



Parker Dewey Overview

for Faculty and Staff

Challenges faced by students & recent grads



PARKER DEWEY



Legend F.

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



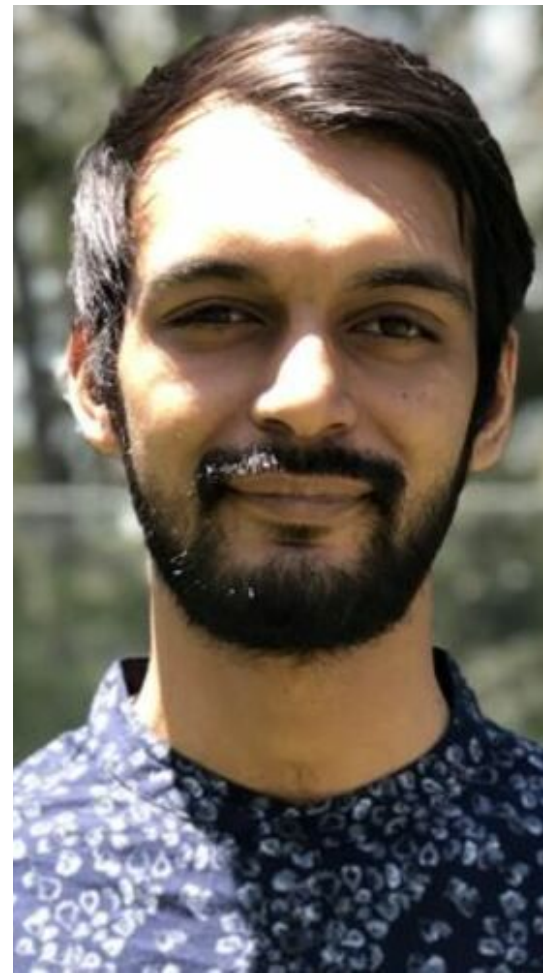
Adila G.

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



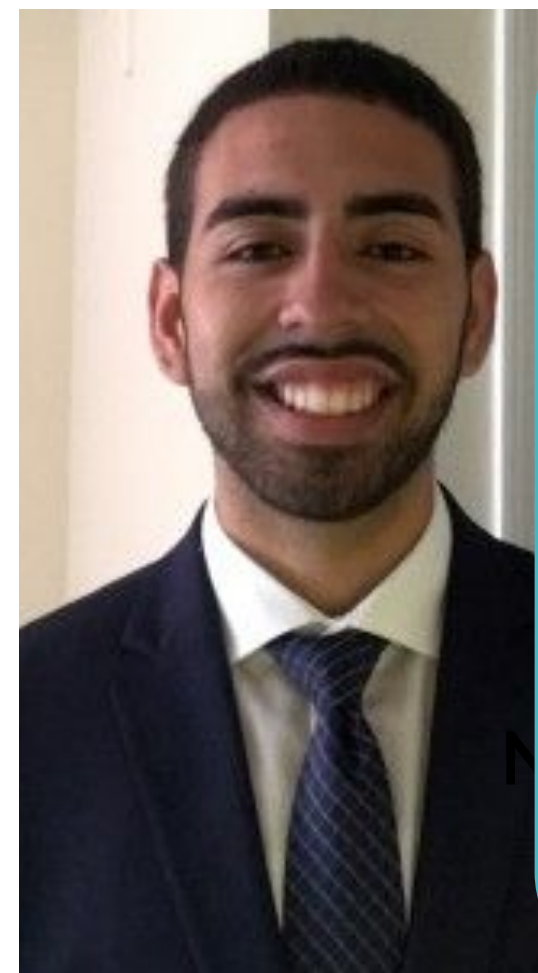
Yayra T.

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



Darren B.

