

PARKER DEWEY PARTNER CHECKLIST

[Click here to make your own editable copy of this checklist.](#)

Keep track of your progress, as you'll be asked to share details about the 'Must-Do' steps when you [request annual student engagement data](#).

Getting Started

Maintain Updated Point of Contact Information

- Make sure Parker Dewey has a student-facing and employer-facing point of contact from your institution. Email schools@parkerdewey.com with updates.

Review Your Parker Dewey Landing Pages

- Partners receive two links - one to share with potential Micro-Interns, and another to share with employers. These pages include tutorials, webinar details, testimonials, and frequently asked questions for their respective audiences. *Not sure of your landing page links? Contact schools@parkerdewey.com.*

Ensure That Your Institution Can Receive Emails from Parker Dewey

- [Safelisting Instructions \(Bottom of FAQs\)](#) [Partner Newsletter Subscribe Link](#)

Log In to Parker Dewey

EXCLUSIVELY FOR PARKER DEWEY+ PARTNERS

Access Your Parker Dewey+ Dashboard.

- Set reminders for yourself to check this data regularly, and join us at our Parker Dewey+ Office Hours for demonstrations and the opportunity to ask questions.

[Log in Link](#)

[Parker Dewey+ User Guide](#)

[Parker Dewey+ Office Hours](#)

FOR BASIC-LEVEL PARTNERS

- Create a student account so you can see the platform exactly as your students do. Use a departmental email and share the login with any colleagues that may need to demonstrate how the platform works.

[Create Student Account Link](#)

Must-Do's

Highlight Parker Dewey as a Recruiting Tool in your Existing Resources

FOR EMPLOYER-FACING POINTS OF CONTACT

Use [this language](#) to highlight Micro-Internships in the following places:

- Your Career Services Employer Web Page
- Examples:
- | | | |
|-----------------------------------------------------|-------------------------------------|-----------------------------------------|
| University of Alabama at Birmingham | La Roche University | St. Lawrence University |
|-----------------------------------------------------|-------------------------------------|-----------------------------------------|
- Canned email responses to companies interested in recruiting from your institution
- Presentations about Recruiting Options ([Single Slide Template](#))
- PARKER DEWEY+ EXCLUSIVE:**
- In the presentation, highlight the diverse range of talent at your institution interested in Micro-Internships ([Guide](#))
- Anywhere else that recruiting resources are shared for employers and established alumni.

FOR STUDENT-FACING POINTS OF CONTACT

Use [this language](#) to highlight Micro-Internships in the following places:

- Your Career Services Student Web Page. Examples below:
- Examples:
- | | | |
|----------------------------------|--------------------------------|-----------------------------------------|
| Meredith College | Eckerd College | Long Beach City College |
|----------------------------------|--------------------------------|-----------------------------------------|
- Career Services Platforms, learning management systems, and intranets wherever career-related resources are listed (ie Handshake Resources, Symplicity, 12Twenty, Canvas, Blackboard, etc).
- If a Handshake user, we also recommend approving our job post reminding students of Micro-Internships as an option.
- Presentations about Career Resources ([Single Slide Template](#))
- PARKER DEWEY+ EXCLUSIVE:**
- In the presentation, use an impact report to demonstrate accessibility, previous engagement from employers, and current featured opportunities ([Guide](#))
- Anywhere else that career-related resources are shared for undergraduate, graduate, or doctoral students, as well as recent graduates.

Share with your Colleagues (annually, if not more often)

- Meet with your whole Career Services team (student and employer-facing) to review your landing pages and this checklist. If you'd like Parker Dewey to present to your team, reach out to schools@parkerdewey.com
- Share with your faculty, advisors, coaches, and other institutional staff
- [Email Template](#)
- [Overview Webinar](#) - typically held in mid-December, late May, and early August of each year

Invite Employers and Students to Engage with Parker Dewey (annually, if not more often)

FOR EMPLOYER-FACING POINTS OF CONTACT

- Send a standalone email announcement or reminder ([template](#)).
- Tag at least 5 employers in the partnership announcement Parker Dewey will post on LinkedIn. After your first year of partnership, post your own reminder once a year, or contact schools@parkerdewey.com to request a partnership reminder post.
- Include a reminder in your employer newsletters ([template](#)).
- Share this flyer during employer visits, at career fairs, and at other employer-facing events ([download or customize](#)).
- Invite Employers to connect directly with Parker Dewey by doing at least one of the following annually:
- Host a Parker Dewey webinar exclusively for your employers and alumni ([details](#)).
 - E-introduce at least 50 employers to connect with the Parker Dewey Business Development team ([email template](#)). Send the list of recipients to schools@parkerdewey.com for follow-up.
 - Invite at least 50 employers to one of Parker Dewey's open-to-all webinars ([email template](#)). Send the list of recipients to schools@parkerdewey.com for follow-up.

FOR STUDENT-FACING POINTS OF CONTACT

- Send a standalone email announcement or reminder ([template](#)).
- Share an announcement or reminder on social media ([post templates](#)).
- Include a reminder in your student newsletter ([template](#)).
- Post Flyers around campus ([download or customize](#)).
- Invite students to learn more about Micro-Internships by promoting our regularly scheduled events ([Toolkit to promote all three events, event details below](#)).
- [Career Launcher FAQ Webinar](#): Tips and tricks for using Parker Dewey and getting selected (held monthly)
- [Student Office Hours](#): Students are able to get feedback on their profile and short answer response applications (held monthly)
- [Creating Your Own Opportunities with Micro-Internships](#): Students are coached on how they can proactively reach out to companies of interest regarding the possibility of a Micro-Internship (held quarterly)

Additional Best Practices

Have a Student Help You Spread the Word

Hire one of your own students as a Parker Dewey Student Ambassador Micro-Intern, or have an existing Student Worker, Peer Career Advisor, or Graduate Assistant tackle the associated tasks ([Benefits / Instructions](#)).

PARKER DEWEY+ EXCLUSIVE:

For paying Parker Dewey+ partners, the cost of this Micro-Internship (\$400), including payment to the Micro-Intern, is included in the cost of your subscription. ([Resource: Posting your Student Ambassador Micro-Internship as a Parker Dewey+ partner](#))

Stay Informed and Post Regular Reminders about Micro-Internship Events and Resources

You can find resources regarding events, timely content, and more in our [Launch & Best Practices Toolkit](#).

Highlight Micro-Internships in One-on-One Conversations

FOR EMPLOYER-FACING POINTS OF CONTACT

- Incorporate into one-on-one employer conversations and visits.
- Share with alumni interested in recruiting from your institution - this audience tends to be a great source of Micro-Internships directly related to your students' interests.
- PARKER DEWEY+ EXCLUSIVE**
- Highlight the diverse range of talent at your institution interested in Micro-Internships ([Guide](#)).

FOR STUDENT-FACING POINTS OF CONTACT

- Incorporate into one-on-one advising appointments
- PARKER DEWEY+ EXCLUSIVES**
- View a student's profile, past applications, and feedback received from previously completed Micro-Internships ([Guide](#)).
- Conduct proactive outreach by identifying students who have been selected for 10 or more projects without success, or those who have completed Micro-Internships and received feedback that indicates a need for improvement ([Guide](#)).