

Impact Report

Prepared for:

Marketing Pilot

Executive Summary



To help your organization understand the impact of offering short-term, paid, professional projects to college students and recent graduates (Micro-Internships), we've prepared an overview of the projects posted, applicants reached, candidate demographics, core competencies required by your organization, and a summary of the feedback received on completed projects. These data can be used as a comparison to your traditional recruiting funnel, a tool to prioritize prospective candidates on in your hiring process, and a resource to support future early-career talent acquisition efforts.

OVERVIEW

10 projects posted

>119,000 active Career Launchers on Parker Dewey platform that saw your projects

Parker Dewey did not perform targeted outreach for this pilot

188 candidates applied to your projects, 10 of which were selected within one week of posting, and all completed the projects before the two week due date

\$380 average cost per project

Candidates Engaged

APPLICANT SCHOOLS

Lafayette College; University of California Santa Barbara; Millersville University of Pennsylvania; University of Florida; Christian Brothers University; DePaul University; Wheaton College; Georgetown University; Bentley University; Yale University; University of Michigan; Illinois Institute of Technology; Illinois State University; Harvard University; Purdue University; Brandeis University; University of Illinois at Chicago; University of Illinois at Urbana-Champaign; Babson College; Southern New Hampshire University; Stony Brook University; University of Cincinnati; Columbia College (Chicago); Dominican University; Valparaiso University; University of California, Santa Barbara; Kalamazoo College

APPLICANT MAJORS

English Literature; Neuroscience; Comparative Literature; English; Statistics; Business Administration, Marketing; Human Computer Interaction; Business, Economics; Government; Economics; Accountancy; Political Science; History; Graphic Design; Applied Mathematics; Marketing; Selling and Sales Management; Business Administration; Psychology; Professional Writing; Agricultural and Biological Engineering

AFFILIATIONS

American Marketing Association; Dell Scholars; Winning Edge Leadership Program for Student-Athletes; Girls Who Code; TheDream.us

Micro-Interns Selected

SCHOOLS

- 3, University of Illinois at Chicago
- 2, University of Illinois at Urbana-Champaign
- 1, DePaul University
- 1, Illinois State University
- 1, Lafayette College
- 1, University of Cincinnati
- 1, Yale University

CURRENT CITY

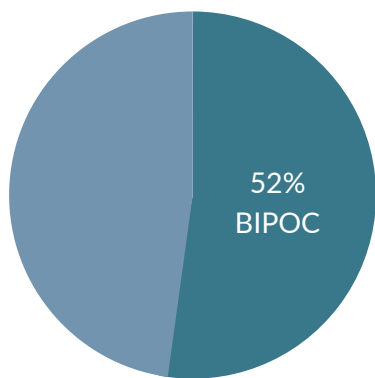
- 5, Chicago
- 2, Champaign
- 1, Naperville
- 1, New York City
- 1, San Francisco

HOMETOWN

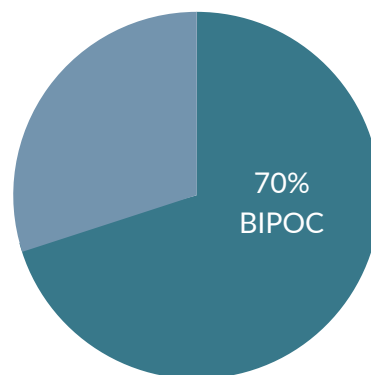
- 4, Chicago
- 3, Naperville
- 2, Schaumburg
- 1, New York City

