



# Micro-Internships

Access. Engage. Assess.





# Challenges Organizations are Facing



Budget constraints



Lack of talent pipeline



Not enough bandwidth for supervision/big commitments



Student awareness/employer brand



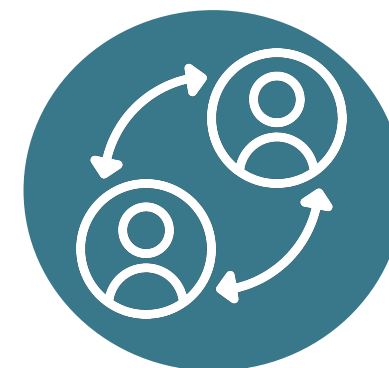
Short staffed / not enough time



DEI / target demographics



Insufficient interest



Engagement  
(conversion, renege, and retention)





# What is Parker Dewey?

Parker Dewey's Micro-Internship platform provides an on-demand resource for teams while also enhancing their campus recruiting, diversity, and hiring outcomes.



PARKER DEWEY



# What are Micro-Internships?

Short-term, paid, professional projects completed by college students or recent graduates on behalf of busy professionals.



## Length

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



## Easy

- Over 98% of Micro-Internships exceed expectations
- Not your employees, interns, or contractors, but subject to NDA



## Cost

- 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
- Don't require onboarding or deep industry knowledge



## Flexible

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



## Complementary

- Aligned to existing campus recruiting efforts



# Projects As a Pipeline

Micro-Internship Projects access and engage talent...

**Developing Discharge Pressure Model**



**Researching Energy Saving Technologies at Universities**



**Updating User Manual**



**Aftermarket HVAC Colls Install Base Research Project**



**TRANE**  
TECHNOLOGIES™



and enter them in your pipeline for Internships and Full-Time Roles

## 2023 Engineering Intern (EPIC)

📍 This job is available in 7 locations [See all](#) • 🗄️ Engineering and Technology • 📁 2203897 • 📁 Thermo King Americas

☆ Save

[Apply Now >](#)

## System Applications Engineer

📍 This job is available in 2 locations [See all](#) • 🗄️ Engineering and Technology • 📁 2206783 • 📁 Commercial HVAC Americas

☆ Save

[Apply Now >](#)



# Sample Micro-Internships

Check out our  
project library!



## Lead Generation | Seattle, WA

BY: **Microsoft**

DEPARTMENT: **Business Development**

### JOB DESCRIPTION

We would like you to identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information for a director-level or above decision maker. Contact information should include: name, position, phone, and verified email. In addition, please include company size and other information that we will define.

### COMPANY DESCRIPTION

At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. Our mission is grounded in both the world in which we live and the future we strive to create. Today, we live in a mobile-first, cloud-first world, and the transformation we are driving across our businesses is designed to enable Microsoft and our customers to thrive in this world.



## Social Media Content Calendar | Atlanta, GA

BY: **AFJ Consulting LLC**

DEPARTMENT: **Marketing**

### JOB DESCRIPTION

We are looking for a student to create a series of 50 posts. The posts should have a good mix of thought leadership, informational, and promotional content (which we will provide). We are also open to breaking the job down into smaller increments for those who are limited on time (example: 10, 20, 40 posts, etc.)

### COMPANY DESCRIPTION

We create surveys and other interviewing tools that help organizations better understand their customer's needs, which equates increased customer service and higher sales.



## Collecting Technical Specs Data | Davidson, NC

BY: **Trane Technologies**

DEPARTMENT: **Engineering**

### JOB DESCRIPTION

We are looking for somebody to help gather all technical specs and populate them on the Oxbox master sheet for internal reference for future use with PIM or Webcats update. We will provide access to the appropriate sheets upon kickoff. This project involves research, analysis, and developing a report.

