

MICRO-INTERNSHIP PROGRAM OVERVIEW

P33

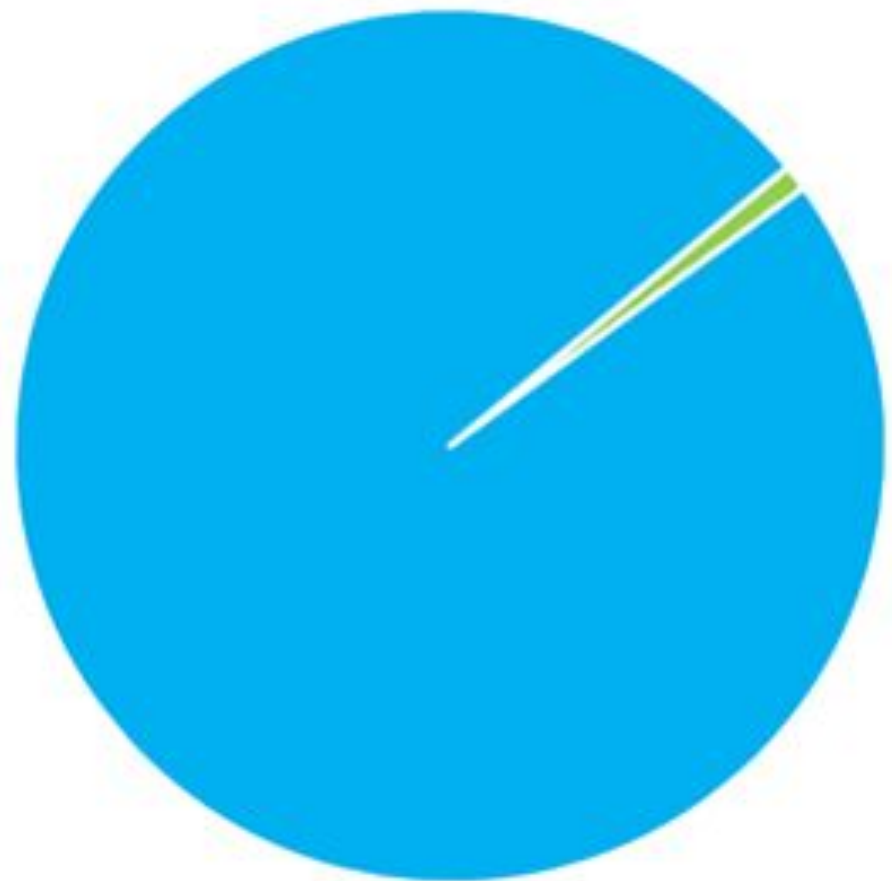


Create
Equitable
Access to
Professional
Opportunities



Build a Better
Talent Pipeline

Obstacles Impacting Chicago Companies



Provide access

- Inconsistent opportunities across core schools
- Limited social capital to gain access

Overcome tradition

- Hiring managers expectations based on traditional pools
- Students see beyond the messaging

Engage candidates

- Unaware of many Chicagoland companies and roles
- Preconceived notions based on consumer brand

Scale and impact

- Limited impact of programs (<1% of college students)
- Challenges to integrate into ongoing efforts

COVID Amplified Challenges

**SAME
PLAYBOOKS**

**UNENGAGED
STUDENTS**

**INCREASED
CYNICISM**

**FRUSTRATED
MANAGERS**

**RISKY
OUTCOMES**



P33 Micro-Internships

P33's Micro-Internship program provides Chicago's businesses with opportunities to engage college students on short-term, paid, professional projects. Beyond the on-demand support, this also helps companies identify, engage, and assess potential hires.

Micro-Internships are also a great way to support the local community. Through these projects, Chicago's college students and recent grads gain valuable, professional experiences to help launch their careers.

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

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



How It Works

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.

Our role:


- Assist in posting projects
- Student access and assistance in student selection
- Student onboarding and payroll
- On-demand support



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.



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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.



