



MICRO-INTERNSHIPS

Get On-Demand Support

*Create Equitable Access to
Professional Opportunities*

Build a Better Talent Pipeline

What Employers Want



- Engage students earlier



- Get through the noise



- Build or enhance “employer brand”



- Develop relationships to improve outcomes



Challenges Facing College Students

Access

- May not attend a “focus” school
- Limited opportunities that fit their schedules

Selection

- Filtered based upon GPA, major, and other attributes
- Preconceived notions of hiring managers

Explore

- Awareness of opportunities, industries, roles
- Limited professional networks



What is Parker Dewey?

Parker Dewey's Micro-Internship platform provides an on-demand resource for teams while also enhancing their campus recruiting, diversity, and hiring outcomes.



PARKER DEWEY

Since 2015, Parker Dewey has facilitated thousands of Micro-Internships in partnership with colleges, companies, and other organizations



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL



JPMorgan Chase & Co., Founding Partner

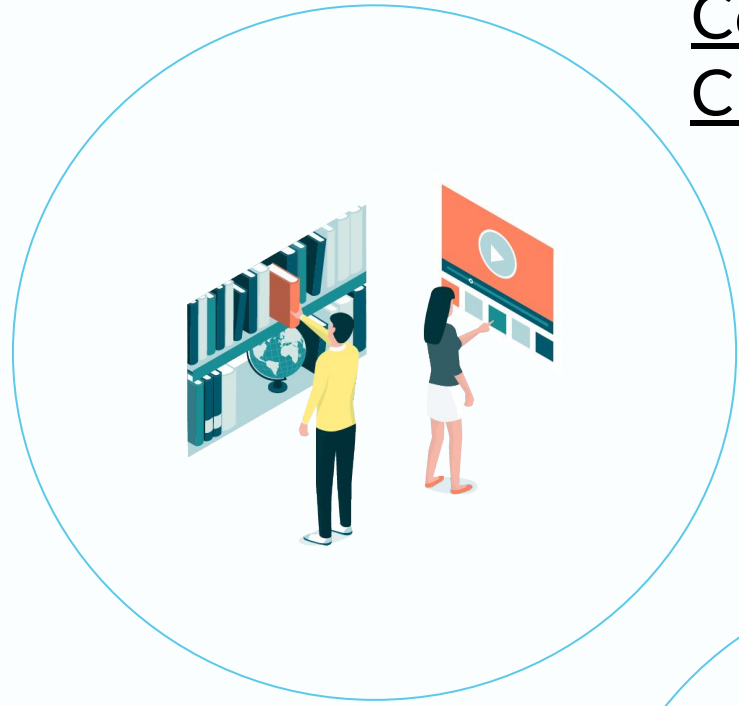
Onward to Opportunity (O2O)