### COMPANY DESCRIPTION

At Trane Technologies® we Challenge Possible. Our brands – including Trane® and Thermo King® - create access to cooling and comfort in buildings and homes, transport and protect food and perishables, connect customers to elevated performance with less environmental impact, dramatically reduce energy demands and carbon emissions, and innovate with a better world in mind. We boldly challenge what's possible for a sustainable world.



# Sample Micro-Internships from Banks



## Customer Experience Peer Analysis | Champaign, IL

BY: **Busey Bank**

DEPARTMENT: **Corporate Strategy and Projects**

### JOB DESCRIPTION

Based on a to-be-provided list of several banks, conduct comprehensive company research to understand their strengths, weaknesses, opportunities and threats. Provide in-depth analysis of the brand, company culture, customer sentiment, business mix, and success drivers as well as a review of how the company solicits and reports customer feedback, including NPS.

### COMPANY DESCRIPTION

As of June 30, 2022, First Busey Corporation (Nasdaq: BUSE) was a \$12.36 billion financial holding company headquartered in Champaign, Illinois.

Busey Bank, a wholly-owned bank subsidiary of First Busey Corporation, had total assets of \$12.32 billion as of June 30, 2022, and is headquartered in Champaign, Illinois. Busey Bank currently has 46 banking centers serving Illinois, eight banking centers serving Missouri, three banking centers serving southwest Florida, and one banking center in Indianapolis, Indiana.



## Prospect Research | Philadelphia, PA

BY: **Firsttrust Bank**

DEPARTMENT: **Business Development**

### JOB DESCRIPTION

We would like you to research and segment prospect lists that we have internally developed. We would ask you to research the company, provide brief information on the firm, and collect contact information to prepare our team for easy outreach to the customer.

Deliverables include company, individual name, role, and contact information via Microsoft Excel.

We are looking for applicants who are local to the General Philadelphia, PA area, or will be post-graduate. This micro-internship will be fully remote.

### COMPANY DESCRIPTION

Founded 85 years ago, Firsttrust's business is serving the banking needs of our business and retail customers in the Philadelphia region. From large operating companies, real estate developers, manufacturers, and doctors to young families and grandparents – we're here for them all. Our promise is to empower their success by offering them the most tailored, state-of-the-art banking solutions.



## Designing Graphic Icons | Mifflintown, PA

BY: **Pennian Bank**

DEPARTMENT: **Marketing**

### JOB DESCRIPTION

We are looking for somebody to help design additional graphic icons which will be used for our marketing materials, website, etc. We currently have a set of 9, so the look and feel is established, but we need some additional icon types. We will discuss the specifics upon kickoff.

