Hire KC Micro-Internships

On-demand support. Equitable access to professional opportunities.

KC DIGITALDRIVE HIREKC

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What is Parker Dewey?

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

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What are Micro-Internships?

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

Length

- Typically 10-40 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

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What's On Your To-Do List?

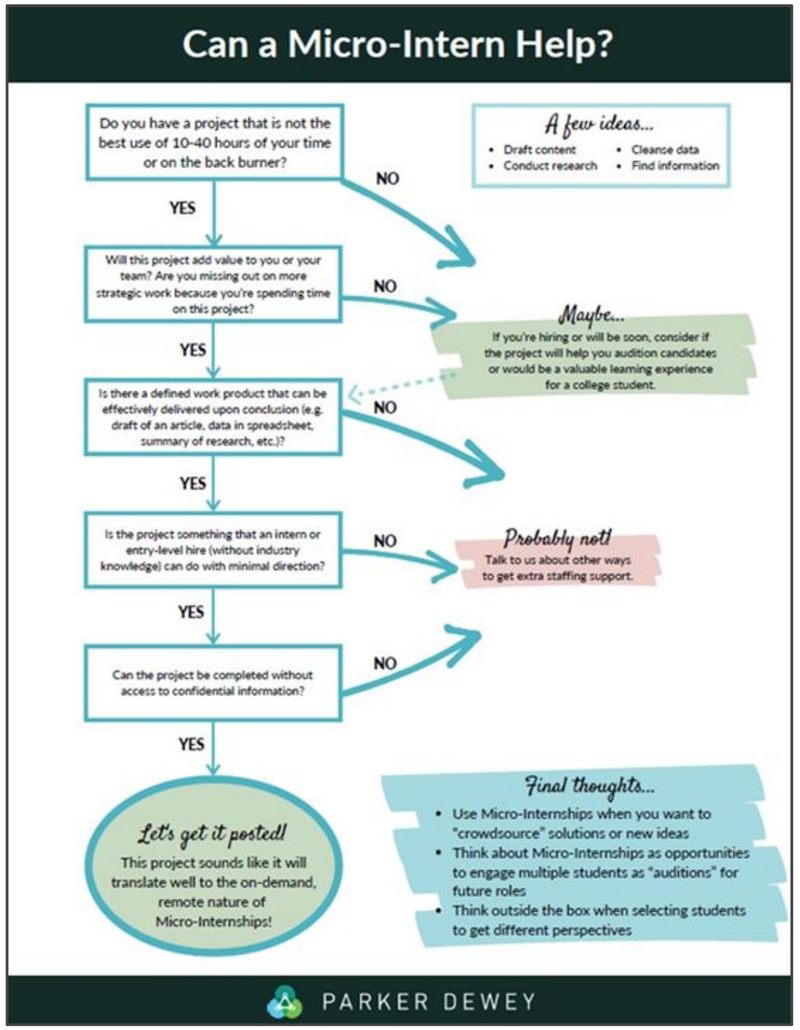
Everyone Has Project Needs…

"We should…"

Projects that would be valuable, but there aren't enough hours in the day

"I shouldn't…"

Tasks that important, but not the best use of time for existing employees (but would be perfect for a college student or recent grad)



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Get Started in Three 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

