



PARKER DEWEY

The Ultimate Win-Win-Win: How to Create a Micro-Internship Sponsorship Program

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Virtual
Opportunities
for Students

Early Access to a
Better Talent
Pipeline for
Employers



Revenue
Generation for
Universities

Today's Agenda

- **Current State:**
 - How are Sponsorship Programs Structured Now?
 - Impact of COVID
- **Overview of a Micro-Internship Sponsorship Program:**
 - What are the benefits for employers? Students? Schools?
 - Four Options/Strategies to Implement Program
- **Resources to Help:**
 - Toolkit
 - Case studies
 - FAQ's

Looking for an overview of Micro-Internships and University Partnerships?

[Click here](#) to join us for our next session Tuesday, June 8, 2021.



Sponsorship Programs

- Go by many different names:
 - Corporate Sponsors
 - Partner Program
- Housed in various offices across campus:
 - Career Services
 - Foundation/Development, etc.
- Different pricing levels depending on the size of the school, benefits, type of organization (e.g. nonprofit): \$2,500 - \$20,000
- Often use a cafeteria style approach: Employers can customize the contents of their package



Why Companies Sponsor Career Services

	Career Fair Placement/ Signage	Info Sessions	Interview Rooms	Website/ Directory
Value to Company				
Increase brand awareness	X	X	X	X
Recruit more students	X	X	X	X

Impact of COVID...

- **What we're hearing from schools:**
 - Sponsorship revenue is down
 - Career fair attendance is down
 - Student engagement is down
- **What we're hearing from companies:**
 - Students aren't engaging with emails unless they already planned to apply
 - Particularly difficult to engage students from diverse backgrounds
 - Turning to third-party "products" and vendors



Impact of COVID...

- What we're hearing from students*:
 - To help me secure a job after graduation, in the next 6 months I need:
 - 78% More experiences to build my resume and get my foot in the door
 - 67% A better understanding of who is hiring
 - How would you most like to engage with employers during COVID-19:
 - 87% Real work experience with a company
 - 54% Company websites/Info Sessions
 - 51% Career Fairs
 - 39% Job Ads

*Survey conducted Summer 2020 with responses from >3,000 current students nationwide



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Offer More Value to Sponsors

Value to Company

	Career Fair Placement/ Signage	Info Sessions	Interview Rooms	Website/ Directory	Micro-Internships
Increase brand awareness	X	X	X	X	X
Recruit more students	X	X	X	X	X
Recruit more diverse students					X
Support busy teams					X
Paid experience for students					X

Offer More Value... Even If Your Events are Virtual

Value to Company

	Virtual Career Fair Placement/ Signage	Virtual Info Sessions	Interview Rooms	Website/ Directory	Micro-Internships
Increase brand awareness	Somewhat	Somewhat		X	X
Recruit more students	Somewhat			X	X
Recruit more diverse students					X
Support busy teams					X
Paid experience for students					X

Micro-Internships Work for Companies

- **Micro-Internships are Effective**
 - **>95%** of Micro-Internships have been successfully completed
 - **>70%** of all Micro-Internships have been for companies that provided multiple projects
 - **40-80%** lower cost per hire
- **Other Value-Adds for Companies:**
 - **No administrative burden** since the student is on our books, and we handle payment, assume risk
 - **No cost to hire** for longer-term opportunity
 - **One platform engages all students** from undergrads through graduate students, across all majors across the university
 - **“Feature” projects** to students from specific schools/backgrounds



How “Featured Projects” Work

Company’s View

LIMIT TO SPECIFIC SCHOOLS AND / OR AFFILIATIONS

Limiting your projects to specific schools and / or affiliations will cause your project to **only be visible to Career Launchers with those schools or affiliations** listed on their profiles. This can be changed at any time so the project becomes visible to all Parker Dewey Career Launchers.

Please note: You will always see a student’s school and affiliation when evaluating applicants’ profiles, and you can use that information to select a candidate. This feature is for Micro-Internships linked to specific schools or programs to ensure that only eligible students / recent grads apply.

Schools

+ ADD

Affiliations

Affiliations are community or mission-driven organizations that have partnered with Parker Dewey to support their students, alumni, or participants. It also includes Student-Athlete and Honors Student. To review our list of affiliations, [click here](#)

