



# BankTalentHQ

## MICRO-INTERNSHIPS

*Build a Better Talent Pipeline*

*Create Equitable Access to  
Professional Opportunities*

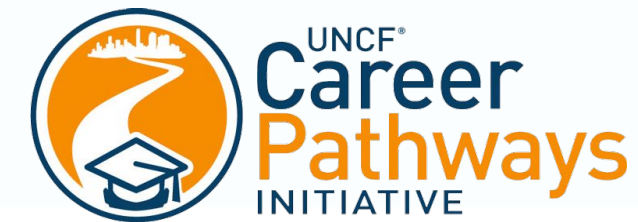
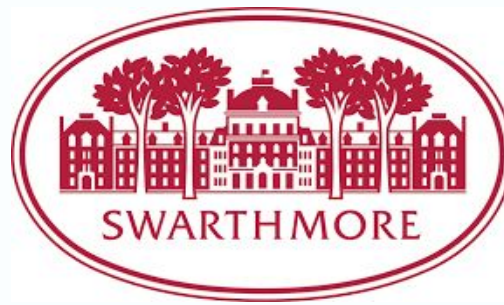
*Get On-Demand Support*

# What is Parker Dewey?

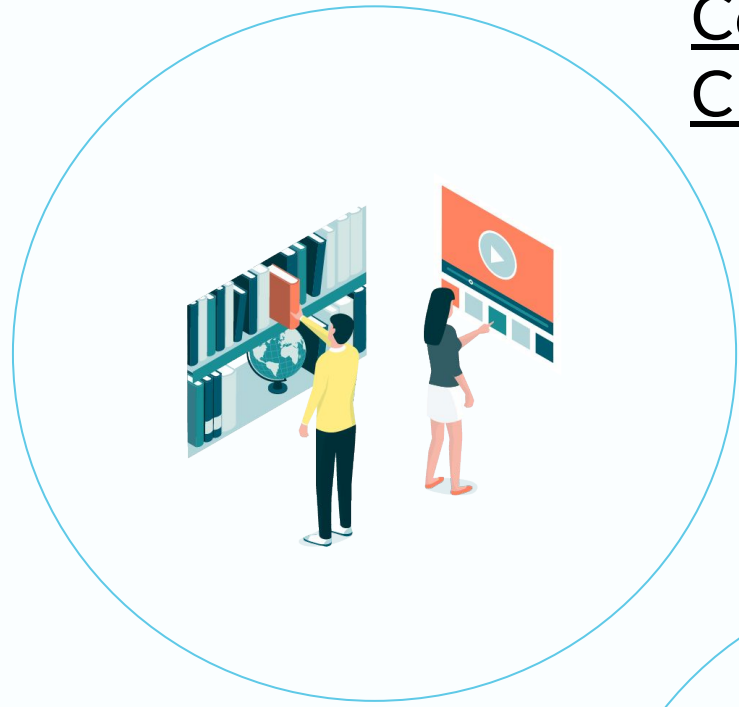
Parker Dewey's Micro-Internship platform helps organizations enhance their campus recruiting, diversity, and hiring outcomes, while also providing an on-demand resource for existing employees.



Since 2015, Parker Dewey has facilitated thousands of Micro-Internships in partnership with colleges, companies, and other organizations