Projects Showcase Key Job Skills

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 multiple groups
- Good verbal and written communication skills necessary
- Leadership mentality
- Organized, proactive personality, ability to multi-task

Conduct Competitive
Research

Develop Sales
Content

Identify Key
Prospect Categories

Evaluate Campaign
Performance



PARKER DEWEY

Our Network

Our Career Launcher network is comprised of students and recent graduates from colleges and universities across the U.S.

They encompass all backgrounds, majors, and academic programs.

Partnered with

400+

U.S. based colleges, universities,
and non-profit organizations

More than

80%

of Career Launchers come from
under-represented backgrounds

Access to over

11 million

highly motivated college students
and recent graduates nationwide



Students Apply if Interested



Content Creation | Gotham, IL

BY: Wayne Enterprises

DEPARTMENT: **Marketing**

START DATE
04/03/2020

DUE DATE
04/17/2020

EST. HOURS
15

ON-SITE/REMOTE
Remote

PAYMENT
\$270.00

JOB DESCRIPTION

We are looking for somebody to 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

COMPANY DESCRIPTION

The American diversified multinational conglomerate is owned and chaired by Bruce Wayne, the son of Thomas and Martha Wayne. Wayne Enterprises is a green company based out of Gotham City and headquartered in Wayne Tower.

CONNECT ONLINE



APPLY FOR THIS P



WHO WE ARE LEARN DEVELOP GROW



At Microsoft, you get the best of both worlds: an entrepreneur's mindset plus reach and resources. Our collaborative culture and worldwide presence generate a stream of new opportunities to define the future and propel your life's work. Bring your unique perspective. Bring curiosity. Bring ingenuity, and drive. We'll give you a platform to be daring on a global scale.

[Create an account](#)

Do what you love.

As part of its ongoing commitment to help highly-motivated college students launch their careers, Microsoft is excited to introduce its Micro-Internship program. Through this program, college students can gain experience as they work on short-term, paid, professional assignments with our team.

GET STARTED

Chi Tech Career Launch



Great Opportunities with Great Companies

P33's Micro-Internship program provides Chicago's businesses with opportunities to engage college students on short-term, paid, professional projects. Beyond the on-demand support, this also helps companies identify, engage, and assess potential hires.

APPLY FOR A MICRO-INTERNSHIP

Here are a few companies that offer Micro-Internships through P33



Microsoft

Microsoft

accenture

Accenture



Allstate

Allstate

CAT

CAT



CDW



Conagra

Google

Google

GRAINGER

Grainger

GROUPON

Groupon

HCSC

Health Care Service Corporation

HCSC

JPMORGAN CHASE & CO.

JPMorgan Chase & Co.

