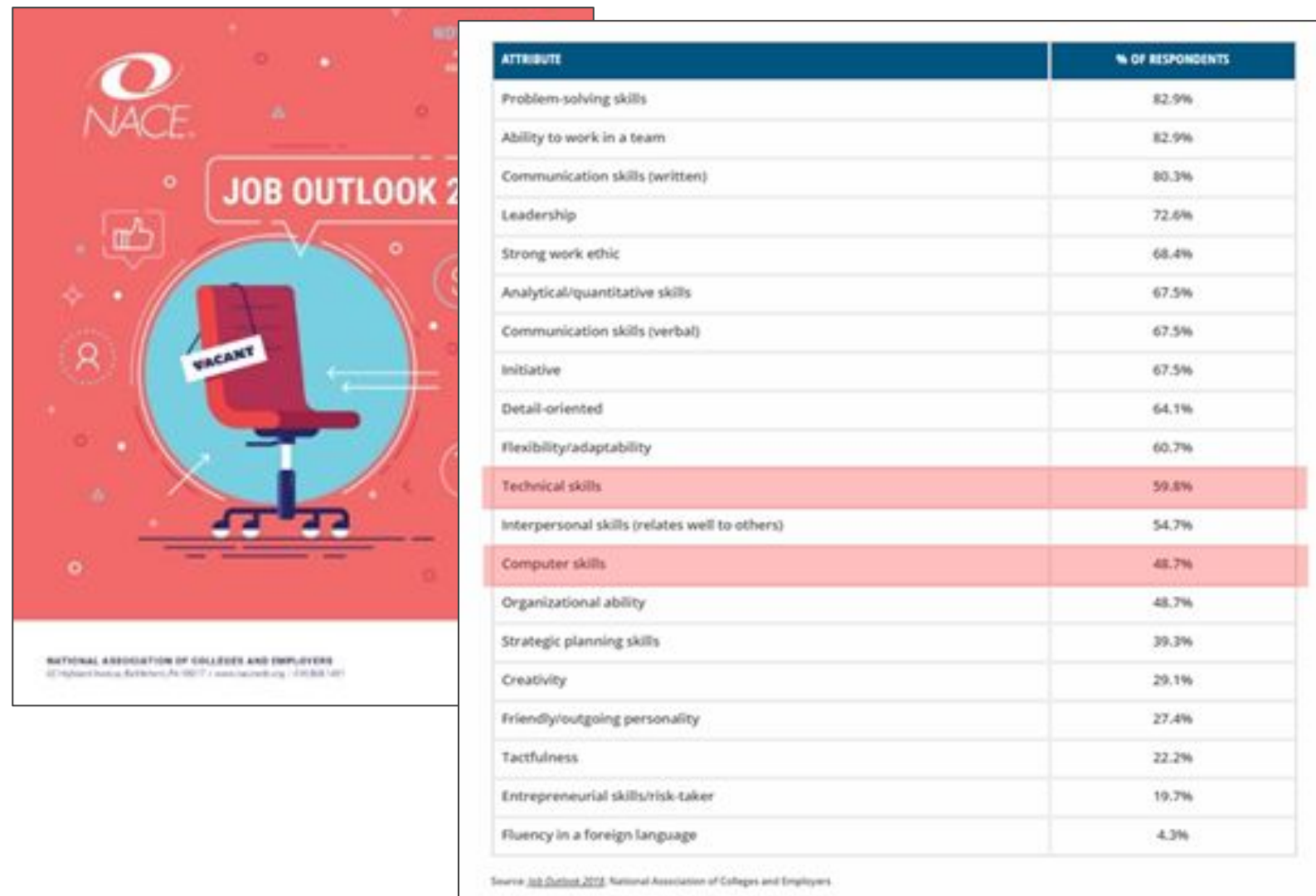
- **See work product / demonstrate capabilities** on a value-added project including both hard and soft (core) skills
- **Gain a better understanding of fit** through authentic engagement on real assignments

For companies:

- Engagement of students in process
- Leverage online tools throughout and following the project
- Request feedback from hiring managers

For colleges and universities:

- Make online learning tools available to employers for this form of engagement
- Communicate to students that they should be offering this to employers



Prepare for summer internship contingencies

"Insurance" in the event that specific students or programs are impacted

- Engage students / companies with geographic proximity should travel be limited
- Build relationships should specific students / programs be unavailable

It would be extremely unfortunate if we had to cancel our intern program because she has basically dedicated 100% of her time during the last 6 months to hiring them

For companies:

- Offer departments opportunities to accelerate projects that were expected for interns
- Re-engage students who either did not accept roles or were "close"

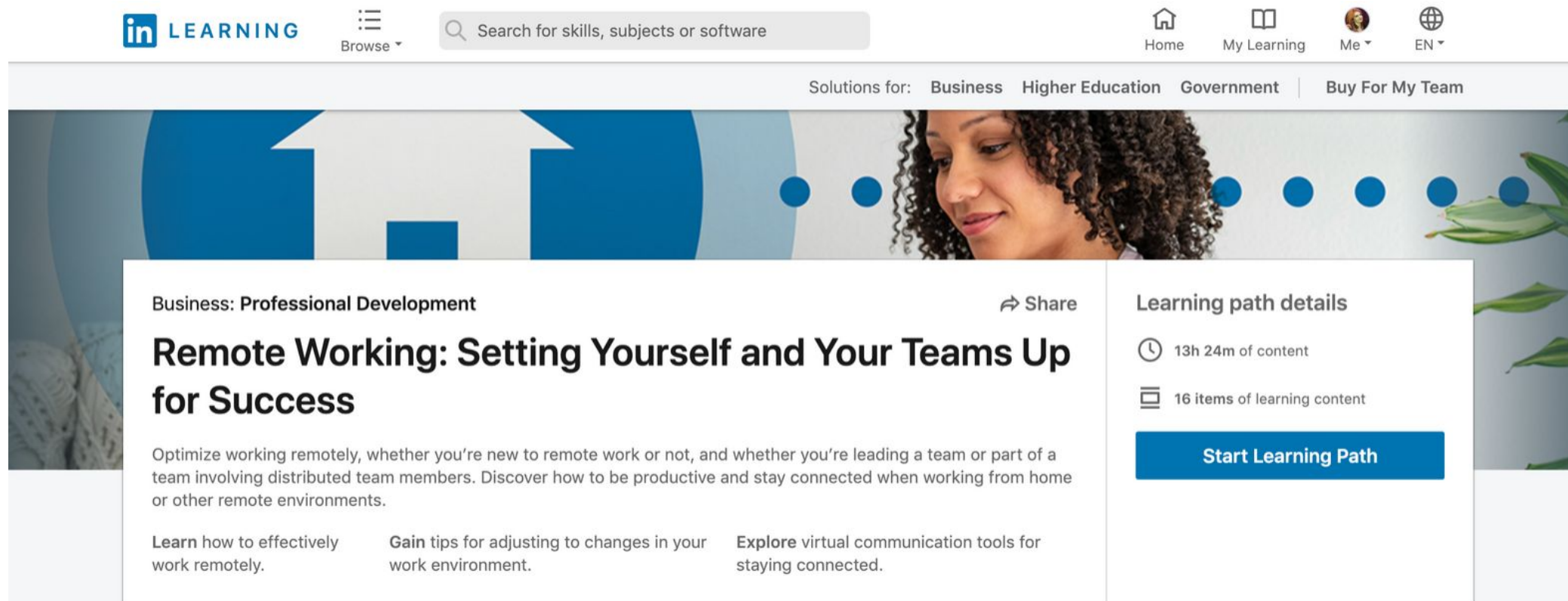
For colleges and universities:

- Communicate with employers who have offered significant number of internships to your students

Prepare for summer internship contingencies

Readiness for remote summer internships

- **Identify needs for effective remote work** including tools, policies, etc.
- **Provide exposure to remote tools and behaviors** to ensure managers and / or students have prior experience



