



Parker Dewey Partnerships

FAQ's & Strategies for Success



Today's Agenda

What is Parker Dewey?

How Does It Work for Companies and Students/Grads?

How Does It Work for Parker Dewey Partners?

Parker Dewey+ Overview

Micro-Internship Programs Overview

Challenges Faced by Students & Recent Grads



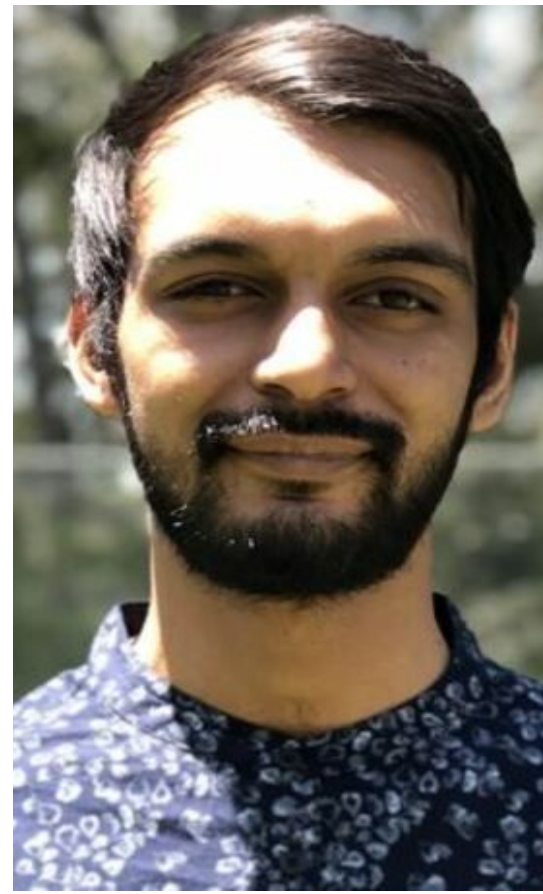
- Legend F.**
Economics, Johns Hopkins U
- Filtered out of opportunities based on GPA
 - Unsure of what to do with major



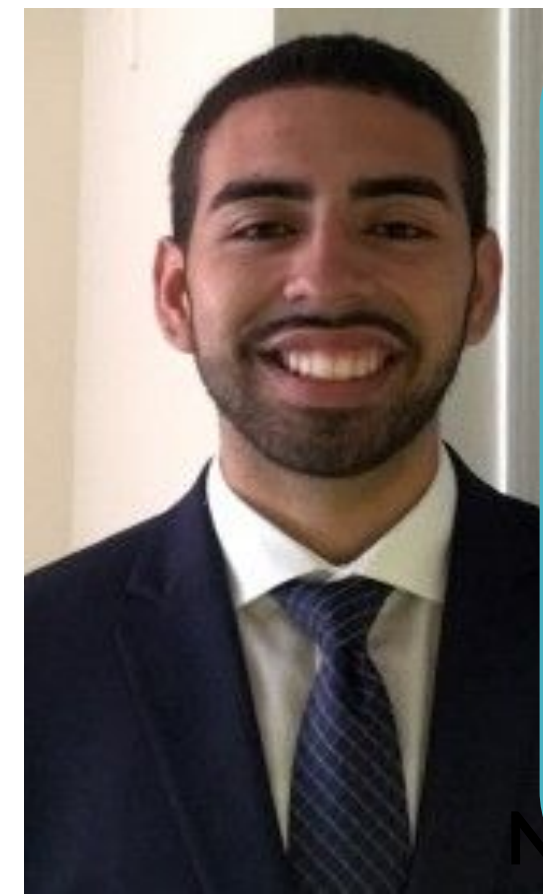
- Adila G.**
MBA, Niagara Univ.
- Student- Athlete
 - Graduated with MBA, but had no time to do internships
 - No relevant experience



- Yayra T.**
PhD, Chicago School of Prof. Psychology
- Juggling work and school as a PhD student
 - Couldn't afford to do unpaid opportunities



- Darren B.**
Marketing, Cal State Northridge
- Overwhelmed by options in field of choice
 - Not enough time to explore



- Noel A.**
Chemical Engineering, Texas A&M
- First generation student
 - Struggled to make connections at career fairs



Challenges Faced by Employers

“I want to reach students earlier and build my brand.”

TRANE
TECHNOLOGIES

pwc

“Students don’t understand think about our corporate roles.”

 **Staples**

Lenovo

“Students don’t recognize our brand.”

xylem

**NORTHROP
GRUMMAN**

“I want to recruit for roles outside of what we’re known for.”

 **Microsoft**

 **PEPSICO**

Company Testimonials



PARKER DEWEY



PARKER DEWEY

- **How Parker Dewey Helps Students:** Parker Dewey supports students by creating equitable opportunities to bridge the gap between college and career.
- **How Parker Dewey Helps Companies:** Parker Dewey helps organizations access, engage, assess, and hire early-career talent through short-term, paid professional assignments (Micro-Internships) which we created in 2015.
- **How Parker Dewey Helps You:** Parker Dewey is honored to partner with 800+ colleges/universities and nonprofit organizations nationwide to help your students launch their careers and employers recruit early-career talent.

Parker Dewey Overview

 FLEETCOR® 

 Microsoft 

 JLL

 NORTHROP
GRUMMAN

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 Much Does it Cost?

For Students

- Parker Dewey is free and open to all early-career professionals: students, recent grads, career changers, etc.
 - Students can create accounts/complete projects regardless of whether student's university is a "partner" of Parker Dewey
 - Includes international students with appropriate authorization (more about this later)
 - Parker Dewey is exclusively available in the U.S. at this time with limited exceptions
- All projects are paid

For Companies

- No cost for companies to create an account or post a project
 - Companies set their budget for each project (min. \$15/estimated hour of work)
 - Companies can hire as many Micro-Interns as they want per project
 - 90% of total cost per project goes to the Micro-Intern (paid by Parker Dewey)
 - No cost to hire the students long-term
- [Additional Hiring Program Packages available](#)

For Schools/Nonprofits

- **BASIC PARTNERSHIP IS *FREE* AND INCLUDES:**
 - Custom landing pages with your logo, colors, messaging
 - Marketing materials to launch and grow program
 - Limited access to data about student utilization and employer engagement
 - Sharing best practices from other partners via newsletter and events
- [Additional Partnership options available](#)



How it Works for Students/Grads

1

Create a Profile

Takes <10 minutes and is open to all students AND alumni. No single sign-on or IT integration.

2

Apply to Projects of Interest

Students see active projects and relevant details about the opportunity.

3

If Selected, Complete the Project

Work directly with the hiring manager to complete the project. Paid by Parker Dewey upon completion.

Parker Dewey's role:

- Vetting projects:
 - Is it professional?
 - Is it paid fairly?
- Project administration (HR, legal, payroll)
- Support materials for student success



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Create a Profile



Complete basic information



Add Experience, Education



Optional: Upload resume, other documents



Get paid, professional experience with Micro-Internships

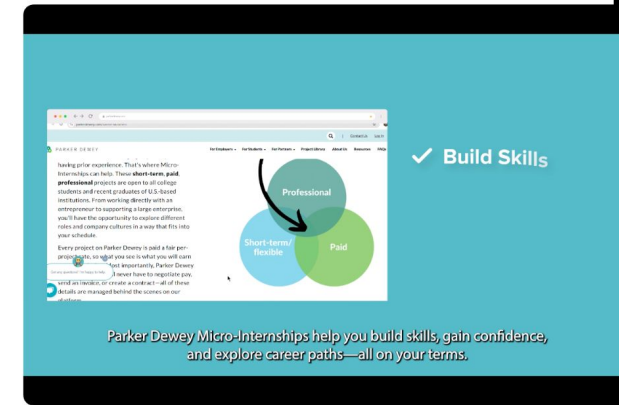
Students and recent graduates from all majors can gain real-world experience by completing short-term, paid, typically-remote, professional projects. Micro-Internships allow you to demonstrate skills while exploring potential career paths—all on your schedule.

These unique projects are posted at all times of year by companies of all sizes, from Fortune 100 corporations to emerging startups. Micro-Internships move quickly, so it's important to log in regularly to see opportunities before they're gone!

Micro-Internships are facilitated via the Parker Dewey platform, connecting you with organizations in need of your skills.

After creating your free account on Parker Dewey, you'll not only get access to Micro-Internships but also to tutorials, tips on landing projects, and resources to help you succeed.

[Create An Account](#)



[View example student landing page](#)

[Create your own account to see what students see](#)

PROFILE

EDUCATION

EXPERIENCE

RESUME/CV

DOCUMENTS

DEMOGRAPHICS

PREVIEW

Profile

Add Photo

First Name

Last Name

Email

CURRENT LOCATION

City

State

Zip

Personal Statement

Affiliations

Please identify any associations to see options.

Experience

Organization Name

Role

City

State

First day

Last day

Brief description of your role

140 characters or less

SAVE

< Cancel

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Apply to Projects of Interest

Favorites

Hidden

On-Site

Remote

State

Search projects

SEARCH

Sort By: Update Date

Featured Projects

These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.



Lakemore Zoning Code Phase 2 | Lakemore, OH
BY: Village of Lakemore
DEPARTMENT: Administration
START DATE: 05/10/2024
Remote
DETAILS



Video Soundbite Clip Editor | Chicago, IL
BY: Parker Dewey
DEPARTMENT: Marketing
START DATE: 05/14/2024
Remote
DETAILS



Survey Question Creation - SHRM | Yankton, SD
BY: First Dakota
DEPARTMENT: Human Resources
START DATE: 05/20/2024
Remote
DETAILS



Remote/After Hours Substance Testing Research - SHRM | Wakefield, NE
BY: Michael Foods
DEPARTMENT: Human Resources
START DATE: 05/16/2024
Remote
DETAILS



Survey Question Creation - SHRM | Yankton, SD
BY: First Dakota
DEPARTMENT: Human Resources
START DATE: 05/20/2024
Remote
HIDE DETAILS

START DATE
05/20/2024

DUE DATE
06/10/2024

EST. HOURS
20

ON-SITE/REMOTE
Remote

PAYMENT
\$500.00

PROJECT DESCRIPTION

Our local chapter has struggled with membership and regular attendance. We want to create a survey to better understand our membership interest regarding topics, skills, interests, etc. We also want to include information gathering to see if members would be interested in a study group for SHRM Certifications. If possible we also want to find out from the Dual Members what parts of the National SHRM Website Tools and Resources are used.