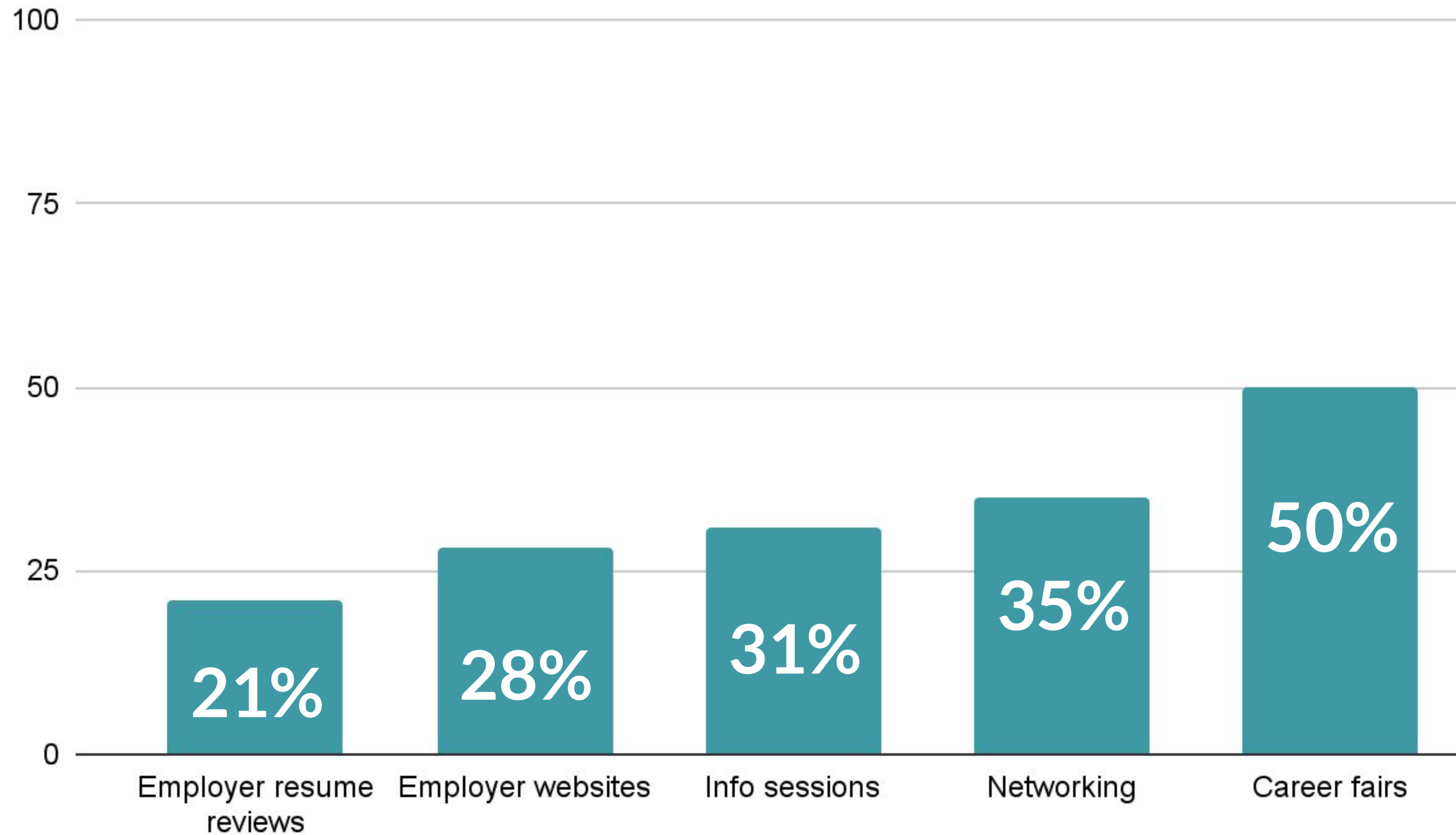
- Overwhelmed by options in field of choice
- Not enough time to explore



Noel A.

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

Percentage of Students Engaging in Traditional Approaches



“I’m only going to participate if I already know I want to work at that company.”

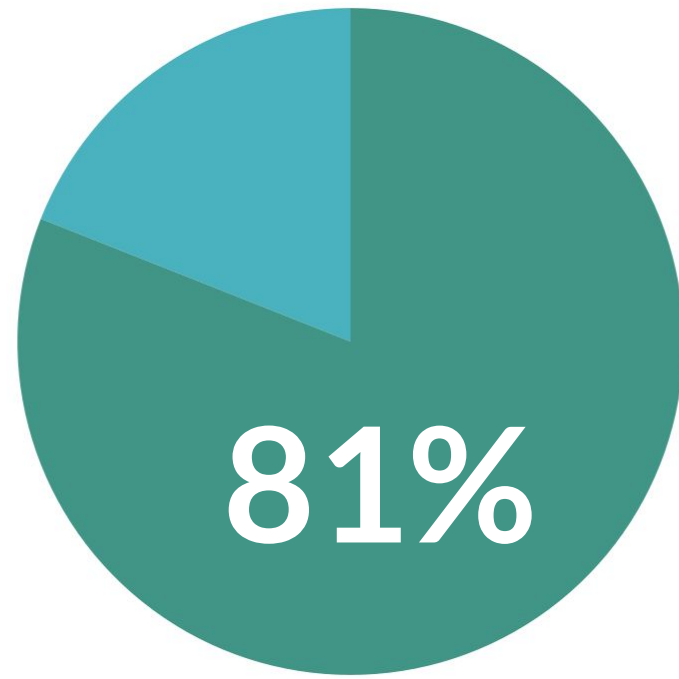
“I want real insights about the company, not what I can read online...”

“I get bombarded by so many emails from recruiters I just blocked them all.”



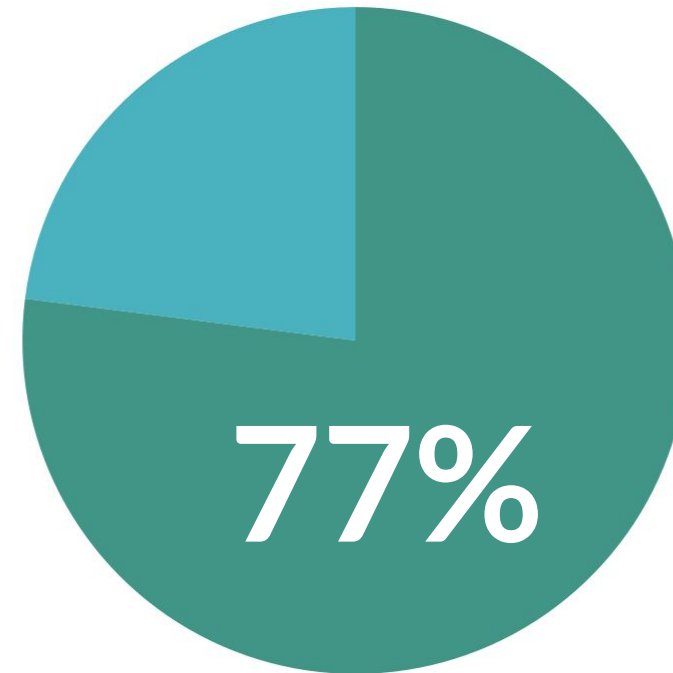
What Students Want From Campus Recruiting

