Engaging Employers

Partner Playbook

PARKER DEWEY

What Are Companies Asking You?

I came to your career fair, but student turnout wasn't what I was expecting. No one came to my booth. What else can I do?

I want to recruit more 1st/2nd year students [or student athletes, students from XYZ major, etc.]. How can I do that?

Students aren't applying to my job/internship. What can I do differently?

I don't need someone for an internship or full-time….just a short project. How can I connect with your students for that?

I am an alum but I have no say in where my company recruits; however I want to give back and work with students from my alma mater. Any ideas?

Challenges Organizations are Facing

Budget constraints

Lack of talent pipeline

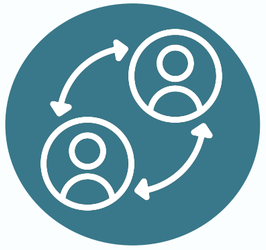
Not enough bandwidth for supervision/big commitments

Student awareness/employer brand

Short staffed / not enough time

DEI / target demographics

Insufficient interest



Engagement
(conversion, renege, and retention)

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Micro-Internships are…

Short-term and flexible

- Typically 10-40 hours required to complete
- Available on-demand, with deliverables due within a few days to 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

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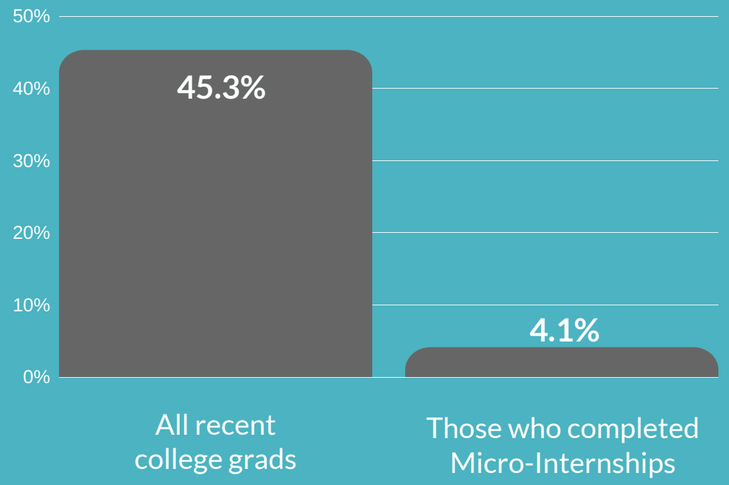
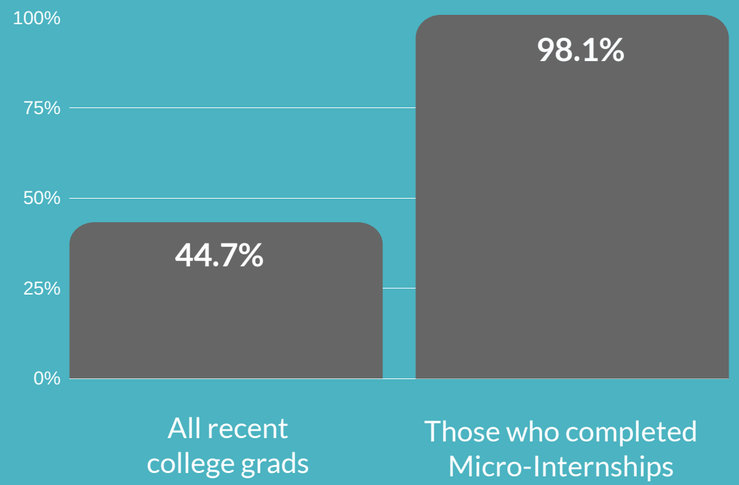
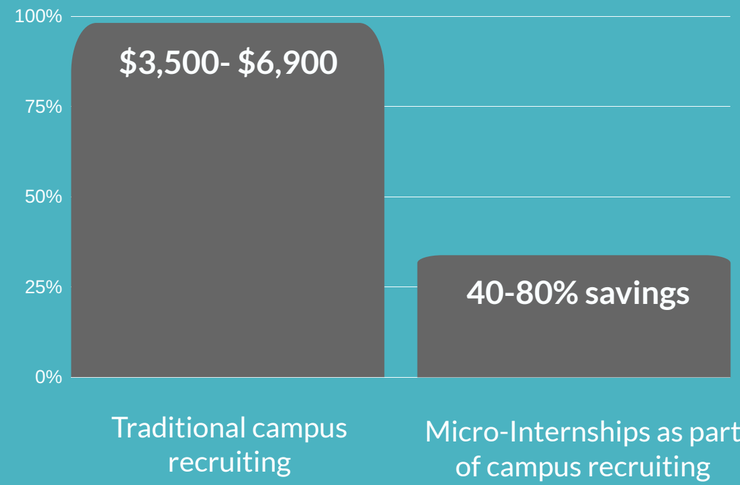
UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



EMPLOYER RETENTION OF RECENT COLLEGE GRADS



COST PER HIRE FOR CAMPUS RECRUITING



Access to **over 11 million college students and recent graduates** who want to work on Micro-Internships.

Over **80%** of Micro-Internships completed by students from **underrepresented populations.**

55% of college grads **leave their job** within first year, while **98%** of grads who complete Micro-Internships **remain at same company**.

Over 98% of clients report the Micro-Interns exceeded their expectations when completing the project.

