



Parker Dewey Overview

for Faculty and Staff

Agenda

- **Challenges Faced by Students**
- **Micro-Internships**
 - Definition
 - Benefits
- **How This Works for Companies**
- **How This Works for Students & Recent Grads**
- **How You Can Promote Micro-Internships**
- **How to Help Your Students Succeed**
- **Parker Dewey Micro-Internship Programs**





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- **How Parker Dewey Helps Students:** Parker Dewey supports students by creating equitable opportunities to bridge the gap between college and career.
- **How Parker Dewey Helps Companies:** Parker Dewey helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **How Parker Dewey Helps Colleges/Universities:** Parker Dewey is honored to partner with 800+ colleges/universities and nonprofit organizations nationwide to help your **students launch their careers** and **employers recruit early-career talent**.

Parker Dewey Overview

 FLEETCOR® 

 Microsoft

 HubSpot

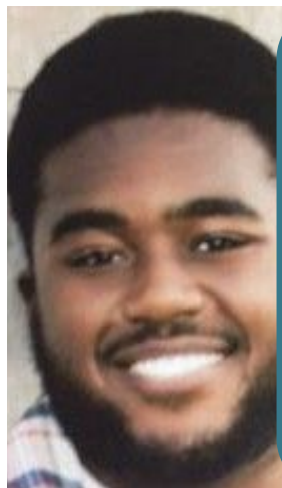
 JLL

 NORTHROP
GRUMMAN

Challenges faced by students & recent grads



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Legend F.

Economics, Johns
Hopkins U

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



Adila G.

MBA, Niagara Univ.

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



Yayra T.

PhD, Chicago
School of Prof.
Psychology

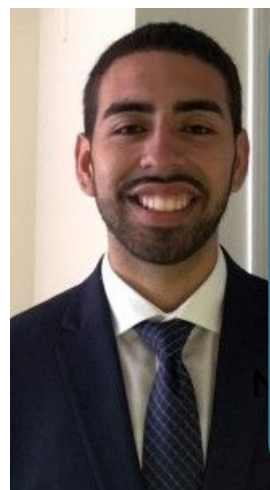
- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities



Darren B.

Marketing, Cal
State Northridge

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

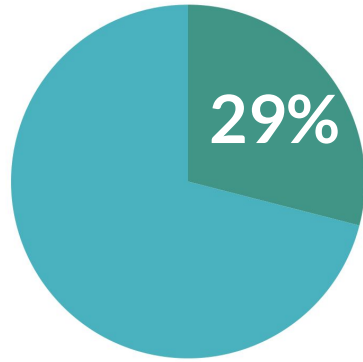


Noel A.

Chemical
Engineering, Texas
A&M

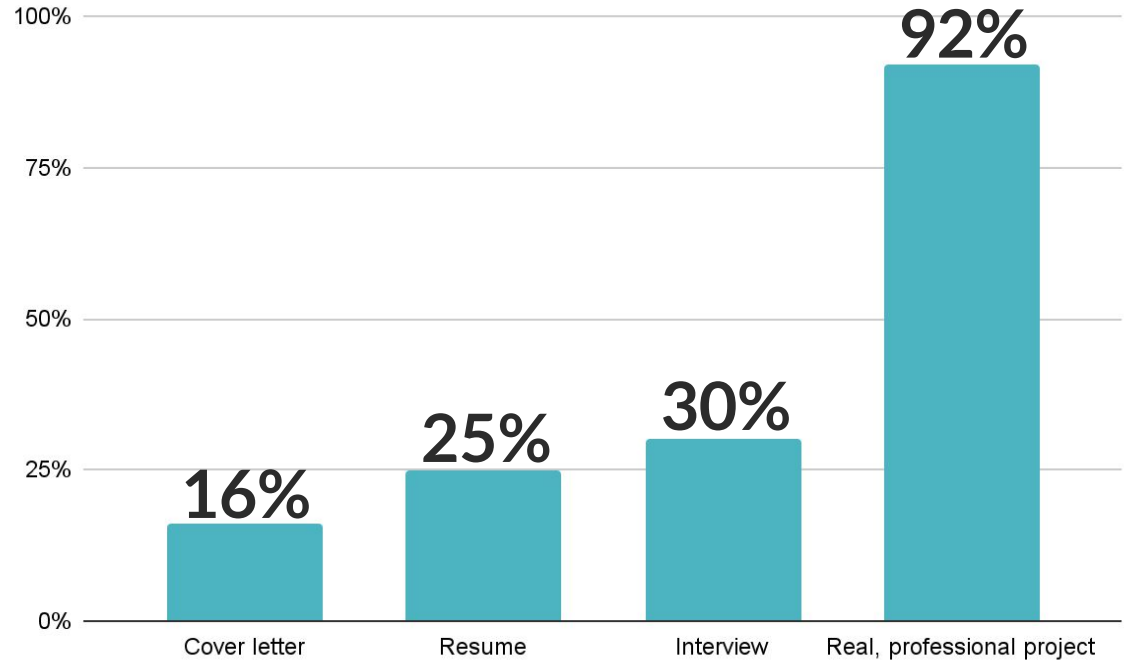
- First generation student
- Struggled to make connections at career fairs

Student Perceptions of Recruiting



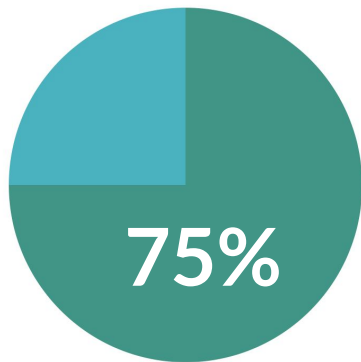
feel that the typical recruiting process allows them to showcase their full range of skills and aptitudes.

