



Assessing The Career Launcher

Micro-Internships are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few samples of how you can evaluate these skills in based on completion of the assignment.

Career Launcher Assessment - Marketing Coordinator	
Name:	
<i>SKILLS</i>	<i>COMMENTS</i>
Creativity: <ul style="list-style-type: none">• Did they think outside the box and bring in an element of creativity you did not think of?• Did their approach stand out?	
Grit/Drive: <ul style="list-style-type: none">• Was their work delivered faster than you had expected?• Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)• Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?	
Communication/Writing: <ul style="list-style-type: none">• Demonstrate strong writing and / or verbal skills - clear, concise, correct?• Ask thoughtful questions while completing the project?	
Attention to Detail: <ul style="list-style-type: none">• Follow directions as outlined in project posting?• Was their work grammatically correct?	
Problem Solving/Resourcefulness: <ul style="list-style-type: none">• Find the information that was requested though sources that may not have been obvious?	
Critical Thinking: <ul style="list-style-type: none">• Did the Career Launcher understand how this project affects the business? If so, how early into the process?• Did they need assistance throughout the project or did they take the lead?	