



Supporting Employee Resource Groups to Drive Increased Value

Create
Equitable
Access to
Professional
Opportunities

Build a Better
Talent Pipeline



What we'll cover today

- Overview of common challenges with D&I efforts
- How employee resource groups (ERGs) can help
- Engaging ERGs in your recruiting process with Micro-Internships

D&I efforts don't always achieve the desired impact

Initiatives often fall short in:

- Going beyond checking the diversity box
- Addressing underlying issues
 - Inequitable or narrow recruiting processes
 - Unconscious biases on the part of hiring managers
- Adapting to unprecedented challenges brought on by the COVID-19 pandemic

ERGs can address these challenges by:

- **Voice to leadership:** opportunity to engage your leaders to support your ERGs and diversity efforts with tangible benefits for the organization
- **Helping to build equitable pathways:** fosters honest dialogues between employees and strategic thought leaders to enhance equity within your organization
- **Promoting professional development:** provides best-in-class career insights from seasoned diversity professionals and thought leaders.
- **Boosting retention:** convenes staff, ERG leaders, and Executive leadership to share ideas, best practices, and develop belonging within the organization

What is the COLOR ERG Summit?

Our Employee Resource Group (ERG) Summit is a custom, white-label event experience designed to provide effective and creative D&I solutions for maximizing the business value of your ERGs while helping to make them stronger, more relevant, and valuable.



Benefits of Partnering with COLOR:

- **Project management** – we work closely with you to understand your needs, handle all the logistics so you have time to enjoy the content!
- **Sourcing speakers** – Our vast network of D&I experts offers access to notable thought leaders who will add value to your event
- **Event production** – Our production team will ensure your event runs smoothly and with professional quality
- **Social media and email marketing** – we'll promote your event for you using our email database and social media channels.



Key Takeaways from Previous ERG Summits:

- Advice from experts on the many considerations necessary for ensuring the long-term success of ERGs.
- Examination and best practices on issues such as the business case, infrastructure, leadership support, and means to track ERG effectiveness.
- Recruitment and retention needs
- Keys to engaging executive sponsors, allies and advocates.

Showcase Your Commitment

to Diversity, Inclusion, and your employees' needs!

Potential ERG Program Offerings:

- Informative Webinars
- Fireside Chats with Influential Keynote Speakers
- Expert Panel Discussions
- Networking Happy Hours
- In-person or Virtual Workshops
- Half or full-day ERG Summits



FAQs

- Demographic profile of the United States is shifting rapidly, with minorities expected to reach majority status by 2044, as a result more companies are leveraging their workforces to reach diverse customer and communities by using ERGs.
- **Your ERG training is based on your needs:** we can help create programming to address your challenges and move you towards success.
- **Flexible and customized events:** COLOR can offer presentation that are 100% virtual, a hybrid and/or in-person.
- **Obtain strategies, best practices, measurements and assessments:** Get insight to your company and industry performance to identify gaps in your business strategies.
- **Move your ERGs to the next level:** our summits can assist you wherever your company is on its ERG journey, from those in early stages to well established groups. COLOR can assist you along your develop process, to drive results, forge relationships and ensure alignment with your business and diversity strategies.



A Few Questions We Help Organizations Answer:

- Does your company leverage ERGs as a resource for innovating organizational policies and procedures?
- Does your company look to ERGs to develop their leadership pipeline?
- Are your ERGs tied to talent attraction and retention efforts?



Micro-Internships both support ERGs *and* empower them to take an active role in recruiting.

This approach allows companies to drive the effectiveness of diversity hiring initiatives, while also enhancing the experiences of existing employees from underrepresented populations.

What is a Micro-Internship?

- **Short-term:** Projects typically range from 10-40 hours in duration.
- **Paid:** The average cost to a company is \$400 (fixed fee, implying \$20/hour).
- **Professional:** Assignments are similar to those given to interns or new hires.
- **Comprehensive:** Projects are used in all industries, across all departments (sales, marketing, HR, finance, etc.), and can take place year-round.
- **Valued:** Micro-Internships provide busy professionals with additional resources (“We should...” or “I shouldn’t...” tasks).
- **Flexible:** Available year-round as needed, and typically done remote.