COMPANY DESCRIPTION

First Dakota has proudly supported the dreams and banking needs of our customers for 150 years.

CONNECT ONLINE

[Share this opportunity](#)

APPLY FOR THIS PROJECT



Survey Question Creation - SHRM | Yankton, SD
BY: First Dakota
DEPARTMENT: Human Resources

To apply for this position, please answer the following questions

Why do you think we should select you for this opportunity?

Are you interested in a career in Human Resources (HR)? If so, what interests you about HR? If not, please share what interests you about this project.

ABOUT THIS ROLE

Our local chapter has struggled with membership and regular attendance. We want to create a survey to better understand our membership interest regarding topics, skills, interests, etc. We also want to include information gathering to see if members would be interested in a study group for SHRM Certifications. If possible we also want to find out from the Dual Members what parts of the National SHRM Website Tools and Resources are used.

Artificial Intelligence should not be used to answer application questions. [Please read our policy on AI.](#)

SUBMIT APPLICATION

This survey needs to be directed toward HR Assistants and HR Managers that are local HR representatives but do not have the ability to roll out new

- ❑ Projects are “Featured” based on student’s school/affiliation
- ❑ PROJECTS CYCLE QUICKLY
- ❑ Many projects are filled by multiple students who work and are paid individually

Application Process = Short Answer Questions

Why do you think we should select you for this opportunity?

Emma

School
Kansas State University

Major
Sales (Bachelors)
Marketing (Bachelors)

Graduation Date
5/14/2022

Responses

- Why do you think we should select you for this opportunity?
I have had a passion for medical device sales ever since I found out about the industry in high school. I have proved my place in the industry as a student by being involved in almost every sales opportunity that is offered through the university and outside of it. You will find me to be very hard working and goal-driven in everything that I do. I have a big passion for working with people and believe that I will be a huge asset to the company at Smith-Nephew.
- Please describe your interest and experience in sales.
I will graduate this May with a degree in sales with high distinctions. I was blessed to be accepted into the sales program at KSU that is one of the few programs in the country to offer a major in sales. With my time here I have been on the executive committee for sales ambassadors where I serve as the alumni relations committee chair. I also serve as a sales mentor to younger sales students. I have participated in 14 role plays with highly skilled sales employees as judges as well as completed my first sales internship this summer where I made over 350 cold calls to prospects. I have experience and knowledge with sales technology such as sales force, zoom-info and hubspot.

SELECTED



Emma

Applied
10/11/2021

Resume
[Emma's Resume](#)

Documents
[Letter of Recommendation](#)

VS

Wyatt

School
Sam Houston State University

Major
Management (Bachelors)

Graduation Date
12/1/2021

Responses

- Why do you think we should select you for this opportunity?
I have developed sales promotions for products in the past. Most recently a "foam cannon" used for customers to wash their cars. It consisted of ads and social media marketing as well as SEO.
- Please describe your interest and experience in sales.
I have experience cold calling and door to door sales. I also have experience developing a sales strategy for a commercial cleaning company.
- Please confirm you are interested in the full-time sales role starting in June 2022 following this project?
I am interseted in the possibility of a full-time sales role.

APPLIED



Applied
9/23/2021

- ❑ Limited details about past experience
- ❑ No reason for why THIS role is of interest vs. any sales opportunity
- ❑ No resume, headshot or supporting documents
- ❑ Misspelled word

Other examples



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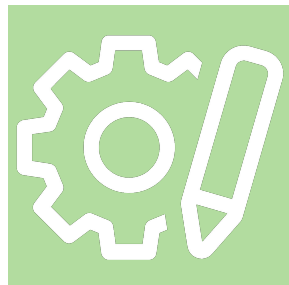
- ❑ Customized, well-edited response
- ❑ Added a resume and letter of recommendation

The Project Gets Done



Kickoff conversation with the project supervisor

Company and student connect real-time via phone, Zoom, etc. to share whatever needed materials (templates, examples, etc.)



Students use available resources, and are *typically* very motivated

Micro-Interns use resources available to them such as in-class examples, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects.



If the student or supervisor has questions...

Parker Dewey's Client Success team is available to answer questions at any time. Parker Dewey also administers each Micro-Internship: payroll, HR documents, taxes (if needed), etc.



When the project is completed, the student and supervisor give feedback

The student is asked about their improvement based on the NACE Career Readiness Competencies. Supervisor feedback can be seen by the student to help with their professional development.



Student Testimonials



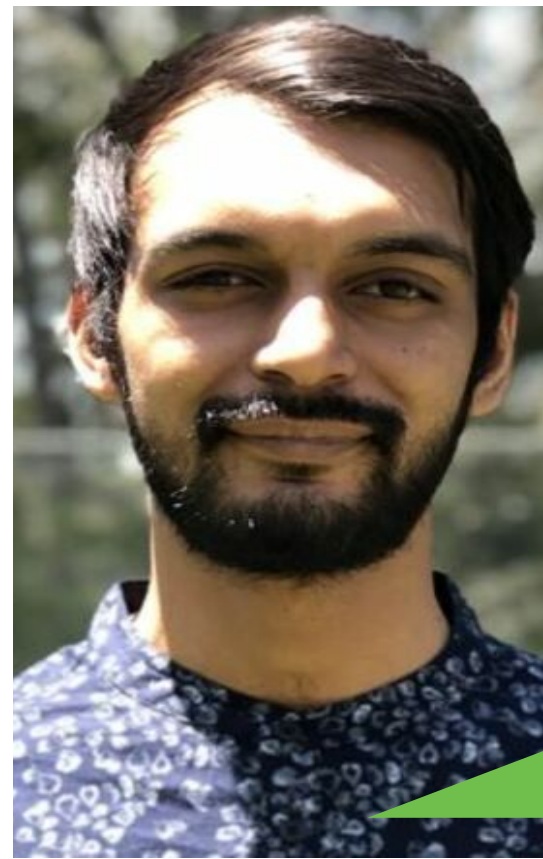
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



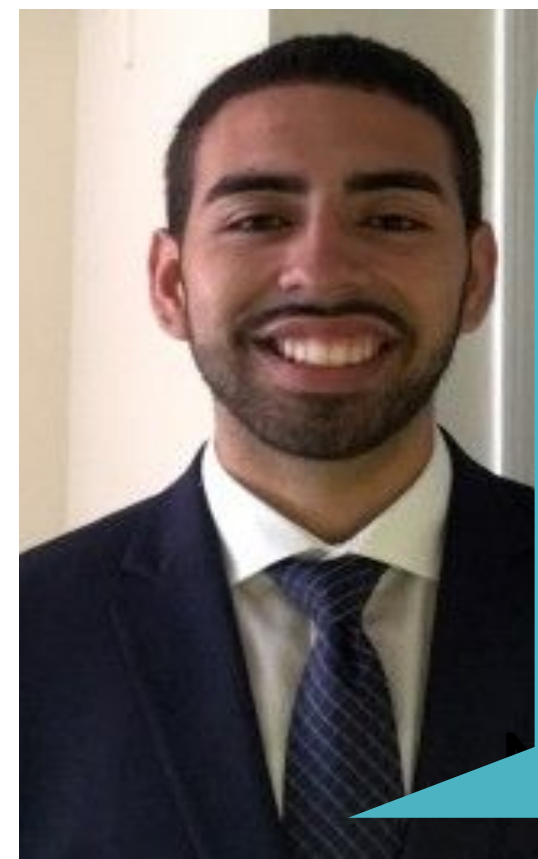
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“From an HR perspective, it’s a great way to get diverse people into your organization. Being a student, it’s a good way to get experience, network, and make money too.”



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



“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.”

[More Student Testimonials](#)



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Can International Students Complete Micro-Internships?

- Can be done through CPT, OPT, or a work visa (**usually OPT**)
- If an international student is selected for a project:
 - They receive information stating that **they must have appropriate work authorization in order to complete the project**
 - It's up to the university to verify their eligibility
- We can provide an **offer letter** at the student's request, if needed
- Please note that some Micro-Internships require U.S. citizenship. This will be noted in the project description.



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Building a Network in the United States



"I appreciate the model because it's great for students like me who are international and want to gain experience."

Sai Chandu Matti
Class of 2022



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Experience | Pay | Connections

Can Undocumented Students Complete Micro-Internships?

- *In many cases*, can be done even without DACA or TPS
- If selected for a project, all students receive the congratulations email pictured at right
 - In order to be paid, undocumented students are instructed to confirm that they have a valid SSN or ITIN ***before beginning the project***
 - These numbers are collected via a secure system so that we can process payroll and, if needed, provide a 1099 for the students to file their taxes
- Information about how to obtain an ITIN can be added to your school's landing page
- Please note that ***some Micro-Internships may require U.S. citizenship***. This will be noted in the project description

"I was scared to graduate because I lacked experiential learning, but after my internship I gained some confidence and have a better idea of what I want to do after graduation."

"This micro-internship gave me a professional experience I wouldn't have had otherwise."



How it Works for Companies/Organizations

1

Post a Project

Think about the tasks that need to be done, but don't have the time for or aren't the best use of time.

2

Select an Applicant

Organizations will only see candidates who have proactively applied to the project.

3

The Work Gets Done

The organization and the student have a kick-off meeting, and then communicate as needed based on the project.

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 a Project



What needs to be done



Deadline



Any other details

Browse by Project Type

Micro-Internships allow employers to assess candidate skills and potential through real work assignments. Use these customizable templates as-is or tailor them to meet your current needs. Not only do Micro-Internships serve as hiring auditions—they also double as on-demand project support.

Select a Category ▾

Compiling Financial Reporting

Assess how candidates organize and synthesize financial data.

SKILLS ASSESSED

- Attention to Detail
- Data Visualization
- Excel Proficiency

[Post Now →](#)

Evaluating Performance Data

Assess how candidates interpret trends and derive insights from real data sets.

