PARKER DEWEY

MICRO-INTERNSHIPS FOR

Colorado State University

Create Equitable Access to Professional Opportunities

Build a Better Talent Pipeline

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Challenges Facing College Students

Access

- CSU may not be a “focus” school of some employers
- Limited opportunities that fit their schedules

Selection

- Filtered based upon GPA, major, and other attributes
- Preconceived notions of hiring managers

Explore

- Awareness of opportunities, industries, roles
- Limited professional networks prior to CSU

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What Employers Want

Engage students earlier

Get through the noise

Build or enhance “employer brand”

Develop relationships to improve outcomes

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What Is a Micro-Internship

- **Short-term:** Typically 10-40 hours
- **Paid:** Average cost is $400 (fixed fee, implying $20/hour), with 90% to the student
- **Professional:** Similar assignments to those completed by interns or new hires
- **Comprehensive:** All industries, departments, and organization sizes
- **Flexible:** Year-round as needed, and typically remote
- **Easy:** No administrative burdens or “conversion” fees

Serves as a complement to summer internships, co-ops, and full-time hiring.

Attract

Efficiently access CSU students across majors, grad date, etc.

Stop competing for the same candidates

Expand reach to enhance diversity

Engage

Build your employer brand through student experiences

Engage students not considering your roles

Develop relationships beyond the traditional process

Assess

Collaborate with hiring managers to assess candidate skills

Evaluate skills beyond the transcript or pedigree

Ensure effective fit earlier in the process

Convert

Improve hiring outcomes through ongoing, authentic engagement

Leverage relationships to hire the right candidates

Professionally engage candidates year-round

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Enhancing Student Lives,

While Supporting Business Needs

Hiring managers value the opportunity

- High quality, on-demand support
- Build relationships with early-career candidates

Students value the experience

- Demonstrate and enhance professional skills
- Explore career paths
- Receive fair compensation

University recruiters value the outcomes

- Early and broad access
- Time and cost effective
- Improve outcomes including conversion, DEI, and retention

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How Micro-Internships Work

(it’s really easy)

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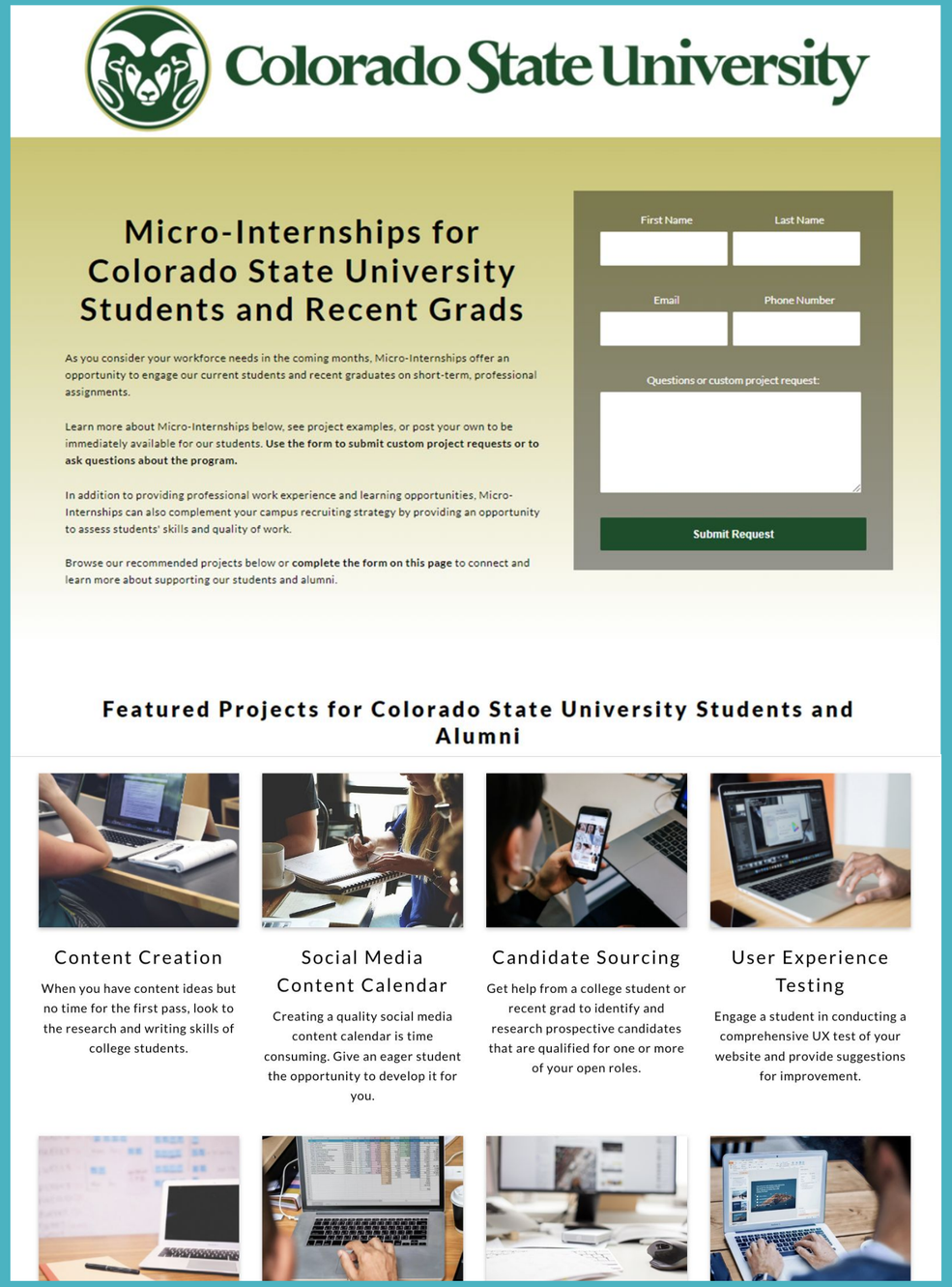
Post the Project

