



The Indiana Economic Development Corporation (IEDC) Micro-Internship Program: An Overview for Indiana Colleges and Universities

INDIANA
FOR THE BOLD

Economic Development Corp.



PARKER DEWEY



Introductions from Indiana Economic Development Corporation (IEDC)



PARKER DEWEY

- What is the Indiana Economic Development Corporation (IEDC)?
- Why is IEDC launching this program?
- Why are we working with Parker Dewey?
- Program Goals
 - Bring awareness of careers and Indiana companies to university and college students
 - Keep Indiana college students in Indiana upon graduation
 - Support Indiana companies' hiring needs



GE Aerospace





Parker Dewey Overview



PARKER DEWEY

- **How Parker Dewey Helps Students:** Parker Dewey supports students by creating equitable opportunities to bridge the gap between college and career.
- **How Parker Dewey Helps Companies:** Parker Dewey helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **How Parker Dewey Helps You:** Parker Dewey is honored to partner with 800+ colleges/universities and nonprofit organizations nationwide to help your students launch their careers and employers recruit early-career talent.



GE Aerospace



What are 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 \$200-\$600 per project
 - The **IEDC Micro-Internship program funds 20-hour Micro-Internships for Indiana-based orgs**
 - Students receive \$400 upon completion at NO COST to the organization!
- 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.

Success Stories



Usability Review of Customer Portal | Northbrook, IL

BY: M. Holland

DEPARTMENT: Business Intelligence / Strategy

PROJECT DESCRIPTION

We are looking for somebody to run a usability review of our customer portal, MHX. Currently, the portal is stuck at a plateau number of users and we need some help assessing the use analytics of the site. Additionally, we would like you to conduct customer interviews to understand why current users value and use the program, and why they also fall off after signing up. Finally, we seek tactical recommendations to improve user counts for the platform.

Scouting for Disruptive Technologies: Terahertz | Falls Church, VA

BY: Northrop Grumman

DEPARTMENT: Systems Engineering

PROJECT DESCRIPTION

The focus of this effort will be on four (4) key applications for THz wave technologies, namely in the fields of: communications, timing, sensors, and reactions.

For each of the four applications listed above, the project state of work will entail:

- 1) researching an application to determine what is its "state of the art", what its future looks like, and what the known & expected technological problems (as well as ethical concerns) are,
- 2) creating a list of the companies / universities / militaries / governments involved in the research & technology development of this application,
- 3) utilizing resources like Google Scholar to see the quantity & quality of scholarly research papers on these topics (if applicable),
- 4) performing a high-level market analysis to see the compound annual growth rate (CARG), what the markets of big growth are, what industry/industries are investing in the technology, etc., and
- 5) synthesizing all findings into a written report. A template for reports is available and will be provided to ease in the writing process.

HR Internship Audition | Boca Raton, FL

BY: Orangetheory Fitness

DEPARTMENT: Human Resources

PROJECT DESCRIPTION

This Micro-Internship is being used to identify candidates for our 2024 summer internship program. Please only apply if you are interested in an on-site internship this summer at our Boca Raton, Florida office.

For this Micro-Internship, we would like you to identify best practices for new hire onboarding. This may include best practices used by other organizations, emerging tools, processes, etc. The deliverable is a one-page Powerpoint slide that summarizes your findings and recommendations, with supporting materials included in additional slides or a Word document.

→ [View more Employer Success Stories](#)

Why Micro-Internships Work for Students

This is how students want to be recruited

Access

75%

of college students are eager to explore career paths during their first two years in college

Engage

71%

say the traditional recruiting processes does not allow them to accurately demonstrate skills

Assess

95%

say real, short-term work experiences are how they want to be recruited and select the right opportunity

Convert and Start



Why Micro-Internships Work for Employers

Build relationships and hire students based on their work

Access

Reach a nationwide pool of candidates from one platform (including all colleges in Indiana)

Engage

Build authentic relationships with prospective candidates

Assess

Collect insights on skills based upon real work directly from hiring managers

Convert and Start

Lower cost, improve conversion / retention, and enhance the experiences for candidates *and* employees



