



# Data-Driven Best Practices

## Partner Playbook



## Today's Agenda

**Review of Parker Dewey and  
Micro-Internship Outcomes**

**Crucial Data Points for Helping Your  
Students Get Selected**

**How to Hit Those Crucial Data Points:  
Driving Traffic to Your Parker Dewey Pages**

**Measuring Progress**

**Special Offer!**

# Parker Dewey Overview

## MICRO-INTERNSHIPS



- **How Parker Dewey Helps Students:**  
Parker Dewey supports students by creating equitable opportunities to bridge the gap between college and career.
- **How Parker Dewey Helps Companies:**  
Parker Dewey helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **How Parker Dewey Helps You:**  
Parker Dewey is honored to partner with 800+ colleges/universities and nonprofit organizations nationwide to help your *students launch their careers* and employers *recruit early-career talent*.

# Defining Micro-Internships

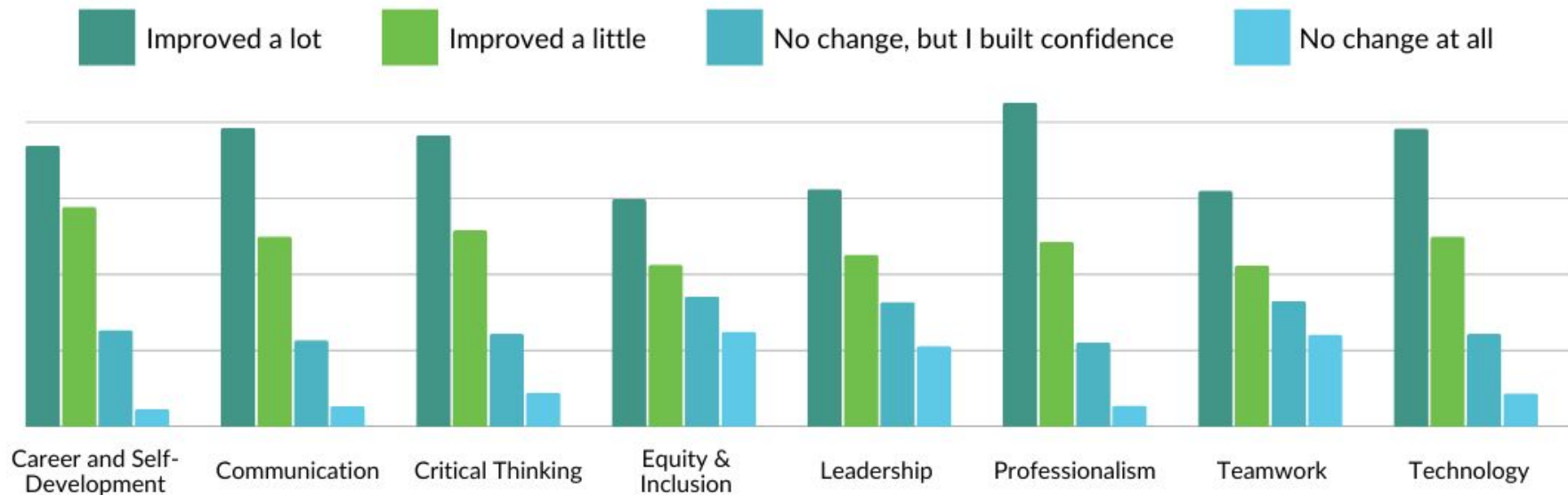
Micro-Internships are short-term, paid, professional projects that can be completed on-demand by highly motivated early-career talent.

- 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 \$300-\$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.



# Outcomes: Career Readiness Competency Reflection\*



[SEE THE LATEST REPORT](#)

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

# Outcomes: Micro-Intern Feedback

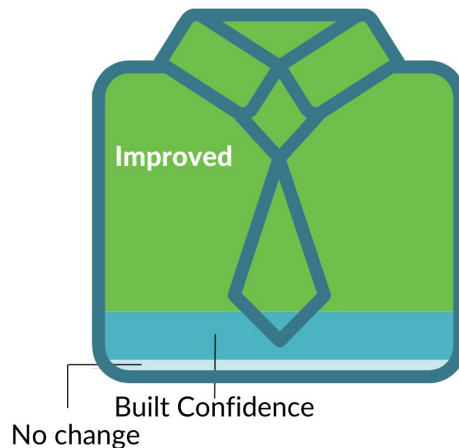
## Comprehensive Impact

Nearly 90% of Micro-Interns feel they have improved in **3 or more** of the Career Competencies as a result of their Micro-Internship(s).



## Most Improved: Professionalism

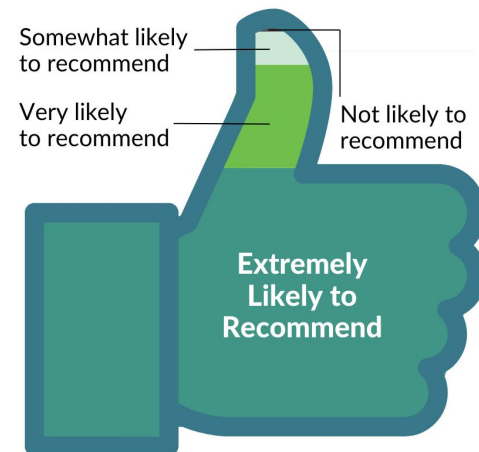
Over 80% reported improvement in this area due to their Micro-Internship(s).



## In Progress!

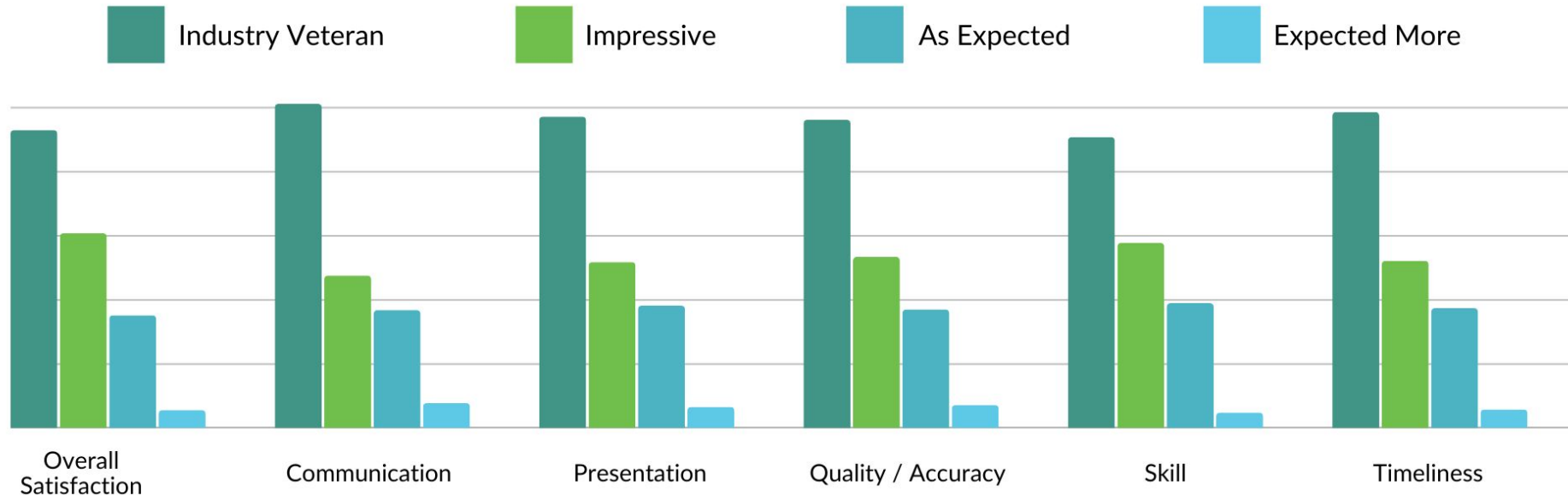
Your Micro-Interns' post experience survey results will be included in annual reports for basic-level partners, and on-demand data for Parker Dewey+ partners.

