



Access, Assess, and Hire Early-Career Talent with Micro-Internships

CSUN

CALIFORNIA
STATE UNIVERSITY
NORTHRIDGE



PARKER DEWEY

Welcome to a New Era of Early-Career Hiring



PARKER DEWEY

What We Do: Parker Dewey's platform helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments called Micro-Internships.

About Parker Dewey Micro-Interns: Connect with our nationwide network of diverse students and recent graduates from 5,900+ secondary institutions who are excited to complete real-world work experiences to demonstrate skills, explore career paths, and find the right full-time role.

At Parker Dewey, we're not just filling positions. We're building bridges between education and employment one Micro-Internship at a time.

 FLEETCOR® 



Microsoft







Defining Micro-Internships

Micro-Internships are short-term, paid, professional projects that can be completed on-demand by highly motivated early-career talent.

- Projects: Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- Short-term: Typically a total of 10-40 hours of work by the Micro-Intern
- On-demand: can be done year-round, with no administrative burdens (payroll, legal, etc.)
- Paid: Fixed cost to make it simple, usually \$300-\$600 per project
- Professional: Similar to what would be assigned to an intern or new hire

Micro-Internships provide a valuable way to **access, engage, assess, and hire** for traditional internships and full-time roles.



Primary Reasons Companies Use Parker Dewey

RECRUITING

Confirm Fit and Hire with Confidence

Goal: Identify, audition, and hire talent for a specific opportunity (internship, co-op, full-time role, etc).

Micro-Internship Details: Project demonstrates specific skills that align with the longer-term role. Typically project has “Audition” in the title and will hire 5+ candidates.

Build Talent Pipeline & Brand Awareness

Goal: Access talent who might be a good fit for your industry and organization, but may not have previously been aware of or familiar with it.

Micro-Internship Details: Typically research or “Campus Ambassador” projects. Often will hire multiple Micro-Interns per project.

GET STUFF DONE

On-Demand Project Support

Goal: Get support and fresh perspective for projects that aren’t the best use of your current team’s time.

Micro-Internship Details: The skills required range significantly depending on the needs of the organization.



Recruiting with Parker Dewey: Deeper Insights. Smarter Decisions.

Parker Dewey's Candidate Intelligence Platform helps you go beyond resumes and GPA. Track behavioral and performance indicators, from follow-through to problem-solving, to identify who's truly ready to succeed.

All in one place.

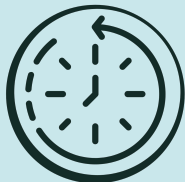
60%+

lower cost-per-hire



70%

faster time-to-hire



98%

first-year retention



14

candidate insights



Enhanced Recruiting Efforts

Aligns to what you're already doing, resulting in more meaningful outcomes.

