

A photograph of two women in an office setting. On the left, a woman with long brown hair, wearing a light pink top, is smiling and looking towards the right. On the right, the back of a woman with dark curly hair, wearing a blue top, is visible as she looks out a window. The window shows a blurred view of a city building. A semi-transparent teal banner is overlaid on the bottom half of the image.

# Engaging Employers

## Partner Playbook



# PARKER DEWEY

Parker Dewey is an experiential recruiting platform that helps employers connect with high-potential early-career talent via Micro-Internships.

These short-term, paid, professional projects

- offer access to traditionally overlooked candidates
- reduce bias through real-work evaluation, and
- generate insights that build more effective, equitable pipelines

The result? Stronger 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

# What are Micro-Internships

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

- Short-term: Typically a total of 10-40 hours of work by the Micro-Intern
- 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
- Projects: Involves a specific deliverable, as opposed to ongoing tasks
- On-demand: can be done year-round, with no administrative burdens (payroll, legal, etc.)

Micro-Internships provide a valuable way to **access, engage, assess, and hire** for traditional internships and full-time roles.



# Benefits for Early Career Talent



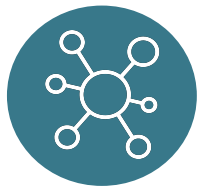
**Accessibility**



**Experience**



**Flexibility**



**Networking**



**Career Exploration**



**Resume/Portfolio Building**



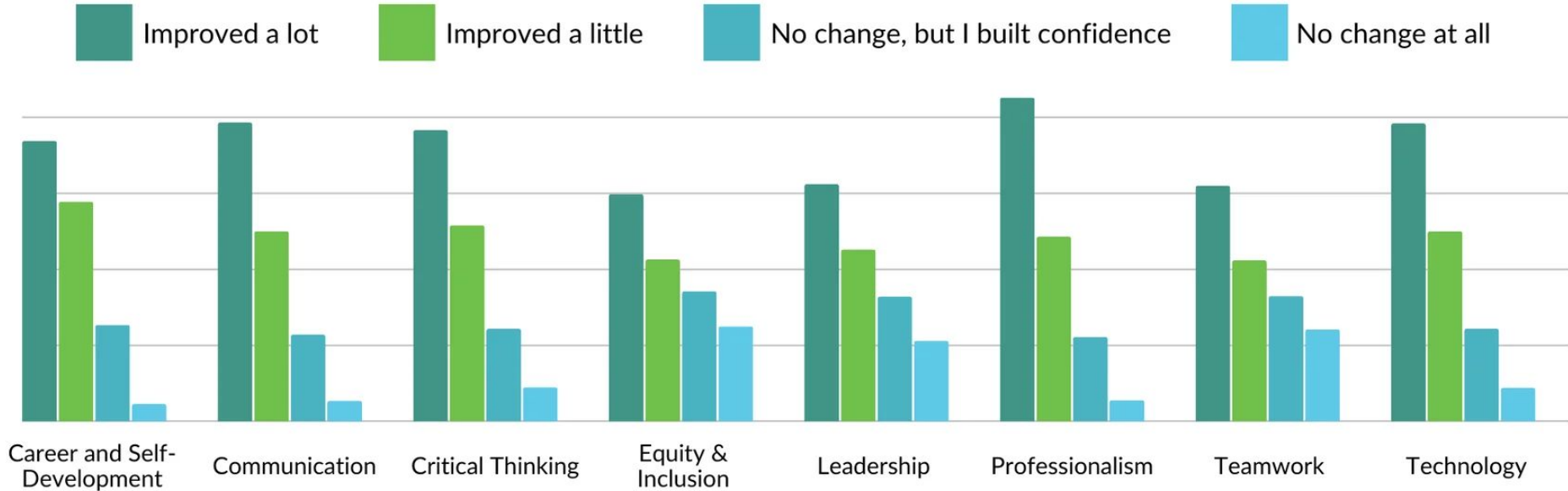
**Possibility of longer-term engagements**