The Impact of Micro-Internships



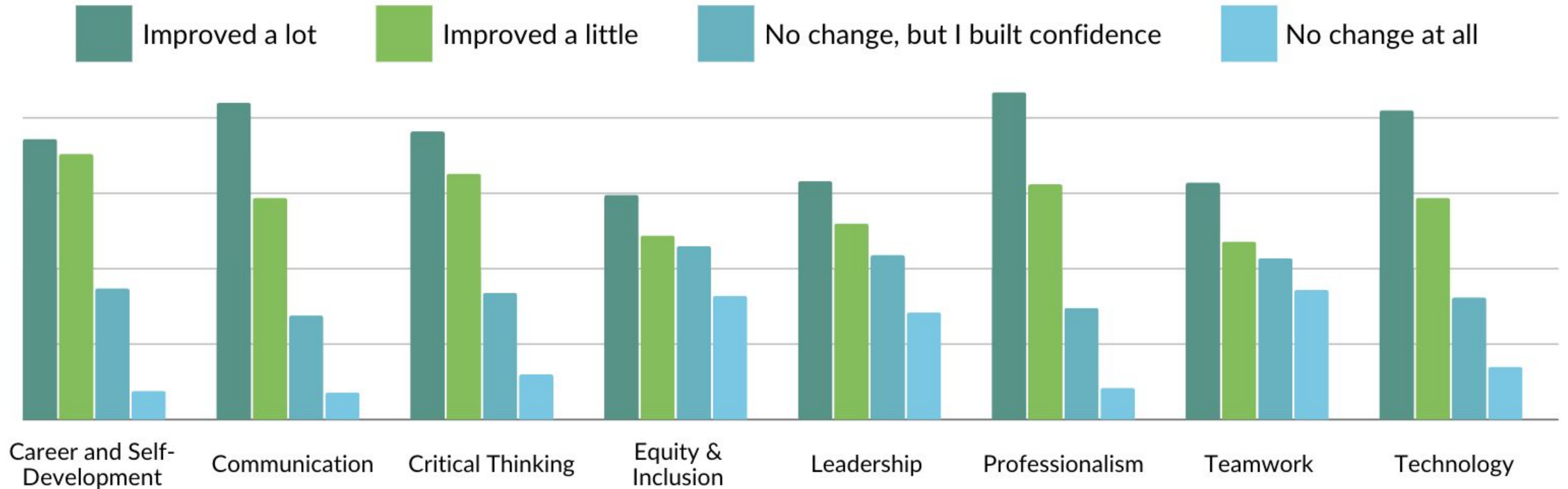
¹ According to the National Association of Colleges and Employers (NACE) 2019 Student Survey Report.

² Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.

³ According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.



Career Readiness Competency Reflection¹



How it Works for Students

1

Create a Profile

Takes <10 minutes and is open to all students AND alumni. No single sign-on or IT integration.

2

Apply to Projects of Interest

Students see active projects and relevant details about the opportunity.

3

If Selected, Complete the Project

Work directly with the hiring manager to complete the project. Paid by Parker Dewey upon completion.

Parker Dewey's role:

- Vetting projects:
 - Is it professional?
 - Is it paid fairly?
- Project administration (HR, legal, payroll)
- Support materials for student success



Create a Profile



Complete basic information



Add Experience, Education



Optional: Upload resume, other documents

Indiana University Northwest

Get paid, professional experience with Micro-Internships.

Students and recent graduates from all majors can execute short-term, paid, typically-remote, professional projects that allow you to build and demonstrate skills while exploring potential career paths.

These Micro-Internships can take place at any time of year, and are used by companies across the United States, ranging from those in the Fortune 100 to emerging start-ups.

Micro-Internships are facilitated via the Parker Dewey platform, which connects students and recent graduates with organizations in need of support.

[CREATE AN ACCOUNT](#)

How it Works

- Review the Micro-Internship postings
- Apply for projects that interest you

[View example landing page](#)

Profile

ADD PHOTO

First Name Last Name Email

Experience

Organization Name

Role

City State

City State

First day Last day

I am working on this now

Brief description of your role
140 characters or less

[SAVE](#) [< Cancel](#)

[Create your own account to see what students see](#)


Students Apply to Projects of Interest

Favorites Hidden On-Site Remote State

Search projects SEARCH Sort By: Update Date


Featured Projects

These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.




Lakemore Zoning Code Phase 2 | Lakemore, OH
BY: Village of Lakemore DEPARTMENT: Administration
START DATE: 05/10/2024 Remote DETAILS


All Open Micro-Internships




Video Soundbite Clip Editor | Chicago, IL
BY: Parker Dewey DEPARTMENT: Marketing
START DATE: 05/14/2024 Remote DETAILS



Survey Question Creation - SHRM | Yankton, SD
BY: First Dakota DEPARTMENT: Human Resources
START DATE: 05/20/2024 Remote DETAILS



Remote/After Hours Substance Testing Research - SHRM | Wakefield, NE
BY: Michael Foods DEPARTMENT: Human Resources
START DATE: 05/16/2024 Remote DETAILS



Survey Question Creation - SHRM | Yankton, SD

BY: First Dakota DEPARTMENT: Human Resources
START DATE: 05/20/2024 Remote HIDE DETAILS

START DATE: 05/20/2024
DUE DATE: 06/10/2024
EST. HOURS: 20
ON-SITE/REMOTE: Remote
PAYMENT: \$500.00

PROJECT DESCRIPTION

Our local chapter has struggled with membership and regular attendance. We want to create a survey to better understand our membership interest regarding topics, skills, interests, etc. We also want to include information gathering to see if members would be interested in a study group for SHRM Certifications. If possible we also want to find out from the Dual Members what parts of the National SHRM Website Tools and Resources are used.

COMPANY DESCRIPTION


This survey needs to be directed toward HR Assistants and HR Managers that are local HR representatives but do not have the ability to roll out new programming as they are usually attached to large corporate parent companies that make decisions on benefits, programs, and policies.

CONNECT ONLINE

First Dakota has proudly supported the dreams and banking needs of our customers for 150 years.

[Share this opportunity](#)

APPLY FOR THIS PROJECT >



Survey Question Creation - SHRM | Yankton, SD

BY: First Dakota DEPARTMENT: Human Resources

To apply for this position, please answer the following questions

Why do you think we should select you for this opportunity?

Are you interested in a career in Human Resources (HR)? If so, what interests you about HR? If not, please share what interests you about this project.

