



Launching Micro-Internships at Your Organization

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Create
Equitable
Access to
Professional
Opportunities

Build a Better
Talent Pipeline



Campus Recruiting Challenges



Access

- Difficult to engage students not already planning to apply
- Pools artificially limited by school, major, and GPA

Diversity

- Challenging to overcome preferences of hiring managers
- Training and content drive limited sustainable impact

Assessment

- Initial filters often rely on non-predictive attributes
- Difficult to differentiate good candidates from good hires

Conversion

- Front-loaded expenses before fit is evaluated
- Surprises resulting from transactional process

COVID Amplified Challenges

**SAME
PLAYBOOKS**

**UNENGAGED
STUDENTS**

**INCREASED
CYNICISM**

**FRUSTRATED
MANAGERS**

**RISKY
OUTCOMES**



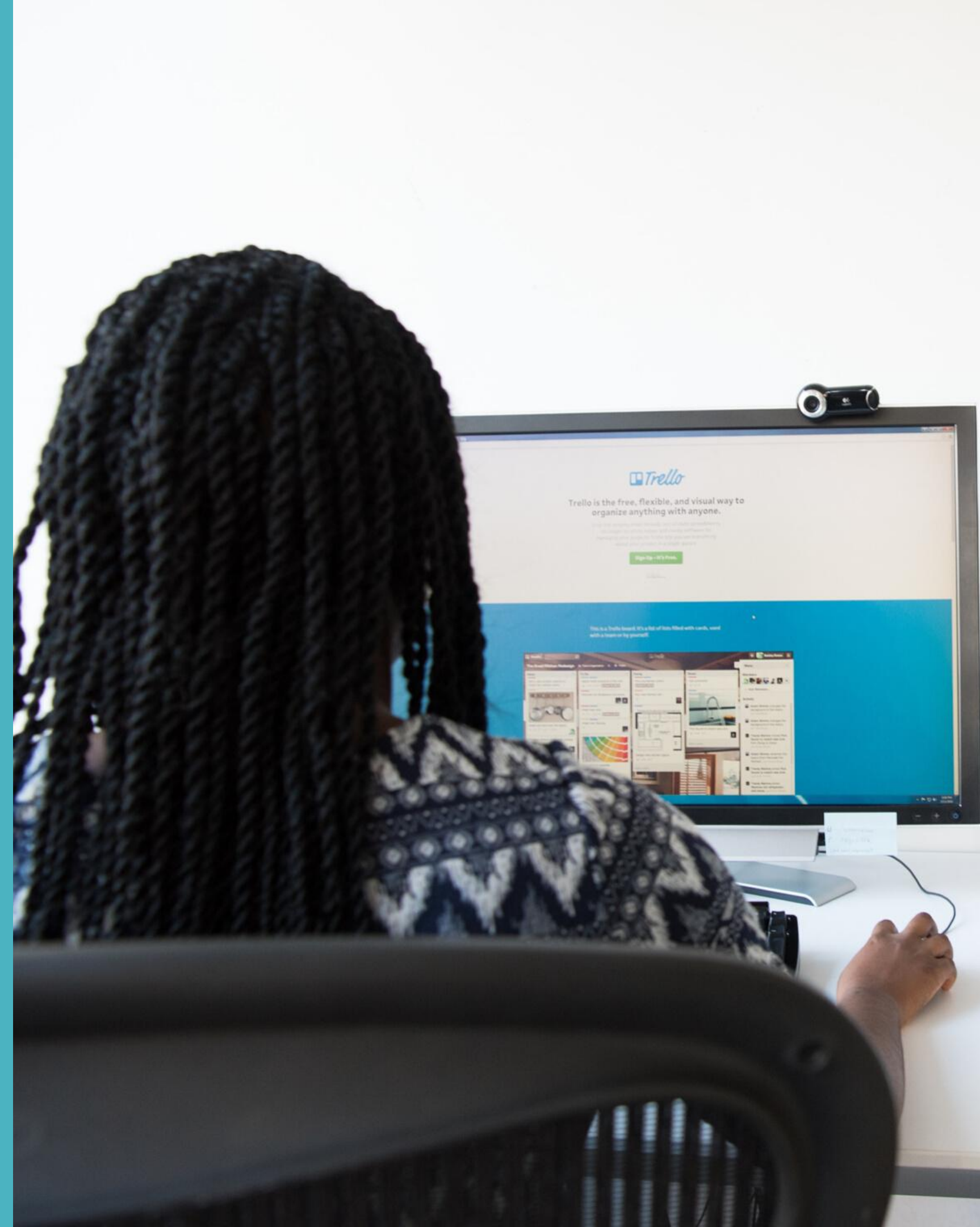
Experiential Recruiting

Provide opportunities for college students and recent grads to execute real, short-term, professional projects similar to those they would complete as a new hire or during a summer internship.

As these diverse, highly motivated career launchers complete these Micro-Internships on behalf of your existing employees, you can access prospective candidates, assess their skills, build authentic relationships, and make the right hires.



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What is a Micro-Internship

- **Short-term:** Projects typically range from 10-40 hours in duration.
- **Paid:** The average cost to a company is \$400 (fixed fee, implying \$20/hour).
- **Professional:** Assignments are similar to those given to interns or new hires.
- **Comprehensive:** Projects are used in all industries, across all departments (sales, marketing, HR, finance, etc.), and can take place year-round.
- **Valued:** Micro-Internships provide busy professionals with additional resources (“We should...” or “I shouldn’t...” tasks).
- **Flexible:** Available year-round as needed, and typically done remote.

Not a replacement for summer internships, co-ops, or full-time hiring.



Why Experiential Recruiting Works

(It's a Win-Win-Win)

Hiring managers value the opportunity

- High quality, on-demand support
- Opportunity to give back (e.g. alma mater, ERGs, etc.)