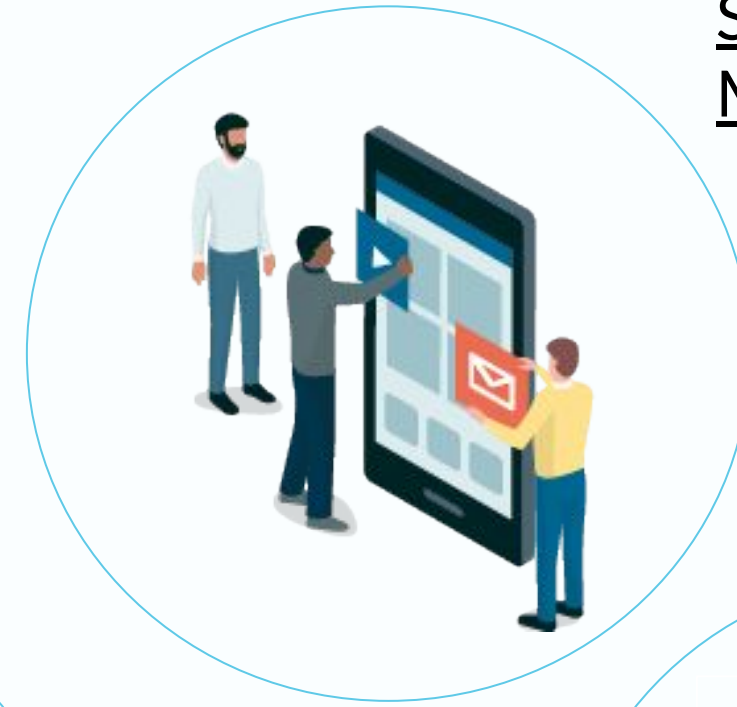
Content  
Creation



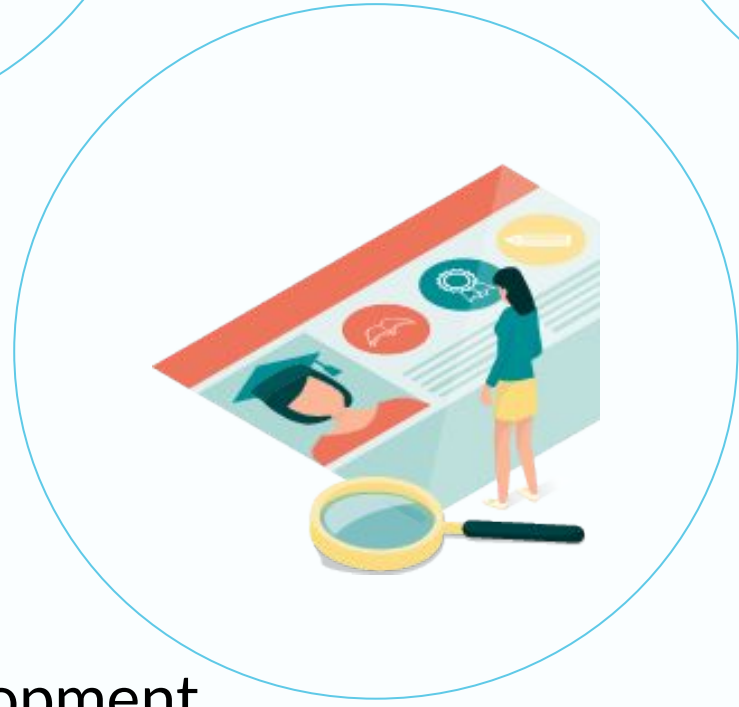
Competitive  
Analysis



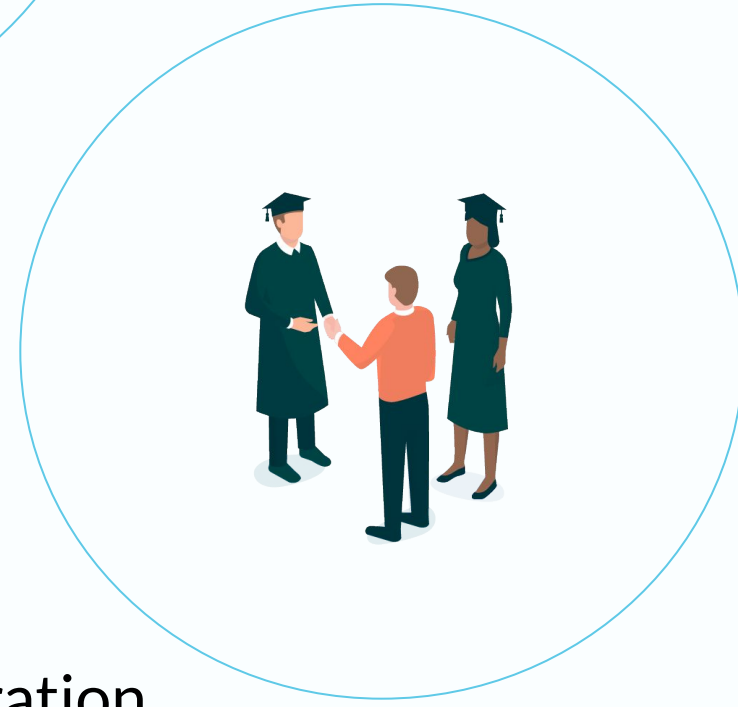
Social  
Media Content



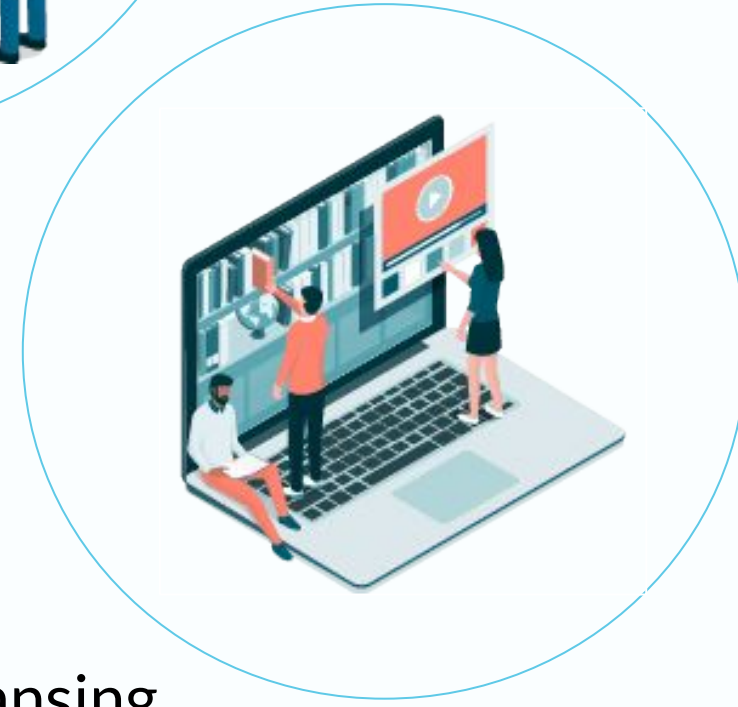
Website Development



Lead Generation



Data Cleansing



## What are Micro-Internships?

Short-term, paid, professional projects completed by college students or recent graduates on behalf of busy professionals.