Artificial Intelligence should not be used to answer application questions. [Please read our policy on AI.](#)

SUBMIT APPLICATION >

ABOUT THIS ROLE

Our local chapter has struggled with membership and regular attendance. We want to create a survey to better understand our membership interest regarding topics, skills, interests, etc. We also want to include information gathering to see if members would be interested in a study group for SHRM Certifications. If possible we also want to find out from the Dual Members what parts of the National SHRM Website Tools and Resources are used.

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- Projects are “Featured” based on student’s school/affiliation; IEDC Micro-Internships will be listed under “Featured Projects”
- PROJECTS CYCLE QUICKLY
- Many projects are filled by multiple students who work and are paid individually

Application Process: Quick for Students, Easy for Companies

Why do you think we should select you for this opportunity?

Emma

I have had a passion for medical device sales ever since I found out about the industry in high school. I have proven my place in the industry as a student by being involved in almost every sales opportunity that is offered through the university and outside of it. You will find me to be very hardworking and goal-driven in everything that I do. I have a big passion for working with people and believe that I will be a huge asset to the company.

VS

Wyatt

I have experience cold calling and door to door sales. I also have experience developing a sales strategy for a commercial cleaning company.

Other examples



How It Works for Companies

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



VIEW PROJECT TEMPLATES

<p>Post a Custom Project Click on the link above to create your own project. You can determine the project scope, deadlines, 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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Use a Template or Create Your Own



What needs to be done



Deadline



Any other details

Browse Micro-Internship Templates

Most Popular

Research & Strategy

Edit Project

Description

Project Name: Department:

Start Date: End Date:

Deliverables
What specific deliverables will the Micro-Intern(s) complete? Projects without specific deliverables will not be accepted. [Consult this guide for posting a custom project.](#)

Sans Serif B I U

Schools & Affiliations/Programs

Limit to applicants of specific schools and affiliations/programs

This feature is to ensure that only eligible students/recent grads apply. Leaving these fields blank will provide the broadest reach, allowing your project to be seen by all students and recent graduates on the platform.

By including specific Schools or Affiliations/Programs in this section, your project will only be visible to those with those schools or affiliations/programs on their profile. If you are participating through a program, make sure to add the program name in the Affiliations/Programs section.

City:

Schools

Use this field to limit your Micro-Internship exclusively to students or recent graduates from one or more specific schools including colleges, universities, and boot camps.
Optional

+ Add

Affiliations/Programs

Use this field to limit your Micro-Internship exclusively to participants of specific community or non-profit programs.
Optional

+ Add



Select the Micro-Intern(s)

Only see candidates who have proactively applied

Filter Sort

Filters Reset Filters Sort By

All (7) Favorites (0) Hidden (0) Selected (1)

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	12/16/2023	7/31/2023	☆

View student profiles, resumes, LinkedIn profile and/or portfolio documents

EDUCATION

Florida International University, Honors College
Bachelor of Business Administration in International Business
Certificate in International Trade and Investment
Miami, FL
Pending graduation: May 2022

- GPA: 3.98
- 2019-2021 Dean's List
- FIU Ambassador Premier Scholarship Recipient

WORK EXPERIENCE

Amazon
Seattle, WA
May 2021 - August 2021
Event Marketing Intern

- Assisted in event execution for Alexa Live by collecting speaker information, securing featured product images, and building 29 surveys to distribute to 10,000 attendees for post-event tracking
- Crafted event marketing training and educational resources for 50+ Amazon Alexa teams to utilize
- Built a streamlined online ticketing system for Alexa teams to request event marketing support
- Led and planned the Alexa Live day-of event for core team members

Dancing Supplies Depot
Floor Supervisor
Greater Houston
Jan 2018 - May 2020 - 2 yrs 5 mos

- Delegated tasks amongst employees to ensure proper flow of inventory
- Analyzed trends in store sales to make accurate and reliable predictions
- Devised a staff duty schedule based on employee capabilities and trends
- Directed the fitting process for 9+ styles of dance shoes, overseeing prop

Zeki Learning
Marketing and Product Development Intern
Greater Houston
Jan 2018 - May 2020 - 2 yrs 5 mos

- Managed all social media platforms and created daily content curated to
- Planned and executed marketing campaigns to increase customer demand
- Analyzed web traffic and applied recognized patterns to create marketing
- Designed new products for the Zeki Learning brand

EXTRACURRICULAR ACTIVITIES

The Office of Social Justice & Inclusion
Student Ambassador
Greater Houston
Jan 2018 - May 2020 - 2 yrs 5 mos

- Teach justice and equity seminars to FIU students and faculty
- Act as an OSH recruitment and engagement specialist at campus and com
- Create social media marketing content for OSH events, services, and reso

FIU Peace Corps Prep
Member
Greater Houston
Jan 2018 - May 2020 - 2 yrs 5 mos

- Develop intercultural competencies in global politics, customs, and needs
- Enhance professional and leadership skills as they relate to a global world
- Prepare for international work within the Community and Economic Deve

SKILLS

- Proficient in all Microsoft programs (Word, Excel, and PowerPoint), Cam
- Certified by Academy of Leaders (FIU) in leadership, conflict resolution,

Noel A
Maintenance Mechanical Integrity Engineer at ALTIVIA
Greater Houston
Contact info

Independent Business Consultant
Parker Dewey - Contract
Jan 2018 - May 2020 - 2 yrs 5 mos
Chicago, Illinois, United States

- Completed a sales outreach project for the company SwimSwam.
- Completed two sales research project for SwiftIQ, in which I researched over 1000 different potential clients.
- Worked as a curriculum writer at JS Educational Consulting by completing 21 lessons plans for physical sciences.
- Validated information in Spanish for SMS Assist.
- Worked as a Campus Ambassador for Woolly.
- Performed a data analysis project for First Analysis.
- Public Question Researcher and Creator
- Wrote a blog article for Parker Dewey detailing the recruiting process from a college students perspective.

