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

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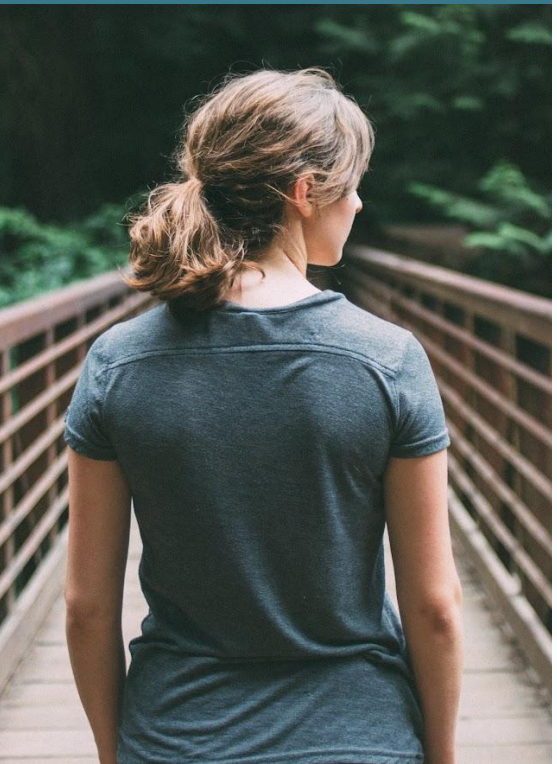
Welcome to a New Era of Early-Career Hiring



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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® Smith+Nephew Microsoft HubSpot JLL NORTHROP GRUMMAN

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.

Why Companies Use Parker Dewey

RECRUITING

Build Talent Pipeline & Brand Awareness

How can I find a pool of candidates who align to our company needs?

How Parker Dewey helps:
Build a talent pool with genuine interest and abilities. Even if not hiring right now, the pool will be ready when you are.

Confirm Fit and Hire with Confidence

These are great resumes, but how will they perform on the job?

How Parker Dewey helps:
Identify, audition, and hire talent based on a demonstration of real skills that are relevant to the longer-term role.

GET STUFF DONE

On-Demand Project Support

I have a project that needs done, but what if I don't have budget or bandwidth for a traditional hire?

How Parker Dewey helps:
Get project support without long-term commitments or administrative burden.

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How Companies Use Parker Dewey:
Build Talent Pipeline & Brand Awareness

Engage Talent Earlier

Build awareness of your company with open-minded first and second-year students.

Intentional Pipeline

An opportunity will need to be filled soon, but it's not ready *yet*.

Keep Warm

Already had a great intern? Don't let the relationship go cold!

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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:

TRANE TECHNOLOGIES™

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:

NORTHROP GRUMMAN

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

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How Companies Use Parker Dewey:
Confirm Fit and Hire with Confidence

Post jobs or internship on the typical platforms.
In the application instructions, include the link to a relevant Micro-Internship.

SYMPLICITY®/
Handshake / 12twenty

(or other job board of choice)

✓ Gets opportunities in front of candidates that have been directed to that platform.

+

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✓ Candidates get to ***show*** their skills.

✓ Hiring decisions are made based on ***real performance***.

✓ Engages candidates who may not have understood or considered the role otherwise.

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

Enhanced Recruiting Efforts

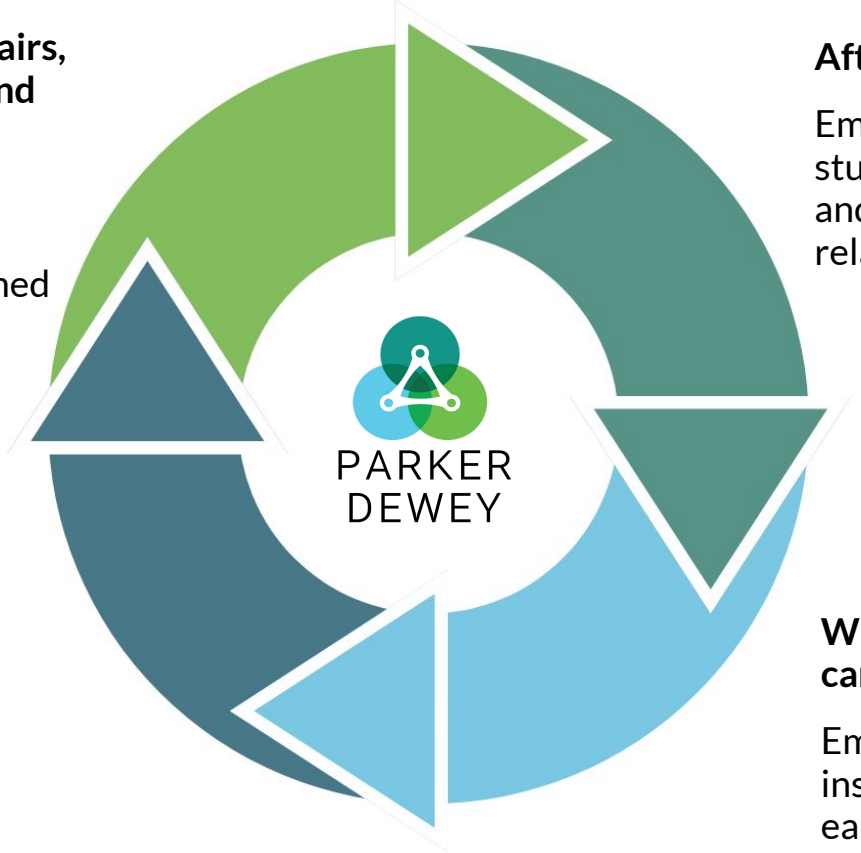
Aligns to what you're already doing, resulting in more meaningful outcomes.