+ ADD

Student View

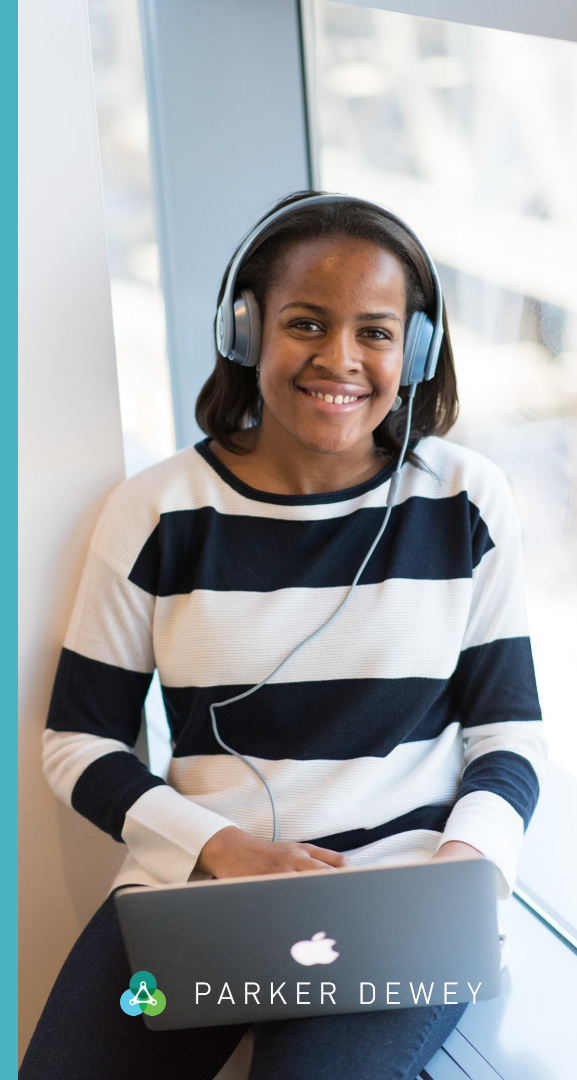
The screenshot shows the 'Student View' interface. At the top, there are tabs for 'OPPORTUNITIES', 'APPLIED', 'HIRED', 'COMPLETED', and 'MESSAGES'. Below these are filter buttons: 'Favorites', 'Hidden', 'On-Site', 'Remote', and a 'State' dropdown. A 'Sort By: Update Date' dropdown is also present. The main content area is titled 'Featured Projects' and contains two project listings. The first listing is for 'Video Vignettes | Bethesda,, MD' by 'Job-IQ', with a 'Remote' tag and a 'START DATE: 06/14/2021'. The second listing is for 'Graphic designer | Burlington, VT' by 'IoT Conduit', with an 'On-Site' tag and a 'START DATE: 06/07/2021'. Each listing includes 'Favorite' and 'Hide' icons and a 'DETAILS' dropdown.

- Company selects one or more schools, affiliations
- Projects are only visible to students at that school/organization
- We notify partners when projects are posted for your students



Micro-Internships Work for Students Too

- >80% of successful Micro-Interns come from underrepresented backgrounds
- **\$414:** Average student take-home pay for a Micro-Internship
- **94%** of graduates who completed one or more Micro-Internships are employed in professional roles (vs. 64% among graduates overall according to NACE data)
- >**97%** of Micro-Interns stay with their first full-time employer beyond one year (vs. 55% of all recent grads according to BLS data)



Micro-Internship Sponsorships for Universities

- **Flexible:**
 - Sponsorships can be of any dollar value
 - Can be stand-alone program or an add-on to existing options
- **All sponsorships directly support students**
 - All contain at least one Micro-Internship for your students
 - Micro-Internships can be on-site, but most are conducted remotely
- **No-Cost to School/Organization to Implement. This includes:**
 - Program implementation (developing additional website(s), marketing materials, etc.)
 - Data access
 - Program support throughout the Micro-Internship

*The only portion Parker Dewey retains is 10% of the total cost of the Micro-Internship(s)



Micro-Internship Sponsorship Program

The Ultimate Win-Win-Win

Benefits to Students

- Micro-Internship Experience
- Income
- Connection to Employer sponsor

Benefits to Sponsoring Company

- Micro-Internship support
- Increase brand awareness virtually
- Branding on school's student Micro-Internship page

Benefits to College/University

- Sponsorship revenue
- Deepen employer engagement
- More opportunities for your students