Students value the experience

- Access and opportunity to demonstrate skills
- Explore career paths

University recruiters value the outcomes

- Early and broad access
- Time and cost effective
- Better outcomes including conversion, DEI, and retention



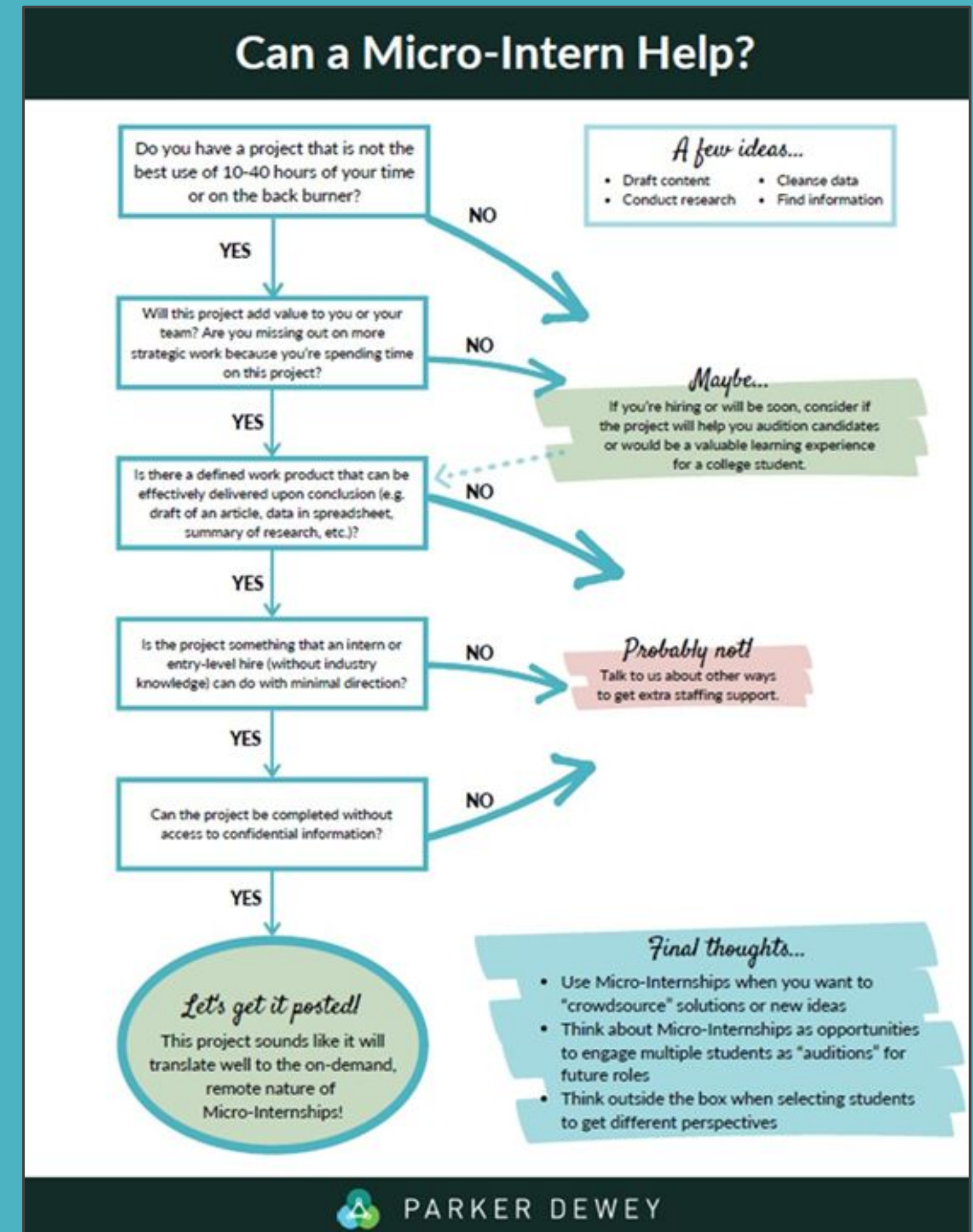
Agenda

- Five Opportunities to Introduce
 - Busy Employees
 - Open Roles
 - Freelance Users
 - Employee / Business Resource Groups (ERGs / BRGs)
 - Champions
- Tactics to Launch
 - It's easy
- Expected benefits and impact



Opportunity 1: Busy Employees


- Positioned as an Employee Perk
- Every professional has “We should...” and “I shouldn’t...” projects
- Opportunities for managerial experience for early-career professionals (and demonstrates an investment in them)
- They get the perk, while it supports recruiting and assessment efforts



Simple to Post Projects

Micro-Internships can be posted on-demand, as needed by professionals.

We suggest posting a Micro-Internship 24 to 48 hours before the manager wants the project to begin.



Wayne Enterprises Micro-Internships

Wayne Enterprises is proud to introduce a new Micro-Internship program that helps your team manage and fully utilize your interns while they work remotely.

Please select from the projects below, or complete the form to learn more about how to get started.

First Name

Last Name

Email

Phone number

Questions or custom project request:

Submit Request

Department Portals

Find your department below and click through to access department-specific projects!



Sales



Digital Solutions



Supply Chain



Human Resources



Marketing



Merchandising



Finance



Sourcing Candidates

Provide a student with a job description and have them identify 25 candidates they think would be good for the position. Once identified, they will provide a brief justification as to why they selected these specific candidates, as well as potential conversation starters you might have for each based on their background and work experience.



Reviewing and Ranking Resumes

Provide a student with 20 resumes and a job description and have them review each one and rank their top 10 based off their qualifications for the job. Once ranked, the student will provide justification for why they ranked them where they did.



Job Specifications Review

Let a student review your existing job specifications for ten positions or new roles. The student should research the job descriptions for similar jobs as used by other companies and identify best practices and ways for us to create or improve our job requirements.



Job Board Support and Evaluation

Let a student create and manage postings for five open positions using various job boards. This includes promoting our postings on social media (industry, department, and geographic focused), evaluating effectiveness of various methods, and initial screens of candidate information based upon pre-defined metrics.



Diversity Best Practices

Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful articles that highlight the importance of diversity in organizations, best practices, and challenges when best practices are not implemented. Summarize key points across the articles in a single document.



Community Relations

Help create and maintain a positive presence with the client's local communities. This may include drafting content for local publications and social media, event planning, and/or strategic outreach.



Data Clean-Up

Cleanse a provided data set including removing duplicates, updating outdated records, and ensuring there is consistent formatting. In addition, ensure data quality by verifying its integrity and ensure its completeness is maintained and/or enhanced.



Mystery Shopping

Make 20 calls into our customer care call center and ask specific questions around our product offerings and record answers. Complete the same for three of our competitors.

Opportunity 2: Open Roles

- Teams have the needs
- Projects “unpacked” from roles to showcase key skills
- Access to candidates you might miss (eg recent grads)
- Early engagement of hiring managers ensures alignment, enhances evaluation, etc.

Product Specialist

BACK APPLY NOW

Function: Merchandising/Buying

Location: United States-Massachusetts Framingham, MA US

Date posted: 8/12/2020 9:02:58 PM

Type: Full-time

Permanent / Contract: Regular

Job number: 1132884

The safety and security of our associates and applicants are our top priorities as we navigate the spread of the Coronavirus (COVID-19) and its impact on our work and personal lives. Consistent with public health guidance, we are promoting social distancing, and following all recommended precautions in our buildings to keep our people healthy including enhanced and more frequent cleaning measures at all our locations. Please note: all of our interviews are being conducted virtually during this time.