How students feel they're able to showcase their skills



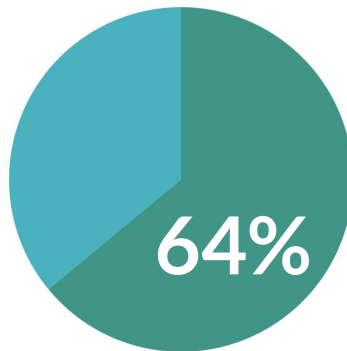
What Students Want From Campus Recruiting

Opportunities to explore



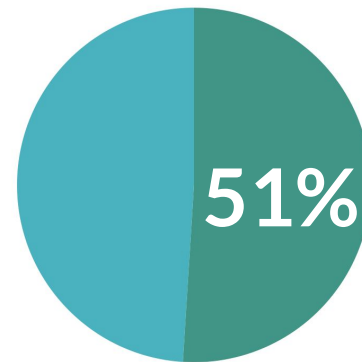
participate in recruiting activities to learn about unfamiliar roles, companies, and industries.

Early engagement



started thinking about career planning and development during their second year or earlier.

Flexibility



consider on-site requirements a barrier to applying for an opportunity



Updated Report to be Released Soon!



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INSIGHTS TO SHAPE YOUR 2025 HIRING STRATEGY

Live Webinar | Thursday, May 29 at 1 PM ET

Flexibility. Pay. *Real* Experience. A data-driven look at how early-career talent wants to connect with employers.



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What are Micro-Internships

Micro-Internships are **short-term, paid, professional projects** that can be completed **on-demand** by highly motivated early-career talent.

- **Projects:** Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- **Short-term:** Typically a total of 10-40 hours of work by the Micro-Intern
- **On-demand:** can be done year-round, with no administrative burdens (payroll, legal, etc.)
- **Paid:** Fixed cost to make it simple, usually \$300-\$600 per project
- **Professional:** Similar to what would be assigned to an intern or new hire

Micro-Internships provide a valuable way to **access, engage, assess, and hire** for traditional internships and full-time roles.



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 a work visa)
- Undocumented students with valid ITIN



International Students and Micro-Internships

- Can be done through CPT, OPT, or a work visa (**usually OPT**)
- If an international student is selected for a project:
 - They receive information stating that **they must have appropriate work authorization in order to complete the project**
 - It's up to the university to verify their eligibility
- We can provide an **offer letter** at the student's request, if needed
- Please note that some Micro-Internships require U.S. citizenship. This will be noted in project descriptions.

Building a Network in the United States



"I appreciate the model because it's great for students like me who are international and want to gain experience."

Sai Chandu Matti
Class of 2022



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Experience | Pay | Connections



Undocumented Students and Micro-Internships

- *In many cases, can be done even without DACA or TPS*
- If selected for a project, all students receive the congratulations email pictured at right
 - In order to be paid, undocumented students are instructed to confirm that they have a valid SSN or ITIN *before beginning the project*
 - These numbers are collected via a secure system so that we can process payroll and, if needed, provide a 1099 for the students to file their taxes
- Information about how to obtain an ITIN can be added to your school's landing page ([see FAQ section at bottom of this example](#))
- Please note that some Micro-Internships require U.S. citizenship. This will be noted in the project description

"I was scared to graduate because I lacked experiential learning, but after my internship I gained some confidence and have a better idea of what I want to do after graduation."

"This micro-internship gave me a professional experience I wouldn't have had otherwise."



Benefits for Early Career Talent



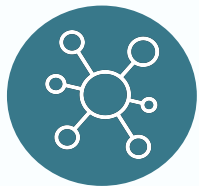
Accessibility



Experience



Flexibility



Networking



Career Exploration



Resume/Portfolio Building



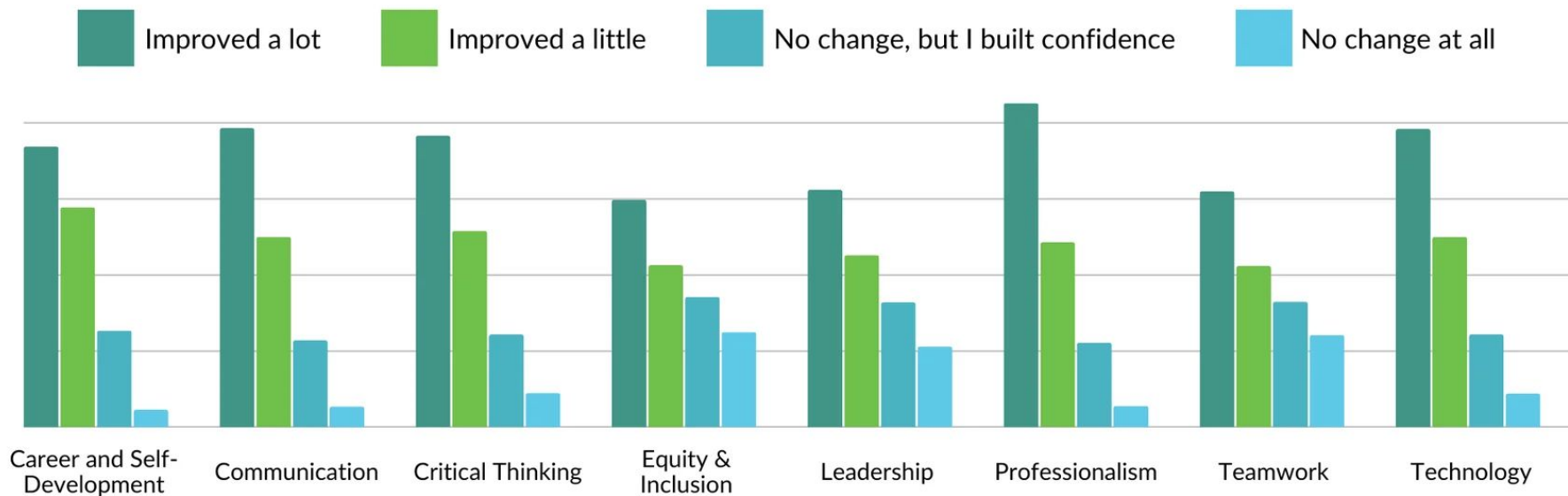
Possibility of longer-term engagements



Pay



Value of Micro-Internships to Students



[SEE THE LATEST REPORT](#)

*Based upon Core Competencies defined by the National Association of Colleges & Employers.

Impact/ Student Voices

READ STUDENT
SUCCESS STORIES



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"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."



"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."



"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."