**Pay**



# Career Readiness Competency Reflection\*



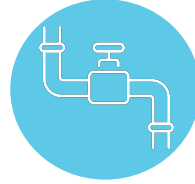
[SEE THE LATEST REPORT](#)

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

# Benefits/Uses for Companies



**Easy**



**Build a Talent Pipeline**



**No Commitment,  
Low Risk**



**Brand Building on Campus**



**On-Demand**



**Access New  
Demographics / DEI**



**Cost Effective**



**Job Auditioning / Drive  
Conversions**



# Transforming a Role Into Targeted Micro-Internships

## 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

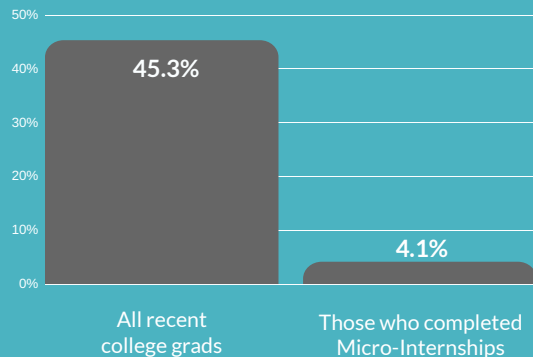
### Competitive Campaign Analysis

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

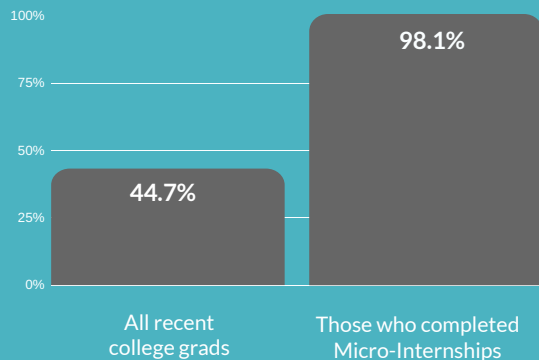
**Skills:** Market research, creative thinking, presentation skills



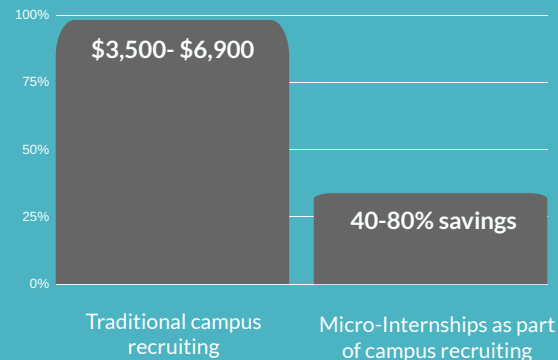
## UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



## 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 **97%** of clients report the Micro-Interns **exceeded their expectations** when completing the project.





# Why You Should Share Micro-Internships with Your Employers

By sharing Micro-Internships as a recruiting tool, you're supporting the goals of employers and driving engagement, while students gain valuable, real, professional experiences that help them launch their careers.

Specifically, Micro-Internships can help you:

- Enhance Employer Involvement in Career Services Activities
- Deepen Relationships with Existing Employer Partners
- Engage Employers Who Aren't Currently Recruiting on Campus
- Create more Opportunities for your Students



# 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 (example)
- 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.



# Comparison: Impact of Consistent Promotion to Employers

In the last 12 months:	<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
Employer Page Views	<b>468</b>	0
Companies that Created Accounts from their Page	<b>13</b>	0
# of Projects That Selected Their Talent	<b>13</b>	1
\$ Earned	<b>&gt;\$3,500</b>	\$300
Employer Feedback	<b>100% Met or Exceeded Expectations</b>	No feedback to share





## How to Engage Employers

**Build Awareness of  
Micro-Internships as a Recruiting Tool**

**Invite Parker Dewey to  
Connect with your Employers**

**Invite your Employers to  
Connect with Parker Dewey**

**Share Timely Parker  
Dewey Content**

**Involve your  
Faculty and Alumni**

# Build Awareness of Micro-Internships as a Recruiting Tool

Having Parker Dewey collateral readily available makes it easy for you to share with employers.