SKILLS ASSESSED

- Analytical Thinking
- Critical Reading
- Google Sheets

[View Template →](#)

Financial Model Development

Evaluate forecasting and problem-solving skills through scenario-based modeling.

SKILLS ASSESSED

- Financial Modeling

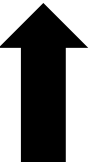
Create a Custom Finance Project

Need something different? We'll help you tailor a project to your unique goals.

CUSTOMIZE YOUR FOCUS

- Custom Scope

[See example of an employer-specific landing page](#)



[View project library](#)

Micro-Internships. Maximum Impact

With Parker Dewey Micro-Internships, everybody wins!

Micro-Internships allow your company or organization to get on-demand, professional project support from talented students and recent graduates without having to take on administrative burdens like processing payroll or managing tax forms.

Micro-Internships are also an easy, cost-effective, and proven method for accomplishing recruiting goals, as they allow organizations to engage early career talent in a way that is accessible and appealing to students.

[Create An Account](#)

Access motivated students and graduates nationwide through our college and workforce program partnerships.

How to Post a Project

Edit Project

Description

Project Name	Department
Data Clean-Up	Operations
Start Date	End Date
05/17/2024	06/07/2024

Deliverables

What specific deliverables will the Micro-Intern(s) complete? Projects without specific deliverables will not be accepted. [Consult this guide for posting a custom project.](#)

Sans Serif

B

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≡

The successful Micro-Intern will remove duplicates, update outdated records, and ensure there is consistent formatting in a provided dataset. During this project, you will work to ensure data quality by verifying its integrity and making sure its completeness is maintained and/or enhanced.

Upon successful completion of this project, the Micro-Intern will be able to add the following to their resume:
Completed a detailed review of and cleansed a dataset with [insert number] points of data.

Location

City	State	Zip	
City	Select		Remote On-site

Applicants

Estimated Hours	Amount student will receive	Amount you pay (per Micro-Intern)
20	\$ 400	\$ 444.44
Total # of hours of work by the Micro-Intern expected to complete your project.	Fixed cost student will be paid upon completion, typically implying \$20-\$25/hour.	If you are participating through a program, you will not be charged.

Schools & Affiliations/Programs

Limit to applicants of specific schools and affiliations/programs

This feature is to ensure that only eligible students/recent grads apply. **Leaving these fields blank will provide the broadest reach, allowing your project to be seen by all students and recent graduates on the platform.**

By including specific Schools or Affiliations/Programs in this section, your project will only be visible to those with those schools or affiliations/programs on their profile. **If you are participating through a program, make sure to add the program name in the Affiliations/Programs section.**

Schools

Use this field to limit your Micro-Internship exclusively to students or recent graduates from one or more specific schools including colleges, universities, and boot camps.

Optional

+ Add

Affiliations/Programs

Use this field to limit your Micro-Internship exclusively to participants of specific community or non-profit programs.

Optional

+ Add

- ❑ Company specifies project scope, cost, timeline, target schools/affiliations
- ❑ No cost to post a project

Select the Micro-Intern

Company Tutorial: See how the whole process works for companies

Only see candidates that have proactively applied

Filter

Filters

Reset Filters

Sort

Sort By

All (7)

Favorites (0)

Hidden (0)

Selected (1)

Name	Education	Grad Date	Date Applied		
Applicant Name	Northwestern University Integrated Marketing and Communications	12/15/2024	8/2/2023	✓	🔗
Applicant Name	Fairfield University Finance	5/9/2025	7/30/2023	☆	🔗
Applicant Name	Morgan State University Business Management	5/12/2025	7/31/2023	☆	🔗
Applicant Name	Delaware State University Mass Communications	12/16/2023	7/27/2023	☆	🔗
Applicant Name	Morgan State University Marketing	5/28/2026	7/31/2023	☆	🔗
Applicant Name	California State University Dominguez Hills Biology	5/11/2024	8/3/2023	☆	🔗
Applicant Name	The University of Texas Rio Grande Valley Marketing	12/16/2023	7/31/2023	☆	🔗
Applicant Name	Northwestern University Integrated Marketing and Communications	12/15/2024	8/2/2023	✓	🔗
Applicant Name	Fairfield University Finance	5/9/2025	7/30/2023	☆	🔗
Applicant Name	Morgan State University Business Management	5/12/2025	7/31/2023	☆	🔗
Applicant Name	Delaware State University Mass Communications	12/16/2023	7/27/2023	☆	🔗
Applicant Name	Morgan State University Marketing	5/28/2026	7/31/2023	☆	🔗
Applicant Name	California State University Dominguez Hills Biology	5/11/2024	8/3/2023	☆	🔗

View student profiles, resumes, and portfolio documents

EDUCATION

Florida International University, Honors College
Bachelor of Business Administration in International Business
Certificate in International Trade and Investment
GPA: 3.98
2019-2021 Dean's List
FIU Ambassador Premier Scholarship Recipient
Miami, FL
Pending graduation: May 2022

WORK EXPERIENCE

Amazon
Event Marketing Intern
Assisted in event execution for Alexa Live by collecting speaker information, securing featured product images, and building 29 surveys to distribute to 10,000 attendees for post-event tracking
Crafted event marketing training and educational resources for 50+ Amazon Alexa teams to utilize
Built a streamlined online ticketing system for Alexa teams to request event marketing support
Led and planned the Alexa Live day-of event for core team members
Seattle, WA
May 2021 – August 2021

Dancing Supplies Depot
Floor Supervisor
Delegated tasks amongst employees to ensure proper flow of inventory
Analyzed trends in store sales to make accurate and reliable predictions
Devised a staff duty schedule based on employee capabilities and trends
Directed the fitting process for 9+ styles of dance shoes, overseeing p
Miami, FL
August 2020 – April 2021

Zeki Learning
Marketing and Product Development Intern
Managed all social media platforms and created daily content curated
Planned and executed marketing campaigns to increase customer demand
Analyzed web traffic and applied recognized patterns to create market
Designed new products for the Zeki Learning brand

EXTRACURRICULAR ACTIVITIES

The Office of Social Justice & Inclusion
Student Ambassador
Teach justice and equity seminars to FIU students and faculty
Act as an OSJI recruitment and engagement specialist at campus and e
Create social media marketing content for OSJI events, services, and n
FIU Peace Corps Prep
Member
Develop intercultural competencies in global politics, customs, and no
Enhance professional and leadership skills as they relate to a global we
Prepare for international work within the Community and Economic D

SKILLS

Proficient in all Microsoft programs (Word, Excel, and PowerPoint), C
Certified by Academy of Leaders (FIU) in leadership, conflict resoluti

Noel A

Maintenance Mechanical Integrity Engineer at ALTIVIA
Greater Houston
Contact Info

Independent Business Consultant
Parker Dewey - Contract
Jan 2018 - May 2020 - 2 yrs 5 mos
Chicago, Illinois, United States
Completed a sales outreach project for the company SwimSwam.
Completed two sales research project for SwiftIQ, in which I researched over 1000 different potential clients.
Worked as a curriculum writer at JS Educational Consulting by completing 21 lessons plans for physical sciences.
Validated information in Spanish for SMS Assist.
Worked as a Campus Ambassador for Woovly.
Performed a data analysis project for First Analysis.
TruePublic Question Researcher and Creator
Wrote a blog article for Parker Dewey detailing the recruiting process from a college students perspective.

ALTIVIA
Texas A&M University

ALTIVIA
Texas A&M University

Clerical Student Worker for Department of Marketing
Texas A&M University - Mays Business School
Aug 2018 - May 2019 - 10 mos
Bryan/College Station, Texas Area
Assisted in clerical tasks at the Business department as in Data Entry and organizing student Events.

Review short-answer questions to quickly make a decision

FIRSTNAME LASTNAME

School
University of California Merced

Major
Applied Mathematics (Bachelors)
Computer Science & Engineering (Bachelors)

Graduation Date
12/15/2023

Actions
Approve Applicant for this Project
Send a Message

Responses

Why do you think we should select you for this opportunity?
I am truly interested in using data analysis and machine learning to help patients to maximize the good outcome of their health. I had project experience in predicting student performance using various predictive models in R based on socioeconomic data. Through another machine learning project, I solved classification problems in Python with Google Colabs IDE. Various models were applied such as logistic regression, support vector machines, and multi-layer perceptron (MLP) using Scikit-learn and Keras. In addition, I performed hyperparameter tuning (batch size, epoch, optimizer, layer, node) on MLP to optimize the running time and prediction accuracy by 2%. With the skillset and experience that I had, I am ready to gain meaningful insight from the data and make reliable and effective predictions of the patient risks in this opportunity.

APPLIED

FIRSTNAME LASTNAME

Personal Statement
I am an analytical, organized, and proactive mathematics major with coding experience, looking to build awareness of potential career paths.

Resume
Resume



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Primary Reasons Companies Use Parker Dewey

Confirm Fit and Hire with Confidence

Goal: Identify, audition, and hire talent for a specific opportunity (internship, co-op, full-time role, etc).

Micro-Internship Details: Project demonstrates specific skills that align with the longer-term role. Typically project has “Audition” in the title and will hire 5+ candidates.

Tips for Career Launchers: Apply only if interested in and able to accept a longer-term opportunity with the organization.

Build Talent Pipeline & Brand Awareness

Goal: Access talent who are interested in the work you do, but may not have previously been aware of or interested in your organization.

Micro-Internship Details: Typically research or “Campus Ambassador” projects. Often will hire multiple Micro-Interns per project.

Tips for Career Launchers: Apply to any that seem interesting. This is a great way to explore careers, industries, and companies, and the projects have the potential to lead to something longer-term.

On-Demand Project Support

Goal: Get support and fresh perspective for projects that aren’t the best use of your current team’s time.

Micro-Internship Details: The skills required range significantly depending on the needs of the organization.

Tips for Career Launchers: Apply if the project is a good fit for your skills. These could lead to additional projects and are great resume builders.



Micro-Internships as a Hiring Tool:

Parker Dewey consults with companies to identify appropriate projects that align with open roles

Job Description: Entry-Level Data Marketer

Assist in gathering, analyzing, and reporting marketing data to drive campaign strategies and measure effectiveness. Support content strategy and marketing initiatives through data-driven insights, competitor analysis, and performance metrics.

