



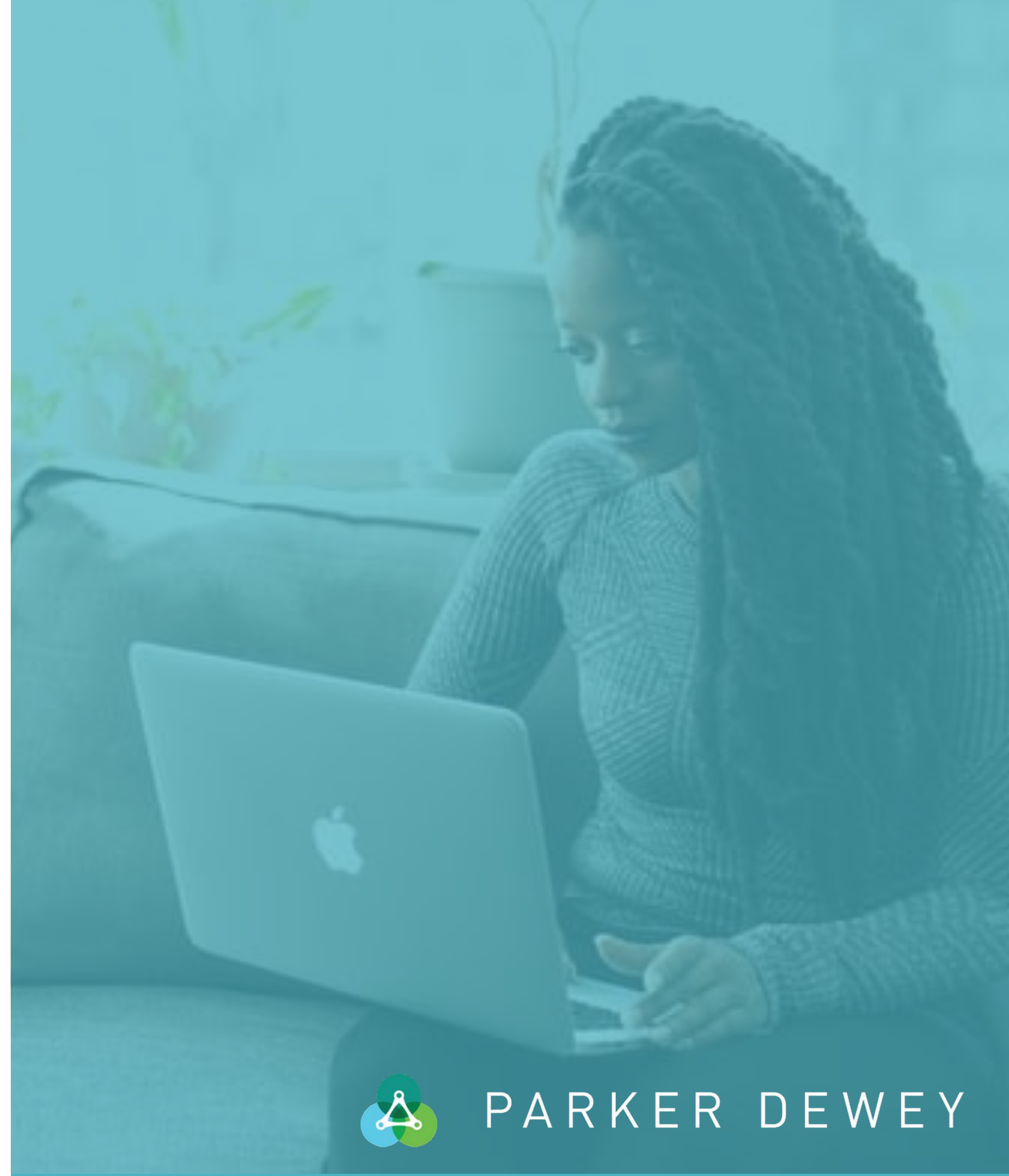
Kansas Micro-Internship Program



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PARKER DEWEY



Agenda

- Program Overview
- Parker Dewey Overview
 - Using the platform as a student
 - Using the platform as a company
- Next Steps

***PLEASE ASK QUESTIONS
THROUGHOUT THE WEBINAR.**



PARKER DEWEY

KANSAS MICRO-INTERNSHIP PROGRAM OVERVIEW

- Program provides all students enrolled in Kansas public colleges/universities opportunities to work on short-term, paid, and professional projects (Micro-Internships) with Kansas-based organizations
- Kansas-based organizations that select an eligible student can receive a 50% matching micro-grant up to \$250 per project (for a maximum of two projects)
- Participation is voluntary and no-cost to your institution
- Funding for the program is provided by the DeBruce Foundation



WHAT IS PARKER DEWEY?

