



# 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



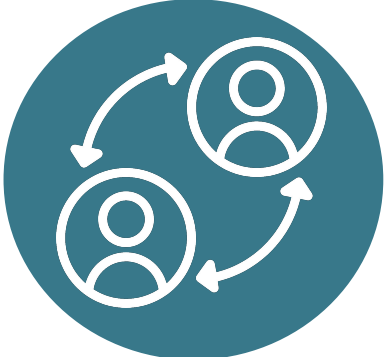
Short staffed / not enough time



DEI / target demographics

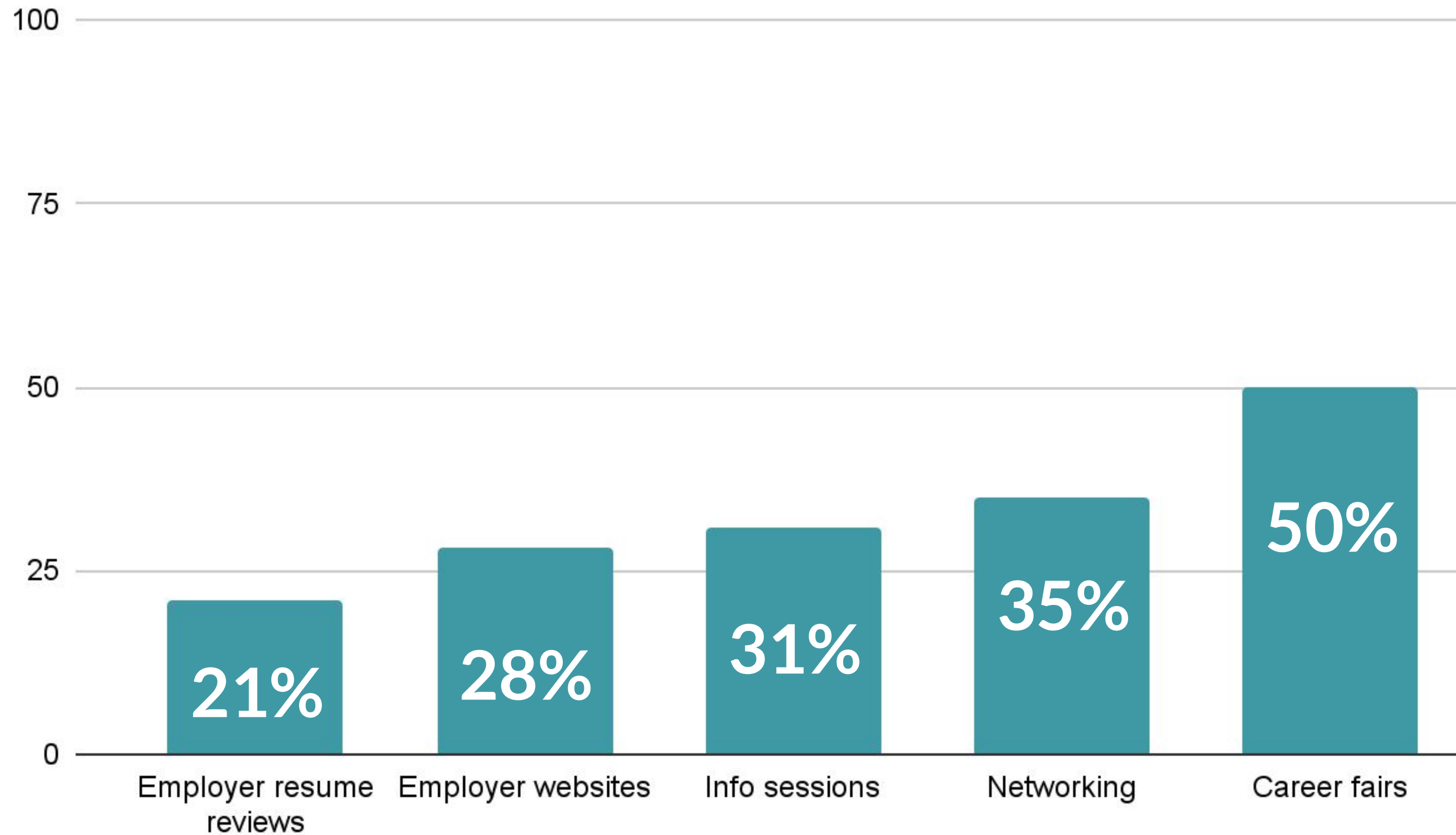


Insufficient interest



Engagement (conversion, renege, and retention)

