Creating Your Own Opportunities with Micro-Internships

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Challenges you may be facing

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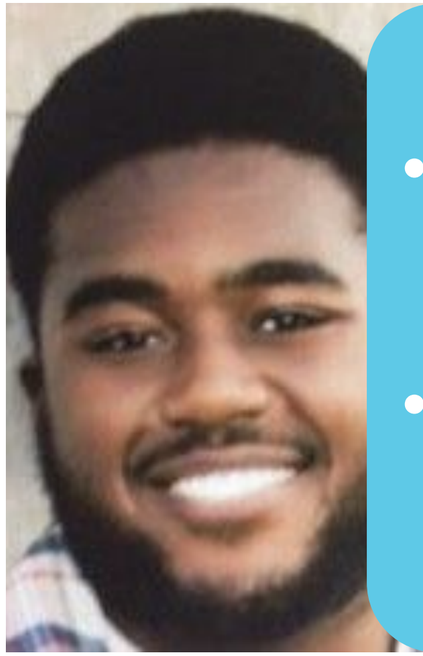
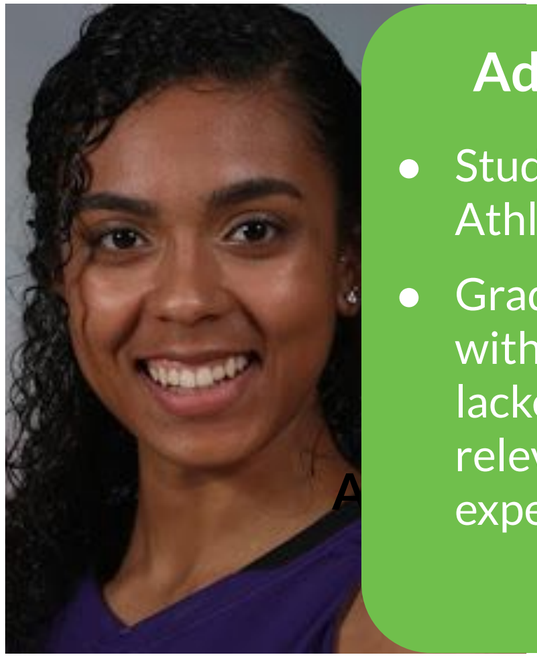


Legend F.

- Filtered out from other opportunities based on GPA
- Unsure of what to do with major



Adila G.

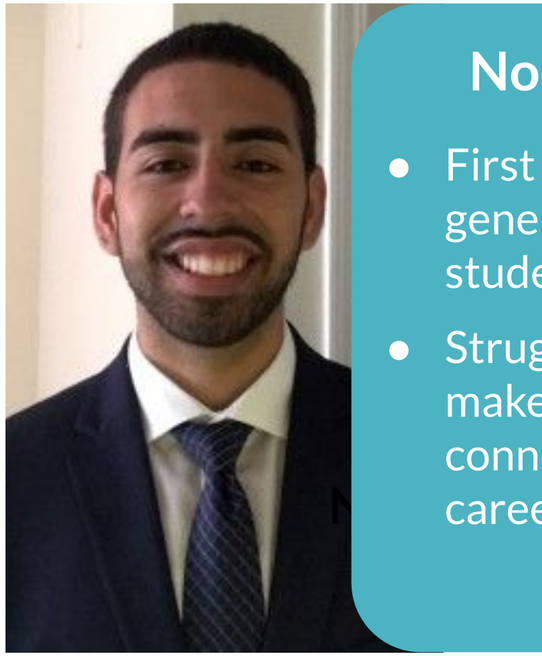
- Student-Athlete
- Graduated with MBA, but lacked relevant experience

Yayra T.

- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities

Darren B.

- Overwhelmed by options in field of choice
- Not enough time to explore



Noel A.

- First generation student
- Struggled to make connections at career fairs

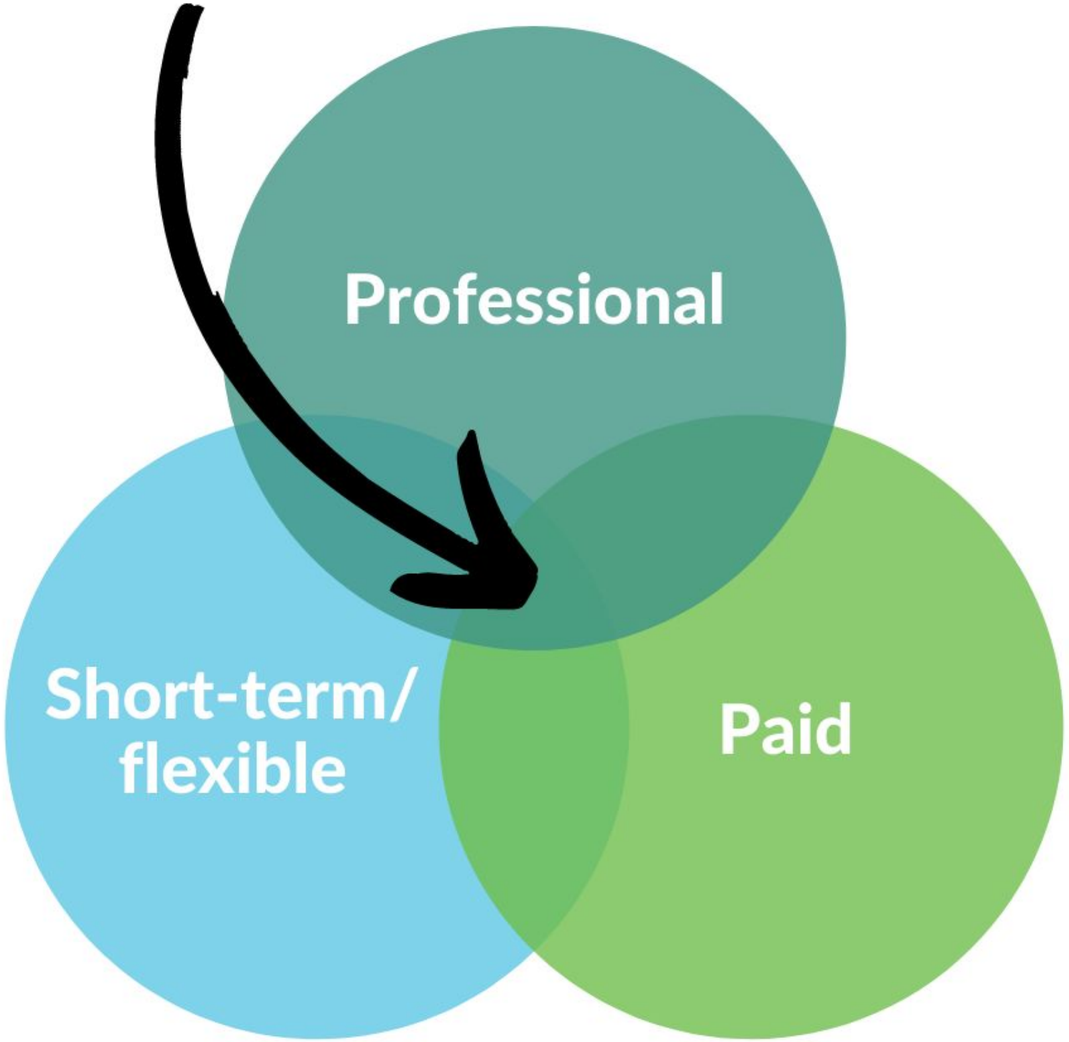
What is a Micro-Internship?

1. **SHORT-TERM**
   Projects range from 10-40 hours in duration.

2. **PAID**
   Each project has a fixed pay and expected amount of time to complete.

3. **PROFESSIONAL**
   Similar to those given to interns or new hires.

4. **COMPREHENSIVE, USUALLY REMOTE**
   All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



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Benefits for Career Launchers

- Accessibility
- Career Exploration
- Experience
- Resume/Portfolio Building
- Flexibility
- Possibility of longer-term engagements
- Networking
- Pay

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Who Can Complete Micro-Internships?

- At least 18 years old
  - Students OR alumni looking to obtain professional experience in target career
  - International students with appropriate work authorization (CPT, OPT, or work visa)
- Undocumented students with valid ITIN
- NOTE: Students from Kansas, Florida, Connecticut and the University of Delaware can even get paid to do a Micro-Internship at NO COST to the hosting company

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How to Create your own Opportunities

1. Understand the program opportunities available to you
2. Reach out to companies of interest
3. Apply for the resulting Micro-Internships

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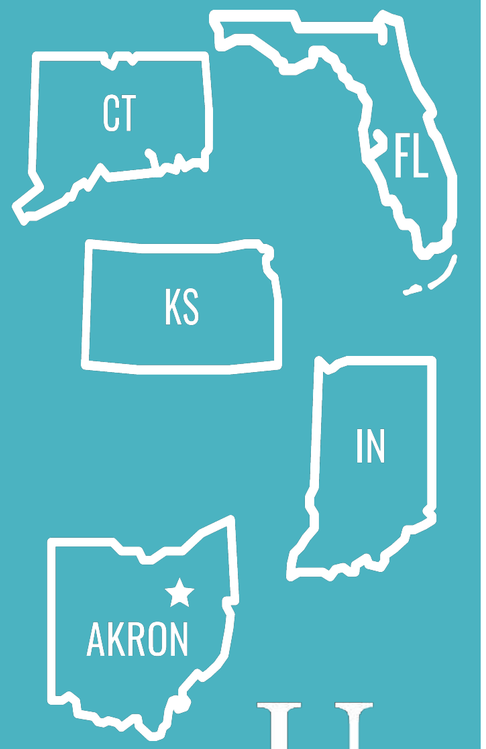

Understand the Program Opportunities available to you

Depending on your institution and interests, you might be able to make Micro-Internships even more appealing to companies than they already are!