**99%** of Micro-Interns are likely to recommend Parker Dewey to a friend.

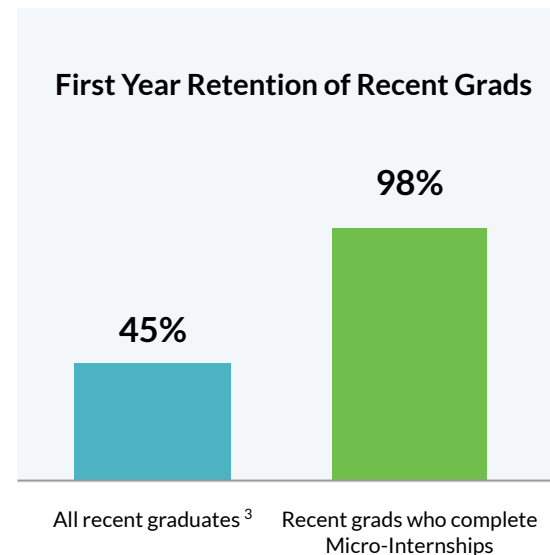
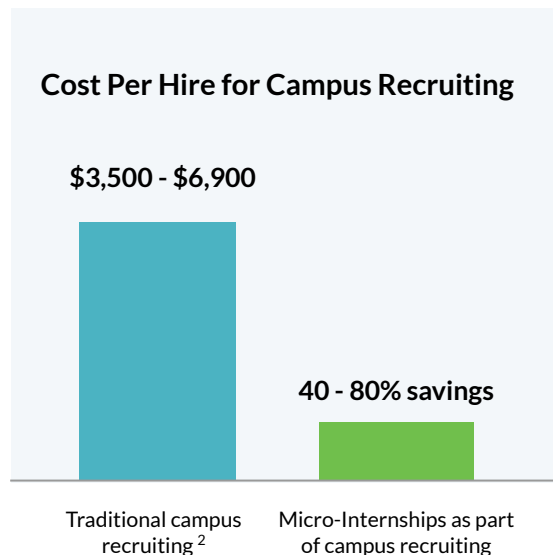
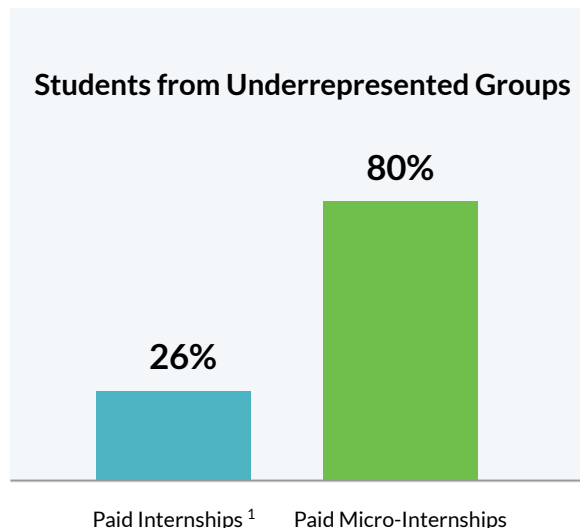


# Outcomes: Employer Feedback

*Over 97% of Micro-Interns meet or exceed expectations*



# Outcomes: Immediate, Sustainable Impact



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

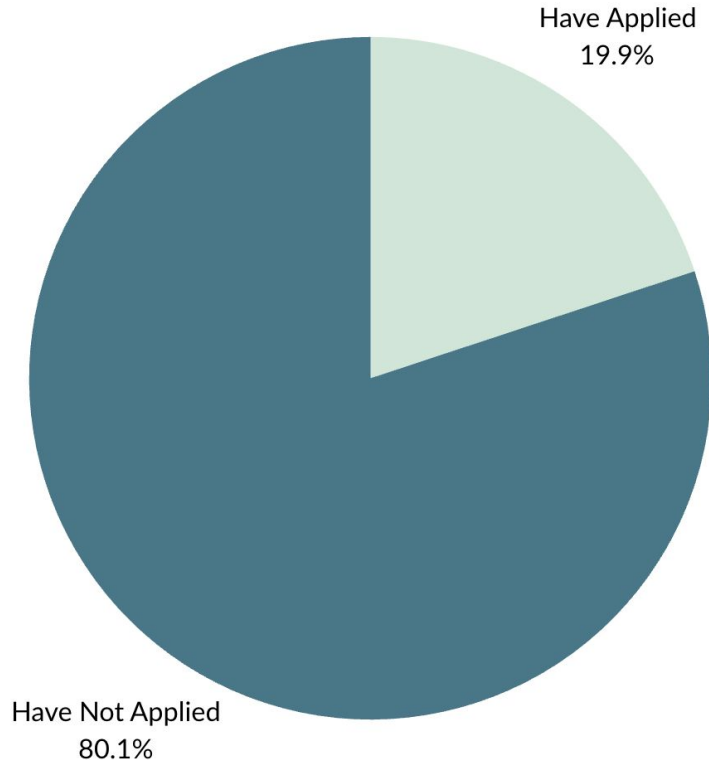
<sup>2</sup> Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.

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





# Important Data Points: Application Rates



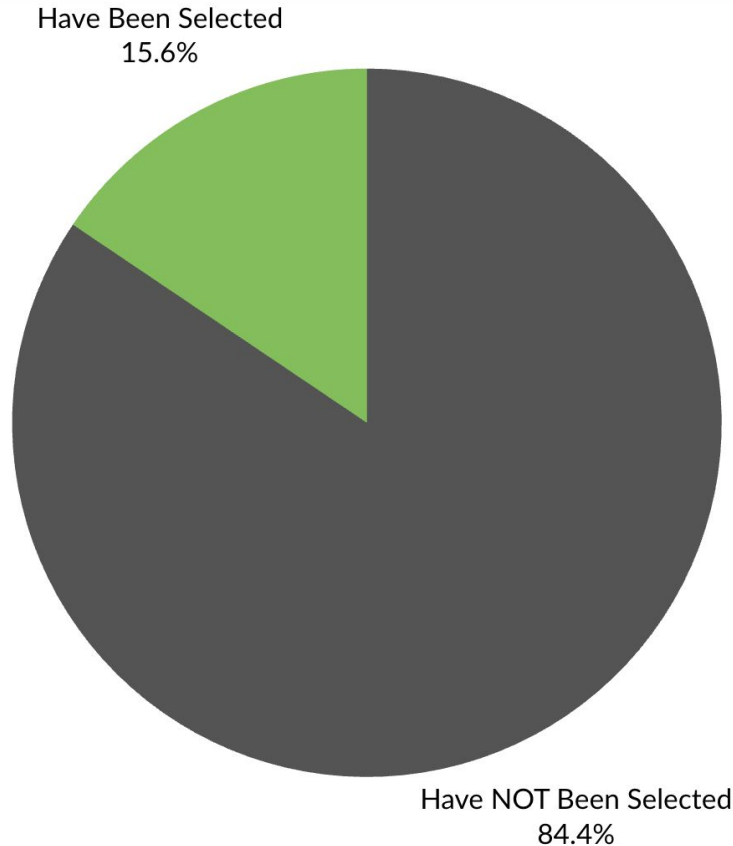
**Over 80%** of Career Launchers who have logged in within the last year haven't taken the next step to apply.

What this means:

- There's interest in the model - that's why they created an account.
- They may need reminders to go back and finish their profile / apply.
- They may not be seeing projects that align with what they're studying ← ***One of the reasons why employer engagement is so important!***



# Important Data Points: Selection Rates



**Roughly 15%** of Career Launchers who have logged in within the last year, and applied to at least one project since creating their accounts, have been selected for one or more Micro-Internships.

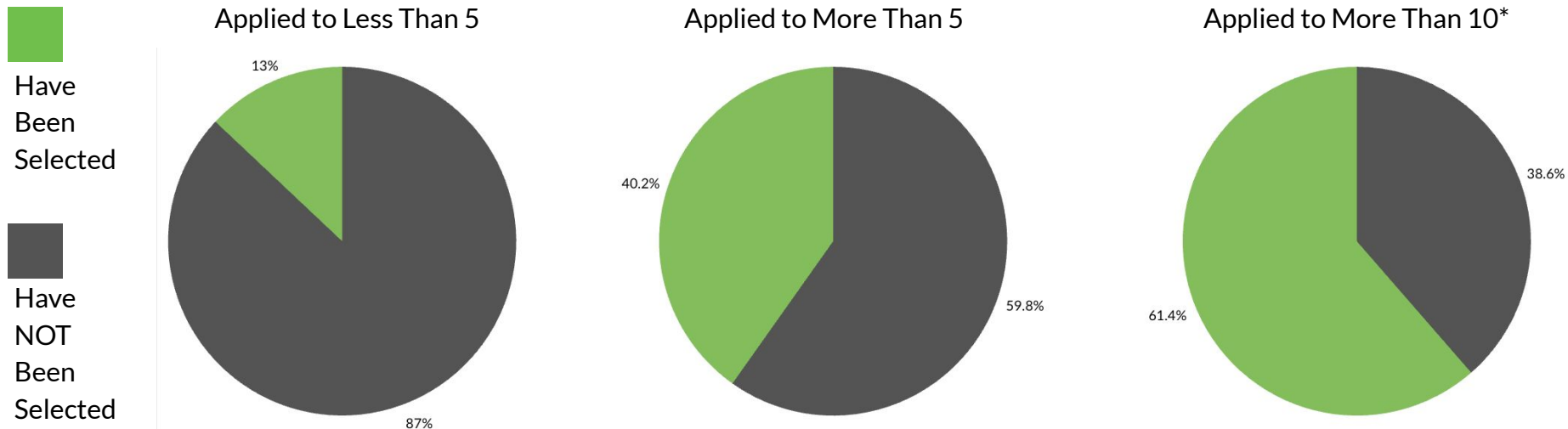
At first this seems rather low.