MORNINGSTAR

Morningstar



Motorola Solutions

NORTHERN TRUST

Northern Trust

OCIENT

Ocient

Relativity

Relativity



Salesforce

THE MOM PROJECT

The Mom Project



UL

UNITED AIRLINES

United Airlines

US FOODS

US Foods

wolverine

Wolverine Trading

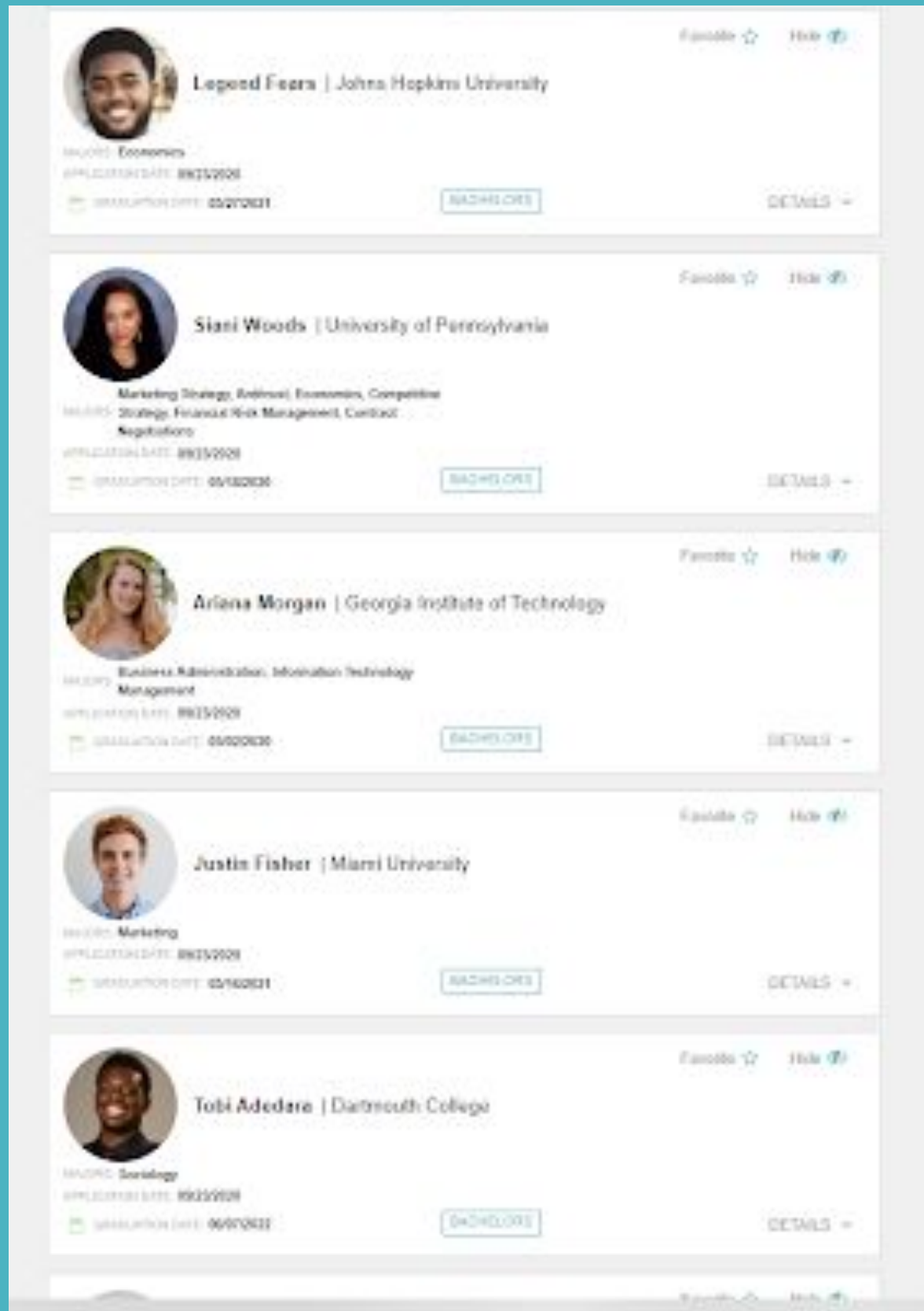
ZEBRA

Zebra Technologies



PARKER DEWEY

Select the Micro-Intern



Detailed view of Legend Fears' profile. The profile includes a circular profile picture, name, university, major, application date, graduation date, and a 'BACHELORS' button. The application form includes sections for 'WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?', 'PERSONAL STATEMENT', 'EDUCATION', 'EXPERIENCE', and 'SKILLS'. The 'WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?' section contains a short-answer question: 'Last month, I did a two-week internship with the software services company SoftwareOne. During that time, I researched non-profit organizations with whom SoftwareOne did business with in the past, verified their information, as well as identify new contacts from a few companies that SoftwareOne could reach out to. Twice a week, I collaborated with my team through the phone and email, so communicating through multiple channels is something I'm willing to do as well.'

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
Last month, I did a two-week internship with the software services company SoftwareOne. During that time, I researched non-profit organizations with whom SoftwareOne did business with in the past, verified their information, as well as identify new contacts from a few companies that SoftwareOne could reach out to. Twice a week, I collaborated with my team through the phone and email, so communicating through multiple channels is something I'm willing to do as well.

PERSONAL STATEMENT
Why focus on the problem when you can focus on the solution? That's my daily mantra and what I plan to bring whenever I work with you.