Before career fairs, info sessions, and other events

Employer drive interest from candidates aligned to their goals

After campus visits

Employers keep students engaged and strengthen relationships



If employers can't visit campus

Reach, engage, and assess candidates

When evaluating candidates

Employers gain insights on skills earlier in the process

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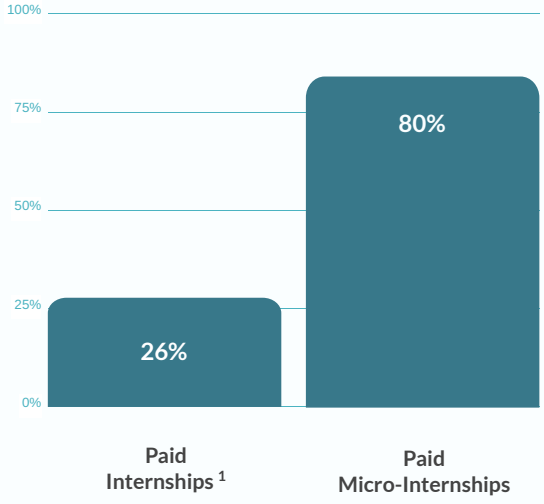
Recruiting Outcomes By The Numbers

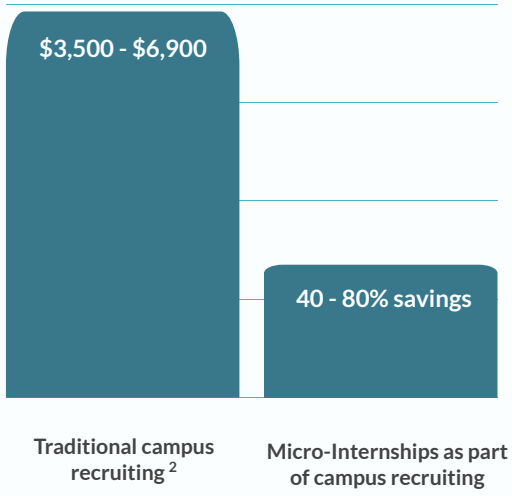
EXPANDED REACH

Talent from underrepresented populations



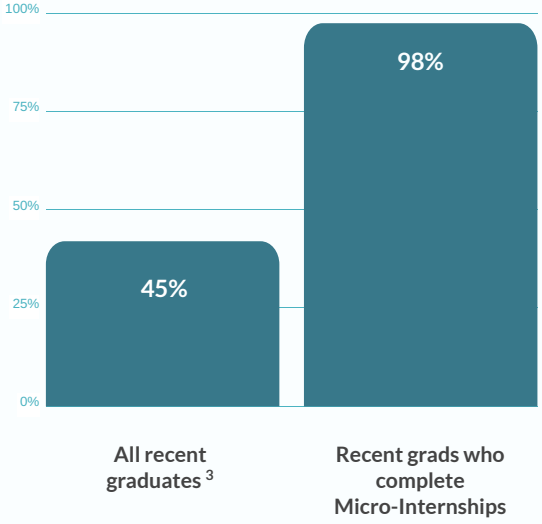
COST SAVINGS

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.

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Curry Neurodiversity Micro-Internship Program

- **What is it?** Grant Funding to help you recruit Curry students and alumni- You can post multiple 15-hour projects. Micro-Interns are limited to two projects during the length of the program (Wrapping April 1, 2027.) Organizations can work with up to four students. Students are all participants or recent grads in either the PAL, SAIL, or Curry Catalyst program.

- **What this means for you?** Enhance your recruiting outcomes at Curry 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 Curry students and alumni 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

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Employer Perspectives

Real examples of how organizations enhanced their campus recruiting

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 On Your Needs

Ready to Post Now

Engage Neurodiverse Talent at No Cost

Check out Curry College's Neurodiversity Micro-Internship Program

info.parkerdewey.com/signals/employer/curry

See What Candidates Can Do Before You Hire

Engage early-career candidates. Improve hiring outcomes.

info.parkerdewey.com/employer/curry

Questions?

Schedule a Meeting with our Team

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

meetings.hubspot.com/emily-kravetz

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