*Let's take a deeper dive...*



# Important Data Points: Selection by Number of Applications

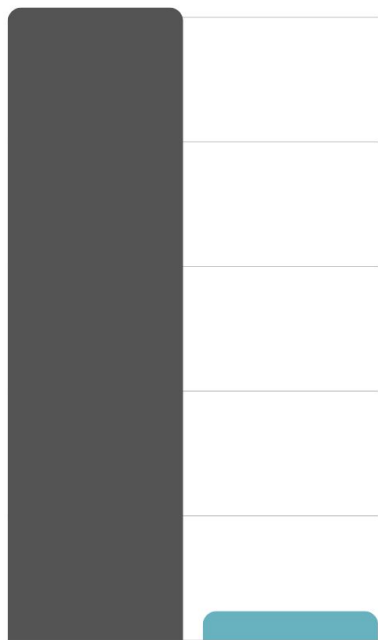
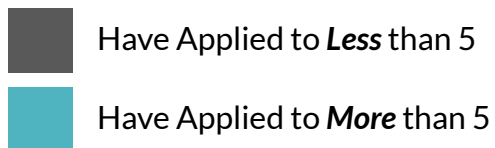
As demonstrated below, the number of applications has a significant impact on the likelihood of selection.



**\*60%** of those who have applied for more than 10 and have been selected, have been selected for more than one Micro-Internship



# Important Data Points: Persistence



The likelihood of selection **more than triples** when Career Launchers apply to 5 or more projects, but...

**Less than 5%** of Career Launchers who logged in within the last year have persisted to submit 5 or more applications.

Reminder of what this means:

- Account creation indicates interest in the model.
- They may need reminders to go back and finish their profile / apply / continue applying.
- They may not be seeing projects that align with what they're studying ← ***This is where employer engagement comes in.***



# High Number of Applications But No Selections

Among those who have applied for more than 10 projects, but have not been selected (38.6%) we have found that the following tends to be true of their applications:

- They have not completed their profiles by uploading resumes, adding personal statements, or highlighted experience.
- Their profiles and/or application responses contain grammatical errors.
- They have not submitted customized application responses to each opportunity, often copying and pasting the same response for 'why should we select you', even if that response is not relevant to all the projects they've applied for.
- They apply for projects that are not a good fit for their skills. For example, we've seen applicants when asked to describe their experience with a process or software that would be necessary to complete a project simply say, 'I don't have any'.

## APPLICATION EXAMPLES

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

I think should select me for this opportunity, because I like being involve in team works by collaborating with others to complete certain projects or tasks. I wanted to demonstrate my potential to help the others with my skills. Scheduling meeting is essential since everything needs to have a plan and split the responsibilities so it could helpful on the right paths to complete the tasks.. Also willing and pay attention on how to assist the director of inside sales throughout the process getting coaching along the way.

Why are you interested in this opportunity?

I'm interested in this opportunity, because I have passion on learn the perspective of healthcare and wellness that why it is important in our society today since we all need to access to healthcare. Healthcare being high quality helps prevent sickness and improve the quality of life. It is very salient that most of people acknowledge gaining good healthcare is needed. Despite I don't have any previous experience within healthcare field but I really hope to obtain this experience by proving I'm fast learner which I'm willing to take challenges and spend time to learn more about different perspectives of healthcare and life science continuum like providers, plans, employers, pharma, medical service, consumer health, and wellness. This would provide satisfaction to both company to the individuals in the community.



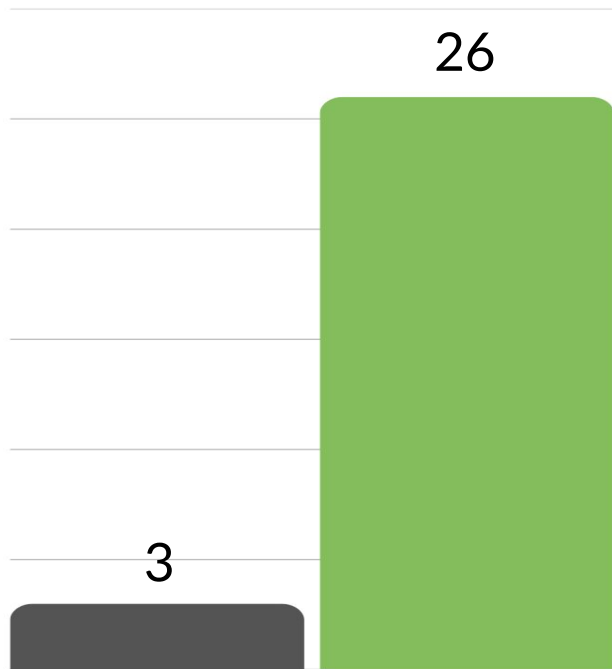
# Important Data Points: Average Number of Logins



Have Not Been Selected\*



Have Been Selected



On Average, Career Launchers who have been selected for at least 1 Micro-Internship have logged into the platform **8 times more** than those who have not been selected.

26 may seem like a lot of logins.

*Let's take a deeper dive...*

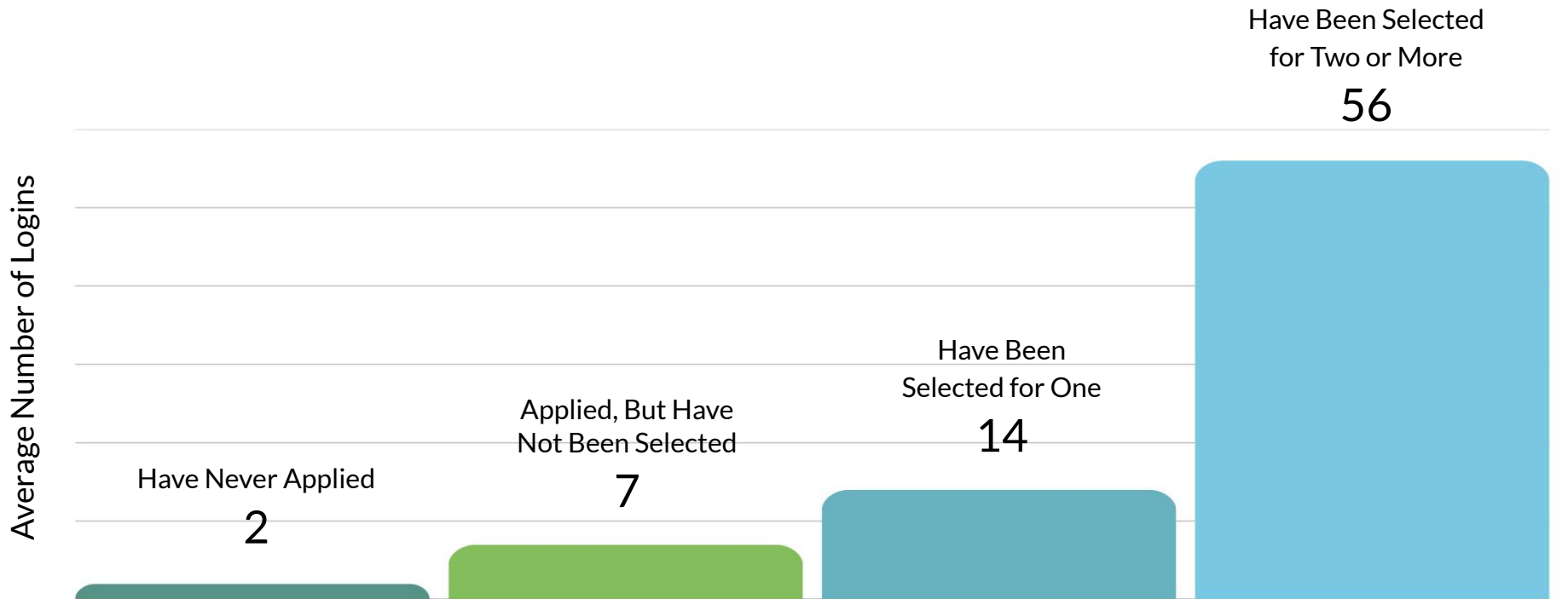
\*Includes those who have logged in, but never applied.