EDUCATION
Johns Hopkins University
Majored in Economics
2017 - 2021 - GPA: N/A

EXPERIENCE
SoftwareOne
Research/Lead Prospecting
2020 - 2020

SKILLS
Excel
CRM
Writing
Data Entry
Research
VBA
Salesforce

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

You see only those students who applied

Short-answer questions help you quickly identify the “right” Micro-Intern

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
Having Graduated from an Ivy League Institution, I have developed a keen sense and understanding on thoroughly refined Research as well as Data Analysis.

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
The reason being that is something that involves research and time I have a lot of time and give everything in order.

Equitable Pathways

New role created for a first generation college student



International STEM student identified and selected for an internship

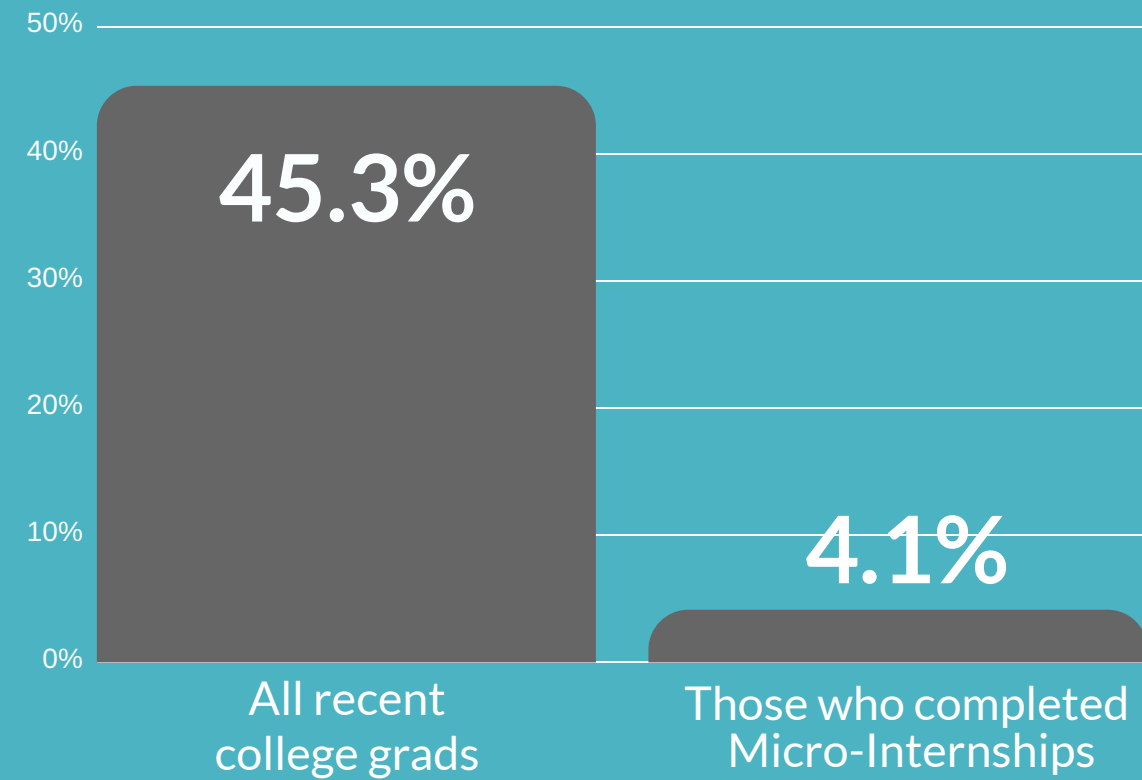


Underemployed grad hired for a full-time accounting role

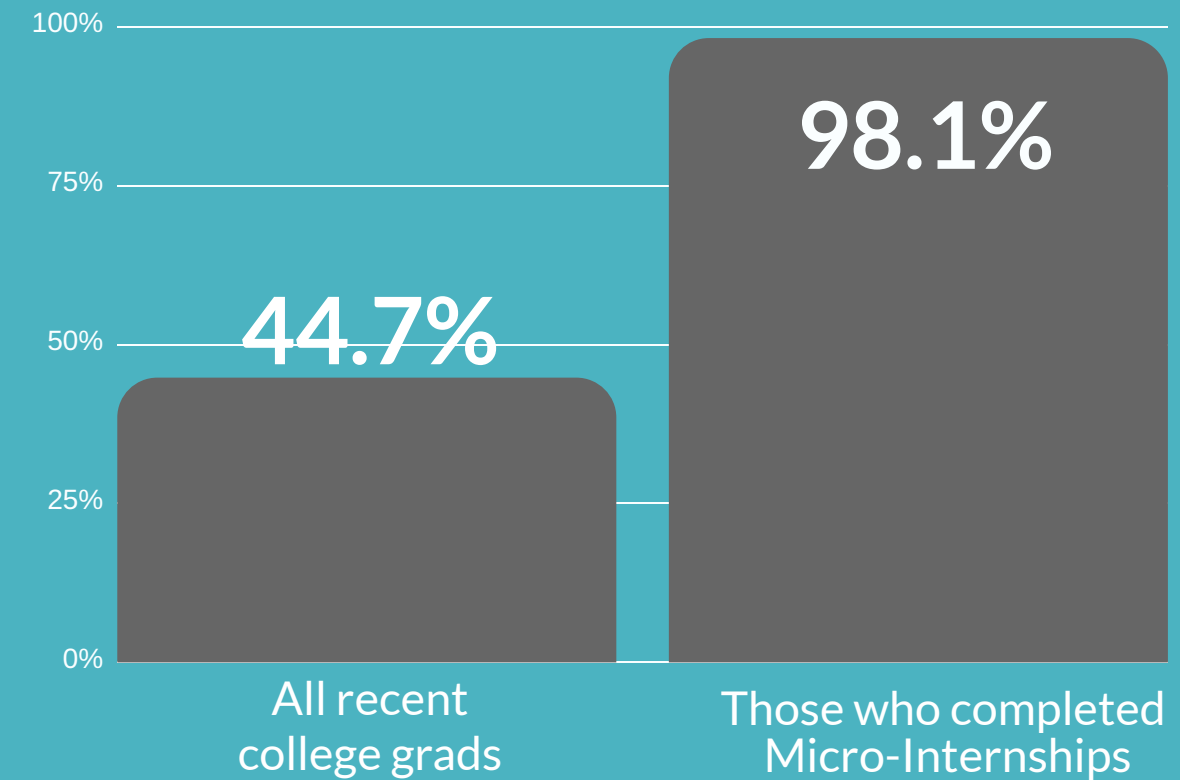
Created pathways for students unable to participate in internships



UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



RETENTION OF RECENT COLLEGE GRADS



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



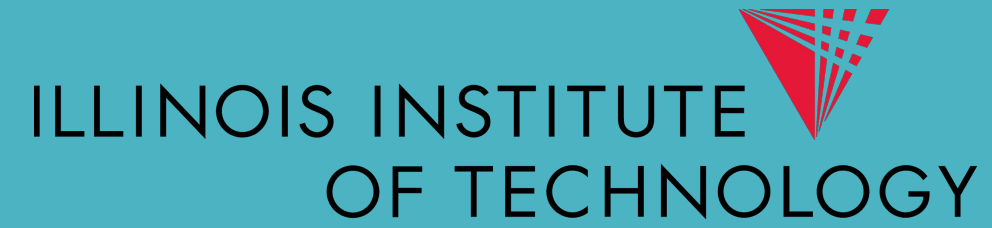
Over **80%** of Micro-Internships completed by students from **underrepresented populations**.



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.





Introducing Micro-Internships

(it's really easy)



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Easy to Introduce

Hiring managers value the resource, you see the impact

Chicago Program

- Defined number of students or cost seeking to impact
- Ability to amplify impact on specific populations
- \$5-50k commitment impacts 10-100+ students

ERGs / BRGs

- Provide opportunities to ERG members viewed as “perk”
- Relationships lead to improved hiring outcomes
- Demonstrates internal commitment to employees

Ad-Hoc Projects

- Introduce to hiring managers to us as-needed basis
- Opportunities to engage students from their schools
- (They’re doing it anyway)



Valued By Hiring Managers

Busy professionals receive just-in-time support from highly motivated candidates.