Provide recommendations based on key findings to enhance campaign performance and strategic direction.

Project Ideas

Data Clean-Up and Visualization

Verify and standardize marketing data entries to maintain accuracy, supporting reliable analysis and campaign planning

Skills: Attention to detail, data validation

Content Performance Reporting

Compile and interpret content engagement data, offering actionable insights to refine and optimize marketing strategies.

Skills: Basic reporting, Excel proficiency, critical thinking

Competitive Campaign Analysis

Research competitor marketing campaigns to identify effective tactics and provide recommendations on how to strengthen our competitive edge.

Skills: Market research, creative thinking, presentation skills



Case Study:

Post-pandemic, Smith+Nephew was focused on trying to be more “school-agnostic” and was struggling to fill some of its slots in its Commercial Leadership Rotational Program. They posted one Micro-Internship as an “audition” for students interested in this full-time role.

Results:

- Hired 12 Micro-Interns to complete this project who were each paid \$180 upon completion of the project
- 5 of these Micro-Interns were ultimately hired full-time (lowering cost-per-hire by over 70% [compared to NACE average](#))



PARKER DEWEY

Smith+Nephew	Commercial Medical Sales Promotion Design Andover, MA BY: Smith+Nephew DEPARTMENT: Business Development
START DATE 10/17/2022	PROJECT DESCRIPTION Smith+Nephew is using this project to identify and evaluate candidates for full-time sales roles in a unique rotational program following the project's completion. The Commercial Leadership Rotational Program (CLRP) is a two and a half year program which will consist of three or four 6-12 month rotations across various facets of our Commercial Team. Rotation examples could include, Sales Operations, Sales Training, Marketing, Sales, etc. Participants in this Program may also rotate in different S+N locations.
DUE DATE 10/28/2022	
EST. HOURS 6	
PAYMENT \$180.00	<u>Please only apply if you are interested in the full-time sales roles starting in June of 2023.</u> For this project, you will pick one S+N product from four choices and develop a sales promotion for the product. Your deliverable for this project will be a 15-minute presentation to our team, 10-minute session to answer questions, and 5-minute closing. Time spent on this project (including the presentation) should be 6 hours. You will pick one of the products listed below: • HEALICOIL Suture Anchor • TRIGEN INTERTAN • Tonsil and Adenoid Wands • Journey II Knee System

“Being able to see the hands-on work of students provided a well-rounded perspective of the candidates. For me and I think for the students, it was a complete win-win.”

-Alison Keefe, Global Director of Emerging Talent
Smith+Nephew

Where Micro-Internships Fit In for Employers

What challenges/pain points are you hearing from employers?

This print-ready flyer shares where Micro-Internships can help and includes data and student testimonials to prove that it works!

[Access Flyer](#)

[Company Testimonials](#)



PARKER DEWEY



Where Micro-Internships Fit In For Employers

When an Employer Says	How Micro-Internships Help	What Students Have to Say
I want to build my brand with your students.	Offer Micro-Internships to get through the noise, allowing students to learn about your organization. • 95% of students want to connect with employers via real, paid work experience • 50% of college students attended a career fair	"I wasn't familiar with Northrop Grumman at all before finding this Micro-Internship. Now I've accepted a full-time role." Alex, University of California, Santa Barbara, Class of 2022
I need a more diverse applicant pool.	Use Micro-Internships to reach students who might otherwise be overlooked, while providing authentic connections with hiring managers. • Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforce • Students represent all majors, academic years, grad/undergrad and recent grads	"The time management I developed, especially as a student athlete, was crucial in delivering on Micro-Internships and I got to show that ability in a professional setting." Raeven, Christian Brothers University, Class of 2021
I want to reach students earlier to build my talent pipeline.	Offer Micro-Internships specifically for first and second-year students to reach them when they are most interested in exploring career paths. • 76% of students said they start thinking about career planning before sophomore year • 69% of students wished employers began to engage them earlier than they did	"My Micro-Internship was my first professional experience actually doing work...this was the first time I was actively contributing something." Richard, Howard University, Class of 2024
I don't need a student for a full-time role or internship.	Use Micro-Interns to get immediate help on those small projects that create value, but you don't have time to address. • All Micro-Internships are project-based so the focus is on what you need, not hours/weeks • Students are not your employees, Parker Dewey handles all payment to students and admin	"I don't know that I would have been able to do any other type of internship because of my schedule." Christina, University of Maryland Global Campus, Class of 2023
I have a limited budget, bandwidth to supervise a student.	Use Micro-Internships as a cost-effective way to engage and assess prospective candidates. • You set the price for each Micro-Internships, with the average cost of \$435 (and 90% goes to the student) • No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire	"It's a real-life application without a long-term commitment. I can actually give back and my work will be used." Mishwa, Illinois Wesleyan University, Class of 2023
We've already set our recruiting plans for the year.	Use Micro-Internships as a complement to what you have planned. • Expand the pool for your traditional internship program • Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year • With most projects filled within 48 hours, Micro-Internships can help you fill empty seats from reneges or unexpected openings	"I've done all the career fairs, the networking events, the dinners. I've done a ton of those. But none of them were as hands-on." Emma, Kansas State University, Class of 2022



Read more from students



Get started

Case Study:

Trane's primary goals were:

- Deepen its relationships with students at target schools
- Get onto students' radar early in their academic careers
- Recruiting students with technical degrees via technical projects

Results:

- Posted technical and “Campus Ambassador” projects at 10 target schools
- Engaged technical hiring managers already working with professors at engineering schools
- Expanding to more students and schools in upcoming academic year

School Information

349

Applicants' Schools

23

Schools of Selected Applicants

School	Applied	Selected
Purdue University	104	11
Mercer University	81	9

349 rows

Circularity Return Location Project

Est. hours
40 hours

Amount per Micro-Intern
\$1111.11

Location
La Crosse, WI

Start date
2/17/2025

Due date
4/18/2025

On-Site/Remote
Remote

Department
ENGINEERING

Skills
EXCEL

Schools
MERCER UNIVERSITY
PURDUE UNIVERSITY
UNIVERSITY OF WISCONSIN MADISON
UNIVERSITY OF NORTH CAROLINA CHARLOTTE

Affiliations/Programs
N/A

Project Description

Ole Miss Utility Metering Project

Est. hours
70 hours

Amount per Micro-Intern
\$1400.00

of Micro-Interns
1

Location
Oxford, MS

Start date
12/9/2024

Due date
2/12/2025

On-Site/Remote
On Site

Department
FACILITIES MANAGEMENT

Skills

Schools
UNIVERSITY OF MISSISSIPPI

Affiliations/Programs
N/A

Project Description
Trane Technologies is executing a multi-phase Energy Savings Performance Contracting program for the University of Mississippi. A key component of this program is going to be a campus-wide metering program. We are seeking a Micro Intern to assist in this endeavor. The assignment should be roughly 80 hours, and the successful candidate will be working closely with the Trane engineers, as well as engineers from the Ole Miss Facilities Management team.

AWAITING FEEDBACK

Browse Selected Applicants

Number of Applicants: 1

Positions Open: 1

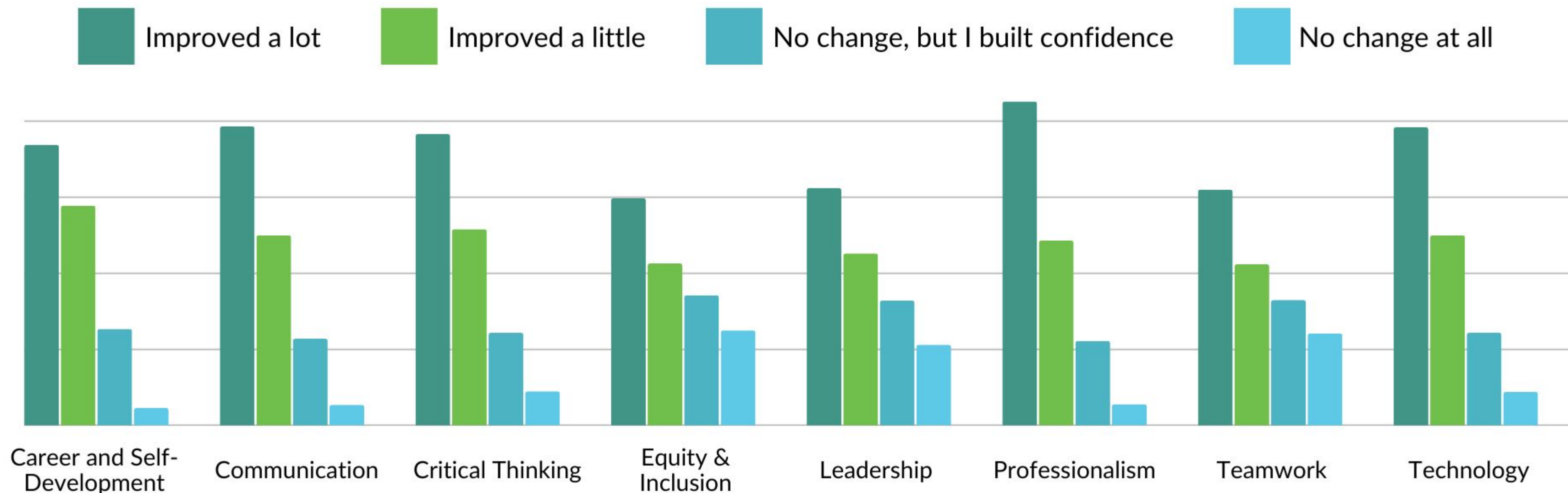
Number Selected: 1

Project Owner: Nancy McBee

“Micro Internships allow us to be more nimble while engaging students in a more one on one environment, with all of our involvement kept to a minimum.”