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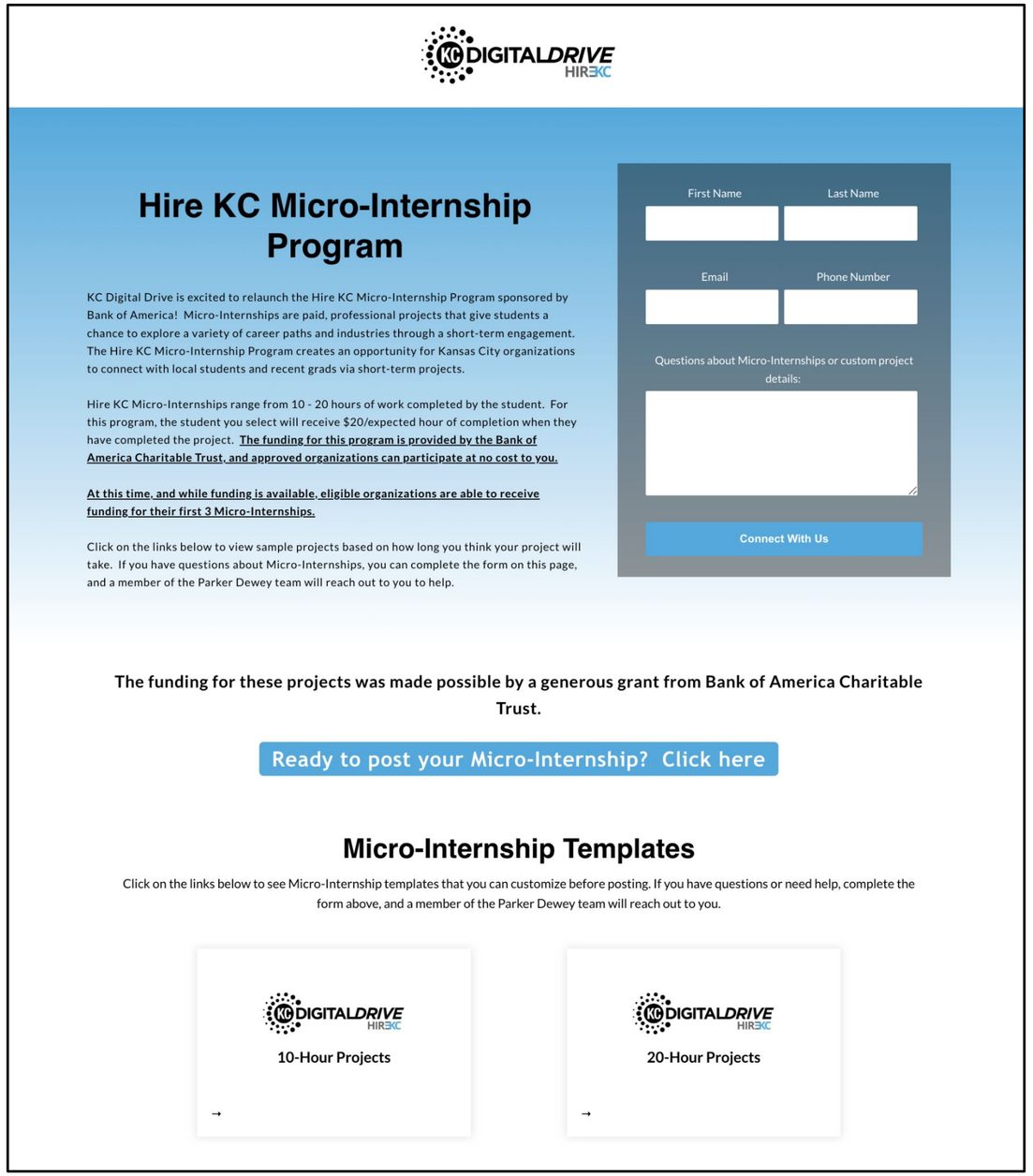
Post Your Project

What you need done

When you need it

Any other details



https://info.parkerdewey.com/hirekcbofa

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Post Your Project

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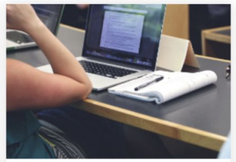
10-Hour Micro-Internship Templates

Each of the projects below are expected to take a student about 10 hours to complete. **Clicking the project name will take you to the Parker Dewey platform where you can customize and post your Micro-Internship.**

Post a Custom Project

Click on the link above to create your own project. If you need help, please reach out at **partners@parkerdewey.com.**

→



Content Creation

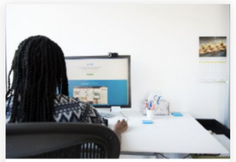
Student will research and draft a short article/blog on a specific topic that you will provide. The student will reference outside sources in the article, and carefully edit the final product.