Recruiters receive actionable feedback to route candidates to the next stage of the hiring process.



PARKER DEWEY

FIVE EASY WAYS TO INTRODUCE MICRO-INTERNSHIPS AT YOUR COMPANY



1

BUSY EMPLOYEES

Think about departments that are trying to do more with less, or are frequently requesting additional resources. Whether their teams were cut or they are trying to keep up with growth, they have projects that need to get done.



2

TEAMS THAT ARE HIRING

For departments with open positions, Micro-Interns provide immediate support while they seek the right new hire. In fact, you might even find that great fit.

3

FREELANCE USERS

With over 50% of professionals engaging freelancers, chances are many of your colleagues are as well (even if your company doesn't know about it). Since they already have the need, you can leverage this to complement your recruiting efforts.



4

EMPLOYEE RESOURCE GROUPS

Given their support for diversity, equity, and inclusion, ERG members will be excited to provide these opportunities. Not only can they build authentic relationships with college students, it also helps provide equitable access for potential hires.



5

UNIVERSITY ALUMNI AND FANS

For employees looking to support their alma mater or other college programs, Micro-Internships provide a great opportunity to engage students. And since Micro-Internships are available for students at every college and university across the country, it's easy to give back.

Campus Recruiting Program

Launch in days,
not months

PROGRAM DESIGN AND MANAGEMENT

- Strategy development based upon your goals
- Best practices to launch your program and engage managers

CUSTOMIZED MICRO-INTERNSHIPS

- Custom projects to achieve hiring goals, including ongoing manager support
- Accessible to over 11 million students and recent grads

STRATEGIC MARKETING

- Target prioritized student populations to amplify employer brand
- Gain early access to candidates still in their career exploration phase

DATA ANALYTICS

- Feedback and insights on candidates based on actual work product
- Reporting to help optimize future campus recruiting and early career initiatives



Attract

Efficiently access
nationwide
collegiate talent
pool

Stop competing for the
same candidates

Expand reach to enhance
diversity

Engage

Build your
employer brand
through student
experiences

Engage students not
considering your roles

Develop relationships
beyond the traditional
process

Assess

Collaborate with
hiring managers to
assess candidate
skills

Evaluate skills beyond the
resume or transcript

Ensure effective fit
earlier in the process

Convert

Improve hiring
outcomes through
ongoing, authentic
engagement

Leverage relationships to
hire the right candidates

Professionally engage
candidates year-round



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



PARKER DEWEY

FAQs

- **Over 98% success rate:** students are inherently motivated to exceed expectations (and if they don't, you can select a different student or receive a refund)
- **You define the project:** define what you need and when you need it (typically a few days to a few weeks out), and can use our templates to help
- **You set the price for each project:** typically \$200-\$600 (of which 90% goes to the student), and there are no obligations or other fees even if it turns into an internship or full-time role
- **Not your employees, interns, or contractors:** Micro-Interns are employees or contractors of Parker Dewey for the duration of the project
- **You select the Micro-Intern you want:** our platform reaches students and recent grads at every college across the US, and you can make the selection based upon your goals
- **NDA and legal assignment:** all Micro-Interns are under NDA, as is Parker Dewey itself, and you own the work




What Now?

Make a commitment

Engage your ERGs

Tell your hiring managers



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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.



What is a Micro-Internship?

A Micro-Internship is a short-term project that can be completed within 5-40 hours, typically due within a week to a month. These projects require no on-boarding and can be completed by a college student with minimal instruction. These are important but low-risk tasks that can be completed either on-site or remotely.