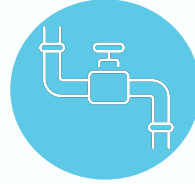


"Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of."

Benefits/Uses for Companies



Easy



Build a Talent Pipeline



**No Commitment,
Low Risk**



Brand Building on Campus



On-Demand Help



**Access New
Demographics**



Job Auditioning



Give Back
(Local Employers/Alumni)



How it Works for Companies/Organizations

1

Step 1: Complete Your Employer Profile

Introduce your organization and highlight your early-career opportunities to attract top student talent.

2

Step 2: Access Templates

We'll share our library of customizable project templates that you can edit and post in minutes, plus tips to help define your own project for the best results.

3

Step 3: Get Expert Support

Need help? Our team is available to assist with project scoping and identifying the right tasks to assess candidates for your open roles.

4

Step 4: Receive Applicants

Most projects attract top candidates within 48 hours. You'll review profiles, resumes, and short-answer responses to find the perfect fit.



JOIN US FOR ONE OF OUR MONTHLY DEMONSTRATIONS



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Immediate, Sustainable Impact



¹ According to the National Association of Colleges and Employers (NACE) 2019 Student Survey Report.

² Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.

³ According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.



Company Success Stories

The PDF pictured at right highlights just a handful of Parker Dewey clients who have spoken publicly about their experience with Micro-Internships and how these projects have helped with their unique needs related to **recruitment, talent development, and on-demand project support**.

Click on the PDF to access a handout with these testimonials or use the link below to view these and others online.

EMPLOYER TESTIMONIALS



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How it Works for Students/Grads

1

Create an Account/Profile

Takes <10 minutes and is open to all students AND alumni. No single sign-on or IT integration.

2

Apply to Projects of Interest

Students see active projects and relevant details about the opportunity.

3

If Selected, Complete the Project

Work directly with the hiring manager to complete the project. Paid by Parker Dewey upon completion.

Parker Dewey's role:

- Vetting projects:
 - Is it professional?
 - Is it paid fairly?
- Project administration (HR, legal, payroll)
- Support materials for student success



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Create an Account



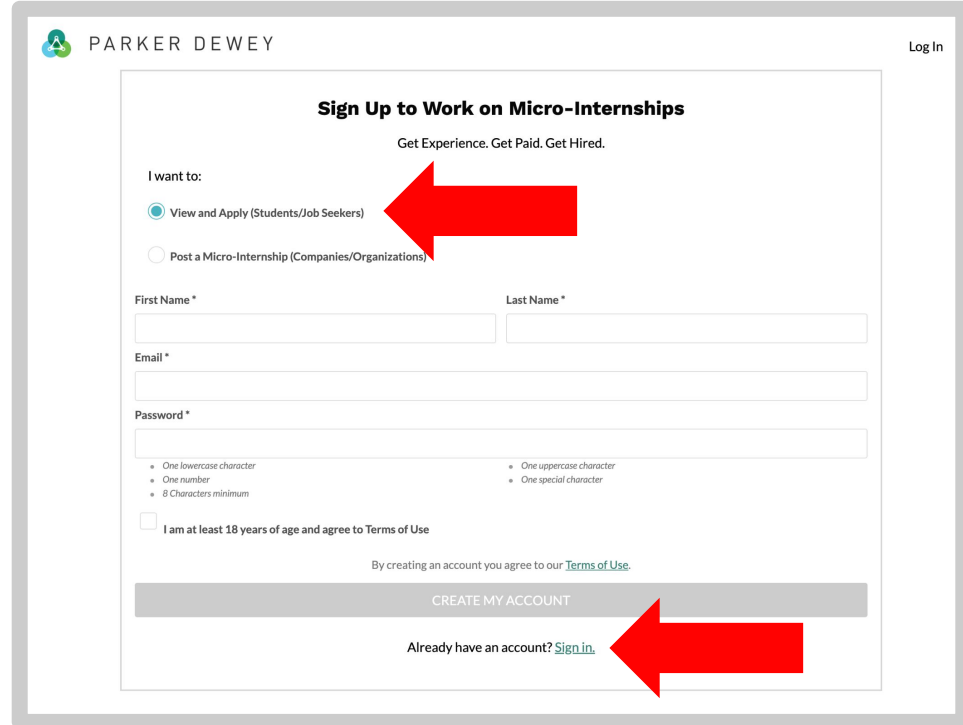
Select 'View/Apply to a Micro-Internship'



We recommend students use their school email address. This can be updated at any time, including when they graduate.



If you or your students already have an account, you can sign in via the link at the bottom.



Sign Up to Work on Micro-Internships
Get Experience. Get Paid. Get Hired.

I want to:

☒ View and Apply (Students/Job Seekers)

☐ Post a Micro-Internship (Companies/Organizations)

First Name * Last Name *

Email *

Password *

- One lowercase character
- One number
- 8 Characters minimum
- One uppercase character
- One special character

☐ I am at least 18 years of age and agree to our [Terms of Use](#).

By creating an account you agree to our [Terms of Use](#).

CREATE MY ACCOUNT

Already have an account? [Sign in](#).

TIP: Create your own student account or ask your Career Center if they have a shared student account so you can experience the platform as your students do.

Education and Location



Why do we ask for this?



Companies have the option of featuring opportunities to specific schools, and applicants will be unable to see these exclusive opportunities if their school is not listed.



Location can help prospective employers who may want to connect with talent who are either from their area or currently live close to their organization.

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 Hi, Kristin 

Let's gather a little more information



Education

School *

Write the full name of your school without any abbreviations. If still not there, and it's an accredited US-based higher education institution, [contact support](#). Additional schools can be added on the next step.

Major/Program * + ADD Degree Received Or Pursuing Select

Hit "Enter" or click "Add" to save Major/Program.

Start Date * mm/dd/yyyy  End Date * mm/dd/yyyy 

Location

Location can help prospective employers interested in connecting with local talent.

CURRENT ADDRESS

City *

State * Select

Zip

Phone Number

Work Authorization * Select

PERMANENT ADDRESS

City *

State * Select

Zip

Are you willing to relocate for a full-time offer? Select

All opportunities on Parker Dewey are paid. The information requested above allows Parker Dewey to confirm you are eligible to receive payment upon completion of the opportunity. If you have any questions, please contact support@parkerdewey.com.

