



Transform Early-Career Recruitment with Micro-Internships



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- **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®

SmithNephew



Microsoft

HubSpot



JLL

NORTHROP
GRUMMAN



Early Career Recruiting Challenges

What's at stake?

Traditional recruiting is expensive, doesn't let students showcase skills, and many students don't participate.



Leads to mis-hires, disengaged hires, and students who never even applied.

71% of students say recruiting doesn't let them demonstrate skills¹ → leads to 35-45% turnover in the first year.

Cost per hire continues to rise at \$6,110², and doesn't factor in re-hiring due to poor fit.

Parker Dewey lets you assess candidates *before* making a major hiring investment.

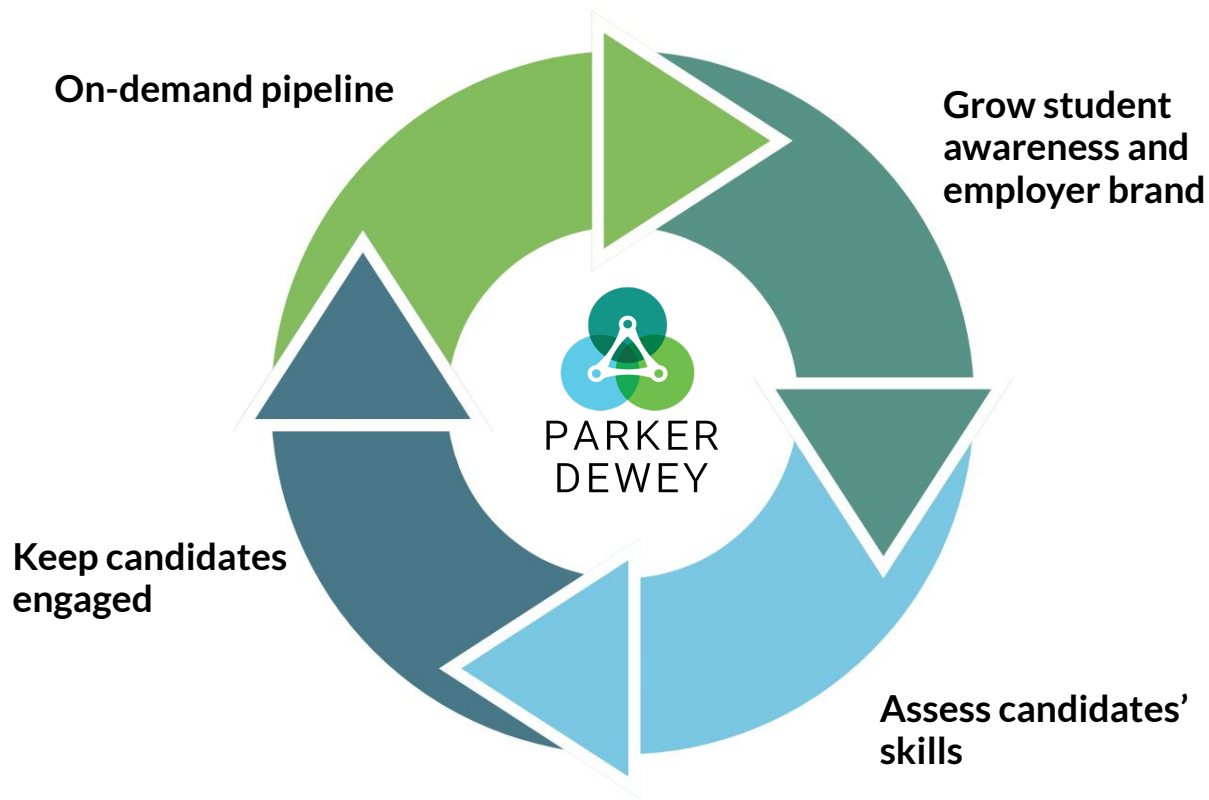
¹ [Parker Dewey Student Sentiment Survey 2024](#)

² [National Association of Colleges and Employers](#)



How Micro-Internships Fit into Your Hiring Strategy

Early-career hiring isn't just about filling roles—it's about building a talent pipeline.



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What are Micro-Internships

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

- Projects: Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- Short-term: Typically a total of 10-40 hours of work by the Micro-Intern
- On-demand: can be done year-round, with no administrative burdens (payroll, legal, etc.)
- Paid: Fixed cost to make it simple, usually \$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.