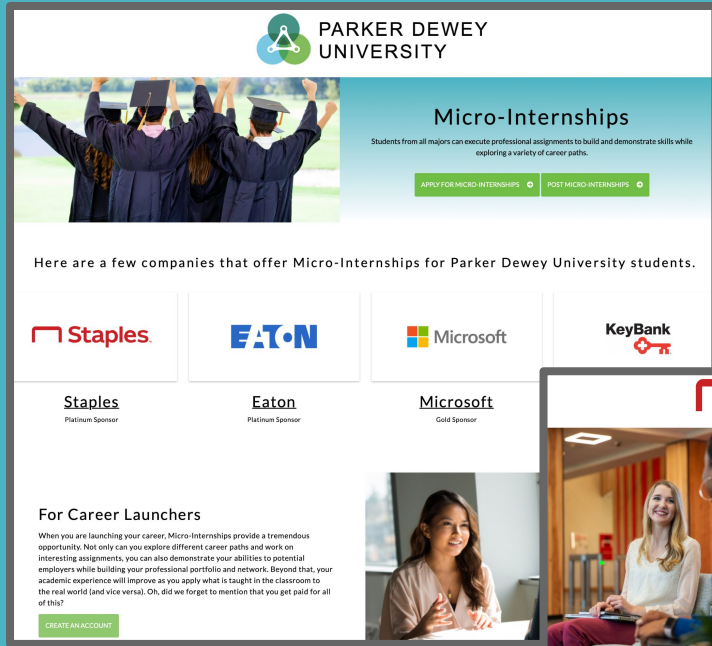


Option #1: Revenue Split/Option in Cafeteria Menu

- **Package Contains:**
 - Portion goes towards financing Micro-Internships for your students
 - Portion goes to your office
- **For example, a \$5,000 sponsorship (50-50 split):**
 - Five Micro-Internships for your students at the sponsoring company
 - \$2,500 to your office
- **Benefits to Company**
 - **Access talent early:** Can be implemented at anytime
 - **Build brand on campus:** Featured on student-focused Micro-Internship site
 - **Enhance diversity:** Specific student populations can be targeted/engaged
 - **Engage hiring managers:** Micro-Internships can be in all areas of an organization
 - **Lower cost per hire:** Typically 40-80% cost reduction compared to traditional methods



Employers Featured on Student Page







PARKER DEWEY UNIVERSITY

Micro-Internships

Students from all majors can execute professional assignments to build and demonstrate skills while exploring a variety of career paths.

[APPLY FOR MICRO-INTERNSHIPS](#) [POST MICRO-INTERNSHIPS](#)

Here are a few companies that offer Micro-Internships for Parker Dewey University students.



Staples
Platinum Sponsor

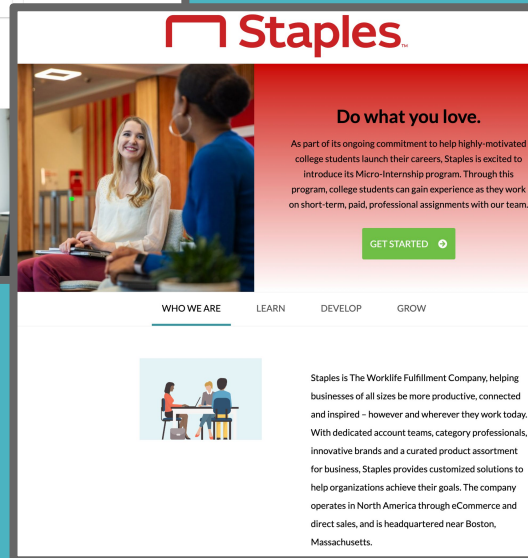
Eaton
Platinum Sponsor

Microsoft
Gold Sponsor

For Career Launchers

When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different career paths and work on interesting assignments, you can also demonstrate your abilities to potential employers while building your professional portfolio and network. Beyond that, your academic experience will improve as you apply what is taught in the classroom to the real world (and vice versa). Oh, did we forget to mention that you get paid for all of this?

[CREATE AN ACCOUNT](#)



Staples

Do what you love.

As part of its ongoing commitment to help highly-motivated college students launch their careers, Staples is excited to introduce its Micro-Internship program. Through this program, college students can gain experience as they work on short-term, paid, professional assignments with our team.

[GET STARTED](#)

[WHO WE ARE](#) [LEARN](#) [DEVELOP](#) [GROW](#)

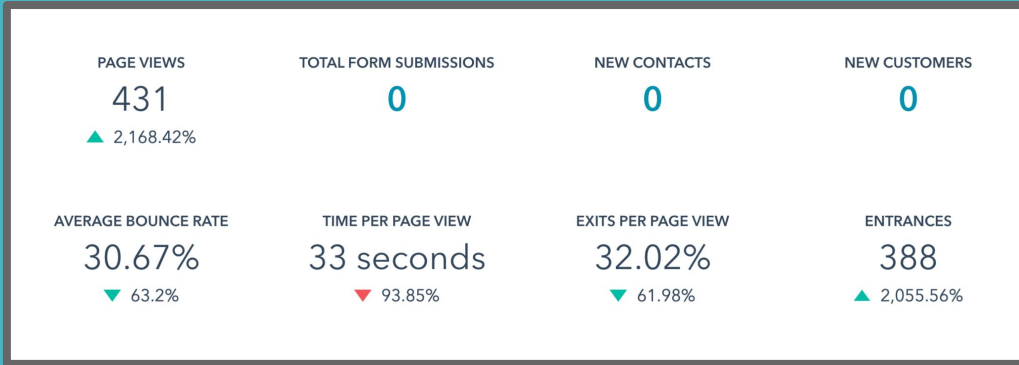
Staples is The Worklife Fulfillment Company, helping businesses of all sizes be more productive, connected and inspired – however and wherever they work today. With dedicated account teams, category professionals, innovative brands and a curated product assortment for business, Staples provides customized solutions to help organizations achieve their goals. The company operates in North America through eCommerce and direct sales, and is headquartered near Boston, Massachusetts.

