

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



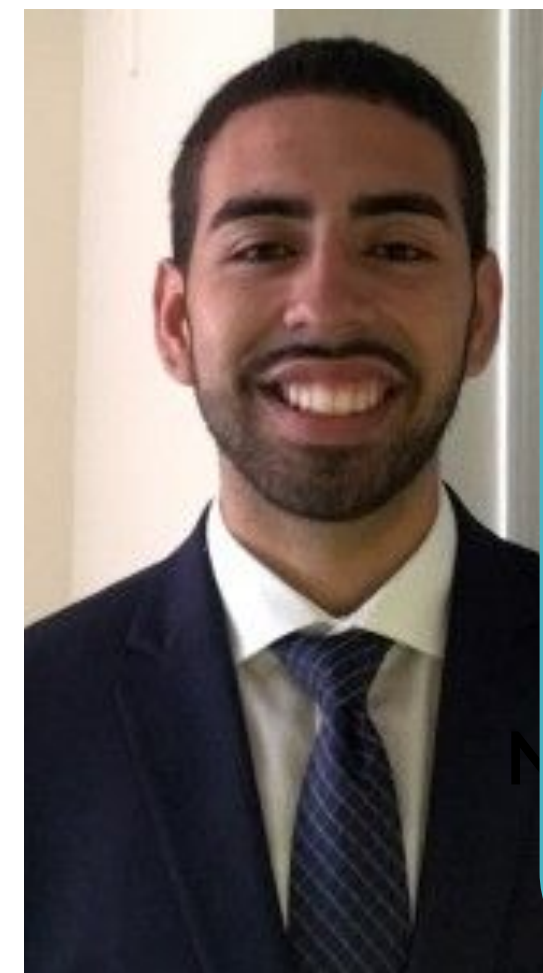
Yayra T.

- 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

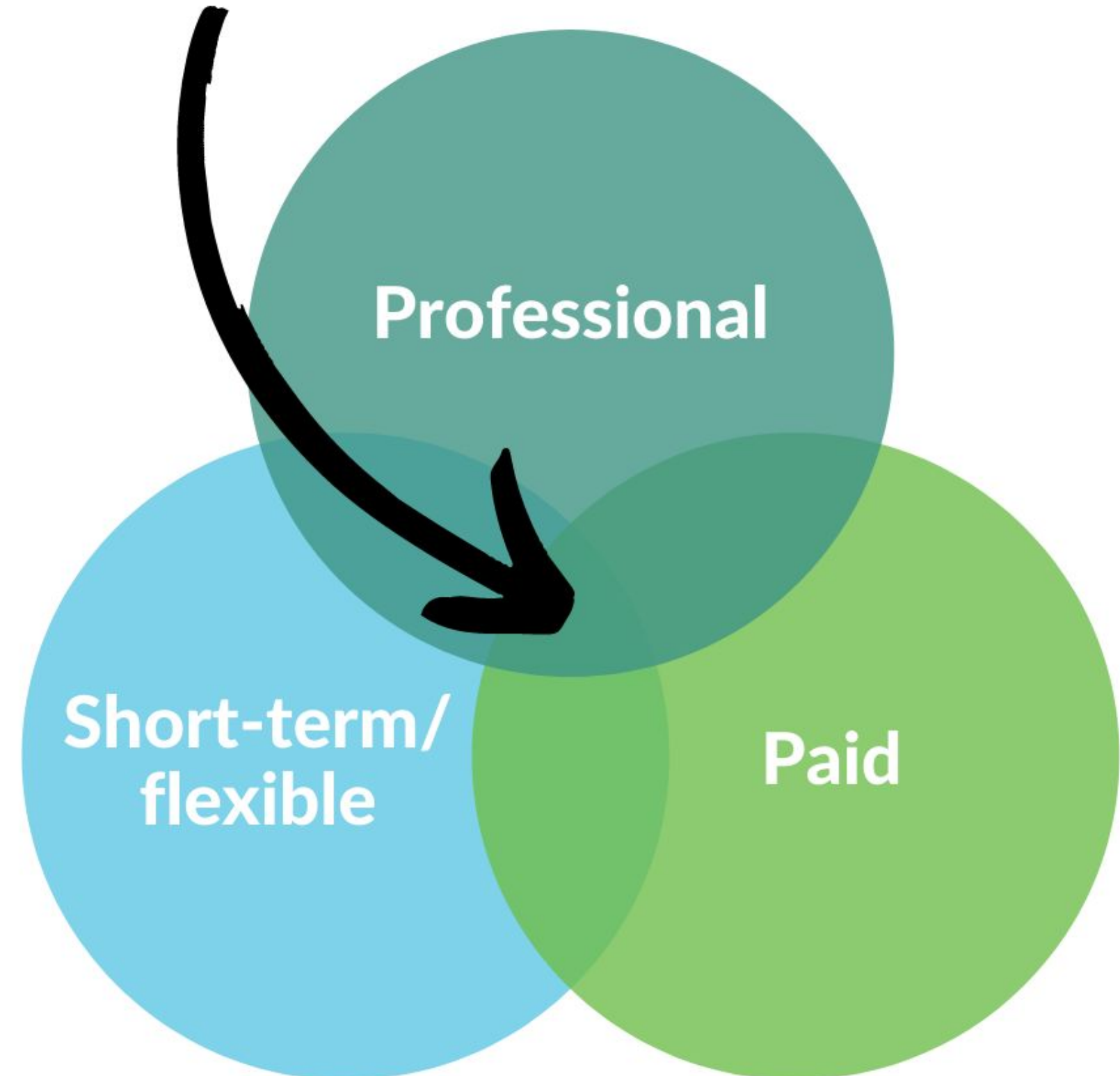


Noel A.

- 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.



