



# Transform Early-Career Recruitment with Micro-Internships



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# PARKER DEWEY

- **How Parker Dewey Helps You:** Parker Dewey's platform helps organizations access, engage, assess, and hire early-career talent.
- **How Do We Do This:** Connect you with a highly-motivated talent pool through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **Who Are Parker Dewey Micro-Interns:** Our platform offers a nationwide network of diverse college students and recent graduates, providing them with real-world work experiences to improve hiring outcomes.

At Parker Dewey, we're not just filling positions — we're building bridges between education and employment one Micro-Internship at a time.

Welcome to a  
New Era of  
Early-Career  
Hiring



FLEETCOR®

Smith+Nephew



Microsoft

HubSpot



JLL

NORTHROP  
GRUMMAN



# 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 \$200-\$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.



# Why Micro-Internships Work for Students

*This is how students want to be recruited*

Access

75%

of college students are eager to explore career paths during their first two years in college

Engage

71%

say the traditional recruiting processes does not allow them to accurately demonstrate skills

Assess

95%

say real, short-term work experiences are how they want to be recruited and select the right opportunity

Convert and Start



# Real Assessment Built Into the Process

*Build relationships and hire students based on their work*

Access

Reach millions of candidates from  
>5,000 post-secondary programs

Engage

Build authentic relationships with  
prospective candidates

Assess

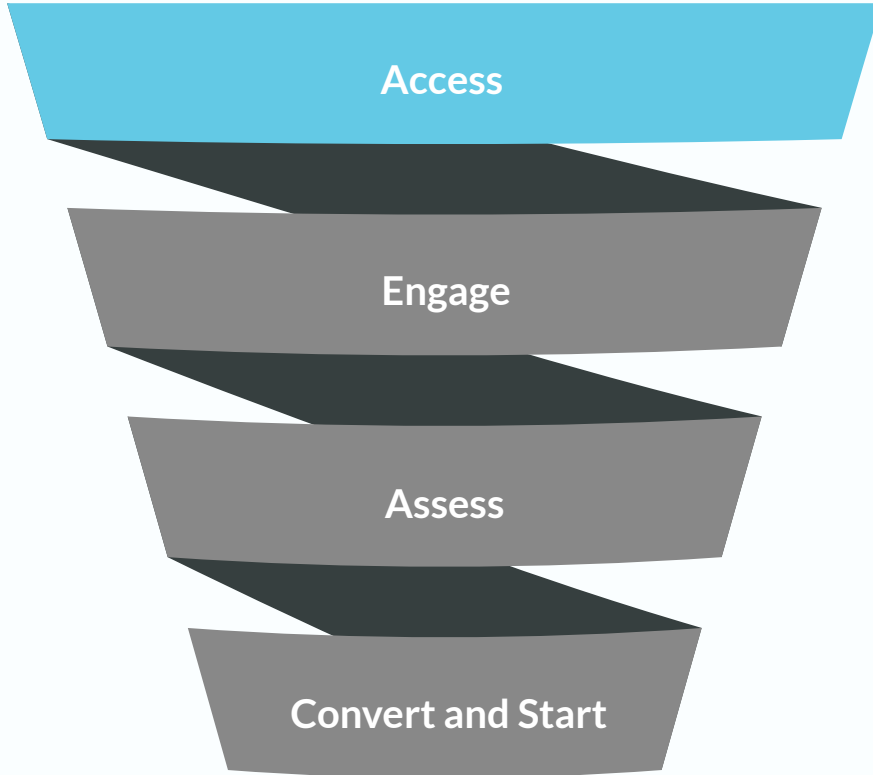
Collect insights on skills based upon real  
work directly from hiring managers

Convert and Start

Lower cost, improve conversion / retention, and  
enhance the experiences for candidates *and* employees



# Reach Students Across Majors, Backgrounds, Location, ...



Creates an “always on” pipeline of talent, including those candidates who may be missed