Clerical Student Worker for Department of Marketing
Texas A&M University - Mays Business School
Aug 2018 - May 2019 - 10 mos
Bryant/College Station, Texas Area

Assisted in clerical tasks at the Business department as in Data Entry and organizing student Events.

Review short-answer questions to quickly make a decision

FIRSTNAME LASTNAME Actions

School: University of California Merced
Major: Applied Mathematics (Bachelors)
Computer Science & Engineering (Bachelors)
Graduation Date: 12/15/2023

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.

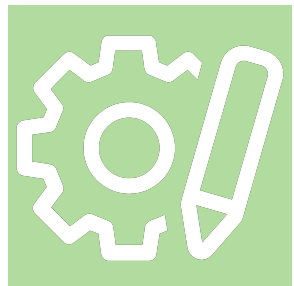
Resume
[Resume](#)

Once Micro-Intern is Selected, the Work Gets Done



Kickoff conversation with supervisor

Company and student connect real-time via phone, Zoom, etc. to share whatever needed materials (templates, examples, etc.)



Students use available resources

Micro-Interns use resources available to them such as in-class examples, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects



Students inherently motivated to succeed

Over 98% project success rate as students strive to exceed expectations and projects are scoped to be appropriate for college students/recent grads



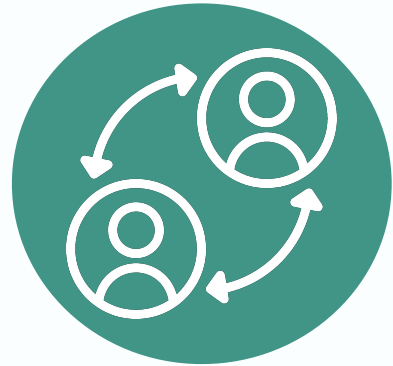
Ongoing support, including Success Checklists for Students and Companies

Parker Dewey's Client Success team is available to answer questions at any time. Parker Dewey also administers each Micro-Internship: payroll, HR documents, tax forms, etc.

IEDDC Micro-Internship Program Goals



Bring awareness of careers and Indiana companies to university and college students



Keep Indiana college students in Indiana upon graduation



Support Indiana companies' hiring needs

Eligibility Criteria

For Students:



Current student or recent grad from any Indiana college/university



At least 18 years of age



Has authorization to work in the U.S. or an ITIN

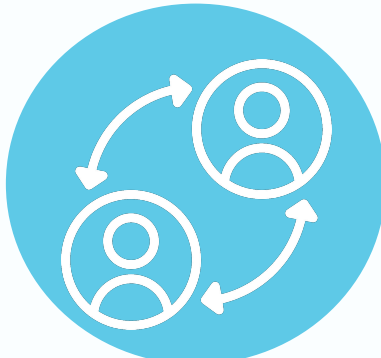
For Companies



For-profit, non-profit or government organization



Location(s) in Indiana (does not need to be headquartered in the state)



Looking to HIRE students for long-term roles

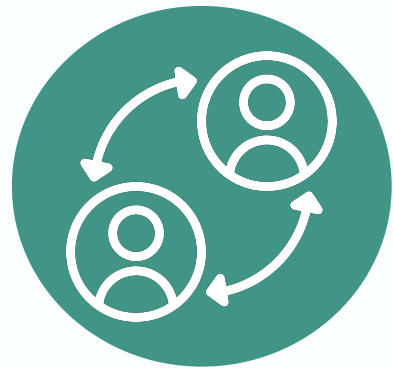
How This Helps You



Support students, particularly those who are not able to engage in traditional experiential learning opportunities, are overlooked, etc.



Thank employers, alumni, “friends,” etc. who have been supportive of your school/department