-Gary Kreisler, Senior Solutions Advisor
Trane Commercial Systems

Value of Micro-Internships to Students Based on the NACE Career Readiness Competencies*

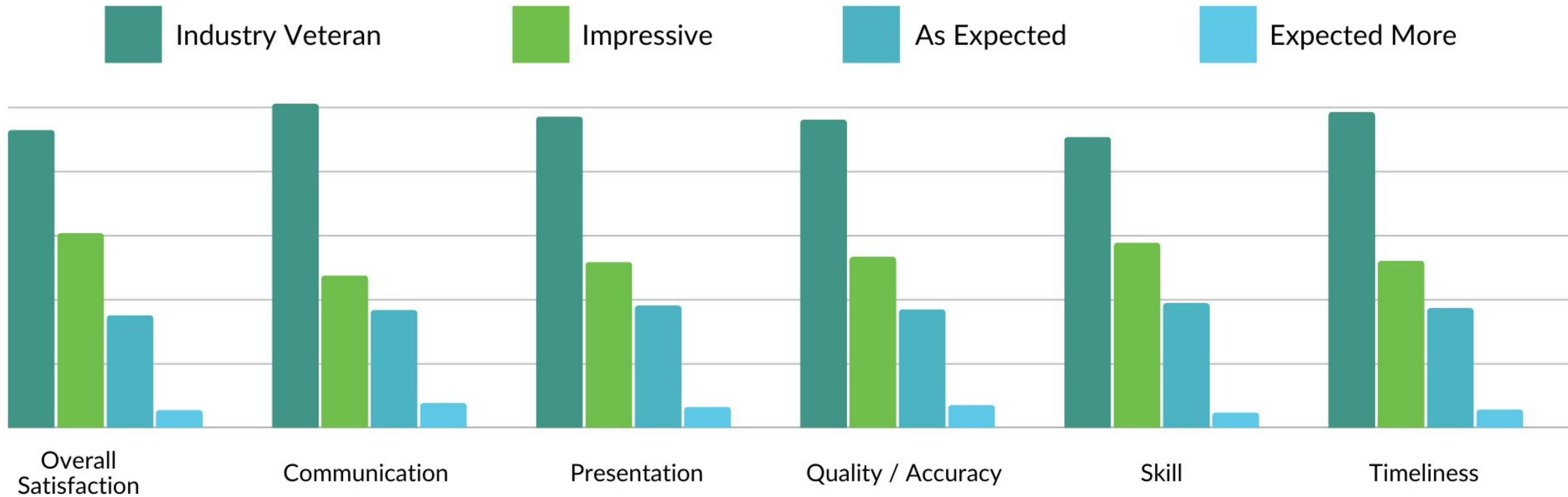


[SEE THE LATEST REPORT](#)

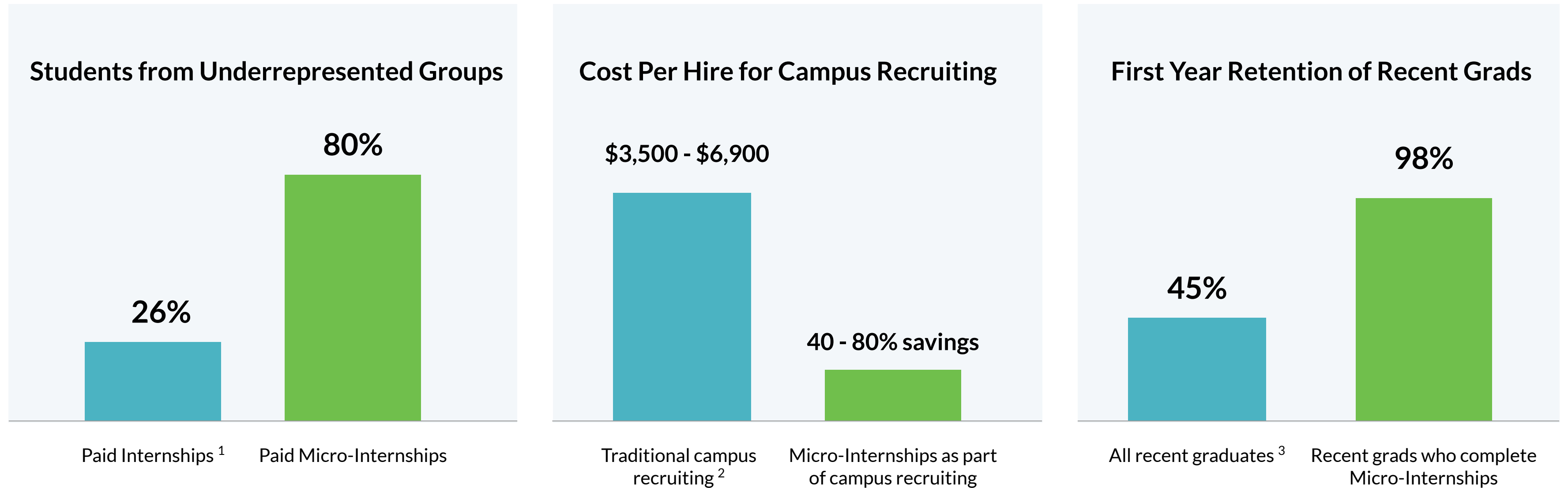
*Based upon Core Competencies defined by the National Association of Colleges & Employers.

Employer Feedback

Over 97% of Micro-Interns meet or exceed expectations



Immediate, Sustainable Impact



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.



Education Partnership Options

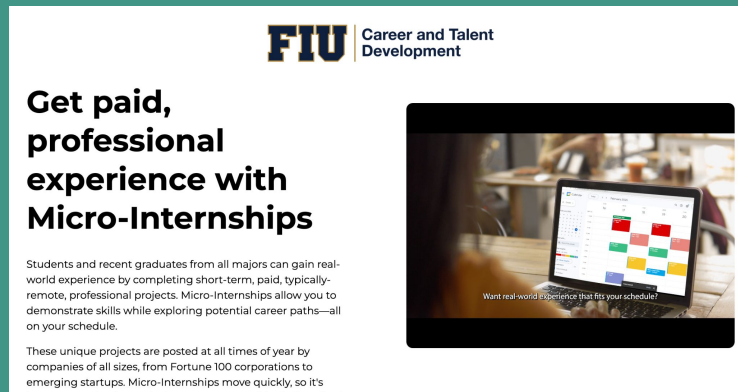
	BASIC (No-Cost)	PARKER DEWEY+ (\$2,000/Year)	PROGRAM (Starting at \$10K)
Co-branded student & employer web pages	✓	✓	✓
Custom webinars and class presentations	Conditional	✓	✓
Student engagement data	Annually	On-Demand	On-Demand
Employer feedback on students' performance	Annually	On-Demand	On-Demand
Employer 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.



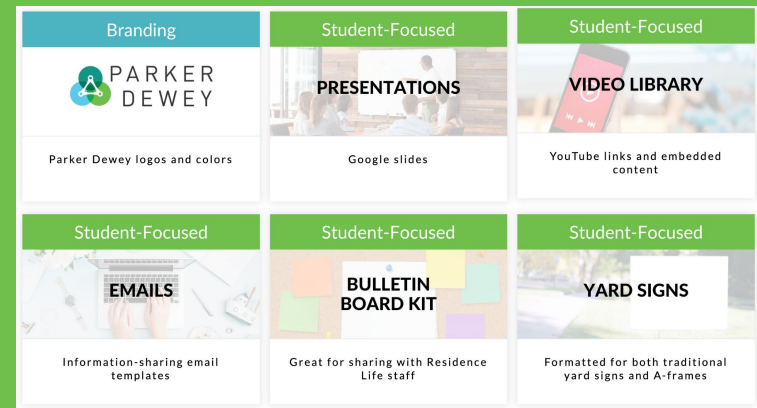
Parker Dewey Basic Partnership

Start promoting Micro-Internships in days, not months



Plan Your Launch

- Connect with the Partnerships Team to identify goals
- Customized pages for your students and employers with your messaging to reach your target audience(s)
- Best practices for sharing with stakeholders



Marketing Collateral

- Engage your target audience: students, faculty, employers, alumni, etc.
- Content contains social media, emails, newsletters, digital signage, and more
- Follow our Career Launcher LinkedIn page for timely posts to share



Ongoing Support

- Consultation with Partnership Team to strategize best practices, case studies including a Checklist of ideas for student/employer success
- Payment to Micro-Intern upon completion of the project
- HR and legal support for companies

UserID	First	Last	Email	Num of Projects Applied to	Num of Projects Selected to	Num Logins	Last Login	Sign
23818	Joshua			0	0	2	2/3/2020	
23702	Justin			0	0	1	1/29/2020	
23396	Katherine			0	0	3	2/2/2020	
23159	Emily			4	0	7	1/31/2020	
22843	Coretta			0	0	1	1/3/2020	
22201	Zachary			0	0	4	12/26/2019	
20999	Euniqua			0	0	1	11/7/2019	
20201	Ricco			1	0	3	10/16/2019	
20197	Syed			0	0	1	10/13/2019	
20173	Natalie			0	0	6	11/28/2019	
19727	Clifford			0	0	1	10/3/2019	
19121	Rochelle			5	1	5	1/31/2020	
18401	Abdoulaye			0	0	2	11/21/2019	
23844	Dylan			0	0	1	2/3/2020	
23819	JOHN			0	0	1	2/1/2020	
23817	Brittni			0	0	1	2/1/2020	
23777	Elliott			0	0	1	1/31/2020	
23687	Imani			4	0	1	1/28/2020	

Measurable Data

- Reports containing students/grads who have signed up, applied, been selected
- Identify who has worked with your students, hours worked, compensation received
- Feedback about your students' performance on Micro-Internships

Note: Items described above are part of a basic Parker Dewey Partnership and is at no-cost to the partner. Data is available upon request on an annual basis for partners completing "Annual Must Do" items in [Partner Checklist](#).

Partner Checklists

Share Micro-Internships with All Stakeholders

These checklists makes it easy for you to keep track of efforts you've made with both employers and students.

- Getting Started Checklist: For those who are just establishing partnership
- Annual Must-Do's Checklist: These steps are most likely to lead to Micro-Internship Success

NOTE: Completion of the checklists is required before basic-level partners can request annual data.