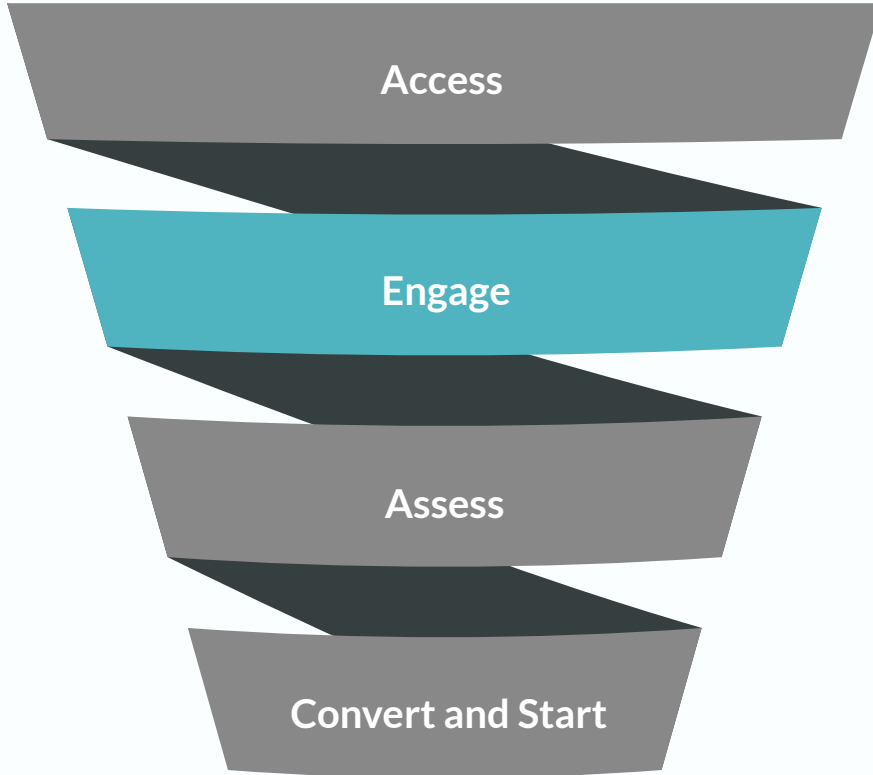


Micro-Internships reached candidates with geographic ties to its location, but who did not attend focus schools.

**Increased candidate pipeline by over 5x,** driving interest of **students from Illinois** while also **reducing cost per hire** by cutting costs for campus recruiting budgets, and eliminating temp-to-perm and search firm fees.



# Target Specific Students Based Upon Organizational Needs



“Cuts through the noise” to reach candidates and keep them engaged

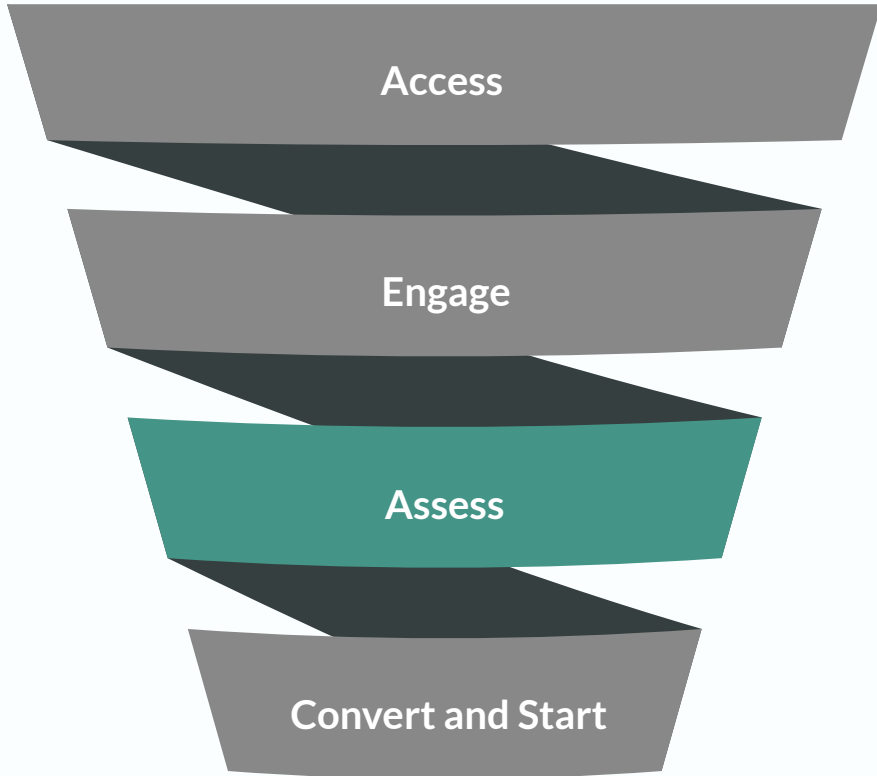
Corpay<sup>^</sup>  FLEETCOR<sup>®</sup>

Early ID program used Micro-Internships to build relationships between underclassmen and hiring managers.