Exposure to employers



participate in recruiting activities to learn about career paths and employers.

Early engagement



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

Relationship building



need is building professional relationships to help them determine the right role.



What is Parker Dewey?

- **Mission-driven** organization committed to creating equitable opportunities to bridge the gap between college and career
- Created the Micro-Internship in 2015
- Headquartered in Chicago, IL
- Partnered with 700+ colleges/universities and nonprofit organizations nationwide
- Connected thousands of students/grads to Micro-Internship opportunities with organizations nationwide



Fast Facts About Micro-Internships

[VIEW OUR PROJECT LIBRARY](#)



Length

- Typically 10-40 hours required to complete
- Due within a few days to a few weeks



Easy to Implement

- Easy for Career Launchers to apply
- Quick for companies to post/review candidates
- Not the company's employees, interns, or contractors, but under NDA



Paid/Cost-Effective

- **All** projects are paid
- Fixed cost, typically \$200-600 per project with 90% to the Micro-Intern
- No setup, hiring, or conversion fees



Professional

- Comparable to tasks given to summer interns or new hires, but don't require time-consuming onboarding
- Over 98% of Micro-Internships exceed employer expectations



Flexible

- Available year-round, on demand, and as needed
- Typically executed remotely



Complementary

- Aligned to existing campus recruiting efforts
- Increases access/opportunity



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 the project description.

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



PARKER DEWEY
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 Career Launchers



Accessibility



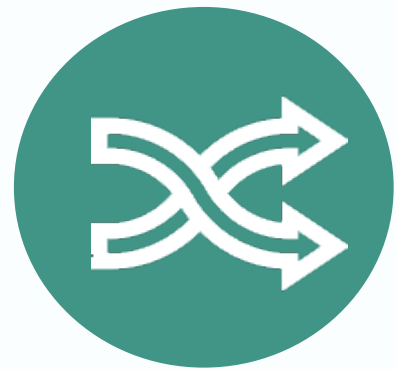
Career Exploration



Experience



Resume/Portfolio Building



Flexibility



Possibility of longer-term engagements



Networking



Pay

Impact/ Student Voices

READ STUDENT
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.”



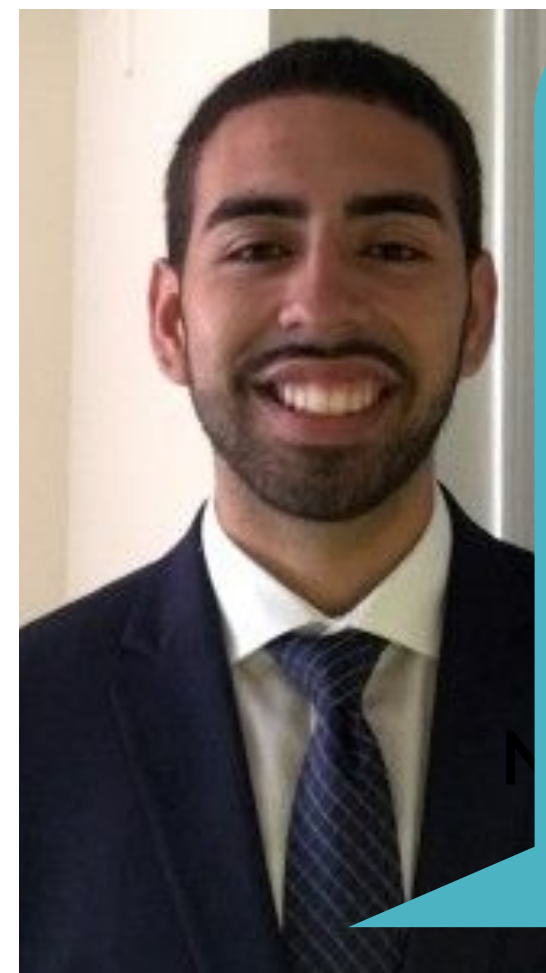
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“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.”

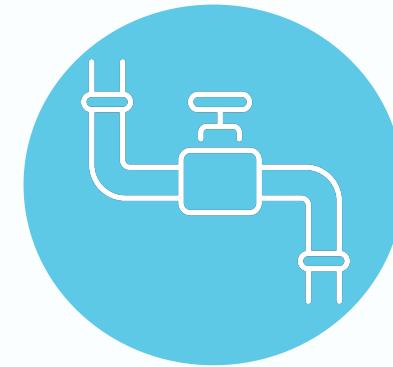


“At a career fair, my classmates had long conversations with recruiters while I was being told not to leave my resume for consideration. Micro-Internships gave us something to talk about.”