- Mission-driven organization committed to helping bridge the gap between college and career
- Pioneered the Micro-Internship 5 years ago
- Located in Chicago, IL
- Connected thousands of students to Micro-Internship opportunities with companies large and small
- >80% of “Career Launchers” selected come from underrepresented backgrounds



WHAT IS A MICRO-INTERNSHIP?

- 1 SHORT-TERM**
Projects range from 10-40 hours in duration.
- 2 PAID**
Each project has a fixed rate of pay and expected amount of time to complete.
- 3 PROFESSIONAL**
Similar to those given to interns or new hires.
- 4 COMPREHENSIVE**
All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



WHO CAN COMPLETE MICRO-INTERNSHIPS?

- Current students who are at least 18 years old
- Students/alumni* who are changing careers and/or need relevant experience
- International students with appropriate work authorization (CPT, OPT, or a work visa)
- Recent graduates*

*In order for companies to be eligible for the Kansas Micro-Internship Program mini-grants, the selected Career Launcher must be a currently-enrolled student



Sample Micro-Internships

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Human Resources:

- Job Description Review
- Candidate Sourcing
- Evaluating Competitive Best Practices

IT:

- Website Updates
- User Experience Testing
- Updating User Manual

Nonprofit Operations:

- Data Cleansing
- Vendor Research
- Community Relations

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

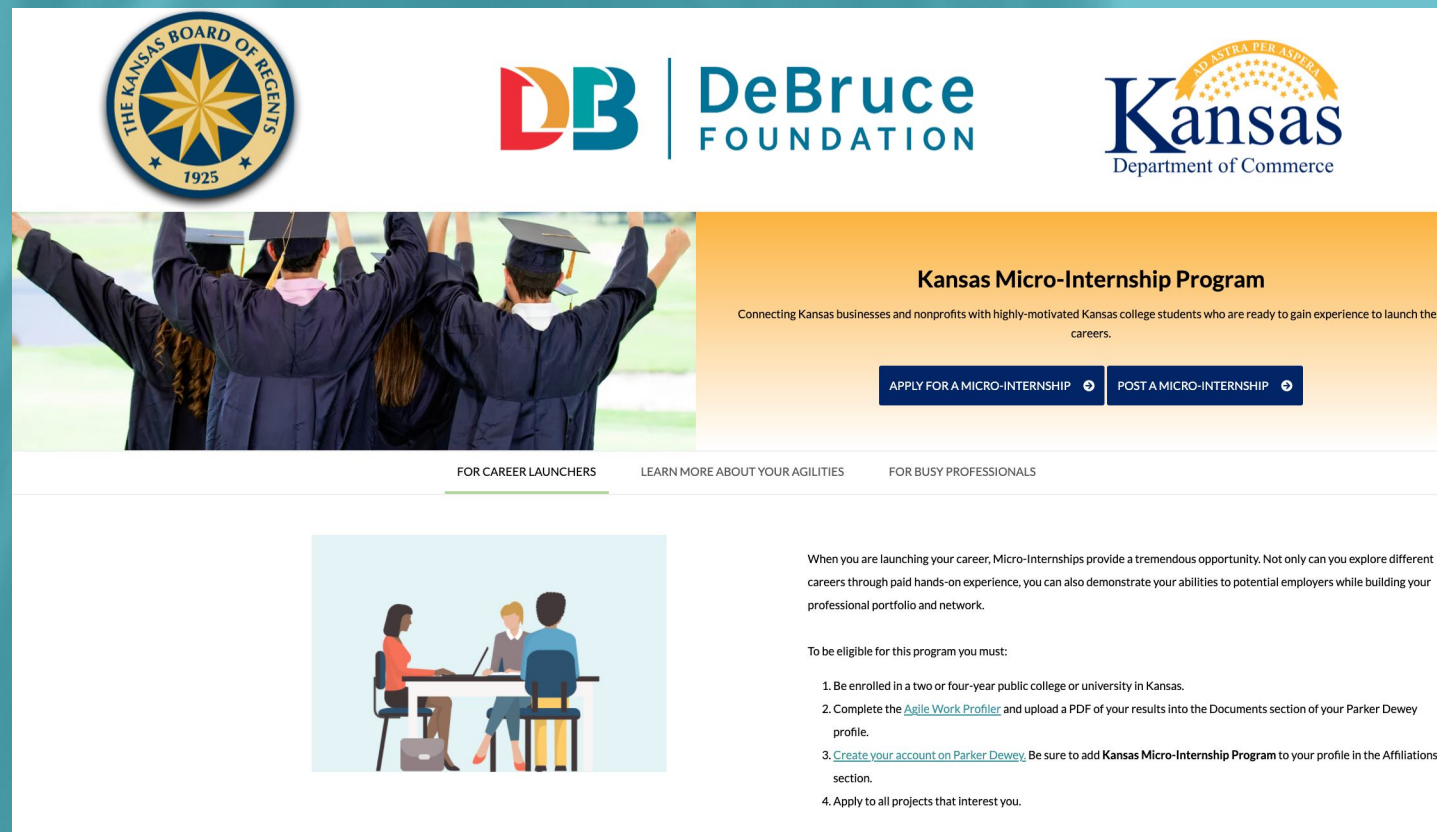
Finance:

- Financial Analysis
- Financial Modeling
- Industry Analysis



GETTING STARTED FOR STUDENTS:

1 Go to: <https://info.parkerdewey.com/kansasmicrointerns>



2 Complete the [Agile Work Profiler](#)

Agile Work Profiler 2.1 - Expanding Career Pathways



Introduction & Instructions

Are you curious about what career path to follow, how to describe your experience on a resumé or LinkedIn, and how to speak confidently about your strengths and skills in an interview? The Agile Work Profiler is here to help!

The Agile Work Profiler will identify your work strengths and passions through what we call Agilities. Agilities are groups of work activities that describe your strengths and interests as they relate to your career.

3 Create a Profile on Parker Dewey

Sign Up to Work on Micro-Internships

Gain Experience. Explore Careers. Make Connections. Get Paid.

First Name

Last Name

Email

Password

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 Characters Minimum

CREATE MY ACCOUNT

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

Takes <5
minutes to
complete

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Welcome to Parker Dewey!

Filling out your profile will help future employers to get to know you. This information will show up in each application, so the more information you include here, the higher the chance you have of getting hired.

[Need help? Check out these videos to find out how your experience can help you launch your career.](#)

DISMISS

SKIP FOR NOW

Details

Cancel

First Name

Required

Last Name

Required

Upload Photo

94% of candidates with photos saw improvement in their hiring rates

Drag files here or click to browse.
Only *.jpg and *.png files will be accepted.

Email

bianca@parkerdewey.com

☐ Are you an international student?

Hometown

State

Select

SAVE

ADD EXPERIENCE, EDUCATION, AND RESUME

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Experience

Organization Name

Role

City State

First day Last day

☐ I am working on this now

Brief description of your role 140 characters or less

SAVE

[Cancel](#)

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Education

University

Start Date Graduation Date (or expected)

Majors + ADD

Degree Received Or Pursuing GPA (Optional)

SAVE

[Cancel](#)

[Resume/CV](#)

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Resume/CV

Upload your Resume 76% of candidates with resumes saw improvements in their hiring rates (limit 1)

Drag files here or click to browse


Accepted file types: PDFs

[Documents](#)

*Students can upload a PDF of their Agilities Profile Results into the Documents section of their Parker Dewey profile.



ADD AFFILIATIONS

**Kristin** | The Ohio State University
GRADUATION DATE: 06/13/2010 **MASTERS** [EDIT](#)

About [EDIT](#)
LOCATION
San Diego, CA
INTERNATIONAL
No
AVAILABILITY
ON THE WEB
PERSONAL STATEMENT
I am passionate about helping individuals obtain their professional goals and companies to connect with great talent
HOBBIES
Running, triathlon, skiing, playing with my kids
AFFILIATIONS
College Success Foundation, Honors Student, Student-Athlete
SKILLS
Excel **PowerPoint**