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**Employer-Focused Landing Page**

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**Where Micro-Internships Fit (Flyer)**

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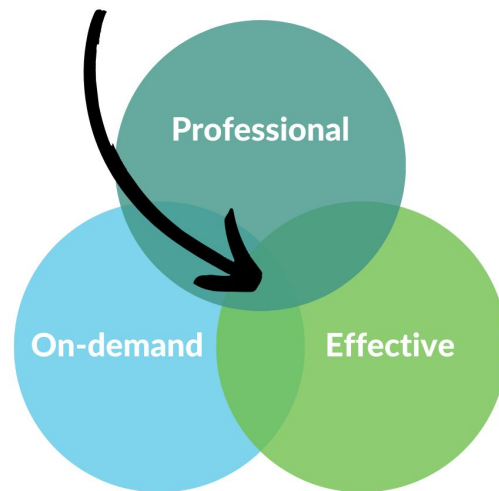
**Client Success Examples**

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**Consider Upgrading Your Partnership**

## MICRO-INTERNSHIPS



# Employer-Focused Landing Page

This page, tailored to employers and their needs, makes it easy for them to understand the benefits of Micro-Internships, create an account, and post templated projects.

This page should be shared in the following places:

- Your employer-facing web page ([introductory language](#))
- Email responses to recruiters interested in your students
- Presentations about recruiting options ([template](#))
- Anywhere else that recruiting resources are shared with employers and established alumni.
- **TIP:** Keep track of where you've shared this link in our [Partner Checklist](#).

NOTE: Your URL likely changed recently. When convenient, please update wherever posted.



PARKER DEWEY

The screenshot shows the Parker Dewey Micro-Internships landing page for Radford University. At the top, there's a navigation bar with the Parker Dewey logo, the university name, and links for students and existing accounts. The main heading is "Micro-Internships. Maximum Impact". Below this, a video player shows a walkthrough of the platform's features: "CREATE Profile", "POST a Project", and "REVIEW Candidates". To the right of the video, there's a "Create An Account" button. The bottom section, titled "After creating your free recruiter account on Parker Dewey, we'll be there to support you every step of the way!", lists three key benefits: 1. "Your team defines the goals, Parker Dewey handles the rest." (with a target icon), 2. "Need help? Our team is available to assist with project scoping and identifying the right tasks to assess candidates for your open roles." (with a lightbulb icon), and 3. "After the project, you have all of the candidate data, skills insights, and recommendations to keep high-potential candidates engaged." (with a group of people icon).

# Where Micro-Internships Fit In for Employers

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

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

ACCESS FLYER

LINK TO CUSTOMIZE  
THIS FLYER



PARKER DEWEY



## 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. <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>	"By posting a Micro-Internship, you can attract individuals who are eager to gain practical experience, showcase their skills, and demonstrate their potential."  Aminur, California State Polytechnic University Pomona, Marketing Major
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. <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>	"A Micro-Internship is a fair opportunity for you to meet trainable, talented individuals with diverse backgrounds and skill sets."  Brian, Wayne State University, Information Systems Management Major
I need to demonstrate the value of on-campus recruiting efforts.	Use Micro-Internships to maximize the impact of your on-campus efforts, including career fair attendance. <ul style="list-style-type: none"><li>Build interest in advance of the event</li><li>Expand reach</li><li>Identify potential talent earlier</li><li>Have more meaningful conversations at the event</li><li>Share an immediate next step afterward</li></ul>	"Micro-Internships are a great way to test the waters with new talent without having to make a hard commitment. It's also a great opportunity to give someone that is eager to learn."  Adriana, San Diego State University, Economics & Business Major
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. <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>	"Parker Dewey is a perfect way to interact with students going into the workforce in a couple years. It prepares the company in regards to interacting with younger employees, and it benefits students seeking to build industry skills."  Andrea, Aurora University, Public Relations & Communications Major
I have a limited budget, bandwidth to supervise a student.	Use Micro-Internships as a cost-effective way to engage and assess prospective candidates. <ul style="list-style-type: none"><li>You set the price for each Micro-Internship, 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>	"Micro-Internships are a great opportunity to discover new talents for much less than the cost of adding a full-time employee or intern without seeing what they have to offer."  Varencka, Florida A&M University, Business Administration Major
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. <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>	"Micro-Internships are a good way to get help with short-term projects and learn from people."  Bladen, University of North Carolina Chapel Hill, Urban Planning, Sustainability, & Environmental Studies Major