Not a replacement for summer internships, co-ops, or full-time hiring.

Everyone has these needs

We should...

- Create a blog article on a new topic
- Evaluate our job descriptions
- See what companies have recently raised capital or been sold
- Update our presentation deck

I shouldn't...

- Cleanse our database of prospects
- Draft an email campaign
- Update documents with public information
- Spend time doing basic data entry

How can ERGs leverage Micro-Internships?

1. Define your goals

Identify specific populations, matriculation, geography, and other key attributes

2. Introduce the program

Parker Dewey will create a custom portal for ERG members, host introductory webinar(s), and develop additional content

3. Run the program

Parker Dewey provides complete support to ensure candidate engagement, employee satisfaction, and program outcomes

4. See the results

Parker Dewey provides an Impact Report highlighting reach, schools, student performance, and other key data

Benefits for ERG members

- Opportunity to engage with college students and recent graduates with backgrounds similar to their own
- Valuable way to get immediate support on projects that aren't the best use of their time
- Appreciation for the importance of diversity, equity, and inclusion within their company

Benefits for companies

- Support for employees with early access to diverse, highly-motivated college students nationwide
- Effective way to “get through the noise” to communicate the value proposition of the organization
- Improved hiring, conversion, and retention outcomes, as authentic relationships help candidates visualize themselves at the company

Valuable, impactful resource

On-demand support

- Tasks that aren't the best use of your time (but are perfect for a college student)
- Projects that are important, but never get done

Give back

- College students value opportunity to demonstrate their skills
- Support students from your college or other organizations

Potential employees

- Assess potential candidates more easily and without wasted time
- Evaluate and / or demonstrate benefits of additional roles





Leveraging Micro-Internships

(it's really easy)

How do Micro-Internships work?

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.

Our role:

- Assist in posting projects
- Student access and assistance in student selection
- Student onboarding and payroll
- On-demand support

Our Network

Our Career Launcher network is comprised of students and recent graduates from colleges and universities across the U.S.

They encompass all backgrounds, majors, and academic programs.

Partnered with

400+

U.S. based colleges, universities,
and non-profit organizations

More than

80%


of Career Launchers come from
under-represented backgrounds

Access to over

11 million

highly motivated college students
and recent graduates nationwide

Interested students apply



Content Creation | Gotham, IL

BY: Wayne Enterprises

DEPARTMENT: Marketing

START DATE
04/03/2020

DUE DATE
04/17/2020

EST. HOURS
15

ON-SITE/REMOTE
Remote

PAYMENT
\$270.00


JOB DESCRIPTION

We are looking for somebody to research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article to backup your claims

COMPANY DESCRIPTION

The American diversified multinational conglomerate is owned and chaired by Bruce Wayne, the son of Thomas and Martha Wayne. Wayne Enterprises is a green company based out of Gotham City and headquartered in Wayne Tower.

[APPLY FOR THIS POSITION](#)




College of Liberal Arts

Boiler Up with Micro-Internships


Purdue is excited to bring together its students, alumni, and employers, helping build authentic relationships through project-based work.

[CREATE A FREE ACCOUNT](#)


Here are a few companies that offer Micro-Internships to show how they #LoveLiberalArts.




Cerner




Eaton Corporation




KeyBank



Microsoft




PepsiCo



Progressive Insurance

Read Game Changers demands



Mission Work Gigs Partner Blog [Donate](#) [Cart \(0\)](#)

GIGS GAME 4CHANGERS

Available Gigs

[NP Sports Media // Atlanta // Videographer](#)

[JOIN THE CHALLENGE](#)

[CORPORATE PARTNERS](#)

[COMMUNITY GIGS](#)

ate a project.
t work done.
uence young talent.

Don't have a gig? You can provide a community gig allowing us to focus on our mission while getting work done.



Do what you love.

As part of its ongoing commitment to help highly-motivated college students launch their careers, Microsoft is excited to introduce its Micro-Internship program. Through this program, college students can gain experience as they work on short-term, paid, professional assignments with our team.

