



Connecting Students to the Small Business Community

A Panel Conversation



The Premier Career Services
& College Recruiting Experience

NACE²⁰₂₂

Conference + Expo

Portland OR • June 7-9



Facts About U.S. Small Businesses



- Over 99% of U.S. businesses are small (<500 employees)¹
- Small business employ nearly half of the U.S. workforce¹
- Small businesses hire a lot of people! They:
 - Generated 2 out of every 3 new jobs in the past 25 years²
 - Gained 5.5 million jobs in the four quarters following the COVID-19 recession²
- Small businesses are hiring!
 - As of April 2022, >40% are hiring³



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¹[SBA Office of Advocacy, *United States Small Business Profile*, 2019](#)

²[Wilmoth, D. *U.S. Small Business Administration Small Business Job Creation*, April 2022](#)

³[Brown, D. *U. S. Small Business Administration Small Business Hiring Needs*, May 2022](#)

Today's Agenda

- Definitions:
 - “Small Businesses”
 - Micro-Internships
- Panel Conversation
- Micro-Internship Career Competency Data
- Additional Program Spotlights
- Next Steps...



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A Few Definitions



- **Small Businesses:**

- Companies with <500 employees (SBA Definition)
- Organizations without an HR team
- Organizations without a college recruiting team

- **Micro-Internships:**

- Short-term (typically 5-40 hours)
- Paid
- Professional
- Appropriate for a college student/recent grad

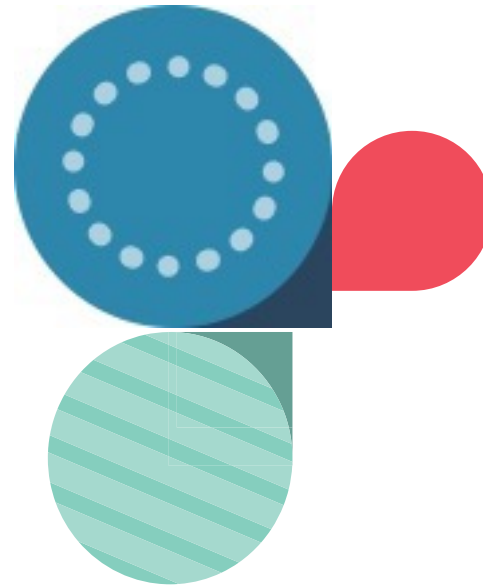


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Meet Today's Panelists



Juan Carlos Espinosa
Dean, Honors College
Florida International University



Dr. Leigh Anne Taylor Knight
Director and COO
DeBruce Foundation

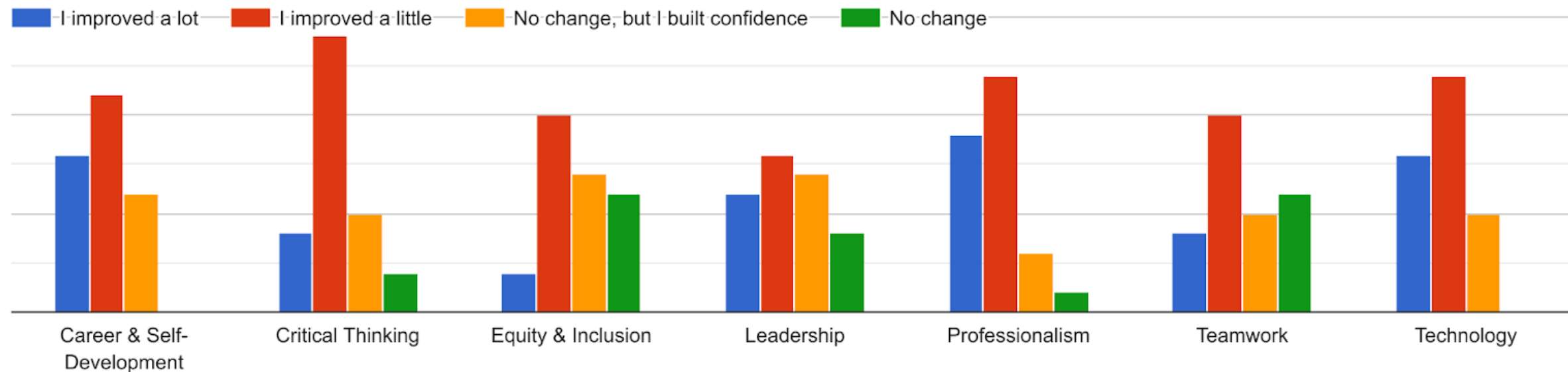


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NACE Career Readiness Competency Reflection



- Student reflection after completing Micro-Internships:



Additional Program Spotlight: University of Cincinnati SERVE-IT Program



How It Works

- Funded by Ohio Department of Labor Grant
- Students complete 80-hour Micro-Internships related to computing or informatics
- Eligible organizations are local nonprofits
- **Students indicate what organizations they wanted to work for**
 - Students are more invested in the opportunity
 - Non-profits benefit from students' expertise/support
 - Career Services know which organizations to engage

“Many of our nonprofits don’t have the internal resources to create and manage a semester-long internship program.... Our students get a small experience that can lead to something big, and our nonprofits get fresh perspectives and support.”

~**Paula Harper**

Manager of Partnership Development
University of Cincinnati

[Learn more about the SERVE-IT Program.](#)

Additional Program Spotlight: Washtenaw Community College



Getting Started

- Hosted a webinar for all employers in their network to explain Micro-Internship Program
- Most organizations were local companies of all sizes
- Organizations posted Micro-Internships right away and continue to do so

Impact

- Organizations were all local and various sizes
- All companies chose to feature their projects solely with local students

“She did a wonderful job with this project. She was a quick learner and performed quality work throughout the project. Looking forward to working with her again next week.”

**~Micro-Intern Supervisor
of a Washtenaw Community College Student**

[Watch a replay of the WCC
Micro-Internship Employer
Webinar](#)

Additional Program Spotlight: HubSpot Micro-Internship Program



Program Overview

- HubSpot (a fast-growing CRM) is funding Micro-Internships hosted by HubSpot Customers
- Students learning HubSpot in class are able to apply knowledge to real-world, paid projects

Impact

- Providing opportunities for students at thousands of colleges across the U.S. and Canada
- Supporting businesses of all sizes with on-demand project support

[Learn more about the HubSpot Program](#)

“It’s hard to focus on learning and career development at the same time while you’re in school. [My Micro-Internships] allowed me to actually see what we’d been talking about applied ”

~**Darren Brar, '22**

California State University Northridge

“Although she is a political science student, she was able to take on our research project... which allowed her to produce meaningful analysis.”

~**Cheyenne Boyce**

HubSpot Education Partner Program

What Now? Spread the Word!

- 1 With your Career Services Employer Engagement Team
- 2 With your on-campus Entrepreneurship/Small Business Center
- 3 With your Alumni Association
- 4 With your local Chamber of Commerce/Workforce Development Center



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THANK YOU

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