PARKER DEWEY

# Examples of BankTalentHQ Micro-Internships

## Scrubbing Database and Researching Communications Platform | Oak Brook, IL

BY: [REDACTED]

DEPARTMENT: **Operations**

### JOB DESCRIPTION

We have a lot of information about our customers contained in a single database. The database is granular and accessible, so, for example, we could download a spreadsheet of names, addresses, emails, and cell phone numbers of all customers with a certificate of deposit of at least \$50,000 that matures between 7-1-21 and 9-30-21. What we can't do easily with that information is export it into an email or a text that contains information we'd like to get to them, then track the responses.

In order to get to that stage, we need someone to help scrub contacts in our database to ensure they are accurate. This may include finding the data elsewhere in our database or contacting the customer to update their information. There are a couple thousand names to handle.

After the data is scrubbed, we would like you to research and provide a proposal on platforms we could use that will give us the ability to create customized, timely, personalized communications with our customers via multiple channels (text, email), and then track the results of the communication.

Based on how this initial project goes, there may be an opportunity for you to help implement one of the communication platforms you researched into our business.

Ideally we would like to see the person in our office at the beginning of the project and from time to time throughout.

## Lead Generation | Chicago, IL

BY: [REDACTED]

DEPARTMENT: **Business Development**

### JOB DESCRIPTION

Identify 10 potential prospects based on criteria we will provide. Once identified, find key information on each prospect (name, phone, email, etc.) and draft a few sentences on why you think he / she would be a good prospect. In addition, draft a short email that you would use for outreach.

## Mortgage Closing Assistance | Rosemont, IL

BY: [REDACTED]

DEPARTMENT: **Finance**

### JOB DESCRIPTION

Provide assistance to [REDACTED] mortgage closing team to process documents including issuing Initial Closing Disclosures. This will include preparing initial disclosure documents for borrowers, sending to sales partner for approval, and sending to borrower on due date. We will provide remote training on the nuances of our process.

## Recruiting support | Rosemont, IL

BY: [REDACTED]

DEPARTMENT: **Human resources**

### JOB DESCRIPTION

We will provide a job description and resumes for 50 candidates. Please review each of these resumes and rank order the top ten to 15 candidates. For these top candidates, provide a brief summary of why you selected them, specific areas of concern, and two to three potential questions you would ask to dig in.

We are looking to hire someone for a summer internship or full-time position, so please only apply if you may have interest in this type of role.



# Fast Facts About Micro-Internships



## Length

- Typically 5-40 hours required to complete
- Due within a few days to a few weeks



## Easy

- Not your employees, interns, or contractors
- Subject to NDA, employer IP regulations, etc.



## Cost

- Fixed cost, typically \$200-600 per project with 90% to the Micro-Intern
- No setup, hiring, or conversion fees



## Professional

- Comparable to tasks given to summer interns or new hires
- Don't require onboarding or deep industry knowledge



## Flexible

- Available year-round, on demand, and as needed
- Typically executed remotely



## Complementary

- Aligned to existing campus recruiting efforts
- No conversion or other fees



# Micro-Internships Complement Campus Recruiting

While busy professionals appreciate support on short-term projects



## *Access*

Introduce students to your company and role, including those early in their academic experience, outside core schools, and from various backgrounds



## *Engage*

Drive students to apply to internships and full-time roles as they learn about your organization



## *Assess*

Evaluate prospective candidates by seeing their actual work, instead of relying on resumes and interviews