AFFILIATIONS

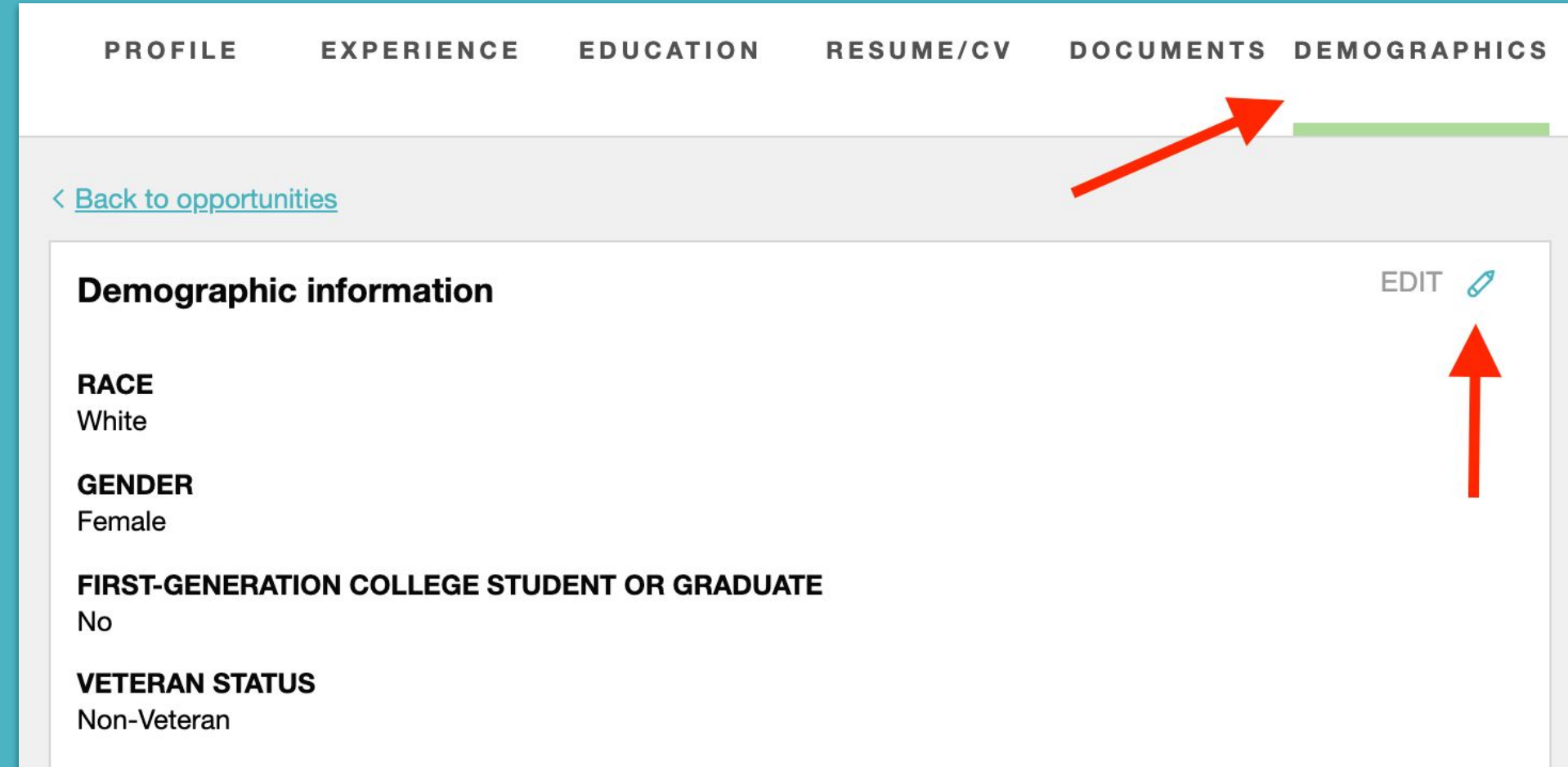
Please identify all associations with which you are involved. Start typing in the box below to see the full list, or [click here](#)

Kansas Micro-Internship Program|

+ ADD


- Affiliations = Nonprofit organizations supporting students from under-represented backgrounds
- Students should add **Kansas Micro-Internship Program**
- [Click here](#) to see a list of Parker Dewey's nonprofit partners

Add Demographic Information (Optional)



PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Demographic information EDIT 

RACE
White

GENDER
Female

FIRST-GENERATION COLLEGE STUDENT OR GRADUATE
No

VETERAN STATUS
Non-Veteran

WHY?


