



Enhance Early-Career Recruiting with Micro-Internships



UNIVERSITY OF
ARKANSAS

Sam M. Walton
Center for Entrepreneurship



PARKER DEWEY

Agenda

- Overview
- What is a Micro-Internship?
- Actionable strategies you can apply right now
- Funded programs to see the impact with no cost
- Q&A



Common Early-Career Program Challenges

Increasing costs
and effort with
decreasing
benefits

>\$6,000 cost
per hire, with
>45% attrition

Difficulty keeping
the right
candidates
engaged

54% of students
block recruiting
emails

Application
avalanche

182% increase
in applications,
with “massive”
misalignment

Attacks on
early-career
programs

>80% of
hiring managers
frustrated with
new hires



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® Smith+Nephew



Microsoft



HubSpot



JLL

NORTHROP
GRUMMAN



How Employers Use Parker Dewey

- **Before campus visits:** Drive interest and awareness from the *right* candidates.
- **During & after events:** Keep students engaged.
- **Building interview lists:** Cut through the application avalanche, identify real interest and gain insights on skills.
- **When they can't visit campus:** Enhance relationships and/or reach new schools.
- **As a flexible resource:** On-demand support for small projects, while enhancing candidate pool



What Are Micro-Internships?

A recruiting tool, *not* a replacement for traditional internships or full-time roles.

- **Predictive:** Defined projects similar to those given to new hires
- **Short-Term:** Typically 10-30 hours of work by the Micro-Intern
- **Independent:** No need to manage, share data, or provide access
- **Paid:** Fixed cost to make it simple, usually \$200-\$600 per project
- **Easy:** Aligns to your timing and goals, with no administrative, HR, or legal complexity

Micro-Internships are job “dates” that improve internship “engagements” and full-time role “marriages.”



Primary Reasons Companies Use Parker Dewey

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.

Tips for Career Launchers: Apply only if interested in and able to accept a longer-term opportunity with the organization.

Build Talent Pipeline & Brand Awareness

Goal: Access talent who are interested in the work you do, but may not have previously been aware of or interested in your organization.

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

Tips for Career Launchers: Apply to any that seem interesting. This is a great way to explore careers, industries, and companies, and the projects have the potential to lead to something longer-term.

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.

Tips for Career Launchers: Apply if the project is a good fit for your skills. These could lead to additional projects and are great resume builders.



More Than Just a Project

Micro-Internships power a Candidate Intelligence Platform that enhances every stage of campus recruiting.

Indiana - Employee Engagement Planning for 2026 | Greenfield, IN

Yamaha Marine
BY: Precision Propellers, Inc. DEPARTMENT: Human Resources

START DATE
12/03/2025

DUE DATE
01/09/2026

EST. HOURS
20

ON-SITE/REMOTE
Remote

PAYMENT
\$400.00

PROGRAM CODE
IEDC

PROJECT DESCRIPTION

We are looking for someone to help us develop our employee engagement plan for 2026. As background, we have 135 employees across three shifts. The 1st shift is 90 people, the 2nd is 25 people, and the 3rd is 10 people. The events we host usually overlap with the 1st & 2nd shift and something smaller/different is considered for the 3rd shift.

For this project, you will be tasked with completing the following **deliverables**:

- Calendar of suggested events:** Develop a calendar of events we could host for our employees, broken down by quarter. The goal is to have one large event each quarter and potentially smaller ones in between.
- Potential costs & items to purchase:** Provide a rough breakdown of the potential costs associated with the events you suggested as well as a list of the items we would need to purchase.
- Full communication plan:** Craft a communication plan for employees, including emails, flyers, and digital messaging for both staff and production hourly workers (who do not have computer access). Additionally, lay out the timelines on when to communicate/ send each message.
- Action items list/ Run of Show:** Provide a brief Run of Show for each event, including what actually needs to be done from start/ finish for the event to take place.
- Budget:** For each event, provide options for a conservative spend (under \$500), mid-range (\$1,000-\$2,500), meals (\$5,000)