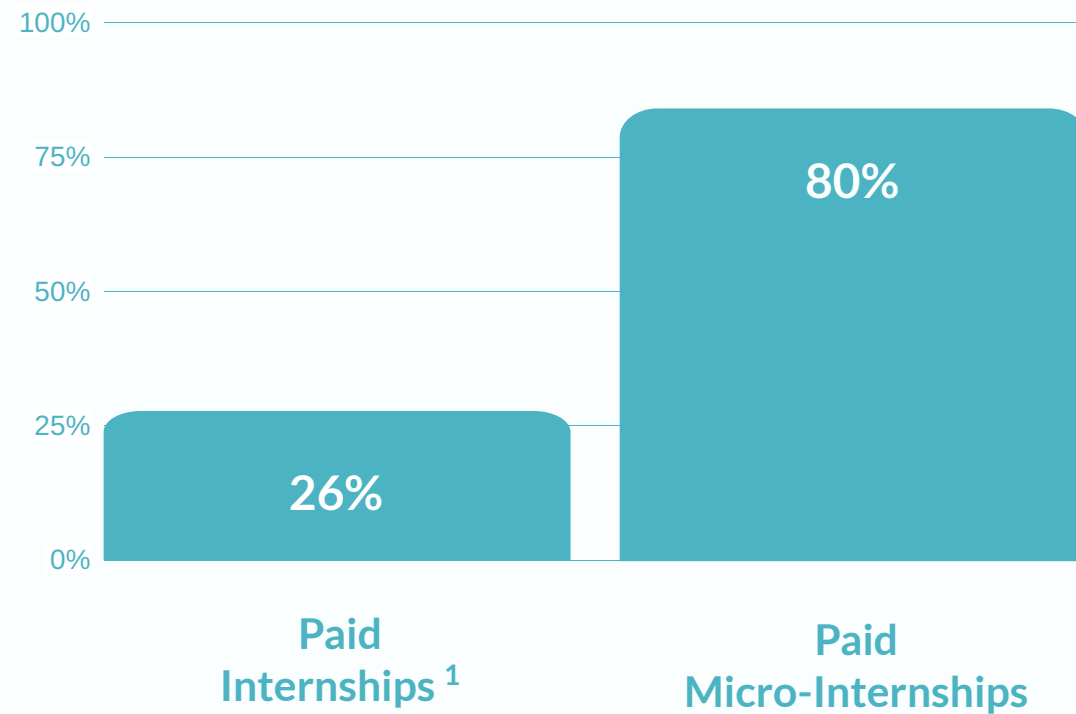
## *Convert*

Drive conversion as students and managers build authentic relationships

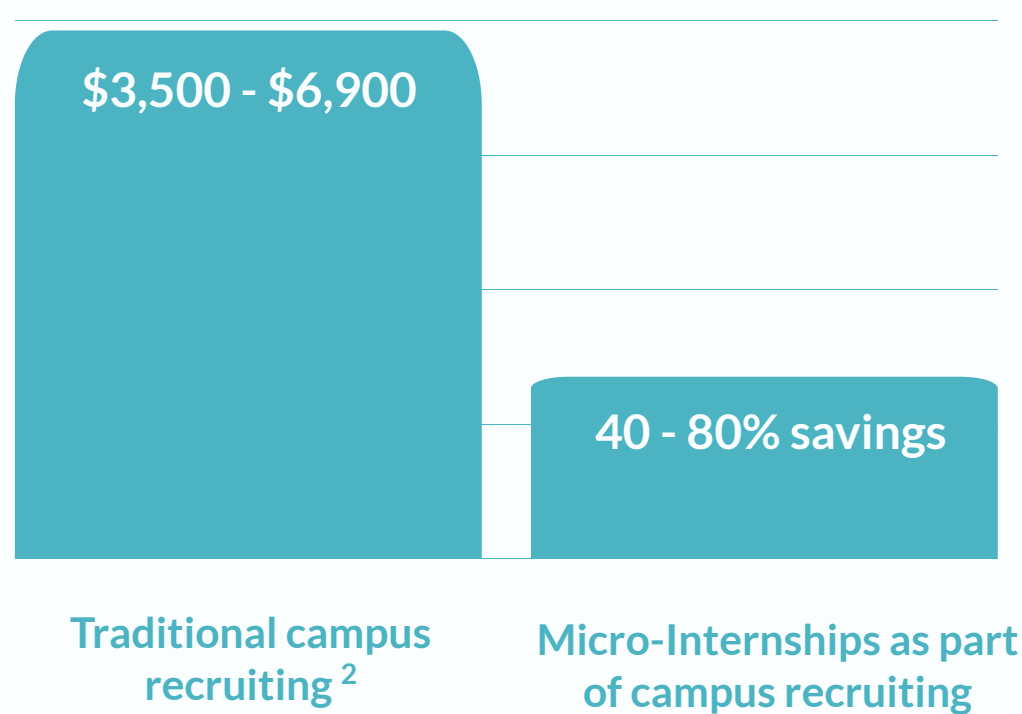


# The Impacts of Micro-Internships

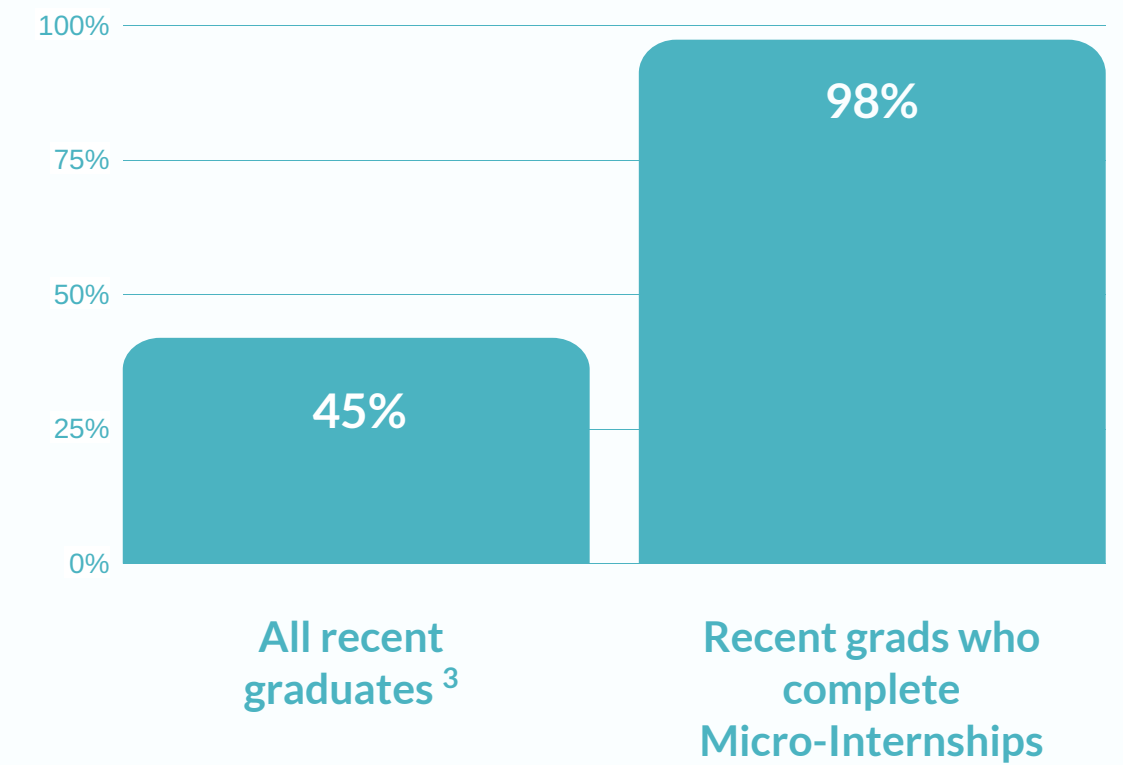
## STUDENTS FROM UNDERREPRESENTED GROUPS



## COST PER HIRE FOR CAMPUS RECRUITING



## FIRST YEAR RETENTION OF RECENT GRADS



<sup>1</sup> According to the National Association of Colleges and Employers (NACE) 2019 Student Survey Report.