Built relationships with students studying fintech, AI, and strategy as a feeder to summer internship program for those unaware of the company or industry.



# Gain Insights On Skills and Fit Earlier In the Process



Serves as “auditions” where skills and fit can be understood more effectively



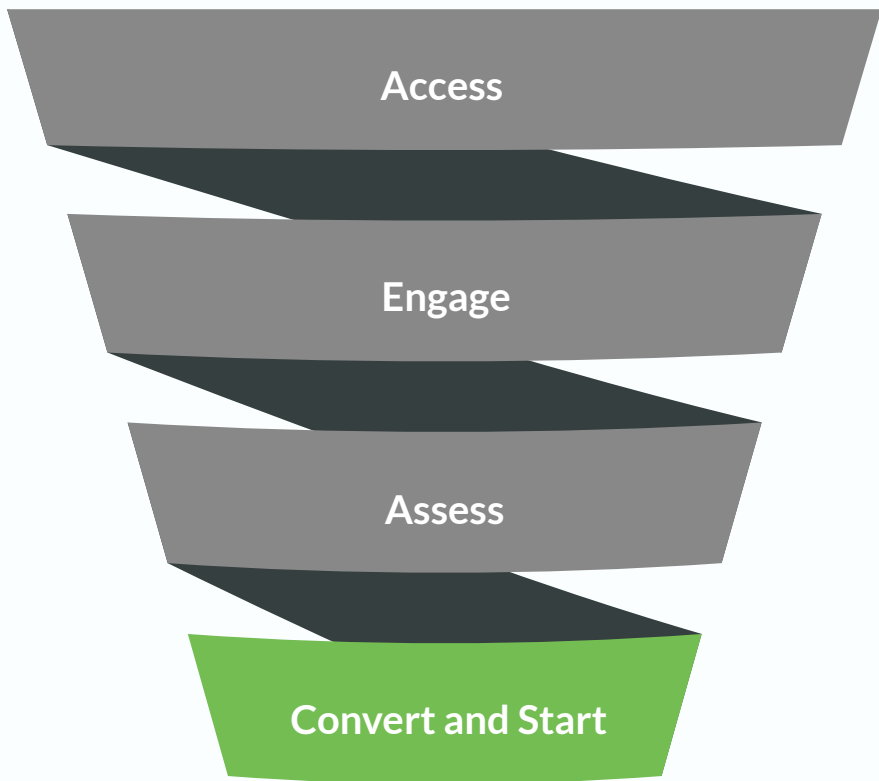
Selected several Micro-Internship to complete a project that aligned to a full-time role, allowing hiring managers to review a one-page work product with the resume.

Talent acquisition team quickly identified high-potential candidates, allowing them to nurture relationships and present vetted candidates to hiring managers.





# Build Relationships That Drive Conversion and Starts



Build relationships that drive confidence in fit and keep candidates warm

## Smith+Nephew

Shared that they would be offering Micro-Internships at their career fair booth, driving interest by candidates and keeping them engaged following the event.

Increased ongoing engagement by over 3x, with over 90% conversion rate and 100% first-year retention including an Employee of the Year winner.



# Real Assessment Built Into the Process

*Gain insights on 12 key attributes that are vital for great hires, but are difficult to evaluate*

## Application process

- **Self-starter:** Proactively signs up, creates a Parker Dewey profile, and applies to your project
- **Attention to detail:** Submits well-written, error-free application question responses
- **Interest:** Demonstrates a drive to learn about your industry or organization by applying
- **Diversity:** Showcases insights and perspectives based upon their experiences

## Project engagement

- **Communication:** Actively communicates project updates and questions
- **Empathy:** Understands the goals of the project manager, including their desired outcome
- **Coachability:** Wants to learn and improve by applying positive and constructive feedback
- **Timeliness:** Meets deadlines and turns in deliverables to hiring manager as agreed