→

Data Clean-Up

Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting.

→



Presentation Refresh

Student will update a PowerPoint or Google Slide presentation into a new template that you provide.

→

Email Marketing Campaign Development

Engage a student in developing a series of emails to help promote an upcoming initiative and drive engagement.

→

User Experience Testing

Get another perspective on the usability of your website. A student can provide feedback and suggestions on what you can improve.

→

SWOT Analysis

Have a student identify the strengths, weaknesses, opportunities, and threats for three companies within your company's industry.

→

Social Media Engagement Feedback

Ask a student to review postings on Twitter, Facebook, and other social media sites that reference your company and then prepare a report summarizing key areas of feedback.

→

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Hi, **Kristin** Sign Out

Projects Messaging Profile Account

Edit Project

Description

Project Name
Social Media Engagement Feedback - HireKC BofA

Department
Marketing

Start Date
07/25/2023

End Date
08/08/2023

Description

Sans Serif B I U

Review postings on Twitter, Facebook, and other social media sites that tag or reference our company. Prepare a report summarizing this information including key areas of positive and negative feedback. Please include examples that best convey key points of feedback.

Location

City
City

State
Select

Zip

Remote On-site

Applicants

Estimated Hours
10
Total # of hours of work by the Micro-Intern expected to complete your project.

Amount student will receive
$ 200
Fixed cost student will be paid upon completion, typically implying $20-$25/hour.

Amount you pay (per Micro-Intern)
$ 222.22

Number of Micro-Interns
1
Total # of Micro-Interns you want to select. You can always adjust this.

Total amount you pay
$ 222.22
Total amount you will pay based on the number of Micro-Interns you expect to select.