- Parker Dewey's mission is to help bridge the gap between college to career in a more equitable way
- Many companies use Parker Dewey's Micro-Internships to connect to a more diverse talent pool
- Including this information is optional
- Responses will be kept confidential and are not visible to companies using the Parker Dewey platform

4 Apply for Projects of Interest

OPPORTUNITIESAPPLIEDHIREDCOMPLETEDMESSAGES

FavoritesHiddenOn-SiteRemoteState

Sort By: Create Date



Kid Coaching Curriculum | Austin, TX


BY: Braaten Woods, LLC

START DATE: 03/07/2020

DEPARTMENT: New Venture (Department)

Remote

DETAILS



The Sweetest Girl: A Forbidden Love Story (Short Film) Project | Miami, FL


BY: R.D.J.A Media

START DATE: 04/24/2020

DEPARTMENT: Film

On-Site

DETAILS



Client Onboarding Specialist | Chicago, IL


BY: Envoy Global

START DATE: 03/16/2020

DEPARTMENT: Customer Relationship

On-Site

DETAILS



Sales Management Assistance | Wellesley, MA


BY: Renaissance Alliance

START DATE: 03/09/2020

DEPARTMENT: Sales

Remote

DETAILS



Accounts Payable Reconciliation | Jersey City, NY


BY: Neumentum

START DATE: 03/16/2020

DEPARTMENT: Accounting

Remote

DETAILS



Marketing Assistant | Chicago, IL


BY: Chicago Clinical Research Institute Inc.

START DATE: 03/16/2020

DEPARTMENT: Medical Research

On-Site

DETAILS



Graphic Design Support | Chicago, IL


BY: University of Chicago

START DATE: 03/16/2020

DEPARTMENT: Design

Remote

DETAILS



Lead Generation | Chicago, IL

BY: Savills

START DATE: 02/24/2020

DEPARTMENT: Business Development

Remote

DETAILS

START DATE
02/24/2020

DUE DATE
03/20/2020

EST. HOURS
20

ON-SITE/REMOTE
Remote

PAYMENT
\$360.00

DESIRED SKILLS
Research



JOB DESCRIPTION

We would like you to identify 25 companies / contacts in a defined market that fall under our ideal customer profile (e.g. companies that recently received a venture capital investment, announced a new location or growth, etc.). Once identified, provide the company name and contact information for a director-level or above decision maker. Contact information should include: name, position, phone, and verified email. In addition, please include company size, local employee count, rationale for why it would be a good prospect, and other information that we will define. PLEASE ONLY APPLY IF YOU ARE IN THE NEW YORK, CHICAGO, DC, OR LOS ANGELES METROPOLITAN AREAS.

COMPANY DESCRIPTION


Savills is a global real estate services provider with a network of more than 35,000 people in over 600 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East. A FTSE 250 company (LON: SVS) headquartered in London, Savills advises corporate, institutional and private clients who are seeking to acquire, lease, develop or realise the value of residential and commercial property in the world's key locations.

CONNECT ONLINE



Share this opportunity

APPLY FOR THIS PROJECT



Marketing collateral | Santa Clara, CA

BY: Silicon Valley Bank

DEPARTMENT: Finance

To apply for this position, please answer the following questions

Why do you think you would be a good fit for this position?


Do you have any examples of your design work that we can review. If so, please provide a link or let us know if you uploaded them into your Parker Dewey profile.

SUBMIT APPLICATION

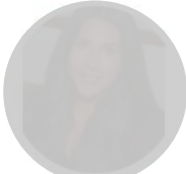
ABOUT THIS ROLE

We will provide a number of presentations and one-page "snapshots" associated with a variety of the banking services that we offer to our Venture Capital and Private Equity clients. Using that information, develop a single document (about 20 pages) that we can use to highlight all of these services as an introduction or leave-behind (versus a presentation) with one page for each of the services. This document should highlight each of these services in a consistent way tied to messaging and style, and convey the level of professionalism associated with SVB. To accomplish this, we expect you will (i) review all of the content we provide and our website; (ii) craft an example of the template that you will effectively convey the offering from which SVB can provide feedback; and (iii) populate the document with information on each of the services. In addition, it is expected that you will conduct a detailed review of the finished product to ensure there are no errors or inconsistencies.

- PROJECTS CYCLE QUICKLY
- Projects can be filled by multiple students who work and are paid individually

 PARKER DEWEY

STUDENTS' ANSWERS MATTER: IT'S HOW COMPANIES SELECT MICRO-INTERNS



Melissa | University of Economics and Management, Prague

MAJORS: MBA

GRADUATION DATE: 12/31/2018

MASTERS


HIDE DETAILS ^

HIRED
No

LOCATION
Los Angeles, CA

INTERNATIONAL
Yes

AVAILABILITY
Full-time work

ON THE WEB


DOCUMENTS
[Resume](#)

HOBBIES
Reading, Baking, Activism

SKILLS
[QuickBooks](#)

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
I have 2+ years of experience working with invoice data. I also have the availability to take on this project as I'm not working full-time and will be pursuing my masters in the fall.