PARKER DEWEY



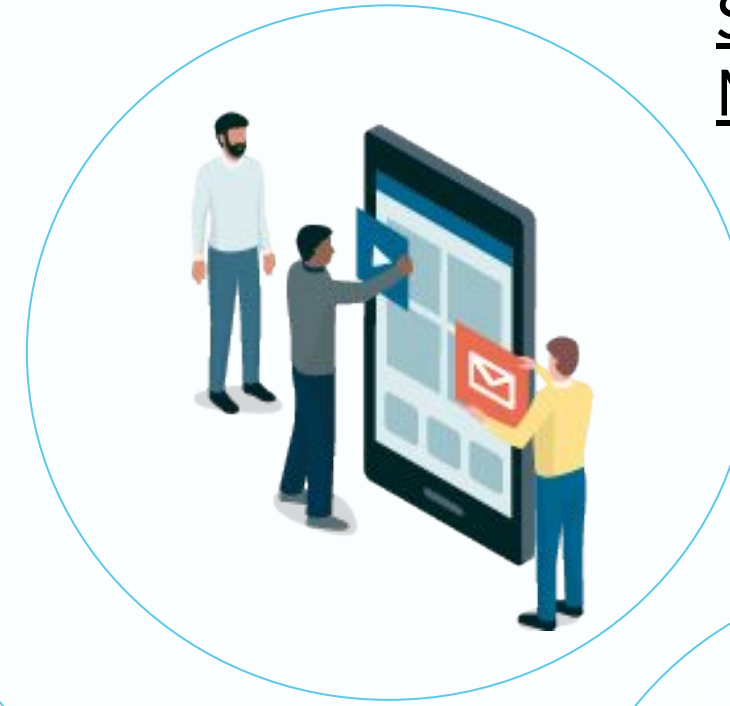
Content
Creation



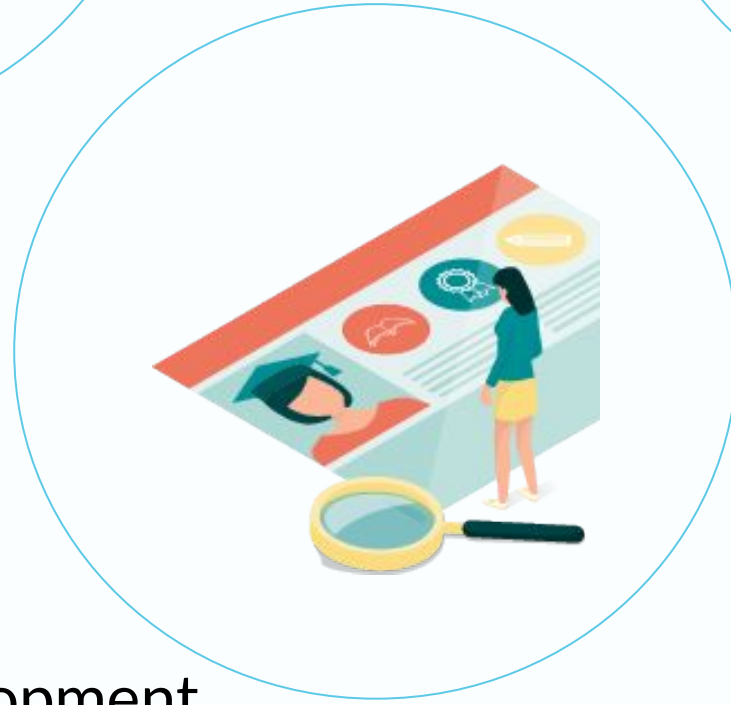
Competitive
Analysis



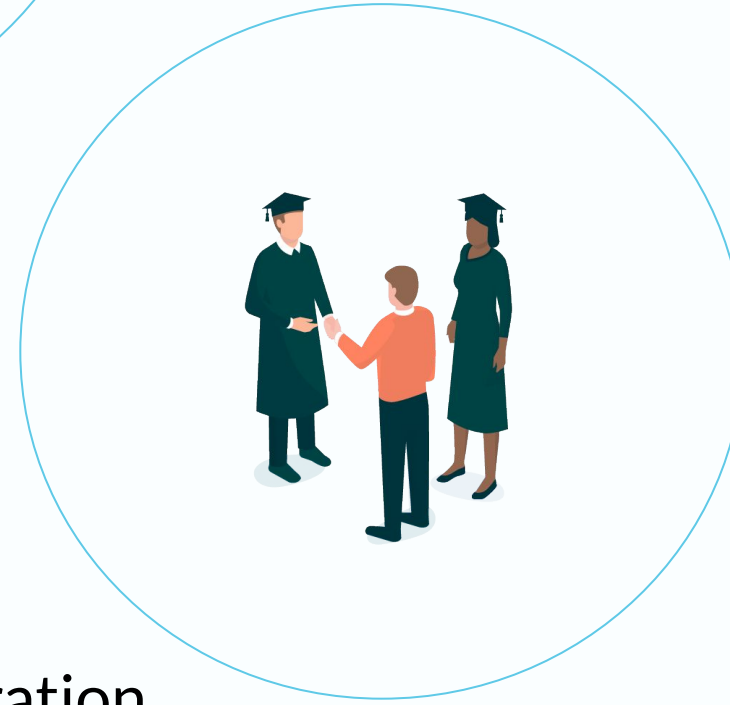
Social
Media Content



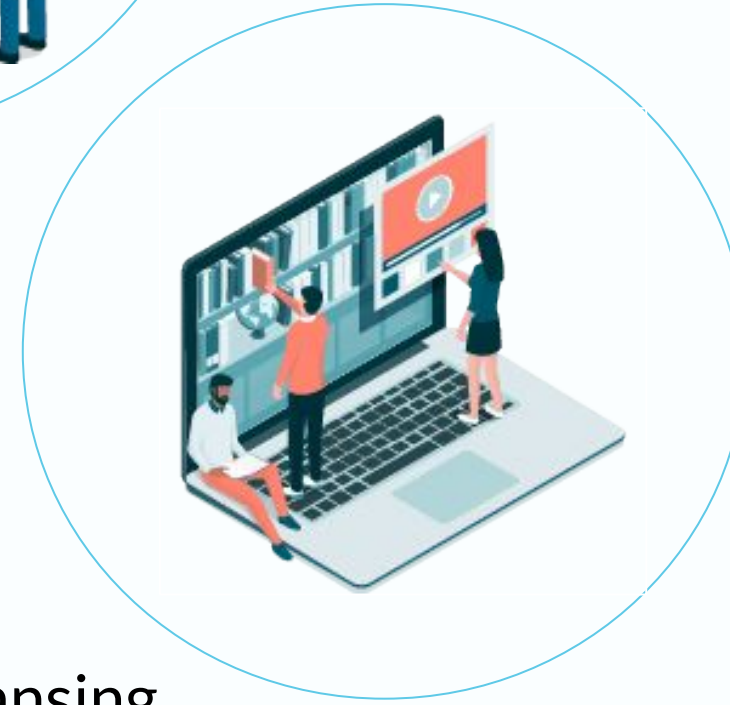
Website Development



Lead Generation



Data Cleansing



What are Micro-Internships?

Short-term, paid, professional projects completed by college students or recent graduates on behalf of busy professionals.