- Companies featured on student Micro-Internship Sign Up page
- Unlimited number of companies can be featured
 - Whatever order you wish
 - However long you wish
- Company logo tiles lead to company-specific pages or the company's college recruiting page



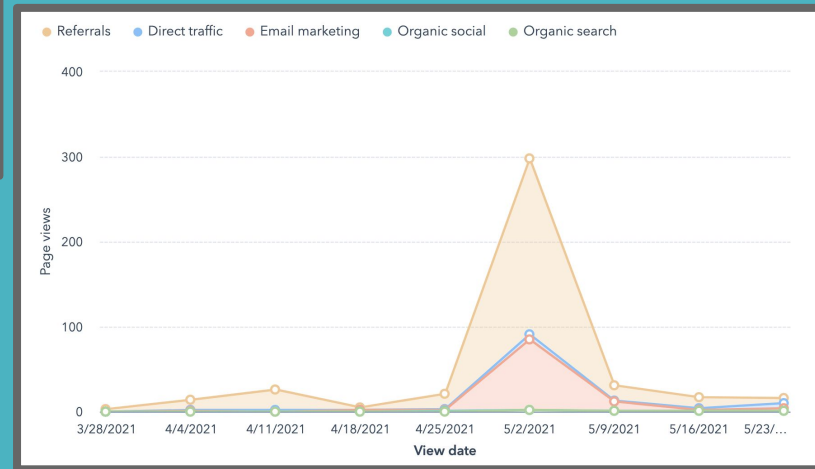
Available Statistics for “Featured” Employer Landing Page

Page Metrics



- Companies can see how many “hits” their site has received (both main site, and sub-page)
- Timing can help you measure the effectiveness of your outreach efforts

Timing of Views



Option #2: Add On

- **Supplemental Add-on for Typical Packages:**
 - Portion goes towards financing Micro-Internships for your students
 - Portion goes to your office
- **For example, if your typical package is \$3,000 and contains:**
 - Premium location at onsite and/or virtual events
 - Student interaction via info session(s), guest speaker presentations, etc.
 - Branding in office and marketing materials
- **For \$4,000, the company could receive all of that PLUS:**
 - At least two Micro-Internships for your students at the sponsoring company
 - Branding on student-focused Micro-Internship page



Add Micro-Internships to Standard Sponsorship Package

EXAMPLE!!!

Become a Virtual Career Fair Sponsor – \$1,500

The Walter Center offers one type of sponsorship for virtual career fairs. If your organization is interested in sponsoring an event but aren't sure if it's a good fit, please contact our team at hirewalt@iu.edu

- **Employer Networking Night:** Join us for a relaxed virtual networking event where you can share who you are and what you do in a more casual setting and personally engage with interested students.
- **Social Media:** Be included in social media posts on Instagram and Twitter.
- **Print Materials:** Be included in printed marketing materials, such as flyers posted in campus buildings.
- **Emails:** Be included in any emails sent directly to students
- **Website & Blog:** Be included prominently in on the student-facing events calendar webpage. In addition, you can submit content or our marketing coordinator can create an Employer Spotlight blog for your organization.

Jumpstart Your Recruiting Through Micro-Internships – \$1,000

In addition to our Virtual Career Fair, you can engage IU students through Micro-Internships: short-term, paid, professional projects that can be completed by students. This provides your team real-time, virtual support from a talented IU student. This package contains:

- **Up to 3 Micro-Internships:** Provides support on short-term projects allowing you to test an IU student's skills and readiness for your longer-term roles.
- **Featured on IU Micro-Internship Website:** Accessible to all Walter Center students at all stages of their academic journey|

EXAMPLE!!!