Benefits/Uses for Companies



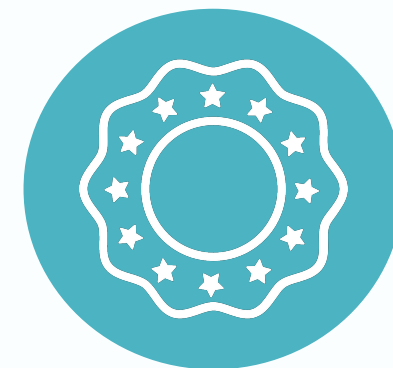
Easy



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



Step 1: Create a Parker Dewey Account

Creating an account takes less than 5 minutes, and there's no cost to set it up or post a project!



Step 2: Post a Micro-Internship Project

These paid projects can be posted year-round, typically requiring 10-40 hours of work and a specific deliverable.



Step 3: Choose from Applicants

Access diverse talent from over 5,000 schools. Companies only receive an invoice once they select a Micro-Intern.



Step 4: The Work Gets Done

Companies engage with the Micro-Intern in whatever way works best, while Parker Dewey handles all admin!

JOIN US FOR ONE OF OUR MONTHLY DEMONSTRATIONS



PARKER DEWEY

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](#)

PARKER DEWEY

Client Success

Recruiting is a competitive advantage; that's why we don't disclose client names. However, we're proud that many companies have publicly shared their efforts to improve early-career hiring outcomes by working with Parker Dewey.

 Supporting the needs of first-generation college students	 Encouraging career exploration for diverse candidates	 Expanding candidate reach and fostering connections	 Attracting talent to the banking industry
 Auditioning candidates and gaining multiple perspectives	 Launching a product with Micro-Intern support	 Providing student support for customers and partners	 Seeing work ethic in action for early-career candidates
 Pivoting to remote with project-based internships	 Getting a head start on attracting early-career talent	 Supporting career prep through hands-on experiences	 Building relationships with candidates through experiences
 Pairing foreign nationals with U.S. based college students	 Evaluating soft skills with Micro-Internships	 Revolutionizing early-career recruiting	 Using gigs to drive access and build relationships
 Using mentorship to attract top talent	 Attracting a new generation to the steel industry	 Converting candidates for hard-to-fill roles	 ...and thousands more utilize Micro-Internships to support campus recruiting, diversity, and other strategic initiatives.

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.

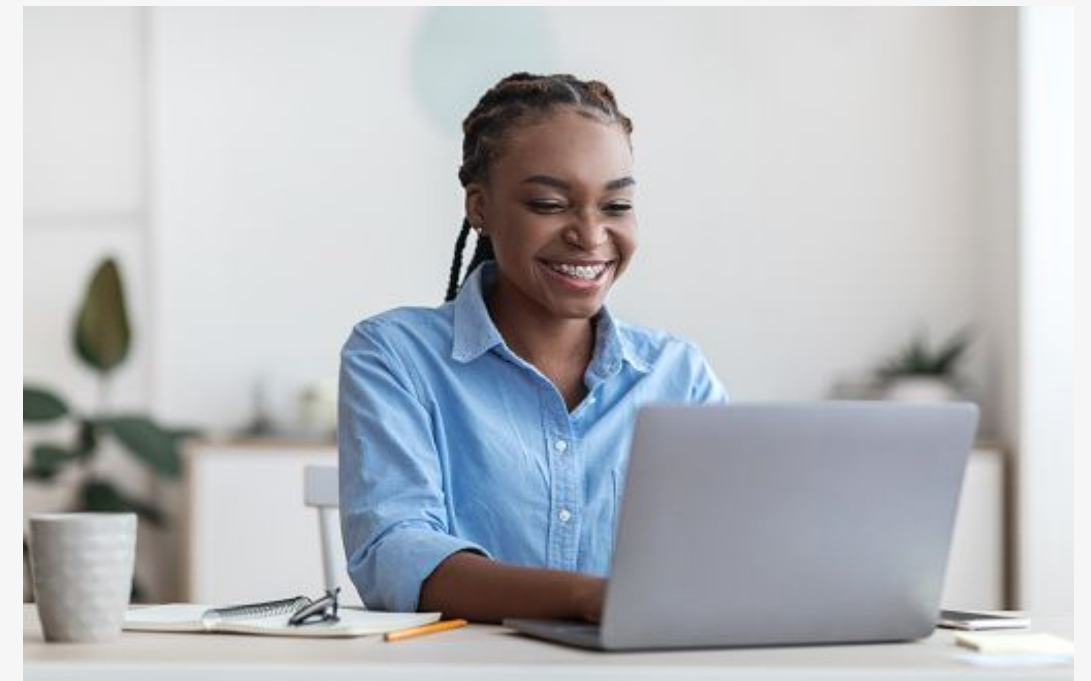
3

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



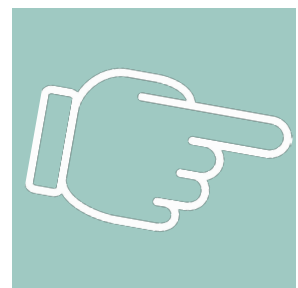
Create an Account



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

Gain Experience. Explore Careers. Make Connections. Get Paid.