Office Location	Number of Applicants with Hometowns or Schools Within 50 Miles (2024 to Present)
Washington, DC	
Morton Grove, IL	
Bridgeport, NJ	
Durham, NC	
Houston, TX	
Thomasville, GA	
Uniontown, PA	27
Rockford, IL	25

Selection Rate Breakdown:
African-American Applicants

23.9% Micro-Internship Program Selection Rate

14.8% Micro-Internship Program Application Rate

9.8% Representation of African-American Employees within [Redacted] Current Employee Base

At the early-career level, African-American employees represent about 12% of entry-level positions nationally, but advancement to higher levels often stalls due to the

Gender Identity

Applicant Gender Identity: 5,214 (100%)

Selected Gender Identity: 84 (100%)

Feedback: Expected More, As Expected, Impressive, Industry Veteran

Bar chart showing Quality/Accuracy, Skill, and Timeliness metrics.

KEY DATA TO COMPARE AGAINST [Redacted] METRICS

To maximize the value of the Micro-Internship program and benchmark its performance, [Redacted] measure key metrics using Parker Dewey data as a guide.

\$73 2024 average cost per school engaged through Parker Dewey

\$5,187 Average cost per in-person career fair at one school*
*Includes people time, people travel, registration, and ancillary costs

\$1,067 Average cost per virtual event/career fair at one school*



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



Post a Micro-Internship in Three Easy Steps

1

Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

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.

Easy by design

- Helps busy professionals get work done
- Allows employers to harness the recruiting benefits



POSTING A PROJECT FOR STUDENTS

<p>Post a Custom Project Click on the link above to create your own project. You can determine the project scope, deadline, and other details. If you need help, please contact info@parkerdewey.com.</p>	<p>Lead Generation Identify 25 companies/contacts in a market that you specify. Once identified, the student will provide the company name and contact information for key decision makers.</p>	<p>Content Creation Research and draft an article/blog on a specific topic that you provide. It will also reference relevant outside sources, and the final product will be carefully edited.</p>	<p>Market Research Create a market analysis for an industry that you specify. The student will name existing companies in the space and identify key drivers of success or failure.</p>
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Select the Micro-Intern(s), and the Work Gets Done

Only see candidates who have proactively applied

Name	Education	Grad Date	Date Applied	
Applicant Name	Northwestern University Integrated Marketing and Communications	12/15/2024	8/2/2023	✓
Applicant Name	Fairfield University Finance	5/9/2025	7/30/2023	☆
Applicant Name	Morgan State University Business Management	5/12/2025	7/31/2023	☆
Applicant Name	Delaware State University Mass Communications	12/16/2023	7/27/2023	☆
Applicant Name	Morgan State University Marketing	5/28/2026	7/31/2023	☆
Applicant Name	California State University Dominguez Hills Biology	5/11/2024	8/3/2023	☆
Applicant Name	The University of Texas Rio Grande Valley Marketing	12/14/2023	7/31/2023	☆

View student profiles, LinkedIn profile and/or portfolio documents

EDUCATION

Florida International University, Drexel College
Bachelor of Science in International Management
Concentration in International Trade and Commerce
• GPA: 3.26
• 2019-2021 Drexel-Linn
• 2021-2022 Drexel-Linn
• 2022-2023 Drexel-Linn

WORK EXPERIENCE

Student, NY
Zoom Marketing Intern
May 2021 - August 2021
• Assisted in event creation for Alexa Live by reflecting speaker information, creating event product pages, and building 20 surveys to distribute to 10,000 attendees for post-event tracking
• Conducted event marketing through email and social media for the Amazon Alexa Interns website
• Built promotional email marketing campaign for Alexa Live to recruit event marketing support
• Led and planned the Alexa Live Live event for one team member

SKILLS

• Analytical and quantitative aptitude to assess proper flow of inventory
• Analyzed trends to create sales to make accurate and reliable predictions
• Designed a daily daily schedule based on employee capabilities and needs
• Conducted the hiring process for 100+ jobs of basic roles, recruiting process