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# Important Data Points: Average Number of Logins

As demonstrated below, the number of logins also has a significant impact on the likelihood of selection.



## Context: Average Number of Logins

If 56 logins still seems high, it's important to keep in mind that some of these Micro-Interns are getting selected for *LOTS* of projects.

### Top 10 Most-Hired Micro-Interns in the Last Year

Selected for a cumulative

177

Micro-Internships

Logged in a total of

15,552

times since creating their accounts

Averaged

88

logins per selection\*

\*This number likely skews higher because they were logging in to check the status' of their numerous applications and mark projects they had already been selected for as complete.





# Important Data Points: Takeaways

## It's important for your students to apply for multiple projects

Applying for 5 or more projects more than *triples* a Career Launcher's odds of being selected, compared to those who have applied to less than 5.

## It's important for your students to log in regularly

On average, Career Launchers who have been selected log in *twice* as much as those who haven't.

## Applications need to be complete, proofread, and thoughtful

No matter how often a Career Launcher logs in and applies, if they're not submitting quality applications, they're unlikely to be selected.

## Employer Engagement is Key!

If you're not engaging your employers, it's less likely your students will see projects that align with their studies, making them less likely to apply or continue logging in.



# Tools for Success: Your Parker Dewey Landing Pages

Every partner will have one page to share with students, and another to share with employers.



Are you an employer? [Learn more >](#)  
Already have an account? [Log In >](#)



## Get paid, professional experience with Micro-Internships

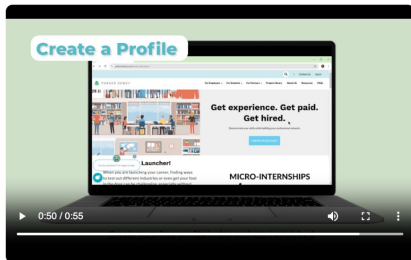
Students and recent graduates from all majors can gain real-world experience by completing short-term, paid, typically-remote, professional projects. Micro-Internships allow you to demonstrate skills while exploring potential career paths—all on your schedule.

These unique projects are posted at all times of year by companies of all sizes, from Fortune 100 corporations to emerging startups. Micro-Internships move quickly, so it's important to log in regularly to see opportunities before they're gone!

Micro-Internships are facilitated via the Parker Dewey platform, connecting you with organizations in need of your skills.

**After creating your free account on Parker Dewey, you'll not only get access to Micro-Internships but also to tutorials, tips on landing projects, and resources to help you succeed.**

Create An Account



Are you a student? [Learn more >](#)  
Already have an account? [Log In >](#)



## Micro-Internships. Maximum Impact

With Parker Dewey Micro-Internships, everybody wins!

Micro-Internships allow your company or organization to get on-demand, professional project support from talented students and recent graduates without having to take on administrative burdens like processing payroll or managing tax forms.

Micro-Internships are also an easy, cost-effective, and proven method for accomplishing recruiting goals, as they allow organizations to engage early career talent in a way that is accessible and appealing to students.

Create An Account



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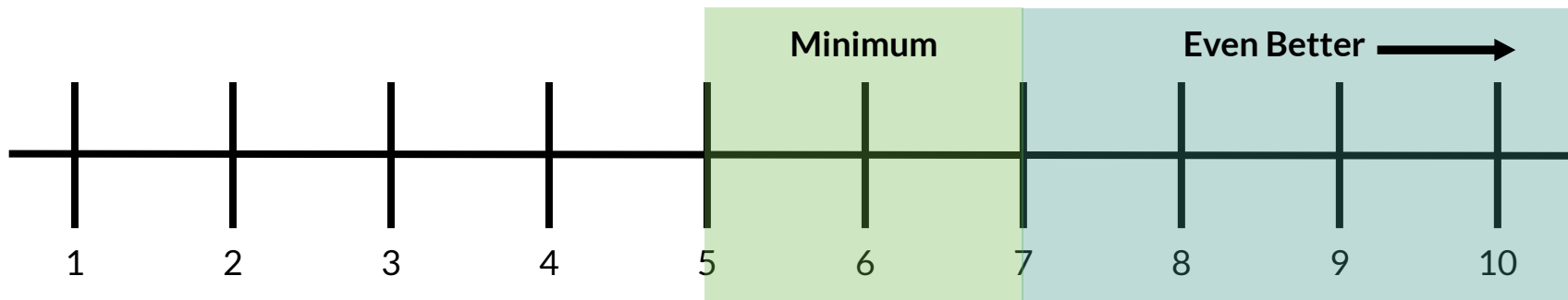
# Driving Traffic to Your Parker Dewey Pages

Goal: To get as many of your students and employers as you can to view your pages multiple times.

People typically need to encounter a brand message

## 5-7 times

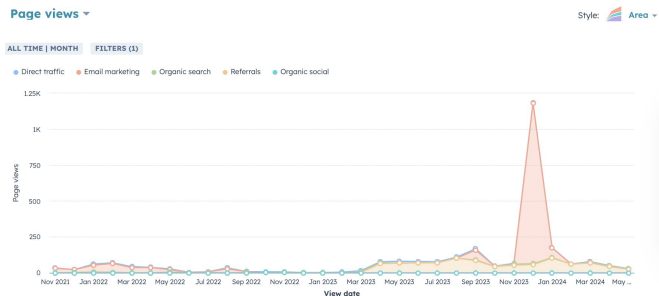
before it really sinks in.



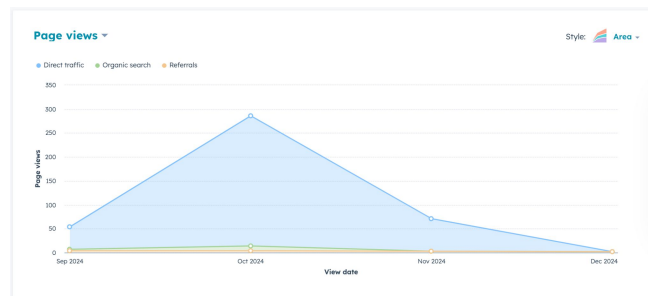
# Driving Student Traffic: Standalone Emails

Examples of 4 institutions and the spikes in student traffic they saw after sending standalone emails.

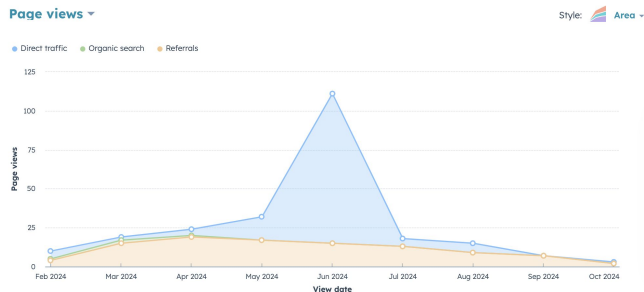
Private Research University,  
sent before winter break



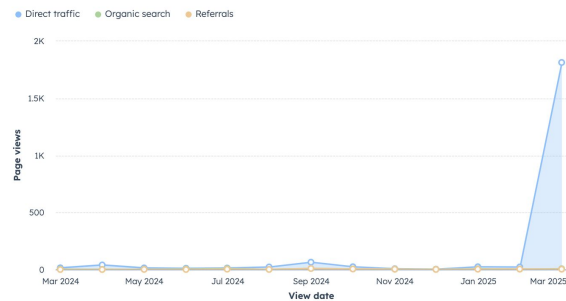
Private, All-Graduate  
Research University