# Percentage of Students Engaging in Traditional Approaches



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

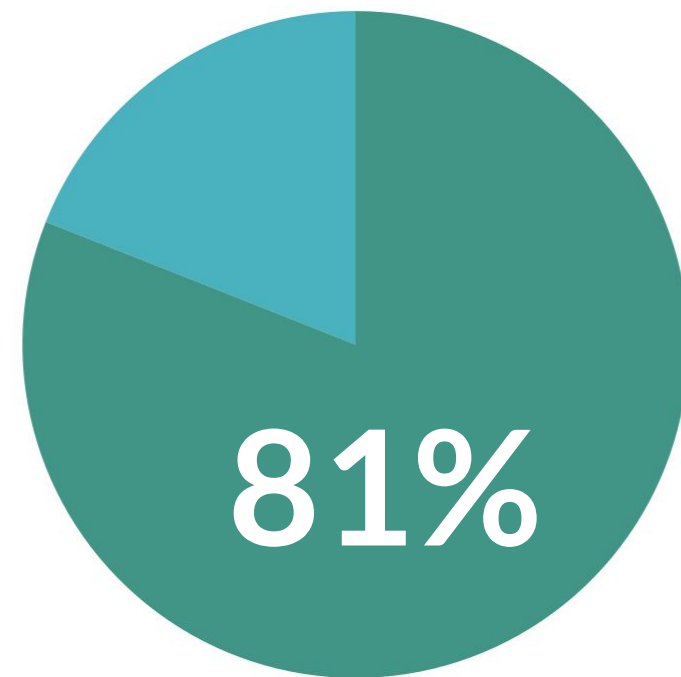
*“I want real insights about the company, not what I can read online...”*

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



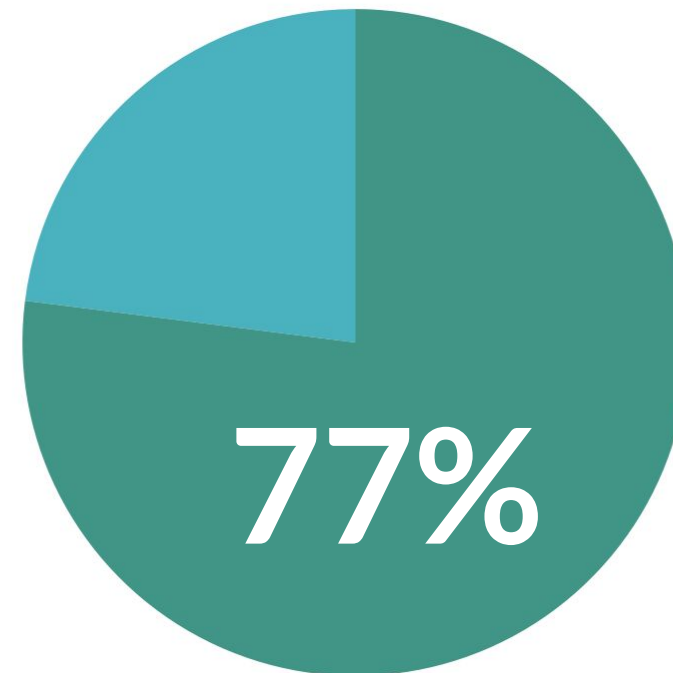
# What Students Want From Campus Recruiting

## 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?

Since 2015, Parker Dewey's Micro-Internship platform has facilitated thousands of Micro-Internships, providing an on-demand resource for teams, while also enhancing their campus recruiting, diversity, and hiring outcomes.