DeLuca Program: Open to any students and/or recent graduates of any HBCU, select HSIs, or any Florida or Connecticut higher education institutions

Kansas Program: Open to any undergraduate students attending a public college or university in Kansas

Indiana Economic Development Corporation Program: Open to any students or recent graduates of higher education institutions based in Indiana, public or private

Greater Akron Chamber of Commerce Program: Open to any students or recent graduates with an interest in Akron area companies

UD BlueHensWork: Open to current undergraduate students from University of Delaware, specifically for DE nonprofits or government agencies

None of the above: No problem!

DeLuca Program

Eligibility:
Any students and/or recent graduates of an HBCU, member institution of the HSI Career Collaborative, or *any* Florida or Connecticut school

Details:
US-based companies with large-scale hiring needs can engage eligible students or recent graduates in 15-hour Micro-Internship projects. The Micro-Interns get paid $300 per project at **NO COST** to the company!

Duration:
Through May 31, 2025, or until funding runs out

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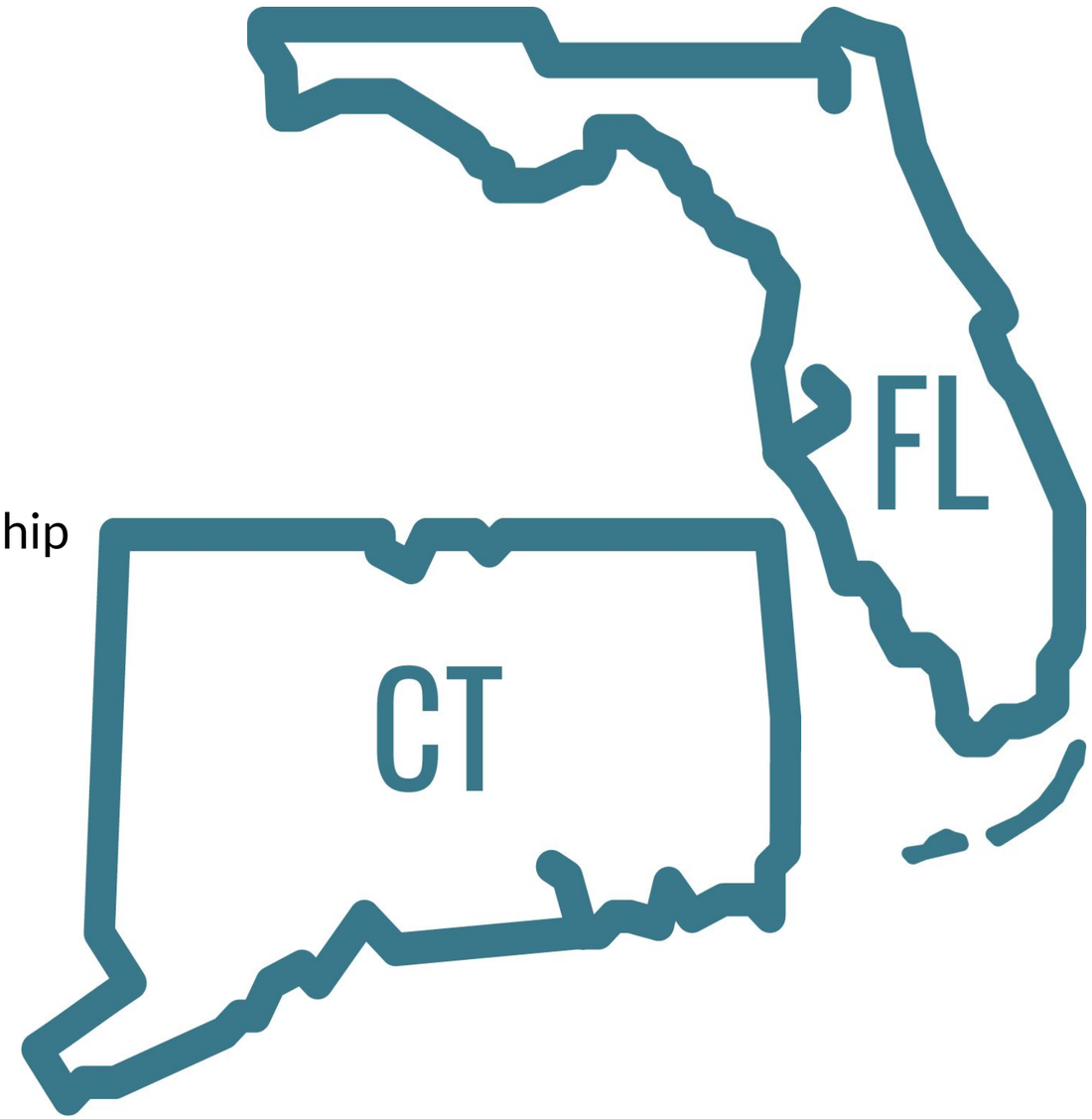
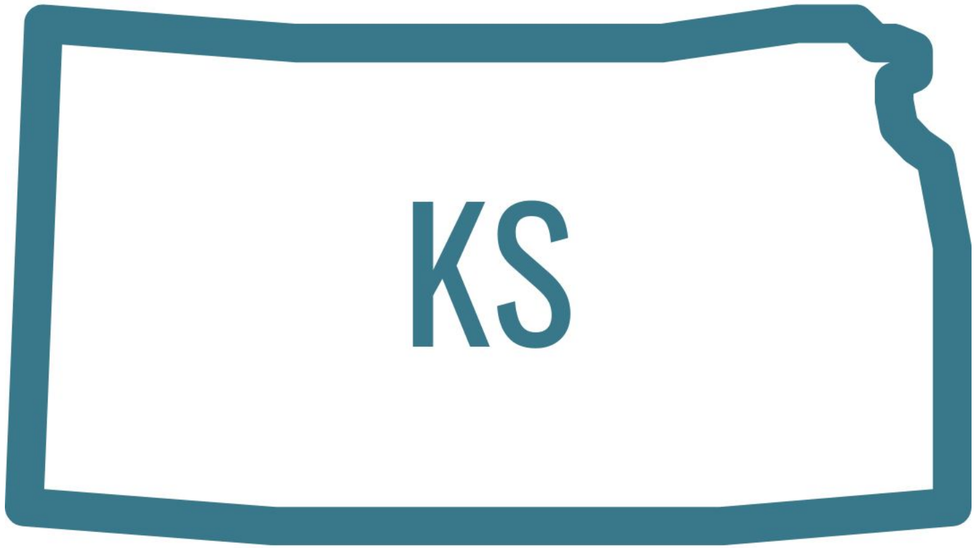


Kansas Program

Eligibility:

- **For public Community/Technical College Students:**
  Unlimited projects per Kansas-based company
- **For Students at all other public Kansas-based institutions:**
  Up to 2 projects funded per company (starting July 1, 2024)



Details:

Any Kansas-based company or organization can engage eligible students or recent graduates in projects funded by the program. The Micro-Interns can earn up to $450 per project at **NO COST** to the company!

Duration:

Available throughout 2024

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Indiana Economic Development Program

Eligibility:
Any student or recent graduate of an Indiana-based higher education institution. This includes public and privates schools.

Details:
Any Indiana-based company or organization can engage an eligible student or recent graduate in a project funded by the program. The Micro-Interns can earn up to $400 per project at **NO COST** to the company!

Duration:
While funds last

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Greater Akron Chamber of Commerce Program

Eligibility:
Open to all students and recent graduates

Details:
Any company that is a [member of the Greater Akron Chamber of Commerce] is able to engage a Micro-Intern and have the first $250 covered by the program.

Duration:
Available as long as funding lasts

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University of Delaware Program

Eligibility:
Current Undergraduate students at
the University of Delaware (UD)

Details:
This UD-funded program allows Delaware-based non-profit, public service, or government organizations to to engage UD students in 40 or 20-hour Micro-Internships. The students will be paid $600 for 40-hour projects or $300 for 20-hour projects at **NO COST** to the hosting organizations.

Duration:
Available as long as funding lasts - Micro-Internships will take place over winter break.

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No Program? No Problem!

Companies are happy to pay for Micro-Internships because they help them achieve their goals in a way that is accessible to students and recent graduates.

Budget constraints

Easy/Cost Effective

Low bandwidth for big decisions

No Commitment, Low Risk

Short staffed

On-Demand Help

Insufficient interest

Role Auditioning

Lack of talent pipeline

Build a Talent Pipeline

Student awareness/employer brand

Brand Building

DEI/Accessing target demographics

Access New Demographics

Engagement

Local Employers/Alumni

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Reach Out to Companies of Interest

"87 percent of employers fill internship slots informally, such as through outreach from a student."