*Requires CPT, OPT, or other U.S. work authorization
**Requires valid U.S. work authorization or Individual Taxpayer ID Number (ITIN)

Demographics



Parker Dewey's mission is to help create equitable access to professional pathways, and this data helps us measure our success.



In this section, students can also add affiliations. Options include nonprofit organizations with whom Parker Dewey has partnerships & general categories like "**Student-athlete**" or "**Honors student**."

**VIEW PARKER DEWEY'S
PARTNER ORGANIZATIONS**

DEMOGRAPHICS

Given our mission to help to create equitable access to professional pathways, we invite you to answer the questions below.

Submission of this information is voluntary, and refusal to provide it will not subject you to any adverse treatment. Furthermore, this information is kept separate from your application, and companies posting Micro-Internships have no access to this information when selecting Micro-Interns. Responses will remain confidential, and when reported, data will not identify any specific individuals.

If you do not wish to provide this information, select **Prefer not to disclose**.

Gender Identity *

Race/Ethnicity *

First-Generation *

Pell Grant Eligible *

If you're not sure, check your Student Aid Report (SAR).

Veteran Status *

Are you currently or have you previously served on Active Duty, Reserves or National Guard in the U.S. Military?

AFFILIATIONS

Adding affiliations can unlock projects designed for specific populations. Options include 'Veteran', 'Student-Athlete', and 'Honors Student'. For more information about affiliations, check out the [Career Launcher Tutorial](#). Do not add affiliations unless you are engaged with that organization/program.

CONTINUE

Add to Profile

At this stage, Career Launchers can start looking at and applying for opportunities. Other profile additions are recommended and increases applicants' chances of being selected, but are not required.



To continue adding to their profile, students can select Hi, [Name] at the top right (**red arrow below**) and then select Profile from the drop-down menu



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OPPORTUNITIES

APPLIED

SELECTED

COMPLETED



Hi, DeAnna 

Dashboard

Profile

Account

Sign Out

Favorites

Hidden

On-Site

Remote

 State

Search projects

SEARCH


Sort By: Update Date ▼

Students See Opportunities and Apply


Review available opportunities.


Featured Projects


These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.


**Blog Article - Student Perceptions of AI** | Cleveland, OH
BY: Parker Dewey DEPARTMENT: Marketing
START DATE: 07/12/2024 Remote DETAILS

All Open Micro-Internships


**Strategic Partner Identification** | Henderson, NV
BY: Ship.com DEPARTMENT: Strategy
START DATE: 10/08/2024 Remote DETAILS

**Branding and Logo Creation** | Chicago, IL
BY: Britt Hockey Development DEPARTMENT: Graphic Design
START DATE: 10/09/2024 Remote DETAILS

**Designing Marketing Materials - SHRM** | Hamilton, OH
BY: Butler/Warren Society for Human Resource Management DEPARTMENT: Marketing
START DATE: 10/07/2024 Remote DETAILS

**Social Media Creation & Management** | Miami, FL
BY: Girafe DEPARTMENT: Communication
START DATE: 10/05/2024 Remote DETAILS

Apply to projects of interest.

**Designing Marketing Materials - SHRM** | Hamilton, OH
BY: Butler/Warren Society for Human Resource Management DEPARTMENT: Marketing
START DATE: 10/07/2024 Remote HIDE DETAILS

START DATE
10/07/2024

DUE DATE
10/28/2024

EST. HOURS
20

ON-SITE/REMOTE
Remote

PAYMENT
\$500.00

PROJECT DESCRIPTION

We are looking for somebody to design marketing collateral for our various events and campaigns. The goal of this project is to develop the content, which we will then schedule for posting throughout 2025. This includes creating flyers, digital graphics, and the text for the posts.

We will discuss the specific types of collateral you will design upon kickoff.

COMPANY DESCRIPTION

BWSHRM is rich in history as the 3rd oldest SHRM Chapter in the nation and we are an affiliate of the Society for Human Resource Management. It is our mission to be a locally recognized authority whose voice is heard on the most pressing people management issues of the day - now and in the future. We are confident that BWSHRM can benefit you and other HR Professionals.


[Share this opportunity](#)

APPLY FOR THIS PROJECT

Favorite Hide

CONNECT ONLINE

Respond to application question(s).

**Social Media Creation & Management** | Miami, FL
BY: Girafe DEPARTMENT: Communication

To apply for this position, please answer the following questions

Why do you think we should select you for this opportunity?

What opportunities do you see for yourself through an involvement with Girafe?

Which is the feature of Girafe that you find most intriguing and particularly worthwhile to communicate and develop?

Artificial Intelligence should not be used to answer application questions. [Please read our policy on AI.](#)

SUBMIT APPLICATION

ABOUT THIS ROLE

- Based on the analysis of girafe.co, and an understanding that it is a new initiative rather than a yet working app, we are seeking somebody who takes pleasure in developing a comprehensive digital marketing strategy and execution plan, with focus on LinkedIn but with the option to add other channels as part of the plan. The aim is for Girafe to establish itself as a leader in the field, and a knowledgeable partner for a large-scale implementation around local hubs.
- FYI, the communication plan should be built around following main topics (that make up the complexity of Girafe's proposition):

- Projects are “Featured” based on students’ school/affiliation
- **PROJECTS CYCLE QUICKLY** - Logging in regularly is important
- Some projects are filled by multiple students who work and are paid individually



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Answers Matter:

Some companies make decisions based entirely on these responses.

Emma

I have had a passion for medical device sales ever since I found out about the industry in high school. I have proven 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 hardworking 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.

VS

Wyatt

I have experience cold calling and door to door sales. I also have experience developing a sales strategy for a commercial cleaning company.