Benefits for Career Launchers



Accessibility



Career Exploration



Experience



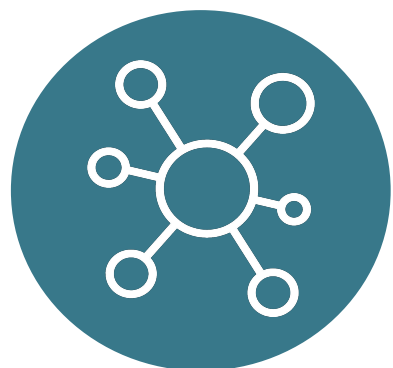
Resume/Portfolio Building



Flexibility



Possibility of longer-term engagements



Networking



Pay



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





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





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

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

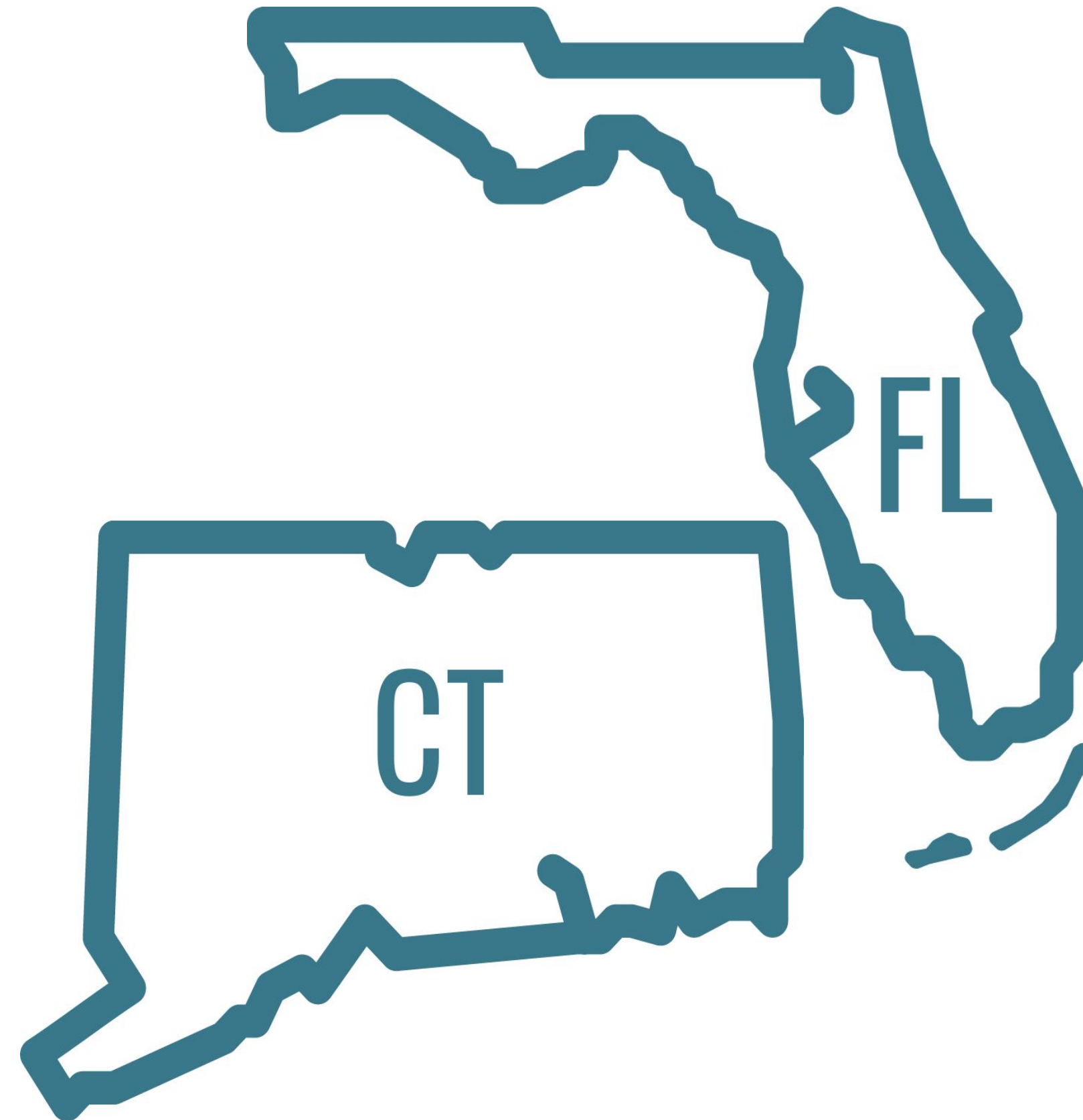
Details:

Any US-based company or organization 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:

Available throughout 2023

[LEARN MORE](#)



Kansas Program

Eligibility:

Undergraduate students of any public, Kansas-based college or university

Details:

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

Duration:

Available throughout 2023



[LEARN MORE](#)

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 throughout 2023

[LEARN MORE](#)



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 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 throughout 2023



[LEARN MORE](#)

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



Lack of talent pipeline
Build a Talent Pipeline



Low bandwidth for big decisions
No Commitment, Low Risk



Student awareness/employer brand
Brand Building



Short staffed
On-Demand Help



DEI/Accessing target demographics
Access New Demographics



Insufficient interest
Role Auditioning



Engagement
Local Employers/Alumni

Reach Out to Companies of Interest

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!](#)