Description

Position Summary:

This position is an integral component of the Sell-Side Merchandising department supporting the Category Merchant. Responsible for assisting merchant in delivering budgeted metrics to drive sales and margin for the company, while offering a unique and optimal customer experience. This role will take direction from buyer in supporting all sell-side responsibilities, includes: executing promotions and other sales driving activities, site and content enhancements, customer experience on the sites, and working with all cross-functional partners.

Primary Responsibilities:

- Support Category Merchant in all aspects of the Sell Side role: responsible for acting as Merchant when needed
- Execution of tactics needed to deliver category and product page content w/in their portfolio
- Execution of tactics needed to drive search results w/in their portfolio
- Execute demand shaping tactics w/in their portfolio (alts, promos, curation)
- Product training, communication, troubleshooting with sales organization w/in their portfolio
- Analyze category performance and create suggestions
- Submit SKU details for product marketing

Qualifications

Required Qualifications:

- Bachelor's Degree required
- Ability to work independently and execute across m
- Good verbal and written communication skills neces
- Leadership mentality
- Organized, proactive personality, ability to multi-task

Conduct Competitive
Research

Develop Sales
Content

Identify Key
Prospect Categories

Evaluate Campaign
Performance



Multiple Projects = Deeper Insights

Marketing 1:

Conduct research on competitors in the flavored water space, and prepare a summary that outlines relative positioning.

Marketing manager

- Problem solving
- Data analysis

Marketing 2:

Create a 800-1,200 word article that can be shared on our blog and in other channels that aligns to the positioning of our product.

Marketing manager

- Communication
- Empathy

Sales Project

Identify potential prospects that would be interested in new cold brew offerings and provide summary for rationale.

Sales manager

- Adaptability
- Decision making

Marketing 3:

Prepare a social media calendar for the coming month to promote our product including tagging of key influencers.

Marketing manager

- Resourcefulness
- Creativity

Marketing 4:

Evaluate the performance of a marketing campaign including reach, response, ROI, and other key metrics, and present suggestions.

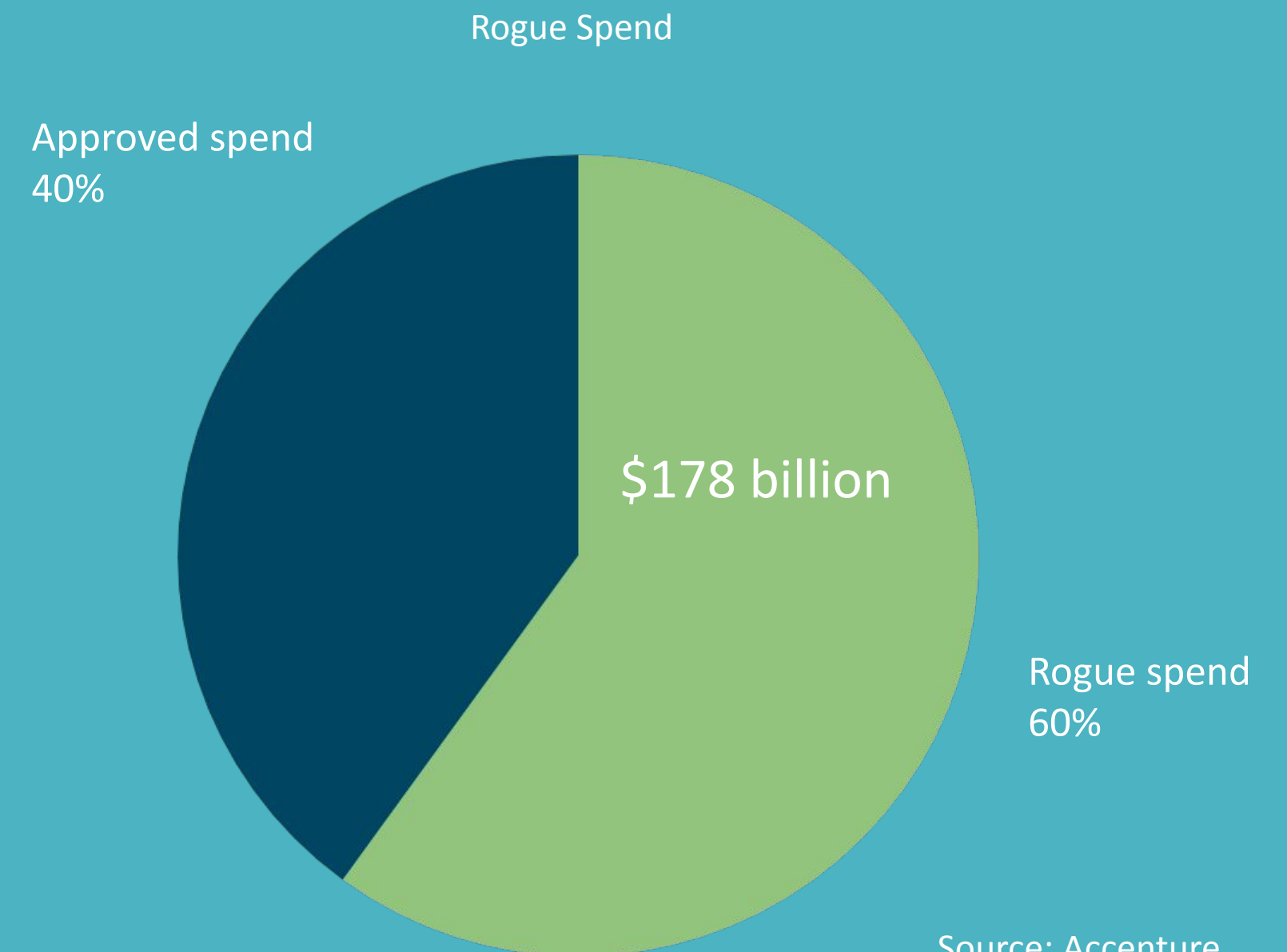
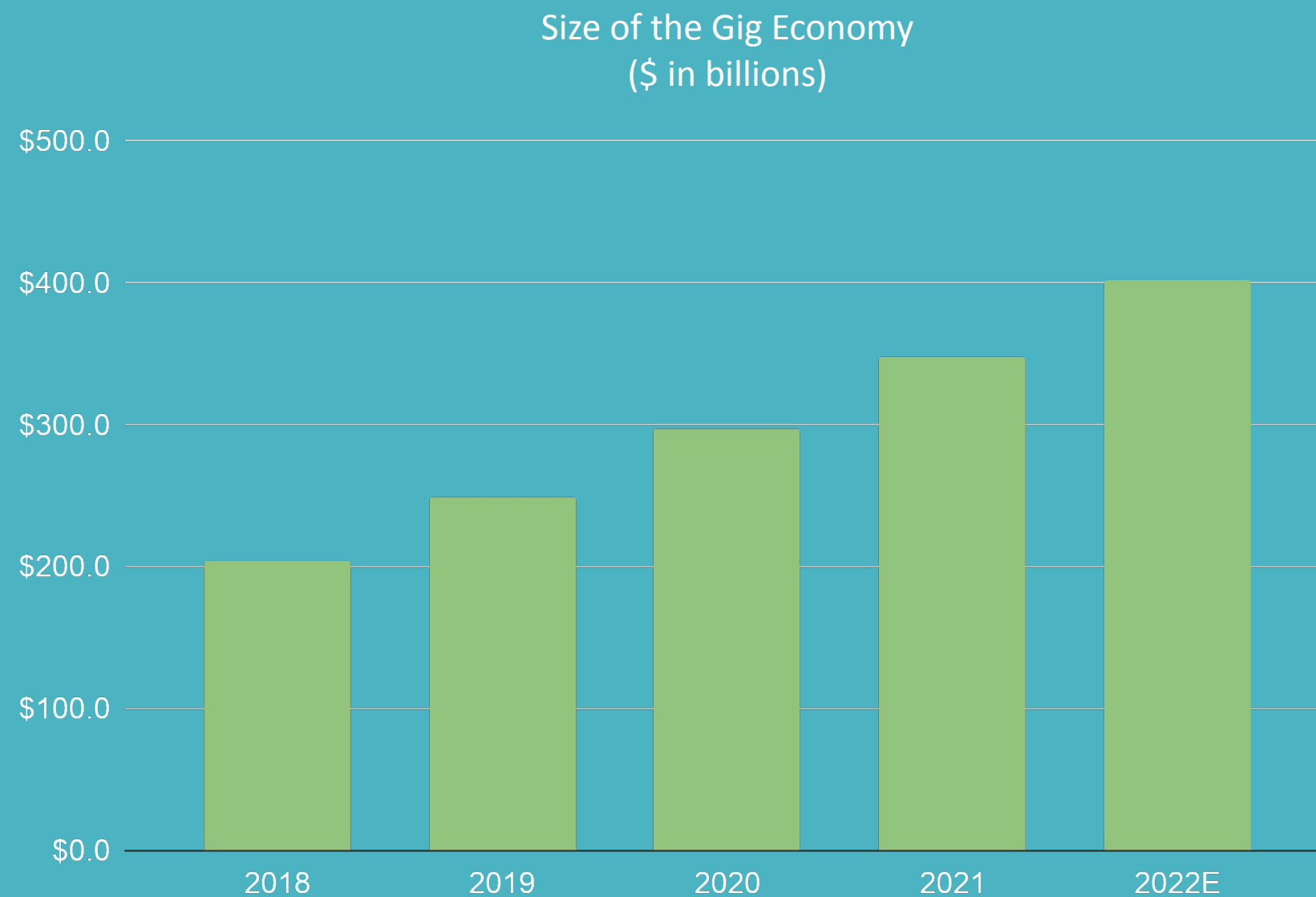
Marketing manager