PARKER DEWEY

Fast Facts About Micro-Internships



Length

- Typically 5-40 hours required to complete
- Due within a few days to a few weeks



Easy

- Over 98% of Micro-Internships exceed expectations
- Not your employees, interns, or contractors, but subject to NDA



Cost

- Fixed cost, typically \$200-600 per project with 90% to the Micro-Intern
- No setup, hiring, or conversion fees



Professional

- Comparable to tasks given to summer interns or new hires
- Don't require onboarding or deep industry knowledge



Flexible

- Available year-round, on demand, and as needed
- Typically executed remotely



Complementary

- Aligned to existing campus recruiting efforts
- No conversion or other fees



Why Micro-Internships Work (It's a Win-Win!)

Busy professionals value the support

- High quality, on-demand support year-round
- Improved hiring of future interns / new hires
- Opportunity to give back (e.g. alma mater, ERGs, etc.)

University recruiters value the outcomes

- Early and broad access
- Year-round access and pipeline development
- Time and cost effective
- Better outcomes including conversion, DEI, and retention

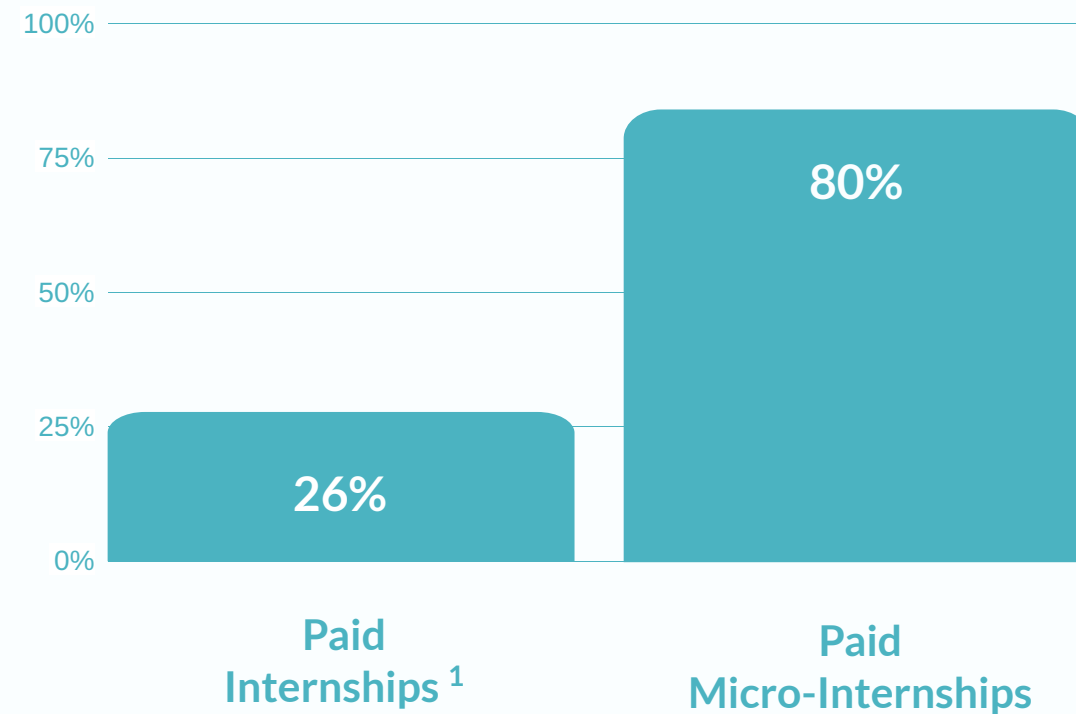
Students value the experience

- Access and opportunity to demonstrate skills
- Enhance professional competencies
- Explore career paths