I want to:

View/apply to a Micro-Internship ←

Post a Micro-Internship

First Name Last Name

Email

Password

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

Agree to 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.

TIP: Remind your international students to check the box at the bottom.

Let's gather a little more information

University

Major

 + ADD

Degree Received Or Pursuing

Start Date

End Date

CURRENT LOCATION

City

State

Zip

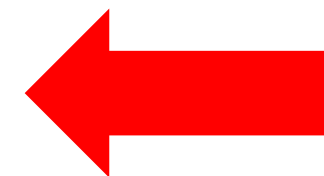
HOMETOWN

City

State

Zip

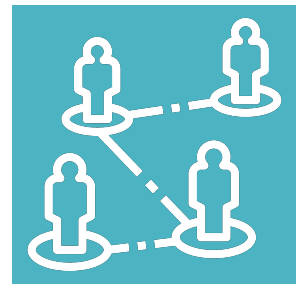
I am not a US citizen



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, you 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

Race Ethnicity

First Generation

Veteran status

AFFILIATIONS

Please identify any associations with which you are involved. Start typing in the box below to see options.

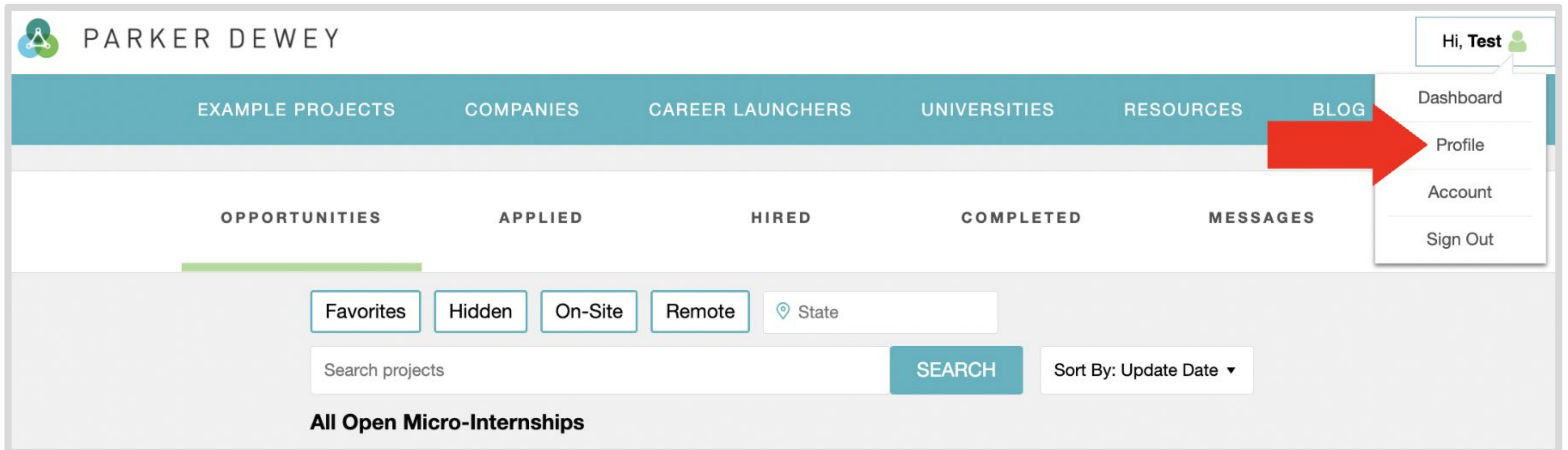
[CONTINUE](#)

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




The screenshot displays the Parker Dewey website interface. At the top left is the logo and name "PARKER DEWEY". A teal navigation bar contains the following menu items: EXAMPLE PROJECTS, COMPANIES, CAREER LAUNCHERS, UNIVERSITIES, RESOURCES, and BLOG. Below this is a secondary navigation bar with: OPPORTUNITIES, APPLIED, HIRED, COMPLETED, and MESSAGES. The "OPPORTUNITIES" section is highlighted with a green bar. At the bottom of the navigation area are filter buttons: Favorites, Hidden, On-Site, Remote, and a State location selector. Below the filters is a search bar with the placeholder text "Search projects", a teal "SEARCH" button, and a "Sort By: Update Date" dropdown menu. In the top right corner, a user profile dropdown menu is open, showing "Hi, Test" with a user icon, and options for Dashboard, Profile, Account, and Sign Out. A large red arrow points from the "BLOG" menu item to the "Profile" option in the dropdown.

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.

**Customer Journey Creation** | Burlington, VT
BY: StrollRunner DEPARTMENT: Marketing and Operations
START DATE: 11/08/2021 Remote DETAILS


All Open Micro-Internships

**Digitizing Membership Lead List** | Dubuque, IA
BY: Cartegraph DEPARTMENT: Sales + Marketing
START DATE: 11/03/2021 Remote DETAILS

**Marketing Assistant** | Stafford, VA
BY: The Learners Cube, Inc. DEPARTMENT: Business Development & Marketing
START DATE: 11/15/2021 Remote DETAILS

**Corporate Venture Capital Program Launch Tracking** | Los Angeles, CA
BY: Touchdown Ventures DEPARTMENT: Operations
START DATE: 11/08/2021 Remote DETAILS

Apply to projects of interest.