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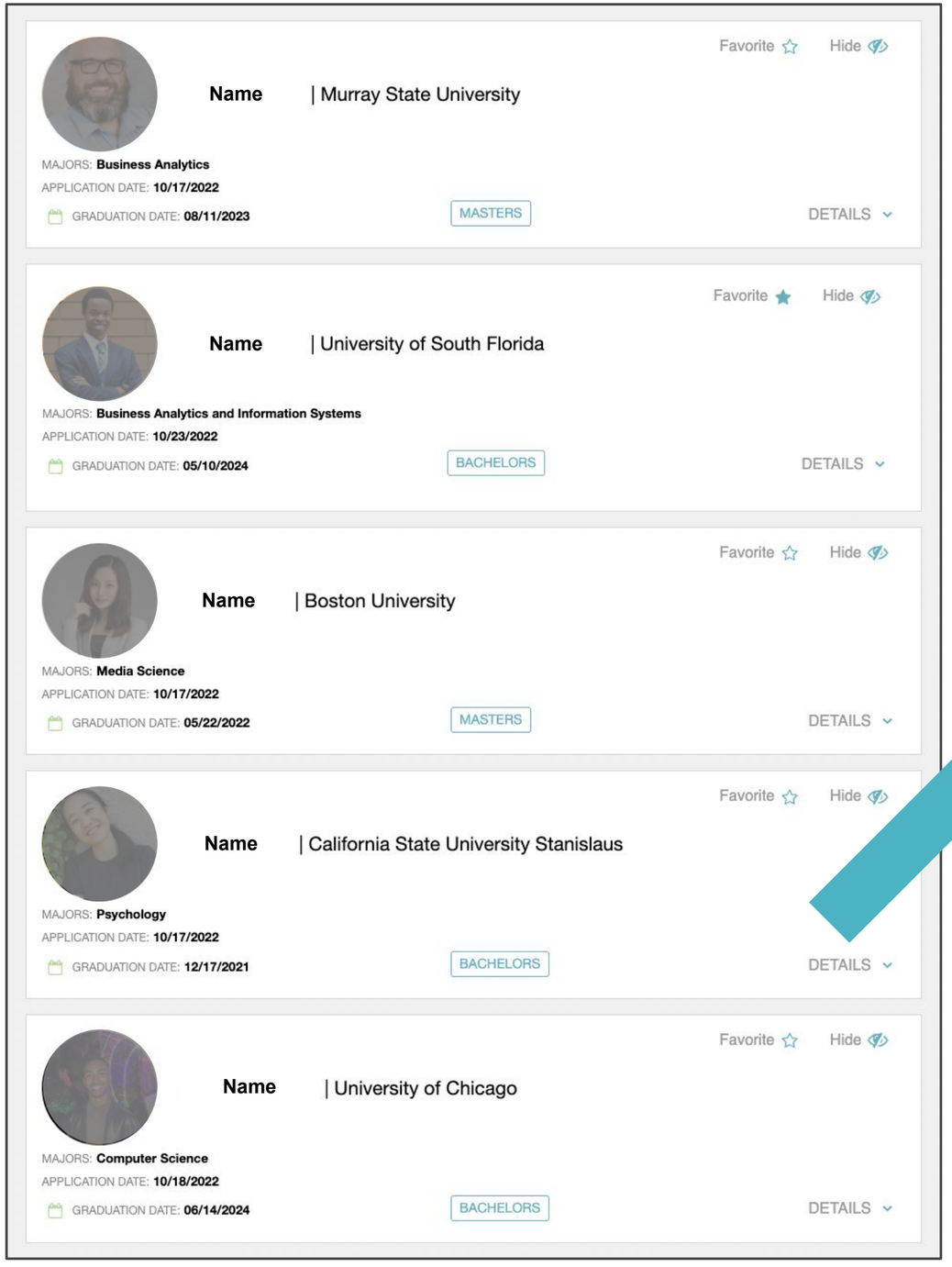