PLEASE DESCRIBE YOUR ACCOUNTING EXPERIENCE.
I have 1 year public accounting experience for a mid-size firm in San Francisco. I also worked for a modeling agency for 2 years. I handled all the day to day financial/accounting tasks. Please see my linkedin for more details.

WOULD YOU BE INTERESTED IN A PART-TIME ROLE REQUIRING 15-20 HOURS PER WEEK TO SUPPORT OUR ACCOUNTING AND FINANCE TEAM WHILE YOU ARE IN SCHOOL?
I would be very interested in a part-time role!


EDUCATION
University of Economics and Management, Prague 2017 - 2018 - GPA: 3.6
Majored in MBA
Saint Mary's College of CA Invalid date - 2014 - GPA: 3.5
Majored in Accounting

EXPERIENCE
Photogenics 2016 - 2017
Senior Accountant

APPROVE APPLICANT FOR THIS PROJECT


UNHIRE

COMPLETE

 Have questions before you approve this candidate?

SEND THEM A MESSAGE!

VS



Katherine

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
Truthfully, I am great with numbers. I compare things all the time so I don't think I will have too much trouble with this.


PLEASE DESCRIBE YOUR ACCOUNTING EXPERIENCE.
None. Sadly I don't have any accounting experience but I have experience with working with money.

WOULD YOU BE INTERESTED IN A PART-TIME ROLE REQUIRING 15-20 HOURS PER WEEK TO SUPPORT OUR ACCOUNTING AND FINANCE TEAM WHILE YOU ARE IN SCHOOL?
yes I absolutely would.

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

 Have questions before you approve this candidate?

SEND THEM A MESSAGE!

ONCE SELECTED:

01 HOW WILL STUDENTS KNOW WHAT TO DO?

Students will be connected with the company via email.

We also suggest that students:

- Reach out to faculty and staff
- Connect with alumni
- [Use resources on the Parker Dewey website](#)

02 WHAT IF STUDENTS NEED HELP?

The Parker Dewey team is ready to assist the student or the company as needed.

03 WE'LL SEND STUDENTS KICKOFF MATERIALS:

This includes:

- Contact info for the client
- Accounting forms so students can get paid
- Terms of use

04 WHEN DO STUDENTS GET PAID?

When the project is completed, students will be paid by Parker Dewey.



AFTER THE PROJECT

OUTLINE

ACCOMPLISHMENTS

- Work product (e.g., created a market map of..., designed content for..., prepared an analysis on...)
- Outcomes (e.g., new articles on... leads resulting in..., social visits increased...)
- Indirect competencies (e.g., creativity, attention to detail, motivation, grit, etc.)

UPDATE RESUME AND

LINKEDIN

- Independent Consultant of Parker Dewey
- Describe the project without sharing confidential info
- Only mention company's name if given permission

CONSIDER WHAT WAS

LEARNED

- What did you like about the project?
Industry? Company?
- What did you dislike?


STAY IN TOUCH WITH

THE COMPANY

- Continue to build the relationships
- Apply to more projects to gain additional experience

WHAT ABOUT INTERNATIONAL STUDENTS?

- Yes they can complete Micro-Internships with appropriate work authorization (CPT, OPT, work visa)
- If selected for a project, an international student:
 - Receives information stating that they must have appropriate work authorization in order to complete the project
 - It's up to the university to verify their eligibility
- Custom information for international students can be added to university partners' landing pages upon request
- We can provide an **offer letter** if needed at the student's request



Date:
To: [UNIVERSITY]

Parker Dewey LLC would like to offer [STUDENT NAME] the opportunity to serve as an Independent Contractor to support one of its clients. Following is key information related to the student's responsibilities as an Independent Contractor on this assignment.

Company Name: Parker Dewey LLC

Physical location: The student is expected to complete this assignment remotely

Remuneration: \$[450] upon completion of the assignment
As an Independent Contractor, the student has evaluated the requirements of the assignment and determined that the remuneration is appropriate.

Total estimated number of hours to complete the role: [20]
Please note, this is an estimate of the total time to complete the assignment. Based upon the criteria of

How Does It Work for Companies?

No Administrative Paperwork

Parker Dewey is structured as a consulting firm, so **all Career Launchers are 1099s through us.**

Very Low Risk

Career Launchers sign strict NDAs and the employer owns all the work product. And if the employer is unhappy with the deliverable, Parker Dewey will give them a full refund.