How It Works

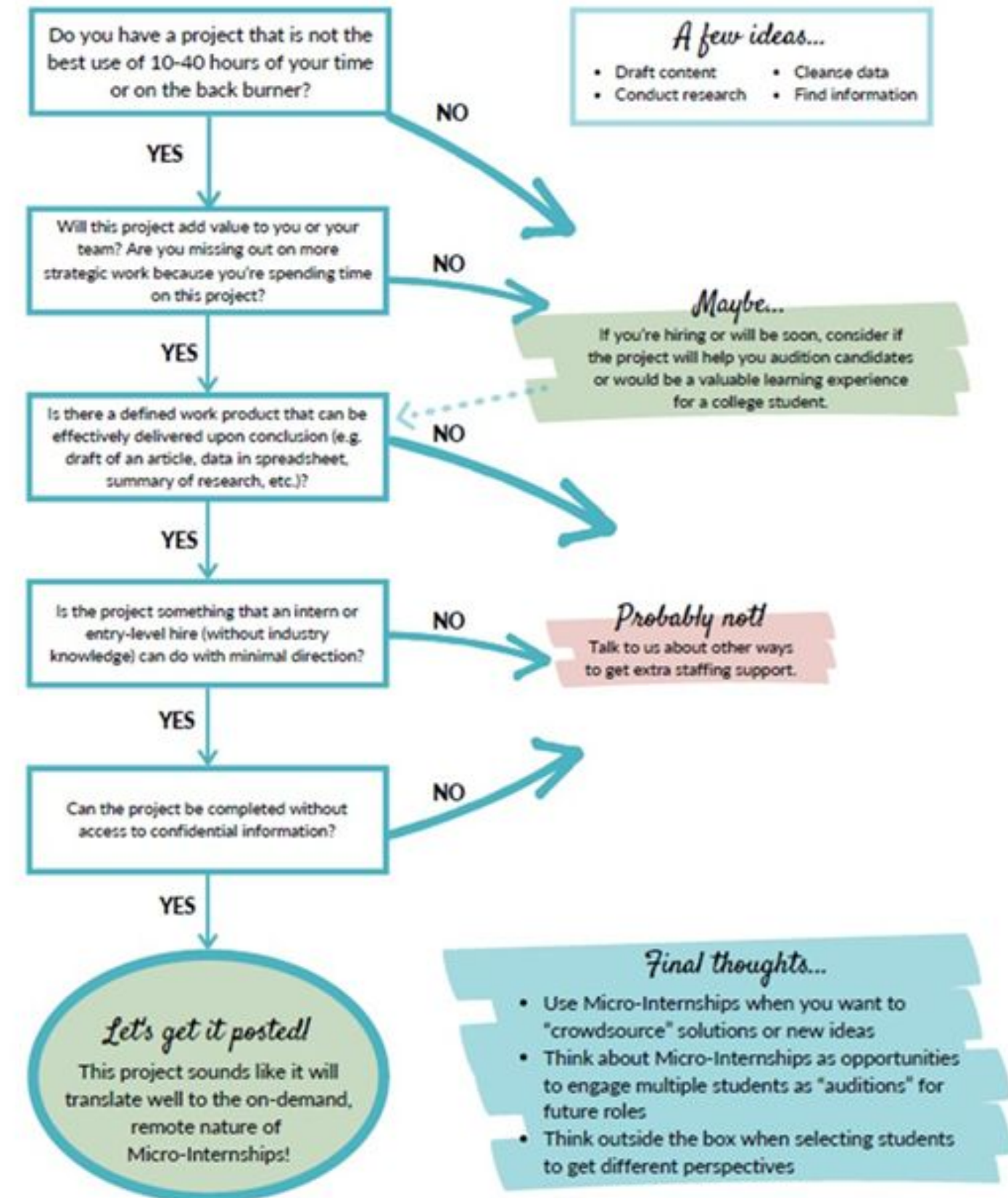
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Think about the projects you should do, but don't have the time for.
- 2 SELECT WHO YOU WANT**
You'll only see candidates who have proactively expressed interest in your assignment.
- 3 THE WORK GETS DONE**
Engage as much or as little as you want, then let us know when the project is complete.

Example Micro-Internships

- Data Clean-Up
- Social Media Content Creation
- Competitor Prospecting
- Candidate Sourcing
- Lead Generation
- Market Research
- LinkedIn Research
- Social Media Analysis
- CRM Lead Cleansing
- Public Document Review
- User Experience Testing
- Vendor Research



Can a Micro-Intern Help?



