



Parker Dewey Partner Programs

Kristin Schrader, Vice President of Partnerships



PARKER DEWEY

Agenda

- **Part 1: Parker Dewey Program Overview**
 - What is a Micro-Internship
 - Data to Show the Effectiveness of Micro-Internships
 - What is a Parker Dewey Program
- **Part 2: How to Launch a Program**
 - Who to involve/support
 - When to launch
 - Funding Sources and other logistics
 - Case Studies



What are Micro-Internships

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

- Projects: Involves a specific deliverable, as opposed to ongoing or regularly scheduled tasks
- Short-term: Typically a total of 10-40 hours of work by the Micro-Intern
- On-demand: can be done year-round, with no administrative burdens (payroll, legal, etc.)
- Paid: Fixed cost to make it simple, usually \$200-\$600 per project
- Professional: Similar to what would be assigned to an intern or new hire

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



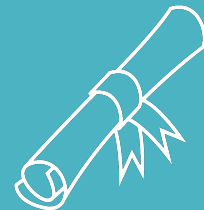
How Micro-Internships Help Supporting Students, Companies and YOU

Companies



- De-risk hiring process
- Access diverse candidates
- Engage hiring managers
- Support immediate needs
- Decrease costs

Micro-Internships



Colleges and Universities

- Improve student placement
- Deepen employer relationships
- Refine program curriculum
- Drive alumni engagement

Students



- Demonstrate skills
- Develop professional relationships
- Explore career paths
- Generate income



Data to Show the Effectiveness of Micro-Internships: A Win-Win-Win

Companies



- Thousands of organizations have worked with students on Parker Dewey Micro-Internships
- 97% said Micro-Intern met or exceeded expectations

Micro-Internships

Colleges and Universities



- 800+ college, university and nonprofit Parker Dewey partners
- 80% of Micro-Interns selected come from historically underrepresented backgrounds

Students

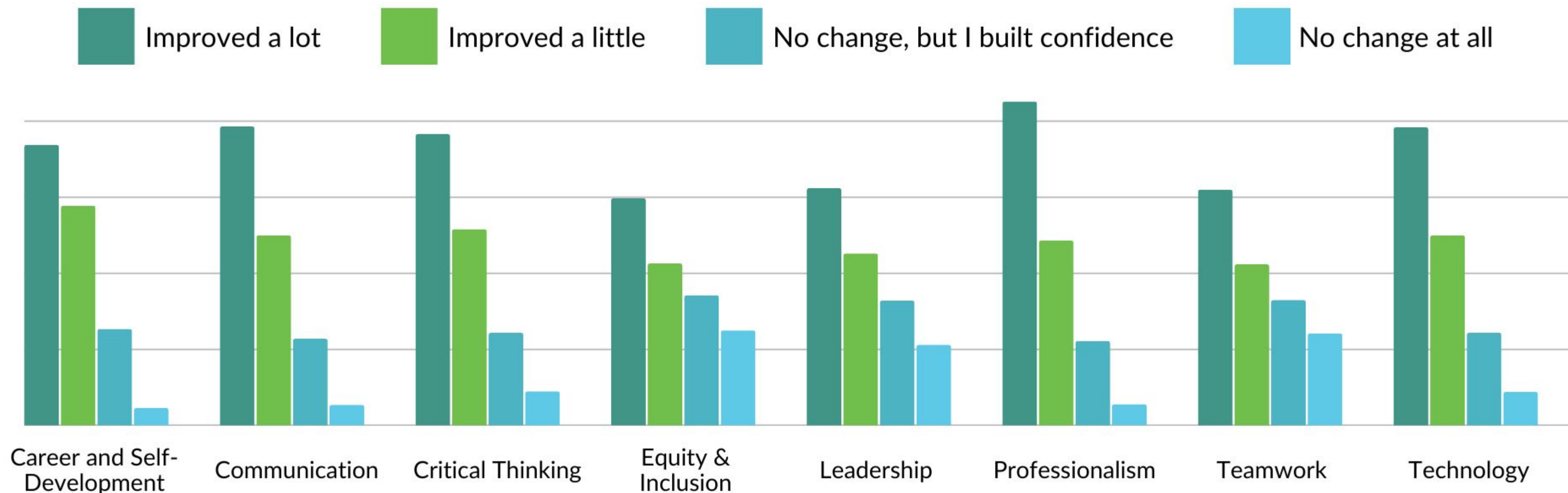


- 95% of students say real, short-term work experiences is how they want to be recruited
- 98% of students completing Micro-Internships stay in their 1st job after college for >1 year



Value of Micro-Internships to Students

Based on the NACE Career Readiness Competencies*



[SEE THE LATEST REPORT](#)

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

Education Partnership Options

	BASIC (No-Cost)	PARKER DEWEY+ (\$2,000/Year)	PROGRAM (Starting at \$10K)
Co-branded student & employer web pages	✓	✓	✓
Custom webinars and class presentations	Conditional	✓	✓
Student engagement data	Annually	On-Demand	On-Demand
Employer feedback on students' performance	Annually	On-Demand	On-Demand
Employer engagement data		On-Demand	On-Demand
Proxy access to student accounts		On-Demand	On-Demand
Downloadable impact report		On-Demand	On-Demand
Student Ambassador Micro-Internship*		✓	✓
Funded Micro-Internships exclusively for your students, Parker Dewey Program Management			18+

*Student Ambassador Micro-Internship gives one of your students a paid Micro-Internship supporting the launch/marketing of your Parker Dewey partnership.

Parker Dewey+ Partnership

Sample Platform Features

✓ On-Demand Reporting on Student/Employer Engagement

Access reports on student sign-ups, students selected, income received, etc.

✓ Proxy Access to Student Accounts

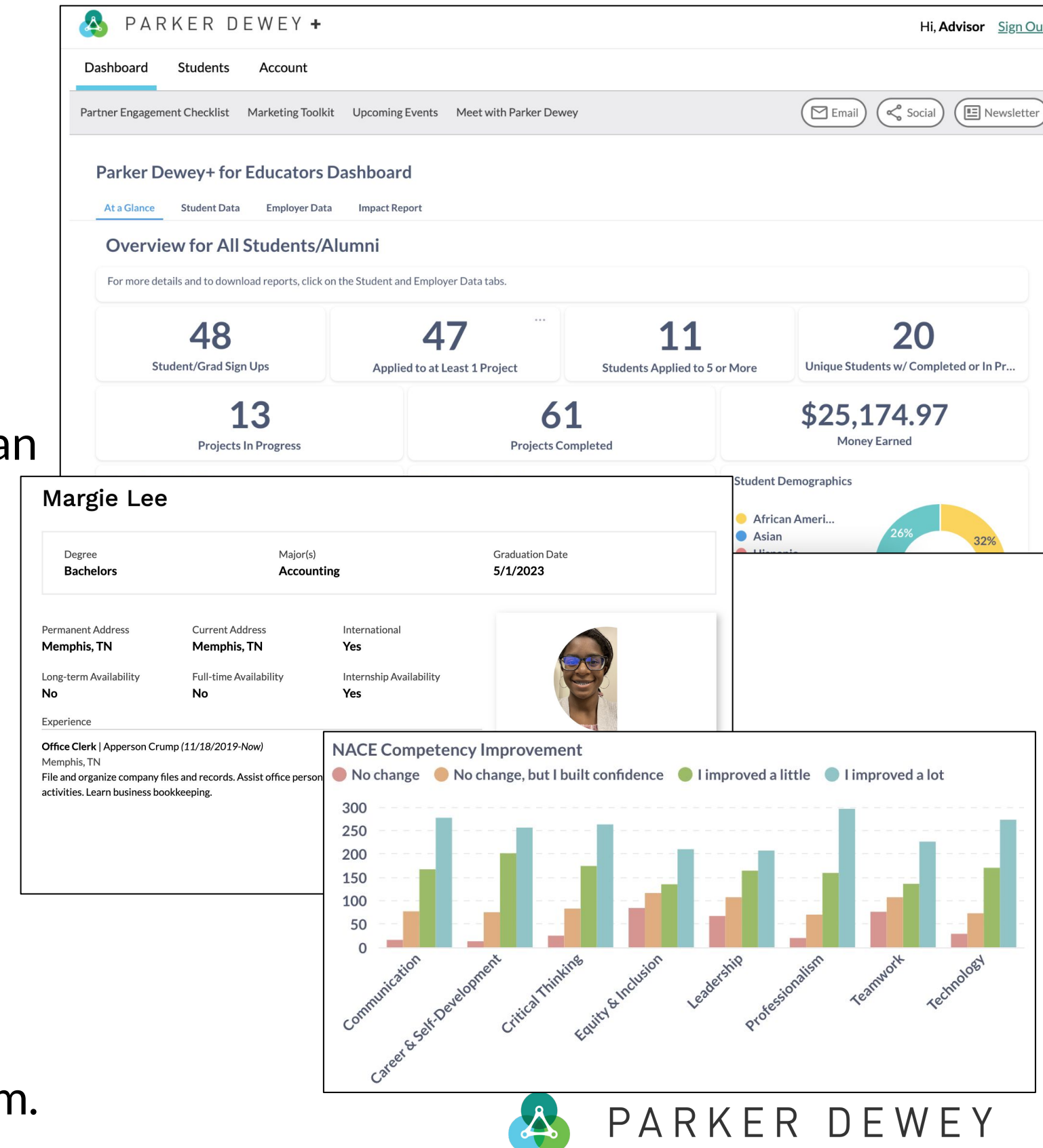
View students' past applications and profiles to coach on how they can improve.