- Analytical thinking
- Judgement



Opportunity 3: Freelance Users

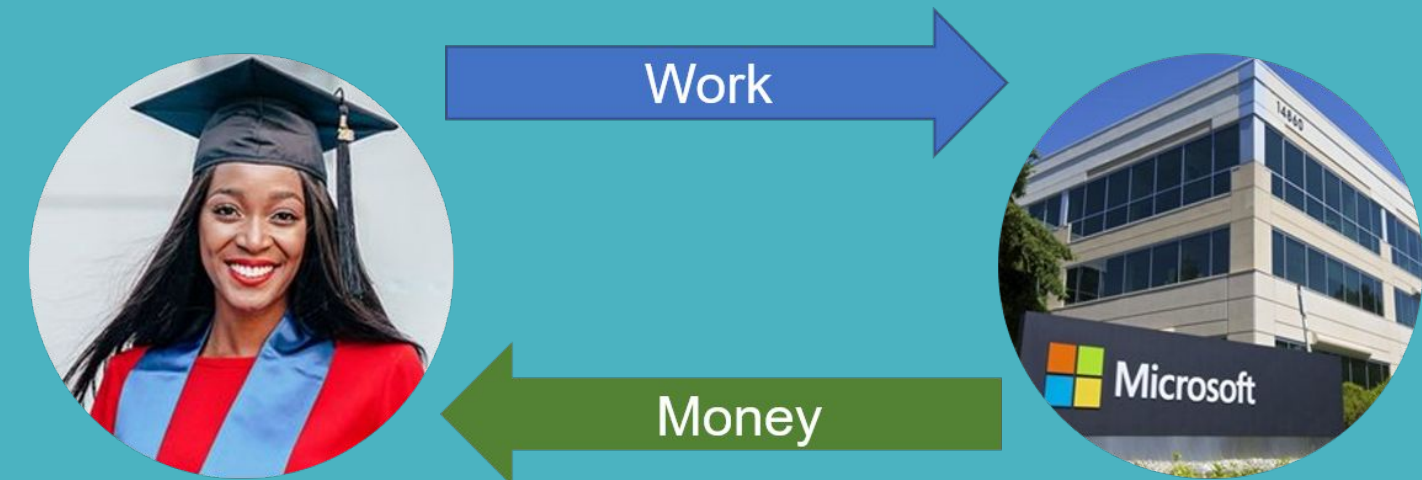
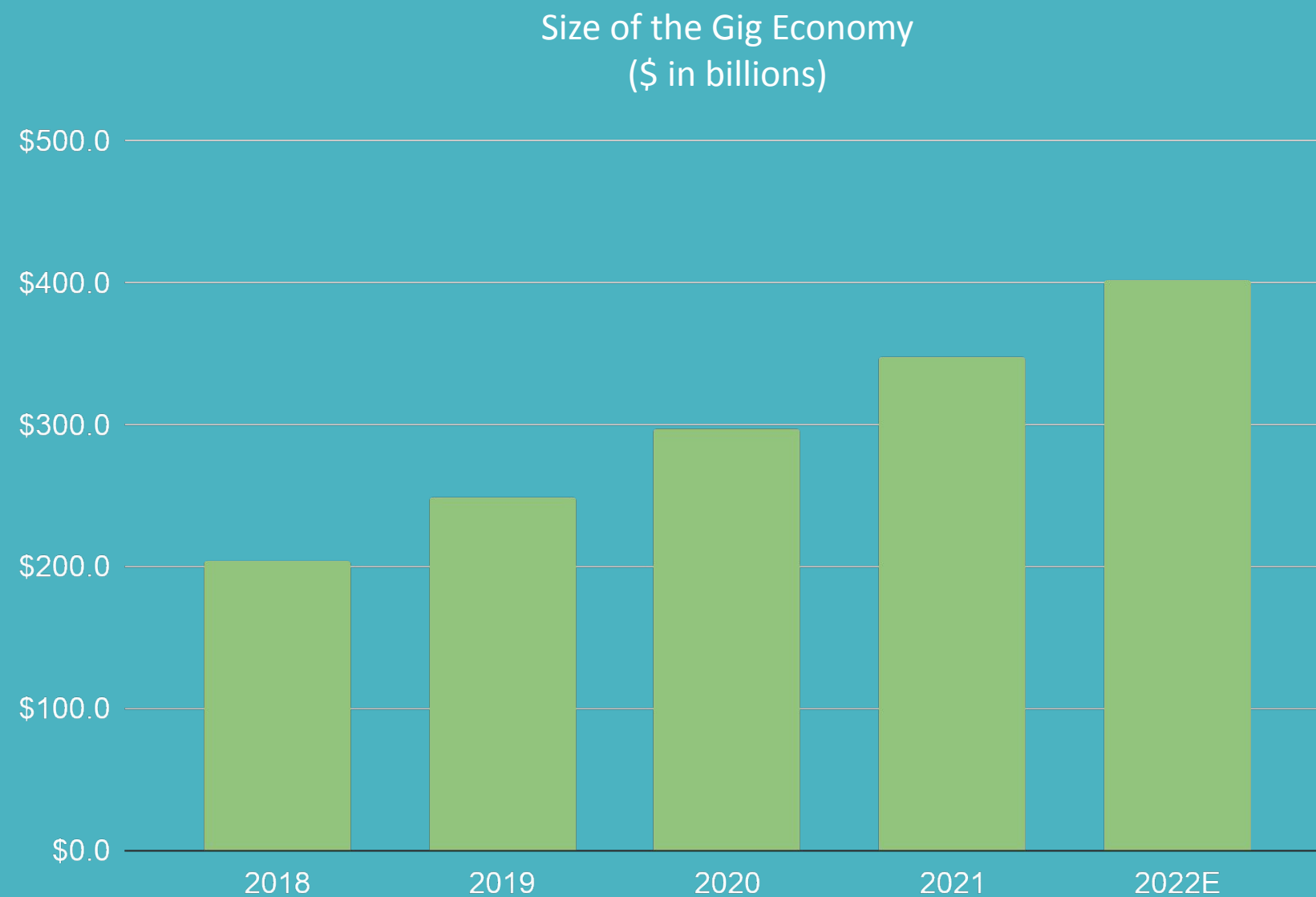
- Employees are doing it anyway