Candidate Demographics

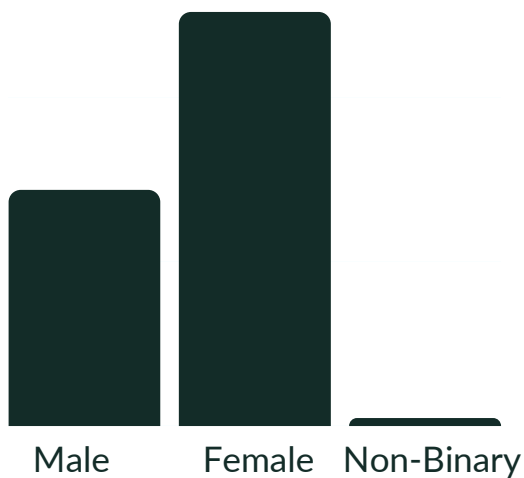
APPLICANTS BY RACIAL IDENTITY



HIRES BY RACIAL IDENTITY



APPLICANTS BY GENDER IDENTITY



HIRES BY GENDER IDENTITY



Candidate Demographics

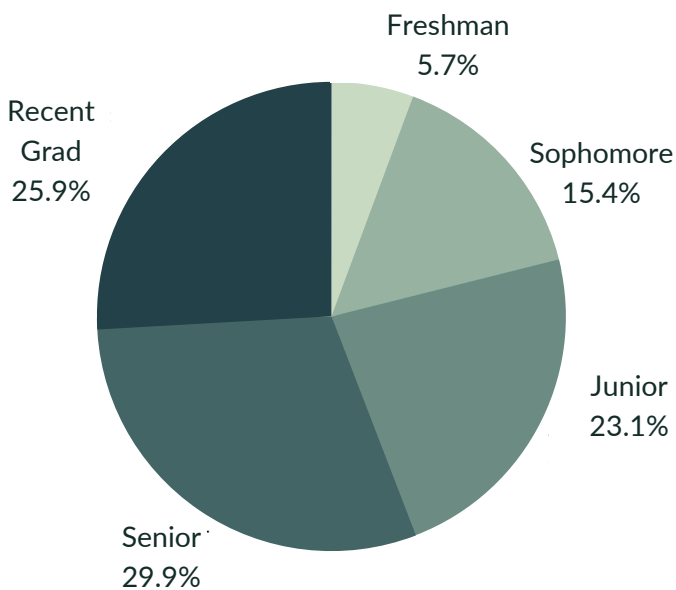
APPLICANTS BY LEGACY



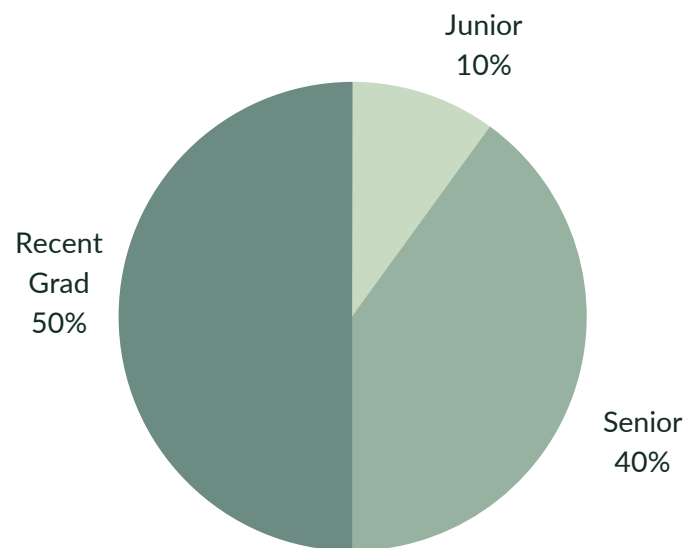
HIRES BY LEGACY



APPLICANTS BY EST. GRAD DATE



HIRES BY EST. GRAD DATE



Project Overview

CORE SKILLS AND COMPETENCIES REQUIRED

Attention to detail; Writing; Oral Communication; Problem-solving*; Critical Thinking*; Hubspot; Social media; Data analysis; Time management*; Creativity*; Professionalism*

*It is important to note that these skills are not easily assessed via resume reviews and interviews but by working together you can better assess a candidate's competency.

FEEDBACK OVERVIEW

Ratings breakdown given by your team for Micro-Interns based on project outcomes.

	EXPECTED MORE FROM AN INTERN OR NEW HIRE	AS EXPECTED FOR AN INTERN OR NEW HIRE	IMPRESSIVE FOR A CAREER LAUNCHER	EXECUTED LIKE AN INDUSTRY VETERAN
Overall Satisfaction		1	8	1
Timeliness		8	2	
Communication		3	5	2
Quality / Accuracy	1	1	8	
Presentation		1	8	1
Skill Level			9	1

Key Insights

- Opportunity to expand reach beyond existing focus schools
- Significant interest from students from Illinois
- Hiring manager engagement across demographics
- Positive feedback on Micro-Intern performance across key categories

As a reminder, there's no additional cost or fees to directly hire these Career Launchers as interns, full-time employees, or anything else – in fact, given our mission, we love when this happens!