✓ Download Report on Student and Employers' Feedback

See the qualitative and quantitative feedback from students and employers including students' assessment of improvement based on NACE Career Readiness Competencies.

✓ Student Ambassador

Select one of your students to receive a PAID Micro-Internship supporting the launch or expansion of your Micro-Internship Program.



Parker Dewey Program Partnership

Fund Micro-Internships ***exclusively*** for your students to work with organizations of your choice.
Programs \$10K or more includes a Parker Dewey+ annual subscription.

Parker Dewey+ annual subscription

Payment to your students for completing
Micro-Internships (***guaranteed for your students***)

Program Management by Parker Dewey
(student payments, administration,
marketing materials, data)



What is a Parker Dewey Partner Program?

- **Definition:** Paid Micro-Internships posted exclusively for your students to work on behalf of organizations of your choice
 - You decide the students/organizations who are eligible to participate
 - Funding for the program (including the amount paid to students) is provided by the partner
- **Why do schools/organizations do this?**
 - **Support institutional initiatives** while also providing paid “resume-able” experiences to students
 - **Stretch the experiential learning budget** to support more students
 - Provide opportunities for students to receive paid experience **who may not otherwise have access** to these opportunities



What is a Parker Dewey Partner Program?

- **How long has Parker Dewey been doing this?**
 - Since early 2021. Two of our earliest program partners are



- **Who else works with you on this?**
 - **Dozens of higher education institutions and training providers** (many are featured throughout this presentation)
 - **Nonprofit organizations** supporting students at many colleges and universities (TheDream.US, Frederick A. DeLuca Foundation, Open Avenues Foundation, etc.)
 - **Organizations supporting companies** (Indiana Economic Development Corporation, Greater Akron Chamber of Commerce)
 - **Corporations** through various initiatives such as:
 - Corporate recruiting (Northwestern Mutual, Xylem, Trane Technologies, Northrop Grumman, etc.)
 - Philanthropy, social impact (Amazon Career Choice, IBM SkillsBuild, etc.)



Case Study: Kansas Micro-Internship Program

The Kansas Micro-Internship Program funds Micro-Internships for Kansas-based employers who select a student attending a Kansas-based college or university. This program is intended to combat brain drain and support organizations and students across the state.

Because of this program,

- 3,700+ students and 400+ employers have engaged with the program
- Engages all public postsecondary schools, nonprofits, companies, chambers of commerce with locations in Kansas
- Recipient of Strada Foundation funding that focuses on Kansas community colleges by using Campus Liaisons and Student Ambassadors
- Received state funding beginning July 2024



PARKER DEWEY



DeBRUCE
FOUNDATION



[KMIP Page for Kansas Organizations](#)

[Student/Employer Panel Webinar Recap](#)

“This program seeks to help better serve Kansas families, Kansas businesses, and the state’s economic prosperity.”

-Dr. Tim Peterson, Kansas Board of Regents

Highlights:

- Funding Source: Local nonprofit DeBruce Foundation, Kansas Dept. of Commerce, Kansas Board of Regents, the Strada Foundation, & (beginning in July 2024) state appropriations
- Career Services Involvement: Promote to students, employers
- Status: Launched February 2021; running right now!

Case Study: SwatWorks

Swarthmore College Career Services created a funded Micro-Internship program connecting students with projects supplied by alumni. Parker Dewey helped them scale the program with minimum impact to their team.

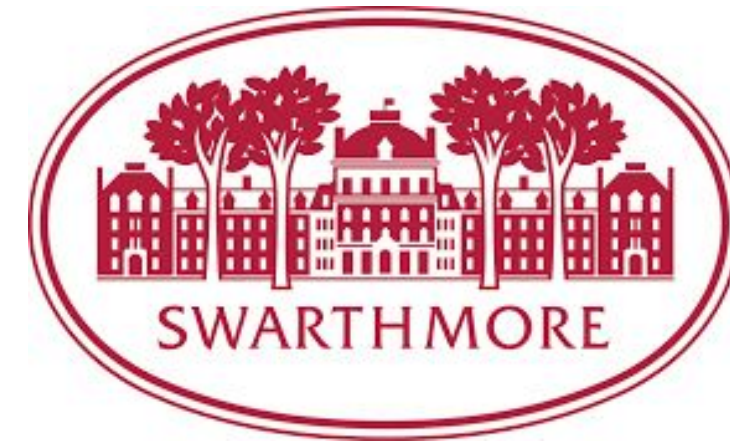
In Fall 2022, the program was restructured so that it now takes place during Winter and Summer Breaks so students can focus on classes and then on the project.

In its most recent iteration (Winter Break 2024-2025), the program:

- Supported 84 students who engaged in Micro-Internships with 74 different alumni/"Friends"
- Additional students were selected for non-SwatWorks projects
- Additional projects have been self-funded by alumni who wanted to continue to engage students



PARKER DEWEY



[Program Website](#)

[Program Impact Report](#)

"[The SwatWorks Student] is an absolute pleasure to work with. Please don't hire her, so that we can continue to monopolize her availability."
-Swarthmore Alum

Highlights:

- Funding Source: Swarthmore College Career Services
- Career Services Involvement: Promote program to students and collaborate with Alumni Affairs to engage alumni
- Status: Launched April 2020, but "powered by Parker Dewey" since March 2021

Why Work With Parker Dewey?

Parker Dewey has a fantastic, robust online platform for custom and scaled Micro-Internships. Their service model is excellent and we have been very satisfied with the support of [the Parker Dewey Team]. Our students and community partners posting jobs find the portal to be very easy to use and intuitive. We are an extremely satisfied user of the portal.

Dr. Sundeep Vira
Dean of the Business Department
Trinity Christian College

Parker Dewey's team has been some of the easiest that I've worked with in my long career in higher education. They have deep expertise in supporting students, companies and postsecondary education with a focus on impact and results which has allowed our program to continue to grow. They are quick to respond and make my job easier.

Dr. Tim Peterson
Senior Project Director
Kansas Board of Regents

Parker Dewey makes micro-internships easy and accessible to everyone! They've been invaluable partners, providing expert advice and ongoing support as we launched and continue to expand our tailored micro-internship program.... Parker Dewey's responsiveness and exceptional customer service—whether with students, employers, or staff—continues to impress me.

Amy Rees
Associate Director, Career Events & Experiences
University of Delaware Career Center

Considerations Before Launching a Program

✓ **WHO:**

- What students are you trying to support?
- What organizations would you want students to work with?
- What institutional stakeholder(s) would you engage to initiate this program?