Land-Grant University College of Engineering,  
sent during summer break

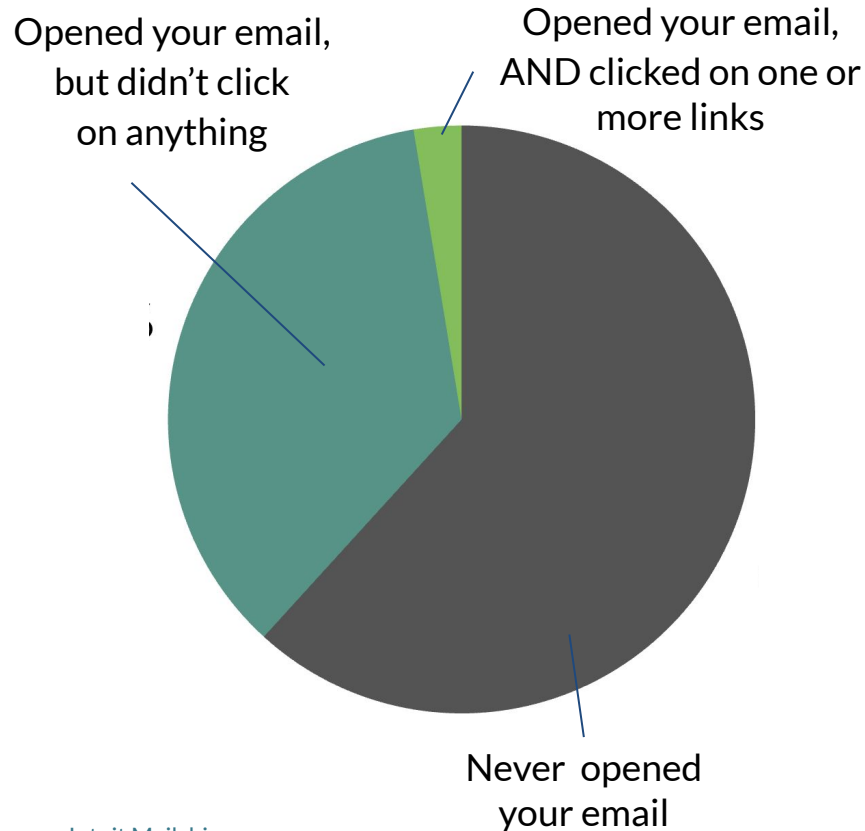


Public University,  
around Spring Break



sent

# Driving Traffic: A Note About Emails



Average Open Rate:  
**35.62%**

Average Click Rate:  
**2.62%**

## Takeaway:

Email is a great strategy, but it shouldn't be your only strategy.

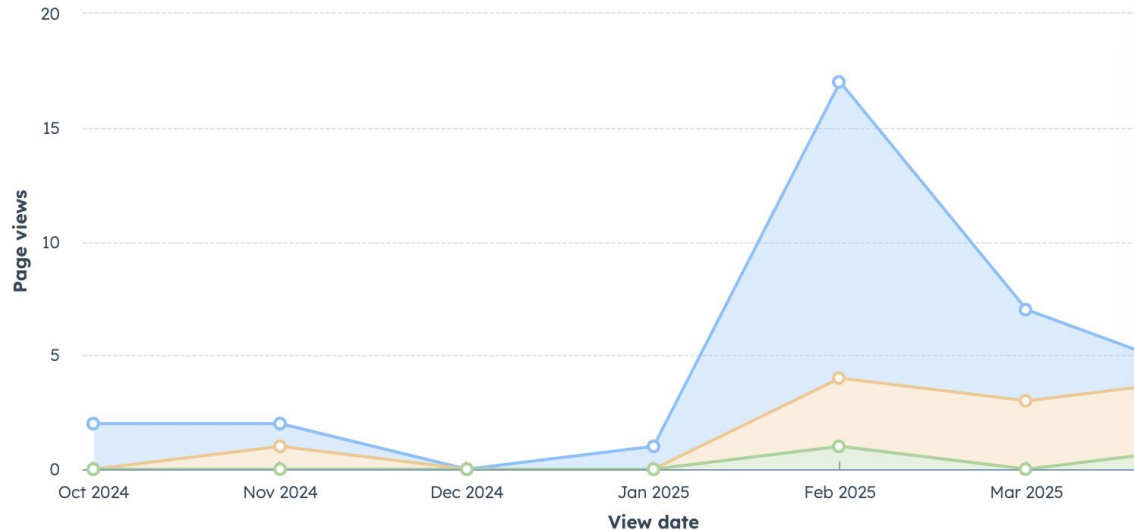
# Driving Student Traffic: Inclusion in Newsletter

Example of the spike in student traffic a private university saw after including Parker Dewey in their regularly scheduled student newsletter.

Page views ▾

Style:  Area ▾

● Direct traffic ● Referrals ● Organic search

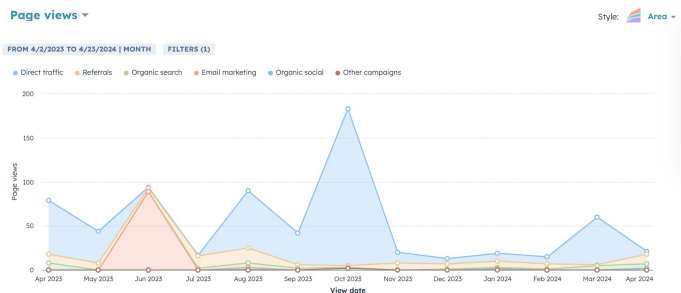


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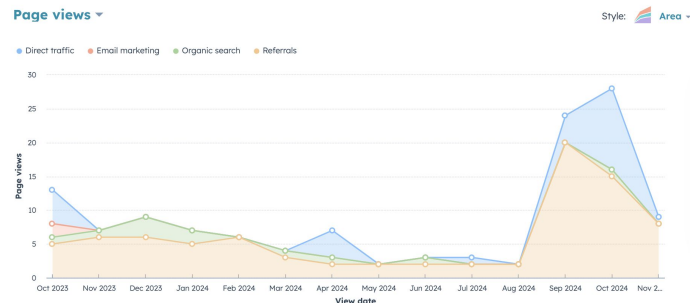
# Driving Student Traffic: Workshops and Events

Examples of 4 institutions and the spikes in student traffic after promoting Parker Dewey during events.

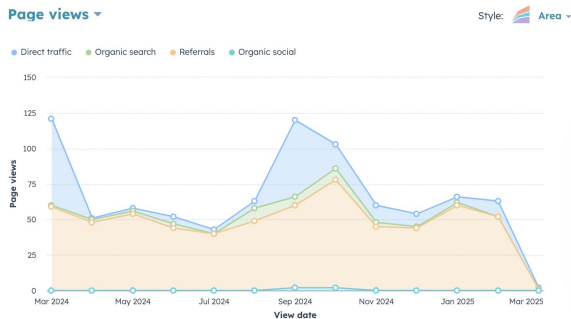
Public University,  
Tabled during Internship Week in October



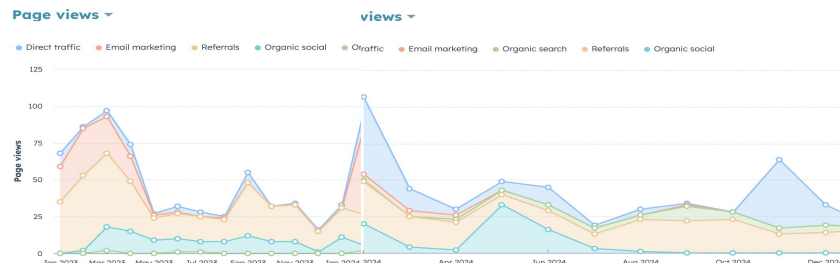
Public University, highlighted in classes  
and internship workshops in Oct



Public University, hosted their own Parker  
Dewey Workshop in September



Private Liberal Arts College, held a  
'Leap Day' workshop



# Driving Student Engagement: Promoting Parker Dewey Events

## Career Launcher Resource

FAQ  
Webinars



### Career Launcher FAQ Webinars (Monthly)

This student-focused webinar covers how Career Launchers can set themselves up for success when applying for Micro-Internship experiences.

“This was among the most informative as well as encouraging webinars I've attended.”

- Recent attendee

## Career Launcher Resource

Creating your own  
Opportunities with  
Micro-Internships

(Student Webinar)

### Creating Your Own Opportunities Webinars (Quarterly)

Students are invited to learn how [our employer engagement templates](#) can help them professionally approach companies of interest and encourage them to post a paid Micro-Internship.

# Over 300

registrants from past sessions of these webinars have been selected for Micro-Internships.



