




Doing the Math: Micro-Internships vs. Traditional Recruiting

Micro-Internships help your recruiting budget stretch further by offering a low-risk way to reach, attract, and audition college students and recent graduates.

Your Recruiting Budget	Micro-Internships	Traditional Tactics
\$400	<p>1 Micro-Internship with an average of 10 applicants in under 48 hours.</p> <p>20-25 hours of time recaptured by a busy professional at your company.</p>	<p>1 sponsored job ad for 30 days.</p> <p>Countless resumes to be reviewed.</p> 
\$3,000	<p>Connect with 75+ engaged college students and recent graduates.</p> <p>7-8 Career Launchers complete projects for your hiring managers, while you get meaningful feedback on their performance.</p>	<p>1 single day at a Career Fair including a table, travel, and swag.</p> <p>Contact info from candidates who need more information before applying.</p>
\$7,000	<p>Connect and audition 17+ candidates year-round to mutually assess fit.</p> 	<p>1 intern for 10-12 weeks over the summer (<i>and miss out on high potential candidates like student-athletes that are unavailable due to schedules</i>).</p>
\$10,000	<p>Provide 25 diverse college students with professional experiences, while ensuring all college students have equitable access to roles at your company.</p>	<p>1 scholarship to fund a fraction of tuition and fees for a semester.</p> 
\$50,000	<p>Promote your employer brand to more than 11 million degree seekers nationwide, while unburdening professionals at your company from over 2,500 hours of work.</p>	<p>1 apprenticeship.</p> 