✓ **WHEN:** What is your desired timeline for launching the program?

✓ **WHY:** What KPI's are you most interested in to determine the program's success/impact?

✓ **HOW:** What funding sources may be available to support this program?



Considerations Before Launching a Program:

Who Will Be Involved?

- **What students/organizations are you trying to support?**
 - Students from specific, under-represented backgrounds?
 - Academic programs?
 - Niche populations (e.g. student-athletes, first-generation students)?
- **What organizations would you want students to work with?**
 - Local organizations?
 - Nonprofits/startups?
 - Companies within a targeted industry?

Consider This

- **Supporting students completing first-year experience programs**
 - Micro-Internships available exclusively for these students
 - Projects completed during second year
- **Supporting Student-Athletes**
 - Consider engaging alumni/fans
 - Recommend to run programs for specific sports during the off-season



Case Study: University of Michigan Football

The University of Michigan Football established its M Power Program to help football players prepare for life after college through internships, mentorships, etc.

In Summer 2024, an initial cohort of football players participated in a 6-week Micro-Internship hosted by venture capital firms. The program has been expanded in 2025 to focus on students interested in a wider variety of roles.

In its inaugural year:

- 11 football players participated in Micro-Internships hosted by Michigan alumni
- Projects took place during the 6 weeks before students returned for fall training camp
- Post-program event was well-received and even the Head Coach attended to praise the program



Program Flyer for Alums

“M Power is an amazing opportunity for Michigan student-athletes to be mentored and get real-world experience from Michigan alumni.”
-David Horowitz, Touchdown Ventures

Highlights:

- Funding Source: UM Alumni
- Career Services Involvement: None; run through Michigan Football M Power Program
- Status: First cohort took place in Summer 2024; program renewed to support more students in Summer 2025



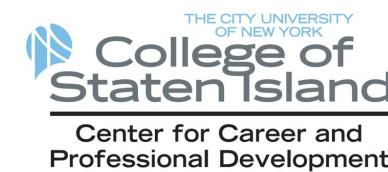
Considerations Before Launching a Program: Who Will Be Involved?

What institutional stakeholder(s) would you engage to initiate this program?

- Faculty



- Small Business Community



- Nonprofits/Government



- Alumni/Friends



- Corporate Partners



Considerations Before Launching a Program:

Timing

- **Option 1:** Ongoing (until funding is exhausted)

- Advantages

- Accessible to students/organizations year round
- Easier to manage if students/companies have an unexpected delay
- Additional funding can be added at any time (including from alternative funding sources: faculty budgets, alumni, etc.)



- **Option 2:** School breaks (J-term/Winter Break, Summer Break, etc.)

- Advantages

- Easier to balance supply and demand of projects and the marketing of the program
- Unused funds can roll over to next iteration of the program
- Companies more likely to self-fund projects when program is unavailable



Case Study: Trinity CAP Micro-Internships

The Community Alliance Program, is a new program developed by the Business Department at Trinity Christian College. It focuses on helping support local small businesses, particularly those led by individuals from underrepresented communities and give students paid real-world experience.

Because of this program,

- Students from various majors have completed projects related to research, UX testing, social media, website updates, etc.
- Organizations from Chicago Prison Outreach and the Christian Association of Business have engaged their employer network
- Special emphasis on students completing tasks that generate revenue for businesses



[Press Release
Announcing Program](#)

[View the CAP Program
Company Page](#)

“The story of the Good Samaritan is....an example of how we should help our neighbors, and this program does just that.”

-Prof. Sundeep Vira, Dean of the Business Dept.

Highlights:

- Funding Source: Academic Department
- Career Services Involvement: Minimal (program is promoted by student ambassadors and faculty)
- Status: Launched Fall 2022; continues to expand and running right now!



Case Study: UD BlueHensWork

The University of Delaware Career Services created UD BlueHensWork as a way to introduce undergraduate students to careers in public service. Since most of the opportunities with these organizations are unpaid, UD Career Services funded Micro-Internships to provide a cost-effective and low-lift way for students to connect with Delaware-based nonprofits and state organizations.

Because of this program,

- State of Delaware HR hosted a couple of Micro-Interns, and due to that success, the program is now being offered to all state agencies
- One project involved 20+ students running social media for [Delaware nonprofit annual giving day](#)
- At least one student was hired permanently after doing several Micro-Internships. As the organization said, “She’s a diamond in the rough.”
- Most recent Winter Break program had double the participants as same time last year



[Testimonial from Participants](#)

[Program Organization Website](#)

“I knew that I wanted to do something for a nonprofit where I could take the things that I cared about and do the work that I was good at for them. And this was the perfect...match made in heaven!”
-Sarah Lutot, University of Delaware Class of 2022

Highlights:

- [Funding Source:](#) Career Services
- [Career Services Involvement:](#) Promote to students and eligible organizations
- [Status:](#) Available during Winter and Summer Break

Considerations Before Launching a Program:

Goals/ KPI's

- **Common Micro-Internship Program Goals**

- Providing professional development to 1st or 2nd year students
- Supporting small businesses
- Engaging alumni
- Introducing students to career opportunities they may not have been aware of
- Supporting students from underrepresented backgrounds
- Broadening the school's employer network

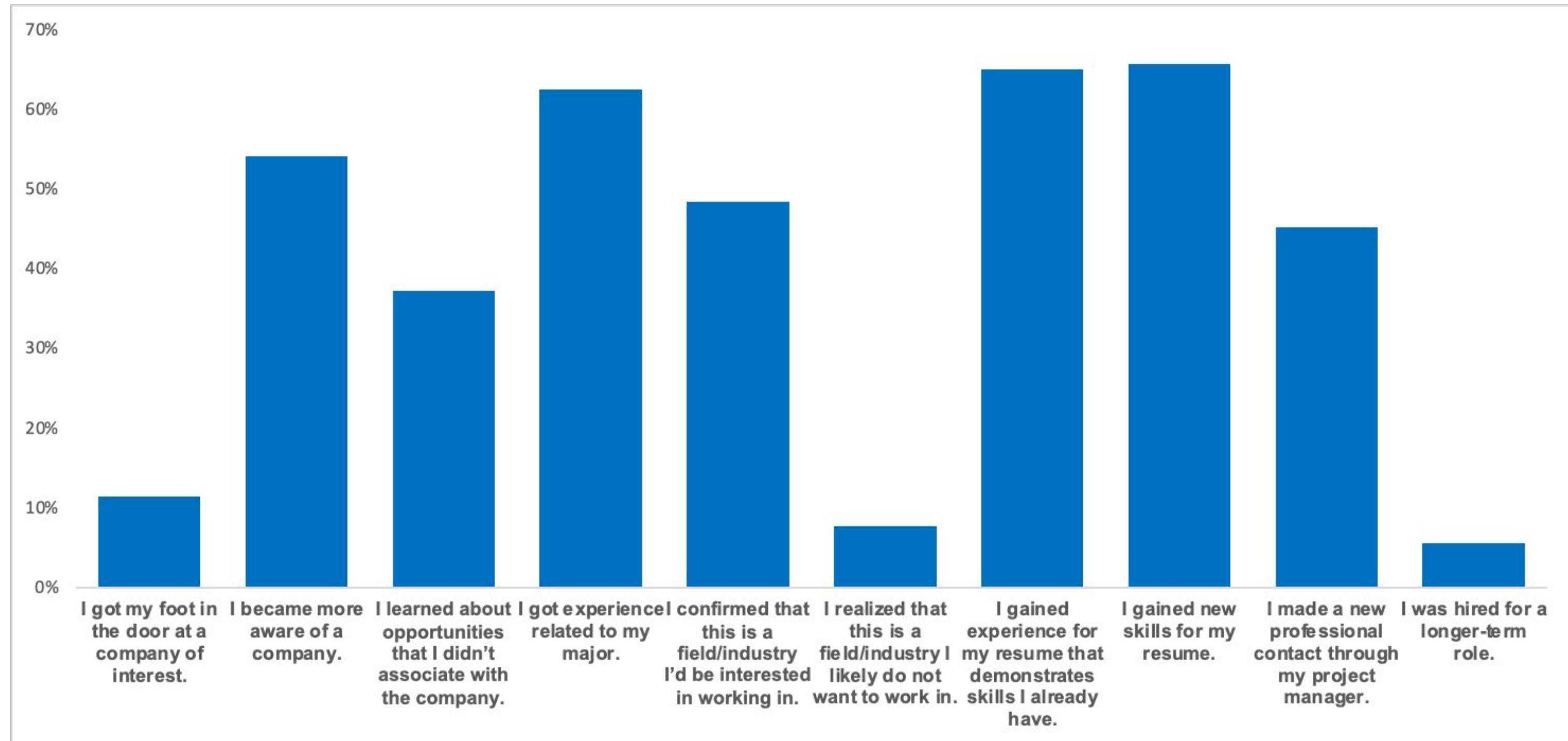
- **Common Key Performance Indicators (KPI's)**