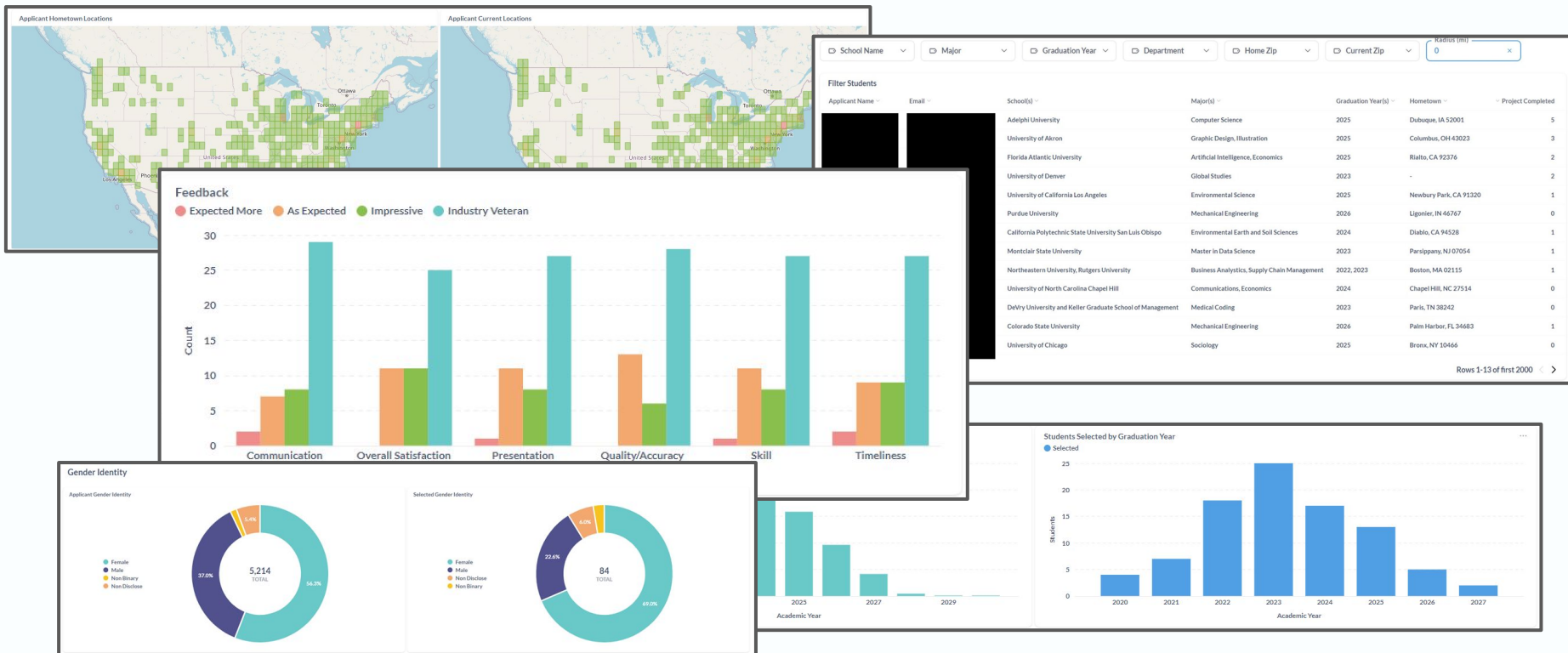
## Work product

- **Problem solving:** Illustrates the ability to think critically in order to develop high-quality work
- **Role-specific skills:** Demonstrates the skills required to produce the final product
- **Intellectual curiosity:** Shows a genuine enthusiasm for the work and exploring new ideas
- **Professionalism:** Presents deliverables in a manner appropriate for the workplace