Before career fairs, info sessions, and other events

Employer drive interest from candidates aligned to their goals

If employers can't visit campus

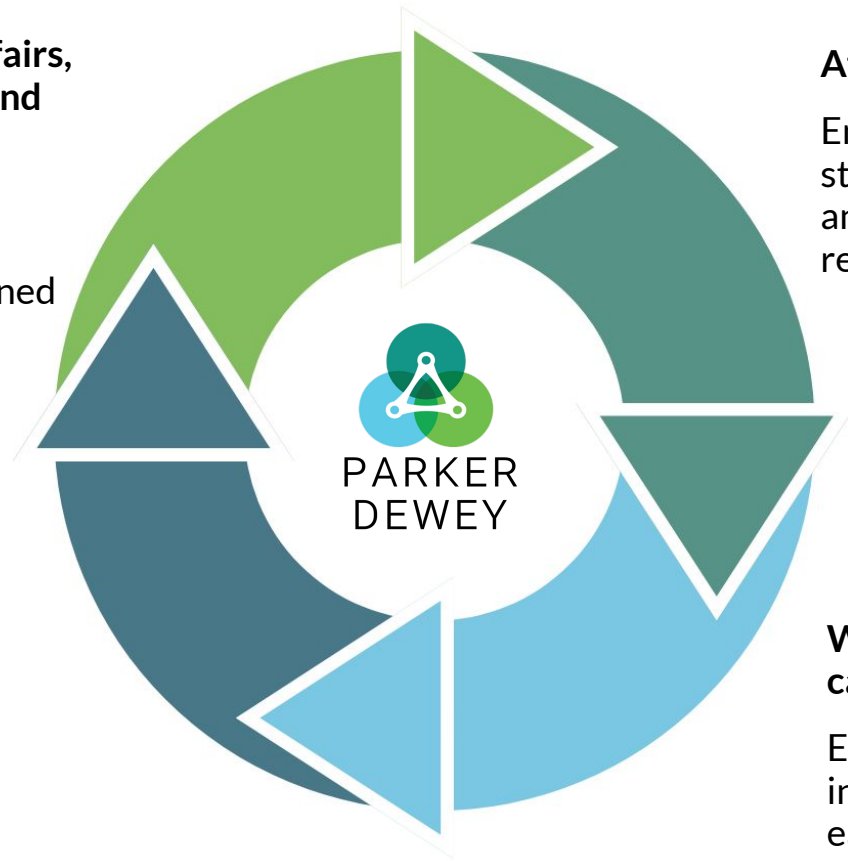
Reach, engage, and assess candidates

After campus visits

Employers keep students engaged and strengthen relationships

When evaluating candidates

Employers gain insights on skills earlier in the process



PARKER DEWEY

Confirm Fit and Hire with Confidence:

Transforming a Role Into a Targeted Micro-Internship

Example Job Description:

Entry-Level Data Marketer

Assist in gathering, analyzing, and reporting marketing data to drive campaign strategies and measure effectiveness. Support content strategy and marketing initiatives through competitor analyses, performance metrics, and data-driven insights. Provide recommendations based on key findings to enhance campaign performance and strategic direction.



Micro-Internship:

Competitive Campaign Analysis

Research competitor marketing campaigns to identify effective tactics and provide recommendations on how to strengthen our competitive edge.

Skills

- Market research
- Data analytics
- Problem solving
- Communication
- Intellectual curiosity
- Professionalism



Example: Confirm Fit and Hire with Confidence

Smith+Nephew

About the Company:

Smith+Nephew is a publicly traded medical device company, often recognized as a leader in the medical technology industry.

Challenge:

The company struggled to reach target demographics and to find the right fits for their Commercial Leadership Rotational Program.

How Parker Dewey fit in:

Smith+Nephew used Micro-Internships to reach talent that didn't otherwise have the time and/or awareness to engage with their company. The selected Micro-Interns were tasked with creating a pitch deck for a Smith+Nephew product, allowing the company to see the Micro-Interns' research and communication skills in action while giving the Micro-Interns a meaningful and impactful way to learn more about the company.

Outcomes:

- 12 Micro-Interns auditioned
- 6 full-time offers extended, with 5 accepted
- Accomplished for less than 40% of typical hiring costs
- 100% retention one year after hire

Examples: Build Talent Pipeline:

Engage talent earlier with straightforward projects that build awareness.

Campus Ambassadors

When motivated students to act as ambassadors between your company and their campus, they better understand your organization as they promote it to their peers. This can also be a great way to generate interest in advance of career fairs.

Example:



Projects that assess soft skills

Research and other straightforward projects give students the chance to learn about what you do early in their college careers, while you get to assess the research, communication, and other soft skills that are crucial in a good hire.

Example:



More than half

of Micro-Interns report awareness of a company they weren't previously familiar with as an outcome of their Micro-Internship.

"I wasn't familiar with Northrop Grumman at all before finding this Micro- Internship. I had no idea how big of a company it was."