Source: Accenture

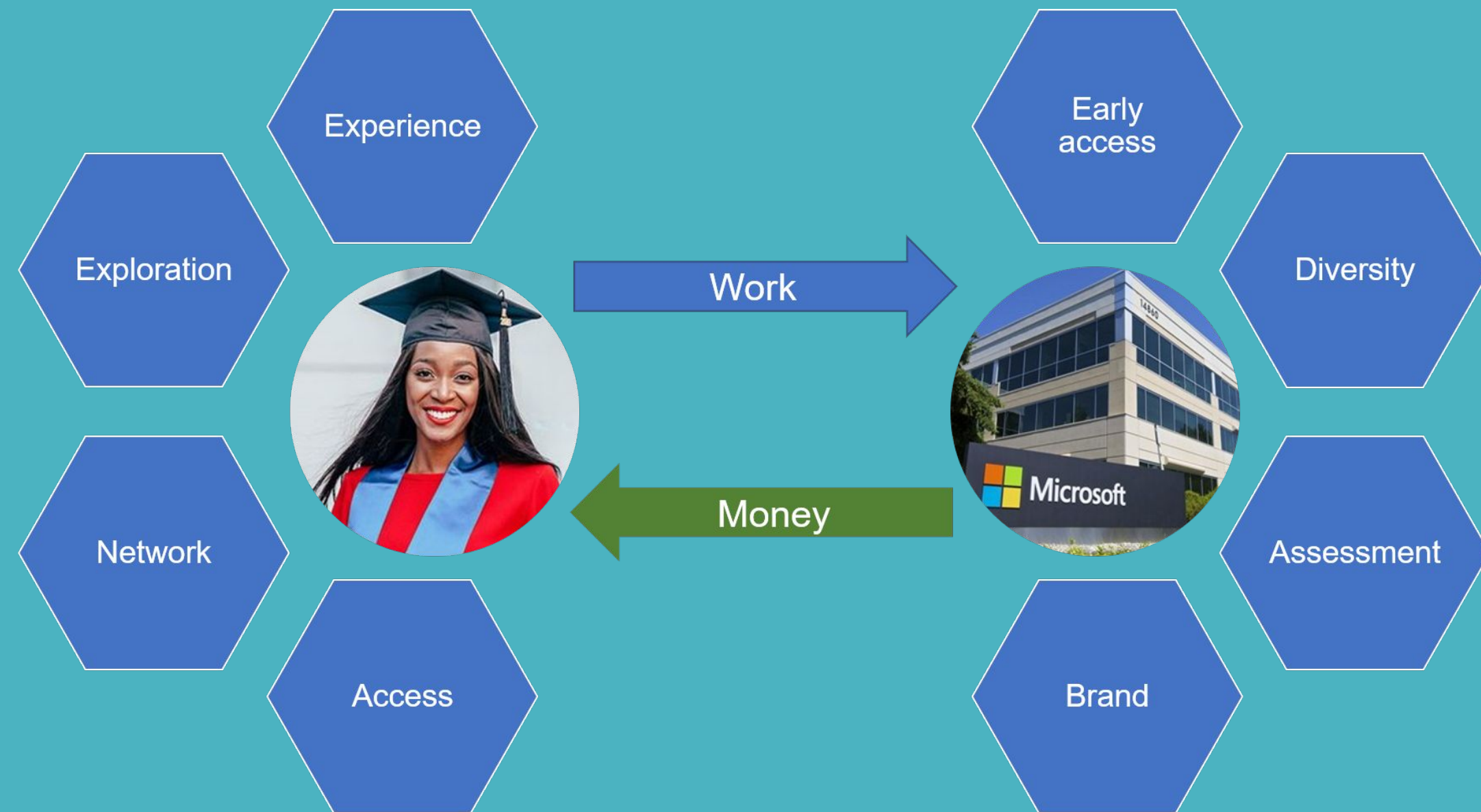
Opportunity 3: Freelance Users

- Employees are doing it anyway



Opportunity 3: Freelance Users

- Employees are doing it anyway
- Enhanced performance of freelancers
- Aligns to recruiting goals
- Protects the company
- No additional budget required



Opportunity 4:

Engage ERGs / BRGs

- Employee benefit and managerial opportunities
- Demonstrates commitment “beyond the t-shirts and banners”
- Authentic mentoring relationships develop
- Enhanced access and conversion
- Budgets may exist (eg canceled events)