<sup>2</sup> Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.

<sup>3</sup> According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.





# Why Micro-Internships Work (It's a Win-Win!)

## Busy professionals value the support

- High quality, on-demand support year-round
- Improved hiring of future interns / new hires
- Opportunity to give back (e.g. alma mater, ERGs, etc.)

## University recruiters value the outcomes

- Early and broad access
- Year-round access and pipeline development
- Time and cost effective
- Better outcomes including conversion, DEI, and retention

## Students value the experience

- Access and opportunity to demonstrate skills
- Enhance professional competencies
- Explore career paths

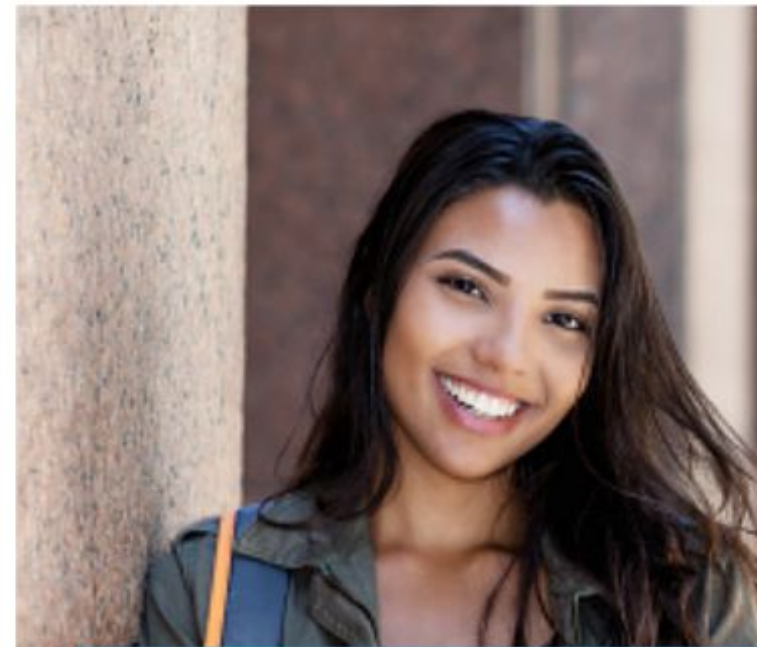
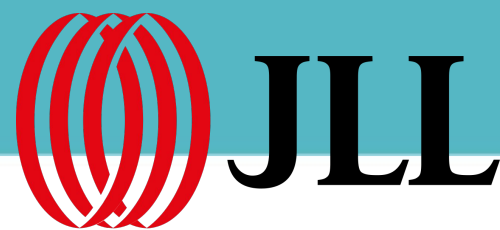




# Deliver Meaningful Experiences



“Parker Dewey helped us find candidates who weren’t even considering our industry.”



“We saw her incredible technology skills, which weren’t apparent from her resume as a humanities major.”



“We were able to recruit for internships and full-time roles from schools we traditionally didn’t visit. And many were our best new hires!”





# Leveraging Micro-Internships



# Easy to Introduce

## Individual Projects

### *How it works*

- Tasks you have on your own plate
- Resource for your colleagues to leverage as needed