Transforming a Role Into Targeted Micro-Internships

Parker Dewey Consults with Companies to Identify Appropriate Projects that Align with Open Roles

Job Description: Entry-Level

Data Marketer

Assist in gathering, analyzing, and reporting marketing data to drive campaign strategies and measure effectiveness. Support content strategy and marketing initiatives through data-driven insights, competitor analysis, and performance metrics.

Provide recommendations based on key findings to enhance campaign performance and strategic direction.



Project Ideas

Data Clean-Up and Visualization

Verify and standardize marketing data entries to maintain accuracy, supporting reliable analysis and campaign planning

Skills: Attention to detail, data validation

Content Performance Reporting

Compile and interpret content engagement data, offering actionable insights to refine and optimize marketing strategies.

Skills: Basic reporting, Excel proficiency, critical thinking

Competitive Campaign Analysis

Research competitor marketing campaigns to identify effective tactics and provide recommendations on how to strengthen our competitive edge.

Skills: Market research, creative thinking, presentation skills



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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



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



Why Micro-Internships Work for Employers

Build relationships and hire students based on their work

Access

>5,900

Post-secondary schools and academic programs accessible via the Parker Dewey platform

Engage

80%

Micro-Interns selected come from historically underrepresented backgrounds

Assess

97%

Companies indicated that their Micro-Intern met or exceeded their expectations

Convert and Start

98%

Students completing Micro-Internships stay in first job after college for >1 year (compared to 45% for early-career hires)¹



What is Gigs for Good?

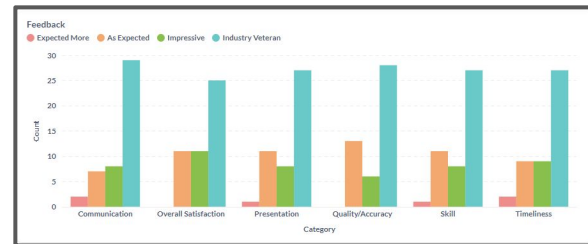
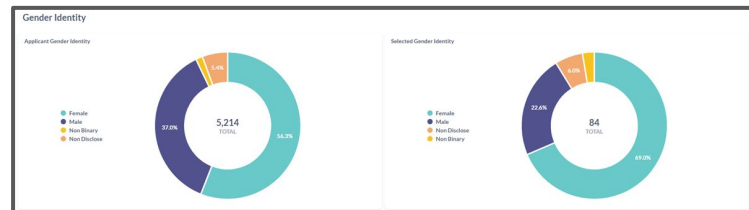
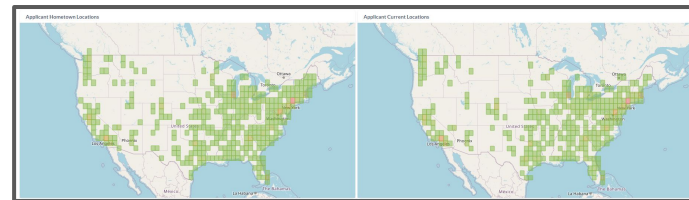
- **What is it?** Paid Micro-Internships posted exclusively for specific students to work on behalf of organizations at no-cost to eligible organizations
- **What does this mean for you?** See how Micro-Internships support your early-career recruiting strategy at **no-cost via Parker Dewey's Free Trial**
 - Reach talent you may not have otherwise met
 - Audition talent for open roles
 - On-demand talent pipeline
 - Shorten your to-do list
- **Why do schools/organizations do this?**
 - **Support initiatives** focused on solving the challenges around equitable early-career pathways
 - **Stretch the experiential learning budget** to support as many students as possible
 - Provide opportunities for students to receive paid experience **who may not otherwise have access to** these opportunities

What You Get with the Free Trial

- Access to a pool of high-quality candidates
- Parker Dewey consultation and support (we handle logistics including student payment)
- Data insights on early-career hiring effectiveness

- **Employer brand:** >3x increase in applicant volume from target applicant pools
- **Efficiency:** 70% time savings in assessing candidates
- **Conversion:** 35% improved intern-to-full-time conversion
- **Cost:** 60% cost savings compared to traditional recruiting methods
- **Satisfaction:** 98% of hiring managers and 99% of students recommend