Appendix



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

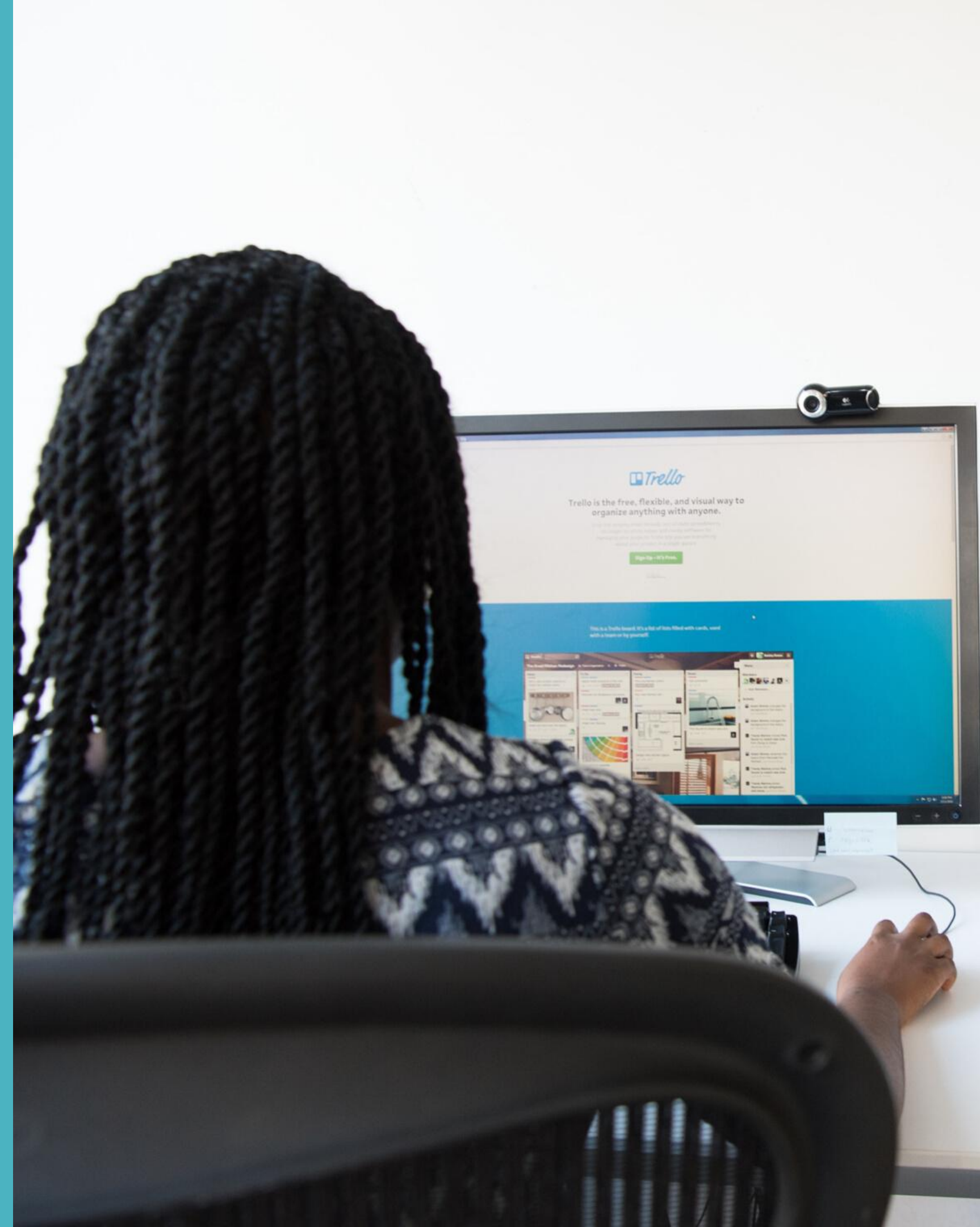
Experiential Recruiting

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.



PARKER DEWEY



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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