Micro-Internships can be posted on-demand, as needed by professionals.

Micro-Internship are typically selected within 48 hours, so post the project when you need it.



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The Work Gets Done

Designed to make it easy for you,

not add to your workload

Engage how you want

Email, phone, Zoom… whatever is easiest for you

Inherently motivated

Over 98% success rate as students want to exceed expectations

Ongoing support

Client Success Team to ensure success

Access to resources

Micro-Interns engage faculty, alumni, and other resources

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Valuable Data and Insights

Candidates Engaged

APPLICANT SCHOOLS
Lafayette College; University of California Santa Barbara; Millersville University of Pennsylvania; University of Florida; Christian Brothers University; DePaul University; Wheaton College; Georgetown University; Bentley University; Yale University; University of Michigan; Illinois Institute of Technology; Illinois State University; Harvard University; Purdue University; Brandeis University; University of Illinois at Chicago; University of Illinois at Urbana-Champaign; Babson College; Southern New Hampshire University; Stony Brook University; University of Cincinnati; Columbia College (Chicago); Dominican University; Valparaiso University; University of California, Santa Barbara; Kalamazoo College

APPLICANT MAJORS
English Literature; Neuroscience; Comparative Literature; English; Statistics; Business Administration, Marketing; Human Computer Interaction; Business, Economics; Government; Economics; Accountancy; Political Science; History; Graphic Design; Applied Mathematics; Marketing; Selling and Sales Management; Business Administration; Psychology; Professional Writing; Agricultural and Biological Engineering

AFFILIATIONS
American Marketing Association; Dell Scholars; Winning Edge Leadership Program for Student-Athletes; Girls Who Code; TheDream.us

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Candidate Demographics

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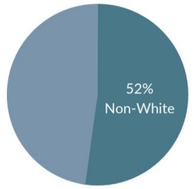
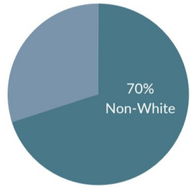
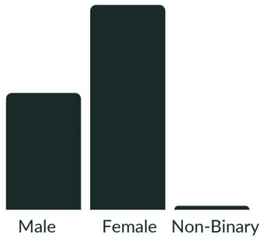
APPLICANTS BY RACIAL IDENTITY