Build relationships with new organizations that you want to engage



Receive outcomes data that you can use for your KPI's

How You Can Help

How to Make the Most of This Program to Support your Students and Employers

Share the
program with
your employer
partners



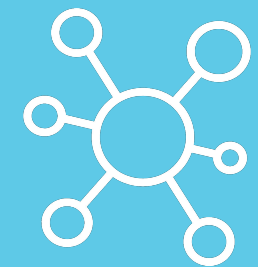
Share the
program with
students



Identify
additional
employers to
engage



Schedule time
with Parker
Dewey to
discuss other
ideas





**Share the program
with your employers**

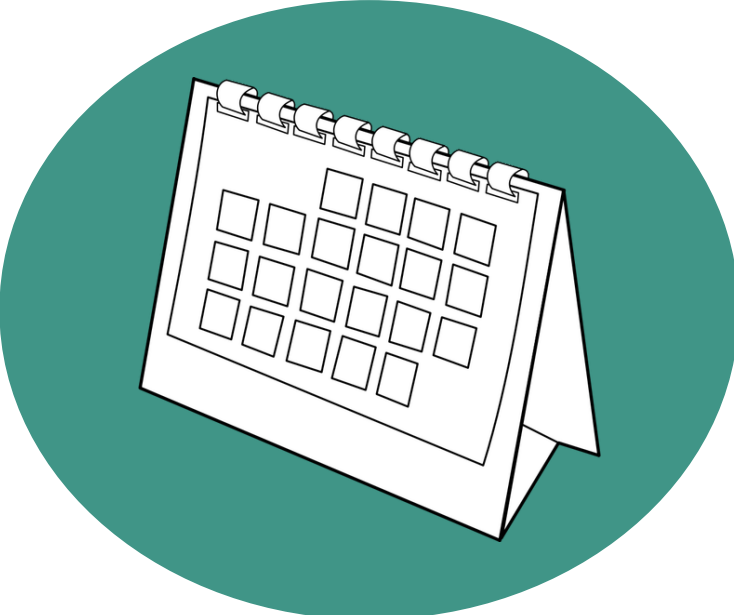
Remember that the IEDC program is focused on keeping talent in Indiana. As a result, you should engage employers looking to **scale, innovate, or optimize their recruiting process** with skills-based hiring.

This is key to supporting your students now and in the future.

- High volume of annual early-career hires or interns
- Currently engaged with your programs
- Employers that are (or should be) seeking to engage with your students at scale

IEDC Micro-Internship Program Overview for Employers

Invite Your Employers Today!!!



Thursday, September 12
12 pm ET / 11 am CT



The Indiana Economic Development Corporation (IEDC) Micro-Internship Program

Empower your organization by engaging early-career talent. Strengthen your hiring pipeline and elevate your brand across Indiana.

Join us on September 12th for an in-depth look at the Indiana Economic Development Corporation (IEDC) Micro-Internship Program. This overview will provide valuable insights into how you can leverage this program to connect with college students and recent graduates through short-term, paid projects. By participating, you'll gain the tools to evaluate potential future hires, enhance your employer brand, and build a robust talent pipeline.

Key takeaways:

- Discover how the program connects you with talent from Indiana institutions.

Join us on Thursday, September 12, 12 PM ET / 11 AM CT

Live webinar won't fit in your schedule? We'll still send you the recording and follow-up information when you register!

First name*

Employer Webinar Marketing Materials

Who to Invite:

- ❑ Companies coming to your upcoming career fairs
- ❑ Corporate sponsors
- ❑ Board members
- ❑ Alumni located in Indiana

EMAIL INVITATIONS

NEWSLETTER OR
SOCIAL MEDIA

PROGRAM FLYER



PARKER DEWEY

Employer Webinar

The Indiana Economic Development Corporation
Micro-Internship Program

Audience: Indiana Employers

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Campus Recruiting Made Better

Recruit high-potential Indiana college students and graduates through the Indiana Economic Development Corporation Micro-Internship Program

Through a generous grant from the Indiana Economic Development Corporation (IEDC), Parker Dewey is excited to connect your team with Indiana college students who could become your future summer interns or full-time hires. **This initiative not only supports local talent, but also highlights the diverse and vibrant opportunities available within companies in Indiana.**

What's a Micro-Internship?
A Micro-Internship is a short-term, project-based work experience that typically lasts between 10 to 40 hours. These projects allow students to apply their skills in a real-world setting, providing your team with a unique opportunity to assess potential future hires.

Why Micro-Internships Work
Micro-Internships offer a strategic way to engage potential candidates, assess their skills, and build a strong pipeline for future hires. By participating, college students can actively demonstrate their abilities, helping you identify top talent and streamline your hiring process. Additionally, these projects provide an excellent platform to bring awareness to the rewarding careers that Indiana companies have to offer.

To participate, schedule an intro call with the Parker Dewey team by scanning the QR code or reaching out to iedc@parkerdewey.com

ENGAGE	ASSESS	HIRE
Easily connect with diverse talent from all Indiana colleges and universities through a single, easy-to-use platform, expanding your reach across the state and on campus.	Evaluate the skills of Indiana college students as they complete short-term (40 hours or less), meaningful projects.	Build authentic relationships between hiring managers and local candidates, while improving hiring and retention outcomes for your organization.

See project examples at <https://info.parkerdewey.com/iedc/featured>

About This Program

- **Timing:** Launching September 2024 and available while funding lasts
- **Funding:** NO COST TO YOU as this is fully funded by the Indiana Economic Development Corporation
- **Eligibility:** Open to employers with operations in the state of Indiana and for college students and recent graduates across all post-secondary Indiana institutions

Indiana organizations across industries leverage Parker Dewey

FLEETCOR | TRANE TECHNOLOGIES | salesforce | GE Aerospace | TMS INTERNATIONAL

Invite 1

Subject: [Webinar] Transform Your Recruiting Strategy at [School Name] with Micro-Internships

Hello [Name],

[Your School's Name] is excited to share an incredible opportunity for our employer partners to engage with our students through the Indiana Economic Development Corporation (IEDC) Micro-Internship Program. This fully funded program helps Indiana employers recruit our students, engaging prospective candidates who may not be aware of the opportunities available in the state and gaining insights on their skills. This helps you get the most out of your work with our school enhancing access, insights, conversion, retention, and other hiring outcomes.

What are Micro-Internships?

The foundation of this program are Micro-Internships, short-term, project-based work experiences that typically require between 10 and 40 hours of work by the student. While our students are excited to demonstrate their skills as they complete these assignments, you gain a flexible, low-risk way to build a strong talent pipeline.