- Strada Education Foundation

Reaching out requires both a contact and a message.
We're going to cover how to address both.

Decide on a Contact: Whether you already have a contact in mind or you'd be reaching out to a company for the first time, we'll help you find the right person.

Prepare your Message: Use our templates to reach out and express your interest in a Micro-Internship.

Existing Contacts

You've already met them

An existing contact is someone you've already met or have been introduced to. If they're an existing contact, you'll already have their email address or some other way of getting in touch with them. Examples of existing contacts include:

- A recruiter you met at a Career Fair
- An alum/mentor
- An existing LinkedIn connection
- Someone Career Services or one of your professors introduced you to

Finding Contacts

Time to take action!

If you have a company in mind, but haven't had a chance to meet anyone there, now is when you put on your detective hat! A couple ways to find contacts:

- LinkedIn
- Handshake

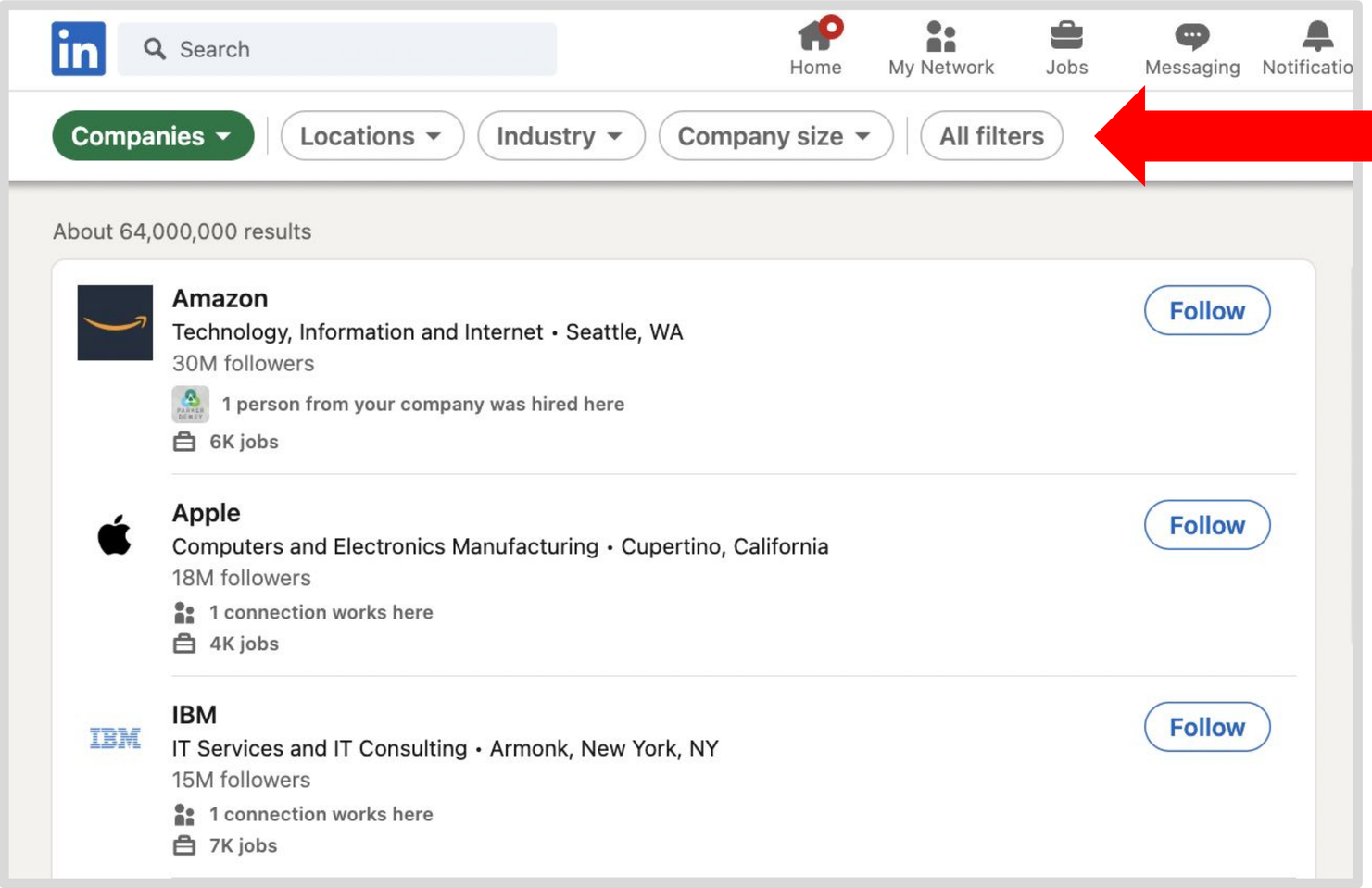
The tips we'll cover for the above can also be used on other career platforms. Regardless of the platform, make sure your profile is complete and up-to-date!

Finding Contacts: LinkedIn

Step 1: Find a company of interest

If you have a specific company in mind, you can search for it using the search bar, or you can see all companies on LinkedIn from [this link](#).

From there, you can use the filters (Location, industry, company of interest, company size, etc.) to find specific companies of interest.

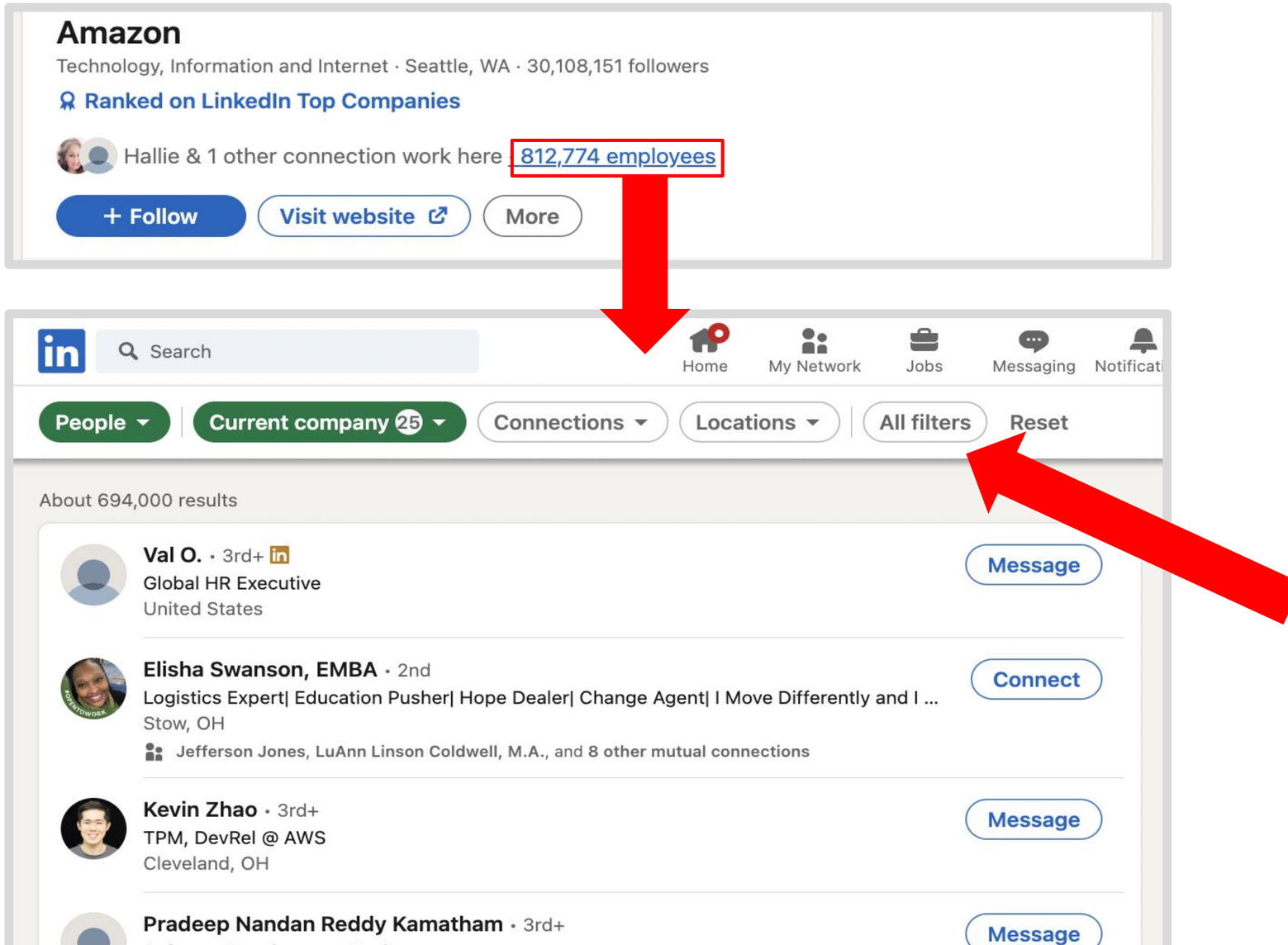


Finding Contacts: LinkedIn

Step 2: View employees

Clicking on the number of employees will bring up a list of the professionals who have listed the company on their LinkedIn accounts as an employer.