[GET STARTED](#)

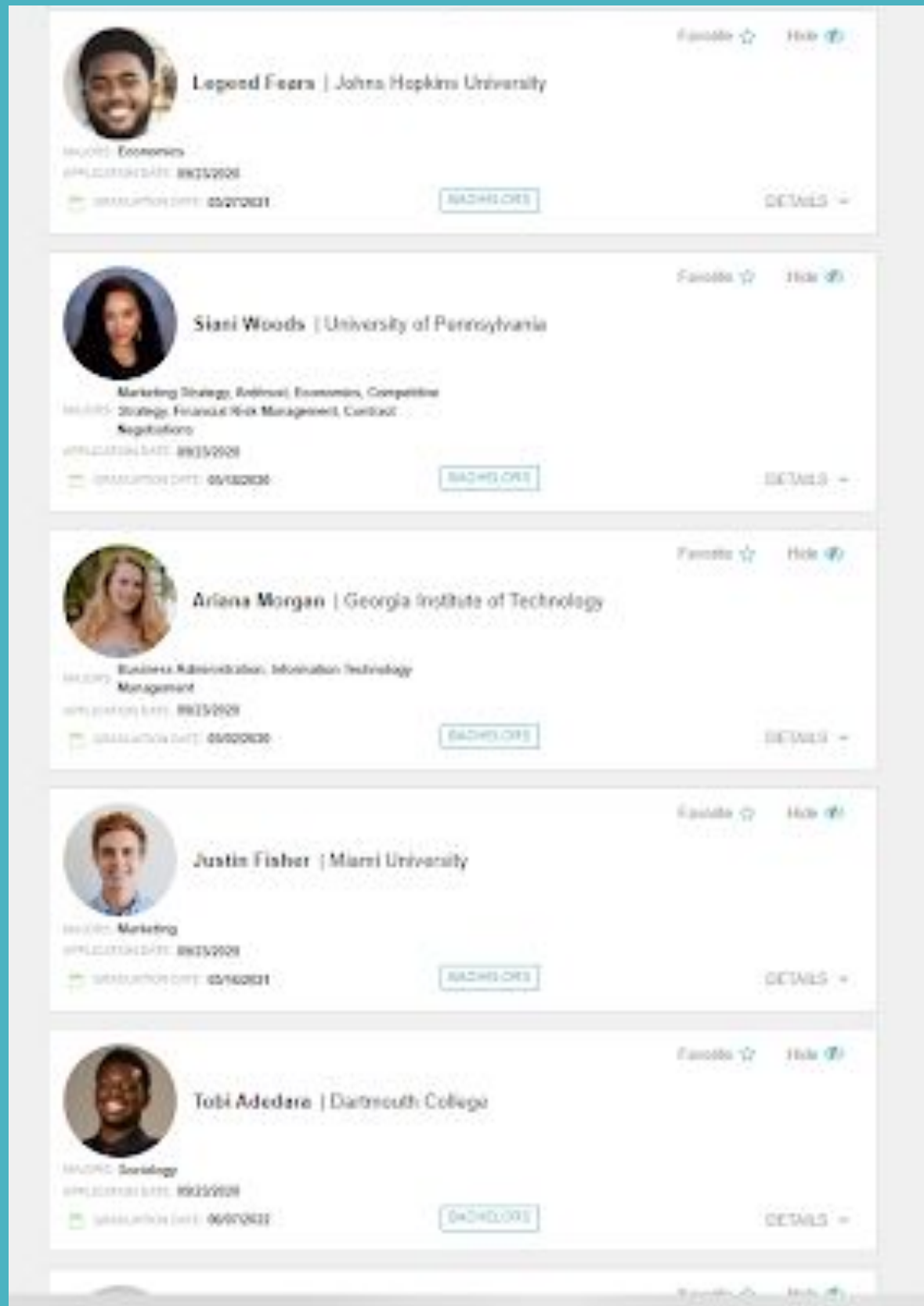
WHO WE ARE LEARN DEVELOP GROW



At Microsoft, you get the best of both worlds: an entrepreneur's mindset plus reach and resources. Our collaborative culture and worldwide presence generate a stream of new opportunities to define the future and propel your life's work. Bring your unique perspective. Bring curiosity. Bring ingenuity, and drive. We'll give you a platform to be daring on a global scale.