### *Cost*

- Fixed fee set by you
- Typically \$200-\$600 per project

### *Benefits*

- On-demand support
- Flexible, year-round

## Basic

### BankTalentHQ Program

#### *How it works*

- 10 Micro-Internships
- Internal portal and inclusion as a featured company

#### *Cost*

- \$10,000

#### *Benefits*

- Impact Report
- Additional resources to introduce and scale

## Premium

### BankTalentHQ Program

#### *How it works*

- 25 Micro-Internships
- Internal portal, featured company, and profile page

#### *Cost*

- \$25,000

#### *Benefits*

- Target engagement of five specific populations
- Impact Report



# Your Competitive Advantage

ACCESS  
TALENT  
**EARLY**

**BUILD  
BRAND**  
ON CAMPUS



**DRIVE  
CONVERSION**

ENHANCE  
DIVERSITY

**ENGAGE  
HIRING  
MANAGERS**



**LOWER  
COST  
PER HIRE**

**MUTUALLY  
ASSESS  
FIT**



# Appendix 1: Posting a project

# How Micro-Internships Work

1

## Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

2

## Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

3

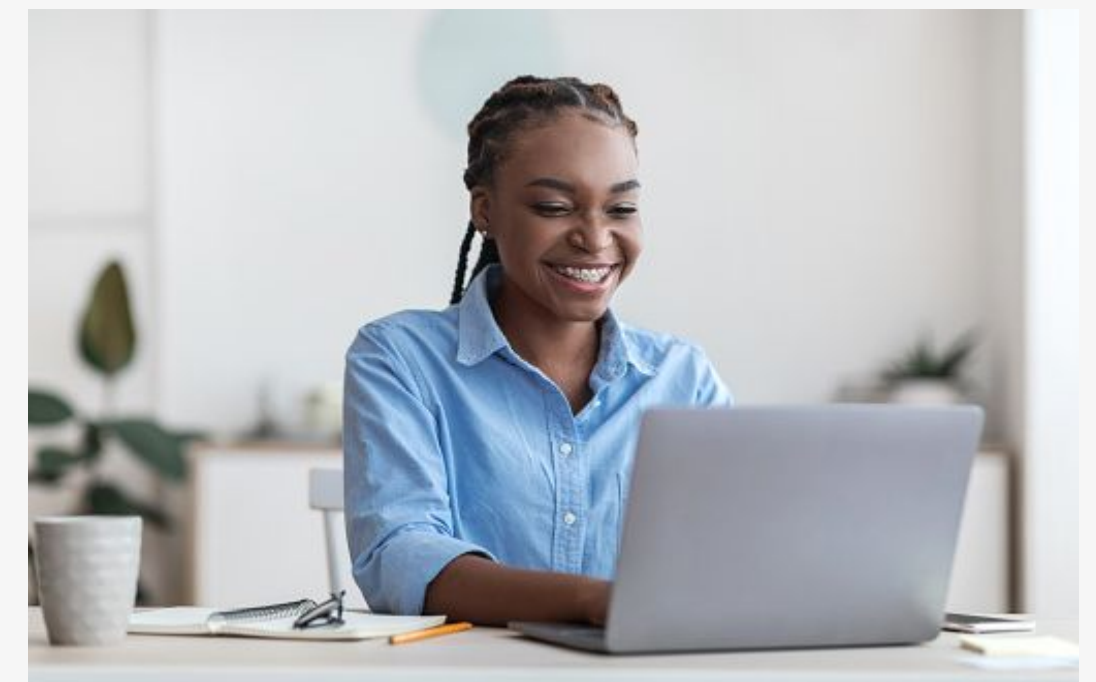
## The Work Gets Done

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

## Our role:

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- Assist in posting projects
- Notify partners and assist in student selection
- Student support and payroll
- As-needed support



# Internal Portal to Post Projects

Micro-Internships can be posted on-demand, as needed by professionals.

Most Micro-Internships kick-off within 48 hours, allowing your team to post projects as soon as their needs arise.

## BankTalentHQ

### BankTalentHQ Micro-Internships

BankTalentHQ Micro-Internships provide businesses with opportunities to engage high caliber college students on short-term, professional projects in financial services roles. Beyond the on-demand support, this also helps companies in their efforts to recruit top talent by allowing them to identify, engage, and assess potential hires.

Micro-Internships support businesses, their local communities, and their in... Through these projects, college students and recent grads from across the... build their networks and gain the valuable, professional experiences they... launch their careers.

Browse our recommended projects below or complete the form on this page... more.

First Name

Last Name

Email












Phone number

Company Name

Job Title

#### Featured Projects

You can have any of these projects completed by a current student or alum, making it easy to give back and stay productive. Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request. You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.

 <h5>Lead Generation</h5> <p>Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information (name, position, phone, and verified email) for key decision makers.</p>	 <h5>Prospect Research</h5> <p>Research and segment lead generation lists (approximately 100 individuals) based upon past interaction on our website and email engagement. Deliverables include name, company, role, and contact information.</p>	 <h5>Market Research</h5> <p>Create a market analysis for a specific industry. As part of this, determine and provide details on existing companies in the space. In addition, determine trends associated with the growth of the space and key drivers of success or failure.</p>	 <h5>Data Cleansing</h5> <p>Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting. Students can work to ensure data quality by verifying its integrity and making sure it is complete.</p>
 <h5>Mortgage Closing Support</h5> <p>Provide assistance to our mortgage closing team to process documents including Issuing Initial Closing Disclosures. This will include preparing initial disclosure documents for borrowers, sending to sales partner for approval, and sending to borrower on due date. We will provide training on the nuances of our process.</p>	 <h5>Raised Funding Recap</h5> <p>Develop a report which provides an overview of companies that raised funds during a time period that will be provided. As part of this, highlight the amount raised, the round of funding, prior funding rounds and their amounts, and more. We will discuss the specifics upon kickoff.</p>	 <h5>KPI and Trends Report</h5> <p>Using financial, location, product, assortment, and/or other data, prepare a report to highlight key KPIs and trends. In addition, prepare a summary of actionable insights you've drawn from your report.</p>	 <h5>Extracting Insights from Data</h5> <p>Review and manipulate a data set that will be provided. After reviewing the data, provide a summary of actionable insights they have extracted.</p>
 <h5>Financial Model Development</h5> <p>Assist in developing a financial model to evaluate and present a new initiative.</p>	 <h5>Monitoring Payment Trends</h5> <p>Monitor payment trends and carry out corrective measures for overdue accounts as required.</p>	 <h5>Accounts Receivable Aging Report</h5> <p>Monitor and develop a report of accounts receivable aging.</p>	 <h5>Post a Custom Project</h5> <p>Click on the link above to create your own project. You can determine the project scope, deadlines, and other details. If you need help, please reach out at <a href="mailto:info@parkerdewey.com">info@parkerdewey.com</a>.</p>





# Easy to Introduce



## Teams That Are Hiring

Achieve recruiting objectives, while providing immediate help.