Other Students	Applicant Name	Small	School	Major	Graduation Year	Department	Home Zip	Current Zip	Current City	Home City	Project Completed
			ABJAH University	Computer Science	2025	Delaware, CA 90001	0				0
			University of Illinois	Graphic Design, Illustration	2025	Columbus, OH 43001	0				0
			Florida Atlantic University	Artificial Intelligence, Economics	2025	Rialto, CA 91074	0				0
			University of Denver	Global Studies	2025						0
			University of California San Diego	Environmental Science	2025	Hickory Park, CA 91108	0				0
			Purdue University	Mechanical Engineering	2025	Upland, IN 46787	0				0
			California Polytechnic State University San Luis Obispo	Environmental Earth and Soil Science	2024	Dallas, CA 94126	1				1
			Marquette University	Master in Data Science	2025	Paragary, WI 53044	0				0
			Northwestern University	Business Analytics, Supply Chain Management	2022-2023	Boston, MA 02115	1				1
			University of North Carolina Chapel Hill	Communications, Economics	2024	Chapel Hill, NC 27514	0				0
			Duquesne University and Duquesne Graduate School of Management	Medical Coding	2025	Fairfield, OH 44034	0				0
			Colorado State University	Mechanical Engineering	2025	Fairfield, OH 44034	1				1
			University of Chicago	Sociology	2025	Brown, NY 10460	0				0



Get
Started
Today!!!

Start your Free Trial

Send us a job description or key skills you're looking for, and we'll take it from there

<https://info.parkerdewey.com/free-trial-request>



Meet with the Parker Dewey Team

Discuss how Parker Dewey can support your recruiting goals

<https://info.parkerdewey.com/demo-request>



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

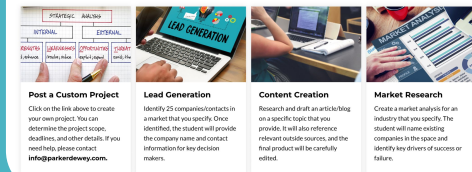
You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

Easy by design

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



VIEW PROJECT TEMPLATES



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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 Reset Filter					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, Drexel 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 Epsilon chapter of Phi Kappa Phi Honor Society, including ticketing, seating, and building 3D scenery to showcase to 10,000 attendees for game event marketing.
• Utilized event marketing training and educational resources for the American Chemical Society to deliver high-quality and effective marketing content for Alpha Epsilon chapter event marketing support.
• Led and planned the Alpha Epsilon Day of event for one year member.

Freelance/Part-time
Event Marketing Intern May 2021 - August 2021
• Assisted in event execution for Alpha Epsilon chapter of Phi Kappa Phi Honor Society, including ticketing, seating, and building 3D scenery to showcase to 10,000 attendees for game event marketing.
• Utilized event marketing training and educational resources for the American Chemical Society to deliver high-quality and effective marketing content for Alpha Epsilon chapter event marketing support.
• Led and planned the Alpha Epsilon 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 and daily schedule based on employee capabilities and needs
- Directed the hiring process for 10+ crew of event shows, ensuring proper

EXTRACURRICULAR ACTIVITIES

Phi Kappa Phi Honor Society & Leadership
• Served as a member and officer in Phi Kappa Phi Honor Society and Leadership
• Acted as a Phi Kappa Phi member and representative at campus and state level
• Served as a member and representative for Phi Kappa Phi Honor Society and Leadership

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Skills

- Proficient in all Microsoft programs (Word, Excel, and PowerPoint), Canva
- Certified by American Chemical Society (ACS) in building, marketing, and sales

NOEL A.
Marketing Mechanical Integrity Engineer at ALTRIA

Summary
Independent Business Consultant
Partner Company - Contract
2019 - May 2020 - 1 year 1 month
Chicago, Illinois, United States

Education
Completed a data science project for the company (Internship).
Completed two data science projects for clients, in which I researched over 1000 different potential clients, identified a business model, and delivered a business plan to the client.

Skills
Completed a data science project for the company (Internship).
Completed two data science projects for clients, in which I researched over 1000 different potential clients, identified a business model, and delivered a business plan to the client.

Work Experience
Completed a data science project for the company (Internship).
Completed two data science projects for clients, in which I researched over 1000 different potential clients, identified a business model, and delivered a business plan to the client.

Education
Completed a data science project for the company (Internship).
Completed two data science projects for clients, in which I researched over 1000 different potential clients, identified a business model, and delivered a business plan to the client.