Sources: NACE and the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97

Challenges Organizations are Facing

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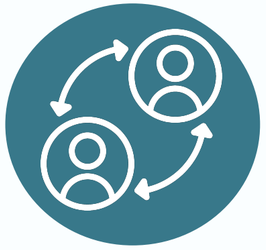

Engagement
(conversion, renege, and retention)

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How Micro-Internships Help…

Easy/Cost Effective

No Commitment, Low Risk

On-Demand Help

Job Auditioning

Build a Talent Pipeline

Brand Building on Campus

Access New Demographics

Give Back
(Local Employers/Alumni)

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While Benefiting Your Students & Recent Graduates

Easy/Cost Effective

No Commitment,
Low Risk

On-Demand Help

Job Auditioning

Build a Talent Pipeline

Brand Building on Campus

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Demographics

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(Local Employers/Alumni)

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Where Micro-Internships Fit In for Employers

What challenges/pain points are you hearing from employers?

This print-ready flyer shares where Micro-Internships can help and includes data and student testimonials to prove that it works! You can also customize it with your logo/colors and link to your landing page if you wish.

ACCESS FLYER

LINK TO CUSTOMIZE THIS FLYER

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Where Micro-Internships Fit In For Employers

When an Employer Says	How Micro-Internships Help	What Students Have to Say
I want to build my brand with your students.	Offer Micro-Internships to get through the noise, allowing students to learn about your organization. • 95% of students want to connect with employers via real, paid work experience • 50% of college students attended a career fair	"I wasn't familiar with Northrop Grumman at all before finding this Micro-Internship. Now I've accepted a full-time role." Alex, University of California, Santa Barbara, Class of 2022
I need a more diverse applicant pool.	Use Micro-Internships to reach students who might otherwise be overlooked, while providing authentic connections with hiring managers. • Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforce • Students represent all majors, academic years, grad/undergrad and recent grads	"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." Raeven, Christian Brothers University, Class of 2021
I want to reach students earlier to build my talent pipeline.	Offer Micro-Internships specifically for first and second-year students to reach them when they are most interested in exploring career paths. • 76% of students said they start thinking about career planning before sophomore year • 69% of students wished employers began to engage them earlier than they did	"My Micro-Internship was my first professional experience actually doing work…this was the first time I was actively contributing something." Richard, Howard University, Class of 2024
I don't need a student for a full-time role or internship.	Use Micro-Interns to get immediate help on those small projects that create value, but you don't have time to address. • All Micro-Internships are project-based so the focus is on what you need, not hours/weeks • Students are not your employees, Parker Dewey handles all payment to students and admin	"I don't know that I would have been able to do any other type of internship because of my schedule." Christina, University of Maryland Global Campus, Class of 2023
I have a limited budget, bandwidth to supervise a student.	Use Micro-Internships as a cost-effective way to engage and assess prospective candidates. • You set the price for each Micro-Internships, with the average cost of $435 (and 90% goes to the student) • No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire	"It's a real-life application without a long-term commitment. I can actually give back and my work will be used." Mishwa, Illinois Wesleyan University, Class of 2023
We've already set our recruiting plans for the year.	Use Micro-Internships as a complement to what you have planned. • Expand the pool for your traditional internship program • Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year • With most projects filled within 48 hours, Micro-Internships can help you fill empty seats from reneges or unexpected openings	"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." Emma, Kansas State University, Class of 2022

Read more from students

Get started

How to Engage Employers

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Familiarize yourself with Parker Dewey

Invite Us to Connect with your Employers

Invite your Employers to Connect with Us

Spread the Word and Leverage Reminders

Involve your Faculty and Alumni

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Familiarize yourself with Parker Dewey

Having Parker Dewey collateral readily available makes it easy for you to remember the benefits of Micro-Internships and share them with employers. This includes:

Employer-Focused Landing Page

Company-Focused Flyer

Client Success Examples

Supervisor Success Checklist

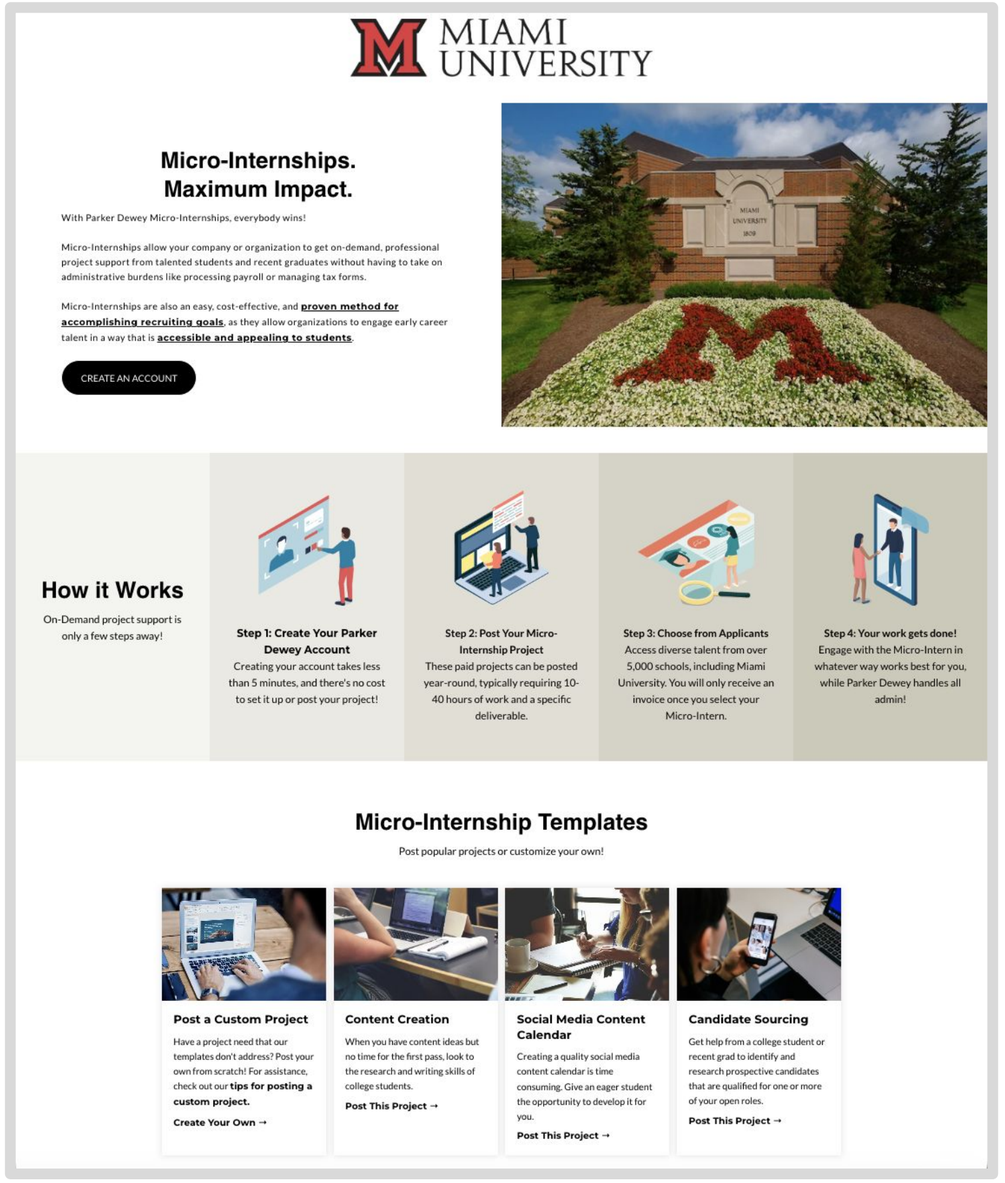
Employer-Focused Landing Page

A page tailored to employer partners makes it easy for them to create an account as well as access/post templated projects.

Contact us to request one, and then share it on your employer-facing web page.

Click below for examples of how other partners have highlighted Micro-Internships on their websites:

- Marshall University
- University of Florida
- University of Alabama at Birmingham



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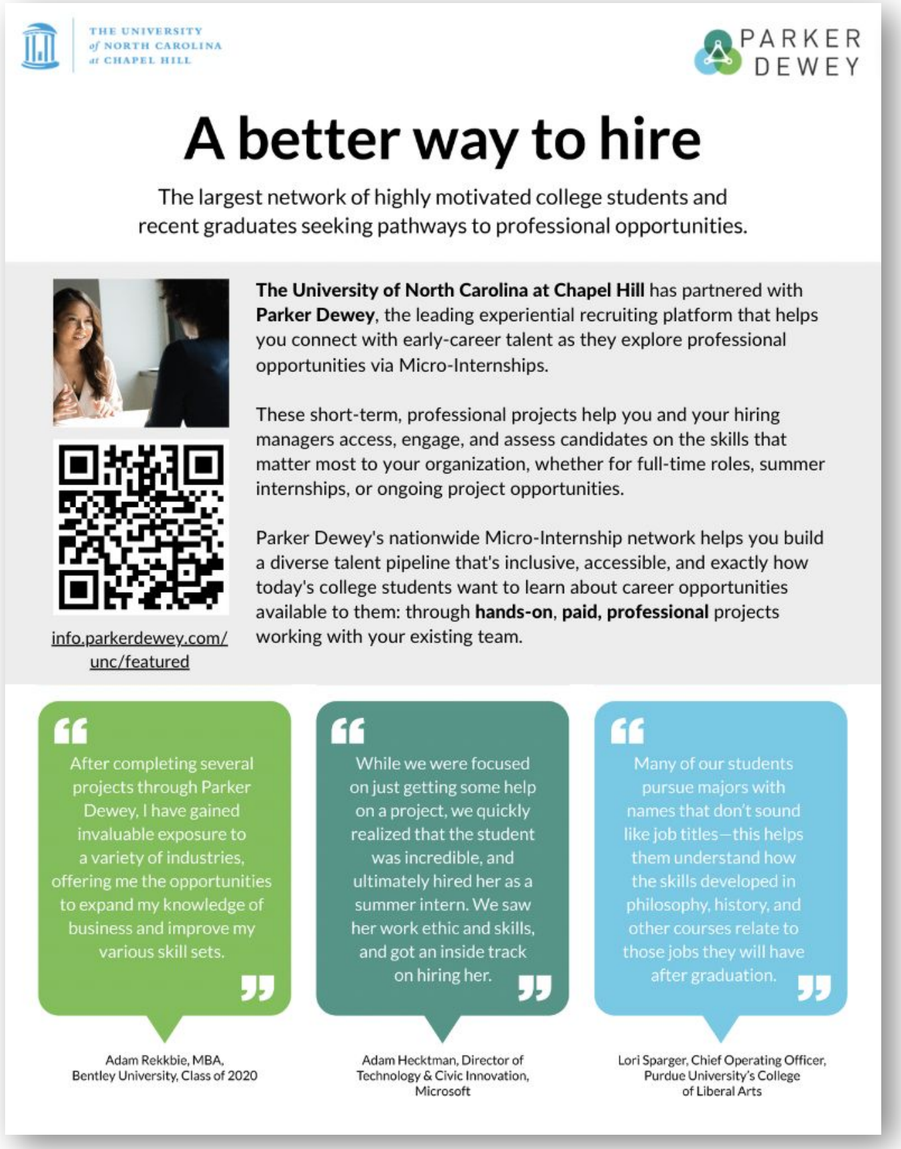
Company-Focused Flyer

This flyer is perfect for sharing during employer visits, on-campus employer events, or during career fairs.