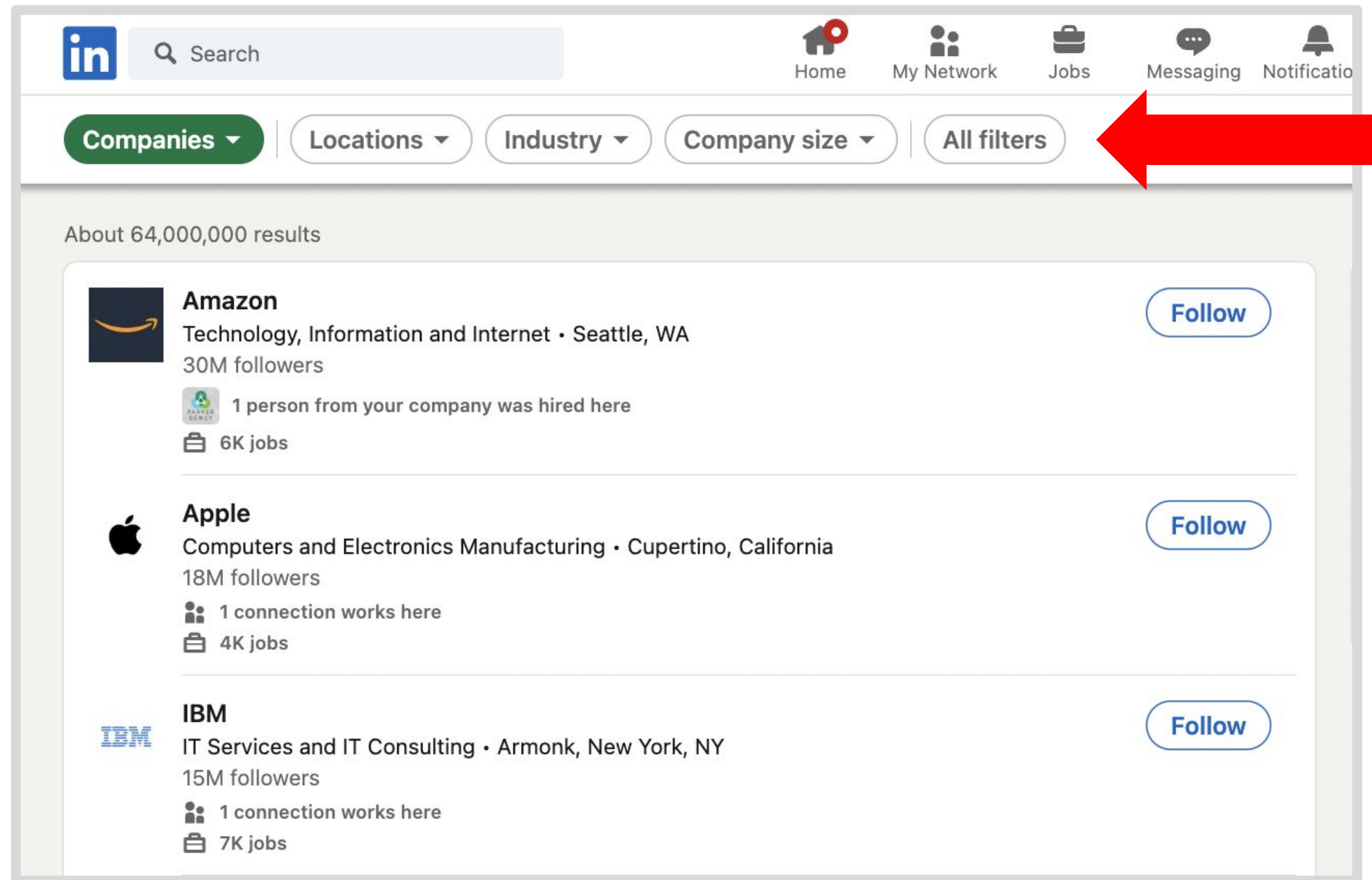


Finding Contacts: LinkedIn

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.

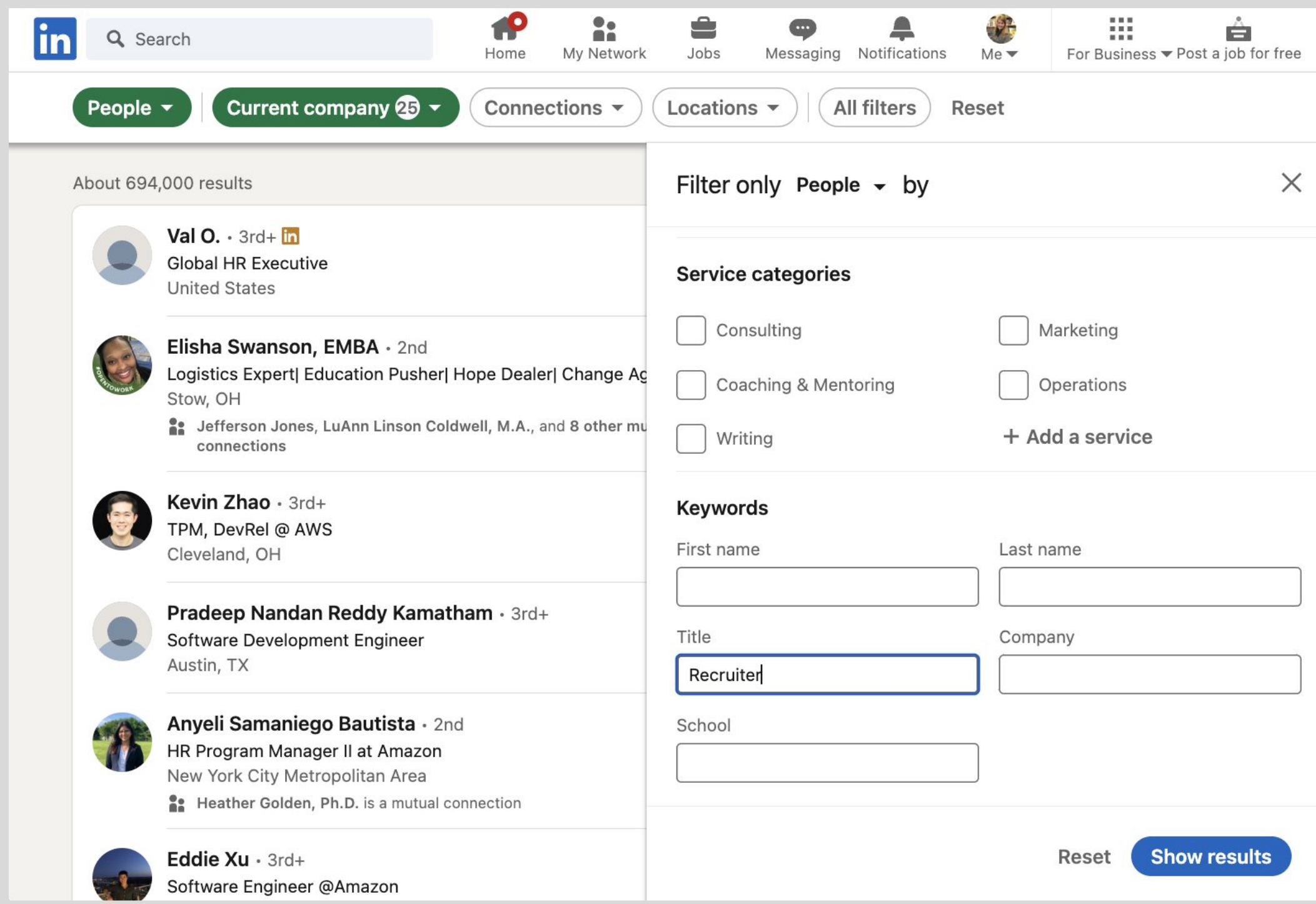
The screenshot shows the LinkedIn interface. At the top, the Amazon company page is displayed with the text "812,774 employees" highlighted in a red box. A large red arrow points from this box down to the "All filters" button in the search filter bar. Below the filter bar, a list of search results is shown, including profiles for Val O., Elisha Swanson, Kevin Zhao, and Pradeep Nandan Reddy Kamatham. Each profile has a "Message" or "Connect" button next to it.