Fully Funded by the IEDC

Thanks to the generous support of the Indiana Economic Development Corporation, your participation in the Micro-Internship Program comes at no cost to your organization. The IEDC covers all expenses including the payment to the students, making it easier than ever for you to connect with students and recent graduates from [Your School's Name].

[Learn More: Join an Overview Webinar on September 12th](#)

To learn more about how you can leverage this fully funded program to connect with Indiana's early-career talent, join us for an overview webinar on **Thursday, September 12th at 12 PM ET / 11 AM CT.**

During this session, you'll learn:

- How Micro-Internships work and how they can enhance your recruiting strategy.
- Examples of impactful projects completed by students from [Your School's Name] and post-secondary institutions across Indiana.
- How participating in this program can create equitable and expand your brand's visibility.

Enhancing Employer Involvement in Career Services Activities

If you're seeking to get **more participation in career fairs, info sessions, and other professional development events**, encourage Indiana employers to use the IEDC Micro-Internships before, during, and after events.

- As an **event attendance / booth traffic driver**, employers are offering Micro-Internships as an exclusive opportunity for students that show up to events. This encourages students to learn about organizations and industries they weren't previously considering.
- As a **post-event follow-up**, employers are offering Micro-Internships as the next step after attending an info session, but before applying to full-time or summer internship roles. This makes the information presented during the event stick and helps keep students engaged.

Tactical Next Steps

→ [Include this one-page overview](#) with your Career Fair and Info Session resources

→ Share this blurb in your next email to employers:

[**Boost Career Fair Outcomes with Micro-Internships**](#)

Discover how Micro-Internships can support you in establishing deeper connections with our students, while providing a comprehensive understanding of a candidate's potential. Plus, for a limited time, take advantage of an opportunity to try out Micro-Internships during our next on-campus event.

Share This!



Deepening Relationships with Existing Employer Partners

If you've heard rumblings from campus recruiters that they are **struggling to fill roles** or are **seeking new ways to stand out to your students**, offer IEDC Micro-Internships as an engagement tool.

- **Early access** [pre-internships](#) to engage freshman and sophomores who are excited to learn more about employers, industries, and roles, while demonstrating their Core Skills on tasks like research and content creation
- **Keep warm tool** to [keep their organization top of mind](#) after students attended events or completed their summer internship
- **Awareness generator** by hiring [project-based student ambassadors](#) to reach targeted students who might be getting missed with current efforts

Tactical Next Steps

- [Use this guide to support employers in reaching their goals with Micro-Internships](#)
- [Schedule this email series to employers](#)
- Share this blurb in your next email to employers:

[Overcome Campus Recruiting Challenges with Micro-Internships](#)

Learn how Micro-Internships support employers in overcoming their top campus recruiting challenges, leading to more engaged candidates, happier hiring managers, and improved quality of hires. Don't miss out on your opportunity to try out Micro-Internships at no-cost to your organization.

Share This!





Share the program
with your students

Remember to share the program with your **EMPLOYER PARTNERS** first! Companies can post projects just for students at your school, and students are excited to put their education to work and get paid experience.

Student benefits to emphasize include:

- Micro-Internships are **REAL** engagement, networking opportunities
- Micro-Internships are all **PAID**
- Micro-Micro-Internships are designed to help students get **HIRED** for internships and/or full-time roles

Student-Focused Micro-Internship Webinars

Career Launcher Resource

FAQ
Webinars



Career Launcher FAQ Webinars (Monthly)

This student-focused webinar covers how Career Launchers can set themselves up for success when applying for Micro-Internship experiences.

Next Session: Sept. 19, 2 pm ET



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Career Launcher Resource

Student
Office Hours



Student Office Hours (Monthly)

For those students who have already created an account and applied to projects, these events are an opportunity to have their profile and responses reviewed. This session is not recorded.

Next Session: Sept. 24, 1:30 pm ET

Career Launcher Resource

Creating your own
Opportunities with
Micro-Internships

(Student Webinar)

Creating your own Opportunities with Micro-Internships (Quarterly)

This webinar teaches students how they can professionally approach companies of interest to create their own Micro-Internships.

Next Session: Sept. 26, 1 pm ET

Student-Focused Marketing Materials

Tips for Student Engagement Success:

- ❑ Include ALL majors
- ❑ Include ALL academic years
- ❑ Share this program with Faculty
- ❑ Share this program with Academic Advisors
- ❑ Share this program with Student-Athletes, Coaches
- ❑ **Are you a Parker Dewey Partner?** You can share your own landing page or the [IEDC student page](#)

PROGRAM WEBSITE
FOR STUDENTS

EMAIL
INTRODUCTION

WEBINAR
PROMOTION

NEWSLETTER OR
SOCIAL MEDIA



PARKER DEWEY



Get Paid, Professional Experience with Indiana Employers

As a student or recent graduate from a college or university in the state of Indiana, you can gain valuable, paid, professional experience through Micro-Internships! These short-term projects allow you to build and showcase your skills while exploring incredible potential career paths with employers in Indiana!

Micro-Internships are available year-round and are offered by companies across Indiana, from established organizations to innovative start-ups.

These opportunities are facilitated through the Parker Dewey platform, connecting you directly with Indiana employers in need of your skills and expertise.