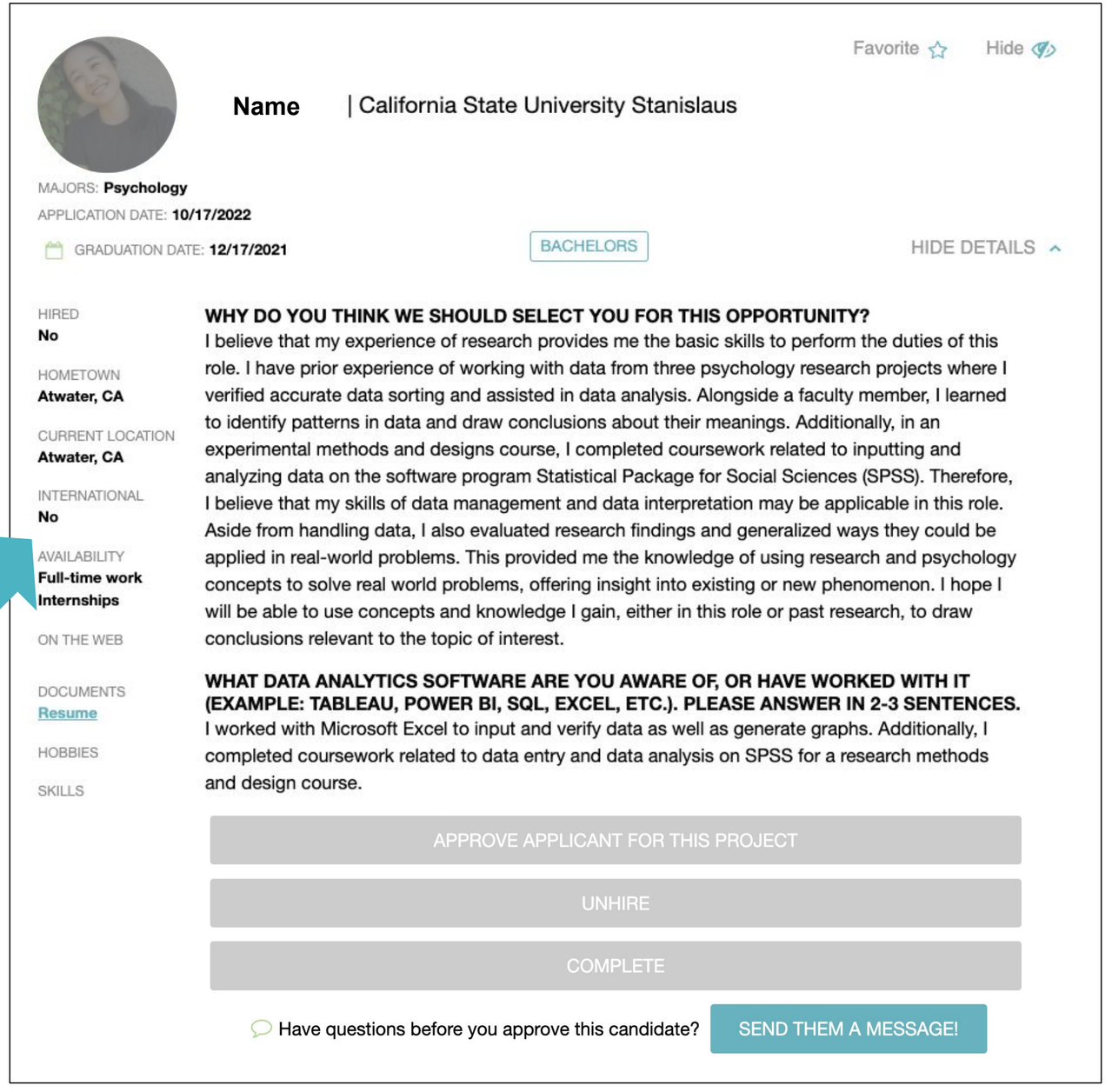
Students Apply