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.



The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the text 'Search' and navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the search bar, there are filter buttons: 'People', 'Current company 25', 'Connections', 'Locations', 'All filters', and 'Reset'. The search results show 'About 694,000 results'. The first few results are:

- Val O.** · 3rd+ · Global HR Executive · United States
- Elisha Swanson, EMBA** · 2nd · Logistics Expert | Education Pusher | Hope Dealer | Change Agent · Stow, OH · Jefferson Jones, LuAnn Linson Coldwell, M.A., and 8 other mutual connections
- Kevin Zhao** · 3rd+ · TPM, DevRel @ AWS · Cleveland, OH
- Pradeep Nandan Reddy Kamatham** · 3rd+ · Software Development Engineer · Austin, TX
- Anyeli Samaniego Bautista** · 2nd · HR Program Manager II at Amazon · New York City Metropolitan Area · Heather Golden, Ph.D. is a mutual connection
- Eddie Xu** · 3rd+ · Software Engineer @Amazon

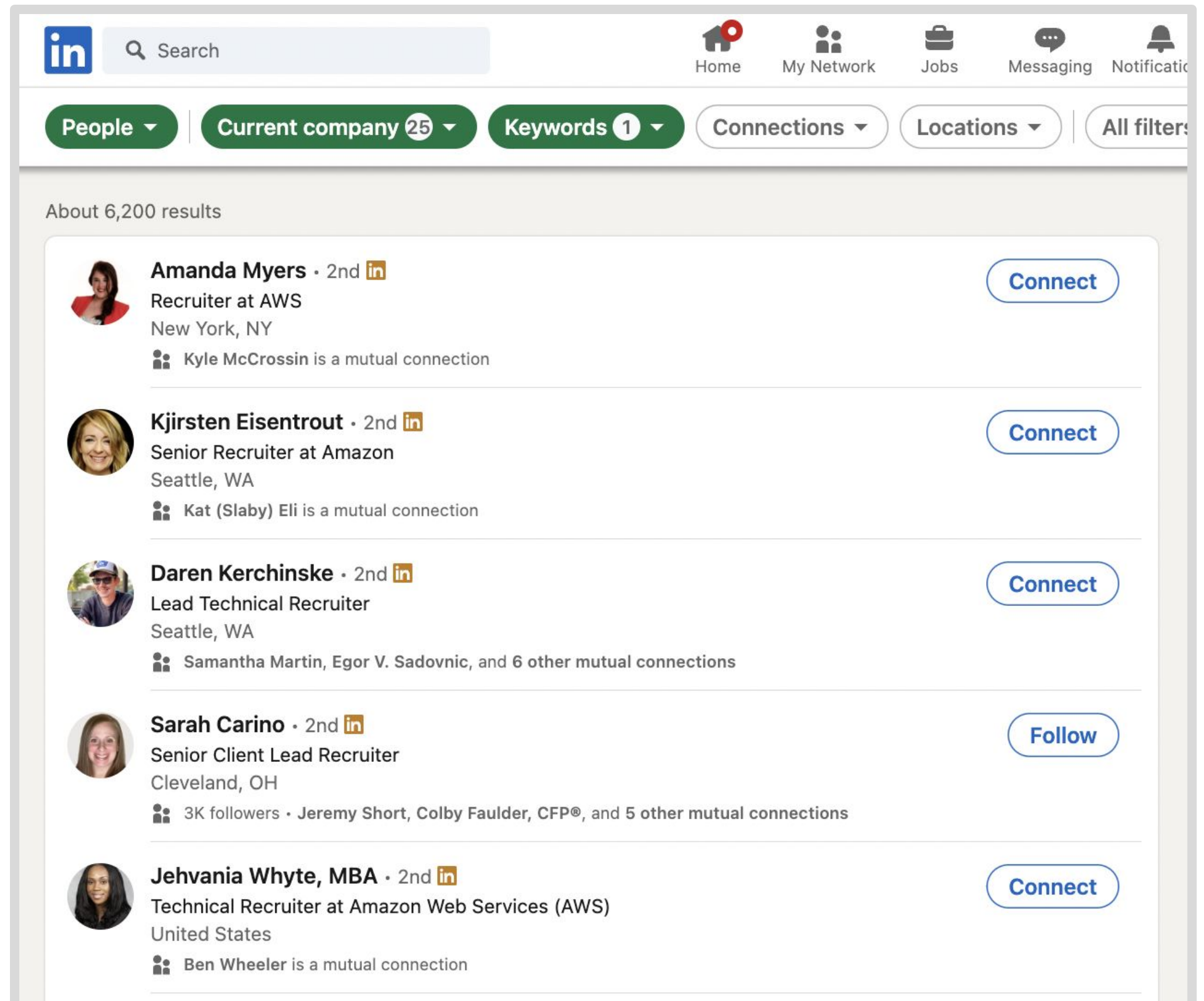
On the right side, there is a 'Filter only' panel for 'People'. It includes a 'Service categories' section with checkboxes for Consulting, Marketing, Coaching & Mentoring, Operations, and Writing, along with an 'Add a service' button. Below that is a 'Keywords' section with input fields for First name, Last name, Title (containing 'Recruiter'), Company, and School. At the bottom right of the filter panel, there are 'Reset' and 'Show results' buttons.

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.