Levels of sponsorship

Premier Partner Level \$10,000 Sponsorship - Enhanced Presence plus the following

Enhanced Presence Level \$5,000 Sponsorship - Corporate Level plus the following

Corporate Level \$2,500 Sponsorship

Micro-Internship Sponsorship - \$1,000

- **Up to 3 Micro-Internships:** Provides support on short-term projects allowing you to test a Fisher student's skills and readiness for your longer-term roles.
- **Featured on Fisher Micro-Internship Website:** Accessible to all Fisher students at all stages of their academic journey

- Offer an additional option for employer sponsors (see [this example](#))
- List as part of your current sponsorship package options



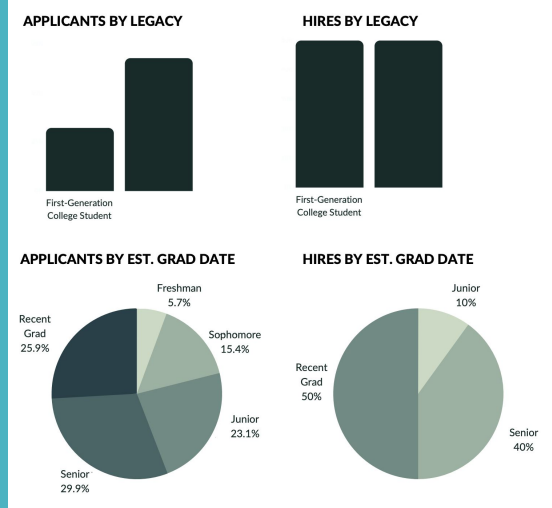
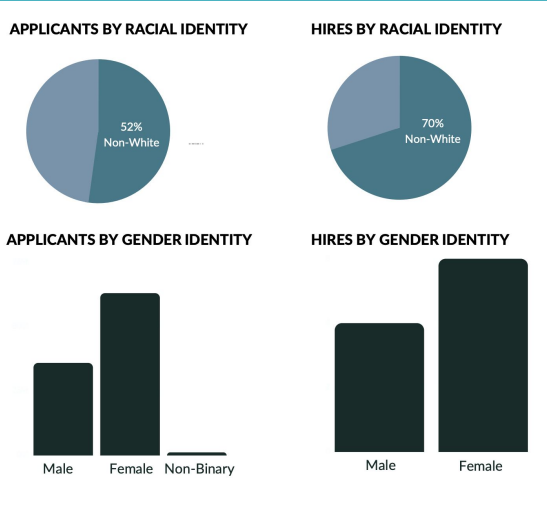
Option #3: Corporate Giving

- Many companies have foundations who have an interest in generating opportunities for students from underrepresented backgrounds, local nonprofits, etc.
- Engage companies who give back to support local non-profit organizations/small businesses
- **Package Contains:**
 - Micro-Internships for your students at local nonprofit organizations
 - Branding on student-focused Micro-Internship site
 - Outreach to target student audiences
- **For example, a \$7,500 sponsorship:** 15 Micro-Internships for your students
- **Benefits to Company** (in addition to others mentioned previously)
 - **Philanthropic Support:** Directly benefits both the small organizations/non-profits and your university/organization
 - **Branding:** Featured on your student-facing page
 - **Impact Report**



Impact Report*

Candidate Demographics



Project Summary and Feedback

CORE SKILLS AND COMPETENCIES REQUIRED

Attention to detail; Writing; Oral Communication; Problem-solving*; Critical Thinking*; Hubspot; Social media; Data analysis; Time management*; Creativity*; Professionalism*

*It is important to note that these skills are not easily assessed via resume reviews and interviews but by working together you can better assess a candidate's competency.

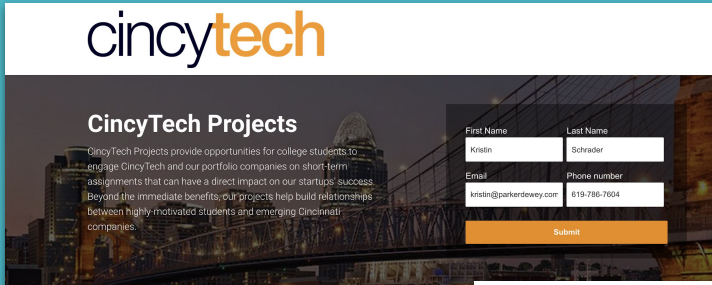
FEEDBACK OVERVIEW

Ratings breakdown given by your team for Micro-Interns based on project outcomes.

	EXPECTED MORE FROM AN INTERN OR NEW HIRE	AS EXPECTED FOR AN INTERN OR NEW HIRE	IMPRESSIVE FOR A CAREER LAUNCHER	EXECUTED LIKE AN INDUSTRY VETERAN
Overall Satisfaction		1	8	1
Timeliness		8	2	
Communication		3	5	2
Quality / Accuracy	1	1	8	
Presentation		1	8	1
Skill Level			9	1

*Recommended that package contains a minimum of 10 Micro-Internships to develop an Impact Report so that the data is more meaningful

Corporate Giving = Community Support



What are CincyTech projects

CincyTech projects are short-term, professional assignments that are similar to those given to recent college grads or interns.