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Partner Checklist: Getting Started

When you first become a Parker Dewey partner, these steps are required to set your institution up for Micro-Internship success

Keep Track of Your Progress:
[Copy All Partner Checklists in Google Drive](#)

-  **Maintain updated point of contact information**
Make sure Parker Dewey has a student-facing and employer-facing point of contact from your institution. [Email Parker Dewey](#) 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. Want to make changes, or having trouble finding your links? Contact the Parker Dewey partnerships team at schools@parkerdewey.com.
-  **Ensure that you and your institution can receive PD emails**
 - [Safelisting instructions](#) (Bottom of FAQs)
 - [Partner newsletter subscribe link](#)
-  **Send an Email Announcement**
 - [Template for announcing to employers](#)
 - [Template for announcing to students](#)
-  **Log in to Parker Dewey**
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](#)
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 credentials with any colleagues that would benefit from being able to demonstrate how the platform works.

ist: Annual Must Do's

...d annually before basic-level partners can request their
...ghly recommended for Parker Dewey+ level partners.

...ck of Your Progress:
[Checklists in Google Drive](#)

...to Existing Resources

For Students

Share [this intro](#) & your link in the following places:

-  **Career Services Student Web Pages**
Examples: [Meredith College](#), [Eckerd College](#), [Long Beach City College](#)
-  **Career Platforms, Intranets, and LMSs**
Examples include Handshake resources, Symplicity, 12Twenty, Canvas, Blackboard, etc.
-  **Presentations about Career Resources**
Our [single side template](#) makes it easy to add
-  **Get Creative**
Include anywhere else you share career-related resources with students and recent graduates

...with Colleagues

...gues alike are aware of your landing pages and this checklist.

...es, and other institutional staff
...hlight resources, and invite them to [an overview webinar](#)

...s to Engage with Parker Dewey

Student-Facing Efforts

-  **Share Reminders on Social Media**
Use our [post templates](#), or share our [Instagram / Career Launchers LinkedIn](#) page content
-  **Post Flyers and Include Reminders in Student Newsletters**
Our templates ([flyer/newsletter](#)) make it easy
-  **Invite Students to Parker Dewey events**
Use [content from our Marketing Toolkit](#) to highlight all three:
 - [Career Launcher FAQ Webinars](#) (held monthly)
 - [Student Office Hours](#) (held monthly)
 - [Creating Your Own Opportunities with Micro-Internships](#) (held quarterly)

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To Learn More About How to Make Your Partnership as Successful as Possible

If you want to understand how to best market Parker Dewey to students and employers, join us live or watch the recording.



Join us at
the next session



Partner Playbook: Data-Driven Best Practices

A review of key Parker Dewey data and how it can be used to drive Micro-Internship success.

Join us Tuesday, August 5th at 1pm ET.

Live webinar won't fit in your schedule?

Register to have the recording sent to you afterward, or check out the [recording](#) and [slides](#) from our last presentation.

First Name*

Last Name*

Email*

At Parker Dewey, our goal is to help our partners do two things:

1. Provide an accessible way for students and recent graduates to explore career options and build real, paid, professional experience, and
2. Offer an easy, effective method for employers to access, engage, assess, and ultimately hire early career talent

The above is only possible through the collaborative efforts of our partners. In this webinar, we will share **data-driven best practices** for promoting Parker Dewey and making the most of our partnership, including:

- Key metrics to strive for
- Marketing benchmarks that apply across all industries and topics, including the promotion of Micro-Internships
- A review of how to request or access your data, depending on your level of partnership
- **An exciting Parker Dewey+ offer for webinar registrants!**

While intended for current Parker Dewey Partners, all are welcome to attend.



Engaging Students Isn't Enough

For students to consistently find projects that align with their studies, it's crucial that you also share this with your employers!



How to Help Your Students Succeed?

Share Micro-Internships with Others

Engage
Your Alumni



Engage
Employer
Partners



Engage
Local
Businesses,
Nonprofits



Engage Your
Grant-
Writing
Team



Support
Your Own
Team



Click on the topics above to view case studies



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Comparison: Impact of Consistent Promotion to Employers

In the last 12 months:	Has Promoted to Employers Stats from a public college	Inconsistent / Minimal Promotion to Employers Stats from a public college in the same state
Employer Page Views	468	0
Companies that Created Accounts from their Page	13	0
# of Projects That Selected Their Talent	13	1
\$ Earned	>\$3,500	\$300
Employer Feedback	100% Met or Exceeded Expectations	No feedback to share

Case Study: Support Your Own Team

The University of California Irvine ANEntrepreneur Center launched its Self-Starter Micro-Internships Program in August 2022. The idea is to align the needs of local startups 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 the local community.

Program expanded to engage the local CEO Leadership organization. UCI Micro-Interns were also recently selected to create social media for UCI’s Giving Day resulting in the most successful campaign to date!

Because of this program:

- >730 students have created an account who are connected to the ANEntrepreneur Center
- >120 students (and counting) tied to this program have been selected for or completed Micro-Internships



PARKER DEWEY



[Press Release
Showcasing Program
Results](#)

[Employer
Micro-Internships
Website](#)

“This program builds off of the programming the ANEntrepreneur 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 ANEntrepreneur Center

Highlights:

- **Funding Source:** Various: the ANEntrepreneur 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

Success Stories: From Micro-Intern to Hired!



Stephanie Harden

EXCLUSIVE INTERVIEW

First IUN Student to complete the the Parkey Dewey Intership

- ❑ 2024 Labor Studies & Anthropology grad, Indiana University, Northwest
- ❑ **Hired full-time** by Indianapolis HR firm

MICRO INTERNSHIP SPOTLIGHT



Janeel's shares insights and success tips from her Parker Dewey micro-internship experience:

"When selecting an internship be sure to review the details and requirements, see how well your current experience fits with them and do your best to explain why you would be the best choice for that company. It is important not to downplay yourself or what you have done but don't exaggerate or brag. It's important to stay humble and outline your merits. If you don't have the relevant experience, try alluding to similar experience or other things you have done that you think might help to increase your chances of being considered. It's not really a more the merrier, but more so the quality of your work and achievements. If you feel like you have no achievements or merits to speak of, mention your soft skills- hardworking, fast learner, flexible, and adaptable. Don't count yourself out...also it can be a numbers game so just keep applying. Treat each interview like an official interview regardless of whether it's in-person or remote. Do research, look on their website, just go into the interview knowing something more than what was posted in the internship description. You probably won't need the extra information but it's better to be prepared."

Janeel Abrahams
Cybersecurity Data Analyst
Managed Nerds

Initially brought on through a micro-internship with the company via Parker Dewey, later offered a permanent position and has now served in this role for one year.

- ❑ 2022 Computer Science grad from Broward College/Florida International University
- ❑ Completed 16 Micro-Internships
- ❑ **Hired full-time** by over a year ago by a small cyber company as a cybersecurity data analyst after completing a Micro-Internship



"During my interviews I had so much to talk about because I've built so much experience through Micro-Internships."

-Harishma Ashok, Class of 2023

- ❑ 2023 grad in Data Analytics grad from University of Central Florida
- ❑ Completed 19 Micro-Internships
- ❑ **Hired full-time** by HCA Healthcare's North Florida Division, promoted in less than 6 months

"We weren't doing a great job of [process improvement], and someone with a fresh perspective helped us out."

-Jackson Canfield, Associate VP of Academic Strategy & Engagement, HCA Healthcare



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Parker Dewey+ Partnership

Platform Features If You Work With Students

✓ On-Demand Reporting on Student Engagement

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

✓ Proxy Access to Student Accounts

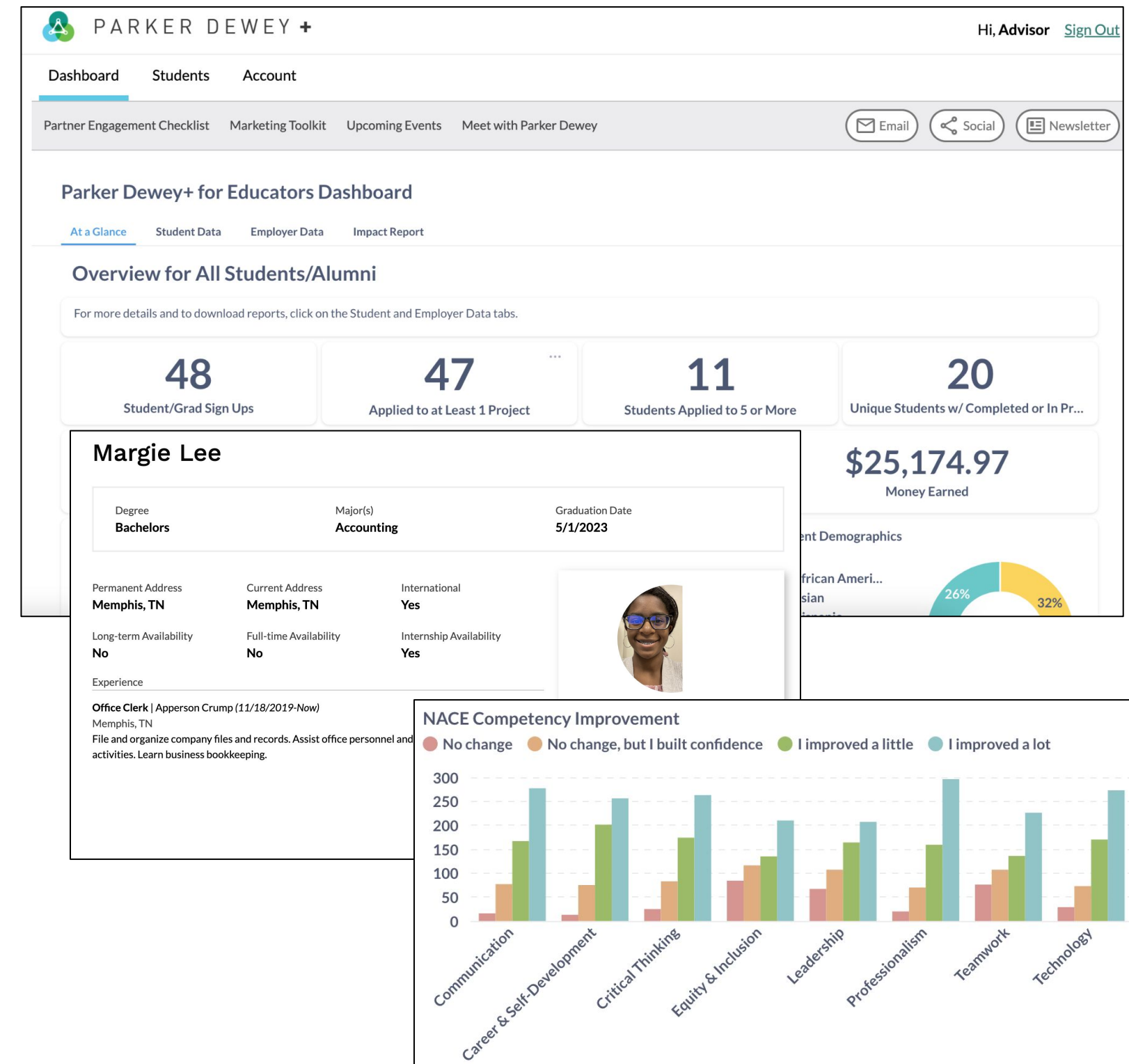
View students' past applications and profiles to coach on how they can improve.