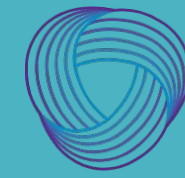
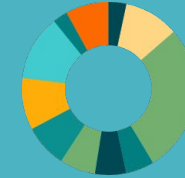
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UNIVERSITY
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ALLIANCE



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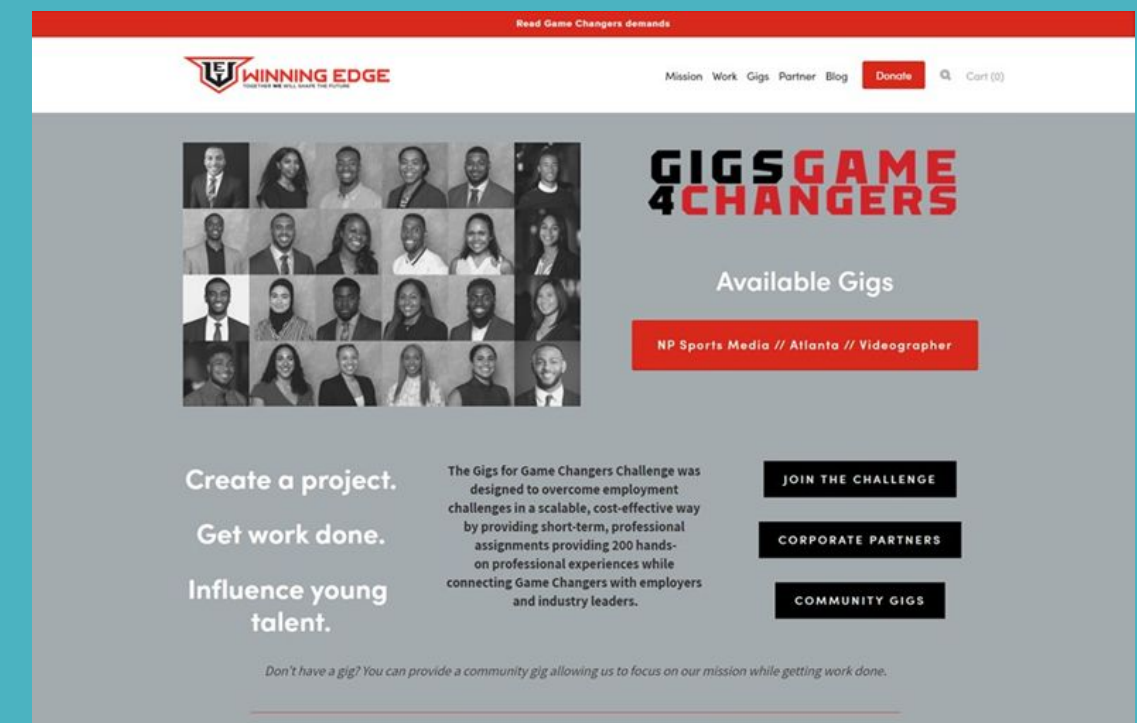
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Department of Commerce



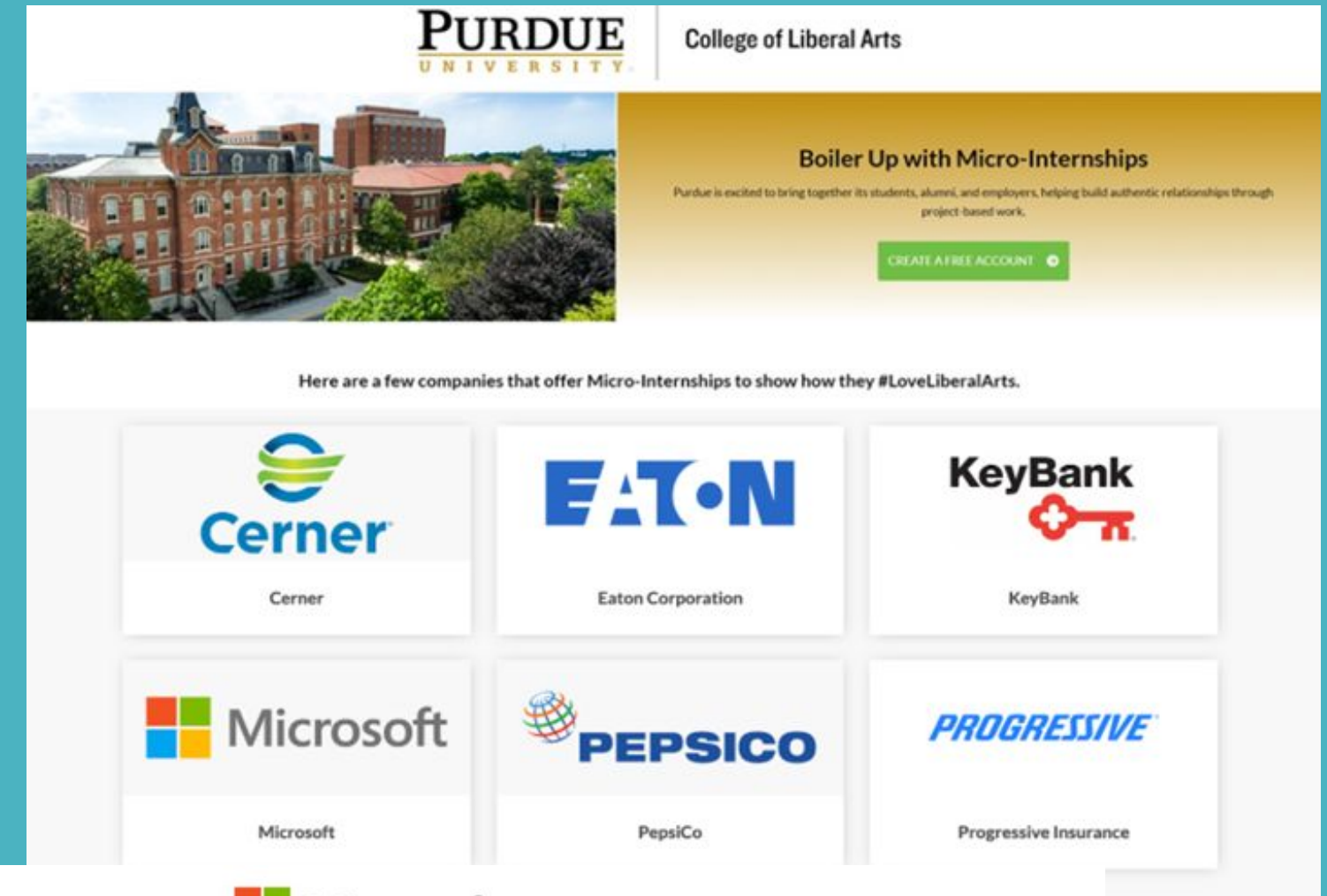
GREATER
WASHINGTON
PARTNERSHIP

P33



Opportunity 5: Champions

- Support alma mater, clubs, or other communities
- Value the work, but also appreciate opportunity to give back
- Form authentic relationships with prospective job candidates
- “Prime the pump” then can potentially access department budgets



Making It Happen



Making It Happen

- Identify a team (or teams)
- Introductory email (we have templates)
- Host a webinar (we'll handle it)
- Internal portal (again, we'll handle it)
- Ongoing support (yup, we got it covered)
- Share any preferences, goals, etc. with us
(eg geography, background, skills, matriculation, etc.)