[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

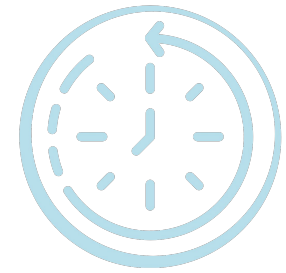


Launching a product with Micro-Intern support



Pivoting to remote with project-based internships

# Micro-Internships are...



## Short-term, professional projects

- Typically 10-40 hours required to complete
- Available on-demand and typically remote, with deliverables due within a few weeks



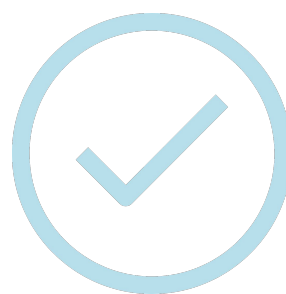
## Easy

- No on-boarding or HR burdens as Micro-Interns aren't your employees or contractors
- Micro-Interns are under NDA
- No term-to-perm or other fees



## Inclusive

- Access to millions of students from thousands of colleges and universities across the country
- Over 80% of Micro-Interns from under-represented populations



## Effective

- Don't replace internships or full-time hiring
- Lowers cost-per-hire 40-80% with improved conversion, diversity, and retention

# Micro-Internships are *not*...



## Long-term commitments

- Makes them easier to scale with no need to predict the future



## A heavy lift for you or hiring managers

- Hiring managers appreciate the on-demand support without the obligations of longer-term experiences



## Expensive

- Average Micro-Internship is \$300-\$500, of which 90% goes to the student



## A replacement

- Complements existing campus recruiting efforts



# 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

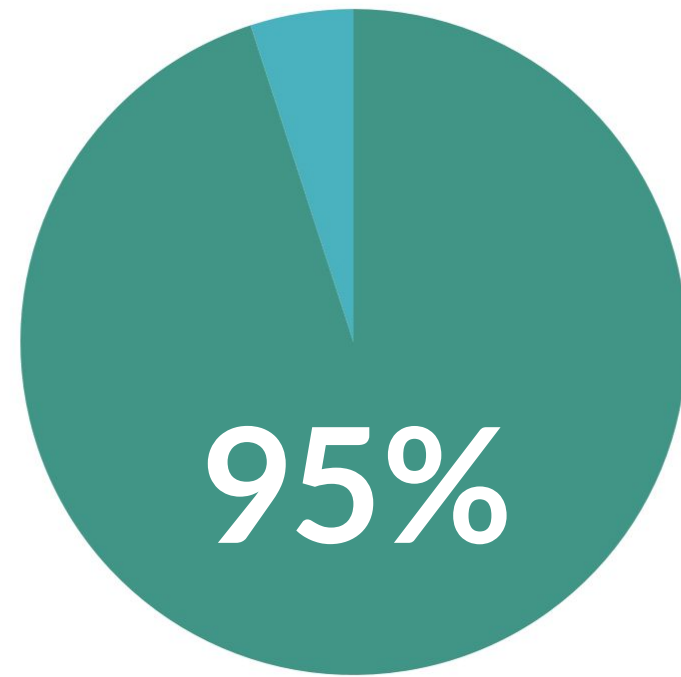
We are looking for somebody to help gather all technical specs and populate them on the Oxbox master sheet for internal reference for future use with PIM or Webcats update. We will provide access to the appropriate sheets upon kickoff. This project involves research, analysis, and developing a report.