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 Colab 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

What You Need to Do



Kickoff conversation with you or the project supervisor

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



Students use available resources, and are typically very motivated

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



If you have questions...

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.

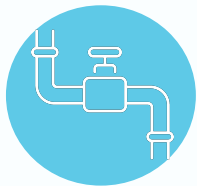


When the project is completed, give the student feedback

This is critical for the student's professional development. It can also help to allow the program to receive additional funding.



How This Helps You



Connect with Emerging Talent: Identify potential future hires and build relationships with the next generation of professionals.



Experience Their Skills Firsthand: Preview students' critical thinking, problem solving and communication skills to understand their fit for future recruitment.



Minimal Time Commitment: Each project is a low-lift, hassle-free way to engage with students.



Receive Valuable Insights: At the conclusion of the projects, you get access to data to help you optimize your recruiting initiatives





**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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Hiring Right Now? 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.

Project Examples

SALES: Students will research one of our products, develop a 5-minute pitch deck and deliver the presentation via Zoom/Teams.

HR: Identify best practices for new hire onboarding and develop a one-page PowerPoint slide that summarizes findings, recommendations and supporting evidence.

Case Study

Smith+Nephew

British medical device company, Smith+Nephew, hired 12 candidates to complete a “Sales Audition” project.

- Led to 5 full-time hires
- Lowered the cost-per-hire by over 70%.

Why It Works

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



Hiring in 3-6 months? Campus Ambassadors

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

Project Example

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

Ambassadors can be from target schools or promote your brand at new colleges.

Case Study



Commercial and residential manufacturing company, Trane Technologies, used Campus Ambassadors to engage students at target schools and to grow its network to reach engineering talent nationwide.

Benefits

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



Hiring in 6+ months? 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

Project Examples

AI Research: Create a written report of the ways AI is being used to improve operations in the XYZ industry.

Cybersecurity: Prepare a presentation highlighting new and emerging trends in cybersecurity and recommendations for how we should tailor our strategies.

Case Study



Global water technology company, Xylem, expanded beyond 4 target schools.

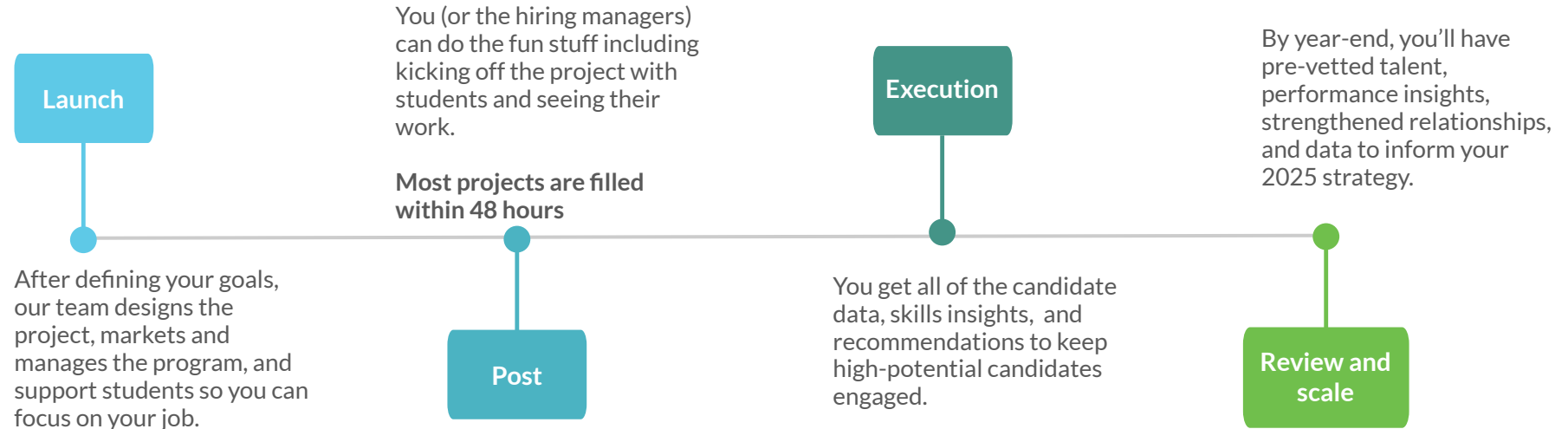
- Engaged >3K students across 800+ schools
- Program serves as a feeder to summer internship program