**Experiential Competitive Analysis of Financial Institutions** | Honolulu, HI
BY: Central Pacific Bank DEPARTMENT: Customer Experience
START DATE: 10/04/2021 Remote HIDE DETAILS

START DATE: 10/04/2021
DUE DATE: 10/29/2021
EST. HOURS: 15
ON-SITE/REMOTE: Remote
PAYMENT: \$270.00

JOB DESCRIPTION

Conduct a competitive analysis of the process to create and use online checking accounts offered by our bank and three competitors. Provide feedback of information presented online, account opening process, and ease of setting up and using online and mobile banking. In addition to providing feedback of your experience via short online surveys, there will also be weekly facilitated videoconference focus groups (~3-4 total) Partial fees paid up front to be used for account opening. Intern responsible for account closures after completion of project. *Please note that the ideal candidate will be a current resident physically attending school in Hawaii.

COMPANY DESCRIPTION


Established in 1954, Central Pacific Bank is a Hawaii-based financial institution with branch locations statewide. The bank has a long, proud history of providing exceptional service to its customers and contributing to the community. Employees at Central Pacific Bank are committed to creating value for our customers, employees, community and shareholders by living our Core Values: Teamwork, Integrity, Exceptional Service. Member FDIC.

[Share this opportunity](#)

CONNECT ONLINE

[APPLY FOR THIS PROJECT](#)

Respond to application question(s).

**Social Media Content Calendar - HubSpot** | Des Plaines, IL
BY: GO2 Partners DEPARTMENT: Marketing

To apply for this position, please answer the following questions

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

Please describe your social media marketing experience.

Which professor referred you to this program?

[SUBMIT APPLICATION](#)

ABOUT THIS ROLE

Create a social media content calendar with two posts per day for the next month. These posts should span from thought leadership, to promoting upcoming events, and should reflect the HubSpot brand voice. We will provide you with content to help fill your posts.

PROJECT DETAILS

START DATE	DUE DATE
08/26/2021	09/16/2021
EST. HOURS	PAYMENT
20	\$350.00
ON-SITE/REMOTE	DESIRED SKILLS
Remote	Social M...

COMPANY DESCRIPTION

GO2 Partners is a group of trusted marketing and operations experts who can identify your challenges and build strategic solutions to address them. When you partner with us, our

- 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

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**



The Employer Perspective

Filter		Sort	
Filters	Reset Filters	Sort By	
All (7)	Favorites (0)	Hidden (0)	Selected (1)
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

FIRSTNAME LASTNAME

School	Major	Graduation Date
University of California Merced	Applied Mathematics (Bachelors) Computer Science & Engineering (Bachelors)	12/15/2023

Actions

Approve Applicant for this Project

Send a Message

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



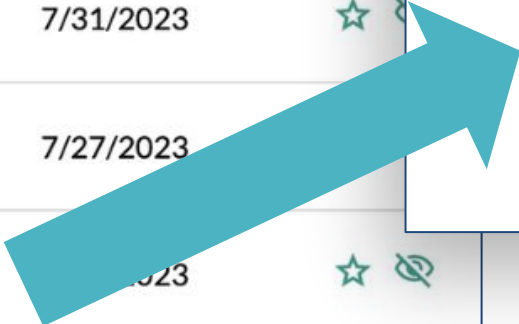
FIRSTNAME LASTNAME

Personal Statement

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

Resume

[Resume](#)

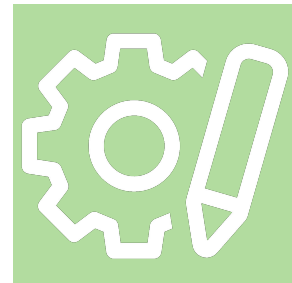


The Work Gets Done



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 98% project success rate as students strive to exceed expectations and projects are scoped to be appropriate for college students/recent grads