### 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.

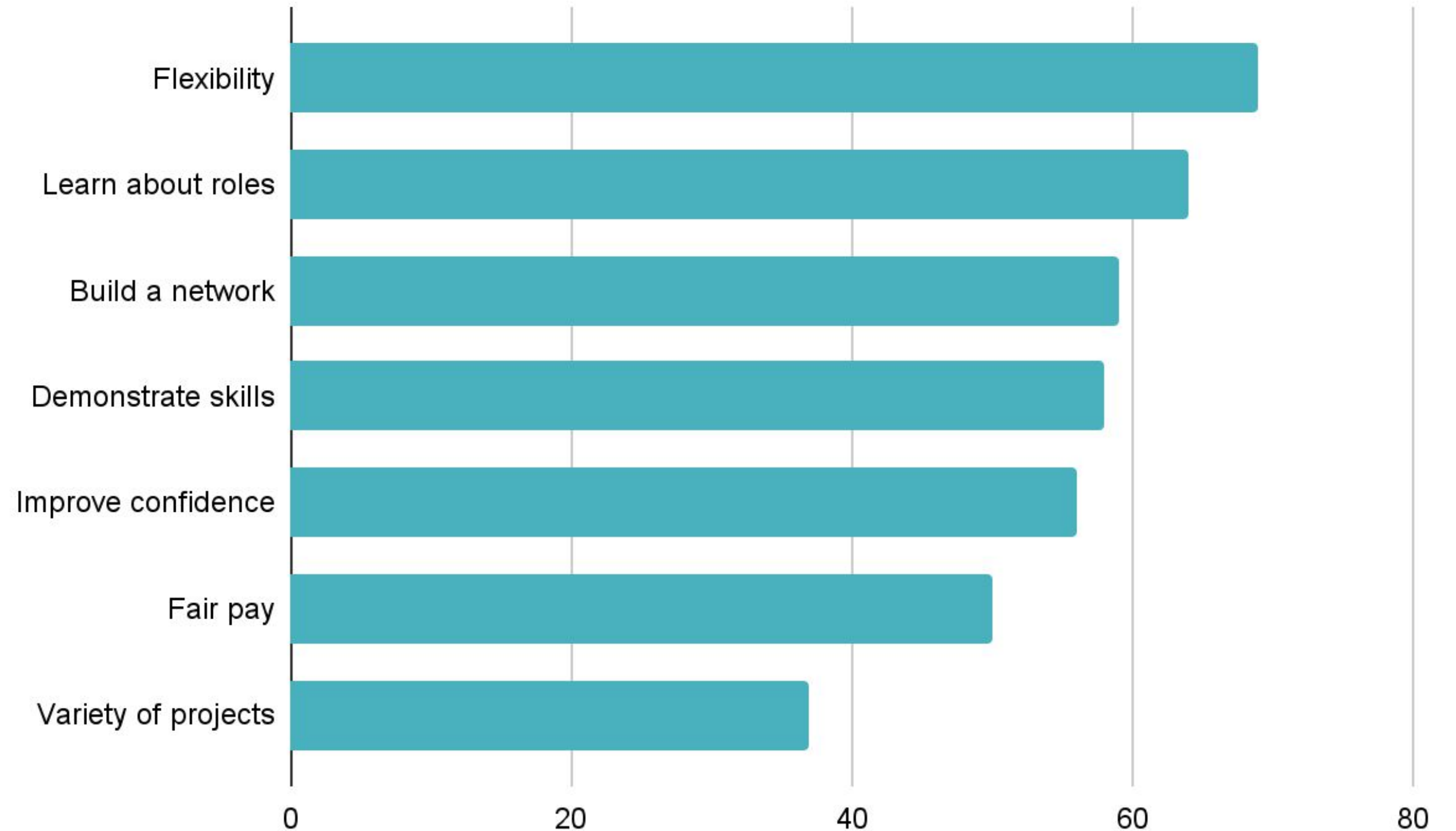
# Students Want Real, Hands-On Experiences

## Real work experience



rated “real, paid work experience with an organization” as their preferred method of engaging with employers.

## Why college students seek Micro-Internships





# Addresses the Goals of Employers *and* Students



Budget constraints  
**Easy/Cost Effective**



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



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



Student awareness/employer brand  
**Brand Building**



Short staffed  
**On-Demand Help**



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



Insufficient interest  
**Role Auditioning**



Engagement  
**Local Employers/Alumni**

# Projects As a Pipeline

Micro-Internship Projects access and engage talent...

**Developing Discharge Pressure Model**



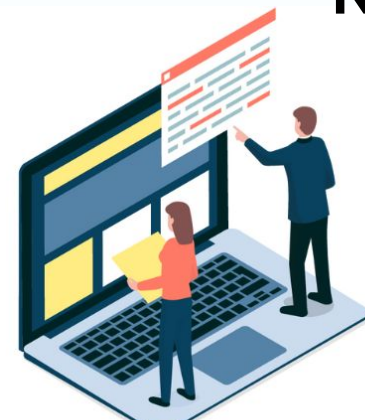
**Researching Energy Saving Technologies at Universities**



**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 >

# Micro-Internships Support Full-Cycle Campus Recruiting

**>5,000 colleges**  
represented by students on the  
platform

## **Access: Expand reach**

Build relationships with college students and recent graduates nationwide, while growing your early-career talent pipeline based on career interests, skills, and feedback from hiring managers.