The screenshot shows the LinkedIn search interface. At the top, there is a search bar with the LinkedIn logo and a search icon. To the right of the search bar are navigation icons for Home, My Network, Jobs, Messaging, and Notifications. Below the search bar, there are filter buttons: 'People', 'Current company 25', 'Keywords 1', 'Connections', 'Locations', and 'All filters'. The search results are displayed below the filters, showing 'About 6,200 results'. The results list five profiles, each with a profile picture, name, title, location, and a 'Connect' or 'Follow' button. The profiles are:

- Amanda Myers** - 2nd Recruiter at AWS, New York, NY. Mutual connection: Kyle McCrossin.
- Kjirsten Eisentrout** - 2nd Senior Recruiter at Amazon, Seattle, WA. Mutual connection: Kat (Slaby) Eli.
- Daren Kerchinske** - 2nd Lead Technical Recruiter, Seattle, WA. Mutual connections: Samantha Martin, Egor V. Sadovnic, and 6 other mutual connections.
- Sarah Carino** - 2nd Senior Client Lead Recruiter, Cleveland, OH. 3K followers. Mutual connections: Jeremy Short, Colby Faulder, CFP®, and 5 other mutual connections.
- Jehvania Whyte, MBA** - 2nd Technical Recruiter at Amazon Web Services (AWS), United States. Mutual connection: Ben Wheeler.

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'

The screenshot shows a LinkedIn profile for Sarah Carino, a Senior Client Lead Recruiter at Amazon. The profile includes her name, title, location (Cleveland, Ohio), and statistics (2,882 followers, 500+ connections). A dialog box titled "You can customize this invitation" is overlaid on the profile, with a red box highlighting the "Add a note" button. A red arrow points from the "Connect" button in the profile's action menu to the "Add a note" button in the dialog box. The dialog box also contains a "Send" button and a checkmark indicating that a note can be added to personalize the invitation to Sarah Carino.

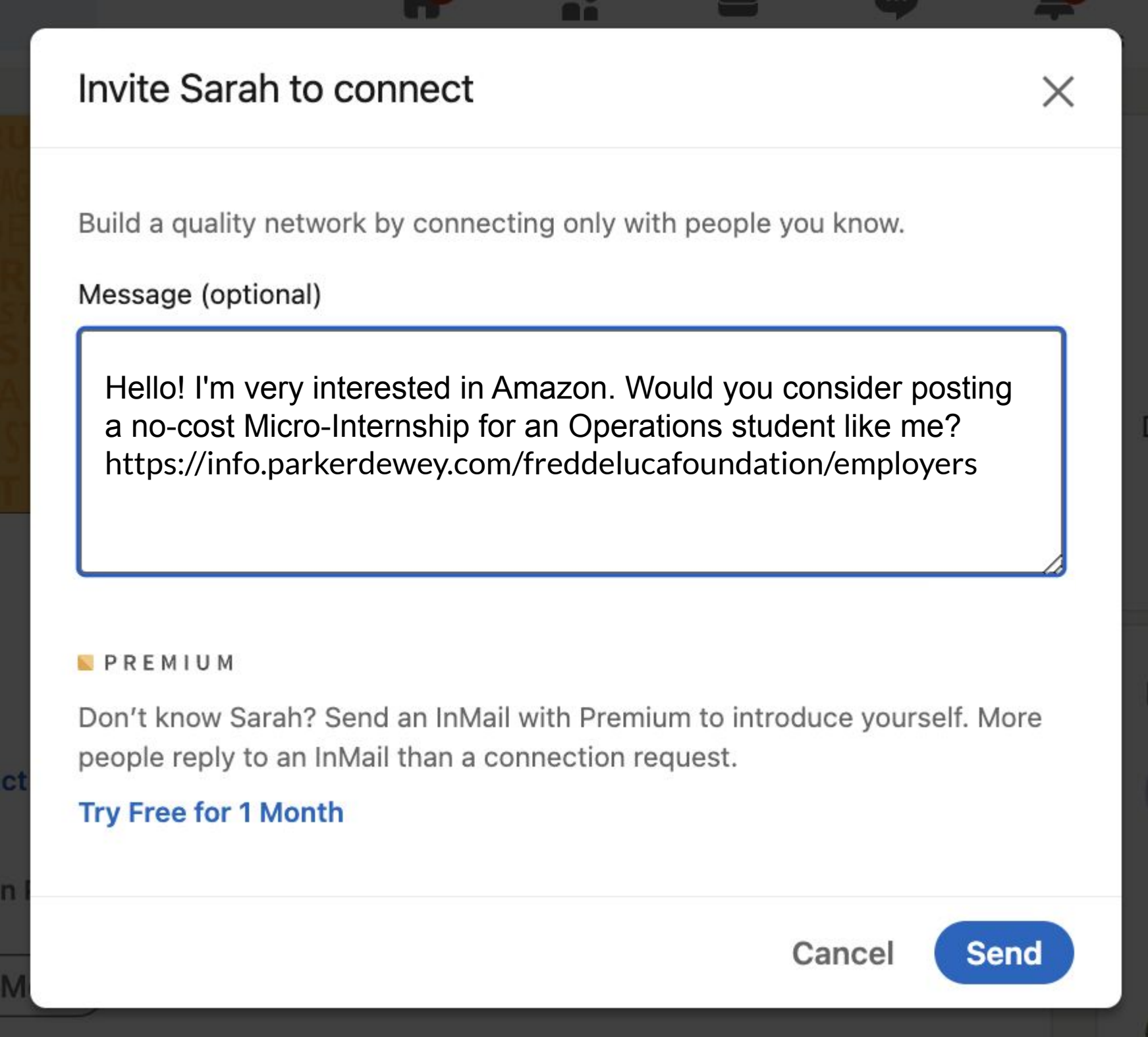
Reaching Out: LinkedIn

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](#)



Invite Sarah to connect

Build a quality network by connecting only with people you know.

Message (optional)

Hello! I'm very interested in Amazon. Would you consider posting a no-cost Micro-Internship for an Operations student like me?
<https://info.parkerdewey.com/freddelucafoundation/employers>

PREMIUM

Don't know Sarah? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.