- # of students/organizations participating in program
- Money earned by students
- Employer satisfaction with student performance
- Student satisfaction with program
 - NACE competency increase
 - Confidence increase
- Students moving forward in a hiring process (being considered for full-time role or internship)



Micro-Internship Outcomes That We Track

Self-Reported by Students*



*This is based on student feedback collected immediately after completion of the Micro-Internship. Outcomes such as whether a student is hired long-term may not be known when this data is collected.



Considerations Before Launching a Program:

Funding Sources

- **Institutional Funding**

- Career Services
- Alumni Affairs/Development
- Academic Affairs/Honors College

- **Grant Funding**

- Local Foundation
- Experiential Learning Grants from private or corporate foundations. Typical grants focus on beneficiaries such as:
 - Individuals from underrepresented backgrounds
 - Community College students
 - Small business support

- **Corporate Partnerships**


- Deepen engagement with target schools
- Drive traffic at a career fair

A Few Ideas

- “Use or lose” budgets from grants, experiential learning funds, etc.
- **Alumni** with a specific interest in experiential learning
- **Corporate sponsors**
 - Add one or more Micro-Internships to a sponsorship package
 - Company can be featured on your student Micro-Internship page
- **On-campus projects** supporting various departments



Parker Dewey Program Partnership: Sample Program Cost Breakdown

Total Program Cost		\$10,000	\$15,000	\$25,000
	Paid to your students*	\$8,000	\$12,444	\$21,250
	Program management**	\$2,000	\$2,556	\$3,750
Total Students Supported		To 18	28	48
Total Cost Per Student		\$556	\$534	\$521

*Assumes 20-hour Micro-Internships, students paid \$400 upon completion

**Includes 1-year access to Parker Dewey+ and basic program management support



PARKER DEWEY

Parker Dewey Program Management

Parker Dewey's Partnership Team supports your program, making it easy for you and maximizing the impact



Note: Micro-Internship Programs with the elements listed above require a Program Management Fee assessed based on the level of involvement required by the Parker Dewey Team. [Reach out to Parker Dewey](#) to learn more.



Customized Micro-Internship Portals

A resource for organizations to quickly post Micro-Internships and students to learn about the program and apply.

Benefit

Easy to introduce to both students and employers and customized with the specifics for your program.



PARKER DEWEY



UD BlueHensWork: Funded Micro-Internships for Non-Profit, Public Service, and Government Organizations

Delaware-based non-profit, public service, or government organizations are invited to engage University of Delaware (UD) undergraduate students on short-term, paid Micro-Internships.

WHAT: Qualifying organizations can have a professional project that requires roughly 20 or 40 hours of work by the student to complete.

COST: There is no cost for qualifying organizations. Micro-grants offered by the UD Career Center cover the payment to Micro-Interns (\$600 for 40-hour projects, and \$300 for 20-hour projects).

TIMELINE: Projects can be posted between October and mid-November and students will complete them during Winter Break (mid-December - Mid-February).



Boost Your Career Exploration and Preparation with Micro- Internships.

Ready to enhance your professional brand and gain real-world experience? Micro-internships are your chance to take on short-term, *paid*, fully remote professional projects designed to help you build skills, explore career paths, and expand your network—all while getting hands-on experience.

Open to **current Freeman sophomores (class of 2027)** from all Freeman majors, these opportunities are sourced from employers, Bucknell alumni, and Bucknell parents, giving you a direct connection to professionals who want to see you succeed.

Why join this program?

- Develop skills in collaboration, networking, and project management.
- Explore potential career paths through real-world, impactful work.
- Get paid for your efforts while working remotely.

Projects will be posted in March 2025 for completion through the spring and summer months, with funding provided by the Freeman College of Management. **To ensure everyone has a chance, Bucknell-funded (featured) projects will be limited to one project per Freeman sophomore (class 2027).**

Micro-Internships are facilitated through **Parker Dewey**, a platform where you'll find exclusive Bucknell-funded "Featured" projects AND nationwide opportunities open to all. This means even more chances to gain valuable experience and grow your professional skills.

Take the next step in building your future—watch for project postings this March and get ready to start your micro-internship journey!

[CREATE AN ACCOUNT](#)



Micro-Internship Templates

You can have any of these projects completed by a current college student or alum, making it easy to give back and stay productive. Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request. Please note that sponsored projects are subject to approval.



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 contact info@parkerdewey.com.

[Post now →](#)



Pitch Deck Support

Have a student help develop or refine your pitch deck by fleshing out the details or refining the deck's design.

[Post now →](#)



Website Updates

Make various changes and updates to a website. This may include making formatting tweaks, revising text, changing images, and more.

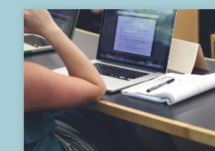
[Post now →](#)



Lead Generation

Conduct comprehensive user experience testing on your site and that of your competitors highlighting the strengths and weaknesses of your UX.

[Post now →](#)



Content Creation

Research and draft an article/blog on a specific topic that you provide. It will also reference relevant outside sources, and the final product will be carefully edited.

[Post now →](#)



Market Research

Create a market analysis for an industry that you specify. The student will name existing companies in the space and identify key drivers of success or failure.

[Post now →](#)



Social Media Content Calendar

Create and plan out multiple social media posts on various platforms geared towards target audiences.

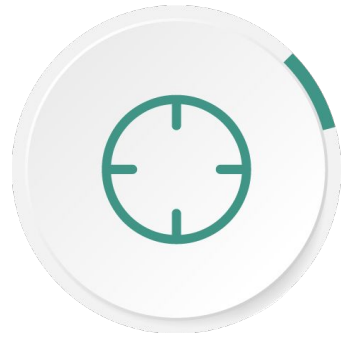
[Post now →](#)



Marketing Collateral

Have a student create a few pieces of marketing collateral or updating existing collateral for a new campaign.

[Post now →](#)



Marketing Collateral

Ready-to-use program-specific resources that have been proven to effectively engage various stakeholders. Includes emails, flyers, social media, and more.

Benefit

No need to create any resources from scratch with the ever-growing library of marketing content.



PARKER DEWEY

The screenshot shows the Parker Dewey website's 'Engagement Toolkits' page. At the top, the navigation bar includes 'PARKER DEWEY' and links for 'For Employers', 'For Students', 'For Partners', 'Project Library', 'About Us', 'Resources', and 'FAQs'. The main header features an illustration of people interacting with digital screens. Below this, a text block states: 'No matter your goals with your Micro-Internship Program, as a Parker Dewey partner, we want to help you support your students, employer partners, alumni, and more. This plug-and-play content can help you share Micro-Internships with all of your stakeholders.' A green button with a right arrow says 'CONNECT WITH PARKER DEWEY PARTNERSHIPS TEAM'. A feedback link says 'Have feedback or looking for something specific? [Let us know.](#)'. Below are three dropdown menus for 'Audience' (All), 'Type' (All), and 'Topic' (All). The content area has three tabs: 'Student-Focused' (green), 'Employer & Alumni-Focused' (teal), and 'Faculty-Focused' (blue). Under 'Student-Focused', there is a 'LAUNCH' section with a rocket image and the text 'Tell your students about Micro-Internships'. Under 'Employer & Alumni-Focused', there is a 'LAUNCH' section with a rocket image and the text 'Share news of your new Park partnership'. A large banner at the bottom right shows three seasonal images (autumn, winter, spring) with the text 'Get **paid** experience any time of the year, not just during a summer internship.' The footer includes the Parker Dewey logo and the text 'PARKER DEWEY Experience | Pay | Connections'.