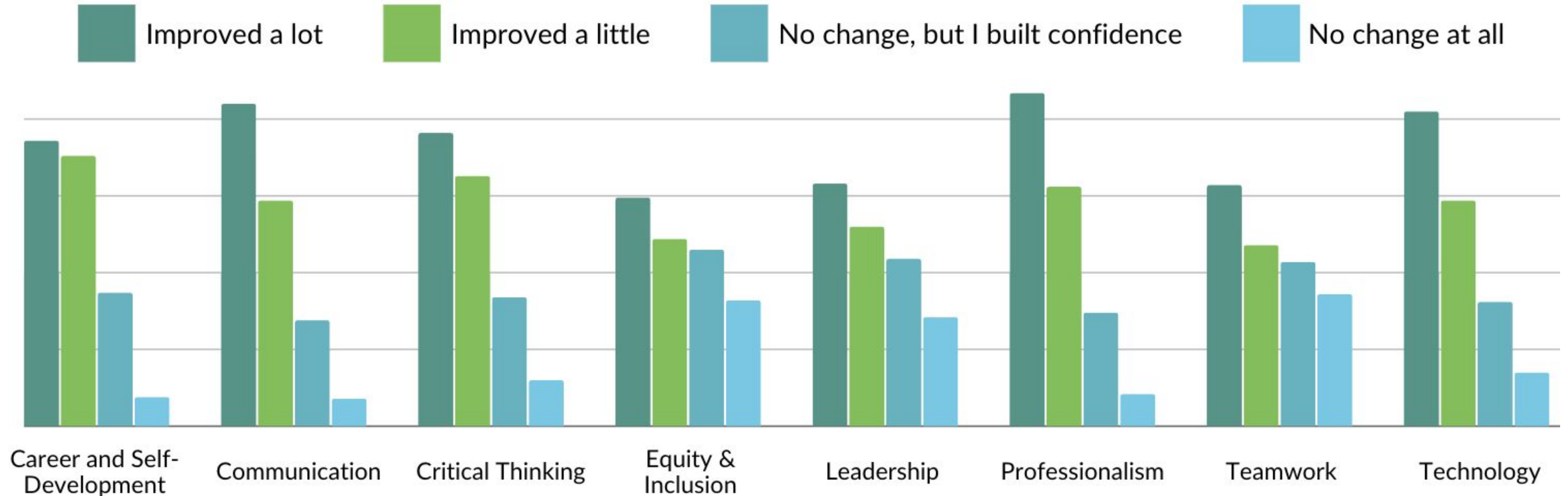


Ongoing support, including success checklists (**during and after**)

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.



Career Readiness Competency Reflection*



[SEE THE LATEST REPORT](#)

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

Promoting Parker Dewey to Your Students and Recent Grads

For Parker Dewey Partners

PARTNERSHIP IS *FREE* AND INCLUDES:

- Custom landing page with your logo, colors, messaging
- Marketing materials to launch and grow program
- Access to data about student utilization and employer engagement

For Non-Partners

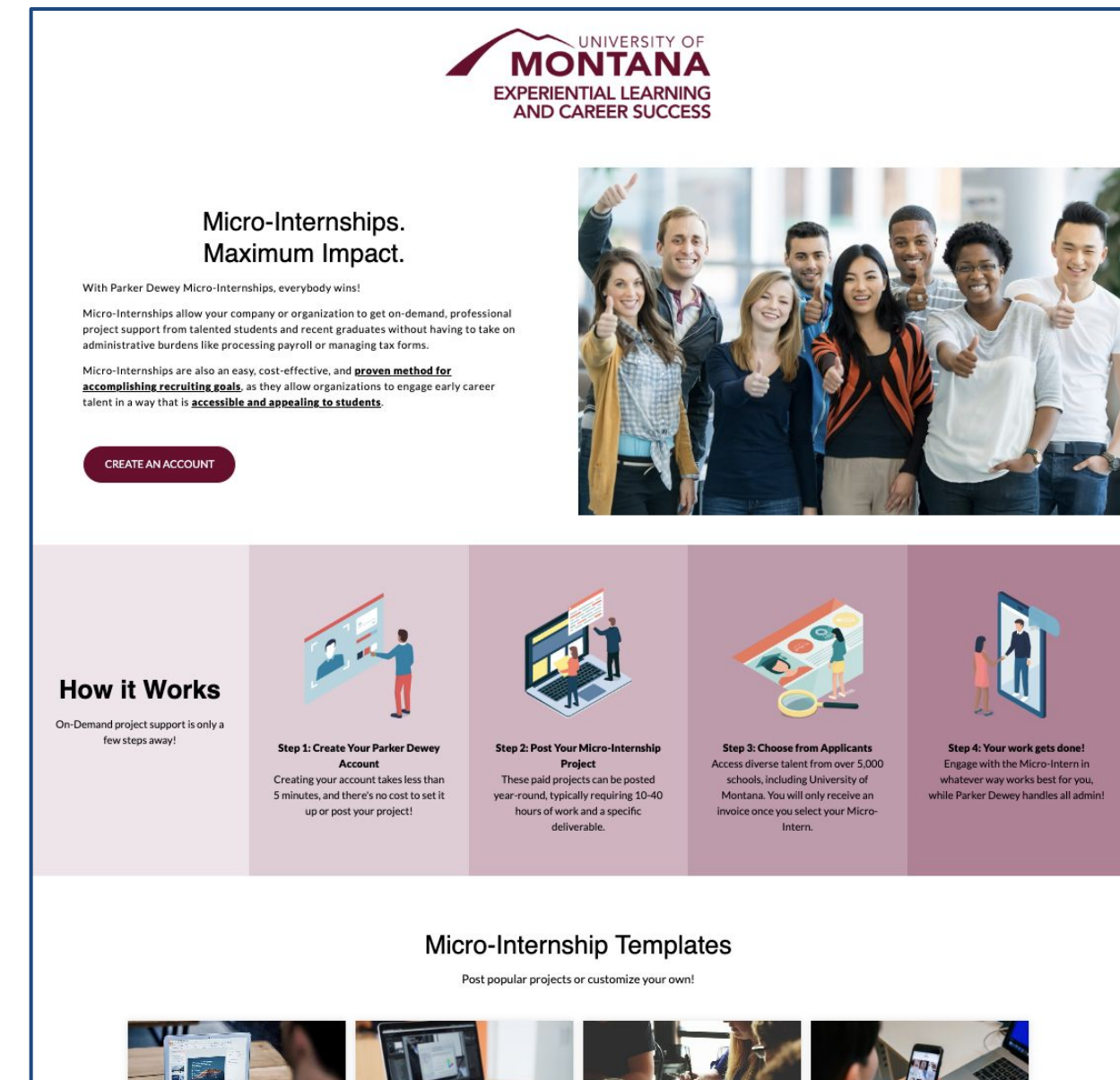
THE PLATFORM IS FREE AND OPEN TO ALL STUDENTS