[Try Free for 1 Month](#)

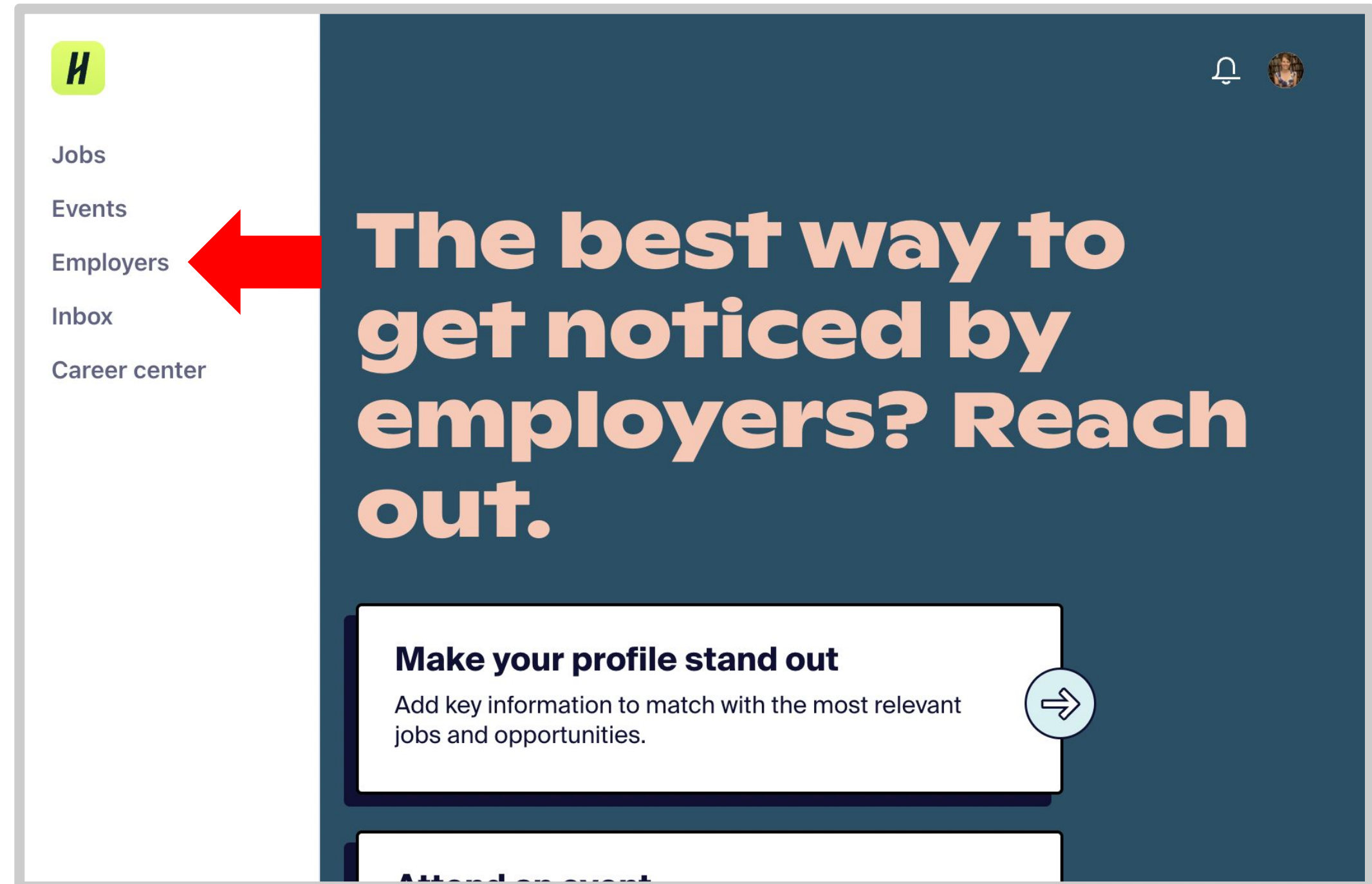
Cancel **Send**

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

The screenshot displays the Handshake website interface. On the left is a navigation menu with a green 'H' logo and options: Jobs, Events, Employers (highlighted), Inbox, and Career center. The main content area is divided into three sections: Filters, Search, and Employer Listings. The Filters section includes checkboxes for 'Employers you follow', 'Employers with Reviews', and 'Employer Size'. The Search section has a text input field labeled 'Enter a keyword...'. The Location section has a text input field labeled 'Enter a location...'. The Employer Listings section shows two results, each with a profile picture, name, location, industry, employee count, and a 'Follow' button. The first listing is for TripleE, described as 'A Platform that Shares!', located at 17th Floor, Phase 1, in the Higher Education industry with 10-50 employees. The second listing is for 'Boston Pete' at Coastal Chevrolet Cadillac, located at 8559 Ocean Highway in the Sales & Marketing industry with 1-10 employees.

H

Jobs
Events
Employers
Inbox
Career center

Filters

Employers you follow

Search ^

Enter a keyword...

Location ^

Enter a location...

Categories ^

Employers with Reviews

Employer Size ^

1-25 of 847,009 employers

TripleE "A Platform that Shares!"- [Follow](#)
TripleE 2 Reviews

17th Floor, Phase 1, ... Higher Education
10 - 50 employees

Who We Are TripleE (Lingxun) represents Experience, Education and English (Language), the most vital three things we learnt during our studies in the US, UK and...

"Boston Pete" at Coastal Chevrolet Cadillac [Follow](#)

8559 Ocean Highw... Sales & Marketing
1 - 10 employees

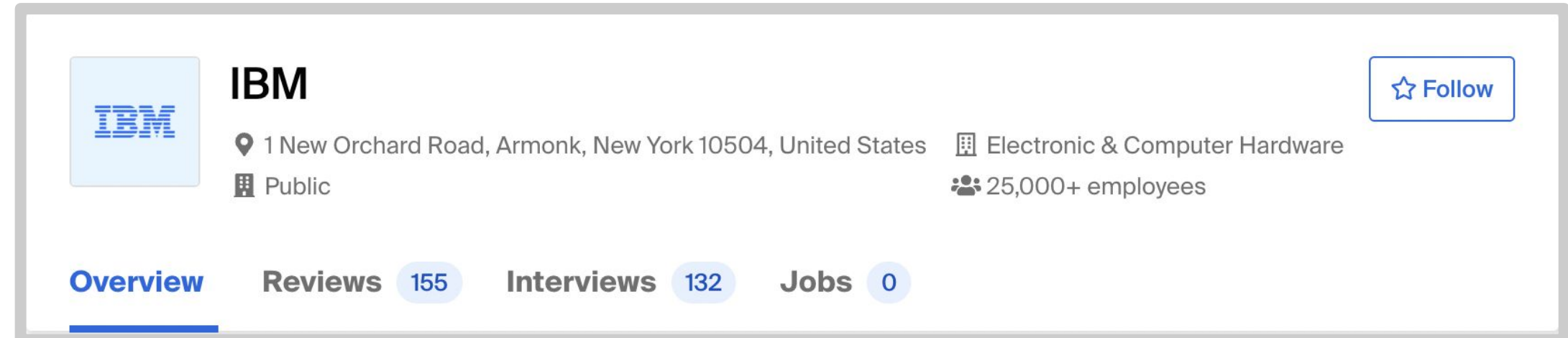
I am a salesman at Coastal Chevrolet Cadillac. The above linked website is the Dealership's website. I am looking for a personal assistant to manage my social...