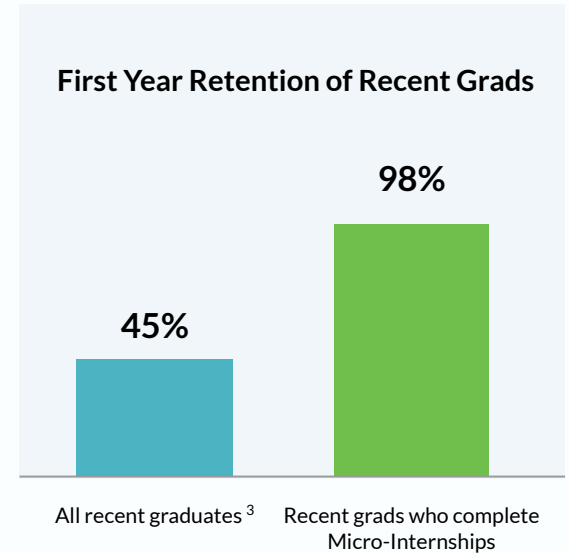
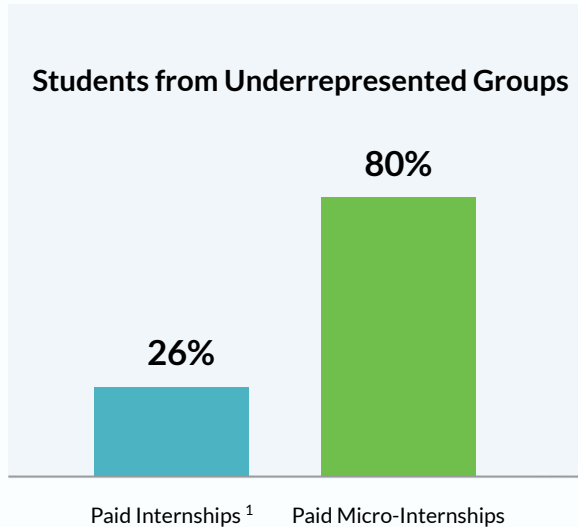


# Parker Dewey+

*Build Your Talent Pipeline, Measure the Impact with On-Demand Data*



# Demonstrated Impact



<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.

# Post a Micro-Internship in 3 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.

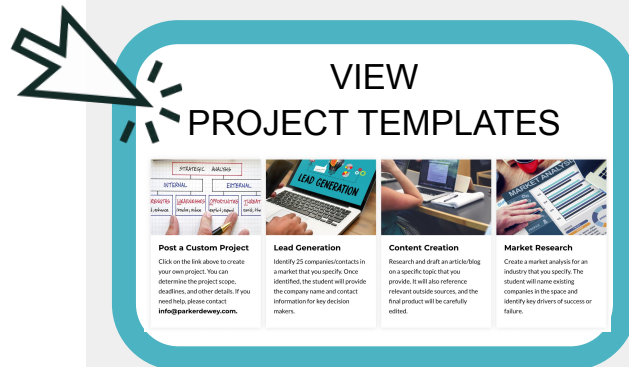
3

## 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.

## Easy by design

- Helps busy professionals get work done
- Allows employers to harness the recruiting benefits



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# Use a Template or Create Your Own



What needs to be done



Deadline



Any other details

### Browse Micro-Internship Templates

Most Popular

Research & Strategy

### Edit Project

#### Description

Project Name  
Data Clean-Up

Department  
Operations

Start Date  
05/17/2024

End Date  
06/07/2024

**Deliverables**

What specific deliverables will the Micro-Intern(s) complete? Projects without specific deliverables will not be accepted. [Consult this guide for posting a custom project.](#)

Sans Serif B I U E

The success of your project is dependent on the quality of the deliverables you set. Upon successful completion of the project, you will receive a confirmation email from the platform.

#### Schools & Affiliations/Programs

**Limit to applicants of specific schools and affiliations/programs**

This feature is to ensure that only eligible students/recent grads apply. Leaving these fields blank will provide the broadest reach, allowing your project to be seen by all students and recent graduates on the platform.

By including specific Schools or Affiliations/Programs in this section, your project will only be visible to those with those schools or affiliations/programs on their profile. If you are participating through a program, make sure to add the program name in the Affiliations/Programs section.

City

City

**Schools**

Use this field to limit your Micro-Internship exclusively to students or recent graduates from one or more specific schools including colleges, universities, and boot camps.

Optional

Estimated Hours

20

Total # of hours expected to complete project

**Affiliations/Programs**

Use this field to limit your Micro-Internship exclusively to participants of specific community or non-profit programs.

Optional

+ Add

+ Add



# Select the Micro-Intern(s), and the Work Gets Done

Only see candidates who have proactively applied

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

View student profiles, resumes, LinkedIn profile and/or portfolio documents

**EDUCATION**

**Florida International University, Thomas College**  
Bachelor of Science International Business  
Concentration in International Trade and Commerce  
• GPA: 3.48  
• 2019-2021 Dean's List  
• F1 International Student Scholarship Recipient

**WORK EXPERIENCE**

**Internship**  
**Event Marketing Intern**  
May 2021 - August 2021

- Assisted in event execution for Alpha Xi Chi by collecting registration information, creating event program, and building 70 survey to distribute to 10,000 attendees for post-event tracking.
- Coordinated marketing training and educational sessions for the Alpha Xi Chi team to welcome.
- Spoke at several events and networking events. Alpha Xi Chi was a frequent event marketing support.
- Did not attend the Alpha Xi Chi Day of event for one year member.