SHORT-ANSWER
RESOURCES & EXAMPLES



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Filter		Sort	
Filters ▼		Sort By ▼	
<div> <div>All (7)</div> <div>Favorites (0)</div> <div>Hidden (0)</div> <div>Selected (1)</div> </div>			
Name	Education	Grad Date	Date Applied
Applicant Name	Northwestern University <i>Integrated Marketing and Communications</i>	12/15/2024	8/2/2023
Applicant Name	Fairfield University <i>Finance</i>	5/9/2025	7/30/2023
Applicant Name	Morgan State University <i>Business Management</i>	5/12/2025	7/31/2023
Applicant Name	Delaware State University <i>Mass Communications</i>	12/16/2023	7/27/2023
Applicant Name	Morgan State University <i>Marketing</i>	5/28/2026	7/31/2023
Applicant Name	California State University Dominguez Hills <i>Biology</i>	5/11/2024	8/3/2023
Applicant Name	The University of Texas Rio Grande Valley <i>Marketing</i>	12/16/2023	7/31/2023
Applicant Name	Northwestern University <i>Integrated Marketing and Communications</i>	12/15/2024	8/2/2023
Applicant Name	Fairfield University <i>Finance</i>	5/9/2025	7/30/2023
Applicant Name	Morgan State University <i>Business Management</i>	5/12/2025	7/31/2023
Applicant Name	Delaware State University <i>Mass Communications</i>	12/16/2023	7/27/2023
Applicant Name	Morgan State University <i>Marketing</i>	5/28/2026	7/31/2023
Applicant Name	California State University Dominguez Hills <i>Biology</i>	5/11/2024	8/3/2023

The Employer Perspective

FIRSTNAME LASTNAME

Actions		
School	Major	Graduation Date
University of California Merced	Applied Mathematics (Bachelors) Computer Science & Engineering (Bachelors)	12/15/2023
<div> <div>Approve Applicant for this Project</div> <div>Send a Message</div> </div>		

Responses

- Why do you think we should select you for this opportunity?
- I am truly interested in using data analysis and machine learning to help patients to maximize the good outcome of their health. I had project experience in predicting student performance using various predictive models in R based on socioeconomic data. Through another machine learning project, I solved classification problems in Python with Google Colabs IDE. Various models were applied such as logistic regression, support vector machines, and multi-layer perceptron (MLP) using Scikit-learn and Keras. In addition, I performed hyperparameter tuning (batch size, epoch, optimizer, layer, node) on MLP to optimize the running time and prediction accuracy by 2%. With the skillset and experience that I had, I am ready to gain meaningful insight from the data and make reliable and effective predictions of the patient risks in this opportunity.

APPLIED



FIRSTNAME LASTNAME

Personal Statement

I am an analytical, organized, and proactive mathematics major with coding experience, looking to build awareness of potential career paths.

Resume

[Resume](#)

The Work Gets Done



Kickoff conversation with supervisor

Company and student connect real-time via phone, Zoom, etc. to share whatever needed materials (templates, examples, etc.)



Students use available resources

Micro-Interns use resources available to them such as in-class examples, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects



Inherently motivated

Over 97% project success rate as students strive to exceed expectations and projects are scoped to be appropriate for college students/recent grads



Ongoing support, including success checklists (**during** and **after**)

Parker Dewey's Client Success team is available to answer questions at any time. Parker Dewey also administers each Micro-Internship: payroll, HR documents, taxes (if needed), etc.



Promoting Parker Dewey to Your Students and Recent Grads

For Parker Dewey Partners

PARTNERSHIP OPTIONS:

- **Basic (No cost):** Includes custom landing pages with your logo, colors, messaging, annual data, and marketing materials
- **Parker Dewey+ (\$2,000/year):** Also includes on-demand access to data, and the cost of a student ambassador Micro-Intern is included
- **Program: (\$10k+):** Customizable. Includes Micro-Internships exclusively available to your students

MORE ABOUT OUR PARTNERSHIP OPTIONS

For Non-Partners

THE PLATFORM IS FREE AND OPEN TO ALL STUDENTS

- Students can create accounts/complete projects regardless of whether student's university is a "partner" of Parker Dewey
- Link to share with students if you're not a partner:
www.parkerdewey.com/career-launchers



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How to Tell If You're Already a Partner

Landing pages used by Parker Dewey partners:

- **Student-Facing**

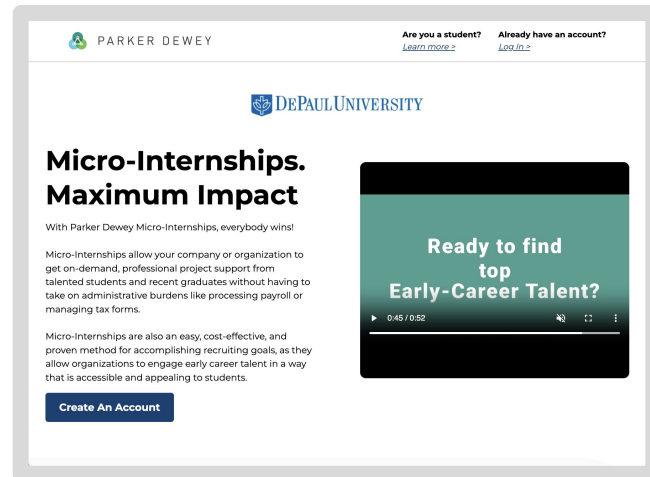
- [https://info.parkerdewey.com/student/\(Institution URL\)](https://info.parkerdewey.com/student/(Institution URL))
- Example: <https://info.parkerdewey.com/student/sjrstate>

- **Company-Facing**

- [https://info.parkerdewey.com/employer/\(Institution URL\)](https://info.parkerdewey.com/employer/(Institution URL))
- Legacy URLs:
 - [https://info.parkerdewey.com/\(Institution URL\)/companies](https://info.parkerdewey.com/(Institution URL)/companies)
 - [https://info.parkerdewey.com/\(Institution URL\)/featured](https://info.parkerdewey.com/(Institution URL)/featured)
- Example: <https://info.parkerdewey.com/employer/depaul>

- **General** (overview for all stakeholders - retired)

- [https://info.parkerdewey.com/\(Institution URL\)](https://info.parkerdewey.com/(Institution URL))



Struggling to find your landing page but think you're a partner?

Ask us by emailing
schools@parkerdewey.com

Partner Checklists: Resources for Sharing Parker Dewey Links

These checklists makes it easy for you to keep track of efforts you've made with both employers and students.