Hit '**All Filters**' to be able to sort through this list.

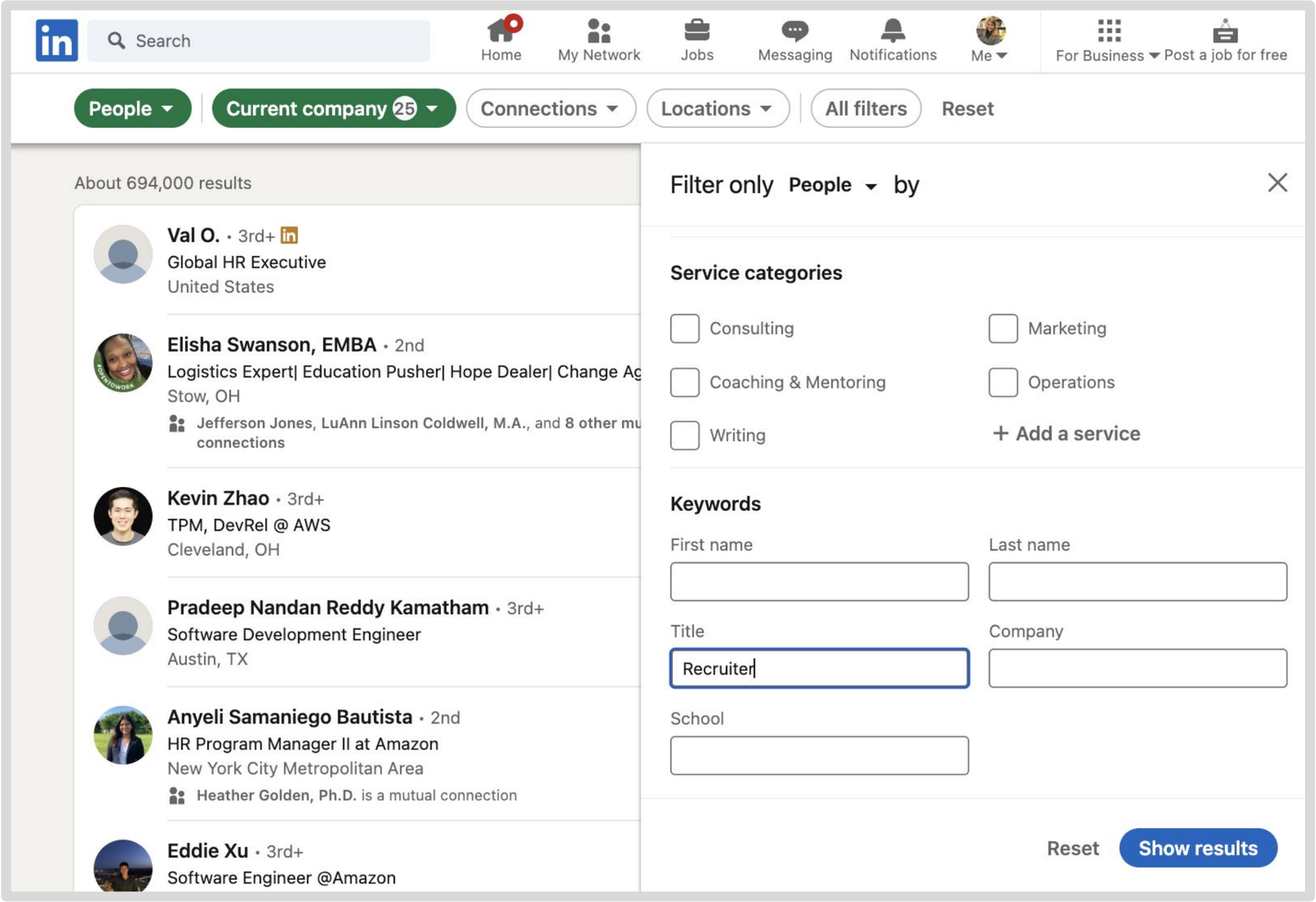


Finding Contacts: LinkedIn

Step 3: Search employees

A few filters we recommend:

- **Location**: If you want to build relationships in a certain area
- **School**: Great for finding alumni at a company. These can be great contacts because you already have something in common!
- **Title:** This is helpful for finding either a recruiter or someone in your area of interest.

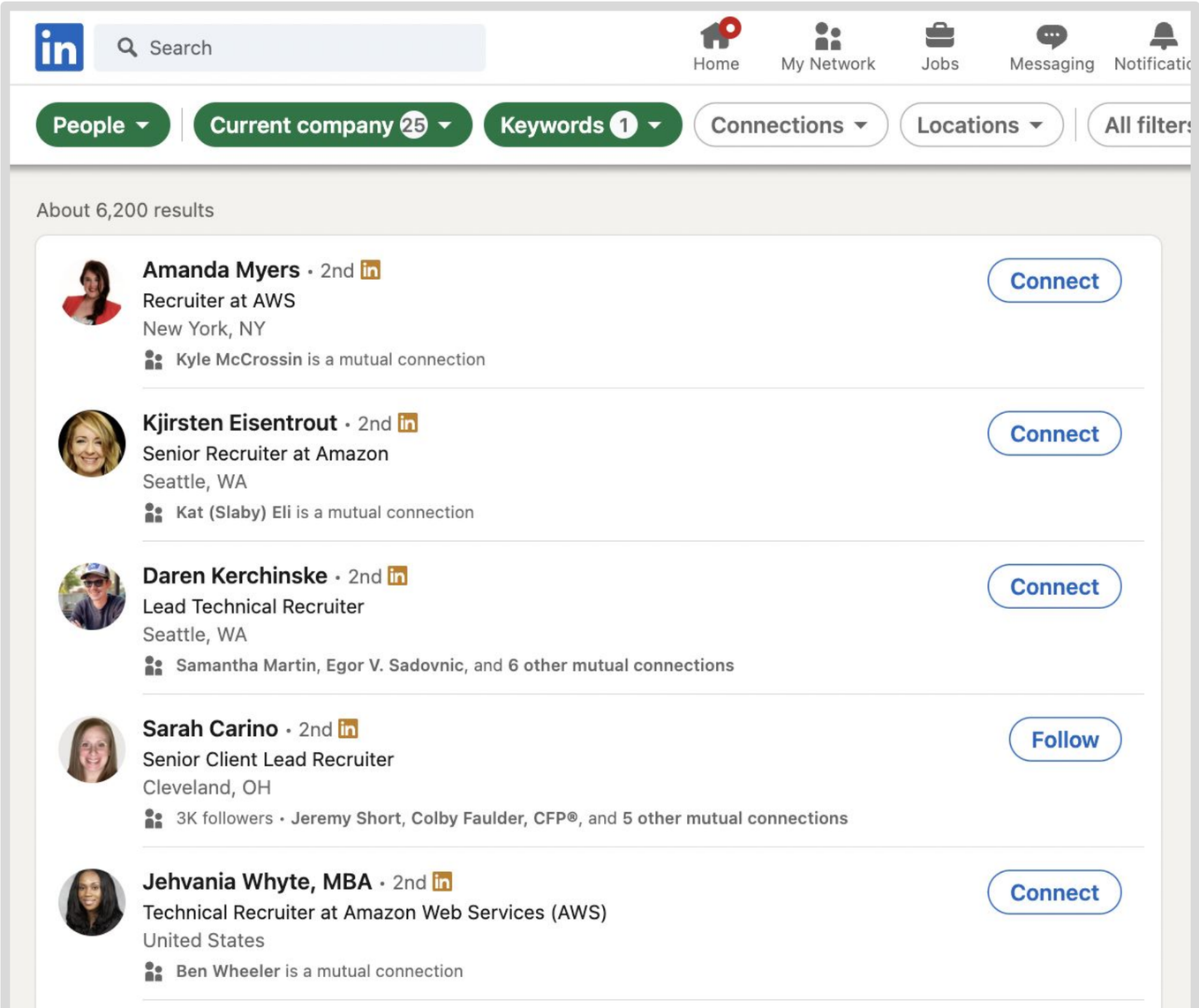


Finding Contacts: LinkedIn

Step 4: Click on profiles of interest

Use their title and work history to determine if this would be a good contact for you.

For example, if you're interested in Marketing, a Technical Recruiter for Web Services is probably not your best contact, but if you're interested in coding, they might be.