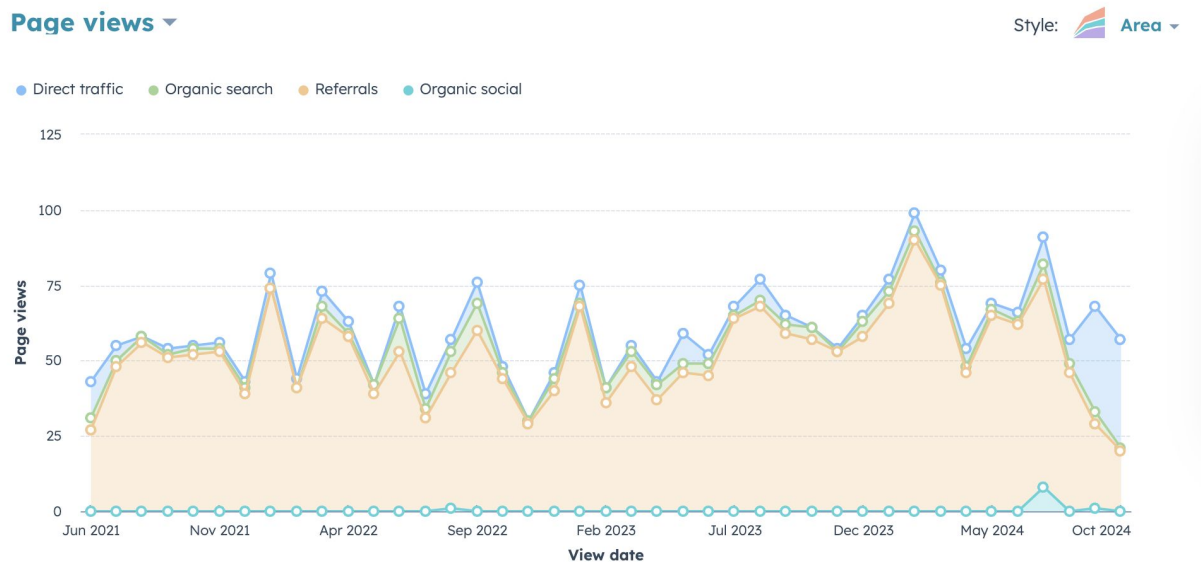
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# Ideal: Driving Consistent Student Traffic

Remember, we're looking for at least 5-7 touchpoints, and consistent traffic is even better!

This private university is making that happen by having their Parker Dewey link prominently posted on their Internships page, and sending regular emails directing students to that page as a resource.



# Comparison: Impact of Consistent Promotion to Students

	<b>Consistent Promotion to Students</b>	<b>Inconsistent / Minimal Promotion to Students</b>
In the last 12 months:	Stats from school on the last slide	Stats from a private university in the same state
Student Page Views	859	265
Accounts Created	263	93
Career Launchers Logged In	Over 300	109
# of Projects That Selected Their Talent	14	0
\$ Earned	>\$10,000	\$0
Employer Feedback	100% Met or Exceeded Expectations	No feedback to share





## Engaging Students Isn't Enough

For students to consistently find projects that align with their studies, it's crucial that your institution also engage in employer engagement.



# Employers Decide Who Sees Projects

Companies can choose to have projects be open to all,  
or feature the opportunity exclusively to schools of their choice.

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In the last 12 months,

# 42.8%

of projects that kicked off were open-to-all.

This means that  
**more than half**  
were featured *exclusively*  
to specific institutions.

## Why Companies often Choose to Feature Projects:

- Longer-Term Hiring Goals
- Geographic Location
- Pre-Existing Relationships at a School
- Desire to hire from a niche program
- Awareness that the school's students are active on Parker Dewey
- Program Funding - If a school is covering the cost of projects for designated employers, the resulting projects are only visible to that school's students and recent graduates.

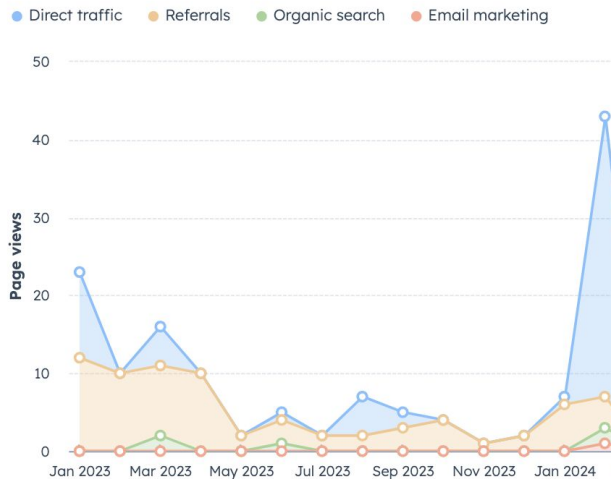


# Driving Employer Traffic: Standalone Emails

Examples of 2 institutions and the spikes in employer traffic they saw after sending standalone emails.

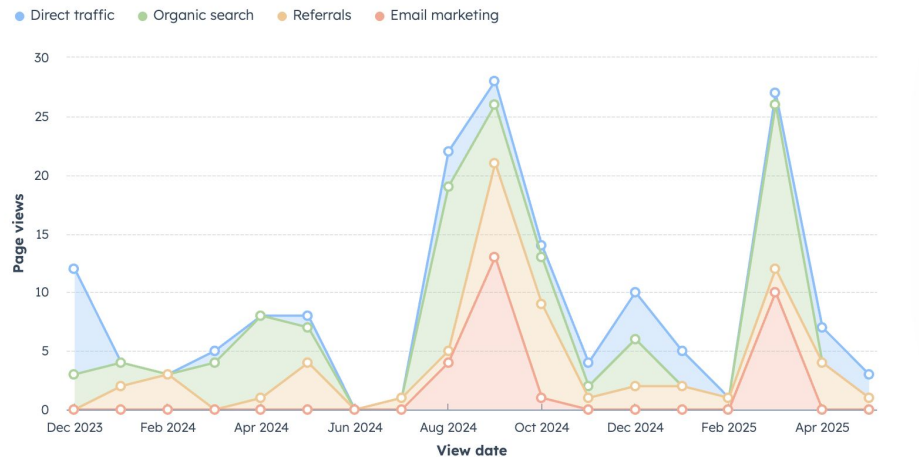
Liberal Arts College, sent a standalone email in conjunction with their 'Leap Into a Micro-Internship' event for students

## Page views



Public University, sent a standalone email in March. The september spike is from a webinar.

## Page views



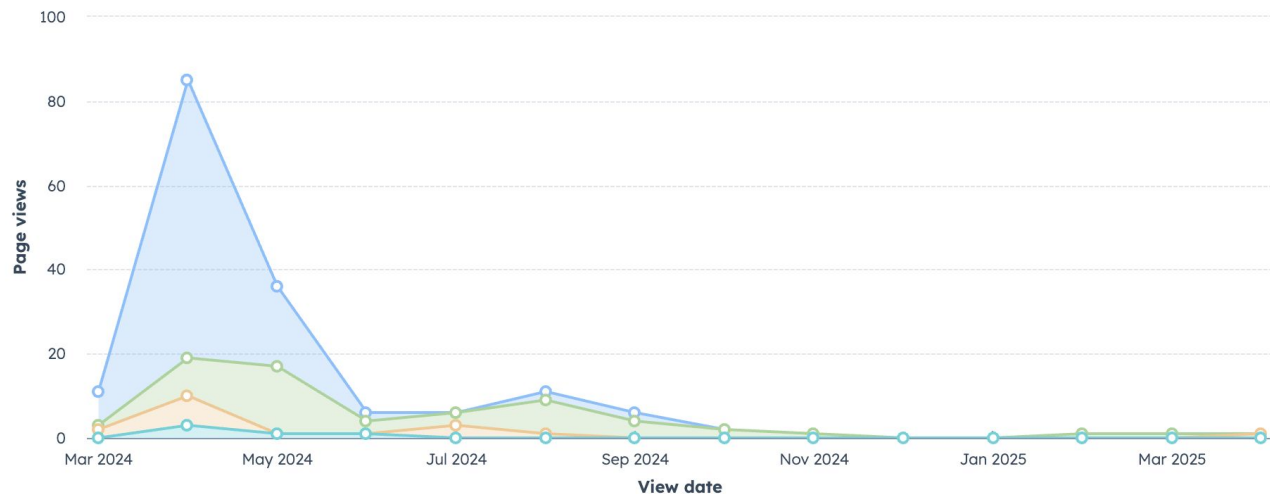
# Driving Employer Traffic: Sharing at Employer Events

Example of the spike in employer traffic a public community college saw after including presenting about Parker Dewey during an Advisory Board Meeting last April.