CREATE AN ACCOUNT

Are you an employer?
[Learn more here](#)

Already have an account?
[Sign in here](#)



How it





Identify additional employers to engage

If you're looking to attract more employers to actively recruit your students, use IEDC Micro-Internships provide a "sneak peak" of your students to new employers or encourage former employers to return to campus.

- Employers can work directly with Parker Dewey to create **projects that map to current hiring needs**, effectively auditioning students while introducing their employer brand and career opportunities to your campus.
- **Offer targeted Micro-Internships** to students in specific clubs, with geographic ties, or other programs to help employers address top-of-mind objectives.

Tactical Next Steps

- Identify a list of targeted employers and coordinate with our [employer engagement team](#) - we may already have a relationship or vice versa
- Offer Micro-Internships as a perk for new employer partners, allowing the company to **generate awareness prior to the career fair** or as an exclusive opportunity for only those students that stop by the booth
- Bundle IEDC Micro-Internships with **employer sponsorship opportunities**

Share This!





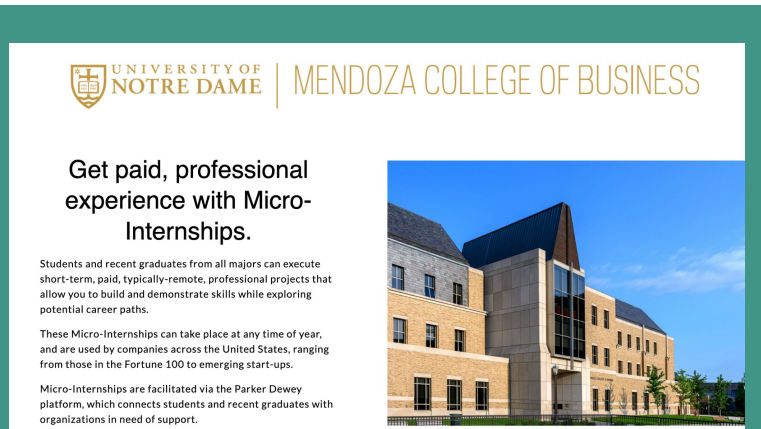
Schedule time with Parker Dewey to discuss other ideas

[Parker Dewey is always available to meet with you](#) or employer partners. For you, this program could align with a variety of initiatives:

- **Employer Engagement**: Recruiters who complain of poor attendance at career fairs or looking for innovative ways to stand out.
- **Alumni Engagement**: Alumni love working with students and can advocate to recruiting teams on why they should be more involved with your school.
- **Sponsorship**: Add an IEDC Micro-Internship to an existing Sponsorship package to thank your sponsors (and create more paid opportunities for your students)

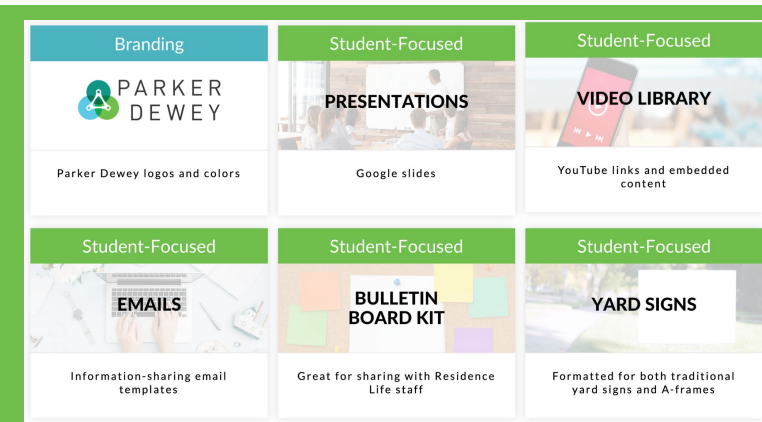
Parker Dewey Partnerships

Building bridges between education and employment...one Micro-Internship at a time



Custom Landing Pages

- Parker Dewey creates customized pages for your students and employers
- Items needed:
 - Your logo
 - Photo(s) of your campus/students
 - Your colors
- Typical turnaround time is 1-2 business days



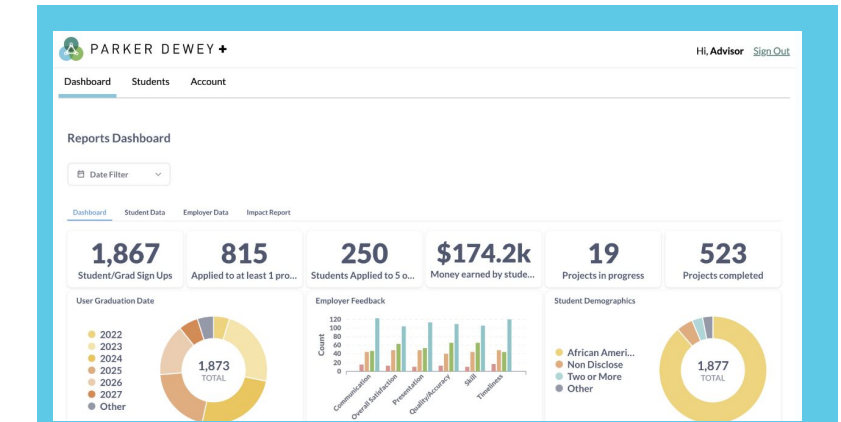
Marketing Collateral

- Engage your target audience: students, faculty, employers, alumni, etc.
- Content contains social media, emails, newsletters, digital signage, and more
- Follow our Career Launcher LinkedIn page for timely posts to share