Customize your own or contact us to request that it be customized for you.

ACCESS TEMPLATE



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Company Success Stories

The PDF pictured at right highlights just a handful of Parker Dewey clients **who have spoken publicly** about their experience with Micro-Internships and how these projects have helped with their unique needs related to **recruitment**, **talent development**, and **on-demand project support**.

Click on the PDF to access a handout with these testimonials or use the link below to view these and others online.

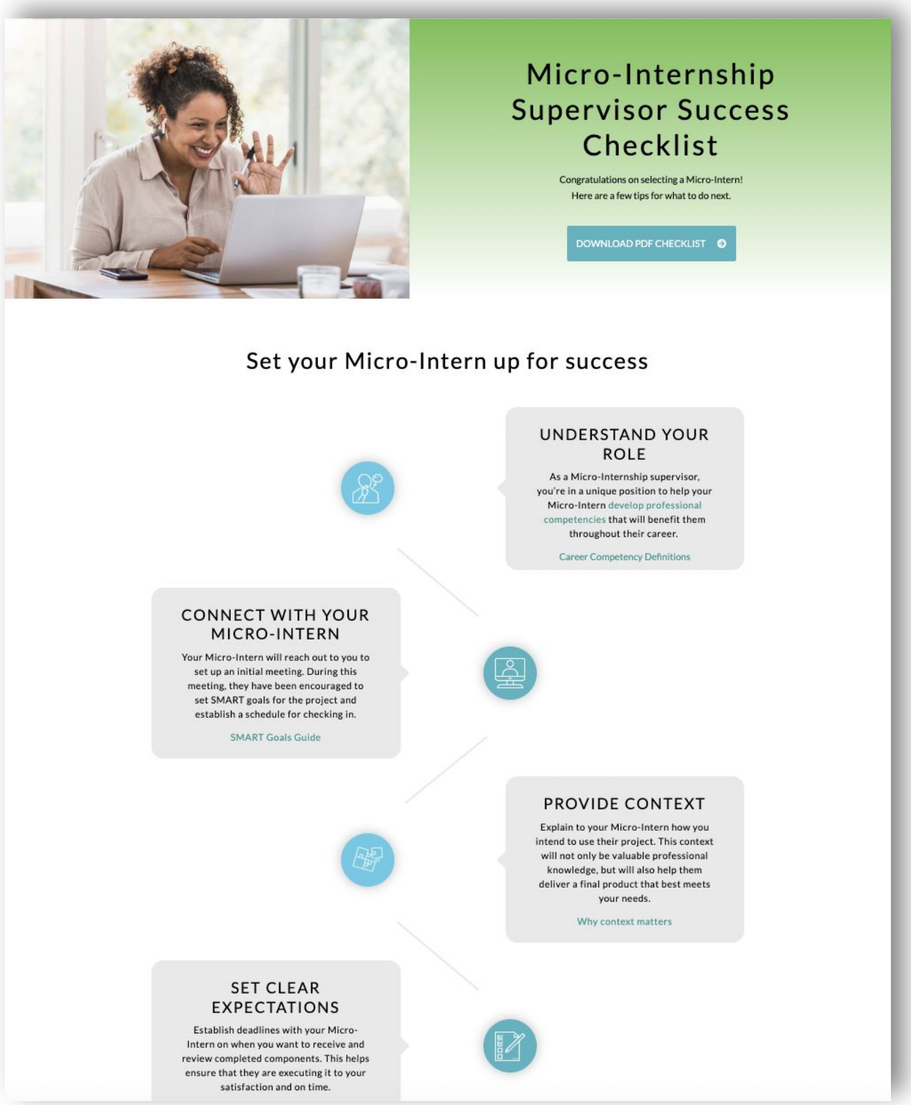
EMPLOYER TESTIMONIALS

Supervisor Success Checklist

Most Micro-Internships require minimal supervision after kick-off, but some employers may still worry whether they have the time to supervise a Micro-Intern.

If an employer has shared these concerns with you, let them know that we have a checklist waiting to walk them through best practices for a successful project once they've selected their Micro-Intern.

ACCESS THE CHECKLIST



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Invite Parker Dewey to Connect with your Employers

As the Micro-Internship experts, we're happy to connect directly with your employers. Below are just a few opportunities to include us:

Employer Events

Chambers of Commerce/Workforce Development Meetings

Entrepreneurship/Small Business Centers

Employer Events

Whether you're hosting an employer summit, advisory board session, employer appreciation event, or any other sort of employer-focused gathering, we'd love to join you (virtually)!

University of San Diego

CEIA Cooperative Education & Internship Association

HACCC
Houston Area Consortium of Career Centers

INVITE PARKER DEWEY

PARKER DEWEY

Chambers of Commerce/Workforce Development Meetings

These organizations are also focused on supporting local employers who may not have an early-career recruiting team. We regularly see that local organizations love working with local students.

CLICK HERE TO LEARN MORE

Entrepreneurship/Small Business Centers

Small businesses have lots to accomplish and often too few hands to take it all on. We love explaining how Micro-Internships can help! Don't forget about on-campus Entrepreneur Centers too.