- Meaningful to the growth potential of our portfolio
- Typically require 10-40 hours
- Have a discrete deliverable
- Available year-round as needed
- Provides an easy way for college students to get startup experience and build relationships with high growth companies

Wage Assistance for Non-Profits

This page will be removed after July 1, 2021. Please visit the new [HireUC.com](https://www.hireuc.com) now for the latest information for current and prospective employers and partners.

Non-Profit employers can hire students as apprentices and use **up to \$1,000** wage assistance to help offset their costs.



Boasting one of the largest service learning programs in the world with more than 6,000 students per year, UC's NEXT Apprenticeship Program presents SERVE-IT Solutions. This innovative program provides non-profits the option to have computing and informatics-related projects, such as website development or database management, completed in a cost-effective and mutually impactful way.

As the University of Cincinnati seeks to broaden its impact in the community, connecting nonprofits with trained student talent is crucial. After students complete courses to prepare for computing- and informatics-related apprenticeships, nonprofits can hire students as apprentices and **receive up to \$1000 per student** to help pay the student's wages.

LET US CONTACT YOU

- University of Cincinnati has two main community-based initiatives:
 - CincyTech: Startup incubator that collaborates with faculty to identify local students to work on Micro-Internships
 - SERVE-IT: Ohio DoL grant funding for UC students to work at nonprofits
- Corporations could “power” programs like this to build brand, support school, retain local talent



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Option #4: Speed Interview Event

- **Virtual event engaging employers across an organization**
 - Employers meet with up to 10 students in one hour
 - Determine fit for Micro-Internship opportunity
 - Two students selected to complete Micro-Internships (20-25 hour projects)
- **Suggested Cost of Event: \$2,500**
 - \$1,500 for Micro-Internships including payment to students
 - \$1,000 to your office
- **Highlights**
 - Can be hosted at any time
 - Can be scaled up as needed
 - Flexible: Costs can be modified
 - Also can be adapted as an alumni engagement activity



Speed Interview Event

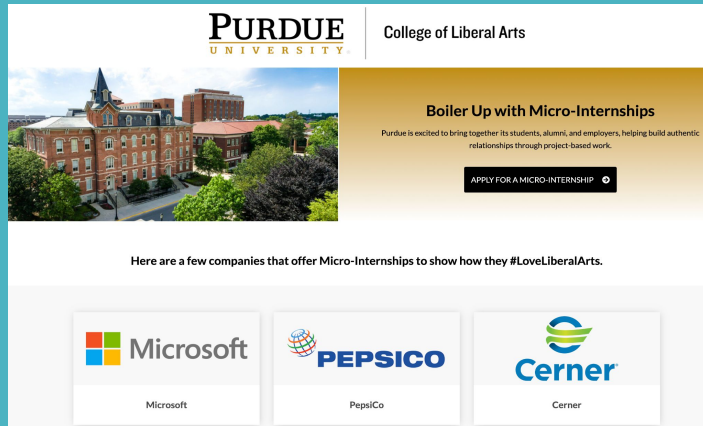
- **What You Do:**
 - Engage companies who wish to participate
 - Pick the date/time for the event
 - Help spread the word to students

- **What We Do:**
 - Provide project templates to participating employers
 - Help spread the word to specific student populations
 - Train companies on use of the video interview platform
 - Manage the event and Micro-Internships
 - Share data with you and the companies



Suggested Strategies for Implementation

- Create a new sponsorship program/package
- Add to the menu of options for current/prospective sponsors
- Tie it into a pre-existing event:
 - Purdue University College of Liberal Arts “Love Liberal Arts” event
 - Catholic University of Tucson’s campus opening
- Create a specific fundraising event (such as the Speed Interview event)






PURDUE UNIVERSITY College of Liberal Arts

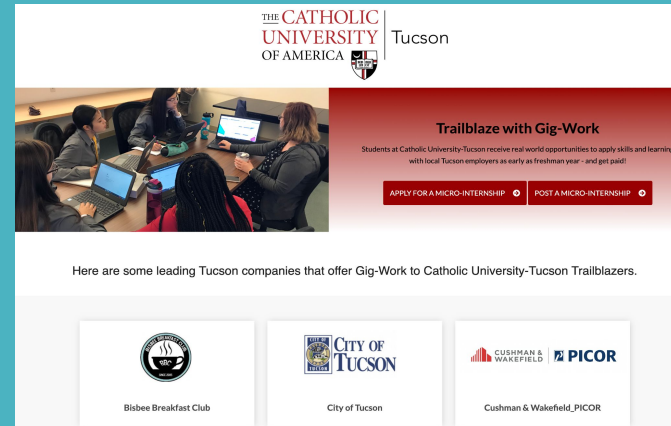
Boiler Up with Micro-Internships

Purdue is excited to bring together its students, alumni, and employers, helping build authentic relationships through project-based work.

