

# Why Run a Campus Ambassador Program?

Whether your organization is a household name or more of an industry niche, building and maintaining an employer brand can help to attract candidates while reducing time and cost per hire. Despite new mediums, new technology, and new channels, word-of-mouth is still the most valuable form of brand awareness. Campus ambassadors are a low-cost way to harness the power of word-of-mouth to connect with early-career candidates. Students serve as both a campus voice and the main contact for a company to help generate awareness, boost attendance at employer events, and develop relationships with other student-leaders. While many companies engage former interns for ambassador roles, the job requirements, management, and pay structure can be better facilitated as a project-based Micro-Internship.

## Example Campus Ambassador Projects

- Connect with 10 student organizations to coordinate a time for our organization to present our early-career opportunities and benefits.
- Work with your on-campus promotion guidelines to spread awareness about our upcoming lunch and learn info-session.
- Research and identify the top social media channels, hashtags, and topics to align our organization with the campus community.
- Poll students in the college of engineering on the top career development topics they are interested in and help us organize an event on the winning topic.



## Micro-Internships Facilitated via Parker Dewey

Micro-Internships, or project-based internships, allow you to work with college students on-demand. **For students that have previously interned with your organization**, but are still completing their degree, Micro-Internships help maintain engagement and continuously nurture the relationship. **For students not yet aware of the career opportunities your organization offers**, Micro-Internships provide a low-risk way for students to explore careers and start to learn about your industry.

**To save you time, money, and administrative costs**, Parker Dewey manages payroll and tax forms for all Micro-Interns. Similar to working with a consulting firm or any other service provider, you are engaging Parker Dewey LLC to complete the assignment, and each individual you select is a contractor or employee of Parker Dewey. You can still directly interact with them as much or little as you would like, and always have the opportunity to hire them directly without any additional fees beyond the project cost.

**Regardless of your organization's size, this model reduces the costs and administrative time associated with running a campus ambassador program in-house, and allows your team to focus on strategy over administrative tasks.**

# Build a Micro-Internship Campus Ambassador Program

Parker Dewey's Micro-Internship Campus Ambassador Program enables organizations to connect with college students to become brand liaisons when they return to campus. These ambassadors can then be easily assigned projects on-demand to run or attend events, assist university recruiters and campus teams, participate in career fairs, spread word about company and internship opportunities with peers, or network with clubs. This peer-to-peer communication helps busy teams to build a more authentic brand with students on campus, while maintaining a working relationship with ambassadors as they finish their degree.



## Benefits For Campus Recruiters

- **Opportunity** to engage with college students right now and before other companies have access to them.
- **Effective** way to “get through the noise” to communicate the value proposition of the organization and future career opportunities in the company.
- **Improved** hiring and conversion outcomes, as authentic relationships help candidates visualize themselves at the company.

## Launch a Campus Ambassador Program in Days!

Parker Dewey makes it easy to connect with students nationwide, while complementing your existing programs.

### 1 DEFINE GOALS

Work with Parker Dewey to identify specific student populations, skills, matriculation, geography, and other key targeting.

### 2 INTRODUCE THE PROGRAM

Parker Dewey creates a custom portal for your team, hosts introductory webinar(s), and provides content to launch internally.

### 3 RUN THE PROGRAM

Parker Dewey provides complete support to ensure ambassador engagement, employee satisfaction, and program outcomes.

### 4 SEE THE RESULTS

Parker Dewey can provide an Impact Report highlighting ambassador performance and other key data.