**Marketing Support Intern**  
May 2021 - August 2021

- Assisted in event execution for Alpha Xi Chi by collecting registration information, creating event program, and building 70 survey to distribute to 10,000 attendees for post-event tracking.
- Coordinated marketing training and educational sessions for the Alpha Xi Chi team to welcome.
- Spoke at several events and networking events. Alpha Xi Chi was a frequent event marketing support.
- Did not attend the Alpha Xi Chi Day of event for one year member.

**Skills Learned**

- Organized tasks among employees to ensure proper flow of inventory.
- Analyzed trends to ensure sales to make accurate and reliable predictions.
- Developed a daily schedule based on employee capabilities and needs.
- Directed the hiring process for 100+ jobs of data entry, customer support.

**EDUCATIONAL ACTIVITIES**

**Member of Social Justice & Justice**

- Trained student and active members in F1 students and faculty.
- Acted as F1 student and representative speaker at campus and state.
- Created social media marketing content for F1 students, activities, and more.

**Key Power Group Prep**

- Completed a data analysis project for the company's marketing.
- Completed two data analysis projects for the company's marketing.
- Completed a data analysis project for the company's marketing.
- Completed a data analysis project for the company's marketing.

**SKILLS**

- Proficient in all Microsoft programs (Word, Excel, and PowerPoint), Canva.
- Certified by Analytics of Canvas (F1) in building, analyzing, and more.

**NOEL A**  
Marketing Mechanical Integrity Engineer at ALTRIA

**Summary**  
Independent Business Consultant  
Partner Deputy - Contract  
2019 - May 2020 - 2 yrs 1 mos  
Chicago, Illinois, United States

**Education**  
Completed a data analysis project for the company's marketing.  
Completed two data analysis projects for the company's marketing.  
Completed a data analysis project for the company's marketing.  
Completed a data analysis project for the company's marketing.

**Skills**  
Completed a data analysis project for the company's marketing.  
Completed two data analysis projects for the company's marketing.  
Completed a data analysis project for the company's marketing.  
Completed a data analysis project for the company's marketing.

**Work Experience**  
Completed a data analysis project for the company's marketing.  
Completed two data analysis projects for the company's marketing.  
Completed a data analysis project for the company's marketing.  
Completed a data analysis project for the company's marketing.

**Education**  
Completed a data analysis project for the company's marketing.  
Completed two data analysis projects for the company's marketing.  
Completed a data analysis project for the company's marketing.  
Completed a data analysis project for the company's marketing.

Review short-answer questions to quickly make a decision

**FIRSTNAME LASTNAME**

School  
**University of California Merced**

Major  
**Applied Mathematics (Bachelors)  
Computer Science & Engineering (Bachelors)**

Graduation Date  
**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](#)



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Company Tutorial: See how the whole process works for companies



**Your team defines  
the goals,  
our team handles  
the rest.**



After defining your goals, our team designs the project, markets and manages the program, and support students so you can focus on your job.



You (or your hiring managers) do the fun stuff including kicking off the project with students and hearing their presentations.



You get all of the candidate data, skills insights, and recommendations to keep high-potential candidates engaged.

## Sample Micro-Internship Programs



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# Campus Ambassadors

Expand employer brand awareness, build meaningful relationships, identify prospective candidates, and keep students still completing their degree engaged prior to graduation.

## Includes

- 10 paid, 20-hour projects for students at target schools
- 6-week engagement
- Branded Micro-Internship portal
- Ownership of all final work product

## Project

Campus Ambassadors will develop and execute a student engagement strategy for their campus to introduce potential candidates to the organization.

## Benefits

- Enhanced employer brand awareness
- Authentic engagement through peer-to-peer tailored outreach
- Continuous engagement and valuable insights on campus trends and student needs



# Job Audition

Provide a dynamic and engaging experience for candidates, allowing them to showcase their talents and fit for a specific role you need to fill.