The banner features three vertical panels showing autumn foliage, a snowy winter scene, and a spring field of flowers. The text reads: 'Get **paid** experience any time of the year, not just during a summer internship.' At the bottom right is the Parker Dewey logo and the text 'PARKER DEWEY Experience | Pay | Connections'.



Day-to-Day Administration

Ensure that projects align with the program's criteria (and/or grant specifications) and that projects and the program stay on track.

Benefit

Easily launch/scale your program without an additional burden to your team.



Kansas Micro-Internship (KMI) Program Employer Survey

Thank you for posting a Micro-Internships project. By completing this brief survey, you will help us improve and expand the program so that more Kansas students and employers might benefit from these paid, short-term, projects.

kristin@parkerdewey.com [Switch account](#)

Not shared

How did you learn about the KMI program?

- ☐ From the Kansas Board of Regents or one of the Kansas colleges or universities
- ☐ From the Kansas Department of Commerce

Hi [employer],

Thank you so much for participating in the Frederick A. DeLuca Micro-Internship Program! I noticed you've selected [NUMBER] students and posted/completed [NUMBER] Micro-Internships with [COMPANY] so far. In an effort to evenly distribute this generous grant funding we ask that you do not post another project through the program without first consulting our team.

If you have an immediate need, you are welcome to post a Micro-Internship at any time on Parker Dewey and self-fund the project. There is no cost to post a project, and you will only receive an invoice for the amount that you listed for the project if you select a student. As a previous Micro-Internship host, you understand the value that students can bring to your organization, and this can be a great way to continue to support college students (and shorten your to-do list) all year long.

If you have any questions, please reach out to me directly at annie@parkerdewey.com.

Have a great day,

Annie

--

Annie Uzar (she/her/hers)
Partner Program Specialist

[It's Time to Officially End Unpaid Internships](#)

p: 954-634-2615 | e: annie@parkerdewey.com

[Click here to schedule an appointment](#)



PARKER DEWEY



Program Dashboard

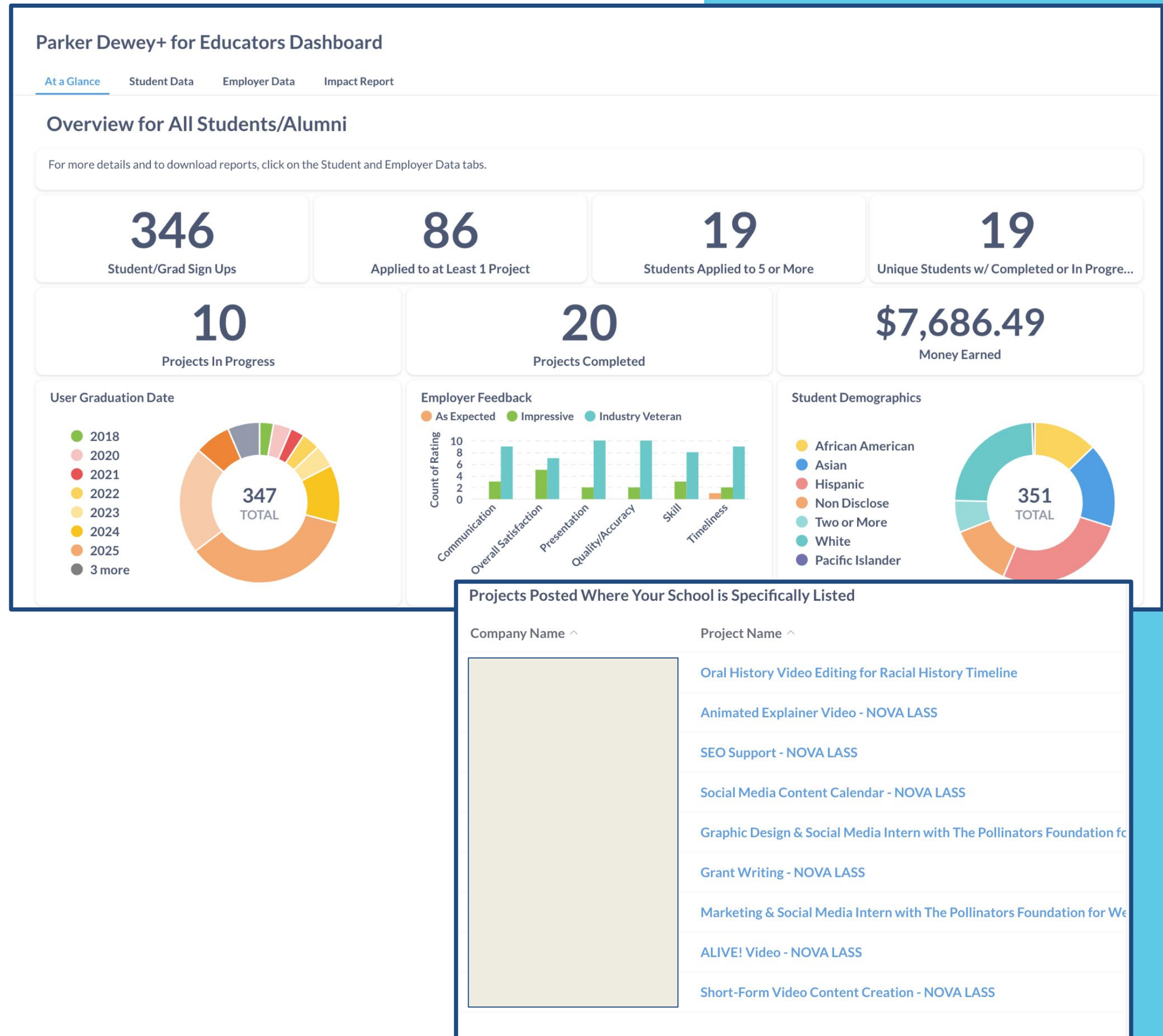
Track the status of your program using Parker Dewey+. Data includes list of all projects posted, students selected, feedback received, and more.

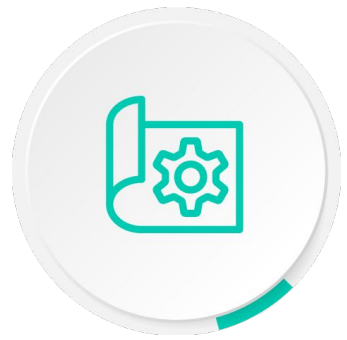
Benefit

Provides access to key data about who is engaging with your Micro-Internship Program to stakeholders on your team.



PARKER DEWEY





Impact Report

In depth report highlighting the key results of the program aligned to your goals.

Benefit

Includes insights and outcomes that demonstrate the success of the program, with recommendations to plan for future program expansion.



PARKER DEWEY

Summary Over the Past 12 Months

This report provides student, company, and project data over the past 12 months.