Small Business Centers can even sponsor Micro-Internships on behalf of its members (like Trinity Christian College) or for its own needs (like the UCI ANTrepreneur Center) .

CLICK HERE TO LEARN MORE

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Invite Employers to Connect with Parker Dewey

We host regular webinar events designed to inform, engage, and encourage your employer partners to post Micro-Internship opportunities for your students:

Micro-Internships: An Overview for Companies

State of Campus Recruiting Webinars

Series: Micro-Internships as a Tool for Accessing Target Demographics

Host a Webinar

INVITATION TO ALL THREE EVENTS (Email Template)

Micro-Internship Overview for Companies

During these 30-minute webinars, your employers can expect to learn:

- how Micro-Internships work,
- examples of the types of projects students can complete, and
- how easy it is to get started

INVITE YOUR EMPLOYERS (Email Template)

INVITE YOUR EMPLOYERS (Newsletter Insert)

REGISTER YOURSELF

PARKER DEWEY

State of Campus Recruiting Webinars

Each quarter, Parker Dewey brings together corporate leaders, universities, student-support organizations, and all those interested in addressing the challenges of college-to-career.

During these calls, we address a new pressing topic facing early-career recruiting.

INVITE YOUR EMPLOYERS (Email Template)

INVITE YOUR EMPLOYERS (Newsletter Insert)

REGISTER YOURSELF

Micro-Internships as a Tool for Accessing Target Demographics

Because Micro-Internships are flexible, paid, and easily customized, they allow companies to access talent that may not otherwise have had the time or resources to engage.

This series highlights important populations your employers may currently be missing, and how Micro-Internships make them reachable.

INVITE YOUR EMPLOYERS (Email Template)

INVITE YOUR EMPLOYERS (Newsletter Insert)

REGISTER YOURSELF

PARKER DEWEY

Host a Webinar

Host a webinar specifically for your employer partners letting them know how they can post Micro-Internships for your students and recent grads.

We prepare the webinar content, create the registration page, and even customize the promotional materials for you. All you need to do is contact us to schedule a date and time!

WEBINAR PROMOTION TOOLKIT

EXAMPLE WEBINAR: UNC-CHAPEL HILL

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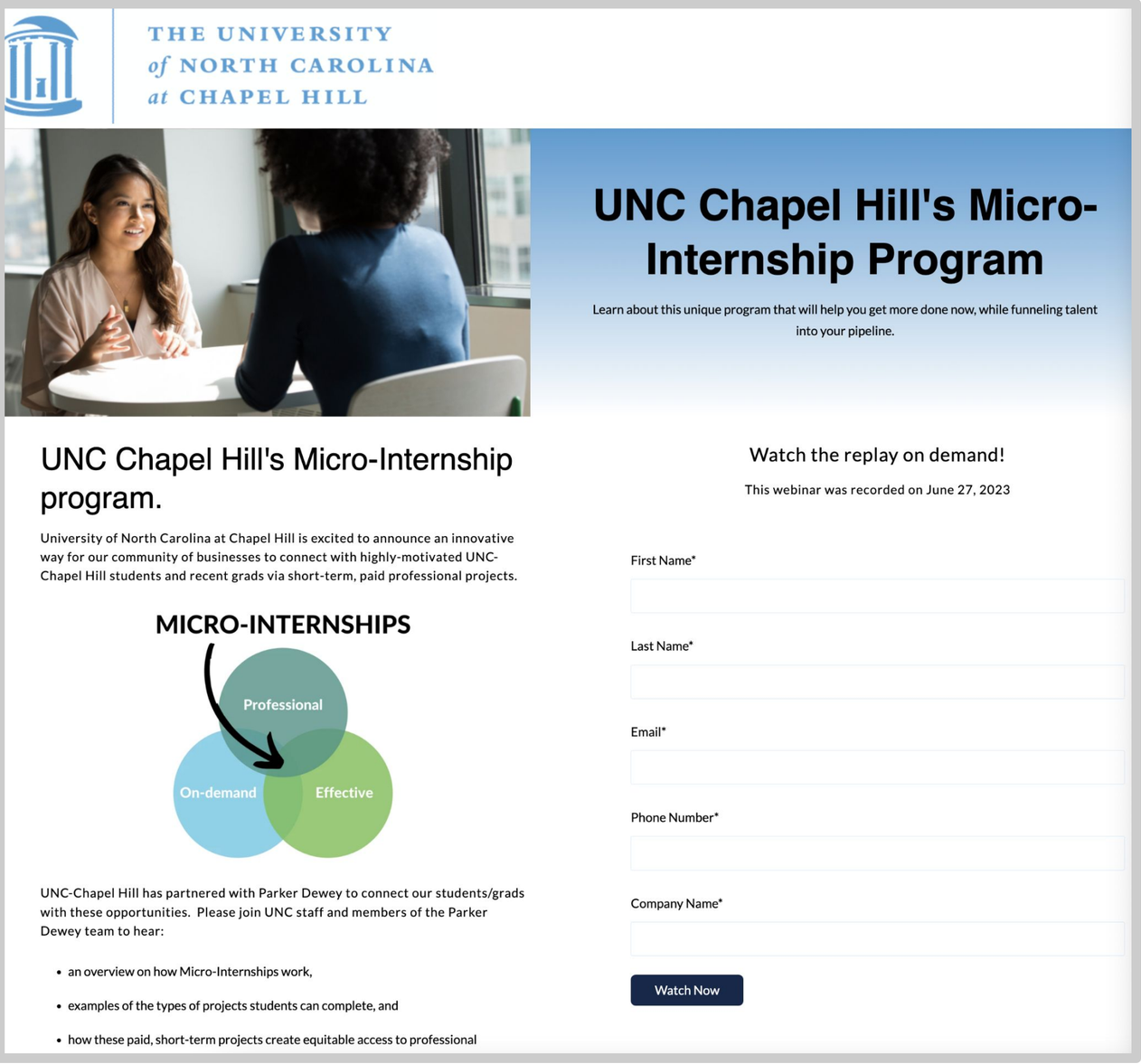