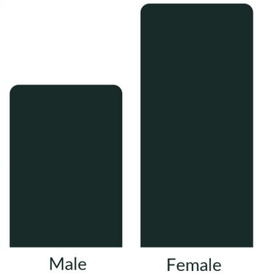
HIRES BY RACIAL IDENTITY



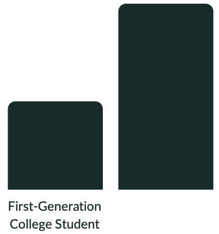
APPLICANTS BY GENDER IDENTITY

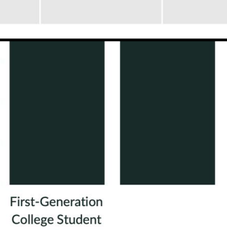


HIRES BY GENDER IDENTITY

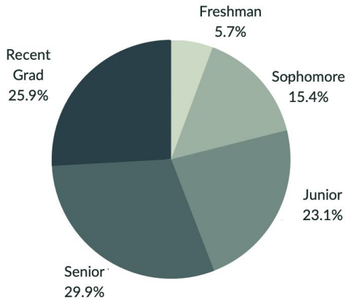


APPLICANTS BY LEGACY

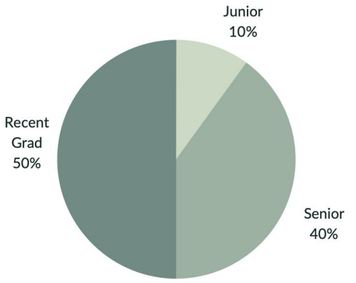




APPLICANTS BY EST. GRAD DATE



HIRES BY EST. GRAD DATE



CORE SKILLS AND COMPETENCIES REQUIRED
Attention to detail; Writing; Oral Communication; Problem-solving*; Critical Thinking*; Hubspot; Social media; Data analysis; Time management*; Creativity*; Professionalism*

*It is important to note that these skills are not easily assessed via resume reviews and interviews but by working together you can better assess a candidate's competency.

FEEDBACK OVERVIEW
Ratings breakdown given by your team for Micro-Interns based on project outcomes.

	EXPECTED MORE FROM AN INTERN OR NEW HIRE	AS EXPECTED FOR AN INTERN OR NEW HIRE	IMPRESSIVE FOR A CAREER LAUNCHER	EXECUTED LIKE AN INDUSTRY VETERAN
Overall Satisfaction		1	8	1
Timeliness		8	2	
Communication		3	5	2
Quality / Accuracy	1	1	8	
Presentation		1	8	1
Skill Level			9	1