 Read more from students

 Get started

# Employer 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 image to the right to access a handout with these testimonials, or use the link below to view these and others online.

EMPLOYER TESTIMONIALS



PARKER DEWEY





# Upgrade to Parker Dewey+

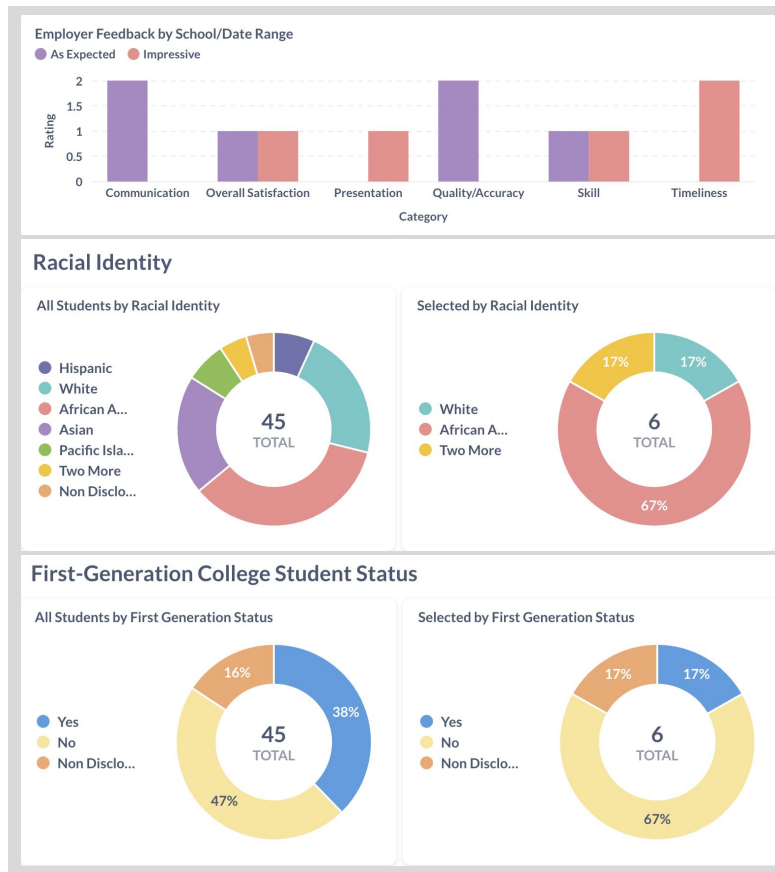
This new, premium level of partnership is a \$2,000/year subscription, and includes:

- Employer engagement data
- A Micro-Intern to help you promote the concept to employers and peers
- Student usage information
- Impact reports that allow you to demonstrate the diversity of your students and recent graduates who are interested in Micro-Internships.

LEARN MORE



PARKER DEWEY



# Consider a Program

Whether you're looking to engage alumni, create opportunities for your students in a specific sector, or address the issue of brain-drain in your geographic area (and more!), funding projects *exclusively* for your students via a program can help.

You choose the organizations you want the students to work with and the students you want to support, and Parker Dewey handles the rest.

LEARN MORE

WEBINAR REGISTRATION



Partner Webinar

**Parker Dewey  
Partner Programs**

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

(1 hour)



PARKER DEWEY



# 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:

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**Employer Events**

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**Chambers of Commerce/Workforce Development Meetings**

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**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)!