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Spread the Word/Send Reminders

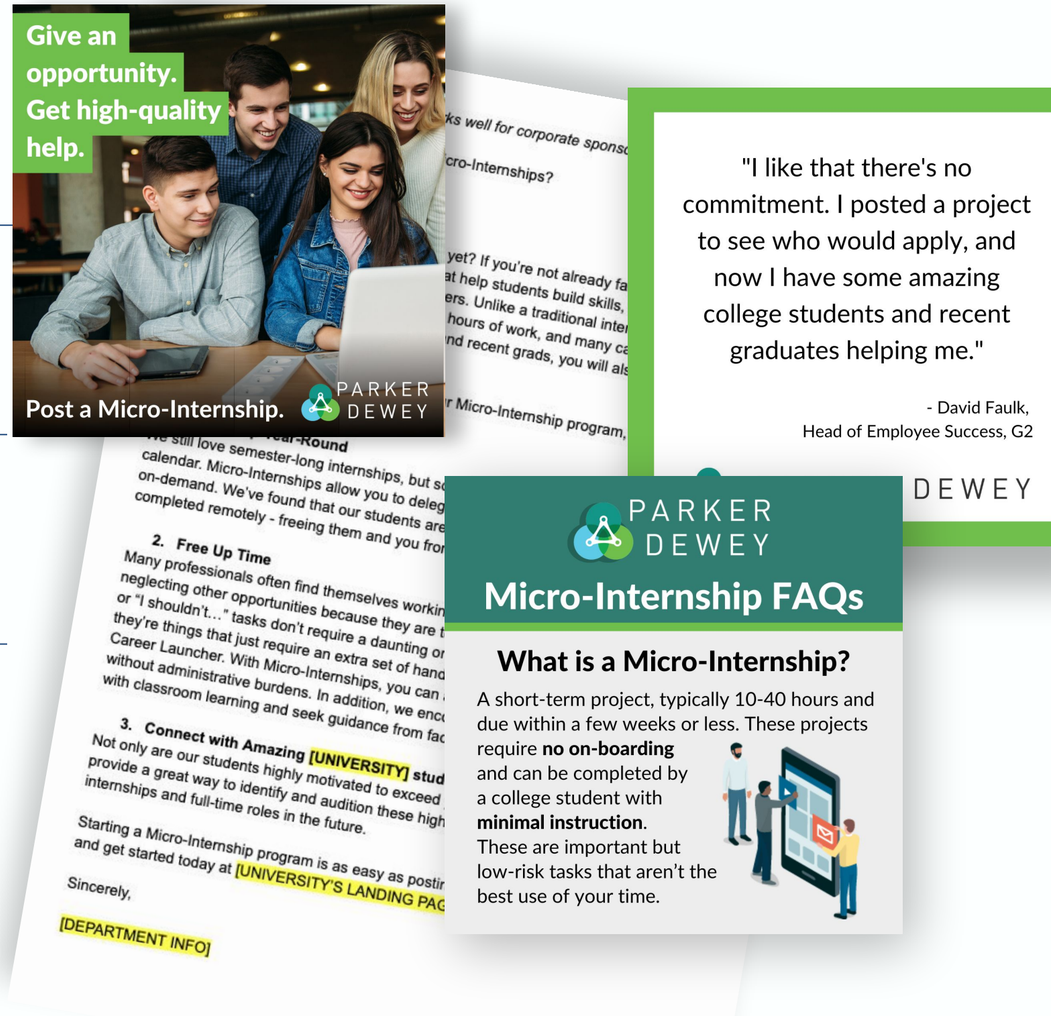
Unlike traditional internships, Micro-Internships can be leveraged by your employers year-round. Reminders, in a variety of formats, can be found in our **Marketing Toolkit**.

Social Media

Newsletter Content

Email Templates

Consider incorporating Micro-Internships into your Sponsorship Packages



Social Media

Share information about Micro-Internships via LinkedIn or wherever employers follow you.

Suggested topics include:

- Highlighting positive experiences of other companies
- Identifying how a Micro-Intern can help
- Answering FAQ's

CLIENT QUOTES

ABOUT PARKER DEWEY/ REMINDERS TO POST

Newsletter Content

If you don’t have a regularly scheduled employer newsletter, you should consider one!