## Includes

- 20 paid, 10-hour projects for rising seniors or recent grads
- 6-week engagement
- Branded Micro-Internship portal
- Ownership of all final work product

## Project

Students will identify prospective leads, develop sales content, and deliver a presentation that demonstrates their ability address the target market.

## Benefits

- Enhanced candidate assessment
- Improved hiring accuracy based on demonstrated capabilities
- Transparent evaluation process where candidates understand exactly what is expected of them



# Early ID

Introduce your organization, build relationships, and demonstrate your employer brand to get on the radar of high-potential students just starting their academic program

## Includes

- 20 paid, 10-hour projects for first- and second-year students
- 6-week engagement
- Branded Micro-Internship portal
- Ownership of all final work product

## Project

Choose from a pre-scoped template or define your own, where each student completes a 10-hour research project that introduces your organization, customers, and roles.

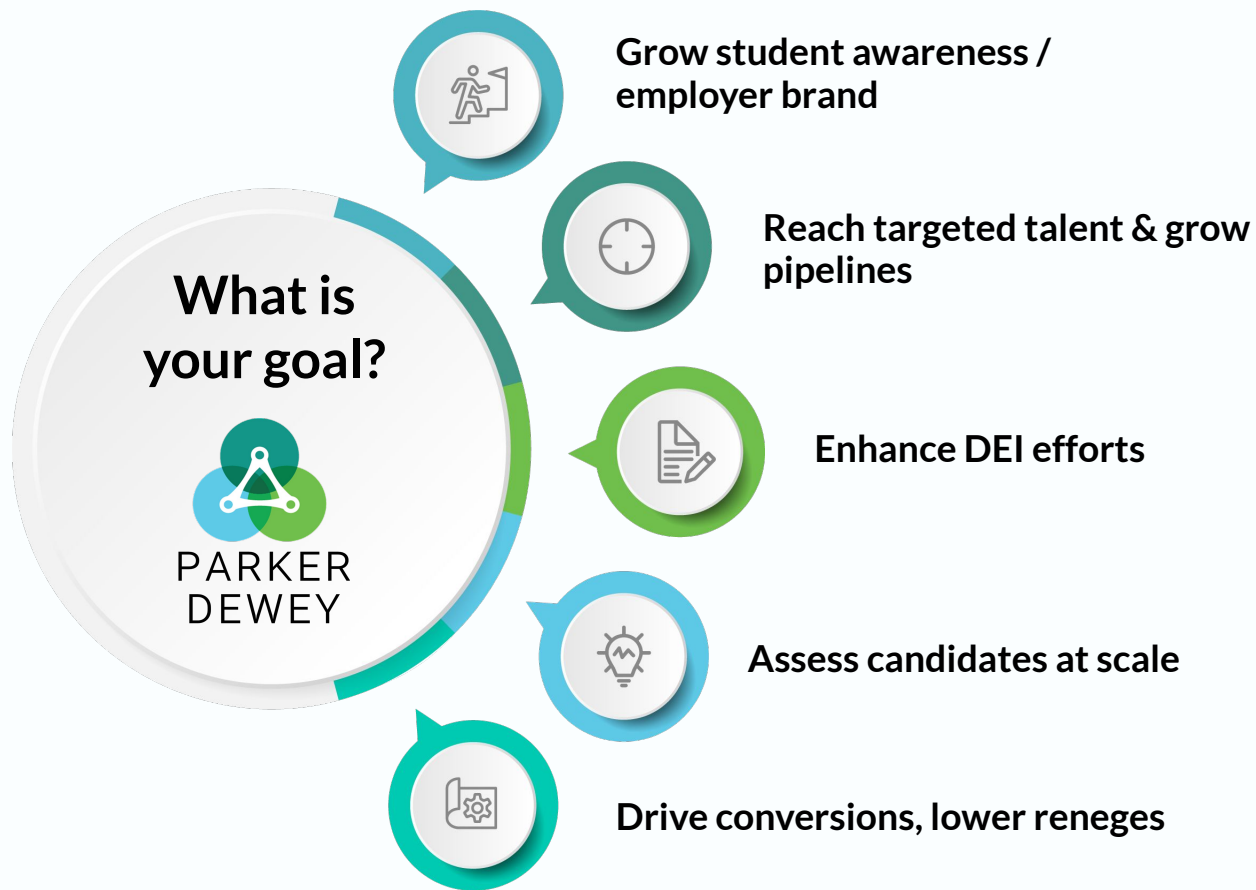
## Benefits

- Continuous pipeline of high-potential candidates
- More engaged candidate base
- Better prepared interns and new hires



# What hiring challenge can Micro-Internships help you solve?

These easy-to-implement ideas are based on YOUR early-career recruitment goals and complement your existing strategies.