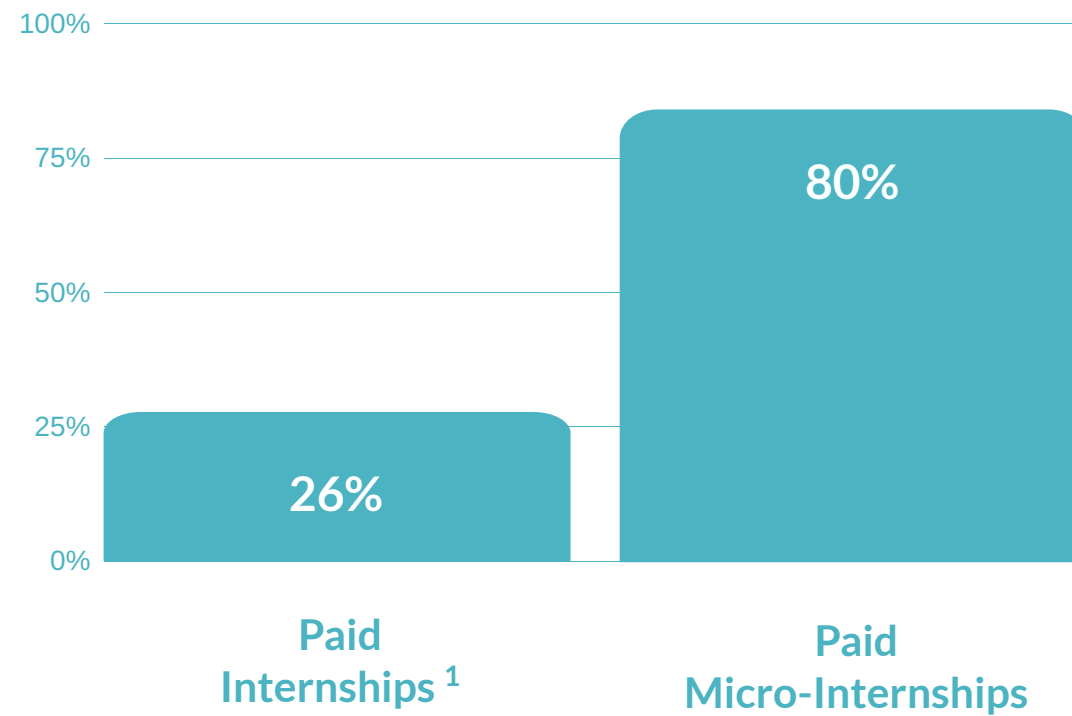
### COMPANY DESCRIPTION

Pennian Bank, an independent, locally-owned and managed financial services institution, is the wholly-owned subsidiary of First Community Financial Corporation, a Pennsylvania corporation.

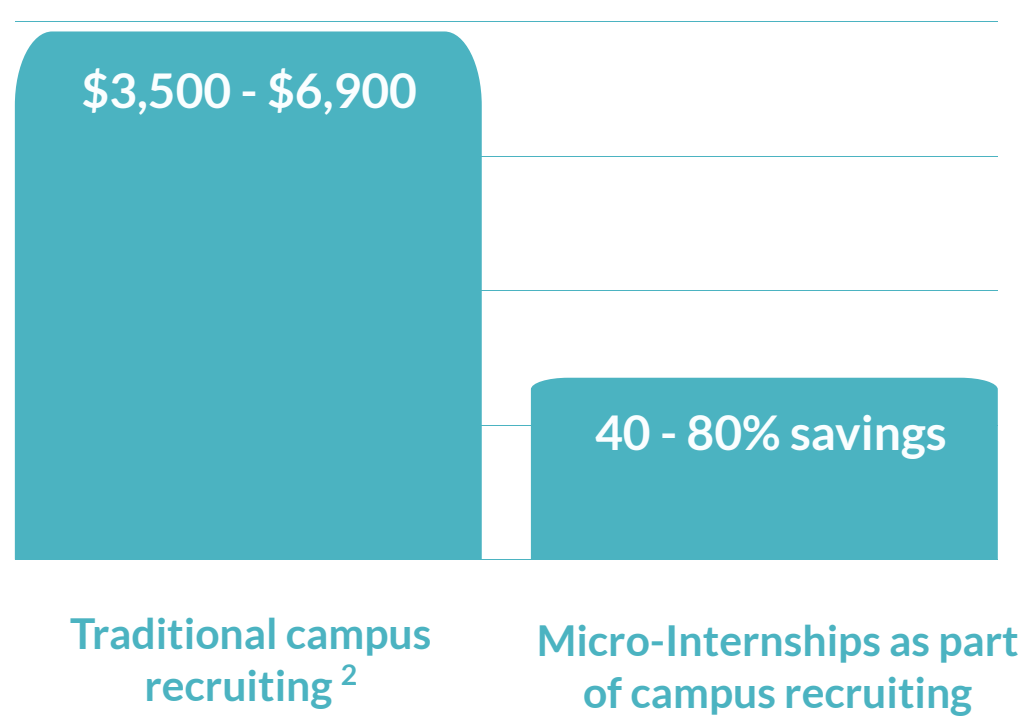
Since 1864, we've been a trusted part of the community. We're committed to working with our customers to help them achieve their financial goals. We offer an array of products and services for everyone's business and personal banking needs.