- 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

How to Tell If You're Already a Partner

There are three different types of standard landing pages used by Parker Dewey partners:

- **General** (basic overview for all stakeholders)
 - [https://info.parkerdewey.com/\(Institution URL\)](https://info.parkerdewey.com/(Institution URL))
 - Example: <https://info.parkerdewey.com/tulsacc>
- **Student-Facing** (newer/recommended)
 - [https://info.parkerdewey.com/\(Institution URL\)/students](https://info.parkerdewey.com/(Institution URL)/students)
 - Example: <https://info.parkerdewey.com/sjrstate/students>
- **Company-Facing** (newer/recommended with student page)
 - [https://info.parkerdewey.com/\(Institution URL\)/companies](https://info.parkerdewey.com/(Institution URL)/companies) or
 - [https://info.parkerdewey.com/\(Institution URL\)/featured](https://info.parkerdewey.com/(Institution URL)/featured)
 - Example: <https://info.parkerdewey.com/umt/featured>






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

Ask us by emailing

schools@parkerdewey.com

Marketing Toolkit: Resources for Sharing Parker Dewey Links

Student-Focused	Employer & Alumni-Focused	Faculty-Focused
 <p>LAUNCH</p>	 <p>LAUNCH</p>	 <p>LAUNCH</p>
<p>Tell your students about Micro-Internships</p>	<p>Share news of your new Parker Dewey partnership</p>	<p>Get your faculty involved</p>

[ACCESS THE TOOLKIT](#)

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.



PARKER DEWEY

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)

PARKER DEWEY

Parker Dewey Career Launchers
Students, recent grads, & partners - This is a page for tips, tricks, and events related to Micro-Internship success.
Education Administration Programs · 1K followers

Jeffrey & 386 other connections follow this page

+ Follow Message

Home About Posts

About

This group is designed to help Career Launchers be successful on the Parker Dewey Micro-Internship platform. Partners are also welcome to view and share the tips, tricks, and events highlighted here.

Show all details →

Upcoming events

- Career Launcher Resource: Student Office Hours
- Career Launcher Resource: Creating your own Opportunities with Micro-Internships (Student Webinar)
- Career Launcher Resource: FA Webi

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](#)



PARKER DEWEY



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 experience• 50% 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 workforce• Students 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 year• 69% 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/weeks• Students 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-Internships, 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 program• Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year• With 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



PARKER DEWEY

Review More Ways to Engage Employer Partners

JOIN US LIVE (3X A YEAR)

WATCH A RECORDING

REVIEW THE SLIDES



 PARKER
DEWEY

PARTNER PLAYBOOK:
**ENGAGING
EMPLOYERS**

WEDNESDAY, MARCH 8, 1PM ET

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.

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

Micro-internships are short-term paid projects

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

FAMU FLORIDA A&M UNIVERSITY CAREER AND PROFESSIONAL DEVELOPMENT CENTER

Micro-Internship Spotlight

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.

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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@famuedu | 850-599-8705
[|CPDCenter.FAMU.edu](http://CPDCenter.FAMU.edu)

PARKER DEWEY

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

- **NOTE:** Can only send data to listed point(s) of contact
- Data can be requested up to 4 times a year
- If you know you have a partnership but don't know who the point of contact is, reach out (schools@parkerdewey.com)
- **REMINDER:** If you're not sure if your institution has a partnership, reach out (schools@parkerdewey.com)



Tactics for Helping Your Students Succeed

Engage
Your Alumni



Engage
Employer
Partners



Engage
Local
Businesses,
Nonprofits



Engage Your
Grant-
Writing
Team



Support
Your Own
Team



Achieving Institutional Goals: Case Studies and Ideas

JOIN US LIVE (TWICE A YEAR)

WATCH A RECORDING

REVIEW THE SLIDES



**PARTNER PLAYBOOK:
ACHIEVING
INSTITUTIONAL
GOALS WITH
MICRO-INTERNSHIPS**

THURSDAY, JUNE 15, 1PM ET

What's Next

1

Know if You're a Partner

If you're not sure if your institution already has a no-cost partnership established - ask us (schools@parkerdewey.com)

2

Share Micro-Internships with your students

Whether you're sharing our [general page](#) or an institution-specific page (recommended) this is a great resource to share with your students, and the [Student-Facing Resources](#) and [Faculty Launch Toolkit](#) in our greater [Marketing Toolkit](#) makes it easy!

3

Share Micro-Internships with Other Stakeholders

You never know which of your contacts would benefit most from on-demand project support, and their gain also creates opportunities for your students! Just like with students, the [Employer/Alumni-Focused Content](#) in our [Marketing Toolkit](#) makes it easy.