Page views ▾

Style:  Area ▾

● Direct traffic ● Organic search ● Referrals ● Organic social



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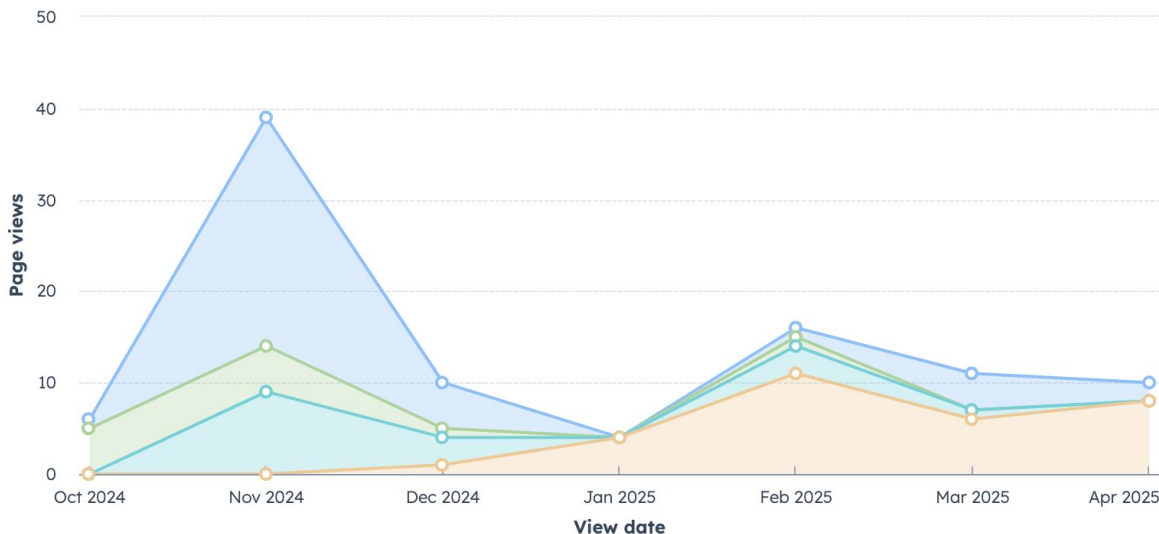
# Driving Employer Traffic: Tagging Employers on LinkedIn

Example of the spike in employer traffic a public university saw in November after re-sharing our Partnership Announcement on LinkedIn.

Page views ▾

Style:  Area ▾

● Direct traffic ● Organic search ● Organic social ● Referrals



# Driving Employer Traffic: Hosting a Parker Dewey Webinar

Examples of 4 institutions and the spikes in employer traffic when they hosted Parker Dewey Webinars.

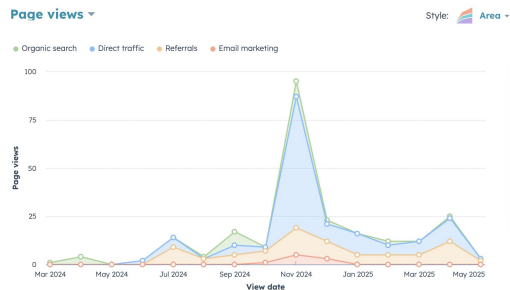
Private University,  
Hosted a webinar in November



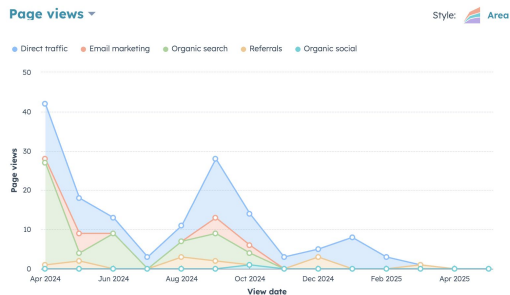
Public University,  
Hosted a webinar in January



Private University,  
Hosted a webinar in November



Private Arts College,  
Hosted webinars in April AND December





# Comparison: Impact of Consistent Promotion to Employers

	<b>Has Promoted to Employers</b> Stats from a public college	<b>Inconsistent / Minimal Promotion to Employers</b> Stats from a public college in the same state
In the last 12 months:		
Employer Page Views	468	0
Companies that Created Accounts from their Page	13	0
# of Projects That Selected Their Talent	13	1
\$ Earned	>\$3,500	\$300
Employer Feedback	100% Met or Exceeded Expectations	No feedback to share



# Driving Student AND Employer Traffic: Student Ambassador

Hire one of your own students to help you spread the word to students *and* employers as a paid Parker Dewey Student Ambassador.

This Micro-Internship is designed to take about 18 hours, making the cost \$400. Just like all Micro-Internships, 90% goes to the selected student. ***For Parker Dewey+ subscribers, the cost is included in your subscription!***

Parker Dewey has created a checklist of tasks with easy-to-use templates, so supervision is easy.

When Hutchinson Community College hired one of their own students as a Parker Dewey Student Ambassador, the number of Micro-Internships that selected HutchCC students **TRIPLED!**

## Outcomes of a Student Ambassador Micro-Internship



“Students liked that I was doing a Micro-Internship because they got to ask me real questions about my experience.”

**Lexi Bretz,**  
Class of 2026



**PARKER DEWEY**  
Experience | Pay | Connections

# Driving Student AND Employer Traffic: Partner Checklists

These checklists makes it easy for you to keep track of efforts you've made with both employers and students.

- Getting Started Checklist:

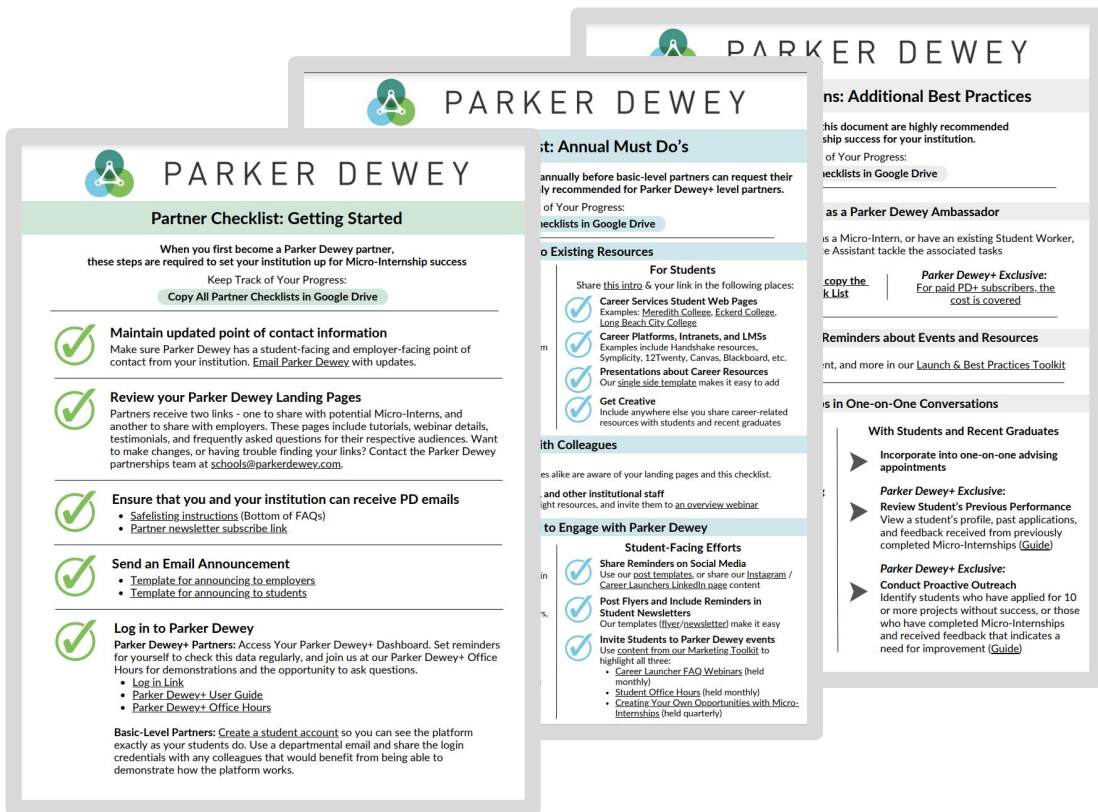
For those who are just establishing partnership.

- Annual Must-Do's Checklist:

These steps are most likely to lead to Micro-Internship Success.

- Additional Best Practices:

These steps are not required, but are highly recommended.



# Measuring Progress: Basic Partnership (Free)

## Requirements

Complete the 'Getting Started' and 'Annual Must-Do's' Checklists.

## Frequency

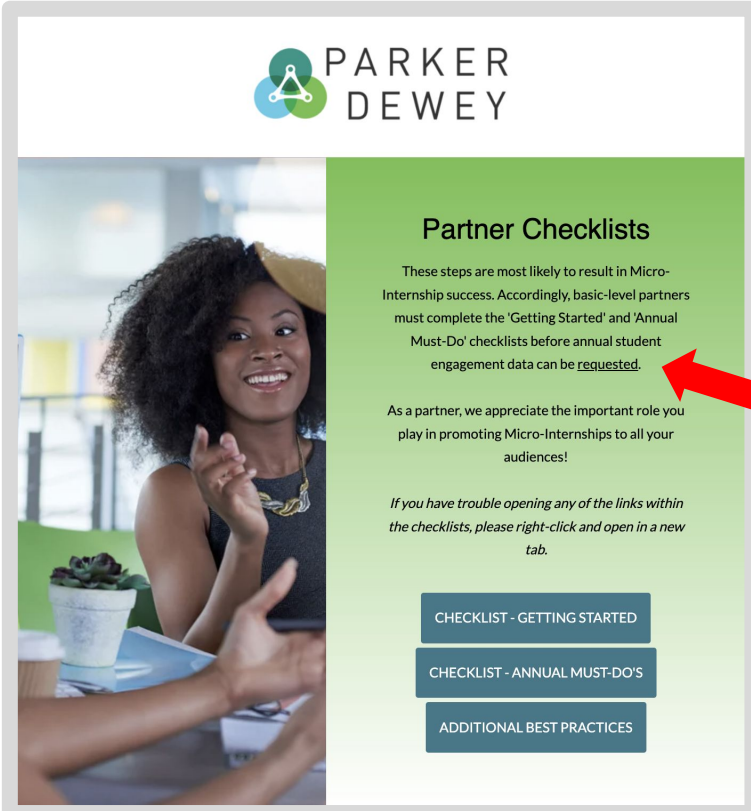
For Basic Partners, data requests are limited to once a year, and the timing is up to the discretion of the partner.