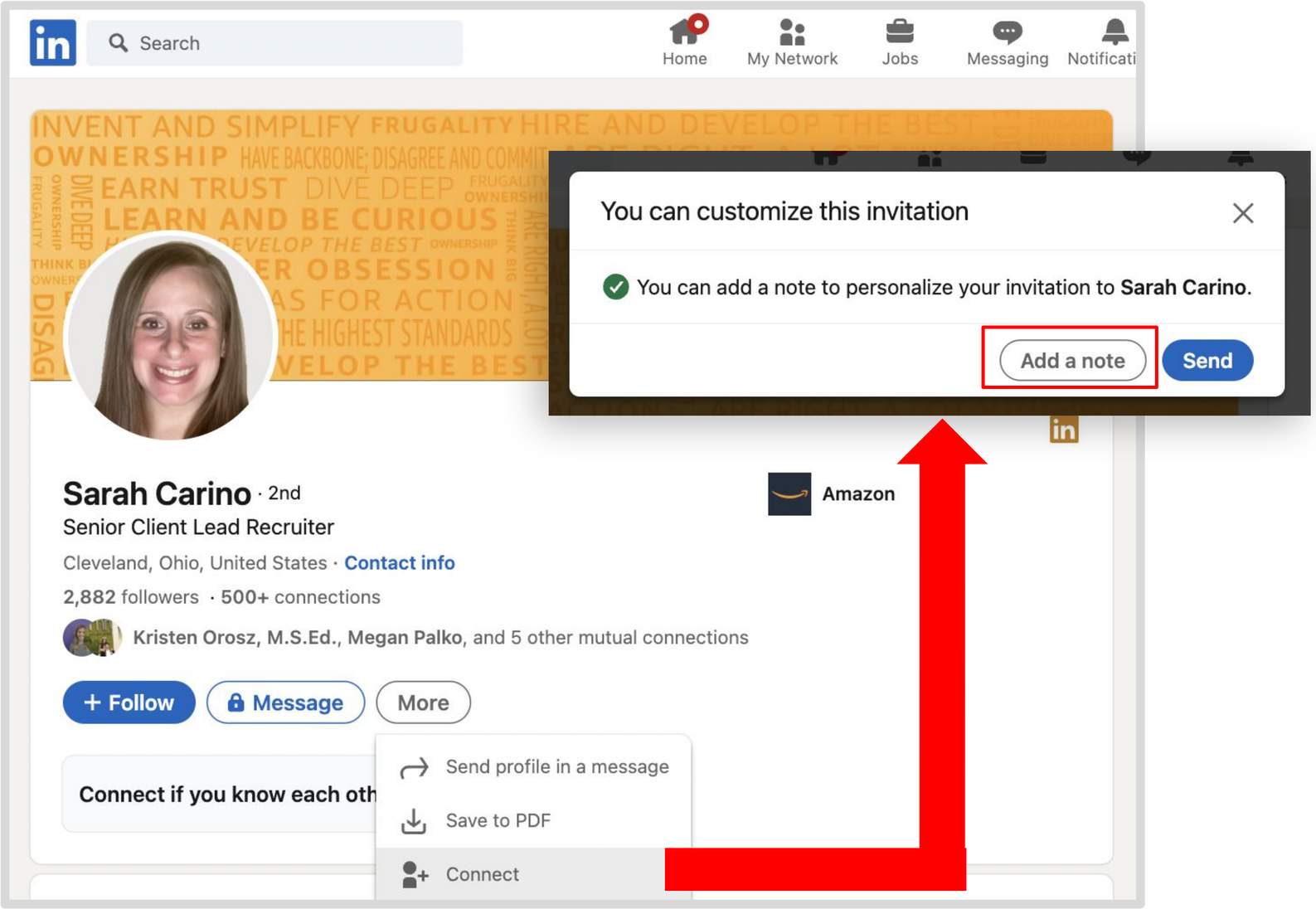


Reaching Out: LinkedIn

Step 5: Request to connect

When you request to connect, you will see the option to customize your invitation.

ALWAYS select '**Add a note**'



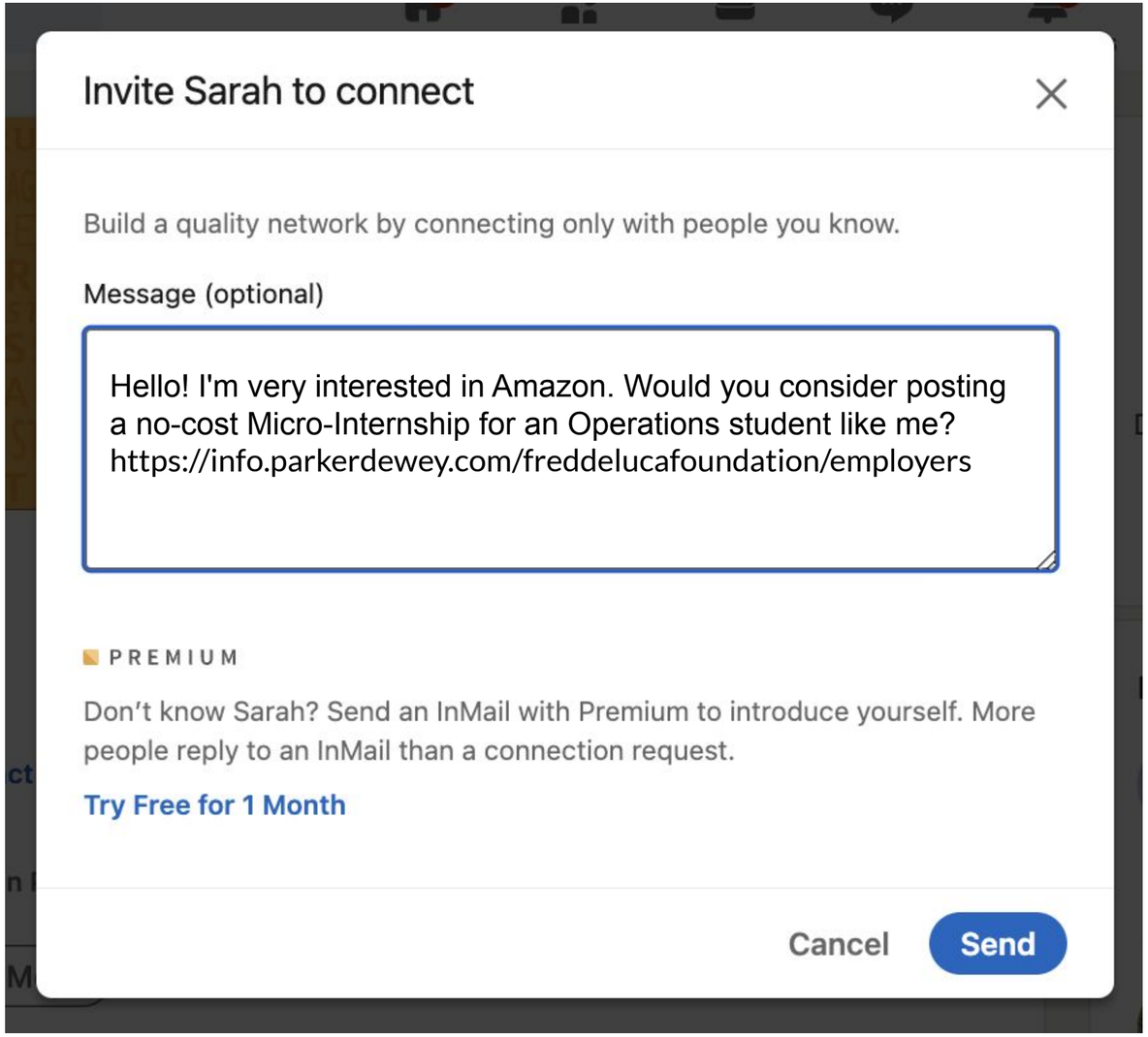
Reaching Out: LinkedIn

Step 6: Customize and send your invitation

We recommend checking out our employer engagement toolkit for templates that make reaching out easy. These templates even include customized messaging depending on what programs you are eligible for.

Note: There is a 200-character limit. Depending on the name of the company and contact, you may need to make adjustments.