TECHNOLOGICAL ACTIVITIES

Leadership and Professional Development Areas

- Managed all social media platforms and created daily content calendar
- Planned and executed marketing campaigns to increase customer demand
- Analyzed web traffic and applied targeted content to create marketing
- Developed marketing plan for the Delta Center hotel

EXTRACURRICULAR ACTIVITIES

Member of Delta Center Hotel & Institute

- Worked on and organized events for 100+ students and faculty
- Acted as DCH's resident and engagement specialist at campus and online
- Created social media marketing content for DCH's events, website, and more

Freelance Copy Pro

Skills:

- Extensive professional and business skills as they relate to a global world
- Proven as organizational work within the Corporate and Business World

SKILLS

- Proficient in all Microsoft programs Word, Excel, and PowerPoint, etc
- Certified by Amazon of Amazon FBA to handle, fulfill, and market

STUDENT LEADER

Student Leader Worker for Department of Marketing
Texas A&M University - Mays Business School
Fall 2019 - May 2020 - 10 hours
Student/College Station: Texas Area

Assisted in direct tasks at the Business Department as in Data Entry and organizing student events.

Review short-answer questions to quickly make a decision

FIRSTNAME LASTNAME

School
University of California Merced

Major
Applied Mathematics (Bachelors)
Computer Science & Engineering (Bachelors)

Graduation Date
12/15/2023

Actions

- Approve Applicant for this Project
- Send a Message

Responses

• Why do you think we should select you for this opportunity?
I am truly interested in using data analysis and machine learning to help patients to maximize the good outcome of their health. I had project experience in predicting student performance using various predictive models in R based on socioeconomic data. Through another machine learning project, I solved classification problems in Python with Google Colabs IDE. Various models were applied such as logistic regression, support vector machines, and multi-layer perceptron (MLP) using SciKit-learn and Keras. In addition, I performed hyperparameter tuning (batch size, epoch, optimizer, layer, node) on MLP to optimize the running time and prediction accuracy by 2%. With the skillset and experience that I had, I am ready to gain meaningful insight from the data and make reliable and effective predictions of the patient risks in this opportunity.

APPLIED

FIRSTNAME LASTNAME

Personal Statement

I am an analytical, organized, and proactive mathematics major with coding experience, looking to build awareness of potential career paths.

Resume
[Resume](#)



Ensuring Success



Host a project kickoff meeting

Connect via phone, Zoom, etc. to provide clarification, share materials, and build relationships



Students are motivated to use available resources

Micro-Interns leverage academic resources, faculty, alumni mentors, etc. to complete the projects



If you have questions...

Parker Dewey's Client Success team is available to answer questions or provide support

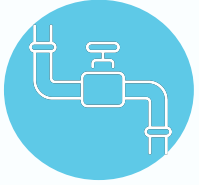


When the project is completed, give the student feedback

It takes just a couple minutes, but provides valuable insights for the student and school



How This Helps You Beyond the Project



Connect with emerging talent

Identify potential future hires and build relationships with the next generation of professionals



Experience their skills firsthand

Preview students' critical thinking, problem solving and communication skills



Give back, with minimal time commitment

Each project is a low-lift, hassle-free way to engage with students



Have open early-career roles?

Post projects that align to these roles, and you can hire students after the Micro-Internship at no-cost



Employer Perspectives

Real examples of how organizations enhanced their campus recruiting

Corpay[^]

Smith+Nephew

JLL

BECHTEL

Lenovo

EY

xylem

ADM

SIRM[®]



INDIANA
FOR THE BOLD
Economic Development Corp.

Northwestern
Mutual[®]

HCA⁺
Healthcare

amazon

TRANE
TECHNOLOGIES[™]

Microsoft


HubSpot

NORTHROP
GRUMMAN

PARKER DEWEY

Challenge

Employer struggled to see traffic at career fair and participation at events, and was planning to “skip this year.”