INVITE PARKER DEWEY TO  
PRESENT

## Professionalism Unpacked

Friday, Nov. 4  
12:30 to 2:30 p.m.

Join this important and much-needed conversation in-person or via Zoom. Registration is available via CampusGroups by scanning the QR code below.

Space is still available in-person for students, faculty and new graduates.



Professionalism Unpacked will redefine the meaning of professionalism. Employers, students, staff, new graduates and faculty will come together to share perspectives on "professionalism" and challenge assumptions in the workplace and classroom.



CASE  
WESTERN  
RESERVE  
UNIVERSITY  
Three beyond the possible



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.](#)

INVITE PARKER DEWEY TO  
PRESENT



PARKER DEWEY

# 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 ANTrepneur Center](#)).

INVITE PARKER DEWEY TO  
PRESENT



PARKER DEWEY

**TRINITY**  
CHRISTIAN COLLEGE

ACADEMICS ADMISSIONS & FINANCIAL AID CAMPUS LIFE ATHLETICS NEWS & EVENTS GIVE APPLY EXPLORE

*"Our students not only work for a business, but they also gain experience and income for that work. We are excited about this new business model. It is a win for the student and the business."*

-Professor Sundee Vira

**UCI ANTrepneur Center**

**UCI ANTrepneur Center's Self-Starter Micro-Internship Program**

Learn about this unique program that will help you get more done now, while funneling talent into your pipeline.

**C.A.P. MICROINTERNSHIPS**

The Community Alliance Program (CAP) is an exciting venture for the Entrepreneurship department at Trinity and a way for students to earn and learn. It says, "we seek to help our neighbors flourish by working to remove obstacles, all while loving our neighbor as Jesus commands us to. Serving underserved low-income and minority entrepreneurs and business owners within Chicago and surrounding communities stands at the heart of what we are doing."

Trinity business students have the unprecedented opportunity to work on real-world projects for local businesses to aid in tasks that successfully increase revenue.

One key initiative is the creation of a revolving investment fund that provides comprehensive support to businesses – funded by alumni and endowments – to help expand these businesses beyond their current space to serve the community. This program is a true win-win, as the businesses receive vital assistance to gain real-world experience.

**Self-Starter Micro-Internships.**

The UCI ANTrepneur Center is excited to announce a new way for our community of businesses to connect with highly-motivated UCI students and recent grads via short-term, paid professional projects.

**MICRO-INTERNSHIPS**

On-demand Professional Effective

The ANTrepneur Center has partnered with Parker Dewey to connect our students/grads with these opportunities. Please join Center staff and members of the Parker Dewey team to hear:

- an overview on how Self-Starter Micro-Internships work,
- examples of the types of projects students can complete, and
- how these paid, short-term projects create valuable access to

Watch the replay on demand!

UCI ANTrepneur Center Self-Starter Micro-Internship Program (in a video window)



# 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:

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## Host a Webinar

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**Invite Employers:**  
**Connect with the Parker Dewey team**

---

**Invite Employers:**  
**Micro-Internship Overview Webinars for Companies**

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**Invite Employers:**  
**Other Regularly Scheduled Parker Dewey Events**

# 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, and commit to sharing the invitation with at least 1,000 employer and/or alumni contacts.

EXAMPLE WEBINAR:  
UNIVERSITY OF DENVER



The image shows a webinar registration page for the University of Denver. At the top right is the University of Denver logo. The main heading is "Transform Early Career Recruitment with Micro-Internships". Below this, it says "Join us on Thursday, November 21st, at 11am MT". A paragraph explains that the organization will share how to utilize Micro-Internships to access a wider pool of talented students, lower hiring costs, and get on-demand support. Below this is a Venn diagram titled "MICRO-INTERNSHIPS" with three overlapping circles: "Professional" (top, teal), "On-demand" (bottom-left, light blue), and "Effective" (bottom-right, green). A black arrow points from the "Professional" circle to the "Effective" circle. To the right of the diagram is a registration form with the following fields: "First name\*", "Last name\*", "I am a..." (with a dropdown arrow), "This will help us follow-up with the most relevant information" (with a dropdown arrow), "Job title", "Email\*", "Phone number", and "Organization\*".