264

Students Logged In

56

Students Applied to Project

9

Students Applied to 5 or More Projects

17

Students Hired

18

Student Projects Completed

\$7.4k

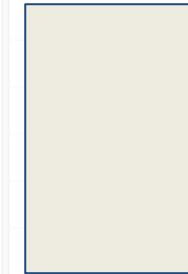
Student Amount Earned

Participating Companies

16

Organization Signups

Project and Company Names



Project Name ^

NOVA focused business development

Hubspot dashboard

Data Extraction - Private Fund Data

HubSpot CMS Blog & CTAs Opportunity

Creation of Supervisory Training and/or Leadership Training - SHRM

Feedback From Supervisors About Your Students/Alumni

Quantitative Feedback

Sample Feedback from Supervisors

Michael went above and beyond our expectations....The project required research, clear writing, and creative thinking, all of which Michael demonstrated. He was efficient, communicative, and independent, and we are grateful to have had the chance to work with him. - Birds of Vermont Museum

Zaza, you did such a great job for us. You were wonderful to work with and the product you delivered is exactly what we wanted! We appreciate your communication skills, thoughtfulness, graphic design skills and great ideas. **You asked all the right questions, kept us informed, and needed little support from us.** You went the extra mile by including pictures of each college and revising your design many times based on our feedback and your great ideas. Thank you so much! - College Equity First

We appreciate the thorough testing and comments. Dylan did an excellent job learning specialized geospatial software, and we especially appreciated his thorough and timely completion of our software test suite as we prepared to roll out a new version to our cloud platform. - Conveyal

Professional, skilled at tackling a logistical problem methodically, and strong communication - frequent, responsive, clear, self-initiated. ~CPower Energy Management

Charlotte was terrific to work with. Prompt. Reliable. - Deep Coaching Institute

Spencer went above and beyond with excellent attention to detail and communication, and **completed the task to high standards.** - Department of Politics, Princeton University

Eliza was an excellent intern. She is responsible, a clear communicator, and very straightforward to work with. Her work was high quality and she responded well to feedback. **She has a lot of potential to succeed in policy, law, or whatever else she wants.** - Department of State Subnational Diplomacy Unit

Allison did a remarkable job researching and synthesizing a large amount of information in an industry she was initially unfamiliar with. She completed the project on time and it was well-organized and thought through. We were so impressed by how much she was able to accomplish in a short amount of time. **We are considering future projects she could help us with** - and would enjoy working with her again. - Dream See Do

Great work! Thanks so much for jumping right in, working so diligently, and getting so much done in a short time! The work you did will be very useful to us. Much appreciated!!! - Florida Health Justice Project

Ella did an excellent job in a new area for her. - Hawaii and Pacific Basin Area Health Education Center

Quality/Accuracy

Racial Identity

All Students by Racial Identity



266
TOTAL

Selected by Racial Identity



17
TOTAL

Gender Identity

All Students by Gender Identity



270
TOTAL

Selected by Gender Identity



12%

17
TOTAL

First-Generation College Student Status

All Students by First Generation Status



266
TOTAL

Selected by First Generation Status



12%

29%

17
TOTAL

Pell Eligibility

All Students by Pell Eligibility



266
TOTAL

Selected by Pell Eligibility



18%

47%

17
TOTAL

Veteran Status

All Students by Veteran Status



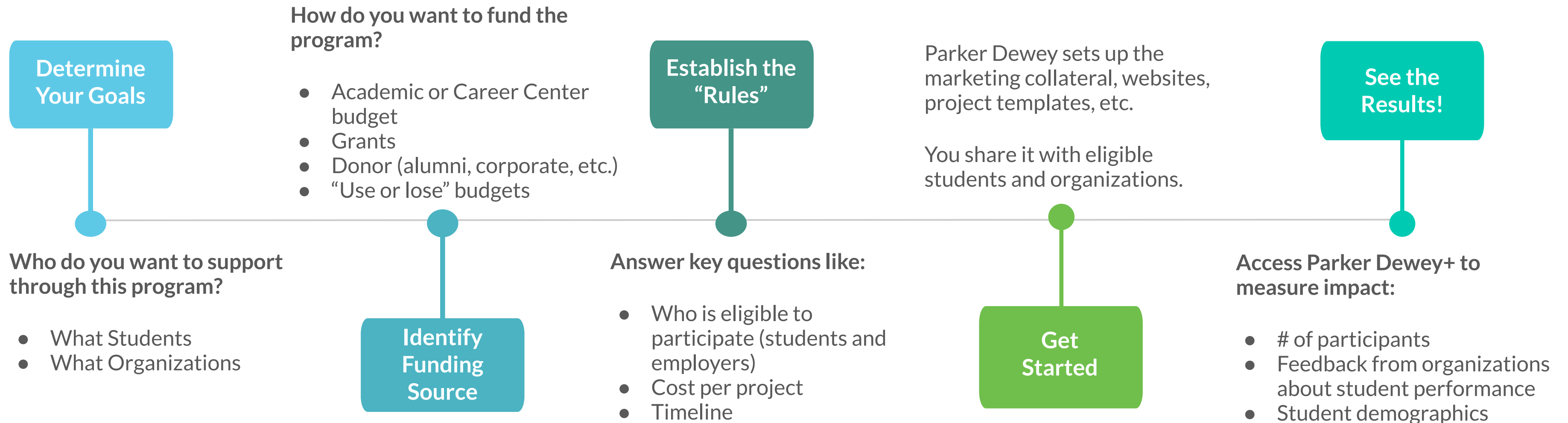
266
TOTAL

Selected by Veteran Status



17
TOTAL

How to Get Started



How long does this take?

After determining your goals and funding source, programs can be ready to begin in as early as 1 week.

Can additional funding be added?

Yes! Many programs begin with a small pilot and can be expanded at any time.



More
Micro-Internship
Case Studies

Engage Faculty

Engage Small Business Community

Engage Nonprofits/Government

Engage Alumni/Friends

Engage Corporate Partners

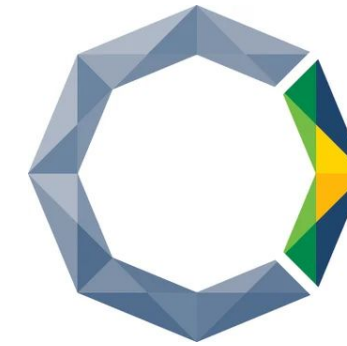
Engage Faculty: CPP Invests

Cal Poly Pomona (CPP) received grants from National Science Foundation and the Dell Foundation focused on experiential education and undergraduate STEM education at Hispanic-Serving Institutions. This program is designed to enhance recruitment, retention and graduation rates and features in-class Micro-Internships.

During the 2022-2023 academic year, the program was piloted with 13 students who completed 20-hour paid Micro-Internships as part of a required academic course.

Because of this program,

- 1,400+ students are completing (or have completed) in-class Micro-Internships with community partners
- **Over \$880K earned by CPP students** (not including the projects currently in progress)
- Students are completing projects in physical education, plant sciences, geography, accounting, communications, etc.



CalPolyPomona

[CPP Invests Program Website](#)

[Article About Program in Student Newspaper](#)

“Having the opportunity to be in an internship where you can grow with your classmates as a teacher and as an individual has been one of the most meaningful academic opportunities I have received.”

-Juan C., Cal Poly Pomona student, Class of '23

Highlights:

- Funding Sources: Multiple grants
- Career Services Involvement: None; led by Center for Community Engagement
- Status: Scaled significantly in 2023-2024 academic year with additional grant funding



PARKER DEWEY

A Final Note About In-Class Micro-Internships*

To ensure that students are treated fairly, we have implemented the following policies for Micro-Internships that are part of an academic course:

Allowed



Funding for Micro-Internships is available for all students OR participation is optional



Micro-Internships must be paid fairly

Not Allowed



Micro-Internships are required for a class and funding is not available for all enrolled students



Unpaid Micro-Internships or rate of pay is below \$15/hour

***Note:** All Micro-Interns must be at least 18 years old. Micro-Internships also cannot involve students working directly with vulnerable populations (e.g. individuals under 18, patients in healthcare settings)



Engage Faculty: HubSpot

The HubSpot Micro-Internship Program engages faculty who are part of the [Education Partner Program \(EPP\)](#) (a network that contains faculty from ~600 colleges/universities in the US and Canada). Students learn HubSpot in class and have opportunities to work with HubSpot customers.

In 2023, the program evolved to focus on participants in an AI bootcamp which culminated in a paid Micro-Internship.