Get an Inside Look at Nursing at HCA Healthcare

HCA Healthcare is offering a paid Micro-Internship exclusively for Galen College of Nursing students. This short-term project gives you a chance to work alongside HCA colleagues, gain hands-on experience in nurse engagement, and see what it's like to be part of our team.

In addition, this program helps you build relationships with experienced nurses while gaining valuable exposure to our culture and career opportunities. It's a great way to get your foot in the door and strengthen your path to a full-time role at HCA after graduation.

To participate, create your free Parker Dewey account.

[CREATE AN ACCOUNT](#)



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Filter Students

Applicant Name	Email	School(s)	Major(s)	Graduation Year(s)	Hometown
		Florida A&M University	Business Administration	2023	Chicago, IL 60653
		Florida A&M University	Business Administration	2025	Pompano Beach, FL 33064
		Florida A&M University	Environmental Science	2025	Portland, OR 97212
		Florida A&M University	business administration	2027	Tallahassee, FL 32304
		Florida A&M University	Electrical Engineering Tech	2024	Cilton Heights, PA 19018
		Florida A&M University	Business Administration	2025	Orlando, FL 32818
		Florida A&M University	International Relations, Political Science	2024	Cape Coral, FL 33909
		Florida A&M University	Business administration	2026	Sun City Center, FL 33573
		Florida A&M University	Information Technology	2025	Jacksonville, FL 32258
		Florida A&M University	Business Administration	2025	Tallahassee, FL 32303
		Florida A&M University	Mechanical Engineering	2023	Roseau, FL 00000
		Florida A&M University	Graphic Design	2026	Madison, AL 35757
		Florida A&M University	Mechanical Engineering	2025	Jacksonville, FL 32244
		Florida A&M University	Theatre Performance	2025	Lithonia, GA 30038
		Florida A&M University	Pharmacy	2025	Orlando, FL 32818
		Florida A&M University	Liberal arts, Psychology	2023	West palm, FL 33409
		Florida A&M University	Biotech	2024	Miami, FL 33032

Outcome

>300% increase in career fair traffic and “packed” info session, with almost “80% not previously considering” this organization.

Challenge

182% more applications per hire v. 2021,¹ many with low intent and misaligned skills.

BEST PRACTICES FOR

The first day begins with a comprehensive... the new hire meets key team members and... checklist helps ensure that all necessary... introductions, there's a detailed orientation... culture. This deep dive encourages open co... understanding of what OrangeTheory stand... training session, which include participati... hires. This not only promotes teamwork bu... core value of OrangeTheory. Feedback g... manager, allowing for adjustments and imp... shadowing activities, gaining insight into... experience underscores the opportunitie... significance of understanding each dep... importance of each role. Overall, this struc... integrate seamlessly into the OrangeT

- **Overview:** To maximize your company's onboarding strategy, you must build a strategic HR management approach that accomplishes the 4 C's. Compliance, clarification, culture, and connection!
- **Compliance:** Teaching employees basic policy rules.
Clarification: Ensuring employees understand their job.
Culture: Providing employees with organizational norms.
Connection: Vital networks and relationships that employees need to establish.
- **Step 1: Company self-analysis** - To better understand your organization's current onboarding standpoint and establish where you would like to be in the future, create an inventory that identifies your strengths and weaknesses.
- **Step 2: Recruiting outlook** - This should be viewed as a function to help fit potential employees into the organizational environment and help them form realistic expectations for the job ahead. The quality of recruitment practices relates to higher organizational commitment.
- **Step 3: Understand the employee adjustment process** - After selection and entry, new employees must adapt in a multitude of ways. To aid in this process, create tactics that boost self-efficacy, role clarity, social integration, and knowledge of company culture for your employees!
- **Step 4: Orientation forums** - First day orientation can ensure that new employees understand many crucial aspects of their job and organization, including the company's culture and values, its goals and history, and its power structure. Orientation programs also serve a social role by allowing newcomers to meet others!
- **Step 5: Support tools & resources** - The following tools are invaluable for the onboarding process and should be readily available: written onboarding plan, stakeholder meetings, and implementation of technology to offer some aspects of orientation.
- **Step 6: Training** - A new employee needs the confidence, clarity and skills to do the job he or she has been hired to do. Potential training for new employees includes hard skills (company software), soft skills (effective communication) and onboarding skills.
- **Step 7: Coaching & mentorship** - Having a mentor or coach program in place can help with teaching new employees about the organization, offer advice, help with job instruction, and provide support in social and political terms.
- **Step 8: Feedback tools** - New employees often make missteps and may find it challenging to understand and interpret positive or negative reactions they receive from co-workers. This means they will often need feedback and guidance. Two feedback approaches are: performance appraisals and 360-degree feedback or employee initiated information and feedback seeking.
- **Step 9: Provide a checklist for employees** - It is important to remember that employee onboarding is a two-way street. Employees themselves bear some responsibility for making onboarding work and should be encouraged to think about their own roles in the process.
- **Step 10: What, why, when chart** - Distinguishing and highlighting the various onboarding tools implemented, why they're utilized, and when they're employed aids in keeping all procedures organized and well known among management and stakeholders.