UNIVERSITY OF DENVER

## Transform Early Career Recruitment with Micro-Internships

Join us on Thursday, November 21st, at 11am MT

We'll share how your organization can utilize Micro-Internships to access a wider pool of talented students, lower hiring costs, and get on-demand support for your busiest teams.

### MICRO-INTERNSHIPS

Professional

On-demand

Effective

First name\*

Last name\*

I am a...\*

This will help us follow-up with the most relevant information\*

Job title

Email\*

Phone number

Organization\*





# Invite Employers: Connect with the Parker Dewey Team

Our team is always happy to meet with your employers, discuss their individual needs and goals, and highlight how Micro-Internships can help.

Because every employer is unique, we've found that a one-on-one conversation is often the best way to help them get started. Get the exchange started by inviting your employers to connect with us.

EMAIL TEMPLATE



# Invite Employers: Micro-Internship Overview Webinars

During these monthly 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



## Micro-Internships Overview for Employers

Join us to learn how you can post a Micro-Internship  
in five minutes!

INVITE YOUR EMPLOYERS  
(Email Template)

INVITE YOUR EMPLOYERS  
(Newsletter Insert)

REGISTER YOURSELF



PARKER DEWEY

# Invite Employers: Other Parker Dewey Events

In addition to our monthly overviews, Parker Dewey also regularly hosts the events listed below. Keep an eye on our 'upcoming events' emails for details, and invite your employers.

- [State of Campus Recruiting Webinars](#): Rotating topics facing early career recruiting.
- [Micro-Internships & Target Demographics Series](#): Previous highlights have included student-athletes, first and second-year students, nontraditional students, liberal arts students, and first-generation students.

**Not getting our event emails?**

Reach out to [schools@parkerdewey.com](mailto:schools@parkerdewey.com) to be added to the list.

## Recent Event

### Gen Z's New Rules for Hiring: Student Sentiments on Campus Recruiting

Recorded May 29th, 2025



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**WATCH THE REPLAY**



PARKER DEWEY



# Share Timely Parker Dewey Content

Unlike traditional internships, Micro-Internships can be leveraged by your employers year-round. Use this content to keep Micro-Internships front of mind.

---



**Monthly Content Customized for the Time of Year**

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**Incorporate Micro-Internships into your Career Fairs**

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**Follow Parker Dewey LinkedIn Pages**

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**Review our Marketing Toolkit**

# Monthly Content

Every month, Parker Dewey points of contact receive recommended content to share..

This content may include easy-to-share social media posts, newsletter inserts, email templates, etc.

To view this content, email [schools@parkerdewey.com](mailto:schools@parkerdewey.com) to be added to the email list, or review our blog for the latest.

REVIEW MONTHLY  
CONTENT



PARKER DEWEY



works well for corporate spo  
Micro-Internships?  
ms yet? If you're not already  
that help students build ski  
loyers. Unlike a traditional i  
40 hours of work, and many  
s and recent grads, you will  
our Micro-Internship progr

"I like that there's no commitment. I posted a project to see who would apply, and now I have some amazing college students and recent graduates helping me."

- David Faulk,  
Head of Employee Success, G2

DEWEY

calendar. Micro-Internships allow you to de  
on-demand. We've found that our students  
completed remotely - freeing them and you  
2. **Free Up Time**  
Many professionals often find themselves wo  
neglecting other opportunities because they a  
or "I shouldn't..." tasks don't require a dauntin  
they're things that just require an extra set of h  
Career Launcher. With Micro-Internships, you c  
without administrative burdens. In addition, we e  
with classroom learning and seek guidance from  
3. **Connect with Amazing [UNIVERSITY] s**  
Not only are our students highly motivated to exce  
provide a great way to identify and audition these h  
internships and full-time roles in the future.  
Starting a Micro-Internship program is as easy as po  
and get started today at [UNIVERSITY'S LANDING P  
Sincerely,

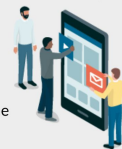
[DEPARTMENT INFO]



## Micro-Internship FAQs

### What is a Micro-Internship?

A short-term project, typically 10-40 hours and due within a few weeks or less. These projects require **no on-boarding** and can be completed by a college student with **minimal instruction**. These are important but low-risk tasks that aren't the best use of your time.