Because of this program,

- ~1,500 students have worked on paid Micro-Internships putting their HubSpot knowledge learned in class to work
- >230 unique colleges and universities have had students participating (and counting)
- Over \$1M earned by students!!!



PARKER DEWEY



[HubSpot Page for Students](#)

[HubSpot Page for Customers](#)

“Our Micro-Intern was an absolute rockstar with an incredible work ethic.... Her particular knowledge and experience with HubSpot is scarce for someone so early in their career.”

-2022 HubSpot Micro-Internship Client

Highlights:

- Funding Source: HubSpot; customers self-fund 50% of second project
- Career Services Involvement: None
- Status: Launched Fall 2021; running right now!

Engage Small Businesses: NOVA

Northern Virginia Community College (NOVA) division of Languages, Arts and Social Sciences was the recipient of a 3-year grant to provide Micro-Internships exclusively for its students studying the liberal arts.

Because of this program,

- Opportunities are available exclusively for Liberal Arts students to demonstrate the value of a liberal arts education
- In collaboration with NOVA, Parker Dewey is engaging nonprofits and small businesses to provide projects
- Projects include social media video creation, content creation, videography editing, newsletter development, etc.



[Program Website for Companies](#)

[Program Website for Students](#)

"[My Micro-Intern] was a thrill to work with. She exceeded my expectations and brought valuable insight regarding non-profits and the collection of data and impact to articulate success."

-Project Supervisor

Highlights:

- Funding Source: Grant from the Jack, Joseph, and Morton Mandel Foundation
- Career Services Involvement: None; administered by academic department
- Status: Launched January 2025; running right now!



PARKER DEWEY

Engage Nonprofits/Gov't: Wayfinders Program

John Carroll University's Center for Student Diversity and Inclusion (JCU CSDI) developed the Wayfinders Program after receiving a grant. The grant was to fund more equitable opportunities for students and alumni from historically excluded populations.

Due to the demanding schedules of these students, JCU CSDI turned to the flexibility of Micro-Internships.

Because of this program,

- In its first 2 years, 53 students from historically excluded populations engaged in the program
- 19 projects led to an additional or longer-term opportunity
- **In their grant application, the foundation awarded the program 50% more than requested due to the program's success!**



PARKER DEWEY



[Program Success Story](#)

[Program Website](#)

"Some come to the platform looking for Wayfinders Program opportunities and secure projects outside the program, while others hear about Parker Dewey and then find out about Wayfinders. It works out well either way.."

-Daniela Flores, Wayfinders Program Coordinator

Highlights:

- **Funding Source:** Grant from local foundation
- **Career Services Involvement:** None; Program is run by Center for Student Diversity and Inclusion
- **Status:** Launched March 2021; scaled back but still running. Students have earned over \$73K

Engage Alumni/Friends: GW Career Quest

When George Washington University's Center for Career Services had \$5,000 remaining in grant funding, they decided to put this into their students' pockets through paid experiential learning opportunities. To support as many students as possible, they offered 25, 10-hour Micro-Internships and focused on connecting students and alumni through these projects.

Because of this pilot program:

- 25 students received paid, real world experience, and an **additional 23 completed open Micro-Internships**
- 25 organizations (11 alumni-connected) have tried Micro-Internships at no cost, and many are continuing to self-fund additional projects
- **At least one student was hired full-time at EY.** Read more about this student's experience [here](#)
- Program restarted in Fall 2023 with new funding



PARKER DEWEY

**THE GEORGE
WASHINGTON
UNIVERSITY**

WASHINGTON, DC

[Program Website](#)

[Program Impact Report](#)

"To me, it's incredible that I've gone from applying to something on a whim during a study break to being a full-time employee."

- Patricia Díaz Galliano, GW Class of 2022

Highlights:

- Funding Source: Initially a "use or lose" grant, now alumni donor
- Career Services Involvement: Promote program to students and minimal engagement with employers/alumni
- Status: Initial program ran in 2022; restarted in 2025

Engage Corporate Partners: Why?

- **Why share Micro-Internships with your employers?**
 - Micro-Internships align with the current guidance on how to hire
 - Micro-Internships = Skills-Based Hiring
 - Micro-Internships = Merit-Based Hiring
 - They are looking for your guidance about how to best engage with your students
 - They will still come to campus (e.g. career fairs, etc.), but this gives them access to more students including those who may be overlooked
 - Many want to reach students as early as possible, this gives them an “authentic” way to engage
- **What’s in it for you?**
 - More paid experiences for your students
 - Build goodwill with your employer partners (Who doesn’t love a new, good idea?)
 - Could be tied into a revenue generator for your school (e.g. sponsorship package)



Engage Corporate Partners: UCI

The University of California Irvine ANTreprenuer Center launched its Self-Starter Micro-Internships Program in August 2022. The idea is to align the needs of local business with the training the center is providing to UCI students. By working on “real-world” projects, the students are gaining valuable experience while also supporting local employers large and small.

Program also collaborates with the local CEO Leadership organization and specific corporate partners.

Because of this program:

- >840 students have created an account who are connected to the ANTreprenuer Center
- >160 students have been selected for or completed Micro-Internships **earning nearly \$150K (and counting)**
- **UCI Micro-Interns also created social media for UCI's Giving Day resulting in the most successful campaign to date!**



PARKER DEWEY



[Press Release
Showcasing Program
Results](#)

[May 2024 Article
Announcing New
Corporate Partnership](#)

“This program builds off of the programming the ANTreprenuer Center provides throughout the year to teach students the marketable skills that start-ups need. By teaching students these skills and then giving them opportunities to practice them in a real-world setting, we are preparing students to become successful founders.”

- Ryan Foland, Interim Director of the ANTreprenuer Center

Highlights:

- Funding Source: Various: the ANTreprenuer Center has funded projects for their own needs, and many are also self-funded by hosting company
- Career Services Involvement: None; hosted by school startup incubator who engages students and companies
- Status: Began in August 2022; running now

Engage Corporate Partners: FAMU

Students at Florida A&M University are in very high-demand. FAMU offers Micro-Internships as a way to provide an employers with an additional option to connect with students and build their brand. It is also a low (or no) cost way for local employers and nonprofits to connect with FAMU students.

Because of this program:

- 200+ students have completed or are currently working on 630+ Micro-Internships
- **Since 2023, FAMU students have earned >\$197,000 by completing Micro-Internships!!**
- Hosted 2 employer webinars with >300 organizations requesting info or posting projects
- Multiple employer partners posting FAMU-exclusive projects as a way to amplify recruiting efforts



PARKER DEWEY



FLORIDA A&M UNIVERSITY

**CAREER AND PROFESSIONAL
DEVELOPMENT CENTER**

[How FAMU
Promotes PD on
Employer Website](#)

[Article About Program
from FAMU Academic
Affairs](#)


"I would totally recommend checking out Parker Dewey to any student. I love getting compensated to learn new, transferable skills. I am very thankful for my experience."