Projects will be immediately available to all students nationwide

Or you can post it exclusively for students at local schools (UMKC, KCKCC, etc.)

Select Who You Want





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

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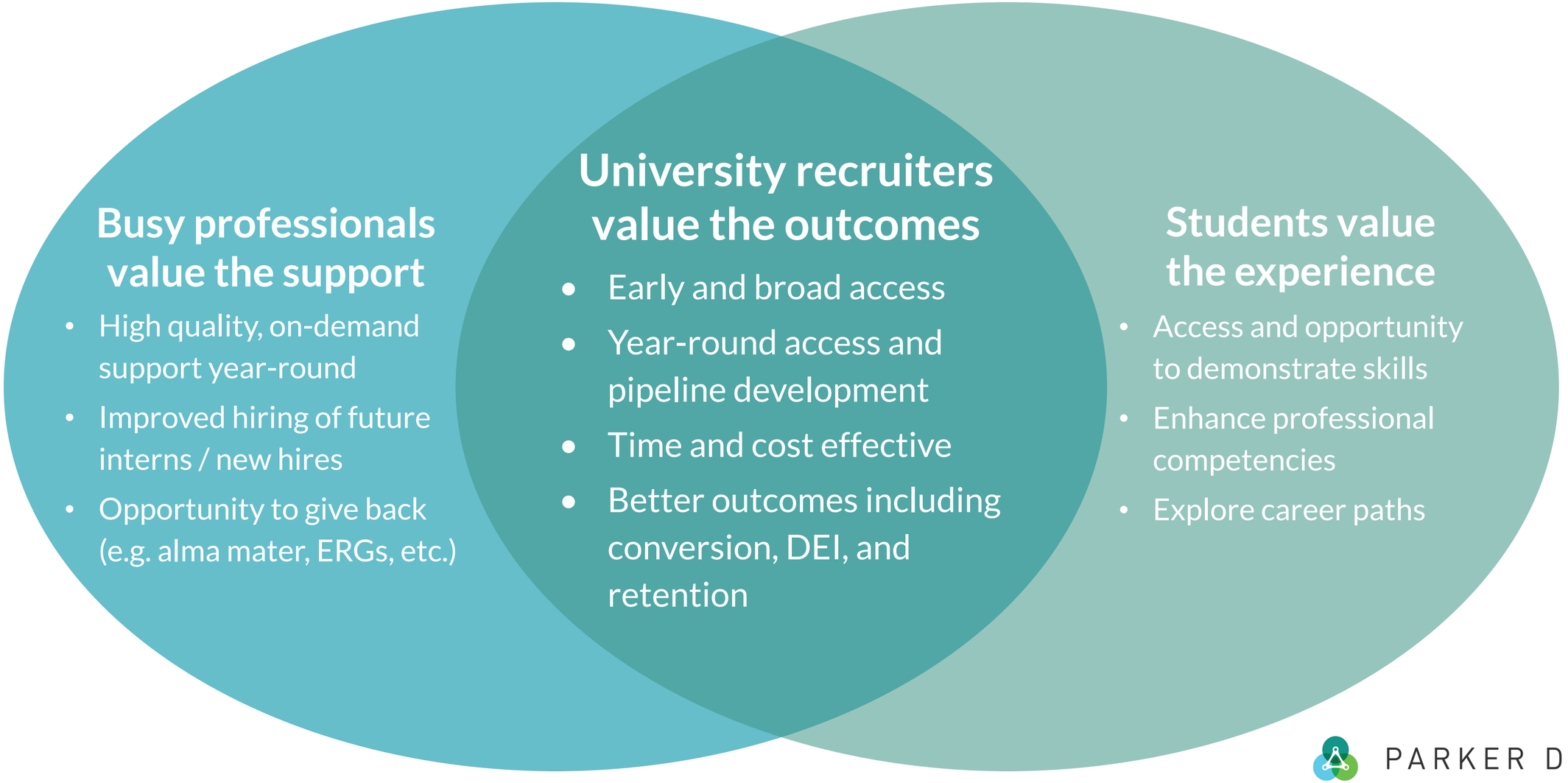
Why Micro-Internships Work (It's a Win-Win!)



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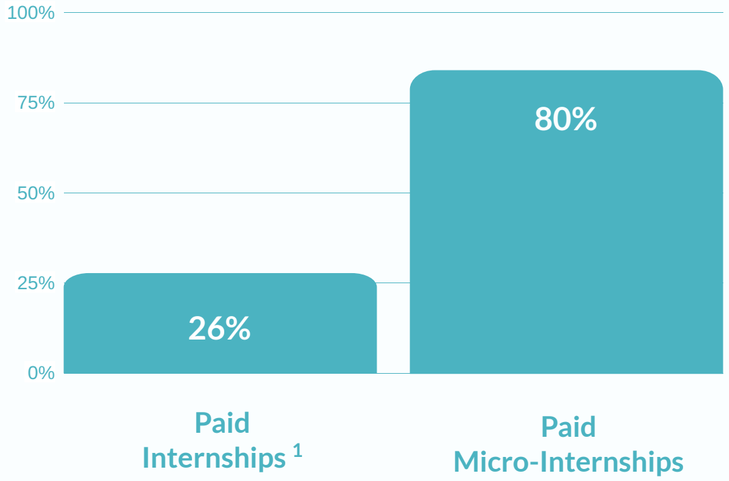
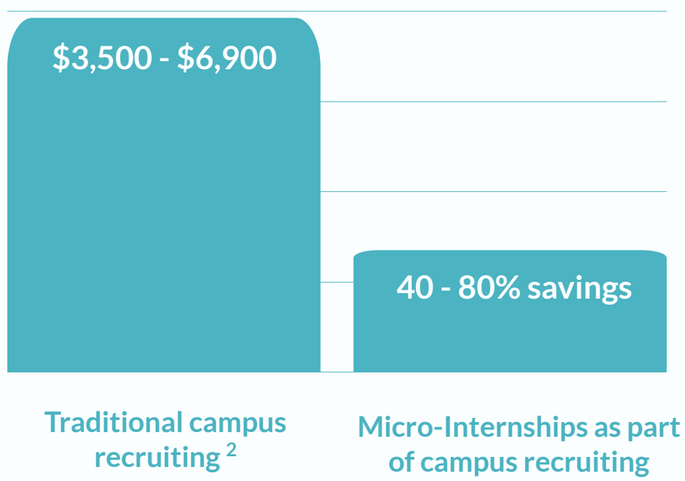
The Impacts of Micro-Internships