**>80%**  
of students hired come from  
underrepresented backgrounds

## **Engage: Deepen relationships**

Promote Micro-Internships to specific colleges, student populations, and regions that align to your goals.

**>98%**  
success rate

## **Assess: See skills in action**

Collect feedback on the skills, aptitude, and potential directly from hiring managers based on actual performance.

**>40-80%**  
lower cost per hire

## **Hire: Lower costs, improve outcomes**

Hiring managers value year-round, on-demand access to project support, complementing your existing efforts with a pool of engaged candidates resulting in improved conversions.



# Immediate, Sustainable Impact

Through a variety of funded programs, you can even try Micro-Internships at NO COST to your organization!



<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.

# Funded Micro-Internship Programs

**Get free project support.  
Give students  
professional experience.**

Need an extra set of hands?  
Ready to connect with potential candidates?  
Get support from early-career talent -  
at no cost to your organization!

[Check out program details!](#)



If you are planning to have your Micro-Internship funded by a program, ***make sure you post through that program's page.*** This will automatically set it up so your project is covered by the program and only visible to eligible students.

# 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



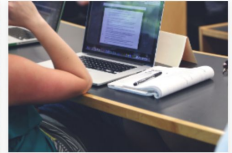

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

## Parker Dewey's Role:

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



VIEW FEATURED  
PROJECT TEMPLATES

 <p><b>Post a Custom Project</b> Click on the link above to create your own project. You can determine the project scope, deadlines, and other details. If you need help, please contact <a href="mailto:info@parkerdewey.com">info@parkerdewey.com</a>.</p>	 <p><b>Lead Generation</b> Identify 25 companies/contacts in a market that you specify. Once identified, the student will provide the company name and contact information for key decision makers.</p>	 <p><b>Content Creation</b> Research and draft an article/blog on a specific topic that you provide. It will also reference relevant outside sources, and the final product will be carefully edited.</p>	 <p><b>Market Research</b> Create a market analysis for an industry that you specify. The student will name existing companies in the space and identify key drivers of success or failure.</p>
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# 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.

POST MICRO-INTERNSHIPS

## Most Popular Project Templates

Click on any of the Micro-Internship examples to start posting your project to Parker Dewey's nationwide network!



### Social Media Content Calendar

Receive a personalized social media content calendar for the month ahead, created by motivated Career Launchers. Enjoy a mix of thought-provoking leadership, informative updates, and engaging promotional content to enhance your online presence.

Post Now →



### Content Creation

Get a customized 1,200-1,600 word article/blog from a motivated Career Launcher that fits your brand style and is optimized for your website and marketing channels.

Post Now →



### Website Updates

Engage a highly-motivated Career Launcher to complete a series of dynamic updates to your website, from expertly reformatting pages to refining text and refreshing images.

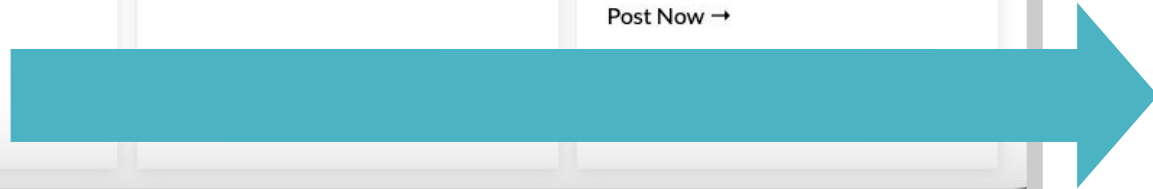
Post Now →



### Data Clean-Up

Let our Career Launchers improve your database accuracy and efficiency. They'll review, update, and enhance your data for reliability. Benefit from improved quality and focus on critical tasks.

Post Now →



# Post your Project

## Description

Project Name

Content Creation

Department

Marketing

Start Date

01/18/2024

End Date

02/08/2024

Description

Sans Serif B I U

The successful Micro-Intern will 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. This should be original content not written by AI. Reference at least two outside sources in the article to back up your claims.

Upon successful completion of this project, the Micro-Intern will be able to add the following to their resume: Authored an article focused on [topic] that resulted in [number of shares/article reach].