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.



The screenshot shows the IBM company page on LinkedIn. At the top left is the IBM logo. To its right is the company name 'IBM'. Further right is the location '1 New Orchard Road, Armonk, New York 10504, United States', the industry 'Electronic & Computer Hardware', and the employee count '25,000+ employees'. A 'Public' status icon is also visible. In the top right corner, there is a 'Follow' button. Below the company name, there are navigation tabs: 'Overview' (selected), 'Reviews 155', 'Interviews 132', and 'Jobs 0'.

Contact Information

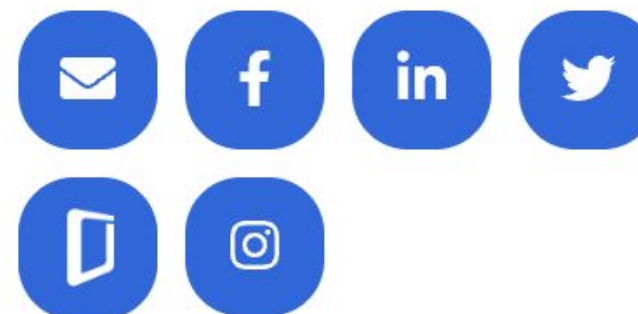
Website

<https://www.ibm.com/us-en/emp>

Email

ibmhires@us.ibm.com

Links



Public Staff List



IBM Campus Recruiting

Digital Talent Acquisition Sourcer



Paul Smith

Global Category Lead, Corporate & Professional Services



MJ Brodsky

Manager, Z-Series Core Verification

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](#)

The screenshot illustrates the process of reaching out to a contact on Handshake. It is divided into three main sections:

- Contact Profile:** At the top, the contact is identified as "IBM Campus Recruiting". Below this, a light blue banner asks "What's it like to work here?" and provides a brief bio: "IBM Campus works at IBM and is eager to chat with students about day-to-day culture." A "Send message" button is located to the right of the bio.
- Contact Card:** Below the banner is a white card featuring the IBM logo, the name "IBM Campus Recruiting", and the title "Digital Talent Acquisition Sourcer at IBM". A "Send message" button is positioned at the bottom of this card.
- Message Template:** A red arrow points from the "Send message" button on the contact card to a larger white box containing a message template. The template includes a greeting ("Hello IBM Campus Recruiting,"), a self-introduction ("I'm a sophomore studying marketing at Florida Atlantic University, and I'm reaching out because I would love to do a marketing internship with IBM, but I don't meet the class level requirements for your traditional internship."), and a "Send message" button at the bottom.

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

The screenshot displays a list of student profiles. The first profile is for Mariam, a student from New York Institute of Technology, with majors in psychology and pre medical, and a graduation date of 05/26/2021. The second profile is for Ashley, a student with a major in Marketing and a graduation date of 12/15/2022. The third profile is for Emma, a student from Kansas State University, with majors in Sales and Marketing, and a graduation date of 05/14/2022. A red arrow points from the 'DETAILS' button of the first student to the expanded profile of Emma. The expanded profile for Emma includes the following information:

- HIRED:** Yes
- HOMETOWN:** Shawnee, KS
- CURRENT LOCATION:** Manhattan, KS
- INTERNATIONAL:** No
- AVAILABILITY:** ON THE WEB
- DOCUMENTS:** [Resume](#), [Letter of Recommendation](#)

WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?
I have had a passion for medical device sales ever since I found out about the industry in high school. I have proved my place in the industry as a student by being involved in almost every sales opportunity that is offered through the university and outside of it. You will find me to be very hard working and goal-driven in everything that I do. I have a big passion for working with people and believe that I will be a huge asset to the company at Smith-Nephew.

PLEASE DESCRIBE YOUR INTEREST AND EXPERIENCE IN SALES.
I will graduate this May with a degree in sales with high distinctions. I was blessed to be accepted into the sales program at KSU that is one of the few programs in the country to offer a major in sales. With my time here I have been on the executive committee for sales ambassadors where I serve as the alumni relations committee chair. I also serve as a sales mentor to younger sales students. I have participated in 14 role plays with highly skilled sales employees as judges as well as completed my first sales internship this summer where I made over 350 cold calls to prospects. I have experience and knowledge with sales technology such as sales force, zoom-info and hubspot.

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





PARKER
DEWEY



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



PARKER DEWEY



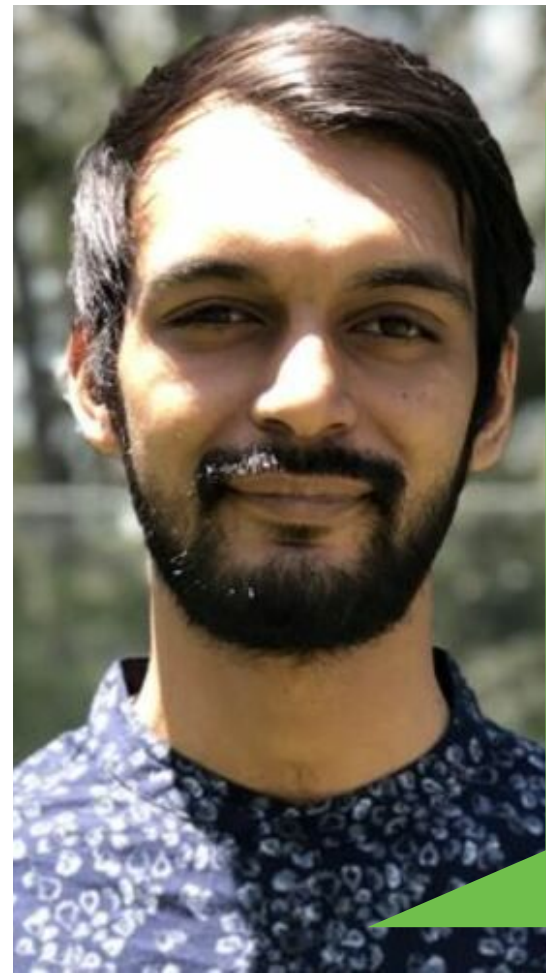
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