✓ Download List of Featured Projects

See projects currently available exclusively for your students with the links to share them.

✓ Download Report on Students' Feedback

See the qualitative and quantitative feedback your students have received from employers.



Parker Dewey+ Partnership

Platform Features If You Work With Employers

✓ On-Demand Reporting on Employer Engagement

Access reports on employers who have created accounts via your landing page and the projects they have posted.

✓ View Companies Who Have Worked With Your Students

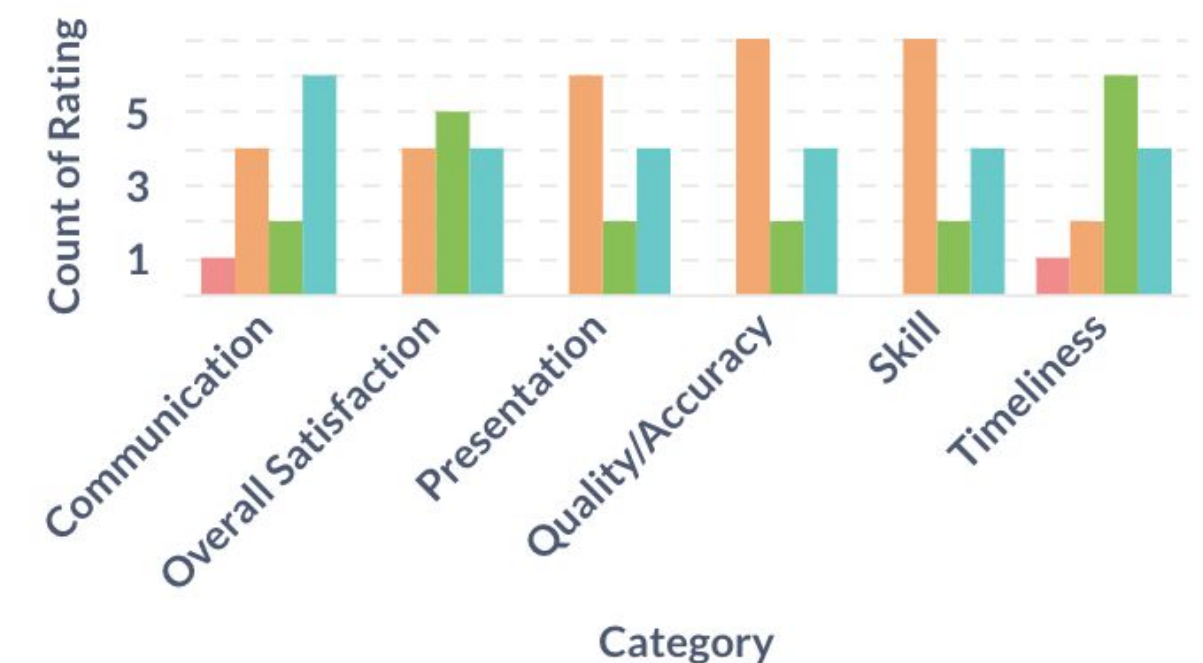
Includes organizations who may not be working with your office (but should be).

✓ Download Report on Employers' Feedback

See the qualitative and quantitative feedback your students have received from employers.

Company Sign Ups		i	...
Company Name ^	Company Description ^		
FCCI Insurance Group	-		
Island Syndicate	Island Syndicate is a creative, communications a		
Source2	We are an RPO firm that manages any or all of t		
North Florida Child Development, Inc.	Early child development program that provides		
Mars Bank	Founded in 1900, Mars Bank has invested and s		
The 1200 Tharpe Street Church	A Diverse Non Denominational Church		
Utilities Commission, City of New Smyrna Beach	For over 50 years, the Utilities Commission, City		

Employer Feedback



Parker Dewey+ Partnership: Additional Features

✓ Student Ambassador*

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

✓ Access to Resources

Easily access Parker Dewey's marketing toolkit, launch checklists and Parker Dewey support.

✓ Annual Impact Report

View a printable report highlighting your program's results over the past year.



Parker Dewey Student Ambassador Micro-Internship

Hire one of your students as a paid Micro-Intern.

90% of the cost goes to the selected student, and you get help spreading the word about these flexible, paid, professional opportunities!

POST THIS MICRO-INTERNSHIP

Benefits of Hiring a Student Ambassador Micro-Intern

For Your Institution

- **An Early Win:** Your Micro-Internship efforts start strong with a student who can share their Micro-Internship experience with others.

For the Micro-Intern

- **Paid, Professional, Experience:** Like all Micro-Internships, the Parker Dewey Student Ambassador Micro-Internship gives the selected student a paid, professional experience. By completing the internship, this student can apply for even more opportunities.

Summary Over the Past 12 Months

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

46 Students Logged In	6 Students Applied to Project	1 Students Applied to 5 or More Projects	4 Students Hired	14 Student Projects Completed	\$5.2k Student Amount Earned
--------------------------	----------------------------------	---	---------------------	----------------------------------	---------------------------------

Participating Companies

Company Name ^	Project Name ^	Project URL ^
Urbandia	Online community managem	//app.parkerdewey.com/projects/14096
GradLanding	Unveiling Opportunities: Fraternity Research Project	https://app.parkerdewey.com/projects/14270
Beaming Brite Mentoring Inc	KPI and Impact Report	https://app.parkerdewey.com/projects/14189
MeetNative	An opportunity to gain B2B, real-world experience	https://app.parkerdewey.com/projects/14134

72 Organization Signups

Feedback From Supervisors About Your Students/Alumni

*One Student Ambassador Micro-Internship is included with all paid Parker Dewey+ subscriptions.

You May Be Eligible for Parker Dewey+ Access at No Cost If...

▶ You're a part of an existing program funded by your institution

- This includes all current Parker Dewey partner-funded programs of \$10,000+ per year
- Does not include a student ambassador Micro-Internship (unless you wish to include one with program funding)

▶ You're eligible for a Parker Dewey-run program benefiting your school

- **DeLuca Micro-Internship Program:** All colleges/universities in Connecticut, Florida, all HBCU's and members of the HSI Career Collaborative
- **Kansas Micro-Internship Program:** All public colleges/universities in Kansas
- **IEDC Micro-Internship Program:** All colleges/universities in Indiana (public and private) who are promoting the Indiana Economic Development Corp. program
- Does not include a student ambassador Micro-Internship

▶ Please Note:

- Parker Dewey+ access is funded through the duration of the program or, for a time-specific program, one year from program's kickoff
 - **DeLuca Program:** Access available through May 31, 2026
 - **Kansas Program:** Access available through the end of 2025
 - **IEDC Program:** Access available while program is available



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 Program Partnership?

- **Definition:** Paid Micro-Internships posted exclusively for a partner's 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

“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 responsiveness and exceptional customer service—whether with students, employers, or staff—continue to impress me.**”

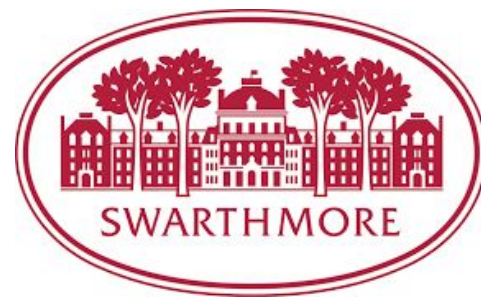
Amy Rees
Associate Director, Career Events & Experiences
University of Delaware Career Center



What is a Parker Dewey Program Partnership?

- **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, etc.)
- **Organizations supporting companies** (SHRM Foundation, Indiana Economic Development Corporation, Greater Akron Chamber of Commerce)
- **Corporations** through various initiatives such as:
 - Corporate recruiting (Northwestern Mutual, Xylem, Trane, etc.)
 - Philanthropy, social impact (Amazon Career Choice, IBM SkillsBuild, etc.)

“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



Considerations Before Launching a Program: Who to Involve and Funding Sources

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

- Faculty
- Small Business Community
- Nonprofits/Government
- Alumni/Friends
- Corporate Partners

Potential Funding Sources:

- **“Use or lose” budgets** from grants, experiential learning funds, etc.
- **Academic departments**
- **Athletics**
- **Alumni** with a specific interest in experiential learning
- **Corporate sponsors**
- **Grants**
 - Local Foundation
 - Experiential Learning Grants from private or corporate foundations

“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



Parker Dewey Program Partnership: Sample 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 Program Management

Parker Dewey's Team supports your program, so you don't have to. This includes:

- Customized Micro-Internship portals
- Marketing collateral
- Day-to-day administration
- Program dashboard
- Impact report

Our goal:

- Understand and exceed your program's goals
- Minimal time needed for your team



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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.

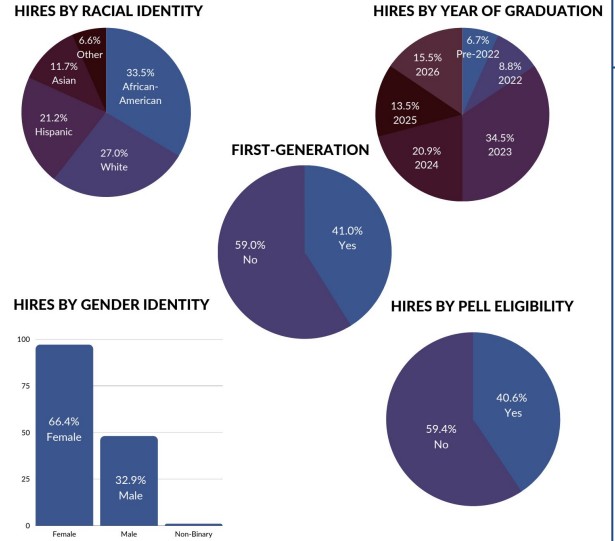
WHAT: Qualifying organizations can have a professional project that requires roughly 20 or 40 hours of work by the student to complete.