# The Impacts of Micro-Internships

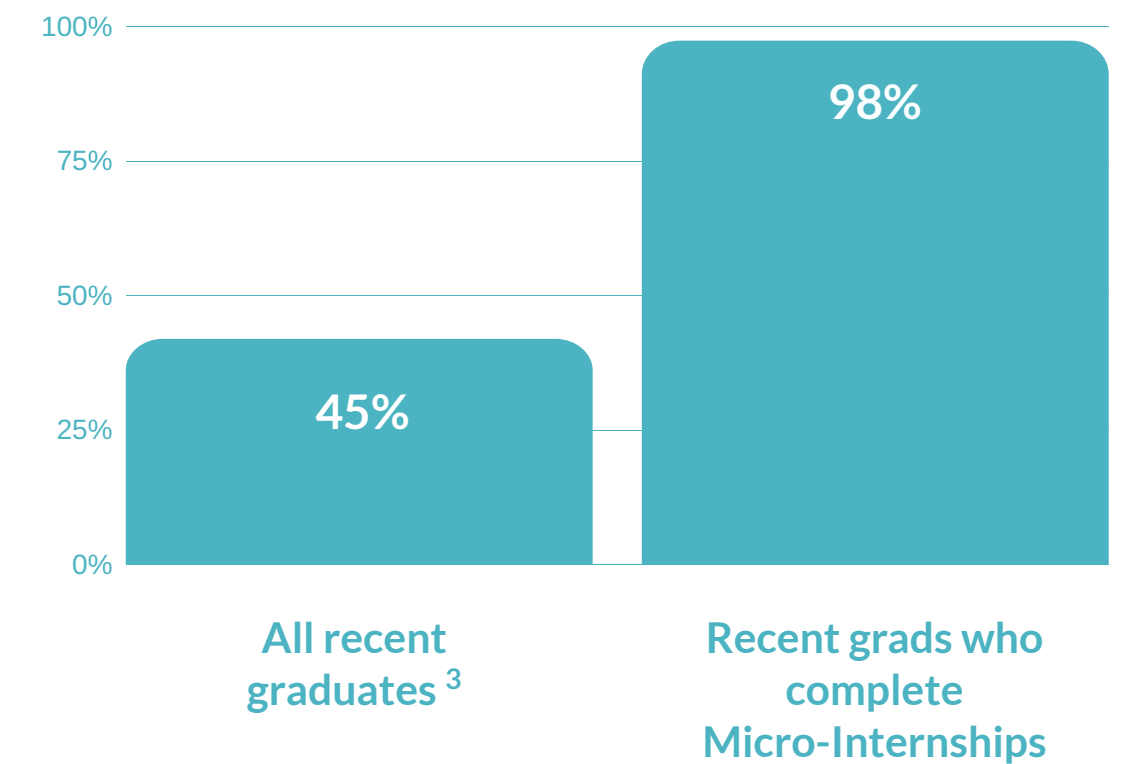
## STUDENTS FROM UNDERREPRESENTED GROUPS



## COST PER HIRE FOR CAMPUS RECRUITING



## FIRST YEAR RETENTION OF RECENT GRADS



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

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

<sup>3</sup> According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.





# Easy and Accessible for All Students



Budget constraints  
**Easy/Cost Effective**



Low bandwidth for big decisions  
**No Commitment, Low Risk**



Short staffed  
**On-Demand Help**



Insufficient interest  
**Role Auditioning**



Lack of talent pipeline  
**Build a Talent Pipeline**



Student awareness/employer brand  
**Brand Building**



DEI/Accessing target demographics  
**Access New Demographics**



Engagement  
**Local Employers/Alumni**



# Three Easy Steps

1

## Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

2

## Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

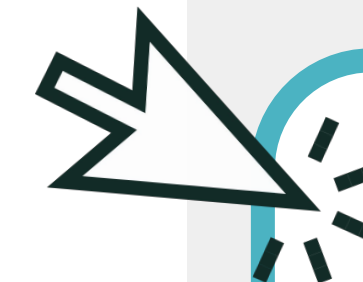
3

## The Work Gets Done

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

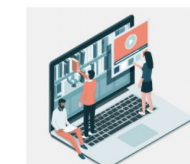
### Parker Dewey's Role:

- Assist in posting projects
- Notify partners and assist in student selection
- Student support and payroll
- As-needed support



VIEW OUR  
PROJECT LIBRARY

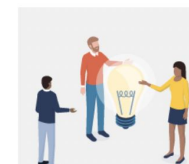
Browse Micro-Internship Templates



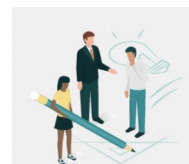
Most Popular



Finance & Accounting



Sales & Business  
Development



Human Resources



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OPERATIONS & SUPPORT

MOST POPULAR

IT & CYBER

Website Updates | Total project cost: \$400



MOST POPULAR

RESEARCH & STRATEGY

Social Media Competitive Review | Total project cost: \$400



MOST POPULAR

HUMAN RESOURCES

Candidate Sourcing | Total project cost: \$300



MOST POPULAR

MARKETING & CREATIVE

Content Creation | Total project cost: \$300



OPERATIONS & SUPPORT

MOST POPULAR

MARKETING & CREATIVE

Social Media Content Calendar | Total project cost: \$400

# Post your Project

## Add Project

### ABOUT

Project Name

Content Creation

Department

Marketing

Project Description

Sans Serif **B** *I* U

We are looking for somebody to research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article to backup your claims

Estimated Hours

This is an estimate of the total time you expect will be required for the Micro-Intern to complete the project, helping them understand the scope.

15

Cost

This is the total cost you will pay upon completion. This is a fixed fee set by you, and while it is not an hourly amount, on average companies set the price at \$20-\$25 per Estimated Hours.

300.00

Project Start Date

12/09/2022








End Date


12/23/2022





# Select Who You Want

	Name   Murray State University	Favorite ☆	Hide 🙋
MAJORS: <b>Business Analytics</b> APPLICATION DATE: 10/17/2022 GRADUATION DATE: 08/11/2023			
MASTERS		DETAILS ▾	
	Name   University of South Florida	Favorite ★	Hide 🙋
MAJORS: <b>Business Analytics and Information Systems</b> APPLICATION DATE: 10/23/2022 GRADUATION DATE: 05/10/2024			
BACHELORS		DETAILS ▾	
	Name   Boston University	Favorite ☆	Hide 🙋
MAJORS: <b>Media Science</b> APPLICATION DATE: 10/17/2022 GRADUATION DATE: 05/22/2022			
MASTERS		DETAILS ▾	
	Name   California State University Stanislaus	Favorite ☆	Hide 🙋
MAJORS: <b>Psychology</b> APPLICATION DATE: 10/17/2022 GRADUATION DATE: 12/17/2021			
BACHELORS		DETAILS ▾	
	Name   University of Chicago	Favorite ☆	Hide 🙋
MAJORS: <b>Computer Science</b> APPLICATION DATE: 10/18/2022 GRADUATION DATE: 06/14/2024			
BACHELORS		DETAILS ▾	



Name | California State University Stanislaus

Favorite ☆ Hide 🙋

MAJORS: **Psychology**  
APPLICATION DATE: 10/17/2022  
GRADUATION DATE: 12/17/2021

BACHELORS

HIDE DETAILS ⬆

HIRED  
No

HOMETOWN  
Atwater, CA

CURRENT LOCATION  
Atwater, CA

INTERNATIONAL  
No

AVAILABILITY  
Full-time work  
Internships

ON THE WEB

DOCUMENTS  
[Resume](#)

HOBBIES

SKILLS

WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?