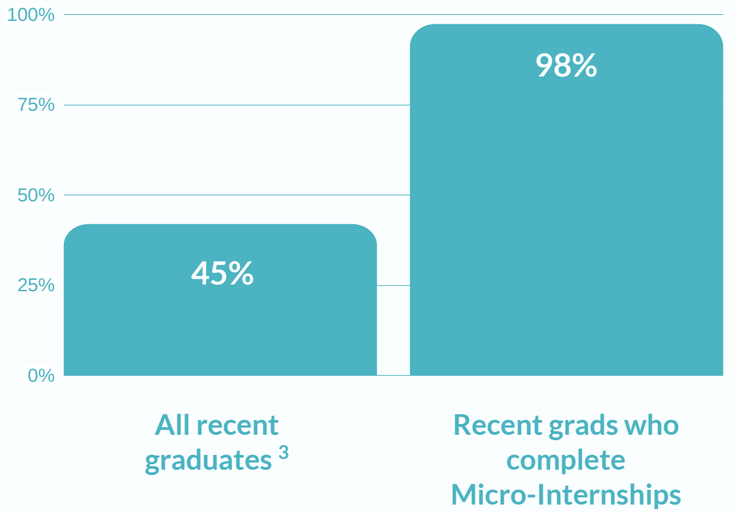
STUDENTS FROM UNDERREPRESENTED GROUPS



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.

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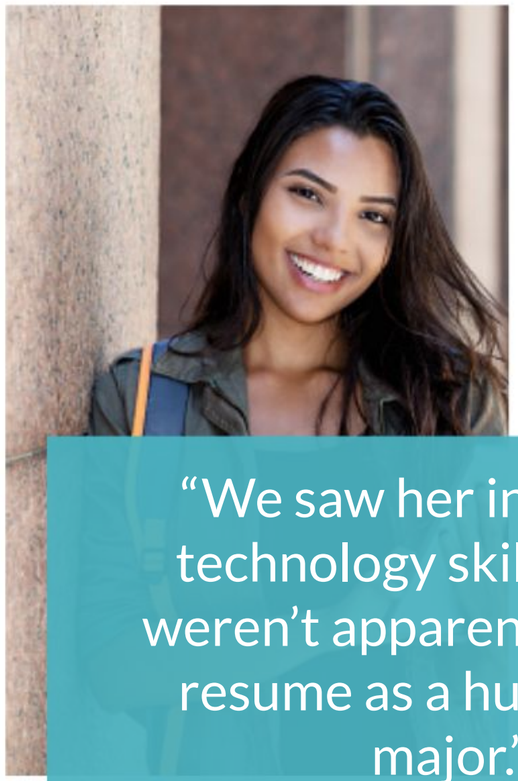
Deliver Meaningful Experiences

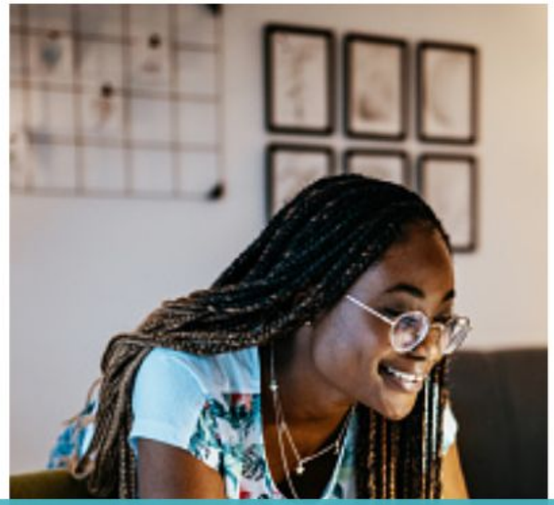
"Parker Dewey helped us find candidates who weren't even considering our industry."