## Location

City

City

State

Select

Zip

Remote

On-site

## Applicants

Estimated Hours

20

Total # of hours of work by the Micro-Intern expected to complete your project.

Amount student will receive

\$ 400

Fixed cost student will be paid upon completion, typically implying \$20-\$25/hour.

Amount you pay (per Micro-Intern)

\$ 444.44

If you are participating through a program, you will not be charged.

Number of Micro-Interns

1

Total # of Micro-Interns you want to select. You can always adjust this.

Total amount you pay

\$ 444.44

Total amount you will pay based on the number of Micro-Interns you expect to select.

# Select Who You Want

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

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

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



# How You Can Leverage Micro-Internships



When an Employer Says	How Micro-Internships Help	What Students Have to Say
<p>I want to build my brand with your students.</p>	<p>Offer Micro-Internships to get through the noise, allowing students to learn about your organization.</p> <ul style="list-style-type: none"> <li>• 95% of students want to connect with employers via real, paid work experience</li> <li>• 50% of college students attended a career fair</li> </ul>	<p>"I wasn't familiar with Northrop Grumman at all before finding this Micro-Internship. Now I've accepted a full-time role."</p> <p>Alex, University of California, Santa Barbara, Class of 2022</p>
<p>I need a more diverse applicant pool.</p>	<p>Use Micro-Internships to reach students who might otherwise be overlooked, while providing authentic connections with hiring managers.</p> <ul style="list-style-type: none"> <li>• Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforce</li> <li>• Students represent all majors, academic years, grad/undergrad and recent grads</li> </ul>	<p>"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."</p> <p>Raeven, Christian Brothers University, Class of 2021</p>
<p>I want to reach students earlier to build my talent pipeline.</p>	<p>Offer Micro-Internships specifically for first and second-year students to reach them when they are most interested in exploring career paths.</p> <ul style="list-style-type: none"> <li>• 76% of students said they start thinking about career planning before sophomore year</li> <li>• 69% of students wished employers began to engage them earlier than they did</li> </ul>	<p>"My Micro-Internship was my first professional experience actually doing work...this was the first time I was actively contributing something."</p> <p>Richard, Howard University, Class of 2024</p>
<p>I don't need a student for a full-time role or internship.</p>	<p>Use Micro-Interns to get immediate help on those small projects that create value, but you don't have time to address.</p> <ul style="list-style-type: none"> <li>• All Micro-Internships are project-based so the focus is on what you need, not hours/weeks</li> <li>• Students are not your employees, Parker Dewey handles all payment to students and admin</li> </ul>	<p>"I don't know that I would have been able to do any other type of internship because of my schedule."</p> <p>Christina, University of Maryland Global Campus, Class of 2023</p>
<p>I have a limited budget, bandwidth to supervise a student.</p>	<p>Use Micro-Internships as a cost-effective way to engage and assess prospective candidates.</p> <ul style="list-style-type: none"> <li>• You set the price for each Micro-Internships, with the average cost of \$435 (and 90% goes to the student)</li> <li>• No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire</li> </ul>	<p>"It's a real-life application without a long-term commitment. I can actually give back and my work will be used."</p> <p>Mishwa, Illinois Wesleyan University, Class of 2023</p>
<p>We've already set our recruiting plans for the year.</p>	<p>Use Micro-Internships as a complement to what you have planned.</p> <ul style="list-style-type: none"> <li>• Build relationships that can help you fill last minute openings or get a jump start on next year</li> <li>• Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year</li> </ul>	<p>"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."</p> <p>Emma, Kansas State University, Class of 2022</p>



# What now?

## Post your project

It takes less than 5 minutes, and there's no obligation

## Share with your colleagues

Busy professionals, ERG members, and "super fans" will all be excited to get an extra set of hands and give back

## Add it to your recruiting program

As you plan for the upcoming year, Micro-Internships can help achieve your goals (and lower the risk)

## Ask us

We're happy to think through ideas, share best practices, or help however we can



PARKER DEWEY



**DON'T FORGET:**

Through a variety of funded programs, you can try Micro-Internships at

***no cost!***



[info.parkerdewey.com/  
gigsforgood/funding](https://info.parkerdewey.com/gigsforgood/funding)