[APPLY FOR A MICRO-INTERNSHIP](#)

Here are a few companies that offer Micro-Internships to show how they #LoveLiberalArts.

 Microsoft	 PepsiCo	 Cerner
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THE CATHOLIC UNIVERSITY OF AMERICA Tucson

Trailblaze with Gig-Work

Students at Catholic University-Tucson receive real world opportunities to apply skills and learning with local Tucson employers as early as freshman year - and get paid!

[APPLY FOR A MICRO-INTERNSHIP](#) [POST A MICRO-INTERNSHIP](#)

Here are some leading Tucson companies that offer Gig-Work to Catholic University-Tucson Trailblazers.

 Bisbee Breakfast Club	 City of Tucson	 Cushman & Wakefield_PICOR
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Suggested Strategies for Implementation

- **Companies to Target:**
 - Previous sponsors who did not support your office/organization due to COVID
 - Prospective sponsors: Board members, alumni, “friends”
 - Existing sponsors
- **Timing considerations:**
 - Engage employers this summer to post projects for the fall
 - A few options:
 - Tie this into a specific event
 - Offer projects throughout Fall 2021
 - Offer projects throughout the academic year
 - Re-launch Micro-Internship program to students this fall with featured employers
 - Use new featured company page to generate new student sign-ups/engagement



Employer Sponsorship Toolkit

- Four ideas of how this program can be structured
- Printable overview of what Micro-Internships are from a company's perspective. We can customize this so that it is specific to your school/organization if you wish.
- Data from our 2020 Fall Recruiting Student Sentiment Survey
- Company-focused infographics
- Initial marketing materials to promote your program:
 - Flyer
 - Email/newsletter copy
 - Social media posts



Decision Tree: Can a Micro-Intern Help?

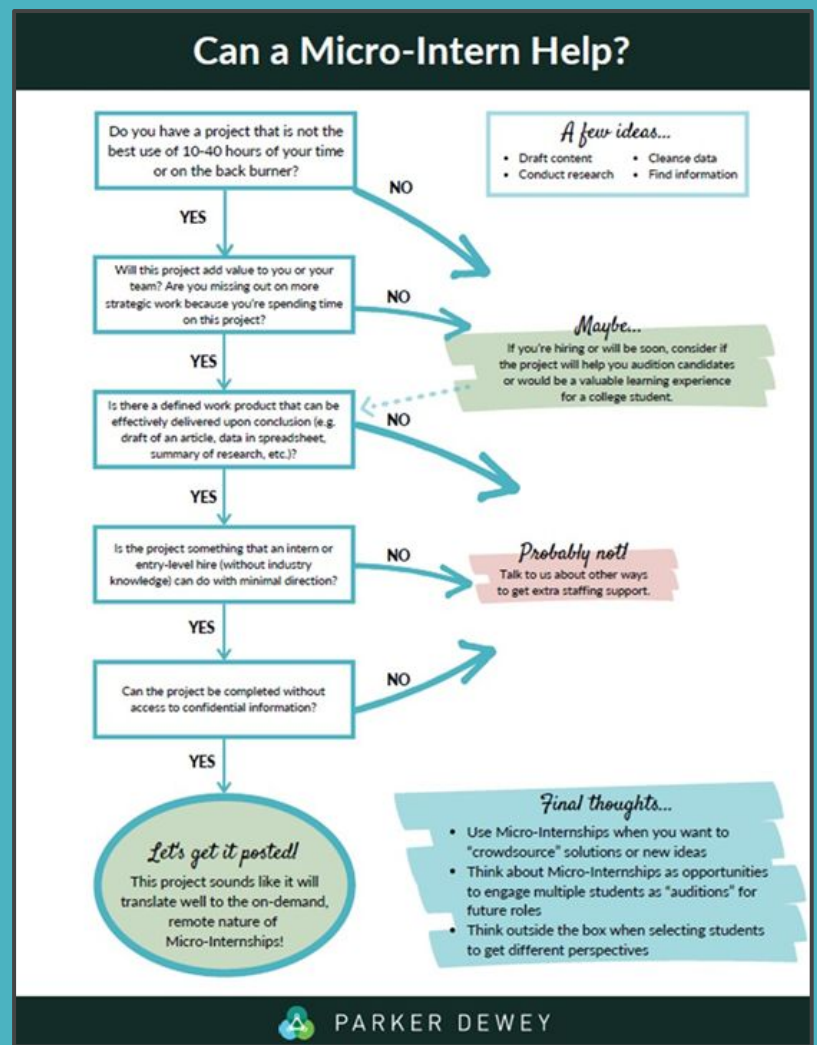
“We should...”