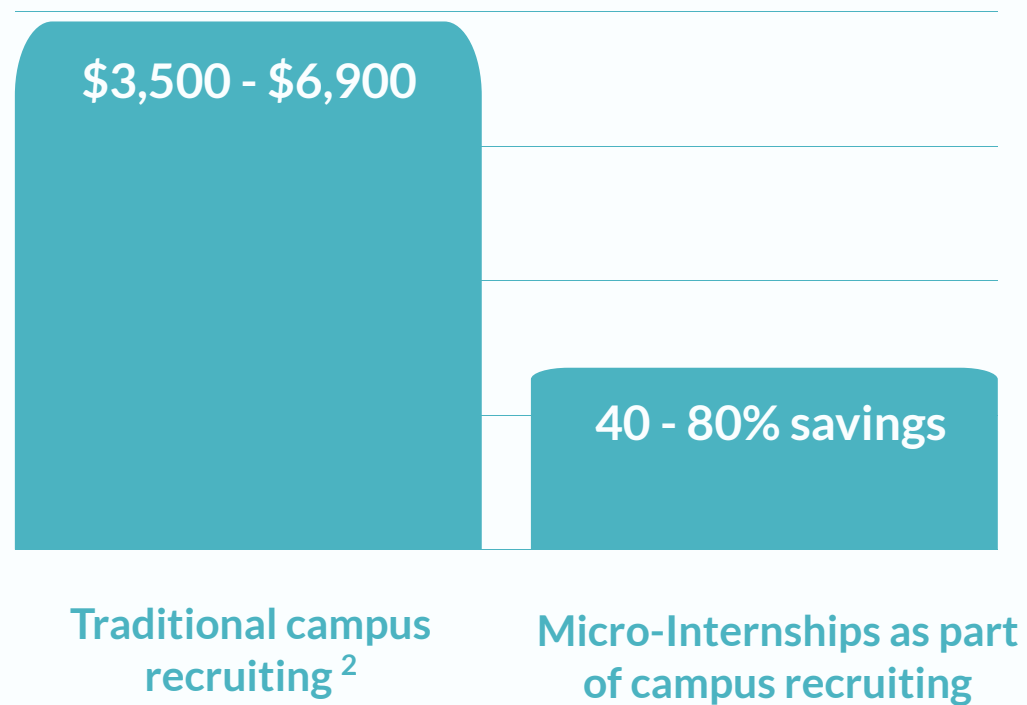


The Impacts of Micro-Internships

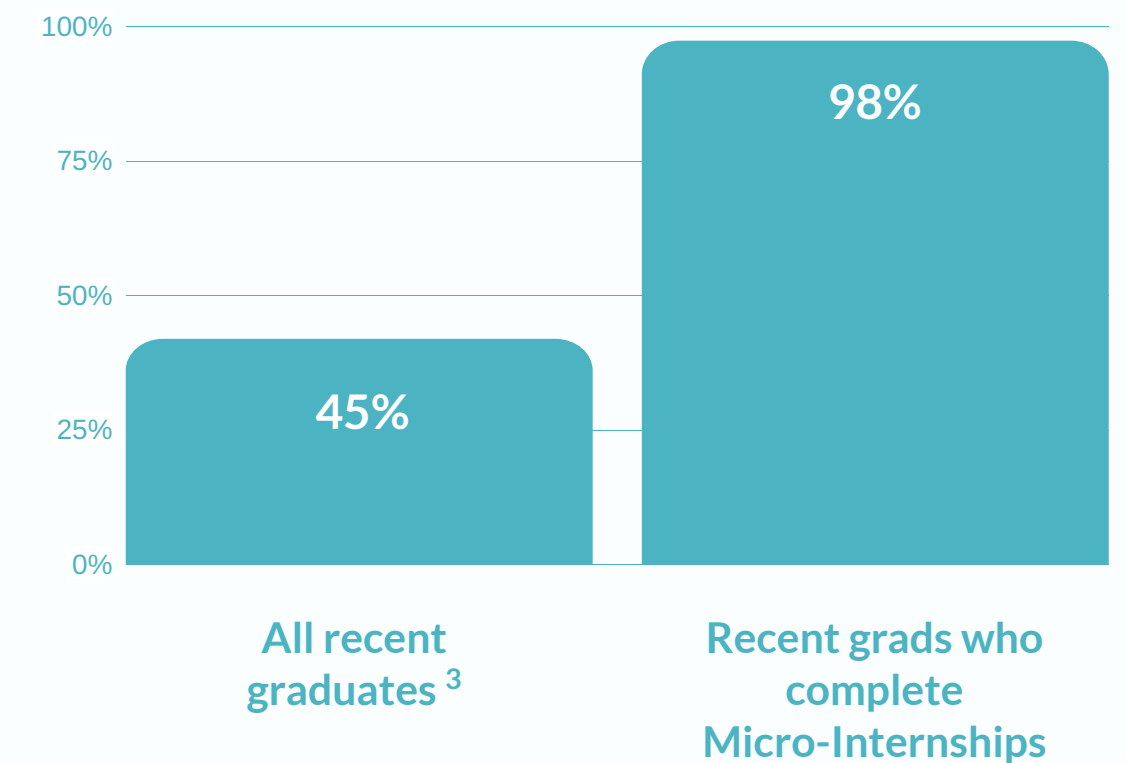
STUDENTS FROM UNDERREPRESENTED GROUPS



COST PER HIRE FOR CAMPUS RECRUITING



FIRST YEAR RETENTION OF RECENT GRADS



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

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

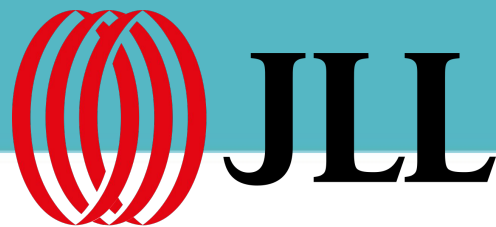
³ According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.



Deliver Meaningful Value



“Parker Dewey helped us find candidates who weren’t even considering our industry.”



“We saw her incredible technology skills, which weren’t apparent from her resume as a humanities major.”

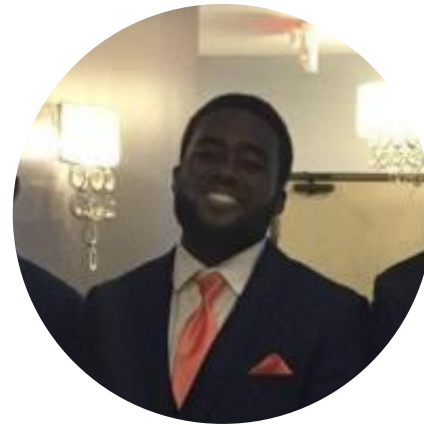


“We were able to recruit for internships and full-time roles from schools we traditionally didn’t visit. And many were our best new hires!”