- **Getting Started Checklist:**

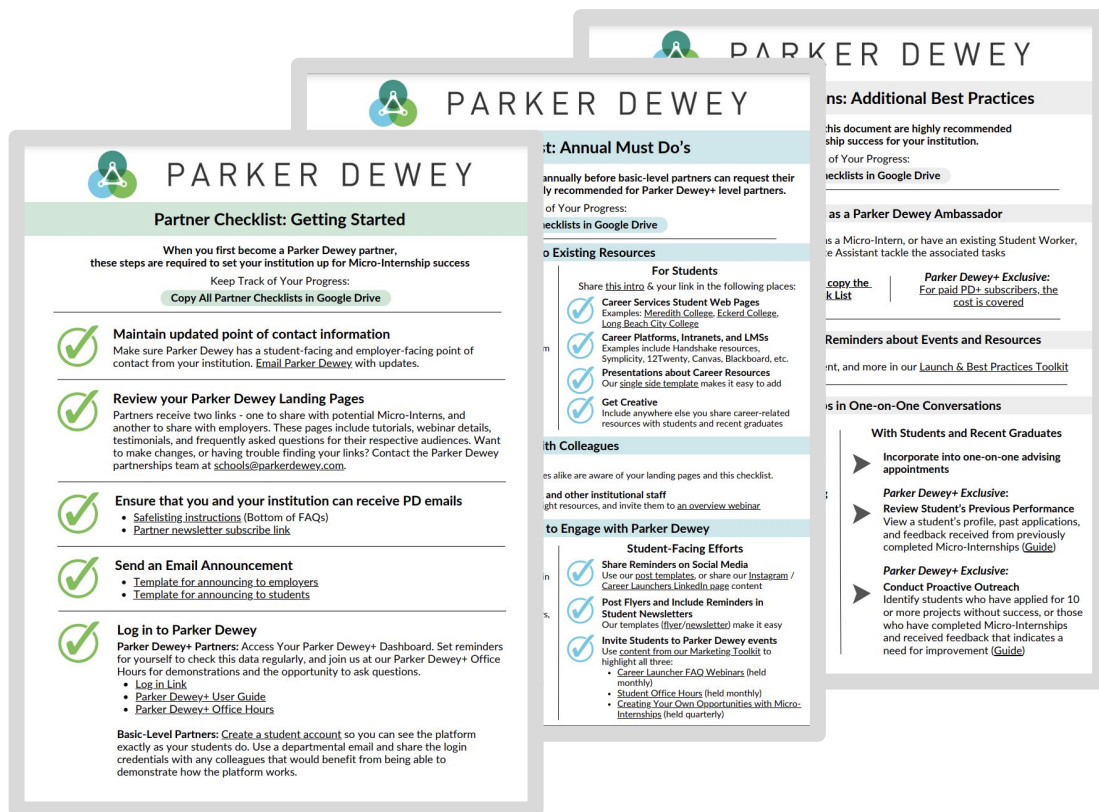
For those who are just establishing partnership

- **Annual Must-Do's Checklist:**

These steps are most likely to lead to Micro-Internship Success

- **Additional Best Practices:**

These steps are not required, but are highly recommended.



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Share in Class

Faculty-Focused



LAUNCH

SINGLE SLIDE TO
PRESENT IN CLASS

LANGUAGE TO
ADD TO SYLLABI

FLYER
(PRINT AS-IS OR CUSTOMIZE)

PROFESSIONAL COMMUNICATION TIPS FOR MICRO-INTERNS

Invite Your Students

Career Launcher Resource

FAQ
Webinars



Career Launcher FAQ Webinars (Monthly)

This student-focused webinar covers how Career Launchers can set themselves up for success when applying for Micro-Internship experiences.

“This was among the most informative as well as encouraging webinars I've attended.”

– Recent attendee

Career Launcher Resource

Student
Office Hours



Student Office Hours (Monthly)

For those students who have already created an account and applied to projects, these events are an opportunity to have their profile and responses reviewed.

PROMOTIONAL MATERIALS

Career Launcher Resource

Creating your own
Opportunities with
Micro-Internships

(Student Webinar)

Creating Your Own Opportunities (Quarterly)

Students learn how they can professionally approach companies of interest and encourage contacts at the company to engage them in a paid Micro-Internship.



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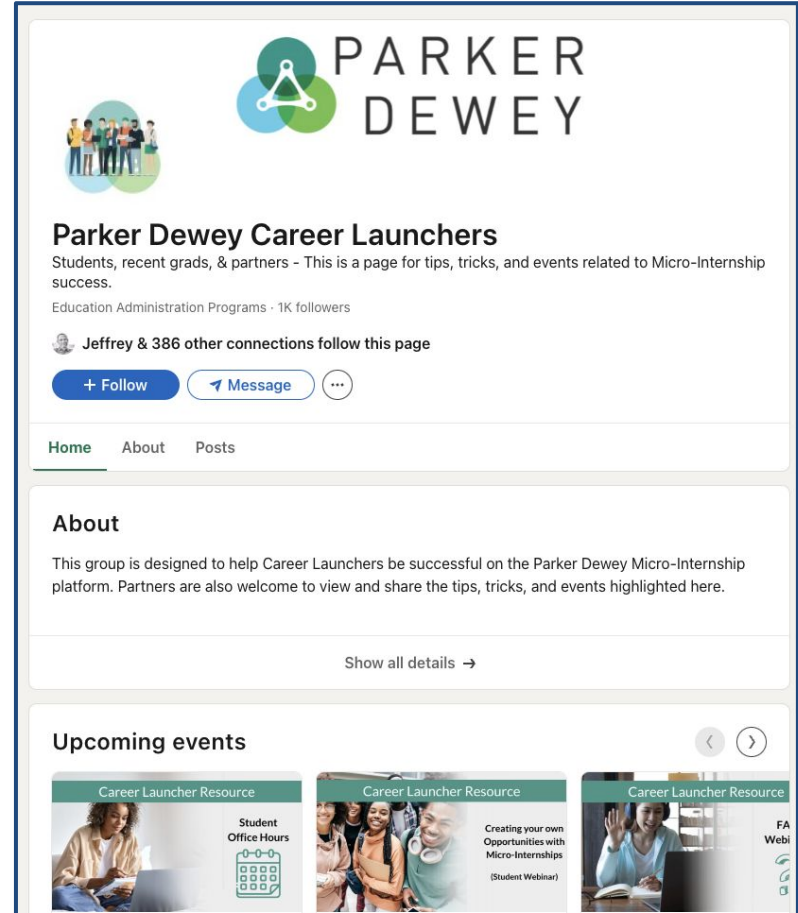
Stay in the Loop - Career Launchers LinkedIn Page