## Freelance Users

Gain insights from those already utilizing on-demand support.



## Busy Employees

Provide a resource that helps busy teams.



## Employee Resource Groups

Facilitate authentic relationships with diverse candidates.

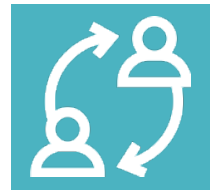


## University Alumni & Fans

Support connections your team already has.



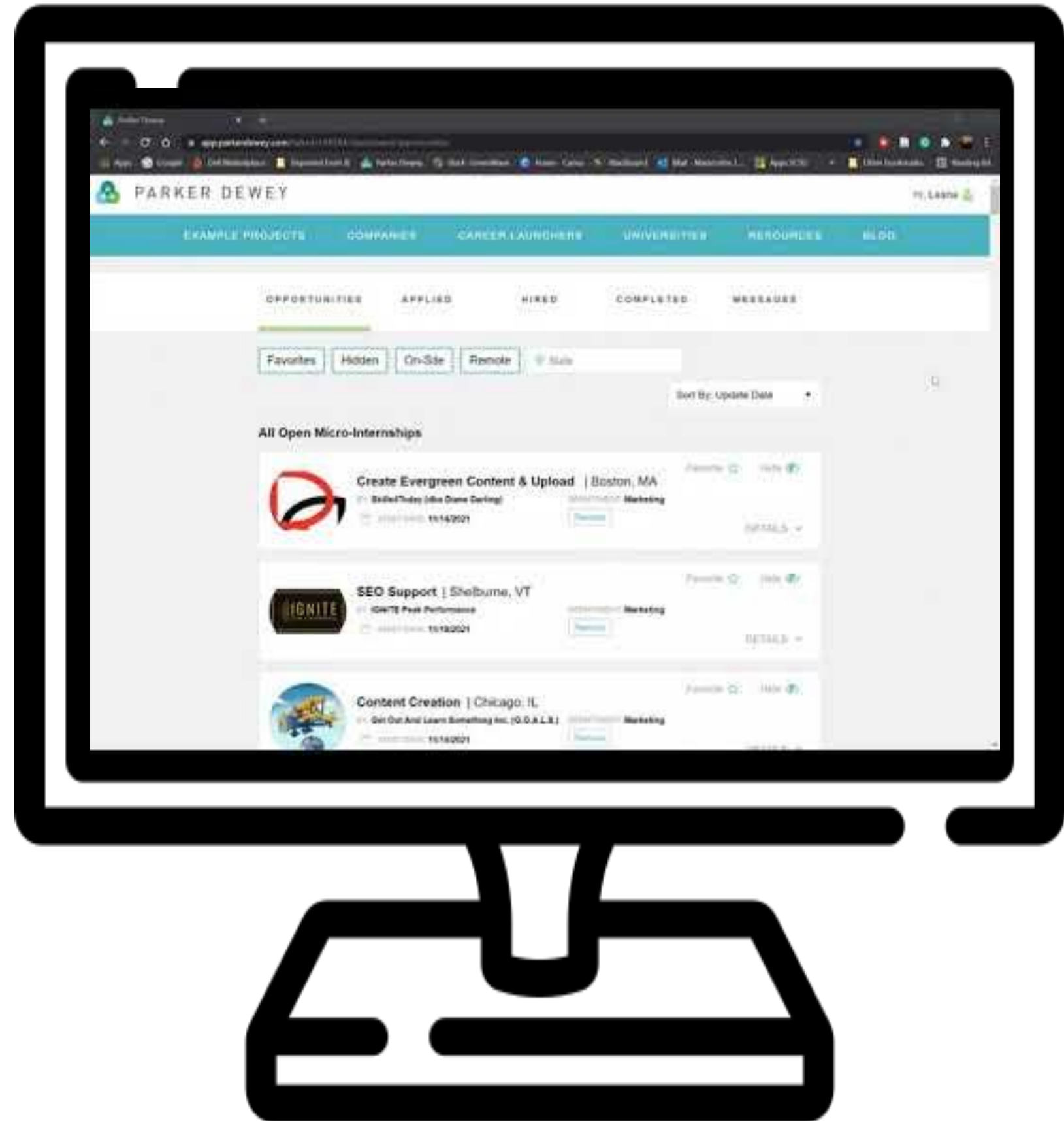
# Students Apply



Engages students who might not have originally applied because of our relationships with their school.



Parker Dewey's platform engages students to explore.