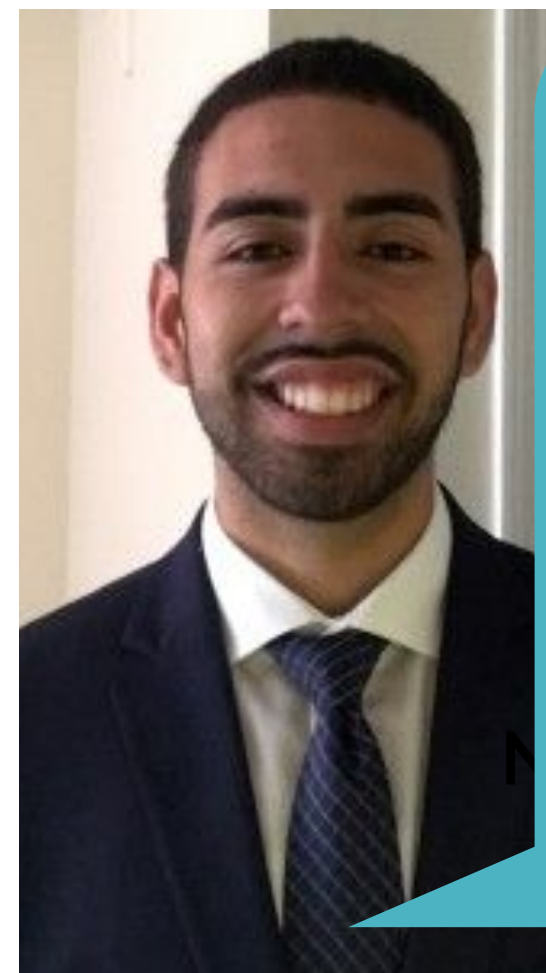
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“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.”



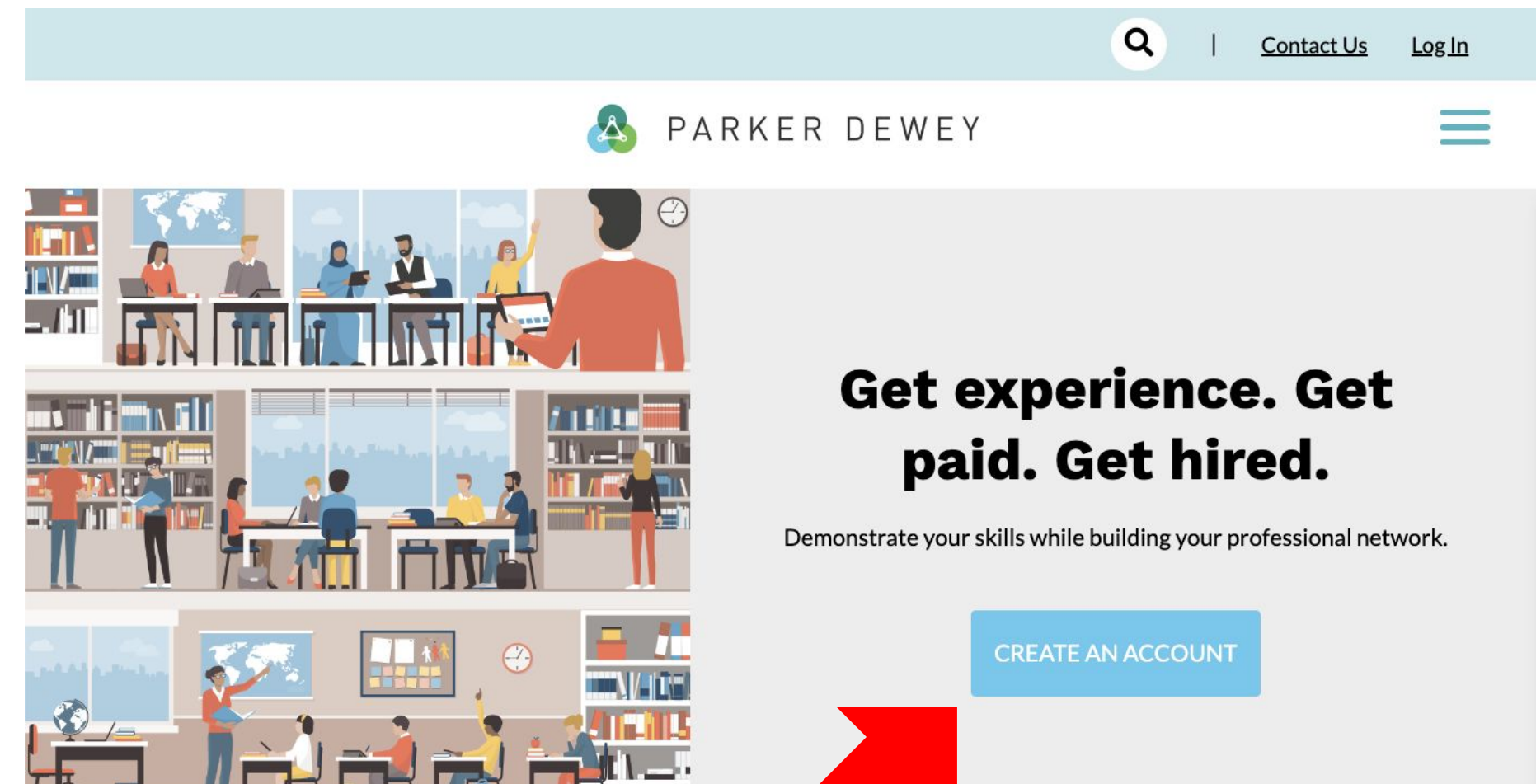
“It’s hard to focus on learning and career development at the same time while you’re in school. Parker Dewey allowed me to actually see what we’d been talking about applied.”




“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!