For companies:

- Identify existing employees using remote workers tools and best practices in place
- Offer opportunity to specific departments (e.g. requesting access, staffing constraints, etc.) to identify early adopters

For colleges and universities:

- Offer programming / content to students on remote work
- Suggest that students who have accepted internships or full-time roles to offer this to employers

Respond to current situation

Address immediate needs of employees and students


- **Employees or teams** impacted by COVID-19
- **Students seeking opportunities** given on-campus activities canceled

For companies:

- Identify departments immediately impacted by COVID-19 (e.g. IT, HR, marketing, etc.)
- Suggest employees engage with students at alma mater, clubs, etc. to offer remote work opportunities









For colleges and universities:

- Identify alumni who can provide remote-work experiences to current students
- Student clubs and associations can engage national offices (e.g. AMA) or other supporters
- Encourage faculty to leverage their professional relationships

 **AMERICAN MARKETING ASSOCIATION**

Featured Projects for AMA Members

As an AMA member you can have any of these completed for \$400, making it easy and cost effective to leverage these best practices.
To get started, simply click the project and follow the instructions. It takes under 5 minutes, and there's no commitment.

 <p>Brand Loyalty Analysis</p> <p>Brand loyalty is vital for all industries, and social media can be an early indicator of opportunities to enhance your brand (or capture market share from competitors). A college student can spend the time gathering and summarizing these insights.</p> <p>Click here to post this project</p>	 <p>Humanized Content</p> <p>With research showing the benefits of humanized content, an outside perspective is more valuable than ever. An AMA student member would be excited to share his or her insights on your content and provide suggestions that will help apply these tools.</p> <p>Click here to post this project</p>	 <p>Social Media Calendar</p> <p>While there is ample data showing the best time to post on social media, developing a posting schedule that aligns with these best practices is time consuming. Let a student member help craft the content and identify the right thought leaders to tag.</p> <p>Click here to post this project</p>	 <p>Content Creation</p> <p>Maintaining fresh, personalized content is more important than ever, but finding the time to update blogs, white papers, or social media is difficult. Let an AMA student member use their research and writing skills to help.</p> <p>Click here to post this project</p>
 <p>Keyword Research</p> <p>One of the most effective ways to enhance your lead gen efforts is by optimizing your keywords. (And here are some resources to prove it.) Instead of doing the research yourself, get support from an AMA student member.</p> <p>Click here to post this project</p>	 <p>Technology Research</p> <p>Given the variety of marketing technology tools and solutions partners, it's more difficult than ever to compare the relative costs and benefits of building your martech stack. Have a college student or recent grad do the research for you.</p> <p>Click here to post this project</p>	 <p>Backlink Analysis</p> <p>Backlinks are often ignored, but they can have one of the biggest impacts on website performance. By having an AMA student member conduct an analysis of your backlinks, you can identify opportunities to drive more awareness and inbound leads.</p> <p>Click here to post this project</p>	 <p>Event Marketing</p> <p>Too often, the event marketing discussion focuses mostly on event promotion. Instead, have a college student or recent grad support your upcoming event by applying best practices that will generate the greatest awareness and benefits.</p> <p>Click here to post this project</p>

Respond to current situation

Readiness for additional challenges

- **Uncertainty about short and long term implications** creates need for additional preparation
- **Students concerned about opportunities** including those who accepted jobs or internships



For companies:

- Offer opportunities to expected interns and new hires before formal start date
- Proactively prepare for other contingencies

For colleges and universities:

- Use online tools to allow collaboration between students, faculty, alumni, etc.
- Encourage students to engage expected employers to offer immediate support

Benefits for all

Employers are still able to:

- **Develop and nurture** candidate pipeline
- **Evaluate the work** of students
- **Assess fit**
- Respond to **immediate needs**
- **Offer a flexible staffing solution** that can be shortened or expanded as needed

Students can still:

- **Gain professional experience**
- **Work remotely** from wherever they are
- **Connect with employers** and be considered for a longer-term opportunities
- **Assess fit**
- **Generate income**



Next steps

For Universities

Share these ideas with your employer partners:

- Tell employers what you are hearing from students: they still want internships!
- Equip them with [project ideas](#)
- [Educate them](#) about remote projects for students
- If we can help, please [let us know](#)

For Companies

Your college recruiting does not need to stop:

- Students still want to work for you, and remote projects can help find, assess, nurture, and hire them
- Will create disruption beyond the level of “ghosting” taking place
- Introduce hiring managers across departments to this resource, helping them get [immediate support on their short-term assignments](#)
- If we can help, please [let us know](#)

...and neither do your internships!



Case Studies & Examples

Build awareness

- **Introduce your company** to students who may not be considering it
- **Build relationships with students** attending programs outside of focus schools or majors
- **Variety of projects** showcases the breadth of opportunities available
- **More students engaged**, one or more students for each project



Case study: Financial services firm

- Students may not apply because of preconceived notions about the industry
- Only engaging with students from specific programs/schools

Solution: Sales lead generation project

- Engaged students to provide wealth management team support on lead generation
- Conducted research to identify prospects' key contact and other information
- Wealth management team valued the immediate support
- Created a pipeline of candidates who would otherwise be outside of the pool

Build authentic connections

- **Engage real managers** by having them interact directly with students completing their projects
- **Allow students to experience company culture**, through real interactions with company leaders

Case study: Manufacturing company

- Hiring managers were only interested in students with specific backgrounds
- Students did not recognize opportunities available in the industry

Solution: Data analysis project

- Engaged a first-generation student from non-focus school to conduct data analysis tied to supply chain
- Student applied innovative tools from mechanical engineering background to exceed expectations
- Manager requested that HR make an “immediate hire”



<https://www.parkerdewey.com/blog/reduce-cost-while-improving-diversity>

Assess work quality

- **See actual work product** for a value-added project that's for your organization
- **Identify talent for future roles** by assessing hard and soft skills in a professional setting



TALENT TEST-DRIVE:
Micro-internships may benefit
students and employers alike

<https://www.hrdive.com/news/talent-test-drive-micro-internships-may-benefit-students-and-employers-ali/555487/>

Case study: CPG company

- Hiring managers were only interested in students with specific backgrounds
- Students did not recognize opportunities available in the industry

Solution: Data analysis project

- Engaged students to compare job descriptions to those of other companies and identify best practices
- Provided insights into competencies such as communication, attention to detail, problem solving, and intellectual curiosity
- Engaged a liberal arts student who was not previously considering roles in HR, ultimately leading to a full-time hire

Engage hiring managers

- Projects possible in all areas of an organization allowing multiple managers to meet students
- More projects provides more support, especially if workload changes due to virus



<https://www.forbes.com/sites/jonyounger/2018/07/30/do-student-freelancers-make-better-employees-microsoft-thinks-so/#688afc382807>

Case study: Software company

- Hiring managers were only interested in students with specific backgrounds
- Students did not recognize opportunities available in the industry

Solution: Marketing engagement project

- Engaged the marketing department to offer this as an “extra set of hands”
- Marketing department engaged students on tasks such as content creation, industry research, and social media engagement
- Certain students were given additional projects within other areas of marketing

Provide interaction with multiple managers

- Variety of projects helps to **showcase students' various skills**
- Multiple managers = **multiple perspectives** when evaluating student for future roles
- **Frees up intern supervisor** for other projects
- More opportunities for **student to get to know others** in your organization



<https://www.parkerdewey.com/blog/jobsearchnotlikedating>

Case study: Venture-backed company

- Challenges competing for talent versus more well known firms, and was not visiting campuses
- Risk of making bad hire was significant, even for a summer internships

Solution: Sales research project

- Was impressed with the student so provided additional opportunities in sales, marketing, and strategy
- Given the small size, ensured mutual fit across departments
- Provided the student with an understanding of how the pieces fit together both within and across departments