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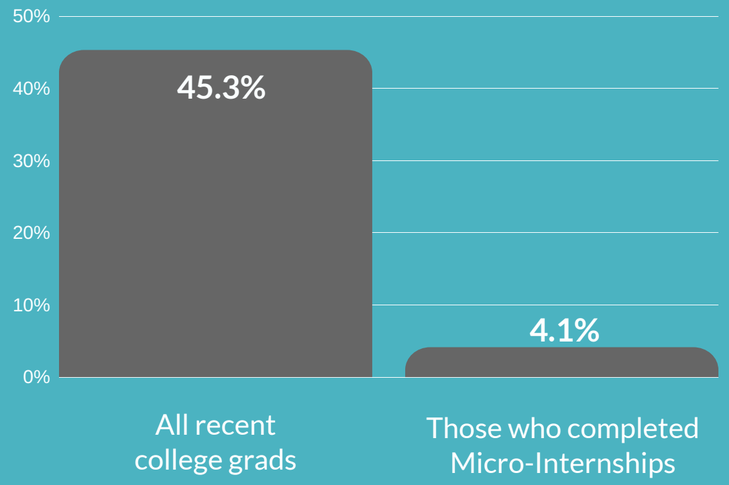
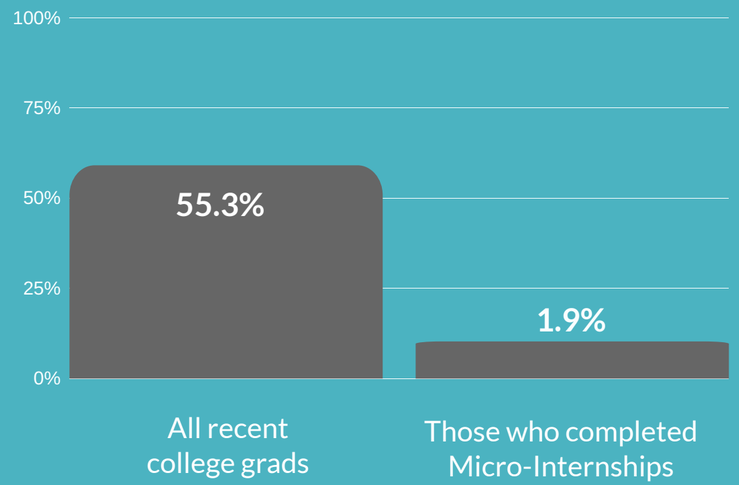
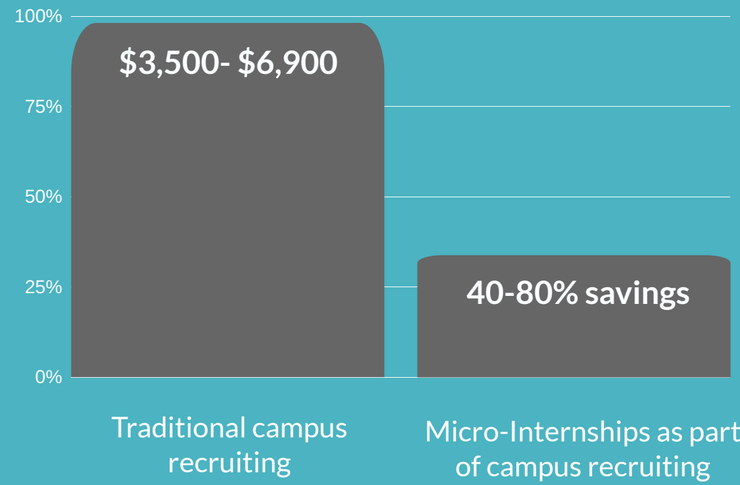
UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



ATTRITION OF RECENT COLLEGE GRADS



COST PER HIRE FOR CAMPUS RECRUITING



Access to **over 11 million college students and recent graduates** who want to work on Micro-Internships.

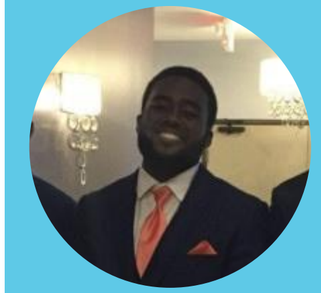
Over **80%** of Micro-Internships completed by students from **underrepresented populations.**

55% of college grads **leave their job** within first year, while **98%** of grads who complete Micro-Internships **remain at same company**.

Over 98% of clients report the Micro-Interns exceeded their expectations when completing the project.

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.

How to Introduce Micro-Internships At Your Organization

(it’s also really easy)

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Easy to Introduce

Hiring managers value the resource, you see the impact

Individual Projects

- Things you have on your own plate
- Let your colleagues know it's an option

Defined Teams

- Introduce to specific departments (understaffed, open roles, etc.)
- Align with ERGs / BRGs

CSU-Exclusive Program

- Defined number of projects for CSU students
- Highlight your organization to CSU students

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Micro-Internships for ERGs / BRGs

Drive the effectiveness of diversity hiring initiatives,
while also enhancing the experiences
of existing employees from underrepresented populations.

Benefits for ERG / BRG Members

- Get immediate support on projects that are important, but linger on a to-do list
- Engage with college students and recent graduates from similar backgrounds
- Tangible appreciation for the importance of DEI within their company

Benefits for Recruiters

- Early access to diverse, highly motivated college students nationwide
- Connect with students the way they want to be recruited
- Improved hiring and conversion outcomes

https://info.parkerdewey.com/hubfs/Micro-Internships-ERG-DEI.pdf

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CSU's Micro-Internships Will Help You:

Engage students earlier

- Build a pipeline of candidates, including underclassmen

Get through the noise

- Engage students how they want to be engaged

Build or enhance "employer brand"