Student Voices

“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



Legend F.

“It wasn’t until I got to actually work with those companies on Micro-Internships that I actually felt like I knew what I could expect.”



Yaxin L.

“I know I’m getting paid, I’m getting experience. There are so many possibilities beyond that.”



Yayra T.

“At a career fair, my classmates had long conversations with recruiters while I was being told not to leave my resume for consideration. Micro-Internships gave us something to talk about.”



Noel A.

“I was overlooked by so many recruiters because my set of experiences, educational path, and lack of a traditional internship... until I had Micro-Internships to back it up.”



Fabian R.



How Micro-Internships Work: 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.

Parker Dewey's Role:

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



PARKER DEWEY

Post Your Project



[info.parkerdewey.com/
charlotte/featured](https://info.parkerdewey.com/charlotte/featured)



What you need done



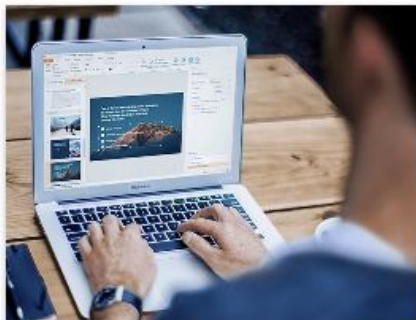
When you need it



Any other details

Sample Projects for UNC Charlotte

As a supporter of UNC Charlotte, you can have any of these completed by a current student or alum, making it easy to give back and stay productive. Clicking the links to post a project will take you over to the Parker Dewey platform and allow you to make edits before posting your request.



Post a Custom Project

Click on the link above to create your own project. You can determine the project scope, deadlines, and other details. If you need help, please reach out at info@parkerdewey.com.



Content Creation

When you have content ideas but no time for the first pass, look to the research and writing skills of college students.



Social Media Content Calendar

Creating a quality social media content calendar is time consuming. Give an eager student the opportunity to develop it for you.



Candidate Sourcing

Get help from a college student or recent grad to identify and research prospective candidates that are qualified for one or more of your open roles.



User Experience Testing

Engage a student in conducting a comprehensive UX test of your website and provide suggestions for improvement.



Job Board Support

Have a student develop and manage the posting of five open positions including promoting it on social media and screening initial applicants.



CRM Lead Cleansing

Utilize a college student's research skills to review and update data on existing leads.



Reconciliation

Leverage the attention to detail of a student to assist with reconciling your accounts receivable.



PARKER DEWEY

Students Apply



[info.parkerdewey.com/
charlotte](https://info.parkerdewey.com/charlotte)





Engages students who might not have originally interacted with your organization.



Parker Dewey’s platform engages students to explore.



PARKER DEWEY




Micro-Internships

Students from all majors can execute professional assignments to build and demonstrate skills while exploring a variety of career paths.

[APPLY FOR MICRO-INTERNSHIPS](#)

[POST MICRO-INTERNSHIPS](#)



For Career Launchers

When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different career paths and work on interesting assignments, you can also demonstrate your abilities to potential employers while building your professional portfolio and network. Beyond that, your academic experience will improve as you apply what is taught in the classroom to the real world (and vice versa). Oh, did we forget to mention that you get paid for all of this?


What are Micro-Internships?

Micro-Internships are short-term, paid, professional assignments that are similar to those given to new hires or interns. These projects enable Career Launchers to demonstrate skills, explore career paths, and build their networks as they seek the right full-time role. Unlike traditional internships, Micro-Internships can take place year-round, typically range from 5 to 40 hours of work, and are due between one week and one month after kick-off. Micro-Internships are used by companies ranging from those in the Fortune 100 to emerging start-ups, and go across departments including sales, marketing, technology, HR, and finance.


Micro-Internships are facilitated via the [Parker Dewey](#) platform, which connects Career Launchers with Companies in need of support.

How it Works


Creating an account takes under 5 minutes - with no additional paperwork required!




Companies post paid projects



Students Apply




Companies choose from candidates



Students gain work experience

Select the Micro-Intern

Only see candidates that have proactively applied



Abbey D

| University of Kansas

Hired

Completed


MAJORS: Elementary Education

APPLICATION DATE: 10/04/2021

GRADUATION DATE: 05/20/2022

BACHELORS

DETAILS



Brooklyn H

| Florida International University

Favorite

Hide


MAJORS: International Business

APPLICATION DATE: 11/04/2021

GRADUATION DATE: 04/30/2022

BACHELORS

DETAILS



Adaisa G

| Florida A&M University

Favorite

Hide

MAJORS: Pharmacy

APPLICATION DATE: 10/25/2021

GRADUATION DATE: 05/21/2025

DOCTORATE

DETAILS

View student profiles, resumes, and portfolio documents

EDUCATION

Florida International University, Honors College
Bachelor of Business Administration in International Business
Certificate in International Trade and Investment
GPA: 3.98
2019-2021 Dean's List
FIU Ambassador Premier Scholarship Recipient