Program vs. Ad-Hoc

	Ad-Hoc	Program
On-Demand resource for managers	Yes	Yes
Administrative support (eg NDAs, no 1099, etc.)	Yes	Yes
Cost-to-hire	None	None
Subscription	None	None
Client Success team	Yes	Yes
National access to Career Launchers from every school	Yes	Yes
Portal with pre-scoped Micro-Internships	Standard	Customized
Opportunity to target to achieve specific goals (eg geography, matriculation, skills,background, etc.)	Limited	Comprehensive
Reporting	Basic Data	Impact Report



Impact Report

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

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

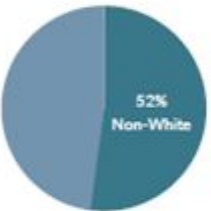
AFFILIATIONS

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

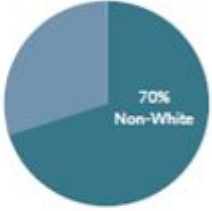
Candidates Engaged

Candidate Demographics

APPLICANTS BY RACIAL IDENTITY



HIRES BY RACIAL IDENTITY



APPLICANTS BY GENDER IDENTITY



HIRES BY GENDER IDENTITY



Candidate Demographics

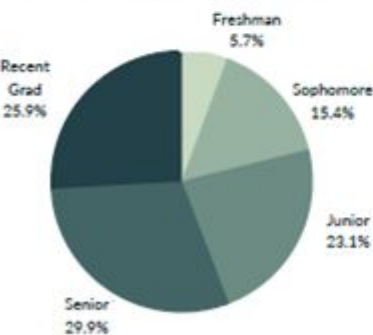
APPLICANTS BY LEGACY



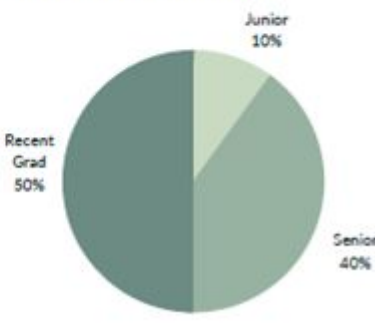
HIRES BY LEGACY



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.

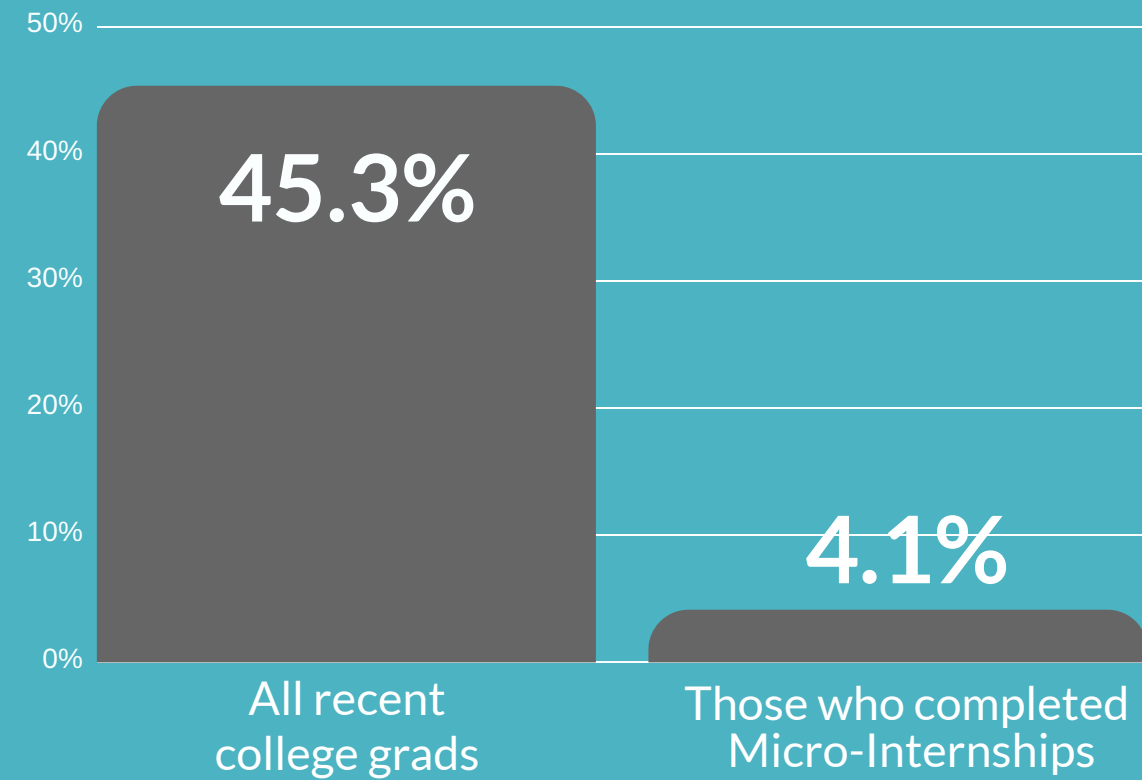
	EXPECTED MORE FROM AN INTERN OR NEW HIRE	AS EXPECTED FOR AN INTERN OR NEW HIRE	IMPRESSION FOR A CAREER LAUNCHER	EXECUTED LIKE AN INDUSTRY VETERAN
Overall Satisfaction		1	8	1
Timeliness		8	2	
Communication		3	5	2
Quality / Accuracy	1	1	8	
Presentation		1	8	1
Skill Level			9	1