Ongoing Support

- Consultation with Partnership Team to strategize best practices, case studies including a Checklist of ideas for student/employer success
- Payment to Micro-Intern upon completion of the project
- HR and legal support for companies



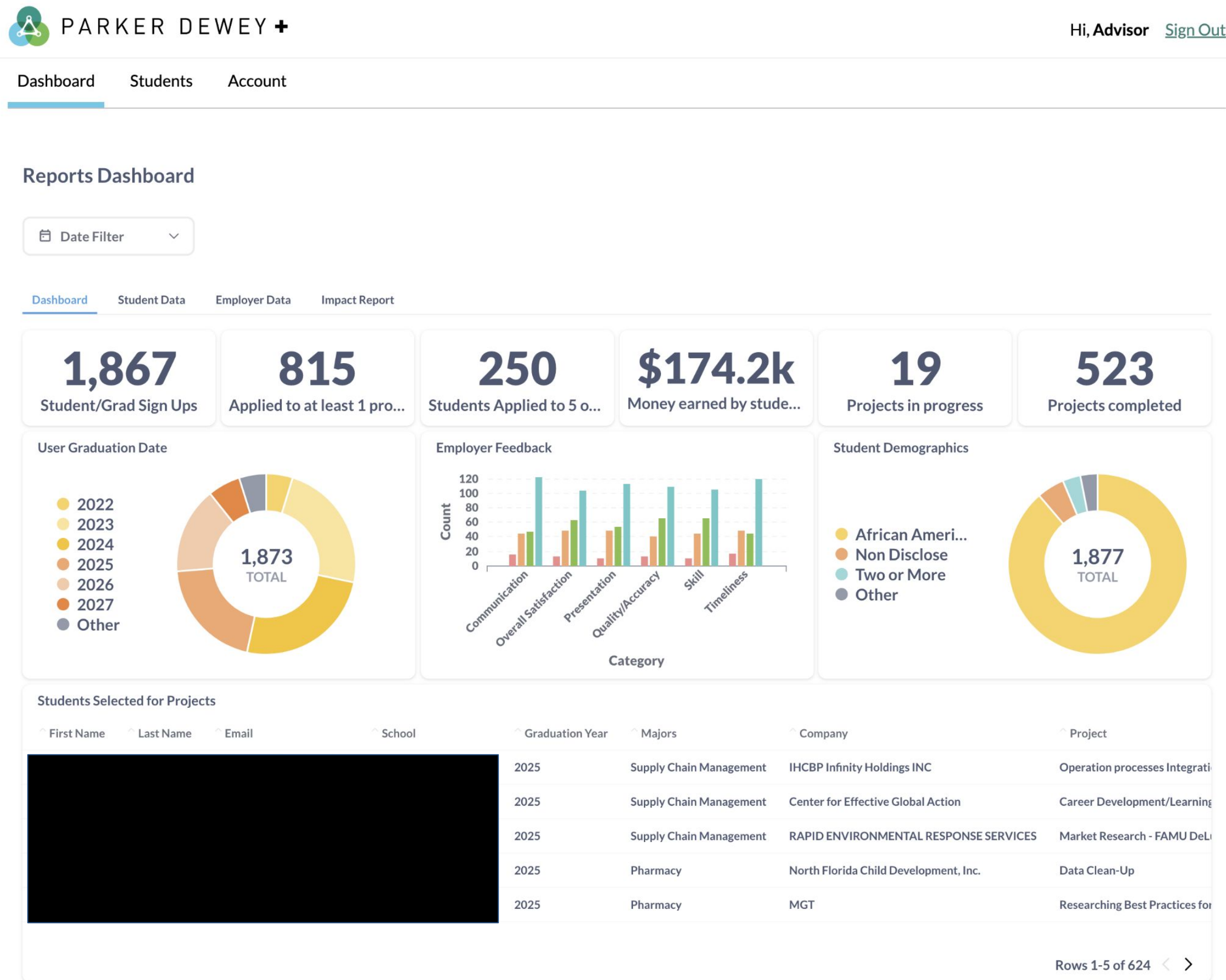
Measurable Data

- Reports containing students/grads who have signed up, applied, been selected
- Identify who has worked with your students, hours worked, compensation received
- Feedback about your students' performance on Micro-Internships

Note: Items described above are part of a basic Parker Dewey Partnership and is at no-cost to the partner. The dashboard pictured at right is part of a Parker Dewey+ partnership and available to partners promoting the IEDC program.

For Partners Promoting the IEDC Program: Access to Parker Dewey+

- Detailed dashboard highlighting student/employer engagement
- Download reports on-demand for student signups, students selected
- Download list of projects available for your students
- View student feedback from employers
- View student applications/profiles
- Annual impact report



Note: Parker Dewey+ access is available through the duration of this initial IEDC Micro-Internship program for interested Indiana partner colleges/universities. Parker Dewey+ subscriptions are valued at \$2,000. At the conclusion of the initial IEDC program, colleges/universities will have the option to continue their subscription if they wish to retain access.



Next Steps

1. Share the program with your employer partners.
2. Share the program with your students.
3. Identify additional employers to engage.
4. Schedule time with Parker Dewey to discuss other ideas.



Meet with Kristin
kristin@parkerdewey.com