## Next Steps



- **Post a Micro-Internship**
- **Incorporate into your Campus Recruiting Efforts**
  - Offer Micro-Internships before you visit campus to reach prospective candidates and engage them earlier.
  - Showcase Micro-Internships during career fairs, info sessions, and other recruiting events.
  - Use insights from Micro-Internships to assess candidate skills beyond resumes or interviews.
  - Keep candidates warm by offering Micro-Internships to those who have expressed interest, attended events, or received offers.
- **Schedule a time to discuss your specific goals**



## Grow Student Awareness / Employer Brand

- Help students to understand who you are and what you do (B2B, small organizations, certain industries, etc.)
- Address brand perception mismatch (students not realizing Pepsi has tech roles or Microsoft has HR)

### Actionable ideas

- Promote Micro-Internships in advance of career fairs, info sessions, and other on-campus events to drive interest
- Post projects that highlight hiring needs in multiple departments, not just the ones you're known for

# 75%

of students want to explore careers unrelated to their degree, but lack clear starting points for learning about unfamiliar roles, companies, and industries in their career planning.

Student Sentiment Report

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“I had no idea who FleetCor was when I applied [to the Micro-Internship].”

Jessica, Class of 2022,  
Accepted full-time role with  
FleetCor



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## Reach Target Talent & Grow Pipelines First and Second-Year Students

- By the time students are ready for traditional internships, they already have preconceived notions about what types of companies and industries they want to work in
- Multi-talented students interested in multiple career options may be hesitant to start exploring with long-term commitments

### Actionable ideas

- ➔ Post research-based Micro-Internships that allow students to learn more about your industry as they do the project
- ➔ Invite students who have shown interest in your Micro-Internships to apply for your traditional internships in the future

# 64%

of students are considering career options by 2nd year or earlier.

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**Smith+Nephew**

“Someone who’s open to learning is critical to us... that’s who we strive to hire in that first and second year, to pull through to their junior and senior year and then to full-time.”

Alison Keefe,

Director of Emerging Talent



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## Enhance DEI Efforts

- Hiring managers may have unintentional biases that have led them to prioritize specific schools or backgrounds
- Nontraditional students, first-generation students, and student-athletes often don't have time for traditional internships
- Candidates remain focused on belonging, and are cynical about messaging

### Actionable ideas

- Offer Employee Resource Group (ERG) members opportunities to work with Micro-Interns, building relationships valued by both employees and candidates alike
- Post Micro-Internships during academic breaks for students who can't afford to not work during that time, but are still hungry for industry experience



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"You don't really know how you'll work with a person until you actually work with them. With this, you get to...make sure your working styles match."

Bhavana Singh,  
Three Moons Consulting



"It's about finding that right fit... This goes much deeper than what one can simply read or discover at a career fair."

Nyauni, Class of 2023





## Assess Candidates at Scale

- Resumes and interviews don't provide enough insights to evaluate skills
- Time consuming "top of funnel" processes limit time available to focus on the key candidates

### Actionable ideas

- Use Micro-Internships as mass auditions for specific roles (eg sales) to efficiently gain insight on candidates' skills
- Offer projects that mirror actual job tasks, allowing you (and candidates) to better gauge fit earlier in the process

# 29%

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

Student Sentiment Report

"After a pilot, we're now expanding the program and collaborating with managers to promote this skills-centered approach."

Karen Lutz,  
Vice President Talent and  
Leadership Development.



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# Drive Conversions, Lower Reneges

- Limited relationships between candidates and hiring managers increases the risks of reneges
- Candidates feel disconnected from the company when the recruiting process ends

## Actionable ideas

- ➔ Offer Micro-Internships to interns you've already identified as target talent or those you've extended offers to, keeping those relationships warm and reducing the risks of renege

"After hosting a few Micro-Interns, we made multiple hires the next year; the candidates had a great experience and learned what our company was about, which led them to accept offers *and* tell their peers about what our company had to offer."

Shannon Wade  
Early Career Recruiting Lead



"Micro-Internships helped me decide if this is actually a career path that I wanted to take."

Rodney  
Class of 2023