COST: The organization receives a grant of \$1,000 per student for each Micro-Internship project.

TIMELINE: Organizations can post projects from November to May.



Micro-Intern Demographics*



*Based on self-reported data from students



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
- ☐ From Parker Dewey or The DeBruce Foundation
- ☐ From an online, social media or other ad/announcement
- ☐ Other: _____

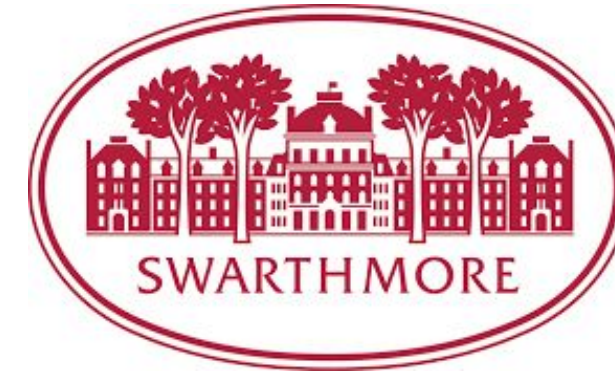
Case Study: Engage Alumni/Friends

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 SwatWorks program was restructured so that it now takes place during Winter and Summer Breaks to 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"
- 4 additional students were selected for non-SwatWorks projects during these few months
- 100% of the students participating stated that the projects were either "Very" or "Extremely" Valuable



[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; currently running during Winter Breaks



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Case Study: Engage Nonprofits/Gov't

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 state agency is already working on funding projects on their own
- At least one student was hired permanently after doing several Micro-Internships. As the organization said, "She's a diamond in the rough."



[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: January 2022; running during Winter/Summer Breaks



Case Study: Engage Grant Writers

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



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**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: Donation from Emeritus Board member
- Career Services Involvement: Promote program to students and minimal engagement with employers/alumni
- Status: Initial program ran in 2022; running now

To Learn More About Micro-Internship Programs

For more case studies and ideas,
join us live or watch the recording.



Join us live:
Wed., November 19, 2025
at 1 pm ET



Webinar: Parker Dewey Partner Programs

How you can achieve your institution's goals with a funded Micro-Internship program

Funded Micro-Internships for your students to work with organizations of your choice

These scalable programs allow your students exclusive access to gain paid, professional experience who may not otherwise have access to these opportunities.

With Parker Dewey program management implementing this is **low-lift for your team while maximizing the available budget to support as many students as possible**. Below are just a few of the goals Parker Dewey has helped other institutions accomplish:

- Engaging alumni;
- Creating opportunities for your students in a specific sector (e.g. nonprofit, government);
- Addressing the issue of brain-drain in your geographic area.

During this 1-hr webinar, members of the Parker Dewey team will highlight case studies like these and discuss how you can bring a Micro-Internship Program to your institution.

Join us on Wednesday, November 19th,
1pm ET

Live webinar won't fit in your schedule?

Check out the [recording](#) and [slides](#) from our last presentation or complete the form below to receive the next recording.

First Name*

Last Name*

Email*



PARKER DEWEY

Please Join Us (And Invite Your Students/Employers)

Career Launcher Resource

FAQ Webinars



Career Launcher FAQ Webinars (Monthly)

This student-focused webinar covers how Career Launchers can set themselves up for success when applying for Micro-Internship experiences.

“This was among the most informative as well as encouraging webinars I've attended.”

– Recent attendee

Career Launcher Resource

Student Office Hours



Student Office Hours (Monthly)

For those students who have already created an account and applied to projects, these events are an opportunity to have their profile and responses reviewed.

Employer Webinar

An Introduction to Micro-Internships for Employers

(30 min)

Introducing Micro-Internships for Employers (Monthly)

This employer-focused webinar shares what Micro-Internships are, project examples, and how companies can post projects for your students today!



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Next Steps

1

Identify Your Goals

Remember, most successful programs engage students AND employers

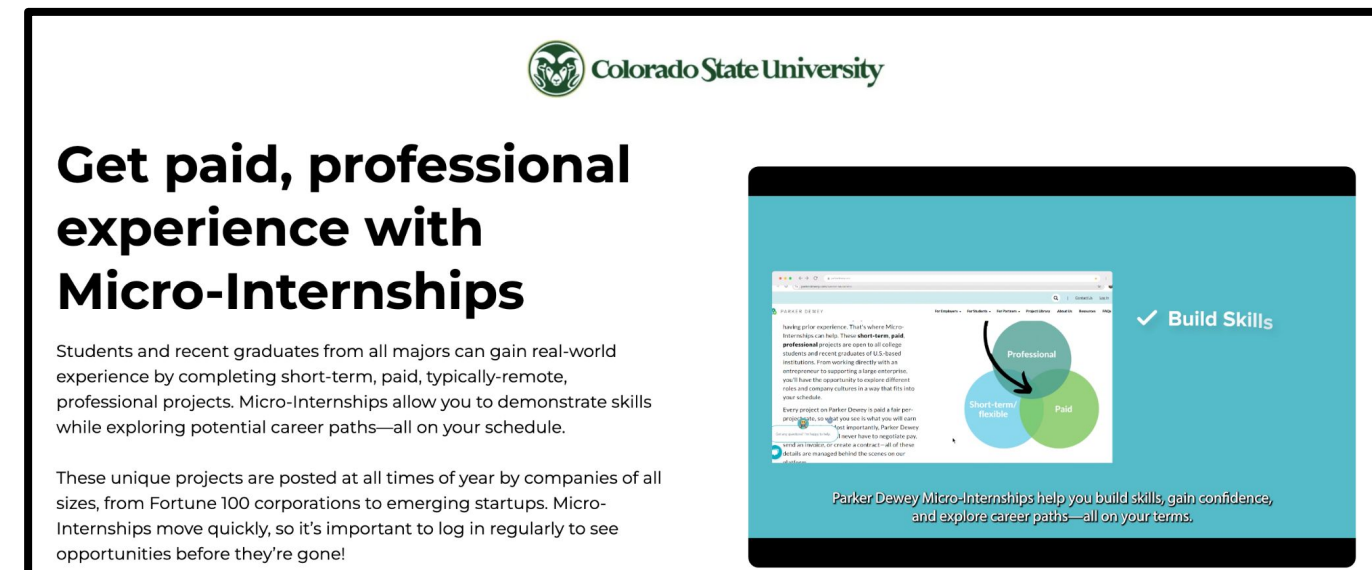
2

Partner with Us

Decide which partnership option is the best fit for your goals, and we'll help get you started

3

Share Micro-Internships with Stakeholders
Parker Dewey has lots of collateral to make this easy



Colorado State University

Get paid, professional experience with Micro-Internships

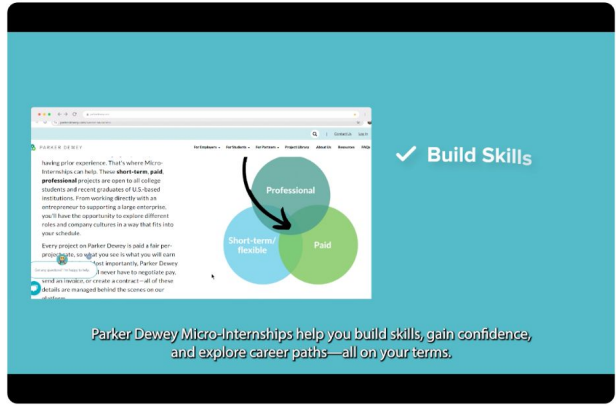
Students and recent graduates from all majors can gain real-world experience by completing short-term, paid, typically-remote, professional projects. Micro-Internships allow you to demonstrate skills while exploring potential career paths—all on your schedule.

These unique projects are posted at all times of year by companies of all sizes, from Fortune 100 corporations to emerging startups. Micro-Internships move quickly, so it's important to log in regularly to see opportunities before they're gone!

Micro-Internships are fast and easy to set up, connecting you with organizations that need your skills.

After creating your free account, you'll have access to Micro-Internship projects, and resources to help you succeed.

[Create An Account](#)



Build Skills

Get Paid

Short-term Flexible

Parker Dewey Micro-Internships help you build skills, gain confidence, and explore career paths—all on your terms.

Micro-Internships. Maximum Impact

With Parker Dewey Micro-Internships, everybody wins!

Micro-Internships allow your company or organization to get on-demand, professional project support from talented students and recent graduates without having to take on administrative burdens like processing payroll or managing tax forms.

Micro-Internships are also an easy, cost-effective, and proven method for accomplishing recruiting goals, as they allow organizations to engage early career talent in a way that is accessible and appealing to students.

[Create An Account](#)



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Case Study: Engage Small Businesses

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 under-represented 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: None (so far) but hope is to expand to engage all students with Career Services' help
- Status: Launched Fall 2022; recently expanded due to increase in funding and running right now!



Case Study: Engage Small Businesses

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,

- 85 students from historically excluded populations have engaged in the program
- In first 2 years, 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!**



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[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:** Two-year grant from the Cleveland Foundation Fenn Educational Fund; renewed and expanded in 2023
- **Career Services Involvement:** None; Program is run by Center for Student Diversity and Inclusion
- **Status:** Launched March 2021; running right now!

Case Study: Statewide 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 will focus on engaging students at community colleges by using Campus Liaisons and Student Ambassadors
- Received state budget appropriation in July 2024



[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 Sources: State of Kansas (as of July 2024), the Strada Education Foundation (since 2023), local nonprofit DeBruce Foundation, Kansas Dept. of Commerce, Kansas Board of Regents, and (in 2023) the Strada Foundation
- Career Services Involvement: Promote to students, employers
- Status: Launched February 2021; running right now!