Benefits

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



Pilot Program Launch Plan



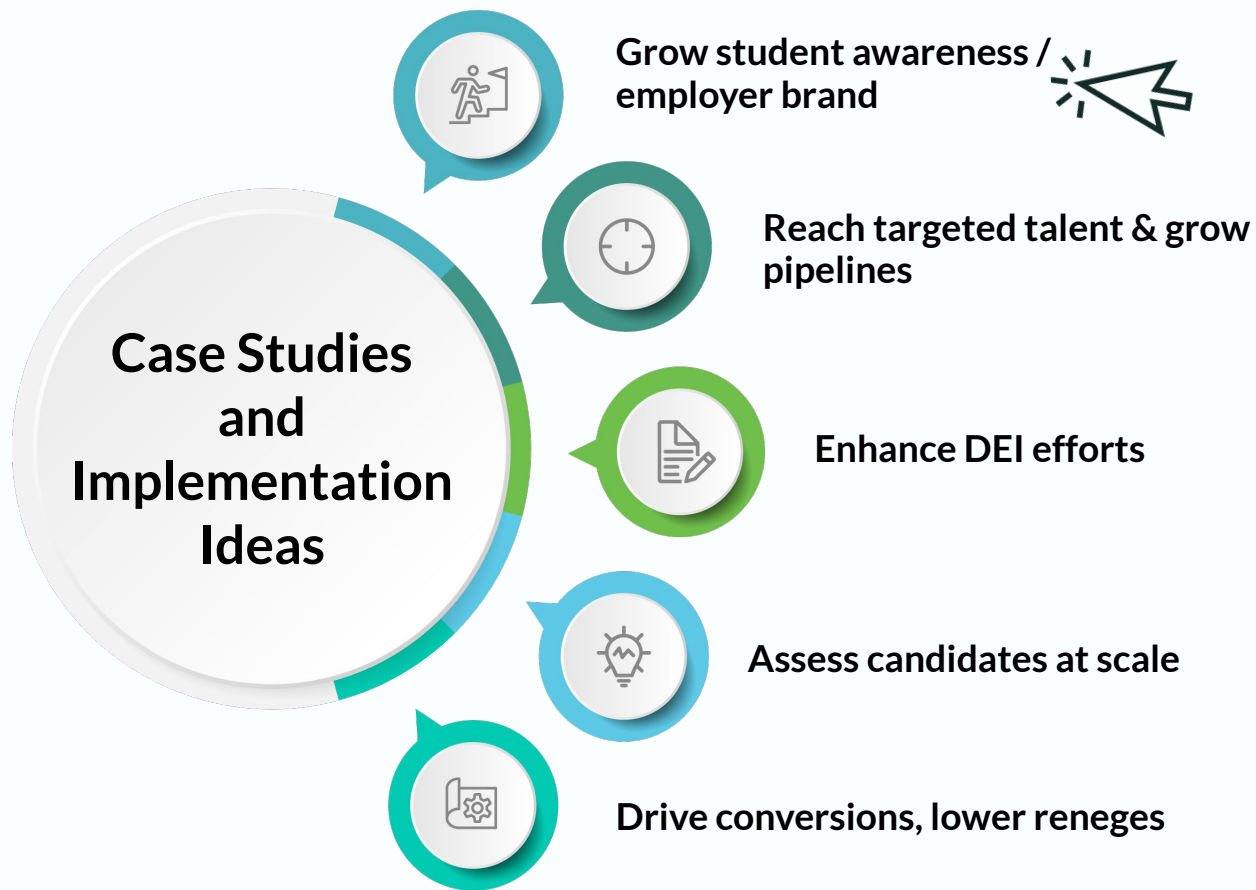
Outcomes:

- Achieve Key Metrics
- Keep Candidates Warm and Hiring Managers Happy
- “Insurance” for Last-Minute Hiring Needs
- Jumpstart Your Future Talent Pool
- Insights to Guide Your Future Recruiting Strategy



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



1

[Post a Micro-Internship](#)

Use the templates on the site linked above or customize your own.

2

[Start a Free Trial](#)

Identify a job or internship and incorporate Micro-Internships into your campus recruiting efforts for that open role.

3

[Meet with the Parker Dewey Team](#)

Schedule a time to discuss your specific goals and how Micro-Internships can help.



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



Corpay[^]
FLEETCOR[®]

“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.

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