Projects that would be valuable, but there aren't enough hours in the day

“I shouldn't...”

Tasks that important, but not the best use of time for existing employees (but would be perfect for a college student or recent grad)

Access this resource [here](#).



Case Study: WAVE

- WAVE = Women's Association of Venture & Equity
- Launched Micro-Internship sponsorship program in 2021
 - Sponsorship companies and revenue were down in 2020
 - Wanted an idea to attract new sponsors
- So far, the program has:
 - Attracted new sponsors
 - Generated additional revenue for organization
 - Provided opportunities for WAVE students



WAVE
Women's Association of Venture & Equity


WAVE Micro-Internships

WAVE Micro-Internships help ensure that all women have equitable access to roles in financial services upon college graduation. Through these short-term, professional assignments, companies can introduce WAVE students to opportunities in financial services, build relationships with prospective interns or full-time hires, and enhance the diversity, equity, and inclusion efforts already in place. Furthermore, since these projects provide immediate support for busy professionals, existing employees are excited to participate.

First Name: Last Name:
Email:
Phone number:
Additional details or custom project request:

Featured WAVE Micro-Internships


All of these projects can be completed for \$600 and were specifically crafted to support your needs, providing an easy way to get started.



Data Cleansing

Whether you need data aggregated or filtered, contact records merged and deduped, or data cleansed and appended, you'll receive a reviewed and corrected version of data from a highly motivated Career Launcher.


[Click here to post this Micro-Internship.](#)



Industry Research

Finding the data to understand the total addressable market size, competitive insights, funding history, emerging trends, and other key insights is often time consuming. Get help from a college student who is excited to dig in.


[Click here to post this Micro-Internship.](#)



Presentation Deck

Spending too much time creating presentations for prospects, clients, or others? A Career Launcher will take the information you provide and convert it into a presentation that you or your team can use to effectively convey your message.


[Click here to post this Micro-Internship.](#)



Content Creation

When you have content ideas for blogs, white papers, or social media, but no time for the first draft, let a college student or recent grad use their research and writing skills to help. Just provide the topic and any requests or preferences.


[Click here to post this Micro-Internship.](#)



Debt Covenant Analysis

Going through financial documents is time consuming. Let a Career Launcher comb through financial statements and identify the key terms associated with the debt for each.


[Click here to post this Micro-Internship.](#)



Lead Generation

Whether you are seeking new customers, investors, employees, or partners, a Career Launcher can get a target list with key information so you can focus on closing.


[Click here to post this Micro-Internship.](#)



Data Analysis

Analyzing data can be a real time sink. Instead, let a Career Launcher review the data and share the actionable insights they've extracted into a high-level report.

[Click here to post this Micro-Internship.](#)



Industry Research Survey

Hearing directly from market participants can be extremely beneficial. A Career Launcher can help you develop and execute a survey to help you uncover hidden insights.

[Click here to post this Micro-Internship.](#)

Case Study: Pennsylvania Bankers Association

- Program to launch tomorrow (Friday, June 4)
- Micro-Internships offered by member banks (large and small)
- All projects are pre-scoped at \$500
- 80% of package funds the Micro-Internships, 20% supports the parent organization
- Program's goal: Connect with students attending Pennsylvania colleges or who are from Pennsylvania and went to school elsewhere

PA Bankers Association

PA Bankers Micro-Internships

PA Bankers 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 industries. Through these projects, college students and recent grads from across the nation will build their networks and gain the professional experiences they crave to help launch their careers.

Browse our recommended projects to learn more.

PA Bankers Association

First Name: Kristin, Last Name: Schrader, Email, Phone number, Additional details or custom project request:

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.

Lead Generation	Prospect Research	Market Research	Data Cleansing
<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>	<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>	<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>	<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>
Mortgage Closing Support	Raised Funding Recap	KPI and Trends Report	Extracting Insights from Data
<p>Provide assistance to our mortgage closing team to process documents.</p>	<p>Develop a report which provides an overview of a company's raised funding.</p>	<p>Using financial, location, product, and other data, create a report on trends and other data.</p>	<p>Review and manipulate a data set that will be needed. After</p>



FAQ's

- **How much can I charge?**

Micro-Internship packages can easily be scaled to any amount. Most projects are between \$200-\$600. We recommend packages to start at \$1,000 which can fund 2, 20-hour Micro-Internships, and your office receives \$200.

- **Wouldn't this compete with our other packages/events?**

No. This is an opportunity to be innovative in offering new value to companies and engage those who are not sponsoring your office at this time.

- **Do Micro-Internships replace internships?**

No. Companies are using Micro-Internships to augment their recruiting efforts. It reaches students that they're missing and helps to attract students who are early in their academic journey.



Let us know how we can help!



Kristin Schrader
kristin@parkerdewey.com



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