I believe that my experience of research provides me the basic skills to perform the duties of this role. I have prior experience of working with data from three psychology research projects where I verified accurate data sorting and assisted in data analysis. Alongside a faculty member, I learned to identify patterns in data and draw conclusions about their meanings. Additionally, in an experimental methods and designs course, I completed coursework related to inputting and analyzing data on the software program Statistical Package for Social Sciences (SPSS). Therefore, I believe that my skills of data management and data interpretation may be applicable in this role. Aside from handling data, I also evaluated research findings and generalized ways they could be applied in real-world problems. This provided me the knowledge of using research and psychology concepts to solve real world problems, offering insight into existing or new phenomenon. I hope I will be able to use concepts and knowledge I gain, either in this role or past research, to draw conclusions relevant to the topic of interest.

WHAT DATA ANALYTICS SOFTWARE ARE YOU AWARE OF, OR HAVE WORKED WITH IT (EXAMPLE: TABLEAU, POWER BI, SQL, EXCEL, ETC.). PLEASE ANSWER IN 2-3 SENTENCES.

I worked with Microsoft Excel to input and verify data as well as generate graphs. Additionally, I completed coursework related to data entry and data analysis on SPSS for a research methods and design course.

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!



# The Work Gets Done

Designed to make it easy for employees, *not* add to the workload



## Engage how you want

You can engage with Micro-Interns however is easiest for you (phone, email, video calls) and share whatever materials needed (templates, examples, etc.)



## Ongoing support

Parker Dewey's Client Success team is available to answer questions or provide project scoping assistance, and more as needed



## Inherently motivated

Over 98% project success rate as students strive to exceed expectations (and we'll help you select another Micro-Intern if there are any issues)



## Students are well supported

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



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## Easy to Introduce

Team members  
value the resource,  
you see the impact



### *Perk for Busy Professionals*

Immediate support on “We should...” or  
“I shouldn’t...” tasks



### *Auditions for Open Roles*

Expand access, while leveraging more  
equitable (and effective) hiring signals



### *Employee Resource Groups*

Support recruiting and complement  
existing DEI efforts



### *Community Support*

Opportunity to give back, while  
also creating equitable pathways





# We're here to help

Since 2015, Parker Dewey has facilitated thousands of Micro-Internships that have helped companies accomplish their unique on-demand project, recruiting, and hiring needs.

[Click for more examples of Client Success](#)



Auditioning candidates and gaining multiple perspectives



Revolutionizing early-career recruiting



Getting a head-start on attracting early-career talent



Providing student support for customers and partners



Attracting talent to the banking industry



Supporting career prep through hands-on experience



Seeing work ethic in action for early-career candidates



Launching a product with Micro-Intern support



Pivoting to remote with project-based internships



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# What now?

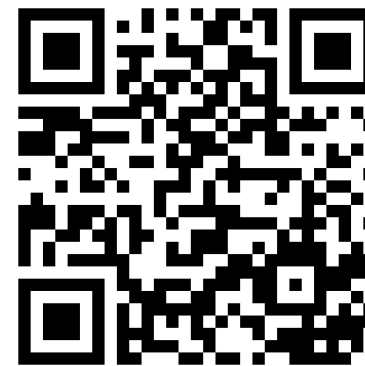
Post your project.


(It takes less than 5 min and there's no obligation!)

Share with your colleagues.

Consider a program.

Ask us how we can help.






### The best Micro-Internships are mutually beneficial.

Companies get work done that isn't the best use of their time, while identifying and auditioning potential job candidates. College students and recent grads demonstrate skills, gain experience, and explore career paths so they can find the right fit.

[Create an Account](#)




OPERATIONS & SUPPORT

IT & CYBER

MOST POPULAR


Website Updates | Total project cost: \$400



MOST POPULAR

RESEARCH & STRATEGY


Social Media Competitive Review | Total project cost: \$400



MOST POPULAR

HUMAN RESOURCES

Candidate Sourcing | Total project cost: \$300



MOST POPULAR

MARKETING

Content Creation | Total project cost: \$300

#### Filter By

- ☐ All
- ☒ Most Popular
- ☐ Research & Strategy
- ☐ Sales & Business Development
- ☐ Finance & Accounting
- ☐ Operations & Support
- ☐ Human Resources
- ☐ Marketing
- ☐ IT & Cyber