Alex Mora, Micro-Intern

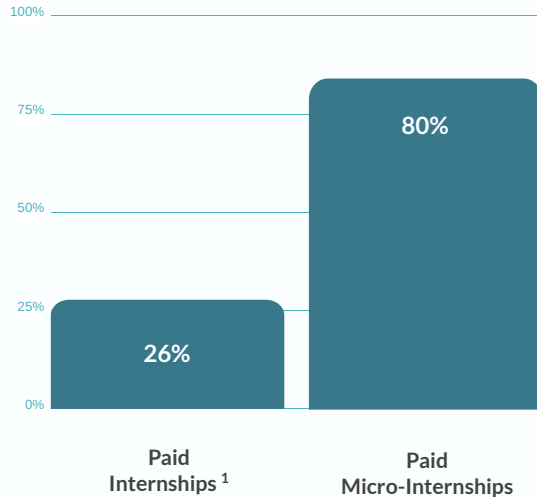


PARKER DEWEY

Recruiting Outcomes By The Numbers

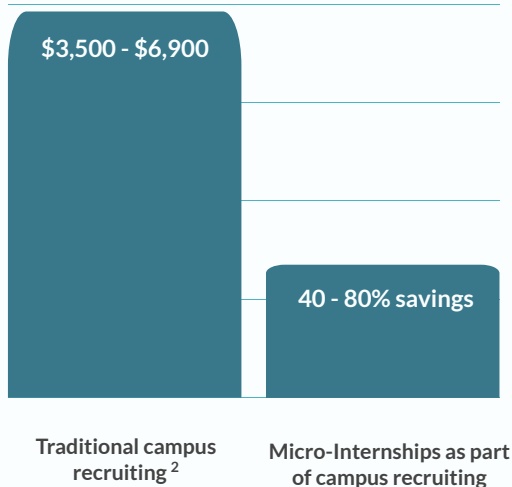
EXPANDED REACH

Talent from underrepresented populations



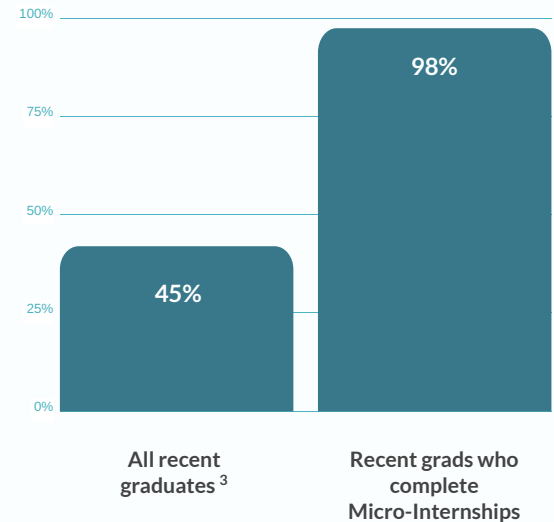
COST SAVINGS

Cost per hire for campus recruiting



BETTER HIRING DECISIONS

First year retention of recent graduates



¹ According to the National Association of Colleges and Employers (NACE) Student Survey Report.

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

³ According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys.



What Is Gigs for Good?

- **Gigs for Good** is Parker Dewey's national initiative that helps eligible organizations engage emerging talent through **funded Micro-Internships**.
- See how Micro-Internships support your early-career recruiting strategy at **no cost**.
 - Reach talent you may not have otherwise met
 - Audition talent for open roles
 - On-demand talent pipeline
 - Shorten your to-do list
- **Why do schools/organizations do this?**
 - **Support initiatives** focused on solving the challenges around equitable early-career pathways
 - **Stretch the experiential learning budget** to support as many students as possible
 - Provide opportunities for students **who may not otherwise have access** to these opportunities

University of Mary Washington Micro-Internships

- **What is it?** Grant Funding from to help you recruit UMW students- You can post up to three 15 hour projects. Students can do 1 project.
- **What this means for you?** Enhance your recruiting outcomes at UMW with no cost
 - Reach students aligned to your goals (including those you may not have otherwise met)
 - Gain insights on skills even before interviews
 - Keep UMW students engaged after on-campus or other recruiting events
 - Gain a competitive advantage in making the right hires
- **Why does this program exist?**
 - Help employers access, engage, and hire students with the right skills
 - Prepare students for the right professional careers upon graduation
 - Capture insights to ensure alignment between academic programs and career readiness

Employer Perspectives

Real examples of how organizations enhanced their campus recruiting

Corpay[^]

Smith+Nephew

JLL

BECHTEL

Lenovo

EY

xylem

ADM

SRM[®]



INDIANA
FOR THE BOLD
Economic Development Corp.

Northwestern
Mutual[®]

HCA⁺
Healthcare

amazon

TRANE
TECHNOLOGIES[™]

Microsoft

HubSpot

NORTHROP
GRUMMAN

PARKER DEWEY

Get Stuff Done:

On-demand support for projects that aren't the best use of your time.



- Think about what's on your plate.
- Identify projects that will help you move forward with your goals, but don't require onboarding.
- Make sure the project involves specific deliverables and professional skills (consult [our guide](#) for help writing your project description).
- Post your project on Parker Dewey!

Post a Micro-Internship in Three Easy Steps

1

Post Your Project

Think about your longer-term goals (hiring, recruiting, or on-demand project support) and post projects that align.

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.



Next Steps Based Based On Your Goals

RECRUITING

**Confirm Fit and Hire
with Confidence**

**Build Talent Pipeline &
Brand Awareness**

Schedule a one-on-one meeting with our team

We'll help you identify, scope, and post opportunities that will serve your longer-term recruiting goals.

emily@parkerdewey.com

info.parkerdewey.com/demo-request



GET STUFF DONE

**On-Demand
Project Support**

**Create your account
and post your projects**

Get started at

parkerdewey.com/on-demand



PARKER DEWEY