VIEW MESSAGE TEMPLATES

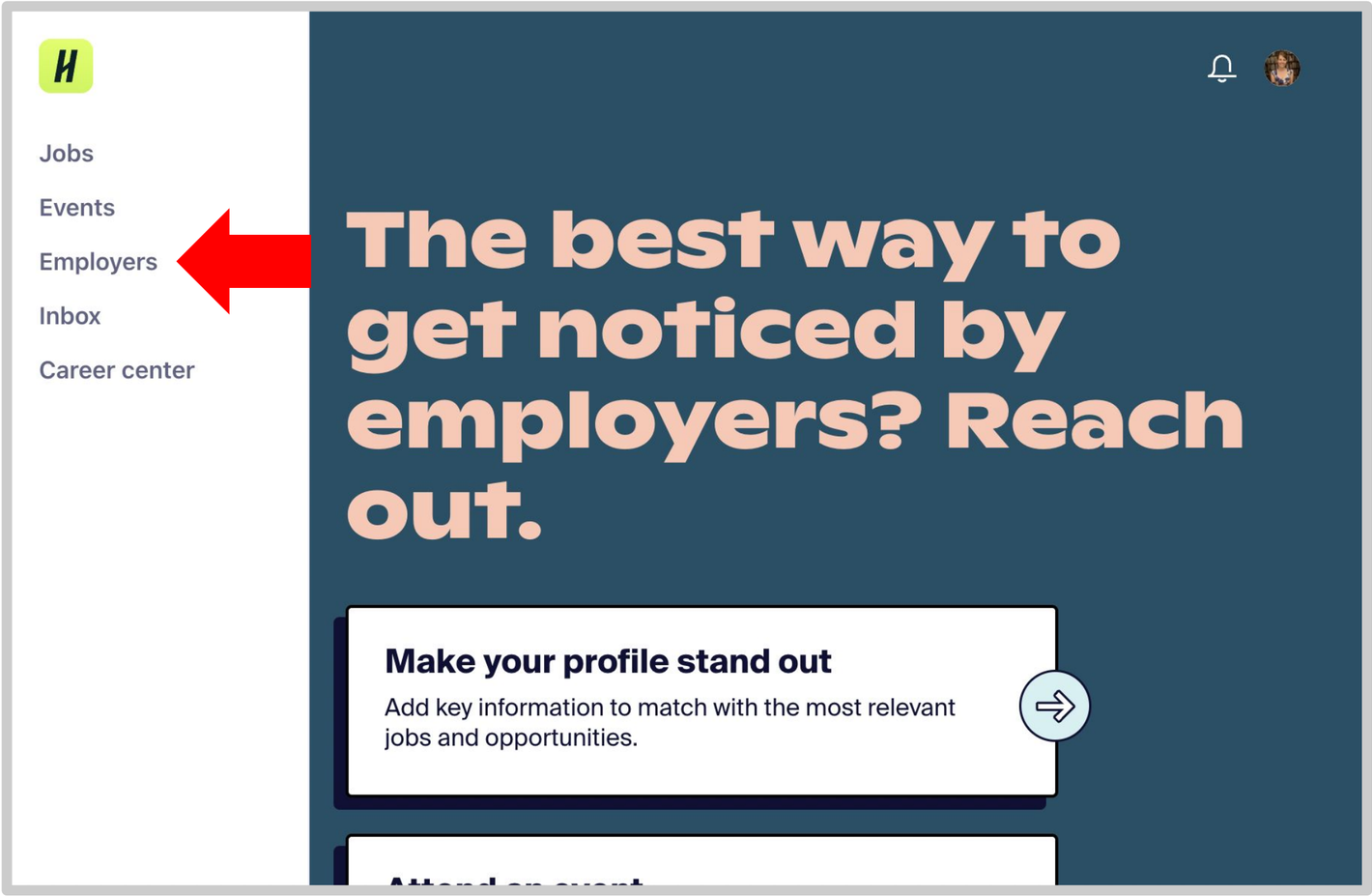


Finding Contacts: Handshake

Step 1: Log in to Handshake and navigate to the 'Employers' tab

Handshake can be a great place to find companies of interest as well as new contacts.

Even if your school is not a Handshake partner, you can still create an account for free.

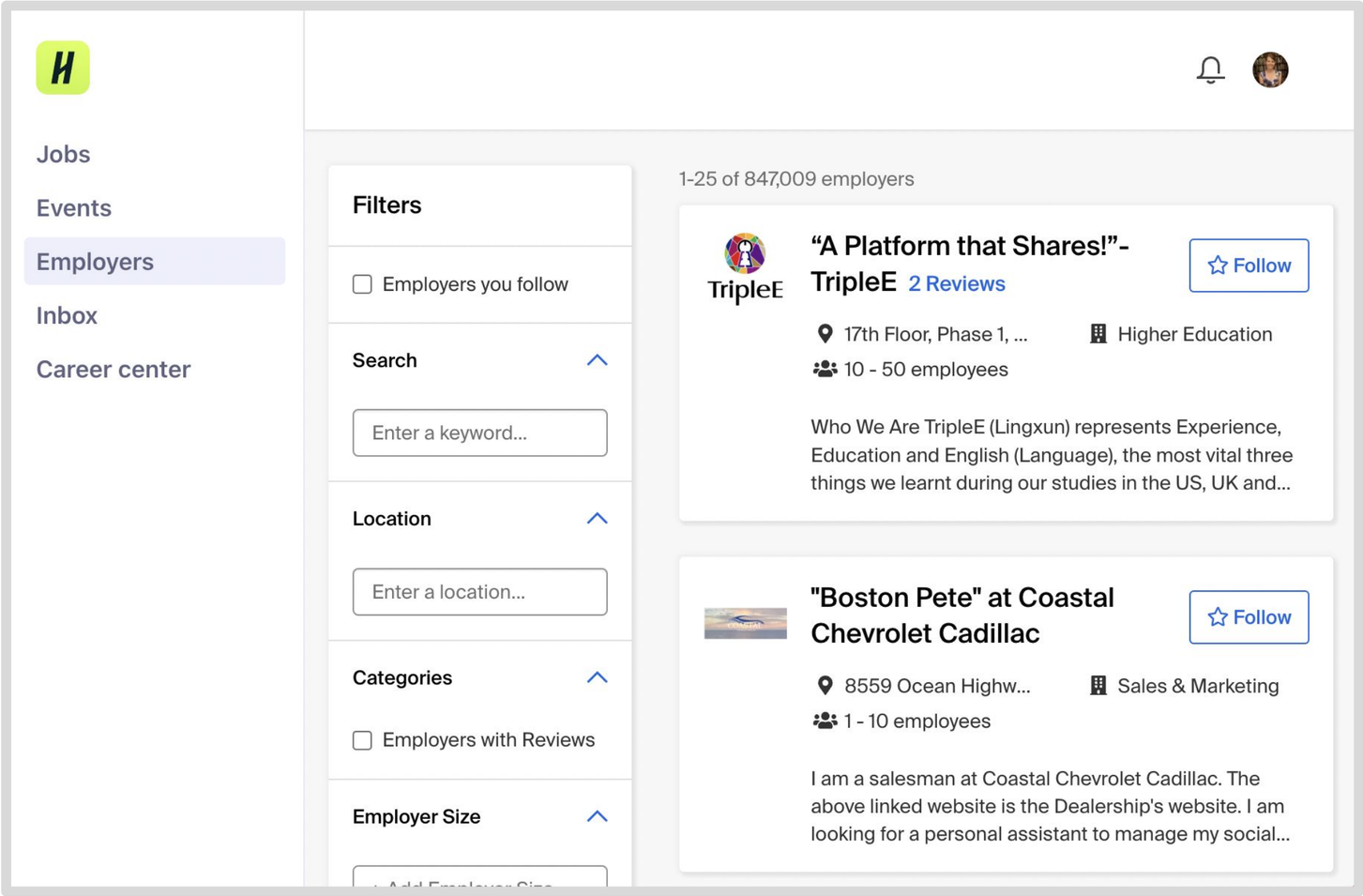


Finding Contacts: Handshake

Step 2: Use filters to find companies of interest

This is very similar to what we did on LinkedIn. Options include:

- Location
- Employer Size
- Industry

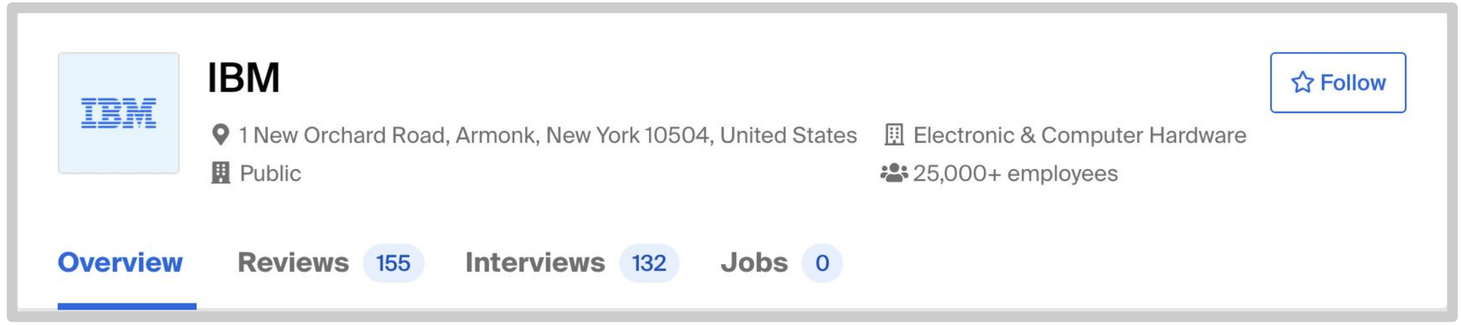


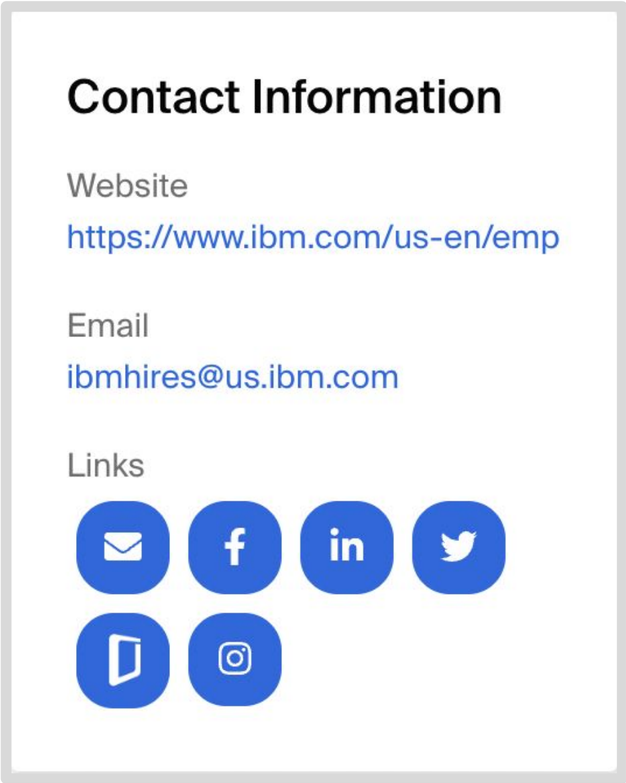
Finding Contacts: Handshake

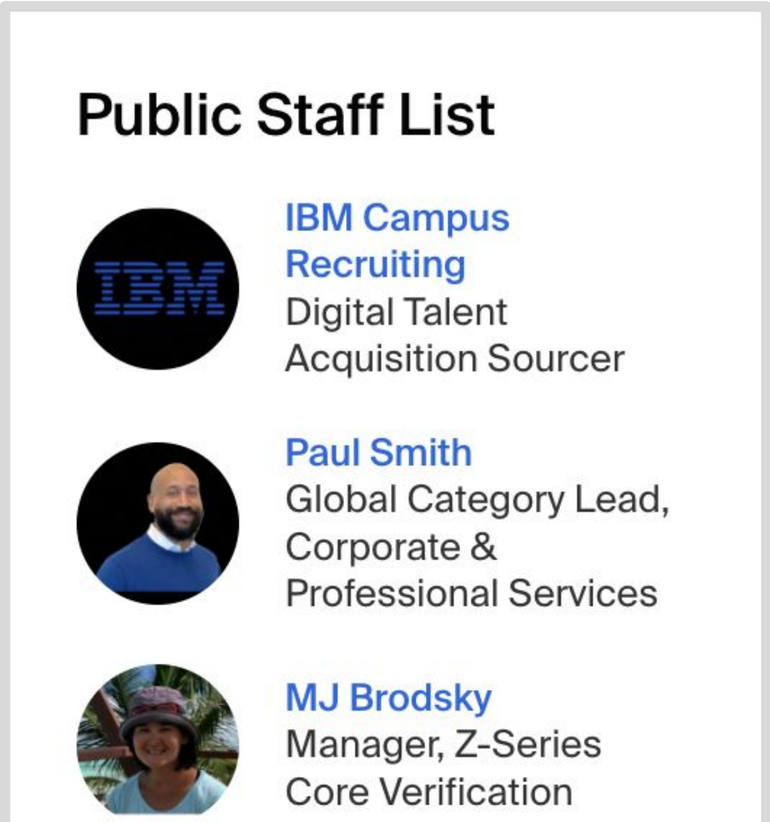
Step 3: Look for contacts

Once you're on the company page, look for **'Contact Information'** and/or a '**Public Staff'** list.

Note: Some companies may only have one or the other, and some may have neither. If the latter is the case, we recommend using LinkedIn to find a contact.







Reaching Out: Handshake

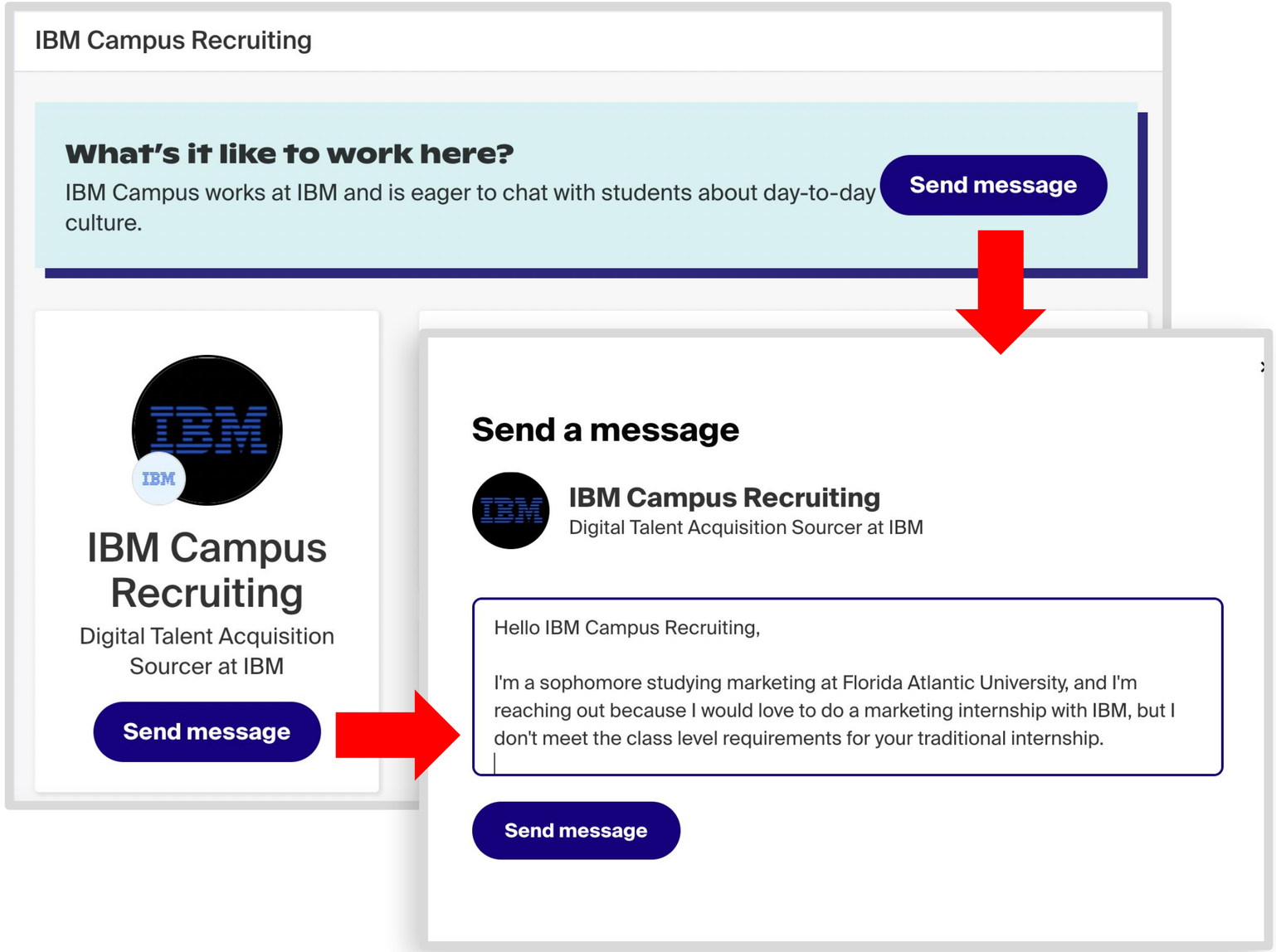
Step 4: Reach out

If you want to reach out to a contact, click on their name to learn more about them and send a message.

You can also use an email address you find in '**Contact Information**' to send a standard email.

You'll find templates for both in our Toolkit.

VIEW MESSAGE TEMPLATES



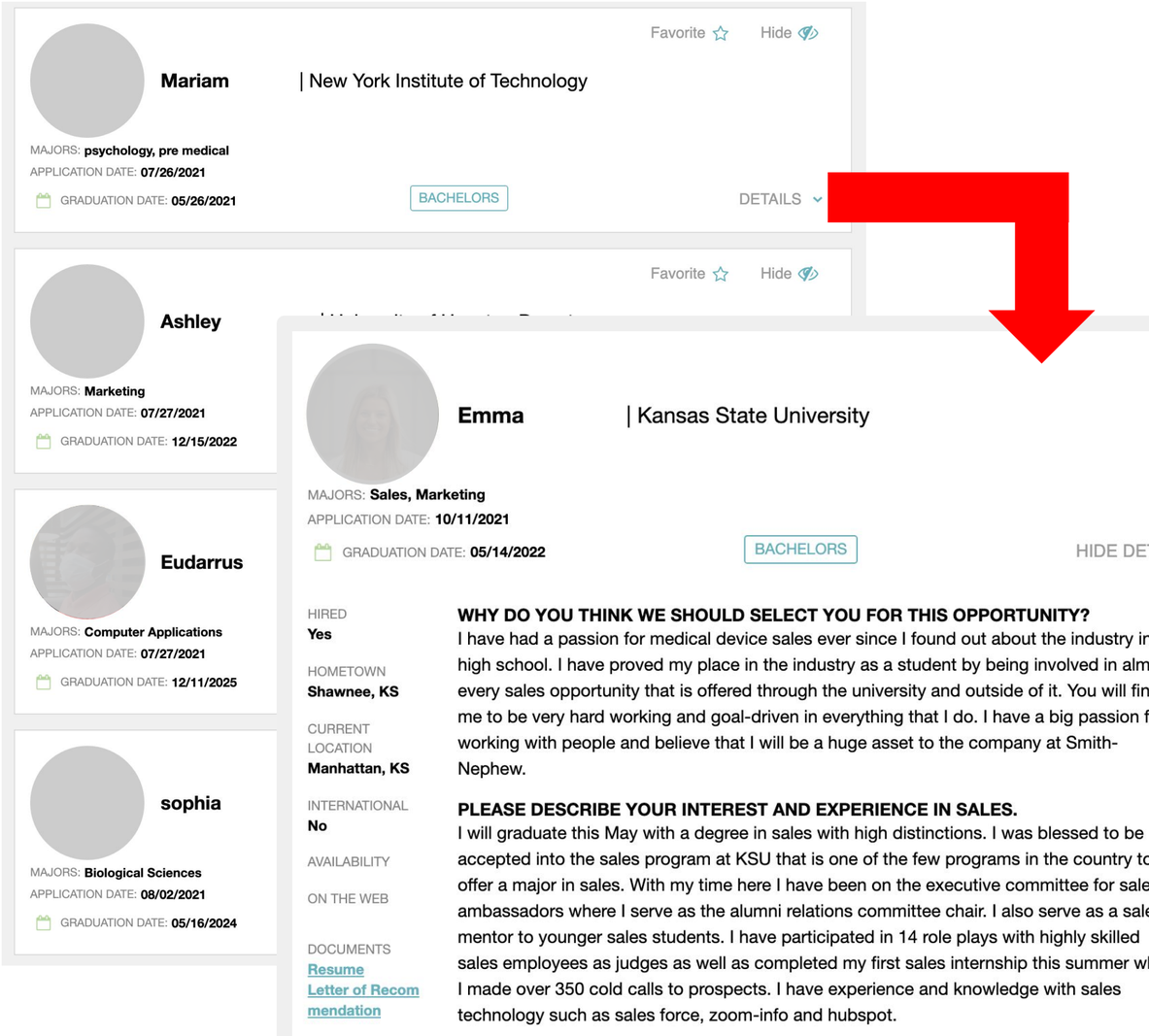
Why not reach out to companies on Parker Dewey?