Outcome

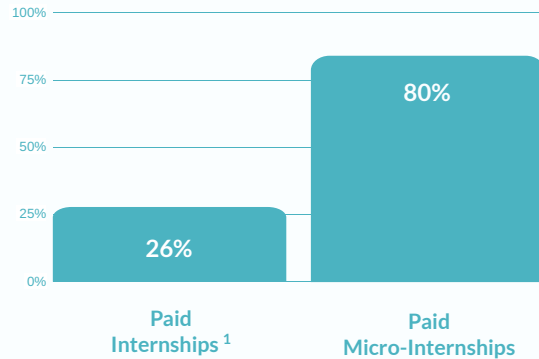
80% faster time-to-hire, 70% lower cost-per-hire, 98% first-year retention.

¹ [National Association of Colleges and Employers](#)

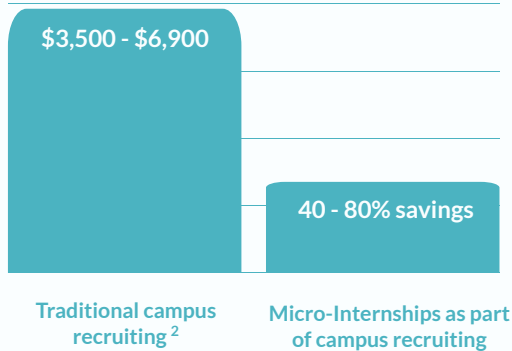


The Impact

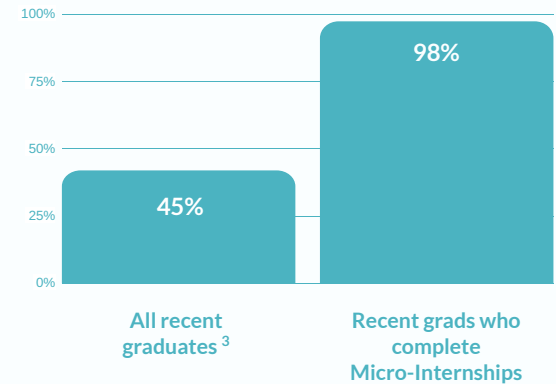
STUDENTS FROM UNDERREPRESENTED GROUPS



COST PER HIRE FOR CAMPUS RECRUITING



FIRST YEAR RETENTION OF RECENT GRADS



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.



Get Started

Send us a job description and we'll show you how you can use this:

- ✓ **Before visiting campus** engage students aligned to your goals
- ✓ **During and after campus visits** to stay engaged and strengthen relationships
- ✓ **When evaluating candidates** get insights on skill and interest earlier
- ✓ **If you can't be on campus** reach, engage, and assess candidates directly
- ✓ **On-demand support** for small projects you or others want to get done

Connect with the Parker Dewey team

emily@parkerdewey.com

<https://info.parkerdewey.com/demo-request>