Miami, FL
Pending graduation: May 2022

WORK EXPERIENCE

Amazon
Event Marketing Intern
Assisted in event execution for Alexa Live by collecting speaker information, securing featured product images, and building 29 surveys to distribute to 10,000 attendees for post-event tracking
Crafted event marketing training and educational resources for 50+ Amazon Alexa teams to utilize
Built a streamlined online ticketing system for Alexa teams to request event marketing support
Led and planned the Alexa Live day-of event for core team members

Seattle, WA
May 2021 - August 2021

Dancing Supplies Depot
Floor Supervisor
Delegated tasks amongst employees to ensure proper flow of inventory
Analyzed trends in store sales to make accurate and reliable predictions
Devised a staff duty schedule based on employee capabilities and trends
Directed the fitting process for 9+ styles of dance shoes, overseeing product

Miami, FL
August 2020 - April 2021

Zeki Learning
Marketing and Product Development Intern
Managed all social media platforms and created daily content curated
Planned and executed marketing campaigns to increase customer demand
Analyzed web traffic and applied recognized patterns to create marketing
Designed new products for the Zeki Learning brand


EXTRACURRICULAR ACTIVITIES

The Office of Social Justice & Inclusion
Student Ambassador
Teach justice and equity seminars to FIU students and faculty
Act as an OSH recruitment and engagement specialist at campus and community events
Create social media marketing content for OSH events, services, and programs

FIU Peace Corps Prep
Member
Develop intercultural competencies in global politics, customs, and norms
Enhance professional and leadership skills as they relate to a global workforce
Prepare for international work within the Community and Economic Development

SKILLS

Proficient in all Microsoft programs (Word, Excel, and PowerPoint), Google Suite, and Canva
Certified by Academy of Leaders (FIU) in leadership, conflict resolution, and communication




Noel A

Maintenance Mechanical Integrity Engineer at ALTIVIA
Greater Houston - Contact info


ALTIVIA

Texas A&M University



Independent Business Consultant
Parker Dewey - Contract
Jan 2018 - May 2020 - 2 yrs 5 mos
Chicago, Illinois, United States


Completed a sales outreach project for the company SwimSwam.
Completed two sales research project for SwiftIQ, in which I researched over 1000 different potential clients.
Worked as a curriculum writer at JS Educational Consulting by completing 21 lessons plans for physical sciences.
Validated information in Spanish for SMS Assist.
Worked as a Campus Ambassador for Woovly.
Performed a data analysis project for First Analysis.
TruePublic Question Researcher and Creator
Wrote a blog article for Parker Dewey detailing the recruiting process from a college students perspective.



Clerical Student Worker for Department of Marketing
Texas A&M University - Mays Business School
Aug 2018 - May 2019 - 10 mos
Bryan/College Station, Texas Area

Assisted in clerical tasks at the Business department as in Data Entry and organizing student Events.

Review short-answer questions to quickly make a decision



Adaisa G

| Florida A&M University

Favorite

Hide

MAJORS: Pharmacy

APPLICATION DATE: 10/25/2021

GRADUATION DATE: 05/21/2025

DOCTORATE

HIDE DETAILS

HIRED

No

HOMETOWN


CURRENT LOCATION

INTERNATIONAL

No

AVAILABILITY

ON THE WEB



DOCUMENTS

HOBBIES

SKILLS

WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?

I think I should be selected for this opportunity as I have successfully completed my first micro-internship with Parker Dewey. Not only has the opportunity increase my financial circumstances, it has also expanded my resume. With that being said I am a huge advocate for Parker Dewey.

IN TWO SENTENCES OR LESS, BRIEFLY DESCRIBE ONE IDEA YOU WOULD LIKE TO EVALUATE AS PART OF THIS PROJECT.

One idea I would like to evaluate would be creating an Instagram or TikTok reel to reach more students. To promote the reel it might be best to partner up with the FAMU Peer Mentors and the Academic Coaches.

EDUCATION

Florida A&M University
Majoring in Pharmacy

2019 - 2025 - GPA: N/A


APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

 PARKER DEWEY

The Work Gets Done

Designed to make it easy for employees, *not* add to the workload



Engage how you want

You can engage with Micro-Interns however is easiest for you (phone, email, video calls) and share whatever materials needed (templates, examples, etc.)



Ongoing support

Parker Dewey's Client Success team is available to answer questions or provide project scoping assistance, and more as needed



Inherently motivated

Over 98% project success rate as students strive to exceed expectations (and we'll help you select another Micro-Intern if there are any issues)



Students are well supported

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



PARKER DEWEY

Easy to Introduce

Team members
value the resource,
you see the impact



Perk for Busy Professionals

Immediate support on “We should...” or
“I shouldn’t...” tasks



Auditions for Open Roles

Expand access, while leveraging more
equitable (and effective) hiring signals



Employee Resource Groups

Support recruiting and complement
existing DEI efforts



Community Support


Opportunity to give back, while
also creating equitable pathways




Perk for Busy Professionals

Micro-Internships can be posted on-demand, as needed by professionals.