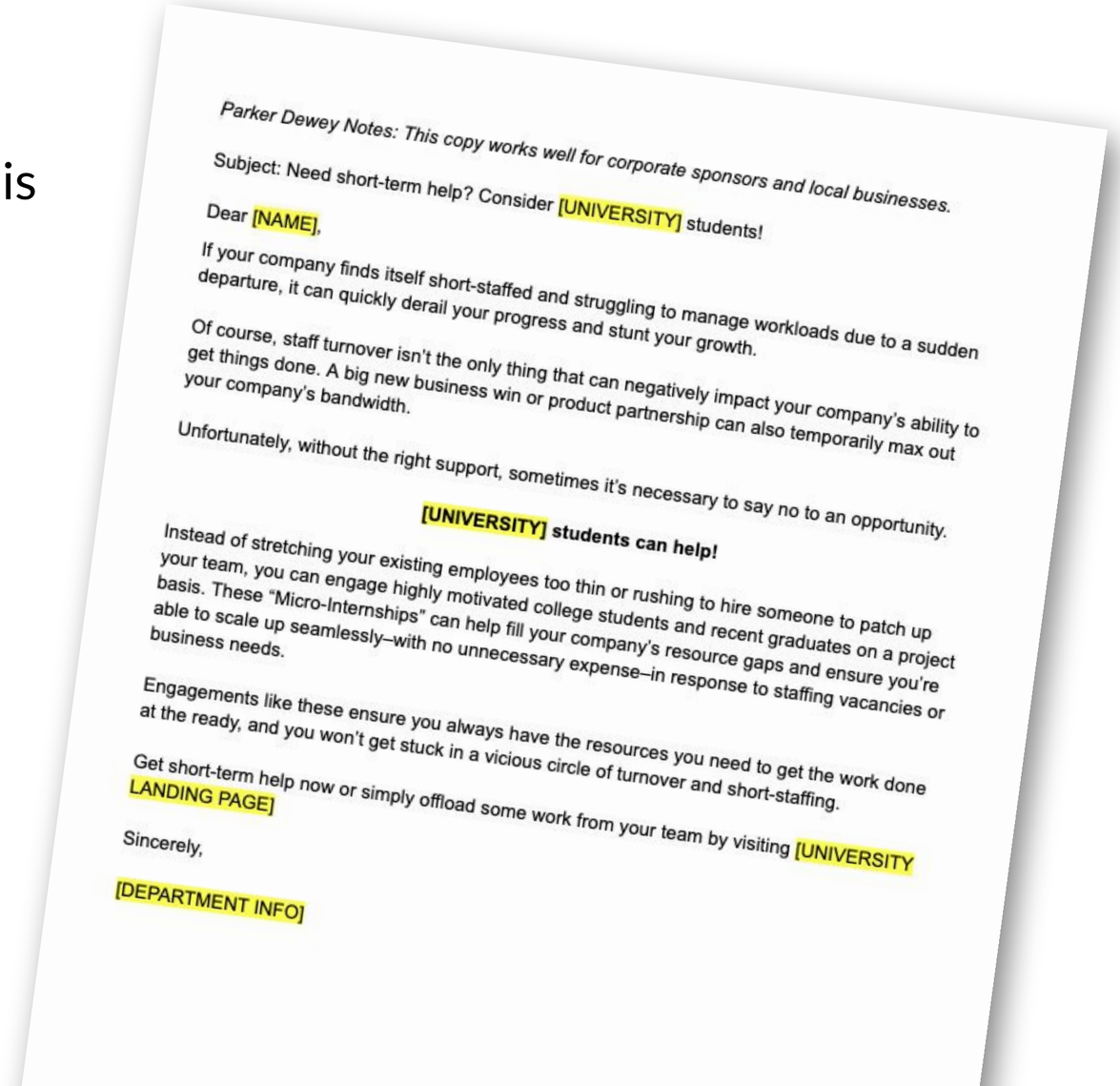
These can be an effective way to maintain employer relationships, highlight your students, and remind employers about Micro-Internships.

NEWSLETTER CONTENT

Email Templates

Whether it's the end of the fiscal year or a reminder that Micro-Internships allow companies to engage specifically with your institution, an email reminder is another recommended method for encouraging new projects.

EMAIL TEMPLATES



Parker Dewey Notes: This copy works well for corporate sponsors and local businesses.

Subject: Need short-term help? Consider [UNIVERSITY] students!

Dear [NAME],

If your company finds itself short-staffed and struggling to manage workloads due to a sudden departure, it can quickly derail your progress and stunt your growth.

Of course, staff turnover isn't the only thing that can negatively impact your company's ability to get things done. A big new business win or product partnership can also temporarily max out your company's bandwidth.

Unfortunately, without the right support, sometimes it's necessary to say no to an opportunity.

[UNIVERSITY] students can help!

Instead of stretching your existing employees too thin or rushing to hire someone to patch up your team, you can engage highly motivated college students and recent graduates on a project basis. These "Micro-Internships" can help fill your company's resource gaps and ensure you're able to scale up seamlessly–with no unnecessary expense–in response to staffing vacancies or business needs.

Engagements like these ensure you always have the resources you need to get the work done at the ready, and you won't get stuck in a vicious circle of turnover and short-staffing.

Get short-term help now or simply offload some work from your team by visiting [UNIVERSITY LANDING PAGE]

Sincerely,

[DEPARTMENT INFO]

Micro-Internship Sponsorship Packages

Guarantee paid internships for your students AND generate revenue for your department by adding Micro-Internships as an option for employer sponsorships.