Follow for resources, reminders, and events to help your students have a successful Micro-Internship Experience

FOLLOW ON
LINKEDIN

PROMOTE TO STUDENTS
(SOCIAL MEDIA TEMPLATE)

PROMOTE TO STUDENTS
(DIGITAL MONITOR TEMPLATE)



Tactics for Helping Your Students Succeed

Engage
Employer
Partners



Engage Your
Alumni



Engage
Local
Businesses,
Nonprofits



Engage Your
Grant-
Writing
Team



Support Your
Own Team



Share with Employers: The *Best* Way to Help Your Students Get Selected

The more employers know about
Micro-Internships, the more opportunities
there are going to be for your students!

Remember: Micro-Internships are designed to
lead to more traditional internships and full-time
roles. Not replace them.

EMAIL YOUR EMPLOYER CONTACTS



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Example
from
North
Florida
College



Share with Employers: Where Micro-Internships Fit

What challenges/pain points are you hearing from employers?

This print-ready flyer shares where Micro-Internships can help and includes data and student testimonials to prove that it works!

ACCESS / CUSTOMIZE FLYER



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Where Micro-Internships Fit In For Employers

When an Employer Says	How Micro-Internships Help	What Students Have to Say
I want to build my brand with your students.	Offer Micro-Internships to get through the noise, allowing students to learn about your organization. <ul style="list-style-type: none">95% of students want to connect with employers via real, paid work experience50% of college students attended a career fair	"I wasn't familiar with Northrop Grumman at all before finding this Micro-Internship. Now I've accepted a full-time role." Alex, University of California, Santa Barbara, Class of 2022
I need a more diverse applicant pool.	Use Micro-Internships to reach students who might otherwise be overlooked, while providing authentic connections with hiring managers. <ul style="list-style-type: none">Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforceStudents represent all majors, academic years, grad/undergrad and recent grads	"The time management I developed, especially as a student athlete, was crucial in delivering on Micro-Internships and I got to show that ability in a professional setting." Raeven, Christian Brothers University, Class of 2021
I want to reach students earlier to build my talent pipeline.	Offer Micro-Internships specifically for first and second-year students to reach them when they are most interested in exploring career paths. <ul style="list-style-type: none">76% of students said they start thinking about career planning before sophomore year69% of students wished employers began to engage them earlier than they did	"My Micro-Internship was my first professional experience actually doing work...this was the first time I was actively contributing something." Richard, Howard University, Class of 2024
I don't need a student for a full-time role or internship.	Use Micro-Interns to get immediate help on those small projects that create value, but you don't have time to address. <ul style="list-style-type: none">All Micro-Internships are project-based so the focus is on what you need, not hours/weeksStudents are not your employees. Parker Dewey handles all payment to students and admin	"I don't know that I would have been able to do any other type of internship because of my schedule." Christina, University of Maryland Global Campus, Class of 2023
I have a limited budget, bandwidth to supervise a student.	Use Micro-Internships as a cost-effective way to engage and assess prospective candidates. <ul style="list-style-type: none">You set the price for each Micro-Internship, with the average cost of \$435 (and 90% goes to the student)No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire	"It's a real-life application without a long-term commitment. I can actually give back and my work will be used." Mishwa, Illinois Wesleyan University, Class of 2023
We've already set our recruiting plans for the year.	Use Micro-Internships as a complement to what you have planned. <ul style="list-style-type: none">Expand the pool for your traditional internship programMaintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic yearWith most projects filled within 48 hours, Micro-Internships can help you fill empty seats from reneges or unexpected openings	"I've done all the career fairs, the networking events, the dinners. I've done a ton of those. But none of them were as hands-on." Emma, Kansas State University, Class of 2022



Read more from students



Get started

Invite Your Employers - Webinar Events

INVITATION EMAIL TEMPLATE:
All Employer-Facing Events

INVITATION EMAIL TEMPLATE:
Monthly Webinar Demonstration

INVITATION EMAIL TEMPLATE:
State of Campus Recruiting

INVITATION EMAIL TEMPLATE:
Recruiting Target Demographics

REGISTER TODAY!

Learn how Micro-Internships can help you:



Get On-Demand Help



Build your Brand



Create a Talent Pipeline



Access New Demographics



Audition for Internships/
Jobs



Give Back to your Alma Mater



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Review More Ways to Engage Employer Partners

JOIN US LIVE (3X A YEAR)

WATCH A RECORDING

REVIEW THE SLIDES



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Example: How FAMU Promotes Micro-Internships

**FAMU** CAREER AND PROFESSIONAL DEVELOPMENT CENTER

Micro-Internship Spotlight

I took advantage of an unique learning experience as a Micro-Intern with the Microsoft company. I would rate my experience as extremely valuable.

I was hired as an UX Researcher. My job was to compile two case studies of large SAAS companies using Adobe and Salesforce platforms.

Micro-internships are short-term paid projects

<https://info.parkerdewey.com/famu>



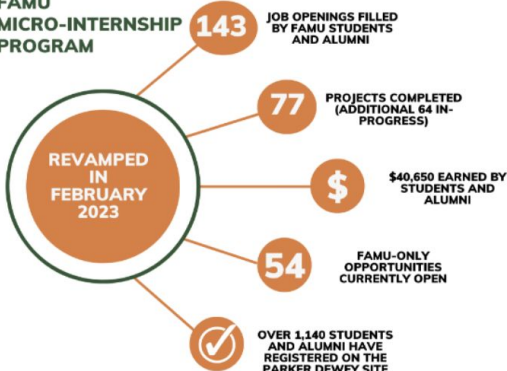
Being selected for a Micro-internship was a great opportunity that I enjoyed. The process from applying all the way to the submission time was very organized. There's many for all majors. I would definitely apply for another one and recommend these Micro-internships to my peers.