-Raven Countryman, FAMU '23
School of Applied Health Sciences


Highlights:

- Funding Source: FAMU CPDC funded 3 projects for a FAMU alum; now projects are self-funded or funded through grant received by Parker Dewey
- Career Services Involvement: Promote program to students and employers/alumni
- Status: Employer engagement began in October 2021, ramp up in 2023

How FAMU Promotes Micro-Internships




PARKER DEWEY



DUPE OLOYEDE
SOPHOMORE
Theatre Performance
Class of 2025

CENTER FOR ACCESS & STUDENT SUCCESS
SUITE 309
William.Kornegay@famuedu
850.599.8705
CPDCenter.famuedu



SCAN TO REGISTER

FAMU FLORIDA A&M UNIVERSITY
CAREER AND PROFESSIONAL DEVELOPMENT CENTER

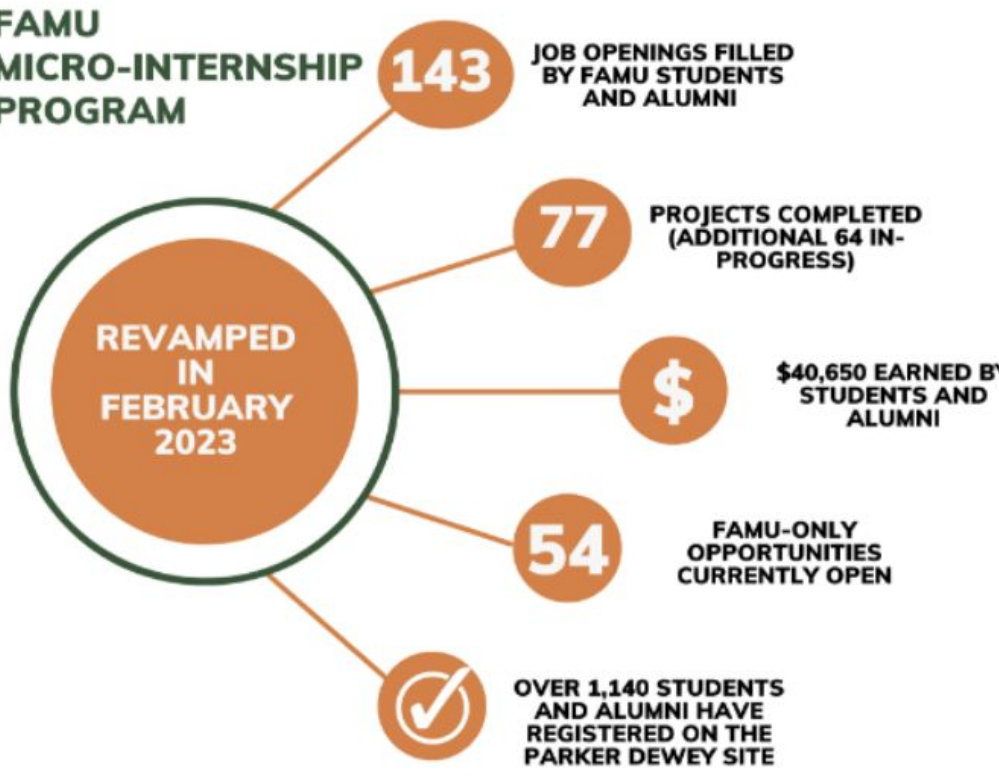
RATTLER MICROINTERNSHIP SPOTLIGHT

"At the top of the summer I was a bit disappointed that I couldn't commit to a full time internship with my hectic schedule. Thankfully, a trip to the Career Center resulted in my introduction to the wonderful, remote, short-term opportunities available in micro-internships.

Being that they're only 15 hours, the expectations were a manageable load that didn't take too much time. I'm glad I was able to add even more things to my resume and portfolio.

"

FAMU MICRO-INTERNSHIP PROGRAM



REVAMPED IN FEBRUARY 2023

- 143** JOB OPENINGS FILLED BY FAMU STUDENTS AND ALUMNI
- 77** PROJECTS COMPLETED (ADDITIONAL 64 IN-PROGRESS)
- \$** \$40,650 EARNED BY STUDENTS AND ALUMNI
- 54** FAMU-ONLY OPPORTUNITIES CURRENTLY OPEN
- ✓** OVER 1,140 STUDENTS AND ALUMNI HAVE REGISTERED ON THE PARKER DEWEY SITE

Get to Know America's #1 Public HBCU

For the 4th consecutive year, FAMU has been ranked the #1 Public HBCU by U.S. News and World Report. We have exceptionally intelligent and inquisitive students. The Frederick A. DeLuca Foundation has created an avenue by which we can "gift" businesses and non-profits five paid micro-internship at no cost to them. We are offering you the opportunity to create a project, hire one of our students, and the expense will be covered by us.

To get started, click [here](#) to view various Micro-Internships that have all been pre-scoped to take approximately 15 hours of work for the student to complete. You can click on one of the sample projects or choose the "Post a Custom Micro-Internship" to create a project of your own. The grant will cover your first 5 Micro-Internships or have as many as 5 students work on a single project.

FAMU FLORIDA A&M UNIVERSITY
CAREER AND PROFESSIONAL DEVELOPMENT CENTER

PARKER DEWEY

RATTLER READY

MICRO-INTERNSHIP SPOTLIGHT

JUNE 2024 EDITION

JUMING DELMAS STUDIOS
GRANT WRITING
[http:// app.parkerdewey.com/projects/17014](http://app.parkerdewey.com/projects/17014)

FAMU COLLEGE OF EDUCATION
FAMU CHEVRON STR2EAM INNOVATION FAB LAB
[http:// app.parkerdewey.com/projects/16964](http://app.parkerdewey.com/projects/16964)

SHARETRU
HUBSPOT CMS BLOG & CTAS
[http:// app.parkerdewey.com/projects/16948](http://app.parkerdewey.com/projects/16948)



CENTER FOR ACCESS AND STUDENT SUCCESS, SUITE 309
WILLIAM.KORNEGAY@FAMU.EDU | 850.599.8705
CPDCENTER.FAMU.EDU



Could You Do This Too?

Your school may be eligible for a [funded program](#) right now!
You just need to promote it to your employers!



Indiana Economic Development Corp. (IEDC) Micro-Internship Program

- Open to any Indiana college/university student
- Available now and while funding is available



Kansas Micro-Internship Program (KMI)

- Open to any Kansas public college/university student
- Available through the end of 2025 while funding is available



DeLuca Micro-Internship Program

- Open to any college/university students in Florida, Connecticut, all HBCU's and members of the HSI Career Collaborative
- Available now through May 31, 2025



Share with Employers: Open Role to Fill

For companies who still are hiring for an internship or full-time role, Micro-Internships can be a great opportunity to “audition” talent on a related project to see if there’s a good fit.

Project Examples

SALES: Students will research one of our products, develop a 5-minute pitch deck and deliver the presentation via Zoom/Teams.

HR: Identify best practices for new hire onboarding and develop a one-page PowerPoint slide that summarizes findings, recommendations and supporting evidence.

Case Study

Smith+Nephew

British medical device company, Smith+Nephew, hired 12 candidates to complete a “Sales Audition” project.

- Led to 5 full-time hires
- Lowered the cost-per-hire by over 70%.

Why It Works

- Enhanced candidate assessment
- Improved hiring accuracy based on demonstrated capabilities
- Transparent evaluation process where candidates understand exactly what is expected of them



Share with Employers: Campus Ambassadors

For companies who want to **build their brand with your students**, engaging Campus Ambassadors as Micro-Interns can help them achieve this goal while minimizing their administrative burden.

Project Example

Campus Ambassadors will develop and execute a student engagement strategy for their campus to introduce potential candidates to the organization.

Ambassadors can be from target schools or promote your brand at new colleges.

Case Study



Commercial and residential manufacturing company, Trane Technologies, used Campus Ambassadors to engage students at target schools and to grow its network to reach engineering talent nationwide.

Benefits

- Enhanced employer brand awareness
- Authentic engagement through peer-to-peer tailored outreach
- Continuous engagement and valuable insights on campus trends and student needs



Share with Employers: 1st/2nd-Year Students

For companies who want to connect with students as early as possible, Micro-Internships are a great way to reach students the way they want to be recruited and **build their relationship as early as their 1st year.**

Project Examples

AI Research: Create a written report of the ways AI is being used to improve operations in the XYZ industry.

Cybersecurity: Prepare a presentation highlighting new and emerging trends in cybersecurity and recommendations for how we should tailor our strategies.

Case Study



Global water technology company, Xylem, expanded beyond 4 target schools.

- Engaged >3K students across 800+ schools
- Program serves as a feeder to summer internship program

Benefits

- Continuous pipeline of high-potential candidates
- More engaged candidate base
- Better prepared interns and new hires





Next Steps

1. Identify your goals: who do you want to support (students and organizations)?
2. Identify a potential budget source (grant, corporate, alumni, faculty, etc.)
3. Schedule time with us to discuss how to get started!



Meet with Kristin
kristin@parkerdewey.com



PARKER DEWEY