Most Micro-Internships kick-off within 48 hours, allowing your team to post projects as soon as their needs arise.






Micro-Internships


Get support on projects, while providing opportunities for diverse college students and recent graduates to learn more about working at Xylem.

Department Portals


Find your department below and click through to access department-specific projects!




Sales




Digital Solutions




Supply Chain




Human Resources




Marketing



Merchandising




Finance




Sourcing Candidates

Provide a student with a job description and have them identify 25 candidates they think would be good for the position. Once identified, they will provide a brief justification as to why they selected these specific candidates, as well as potential conversation starters you might have for each based on their background and work experience.




Reviewing and Ranking Resumes

Provide a student with 20 resumes and a job description and have them review each one and rank their top 10 based off their qualifications for the job. Once ranked, the student will provide justification for why they ranked them where they did.




Job Specifications Review

Let a student review your existing job specifications for ten positions or new roles. The student should research the job descriptions for similar jobs as used by other companies and identify best practices and ways for us to create or improve our job requirements.




Job Board Support and Evaluation

Let a student create and manage postings for five open positions using various job boards. This includes promoting our postings on social media (industry, department, and geographic focused), evaluating effectiveness of various methods, and initial screens of candidate information based upon pre-defined metrics.




Diversity Best Practices

Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful articles that highlight the importance of diversity in organizations, best practices, and challenges when best practices are not implemented. Summarize key points across the articles in a single document.




Community Relations

Help create and maintain a positive presence with the client's local communities. This may include drafting content for local publications and social media, event planning, and/or strategic outreach.



Data Clean-Up

Cleanse a provided data set including removing duplicates, updating outdated records, and ensuring there is consistent formatting. In addition, ensure data quality by verifying its integrity and ensure its completeness is maintained and/or enhanced.



Mystery Shopping

Make 20 calls into our customer care call center and ask specific questions around our product offerings and record answers. Complete the same for three of our competitors.



Auditions for Open Roles



Bri Rivero (She/Her) • 1st
Incoming Commercial Leader Rotational Program participant for Smith + Nephew
1w • 🌐

I am truly grateful to announce that I have accepted a full-time position with **Smith+Nephew**. Starting in June 2022, I will be joining their Commercial Leadership Program in Fort Worth, Texas. Smith+Nephew is a global portfolio medical technology business where I will be working in their Wound Franchise Department. In this position, I will rotate through several teams to engage with and complete projects centered around Smith+Nephew products and Medical Sales.

I appreciate all of the help and support from **Smith+Nephew**. I specifically want to thank **Alison Keefe, Fabian Soto, Alice C Vogel, Erik Jones, Price Pritchard, Molly Samples** and **Ricardo Melendez** for their continued support throughout the interview process. I am beyond excited to be joining such an amazing group, I truly believe the potential is endless with Smith+Nephew.

In addition, I would like to thank Professor **Larry Quinn** for his continued support throughout my time at **High Point University**. He has had a large impact on me, and without him none of this would have been possible. Further, I would like to thank **Parker Dewey** for making my dreams become a reality. I look forward to my new journey and the places it will take me.






Jordan Goldberg and 232 others

53 comments • 1 share

Services

- 1. Investment Management** (\$39.8 B)
 - \$39.8 billion AUM on behalf of the world's largest institutional investors
 - Deep industry experience and vertically integrated platform delivers best

Management Team

**Bob Faith, Founder, Chairman, & CEO**

- University of Oklahoma and Harvard Business School
- Maintained his role at Greystar for nearly three decades

Snapshot

Headquarters: Charleston, SC

Founded: 1993

Channels: B2B, B2C

of Employees: 19,700

CEO: Bob Faith

Locations: 60

Ownership: LLC (Bob Faith)

Website: greystar.com

Investment Strategies

Core Plus

- Targets gateway markets and select urban growth markets that have demonstrated liquidity, a favorable employment base, strong population growth, and other positive demand drivers
- Seek to provide investors with the opportunity to generate stable cash flow and take advantage of operational upside with minimal capital expenditures

Value-Add

- Focuses on well-located but often mismanaged apartment communities at discounts to replacement costs that exhibit significant value-add potential
- Invests in markets with strong fundamentals where employment growth drives household formation and high barriers-to-entry limit supply

Develop-to-Core

- Centers on developing institutional-quality rental housing products and holding through stabilization
- Aims to capitalize on strong fundamentals and seeks to provide outsized returns and attractive yields

Credit

- Aims to acquire subordinated and securitized debt issued by US government sponsored entities to positively leverage its extensive operating expertise and scale to invest

Relevant

- April 6, 2021: Greystar Joins Leading CEOs in Unprecedented Inclusion in the Workplace. Link: <https://www.greystar.com/newsroom>
- March 2, 2021: Greystar Wins 2020 PERE Global Award. Link: <https://www.greystar.com/about-greystar/newsroom/categories>
- February 18, 2021: Greystar acquires five purpose-built \$291m. Link: <https://www.greystar.com/about-greystar/newsroom/categories>
- February 11, 2021: Greystar Announces a \$1.3 Billion "GAMV I". Link: <https://www.greystar.com/about-greystar/newsroom/categories>