Ashlee McCrary

Freshman
Information Technology major
Class of 2026

**PARKER DEWEY**

FAMU MICRO-INTERNSHIP PROGRAM



REVAMPED IN FEBRUARY 2023

- 143** JOB OPENINGS FILLED BY FAMU STUDENTS AND ALUMNI
- 77** PROJECTS COMPLETED (ADDITIONAL 64 IN-PROGRESS)
- \$40,650** EARNED BY STUDENTS AND ALUMNI
- 54** FAMU-ONLY OPPORTUNITIES CURRENTLY OPEN
- OVER 1,140** STUDENTS AND ALUMNI HAVE REGISTERED ON THE PARKER DEWEY SITE

Get to Know America's #1 Public HBCU

For the 4th consecutive year, FAMU has been ranked the #1 Public HBCU by U.S. News and World Report. We have exceptionally intelligent and inquisitive students. The Frederick A. DeLuca Foundation has created an avenue by which we can "gift" businesses and non-profits five paid micro-internship at no cost to them. We are offering you the opportunity to create a project, hire one of our students, and the expense will be covered by us.

To get started, click [here](#) to view various Micro-Internships that have all been pre-scoped to take approximately 15 hours of work for the student to complete. You can click on one of the sample projects or choose the "Post a Custom Micro-Internship" to create a project of your own. The grant will cover your first 5 Micro-Internships or have as many as 5 students work on a single project.



Micro-Internships

Mental Floss

Editorial Internship


<https://app.parkerdewey.com/projects/12516>

Synergy 818

Blog Creation Project

<https://app.parkerdewey.com/projects/12662>

**November 7, 2023
Edition**

 **Center for Access and Student Success, Suite 309**
william.kornegay@famu.edu | 850-599-8705
CPDCenter.FAMU.edu

Measuring Impact



Request Parker Dewey Data

See how many of your students are creating accounts, applying, and getting selected.

(for partners only)

REQUEST PARKER DEWEY DATA

- For basic level partners, **Partner Checklists** must be completed before annual data can be requested by a listed point of contact.
- Parker Dewey+ Partners are able to access their data on-demand.
- If you know you have a partnership but don't know who the point of contact is, or if you're not sure your institution has a partnership, reach out (schools@parkerdewey.com)



To Learn More About Micro-Internship Programs

CASE STUDIES

JOIN US LIVE (TWICE A YEAR)

WATCH A RECORDING

REVIEW THE SLIDES



Webinar: Parker Dewey Partner Programs

How you can achieve your institution's goals with a funded Micro-Internship program

Funded Micro-Internships for your students to work with organizations of your choice

These scalable programs allow your students exclusive access to gain paid, professional experience who may not otherwise have access to these opportunities.

With Parker Dewey program management implementing this is **low-lift for your team while maximizing the available budget to support as many students as possible**. Below are just a few of the goals Parker Dewey has helped other institutions accomplish:

- Engaging alumni;
- Creating opportunities for your students in a specific sector (e.g. nonprofit, government);
- Addressing the issue of brain-drain in your geographic area.

During this 1-hr webinar, members of the Parker Dewey team will highlight case studies like these and discuss how you can bring a Micro-Internship Program to your institution.

Join us on Thursday, March 6th, 1pm ET

Live webinar won't fit in your schedule?

Check out the recording and slides from our last presentation or complete the form below to receive the next recording.

First Name*

Last Name*

Email*

Phone number*



PARKER DEWEY

Case Study: Engage Small Businesses

The Community Alliance Program was developed by the Business Department at Trinity Christian College. It connects students with paid, real-world experience supporting local small businesses, particularly those led by individuals from underrepresented communities.

Because of this program,

- Students from various majors have completed projects related to research, UX testing, social media, website updates, etc.
- Organizations from Chicago Prison Outreach and the Christian Association of Business have engaged their employer network
- Special emphasis on students completing tasks that generate revenue for businesses



[Press Release
Announcing Program](#)

[View the CAP Program
Company Page](#)

**"The story of the Good Samaritan is....
an example of how we should help our neighbors,
and this program does just that."**

-Prof. Sundeep Vira, Dean of the Business Dept.

Highlights:

- **Funding Source:** Academic Department
- **Partner:** Trinity Christian College's Business Department
- **Status:** Launched Fall 2022; recently expanded.



Case Study: Support Your Own Institution

The University of California Irvine ANTrepneur Center launched its Self-Starter Micro-Internships Program in August 2022, connecting local businesses with UCI students. By working on “real-world” projects, the students are gaining valuable experience while also supporting local employers, large and small.

Program also collaborates with the local CEO Leadership organization and specific corporate partners.

Because of this program:

- >840 students have created an account who are connected to the ANTrepneur Center
- >160 students have been selected for or completed Micro-Internships **earning >\$130K (and counting)**
- **UCI Micro-Interns also created social media for UCI's Giving Day resulting in the most successful campaign to date!**



[Press Release Showcasing Program Results](#)

[Employer Micro-Internships Page](#)

“This program builds off of the programming the ANTrepneur Center provides throughout the year to teach students the marketable skills that start-ups need. By teaching students these skills and then giving them opportunities to practice them in a real-world setting, we are preparing students to become successful founders.”

- Ryan Foland, Interim Director of the ANTrepneur Center

Highlights:

- **Funding Source:** Various: the ANTrepneur Center has funded projects for their own needs, and many are also self-funded by hosting company
- **Partner:** School startup incubator that engages students *and* companies
- **Status:** Began in August 2022; running now



What's Next

1

Know if you're a partner

Not sure if you already have a no-cost partnership established?

Ask us: schools@parkerdewey.com

2

Share Micro-Internships with your students

- Use the [Partner Checklists](#) and our [Faculty Launch Toolkit](#)

3

Share Micro-Internships with employers

- You never know who would benefit from on-demand project support, and their gain creates opportunities for your students!
- The [Partner Checklists](#) make this easy!