[Create an account](#)

Select the Micro-Intern



Legend Fears | Johns Hopkins University

MAJOR: Economics
APPLICATION DATE: 09/23/2020
GRADUATION DATE: 05/27/2021

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
Last month, I did a two-week internship with the software services company SoftwareOne. During that time, I researched non-profit organizations with whom SoftwareOne did business with in the past, verified their information, as well as identify new contacts from a few companies that SoftwareOne could reach out to. Twice a week, I collaborated with my team through the phone and email, so communicating through multiple channels is something I'm willing to do as well.

PERSONAL STATEMENT
Why focus on the problem when you can focus on the solution? That's my daily mantra and what I plan to bring whenever I work with you.

EDUCATION
Johns Hopkins University
Majored in Economics
2017 - 2021 - GPA: N/A

EXPERIENCE

Organization	Position	Duration
SoftwareOne	Research/Lead Prospecting	2020 - 2020
Leon Foundation of Excellence	Curriculum Intern	2020 - 2020
Design Thinking Lab at Johns Hopkins	Design/Research Intern	2020 - 2020
N/A	Freelance Writer	2020 - Present
JHU School of Education	Office Clerk	2019 - 2019
Ruffalo Noel Levitz	Johns Hopkins Student Call Center Representative	2017 - 2018

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

You see only those students who applied

Short-answer questions help you quickly identify the “right” Micro-Intern

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
Having Graduated from an Ivy League Institution, I have developed a keen sense and understanding on thoroughly refined Research as well as Data Analysis.

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
The reason being that is something that involves research and time I have a lot of time and give everything in order.

The work gets done

**Designed to make it easy for you,
not add to your workload**

Engage how you want

You can engage with the Micro-Intern however is easiest for you (phone, email, etc.) and share whatever content you choose (templates, examples, etc.)

Inherently motivated

Over 98% success rate as students are inherently motivated to exceed expectations (and if they don't, you can select a different student or receive a refund)

Ongoing support

Client Success team available on-demand to answer questions or provide whatever help is needed

Access to resources

Micro-Intern use resources available as students (classes, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects

FAQs

- **Over 98% success rate:** students are inherently motivated to exceed expectations (and if they don't, you can select a different student or receive a refund)
- **You define the project:** define what you need and when you need it (typically a few days to a few weeks out), and can use our templates to help
- **You set the price for each project:** typically \$200-\$600 (of which 90% goes to the student), and there are no obligations or other fees even if it turns into an internship or full-time role
- **Not your employees, interns, or contractors:** Micro-Interns are employees or contractors of Parker Dewey for the duration of the project
- **You select the Micro-Intern you want:** our platform reaches students and recent grads at every college across the US, and you can make the selection based upon your goals
- **NDA and legal assignment:** all Micro-Interns are under NDA, as is Parker Dewey itself, and you own the work

Real, sustainable impact

New role created for a first generation college student



International STEM student identified and selected for an internship



Underemployed grad hired for a full-time accounting role

Created pathways for students unable to participate in internships



The Benefits of a Program

Support Current Employees

- Professional development content and resources
- Opportunities to build management experience for earlier-career professionals
- Demonstrated commitment to diversity, equity, and inclusion within their company

Hire New Employees

- Access candidates who might be unaware or not apply
- Create equitable pathways for those who might otherwise get missed, allowing them to showcase skills
- Build authentic relationships with candidates, leading to improved hiring, conversion, and retention outcomes

Thought-Leadership Programs Scaled to Meet your Needs

Employees value the resource.
You see the impact.

A-Lister (\$25k+)

- Half or Full-Day ERG Conference with Keynote, Panel Discussion, Workshop, and additional resources to scale
- 25 Micro-Internships

VIP (\$15.5k)

- Option A: Keynote Address + Fireside Chat
- Option B: Expert Panel Discussion with interactive Q&A
- 15 Micro-Internships

Rising Star (\$10k)

- 60 min DEI Workshop
- 10 Micro-Internships
- Impact report
- Targeted outreach and engagement



What now?

Launch a program

Engage your ERGs

Tell your hiring managers

Contact us!