Description

- Global leader in rental housing
- Expertise in various real estate sectors across multiple geographies
- Business model: globally own, operate, and develop collegiate, multifamily, corporate, and senior housing
- "A blue-chip company that operates with the highest integrity and character in delivering world-class services to residents, property owners, and investors"
- Mission: To enrich the lives we touch by doing things the right way

Rental Housing Sectors

Sector	Description	Sample Property Brands
Active Adult	<ul style="list-style-type: none">Active Adults 55+ who seek to stay socially connected, make new friends, and fully engage in what life has to offerEnables a maintenance-free, "lock and leave" lifestyleÀ la carte services that residents can opt in or out of	<div>OVERTURE</div> <div>EVERLEIGH</div>
Multifamily	<ul style="list-style-type: none">Residential property composed of five or more dwelling unitsNo more than 20% of net rentable area is rented to non-residential tenants	<div>NOVEL</div> <div>ASCENT</div> <div>Agave</div>
Collegiate Housing	<ul style="list-style-type: none">Developing, acquiring, and managing assets at top ranked universitiesSteady demand trends, resistance to new supply, and capital appreciation potential	<div>GrandMarc</div> <div>AT THE CORNER</div> <div>HORNET COMMONS</div>
Flexible Housing	<ul style="list-style-type: none">Short stay rental accommodations for business use on extended travelFurnished apartment, condominium, or house made available for rent or let on a temporary basis	<div>COOPER</div> <div>GEORGE</div> <div>LONDONBURY</div>

Key Metrics

\$39.8 B


Assets Under Management

109


Global Markets Invested

161,600


Owned Units & Student Beds



Sustainability on purpose
Sustainability Report 2020



In 2020, this strong culture guided our response to COVID-19. Employees told us how they saw 'Care' reflected in our pandemic leave policy, protection of salaries and jobs, and our support for volunteers such as the Memphis employees who gave their time to make face shields. We also honoured our commitments to interns who were unable to physically join us, and we ran some short-term 'micro-internships'.



PARKER DEWEY

Employee Resource Groups



Drive the effectiveness of diversity hiring initiatives, while also enhancing the experiences of existing employees from underrepresented populations.

Benefits for ERG / BRG Members

- Get immediate support on projects that are important, but linger on a to-do list
- Engage with college students and recent graduates from similar backgrounds
- Tangible appreciation for the importance of DEI within their company

Benefits for Recruiters

- Early access to diverse, highly motivated college students nationwide
- Connect with students the way they want to be recruited
- Improved hiring and conversion outcomes



Community Support



Northrop Grumman Micro-Internships

As a student at a school participating in the CoLAB Digital Tech Credential and other STEM programs, you have an exclusive opportunity to complete short-term, paid projects for Northrop Grumman. Beyond gaining valuable experience, these can lead to summer internships and full-time roles.

[APPLY FOR MICRO-INTERNSHIPS](#)



Defining Possible in Your Career

We challenge ourselves every day by defining what is possible, shared purpose for our team and a promise to our customers. Together our curiosity and drive to do what's never been done, whether it is at sea on land in cyber space or in outer space. Every voice has a voice here, and it takes every one of us to make the impossible reality.

It's at the heart of everything we do - compelling us to solve the toughest challenges between space and below the waves. Working together with people from many backgrounds, personal passions and dreams, we share a drive to push the boundaries of advancement through science, technology and engineering. We are 90,000 people - careers across all areas: air, cyber, land, sea and space - working to defend and define the future.

[Home](#) [Digital Tech Credential](#) [TalentReady](#) [Work-Based Learning](#) [Employer](#)



Capital CoLAB





"When I received an email from Capital CoLAB about an internship opportunity with Northrop Grumman, immediately I knew I should learn more about it."

Making an Impact and Changing Lives

CoLAB's micro-internships exemplify the innovative ways in which employers can expand their talent sources while giving students valuable experience.



What now?


Post your project.

Share with your colleagues.

Consider a program.

Ask us how we can help.





UNC Charlotte Micro-Internships

As you consider your workforce needs in the coming months, Micro-Internships offer an opportunity to engage our current students and recent graduates on short-term, professional assignments.

In addition to providing professional work experience and learning opportunities, Micro-Internships can also complement your campus recruiting strategy by providing an opportunity to assess students' skills and quality of work.

Browse our recommended projects below or **complete the form on this page** to connect and learn more about supporting our students and alumni.

First Name

Last Name

Email


Phone Number

Questions or custom project request:

Connect with us


Sample Projects for UNC Charlotte

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Candidate Sourcing

Get help from a college student or recent grad to identify and research prospective candidates that are qualified for one or more of your open roles.

A logo icon consisting of three overlapping circles in blue, green, and orange, with a white triangle in the center.

PARKER DEWEY

info.parkerdewey.com/charlotte/featured