JLL



"We saw her incredible technology skills, which weren't apparent from her resume as a humanities major."

MHolland



"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!"

pepsi

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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.

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Frequently Asked Questions

How many projects can my organization post?

Eligible organizations may post up to three 10 or 20-hour projects as long as funding is available.

Who pays the students?

Parker Dewey pays the students once you confirm that the project has been satisfactorily completed.

Can the project be onsite? Virtual?

We recommend virtual (if possible) so that it is accessible to more students, but it's up to you.

If I love the student, can I hire them?

Absolutely!!! And there is no cost to your organization to do this (we want this to happen)!

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What's Next

1

Post a Project!

Post projects on-demand, as needed, at no-cost (as long as funding is available)

2

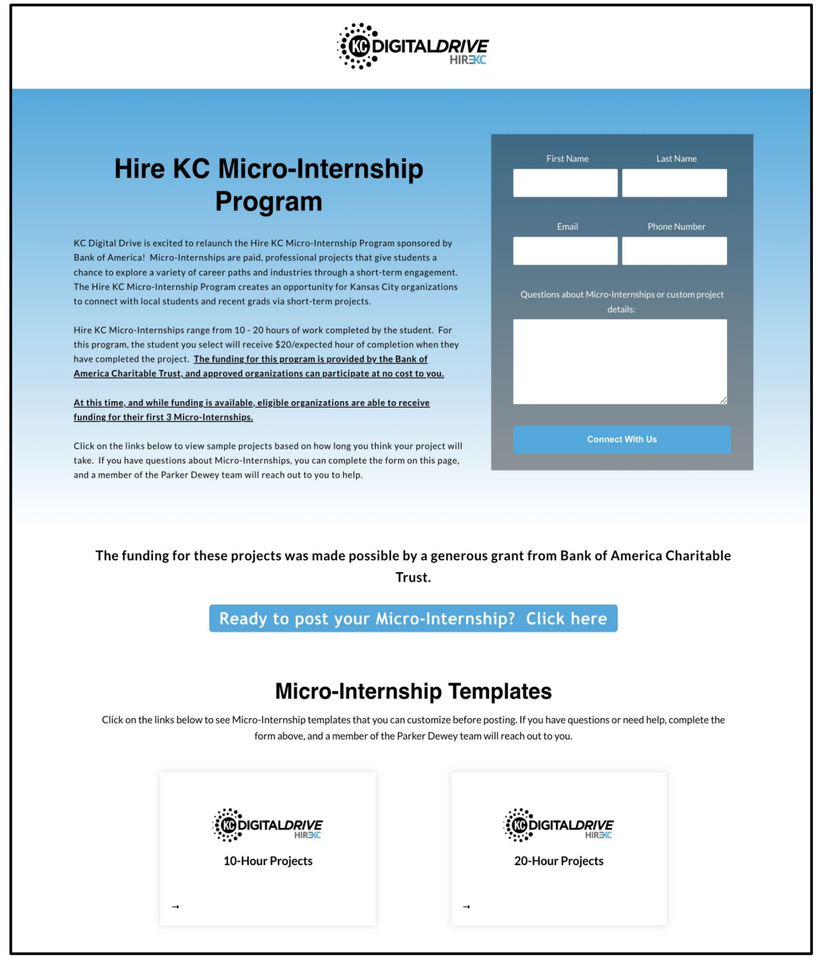
Share with Colleagues

Share this webinar recording, slides.

3

Questions?

Let us know: partners@parkerdewey.com



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