Answer: You can't - But there's a reason

Parker Dewey is designed to allow companies to efficiently secure on-demand project support, and for you to find paid, professional opportunities. It would muddy the streamlined and equitable application and selection process if students contacted companies about a posted project outside of Parker Dewey.

You're always welcome to reach out to companies elsewhere to express interest in their company as a whole, but never about a specific Micro-Internship. The only exception is if you were the person who encouraged them to post and are letting them know you applied.

What Companies See



Following Up

The importance of following up

Chances are, the contacts you're reaching out to have a lot on their plates, which is exactly why they could use a Micro-Intern AND why it's important to follow-up. You want to make sure your message didn't fall through the cracks! Our toolkit also gives recommend timelines and messages for following up.

VIEW MESSAGE TEMPLATES

Answering Questions

Congratulations on getting a response!

If the company has responded to your message, but they have additional questions, feel free to direct them to us at Parker Dewey. Whether they want to know more about posting, selection, or just details about how everything works, we'll be happy to answer their questions via email (danielle@parkerdewey.com) or at our monthly company webinars.

COMPANY WEBINAR LINK

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Apply for the Resulting Micro-Internships

Success! The company you've reached out to has posted the Micro-Internship. Now what?

Don't wait: As soon as they let you know they've posted, get your application in ASAP! Chances are they'll want to select you since you took the initiative to reach out, but that doesn't mean you should wait.

Submit a quality application: Make sure you're putting your best foot forward with a completed profile and thoughtful application responses.

Let them know when you've applied: Typically, our Terms of Use prohibits reaching out to companies about their posted opportunities, but if you were already in contact with the company contact before applying, it's ok and encouraged to let them know you've submitted your application.

Keep applying: There are lots of opportunities on Parker Dewey. Don't forget to explore those that are already posted too.

Tips for Submitting a Quality Application

Your applications consist of just two pieces, so it's important that both are thoughtful and well-done!

1. Your profile

A complete profile makes it easier for companies to see the skills, classroom experience, and enthusiasm you will bring to their project. Take the time to fill it out completely!

PROFILE TIPS

2. Application questions

Highlight relevant experiences and why you're excited about this project. Because many Micro-Interns are selected without an interview, this may be your only opportunity to make an impression.

RESPONSE RESOURCES

More application tips & support:

Monthly FAQ Webinar

Learn more about how to make your applications stand out.

REGISTER FOR WEBINAR

Monthly Office Hours

Ask questions, have your profile reviewed, and get specific feedback on application responses.

SEE DETAILS

Impact

READ SUCCESS STORIES

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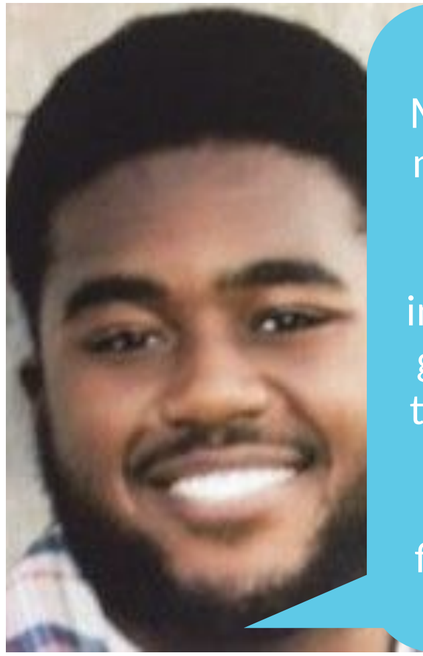


"Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA."

"Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of."

"From an HR perspective, it's a great way to get diverse people into your organization. Being a student, it's a good way to get experience, network, and make money too."

"It's hard to focus on learning and career development at the same time while you're in school. Parker Dewey allowed me to actually see what we'd been talking about applied."

"At a career fair, my classmates had long conversations with recruiters while I was being told not to leave my resume for consideration. Micro-Internships gave us something to talk about."

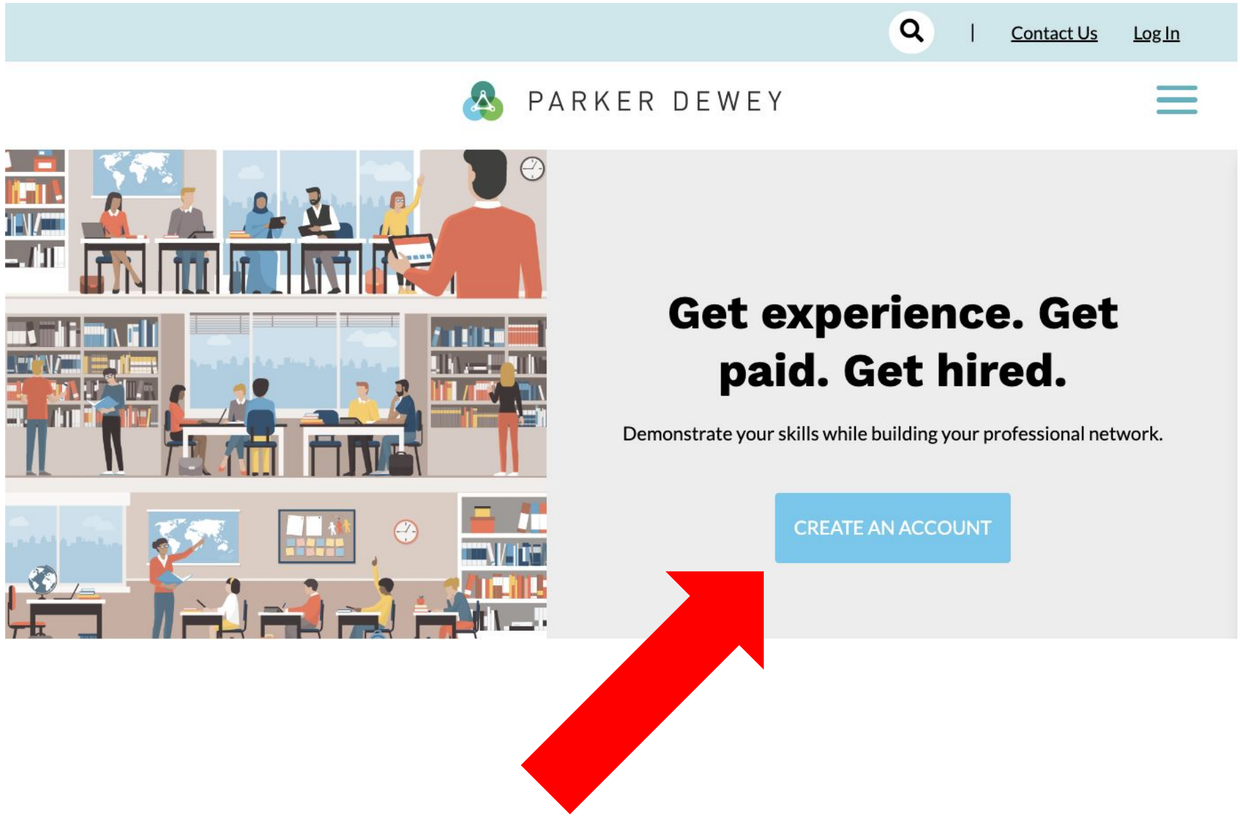
Make Sure You're Ready!

1. **Create an account**
   Go to **www.parkerdewey.com/career-launchers** or use the link from your school.

2. **Complete your profile**
   The more complete your profile, the better your chances are of being selected.

3. **Reach out to companies of interest**
   You never know who will post a project!

4. **Apply to all projects that interest you**
   Apply right away.



Recommended: Follow the Parker Dewey Career Launchers page on LinkedIn!

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