Example*: $5,000 Sponsorship

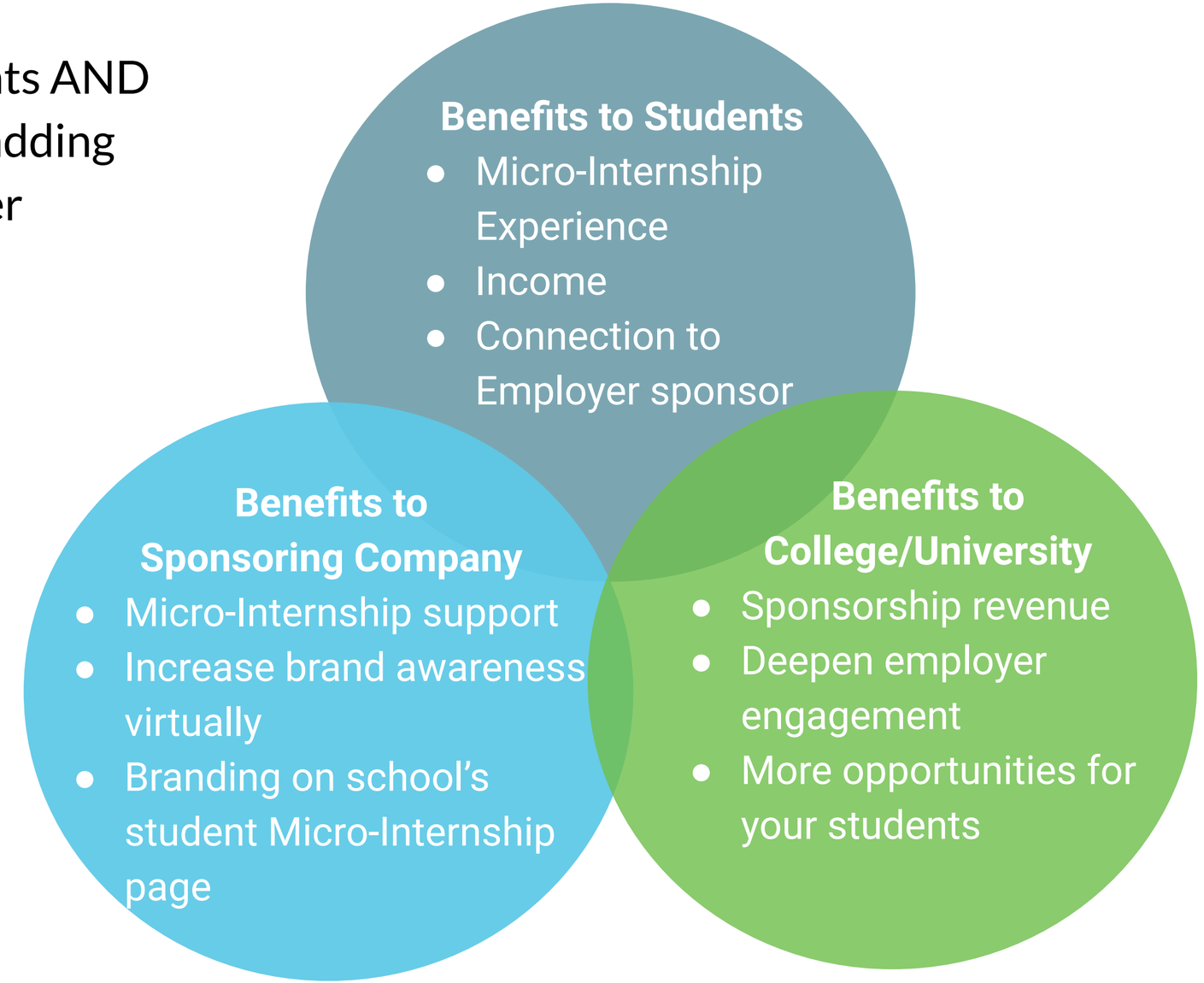
- $2,500 to School
- $2,500 to Fund 5 Micro-Internships ($500 each)

Example*: $10,000 Sponsorship

- $2,000 to School
- $8,000 to Fund 20 Micro-Internships ($400 each)

SPONSORSHIP TOOLKIT

*Sponsorship package can be set up however you wish



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Involve your Faculty and Alumni

Faculty often engage with employers, and we've found alumni to be some of the most active Micro-Internship posters.

Faculty

They can spread the word to students and their employer contacts. Our Faculty Launch Toolkit makes it easy to keep them in the loop. We also encourage you to invite them to our Parker Dewey overview for faculty and staff.

Alumni

For alumni, Micro-Internships are a win-win because they are not only getting a project done, but also mentoring and supporting a student from their alma mater.

Tips for Engaging Alumni

- Include established alumni in the invitations and reminders to employers
- Invite us to present at Alumni Board/Council Meetings
- Highlight Micro-Internships in alumni newsletters and other alumni-targeted communications using the customized content below:

ALUMNI-SPECIFIC NEWSLETTER CONTENT

ALUMNI-SPECIFIC EMAIL TEMPLATES

The Playbook

Familiarize Yourself/ Have Collateral Ready

- Request/Review Employer-Focused Landing Page
- Customize and Print Copies of Flyer
- Save Link to Client Success Examples
- Review Supervisor Success Checklist

Invite us (Parker Dewey) to Connect with your Employers

- Employer Events
- Chamber of Commerce/ Workforce Development Meetings
- Entrepreneurship/ Small Business Brainstorming Sessions

Invite your Employers to Connect with Parker Dewey

- Micro-Internships Overview
- State of Campus Recruiting Webinars
- Webinar Series: Micro-Internships as a Tool for Accessing Target Demographics
- Host your Own Webinar

Spread the Word/Leverage Reminders

- Social Media
- Newsletter Content
- Email Templates
- Consider adding Micro-Internships to your sponsor packages.

Involve your Faculty and Established Alumni

- Use the Faculty Launch Toolkit
- Invite faculty to our overview for faculty and staff
- Include Alumni in Employer Invitations/ Communication
- Invite us to Alumni Council/Board Meetings