No Conversion Fees

If the employer wants to hire the Career Launcher as an intern, contractor, or full-time employee, go ahead. **It's free!**

Our mission is to bridge the college-to-career-gap by connecting great talent to great employers.

HOW DOES THE PAYMENT PROCESS WORK?

1

COMPANY SELECTS CANDIDATE

There is no obligation to move forward until the company officially selects a candidate.

2

COMPANY PAYS INVOICE

After the Career Launcher has submitted all documentation (NDAs, etc.), Parker Dewey sends an invoice

3

PAYMENT HELD IN ESCROW

The money is held in escrow until the employer has verified that the project is completed.

4

WHEN THE PROJECT IS COMPLETE

Parker Dewey issues payment to the student. (Note: 90% of company's payment goes to the student. What the student sees on the posting is what he/she will receive if selected for and completes the project.)

5

SUBMIT FORM TO RECEIVE MICRO-GRANT

If eligible, Kansas employers should submit the micro-grant payment request form at [this link](#) if the project was completed by an eligible Kansas student.



Add school(s) to filter applicants. This may include branch campuses.

+ ADD

Add affiliation(s) to filter applicants.

+ ADD

Add degree(s) to filter applicants.

+ ADD

Sort By:

Texas

MAJORS: **Mass Communication**

APPLICATION DATE: 08/25/2020

GRADUATION DATE: 05/14/2021

- Available Filters for Companies:
- School
 - Affiliations (Kansas Micro-Internship Program)
 - Degrees (Associate, Bachelor, Master, Doctorate)
 - Sort By: Application date, graduation date

Purdue University

MAJORS: **Public Relations & Strategic Communication**

APPLICATION DATE: 08/26/2020

GRADUATION DATE: 05/15/2020

BACHELORS

DETAILS

University of Maryland Global Campus

MAJORS: **Accounting & Information Systems**

APPLICATION DATE: 08/25/2020

GRADUATION DATE: 12/01/2021

MASTERS

DETAILS

THE COMPANY'S VIEW

Melissa

University of Economics and Management, Prague

MAJORS: MBA

GRADUATION DATE: 12/31/2018

MASTERS

HIDE DETAILS

HIRED

No

LOCATION

Los Angeles, CA

INTERNATIONAL

Yes

AVAILABILITY

Full-time work

ON THE WEB

in

DOCUMENTS

Resume

HOBBIES

Reading, Baking, Activism

SKILLS

QuickBooks

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I have 1 year public accounting experience for a mid-size firm in San Francisco. I also worked for a modeling agency for 2 years. I handled all the day to day financial/accounting tasks. Please see my linkedin for more details.

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Saint Mary's College of CA

Invalid date - 2014 - GPA: 3.5

Majored in Accounting

EXPERIENCE

Photogenics

2016 - 2017

Senior Accountant

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

FEEDBACK FROM THE COMPANY

YOU COMPLETED THIS PROJECT, SEE YOUR FEEDBACK BELOW

Overall Satisfaction

Executed like an industry veteran

Timeliness

Executed like an industry veteran

Communication

Executed like an industry veteran

Quality / Accuracy

Executed like an industry veteran

Presentation

Executed like an industry veteran

Skill Level

Executed like an industry veteran

Public Comments

did a fantastic job. She was very responsive, open to feedback, and did a great job delivering a high-quality final product. I thoroughly recommend her for future projects and wish her well!



FEEDBACK FROM STUDENTS AND COMPANIES

“[Micro-Internships are] the hot topic on my resume! No doubt!”

- **Zach K.**
University of Kansas
Student

“Thanks to Micro-Internships, I know where I can be successful, and I have the resume to back it up.”

- **Nic B.**
Yale University Student

“The team invited her to come in to present her conclusions, then offered her a job. It was so easy and she was amazing.”