# Select the Micro-Intern

Only see candidates that have proactively applied

View student profiles, resumes, and portfolio documents

Review short-answer questions to quickly make a decision

Abbey D | University of Kansas  
MAJORS: Elementary Education  
APPLICATION DATE: 10/04/2021  
GRADUATION DATE: 05/20/2022  
BACHELORS

Brooklyn H | Florida International University  
MAJORS: International Business  
APPLICATION DATE: 11/04/2021  
GRADUATION DATE: 04/30/2022  
BACHELORS

Adaisa G | Florida A&M University  
MAJORS: Pharmacy  
APPLICATION DATE: 10/25/2021  
GRADUATION DATE: 05/21/2025  
DOCTORATE

**EDUCATION**  
Florida International University, Honors College  
Bachelor of Business Administration in International Business  
Certificate in International Trade and Investment  
Miami, FL  
Pending graduation: May 2022  
GPA: 3.98  
2019-2021 Dean's List  
FIU Ambassador Premier Scholarship Recipient

**WORK EXPERIENCE**  
Amazon  
Event Marketing Intern  
Seattle, WA  
May 2021 - August 2021  
Assisted in event execution for Alexa Live by collecting speaker information, securing featured product images, and building 29 surveys to distribute to 10,000 attendees for post-event tracking  
Crafted event marketing training and educational resources for 50+ Amazon Alexa teams to utilize  
Built a streamlined online ticketing system for Alexa teams to request event marketing support  
Led and planned the Alexa Live day-of event for core team members

**EXTRACURRICULAR ACTIVITIES**  
The Office of Social Justice & Inclusion  
Student Ambassador  
Teach justice and equity seminars to FIU students and faculty  
Act as an OSH recruitment and engagement specialist at campus and e  
Create social media marketing content for OSH events, services, and e

**SKILLS**  
Proficient in all Microsoft programs (Word, Excel, and PowerPoint), C  
Certified by Academy of Leaders (FIU) in leadership, conflict resolution

Adaisa G | Florida A&M University  
MAJORS: Pharmacy  
APPLICATION DATE: 10/25/2021  
GRADUATION DATE: 05/21/2025  
DOCTORATE

**WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?**  
I think I should be selected for this opportunity as I have successfully completed my first micro-internship with Parker Dewey. Not only has the opportunity increase my financial circumstances, it has also expanded my resume. With that being said I am a huge advocate for Parker Dewey.

**IN TWO SENTENCES OR LESS, BRIEFLY DESCRIBE ONE IDEA YOU WOULD LIKE TO EVALUATE AS PART OF THIS PROJECT.**  
One idea I would like to evaluate would be creating an Instagram or TikTok reel to reach more students. To promote the reel it might be best to partner up with the FAMU Peer Mentors and the Academic Coaches.

**EDUCATION**  
Florida A&M University  
Majored in Pharmacy  
2019 - 2025 - GPA: N/A

APPROVE APPLICANT FOR THIS PROJECT  
UNHIRE  
COMPLETE  
Have questions before you approve this candidate?  
SEND THEM A MESSAGE!

# The Work Gets Done

Designed to make it easy for employees, *not* add to the workload



## Engage how you want

You can engage with Micro-Interns however is easiest for you (phone, email, video calls) and share whatever materials needed (templates, examples, etc.)



## Ongoing support

Parker Dewey's Client Success team is available to answer questions or provide project scoping assistance, and more as needed



## Inherently motivated

Over 98% project success rate as students strive to exceed expectations (and we'll help you select another Micro-Intern if there are any issues)



## Students are well supported

Micro-Interns use resources available to them such as in-class examples, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects



# Appendix 2: Launching a program

# Campus Recruiting Program

Launch in days, not months



## Program Design

- Strategy development based upon your goals
- Internal portal with suggested projects aligned to key full-time roles / internships
- Best practices to launch your program and engage managers



## Strategic Marketing

- Targeted engagement aligned to recruiting goals
- Year-round, on-demand access to develop curated pipeline
- Complement existing employer branding efforts while reaching untapped candidates



## Ongoing Support

- Complete HR and legal support including payroll, NDA, assignment, and other documentation
- Dedicated client success resource
- Best practices and other resources to ensure success



## Impact Report

- Outcomes data to highlight program reach, breadth, demographics, feedback, etc.
- Actionable insights to optimize early career talent strategy
- Intelligence to plan for future hiring needs, opportunities, and gaps



# Valuable Data and Insights

Project  
**OUTCOME**  
*and*  
**MANAGER  
FEEDBACK**

Applicant  
**GRADUATION  
YEAR**

**SCHOOLS  
REACHED**  
*without*  
**TRAVEL**

Suggested  
**NEXT STEPS**

Voluntary  
**Demographic Data**  
*including*  
**RACE and  
GENDER**



# Micro-Internships for ERGs / BRGs

Drive the effectiveness of diversity hiring initiatives, while also enhancing the experiences of existing employees from underrepresented populations.

## Benefits for ERG / BRG Members

- Get immediate support on projects that are important, but linger on a to-do list
- Engage with college students and recent graduates from similar backgrounds
- Tangible appreciation for the importance of DEI within their company

## Benefits for Recruiters

- Early access to diverse, highly motivated college students nationwide
- Connect with students the way they want to be recruited
- Improved hiring and conversion outcomes





# Better Outcomes, More Cost Effective

## TRADITIONAL PROCESS

Career fairs: \$5,000–50,000

“Premium” job board access: \$20,000–100,000+

In-person events: \$5,000–50,000

Candidate interview travel: \$5,000–200,000

Sponsorships: \$0–40,000

Digital branding: \$0–50,000

Lost time: Travel, phone screens, bad interviews

**Total: \$35,000–490,000+\***

## MICRO-INTERNSHIPS

Nationwide access to college students / recent grads

Employer branding

Effective assessment

Candidate nurturing

More effective interviews

Improved conversion, diversity, and retention

On-demand support for busy professionals

**40–80% cost savings**

\*Assumes active recruiting of 5 to 100+ hires.