# Planning Ahead: Partnership Packages

## Incorporate a Student Ambassador Micro-Intern into Partner or Sponsorship Packages

Each partner company would select one of your students for a 10-hour Micro-Internship highlighting the company brand and opportunities to their peers. This Micro-Internship could include social media posts, conversations with their peers, brief presentations in extracurricular club meetings, etc.

### \$1,000 Sponsorship Example

- \$777.78 to School
- \$200 to the Micro-Intern (one of your students)
- \$22.22 to cover the admin (Parker Dewey's typical 10% of the total Micro-Internship cost)

### Benefits to the Company:

- Brand building
- Authenticity
- Engagement

### Benefits to the Micro-Intern:

- Pay
- Experience
- Connections

### Benefits to your Institution

- Incentive to Partners
- Student Opportunity
- Employer Satisfaction



# Planning Ahead: Career Fairs

## Help Employers Boost Career Fair Outcomes

Highlight Micro-Internships in your next Fair invitation, and in reminders to registered employers:

**RESOURCE:  
SUPERCHARGE CAREER FAIRS WITH  
MICRO-INTERNSHIPS**

**LANGUAGE:  
INTRODUCE THIS STRATEGY  
TO EMPLOYERS**



PARKER DEWEY

## HOW TO SUPERCHARGE YOUR CAREER FAIR WITH MICRO-INTERNSHIPS



PARKER DEWEY

# Parker Dewey LinkedIn Pages

Parker Dewey has two LinkedIn pages. As employer-facing points of contact, we encourage you to follow both, and share content from the employer-facing page.

## What you'll find on the Employer-Facing Page:



- Timely content to repost for the benefit of your employers
- Reminders about upcoming events for employers
- New Parker Dewey partner announcements

**FOLLOW THE PARKER  
DEWEY EMPLOYER PAGE**

## What you'll find on the Student-Facing Page:



- Timely content to repost for the benefit of your students
- Reminders about upcoming student events
- Highlighted perspectives from recent Micro-Interns

**FOLLOW THE PD CAREER  
LAUNCHER PAGE**





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# Marketing Toolkit

If this is the case, check our larger Marketing Toolkit. Here you'll find a wide range of pre-made content in a variety of formats.

**REVIEW MARKETING TOOLKIT**



# Involve your Faculty and Alumni

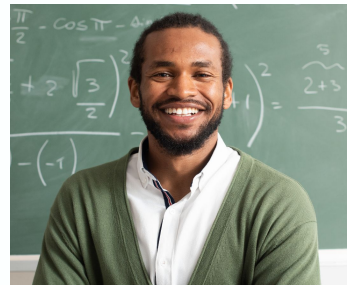
Faculty often engage with employers, and we've found alumni to be some of the most active Micro-Internship posters.

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## 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](#).

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## 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

## START WITH OUR PARTNER CHECKLIST

### Build Awareness as a Recruiting Tool



Request and Share an Employer-Facing Parker Dewey Landing Page



Customize and Print Copies of 'Where Micro-Internships Fit for Employers' Flyer



Save Link to Client Success Examples



Consider Upgrading your Parker Dewey Partnership

### Invite 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




Host your Own Webinar



Introduce employers to the Parker Dewey team




Invite employers to our monthly webinar overviews




Invite employers to our other regularly scheduled Parker Dewey Webinars

### Share Timely Parker Dewey Content



Monthly Content customized for the time of year



Incorporate Micro-Internships into your Career Fairs & Partnerships



Follow Parker Dewey LinkedIn Pages



Looking for Something Specific? Review our Marketing Toolkit

### 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