- **Microsoft**



Real, Sustainable Impact

New role created for a first generation college student



International STEM student identified and selected for an internship



Underemployed grad hired for a full-time accounting role

Created pathways for students unable to participate in internships



WE NEED YOUR HELP

01 | Reach Out to Kansas-Based Employer Partners

- Invite them to Employer Webinar: Thursday, Feb. 4, 2 CST
- Use [this email \(.docx\)](#) to help

02 | Share this program with your colleagues using [this email \(.docx\)](#). Colleagues may include:

- Faculty
- Academic advisors
- Athletics
- Multicultural/Veteran student services

03 | Inform Your Students

- Use [this email \(.docx\)](#) and appropriate follow-ups
- Invite students to upcoming webinar or host your own
- Encourage them to apply to opportunities all year long



COLLEGE/UNIVERSITY TOOLKIT

- Resources include:
 - Webinar dates/times
 - Messages to send throughout the year
 - PowerPoint presentation for students
 - Points of Contact
- Need something else? Please let us know what would be helpful: partners@parkerdewey.com

Kansas Micro-Internship Program

College/University Toolkit

Thank you for supporting your students and employer partners in sharing information about the Kansas Micro-Internship Program. This toolkit is designed to help you share information about this program with your students, employer partners, local small businesses, nonprofits, and others who may be interested.

If you have any questions you can always reach out to Parker Dewey at Partners@parkerdewey.com or the Kansas Board of Regents at micro-interns@ksbor.org.

KEY DATES:

- **College/University Program Overview:** Wednesday, January 27 at 2 pm CST. [Click here to register.](#)
- **Company Program Overview*:** Thursday, February 4 at 2 pm CST. [Click here to register.](#)

*The Company Program Overview webinar is intended for companies and nonprofit organizations. Employer Relations staff are welcome to join, but the intended audience are companies/nonprofits.

MESSAGES TO SEND:

- [Company Program Emails \(.doc\)](#): This provides a series of emails that can be edited and sent to your eligible employer partners.
 - Companies and non-profit organizations are eligible for this program if they are located in Kansas or have a significant presence in the state.
 - Please send the first message to eligible employer partners by Wednesday, February 3 so that they are invited to attend the Company Program Overview webinar.
 - **If you send the message after February 3, be sure to delete the reference to the webinar and replace it with the recording URL.**

<https://info.parkerdewey.com/kansasmicrointerns/colleges>







PARKER DEWEY

GET STARTED NOW!

For Students:

<https://info.parkerdewey.com/kansasmicrointerns>





Kansas Micro-Internship Program

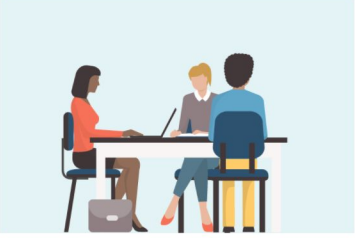
Connecting Kansas businesses and nonprofits with highly-motivated Kansas college students who are ready to gain experience to launch their careers.

[APPLY FOR A MICRO-INTERNSHIP](#)[POST A MICRO-INTERNSHIP](#)

FOR CAREER LAUNCHERS

LEARN MORE ABOUT YOUR AGILITIES


FOR BUSY PROFESSIONALS



When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different careers through paid hands-on experience, you can also demonstrate your abilities to potential employers while building your professional portfolio and network.

To be eligible for this program you must:

1. Be enrolled in a two or four-year public college or university in Kansas.
2. Complete the [Agile Work Profiler](#) and upload a PDF of your results into the Documents section of your Parker Dewey profile.
3. [Create your account on Parker Dewey](#). Be sure to add **Kansas Micro-Internship Program** to your profile in the Affiliations section.
4. Apply to all projects that interest you.



Kansas Micro-Internship Program

This program is part of the Kansas Board of Regents' **"Building a Future"** strategic plan and the **Kansas Department of Commerce's** aim to "connect businesses, job seekers, educational institutions and training providers to ensure the state's workforce is equipped to meet industry needs and to help create economic success for Kansas residents and businesses.

Through this program, **Kansas-based companies and nonprofit organizations that select a student who is currently enrolled in a Kansas public two-year college or four-year university is eligible to receive a 50% matching micro-grant up to \$250 per project (for a maximum of two projects).** Companies who do not meet this criteria or are not interested in the funding are still encouraged to post a project to connect with highly-motivated students nationwide.

These Micro-Internship projects serve as a bridge to future employment opportunities and may help your organization find its next great hire!

Browse recommended projects below or **complete the form on this page** to learn more about this program.

First Name	Last Name
<input type="text" value="Kristin"/>	<input type="text" value="Schrader"/>
Email	Phone number
<input type="text" value="kristin@parkerdewey.com"/>	<input type="text" value="619-786-7604"/>
Company Name	Job Title
<input type="text" value="Parker Dewey"/>	<input type="text" value="Director of University Eng"/>
Additional details or custom project request:	
<input type="text" value="An extra set of hands..."/>	
<input type="button" value="Submit"/>	

For Organizations:

<https://info.parkerdewey.com/kansasemployers>