## Process

Submit your data request with proof of checklist completion via the form found on the Partner Checklist page.

## Options to Receive Additional Data

- Hosting annual employer webinars and inviting at least 1,000 employer points of contact will earn an extra data pull per year.
- **Special Offer** (details at the end of this webinar!)



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### Partner Checklists

These steps are most likely to result in Micro-Internship success. Accordingly, basic-level partners must complete the 'Getting Started' and 'Annual Must-Do' checklists before annual student engagement data can be requested.

As a partner, we appreciate the important role you play in promoting Micro-Internships to all your audiences!

*If you have trouble opening any of the links within the checklists, please right-click and open in a new tab.*

[CHECKLIST - GETTING STARTED](#)

[CHECKLIST - ANNUAL MUST-DO'S](#)

[ADDITIONAL BEST PRACTICES](#)

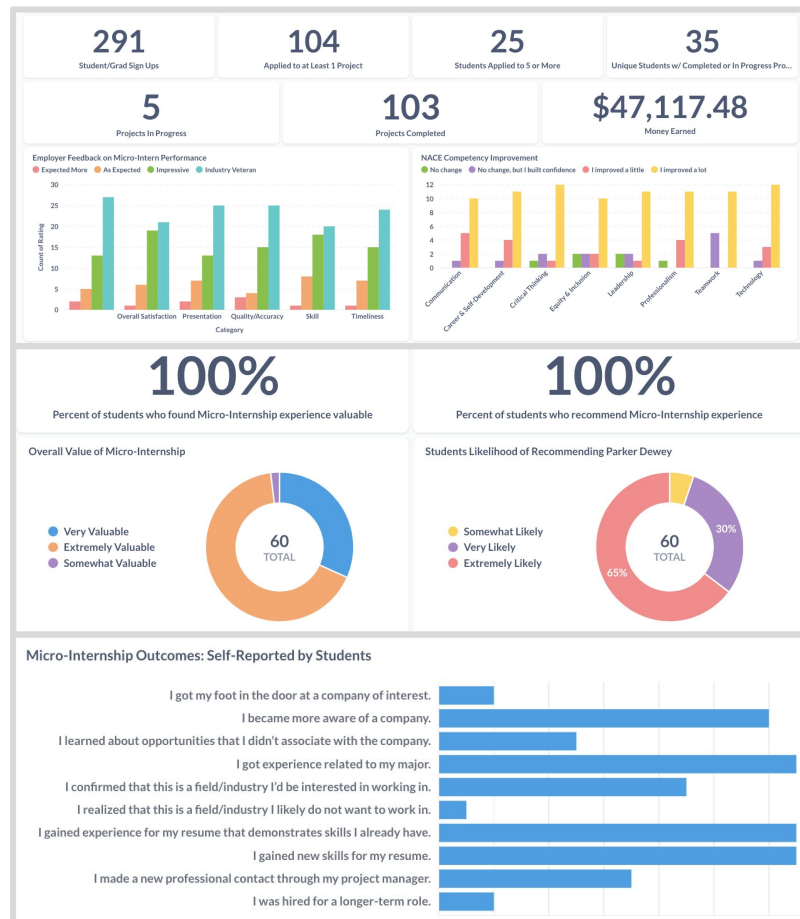


# Measuring Progress: Parker Dewey+ (\$2,000 annually)

Your data is available to you on-demand! This includes:

- **Student Engagement Data**  
# of accounts, # of Logins, # of Applications, # Selected, etc
- **Micro-Internship Data**  
Company Names, Project Titles, Start/End Dates, & Compensation
- **Employer Engagement Data\***  
Companies that came from your page, projects featured to your students, currently posted projects, etc
- **Feedback**  
This includes employer *and* Micro-Intern feedback
- **Annual Impact Report\***  
The last 12 months, including aggregate demographic data

Parker Dewey+ Partnership also includes the ability to view your students' profiles and applications, *and* includes the cost of a Parker Dewey Student Ambassador!



# You May Already be Eligible for Parker Dewey+ Access at No Cost if...

## ▶ You're a part of an existing program funded by your institution

- This includes all current Parker Dewey partner-funded programs of \$10,000+ per year
- Does not include a student ambassador Micro-Internship (unless you wish to include one with program funding)

## ▶ You're eligible for a Parker Dewey-run program benefiting your school

- **DeLuca Micro-Internship Program:** All colleges/universities in Connecticut, Florida, all HBCU's and members of the HSI Career Collaborative
- **Kansas Micro-Internship Program:** All public colleges/universities in Kansas
- **IEDC Micro-Internship Program:** All colleges/universities in Indiana (public and private) who are promoting the Indiana Economic Development Corp. program
- Does not include a student ambassador Micro-Internship

## ▶ Please Note:

- Parker Dewey+ access is funded through the duration of the program or, for a time-specific program, one year from program's kickoff
  - **DeLuca Program:** Access available through May 31, 2026
  - **Kansas Program:** Access available through the end of 2025
  - **IEDC Program:** Access available while program is available



# Measuring Progress: Parker Dewey Programs (\$10,000+)

Program Partners get Parker Dewey+ dashboard access *and* guaranteed Micro-Internships for their students.

You determine which students and companies are eligible to participate. Parker Dewey makes it easy.

EXAMPLE #1: Private, Liberal Arts Colleges		
History of Partnership:	Program School <u>Swarthmore College</u>	Basic Partner*
Amount earned	\$191,000+**	\$6,430
Student success rate (% of students who applied and were selected)	49.7%	6.6%
Partner-driven employer signups	290+	18
Employer overall satisfaction	97.6%	No data available
% of Micro-Interns that found the experience valuable	100%	No data available

\*Partner engaged employers during the pandemic, but has not promoted since champion left.

\*\*Swarthmore students have earned over \$12,560 from projects not funded by school.



PARKER DEWEY

# Measuring Progress: Parker Dewey Programs (\$10,000+)

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EXAMPLE #2: State Universities		
History of Partnership:	Program School <u>University of Delaware</u>	Basic Partner*
Amount earned	\$34,000+**	\$6,950
Student success rate (% of students who applied and were selected)	13.2%	6.6%
Partner-driven employer signups	65	49
Employer overall satisfaction	95.7%	100%
% of Micro-Interns who found the experience valuable	100%	No data available

\*Partner has promoted sporadically to small business community, but not consistently to employers of scale.

\*\*University of Delaware students have earned over \$9,300 from projects not funded by school.



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# Learn More About Parker Dewey Partner Programs



Partner Webinar

**Parker Dewey  
Partner Programs**

Achieve Your Institution's Goals  
with a Funded  
Micro-Internship Program

(1 hour)

Examples

Join us live:  
Wed. June 18, 2025 at 1 pm ET



PARKER DEWEY

# Special Offer!

All partners who complete the 'Getting Started'  
and 'Annual Must Do's' Checklists

**by September 15, 2025**

can get Parker Dewey+ Access\* through the  
Fall Semester (ending December 31, 2025)

***at NO COST!***

\*This no-cost offer does not include a Student Ambassador, but you are still welcome and encouraged to hire a Student Ambassador to go with your Parker Dewey+ Access for \$400.



PARKER DEWEY

# Next Steps

## Establish a Partnership If You Haven't Already

Partnership allows you to request or access data, depending on your level of partnership.

## Tackle the Partner Checklists

Every recommended task has templates to make it easy. Remember, to see success, you should be driving at least 5-7 traffic spikes to *BOTH* your student and employer pages annually.

## Take Advantage of Our Fall 2025 Offer!

Data has value. For a limited time, access it on-demand at no cost by completing the Partner Checklists and submitting a data request by September 15, 2025.

## Consider an Upgrade

Only paid PD+ Subscribers have a Student Ambassador Micro-Intern included as part of their subscription, and a program guarantees projects *exclusively* for your students!