Key Insights

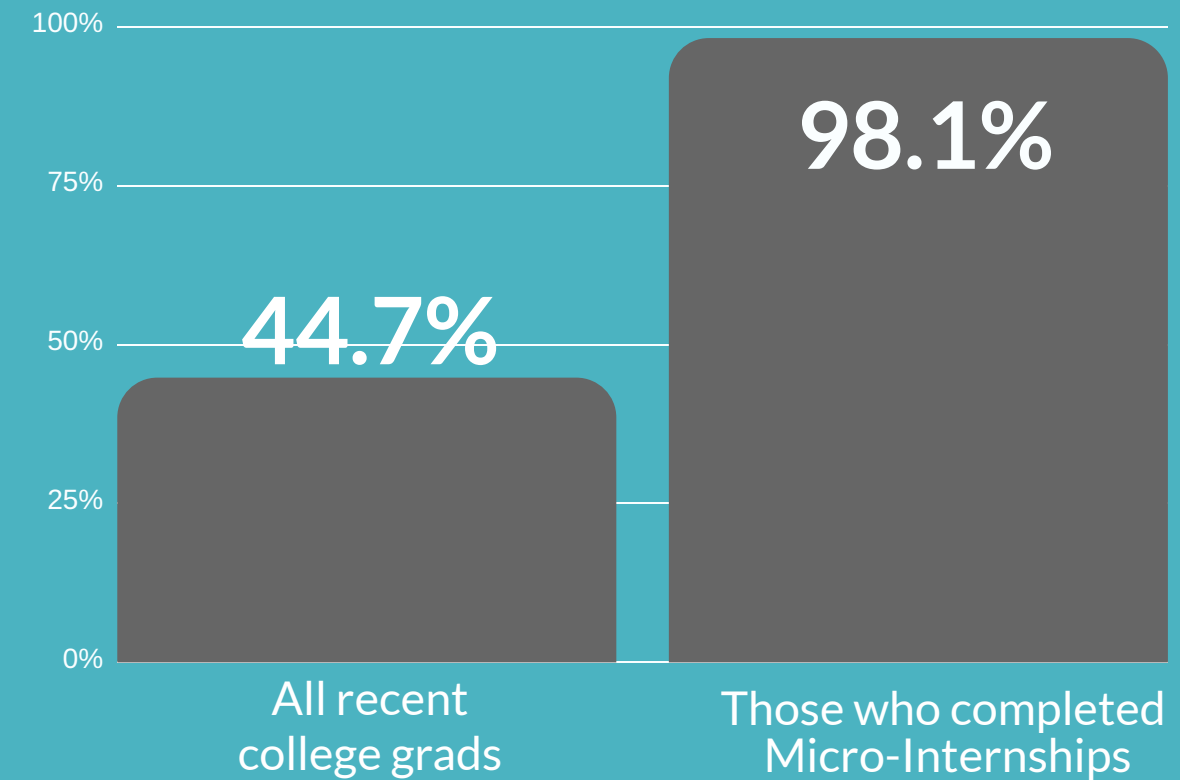
- Opportunity to expand reach beyond existing focus schools
- Significant interest from students from Illinois
- Hiring manager engagement across demographics
- Positive feedback on Micro-Intern performance across key categories

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!

UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



RETENTION OF RECENT COLLEGE GRADS



Network of **college students interested** in completing Micro-Internships grew **over 800%**.



Over **80%** of Micro-Internships completed by students from **underrepresented populations**.



55% of college grads **leave their job** within first year, while **98%** of grads who complete Micro-Internships **remain at same company**.



Thousands of new companies provided Micro-Internships to enhance campus recruiting and support busy professionals.

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



Better Outcomes, More Cost Effective

TRADITIONAL PROCESS

Career fairs: \$5,000—50,000

“Premium” job board access: \$20,000—100,000+

In-person events: \$5,000—50,000

Candidate interview travel: \$5,000—200,000

Sponsorships: \$0—40,000

Digital branding: \$0—50,000

Lost time: Travel, phone screens, bad interviews...

Total: \$35,000—490,000+

Assumes active recruiting of 5 to 100+ hires.

MICRO-INTERNSHIPS

Nationwide access to college students / recent grads

Employer branding

Effective assessment

Candidate nurturing

More effective interviews

Improved conversion, diversity, and retention

On-demand support for busy professionals

40—80% cost savings



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Your Competitive Advantage

ACCESS
TALENT
EARLY

**BUILD
BRAND**
ON CAMPUS

DRIVE
CONVERSION

ENHANCE
DIVERSITY

ENGAGE
HIRING
MANAGERS

**LOWER
COST**
PER HIRE

MUTUALLY
ASSESS
FIT



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What Now?


Launch a program

Engage your ERGs

Tell your hiring managers



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Featured Micro-Internships

With so many of our students impacted by COVID-19, we're turning to our community of supporters to engage our highly-motivated students on short-term, professional assignments. These Micro-Internship projects serve as a bridge to future employment opportunities. Browse our recommended projects below or **complete the form on this page** to learn more about supporting our students and alumni.

First Name

Last Name

Email


Phone number

Questions or custom project request:

Submit Request


Featured Projects

You can have any of these projects completed by a current student or alum, making it easy to give back and stay productive. Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request. You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.




Lead Generation

Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. 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 and other information that we will define.




In-Depth Prospect Research

Research and segment lead-gen lists (approximately 100 individuals) based upon past interaction on our website and email engagement. Deliverables include name, company, role, and contact information.




Market Research

Create a market analysis for a specific industry we will define. As part of this, determine and provide details on existing companies in the space and who we could potentially partner with. In addition, determine trends associated with the growth of the space as a whole (eg number of new businesses founded, success rate, etc.) and key drivers of success or failure.




Data Cleansing

Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting. During this project, they will work to ensure data quality by verifying its integrity and making sure its completeness is maintained and/or enhanced.




Social Media Content Calendar

Create a social media content calendar with 2 posts per day for the next month. The posts should have a good mix of thought leadership, informational, and promotional content (which we will provide). In addition, we would also like you to curate and interact with social media content as well.




Sourcing Candidates

Provide a student with a job description and have them identify 25 candidates they think would be good for the position. Once identified, they will provide a brief justification as to why they selected these specific candidates, as well as potential conversation starters you might have for each based on their background and work experience.




Diversity Best Practices

Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful articles that highlight the importance of diversity in organizations, best practices, and challenges when best practices are not implemented. Summarize key points across the articles in a single document.




Content Creation

Research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article to backup your claims.




Email Marketing Campaign

Develop a series of 3-5 emails to help promote an upcoming initiative. The emails will be sent out sequentially and should play off each other to drive engagement.




Website Design

Design a new website for our organization using a popular CMS we will determine (WordPress, Squarespace, Wix, etc.) and migrate the content from our existing site to the new site.



KPI and Trends Report

Using financial, location, product, assortment, and/or other data, prepare a report to highlight key KPIs and trends.



Extracting Insights from Data

Review and manipulate a data set that will be provided. After reviewing the data, provide a summary of actionable insights they have extracted.

<https://info.parkerdewey.com/featured/linkedin>

Additional Resources

[About Micro-Internships](#)

[Can a Micro-Intern help?](#)

[Micro-Internships for ERGs](#)

[Easy By Design](#)

[Micro-Internship Templates](#)



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