- Reach students not planning to apply to your organization

Develop relationships to improve outcomes

- Create interactions between students and hiring managers

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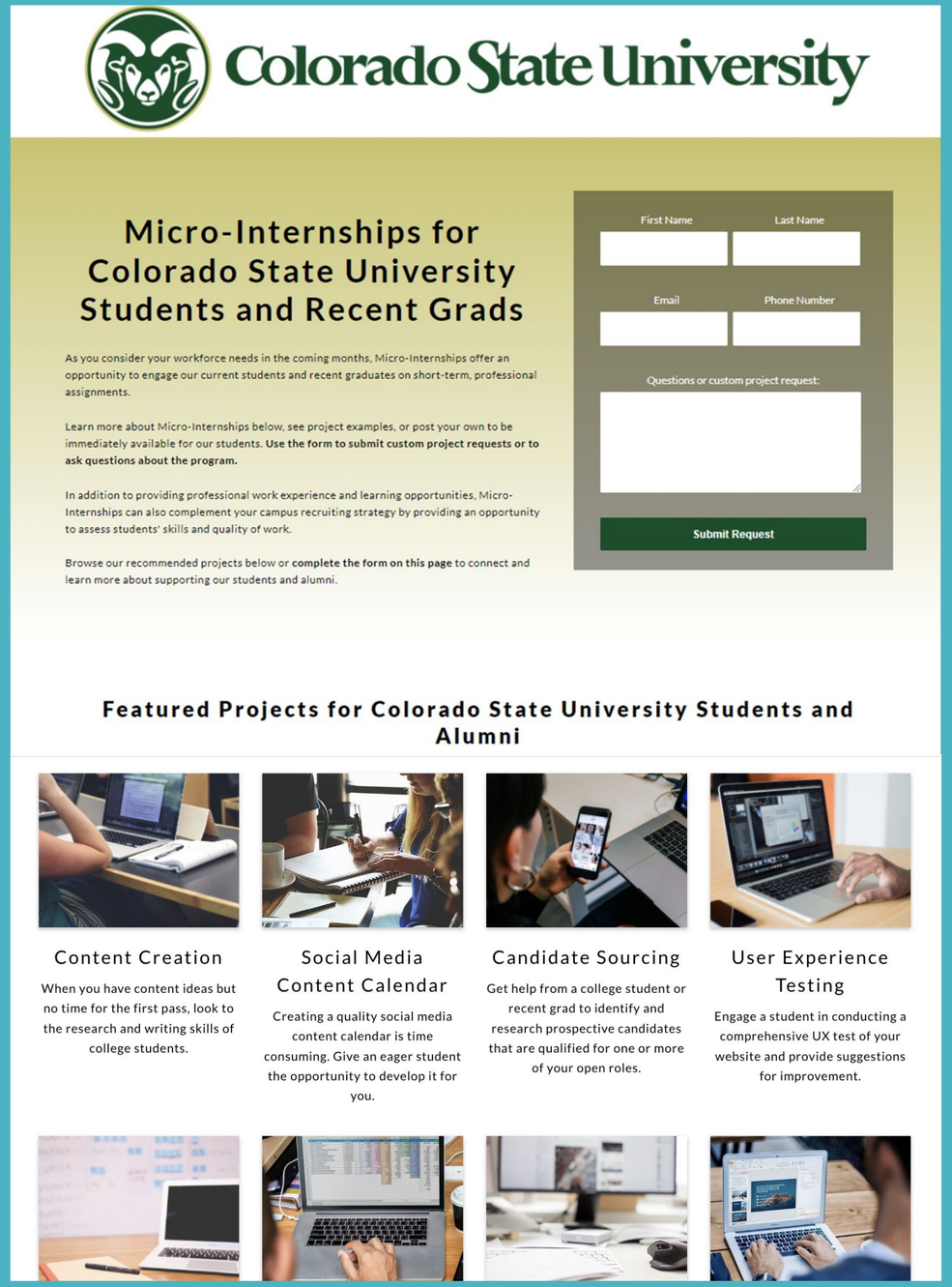
FAQs

- You define the project and set the price
- No obligations or other fees even if it turns into an internship or full-time role
- Not your employees, interns, or contractors
- All Micro-Interns are under NDA and legal assignment



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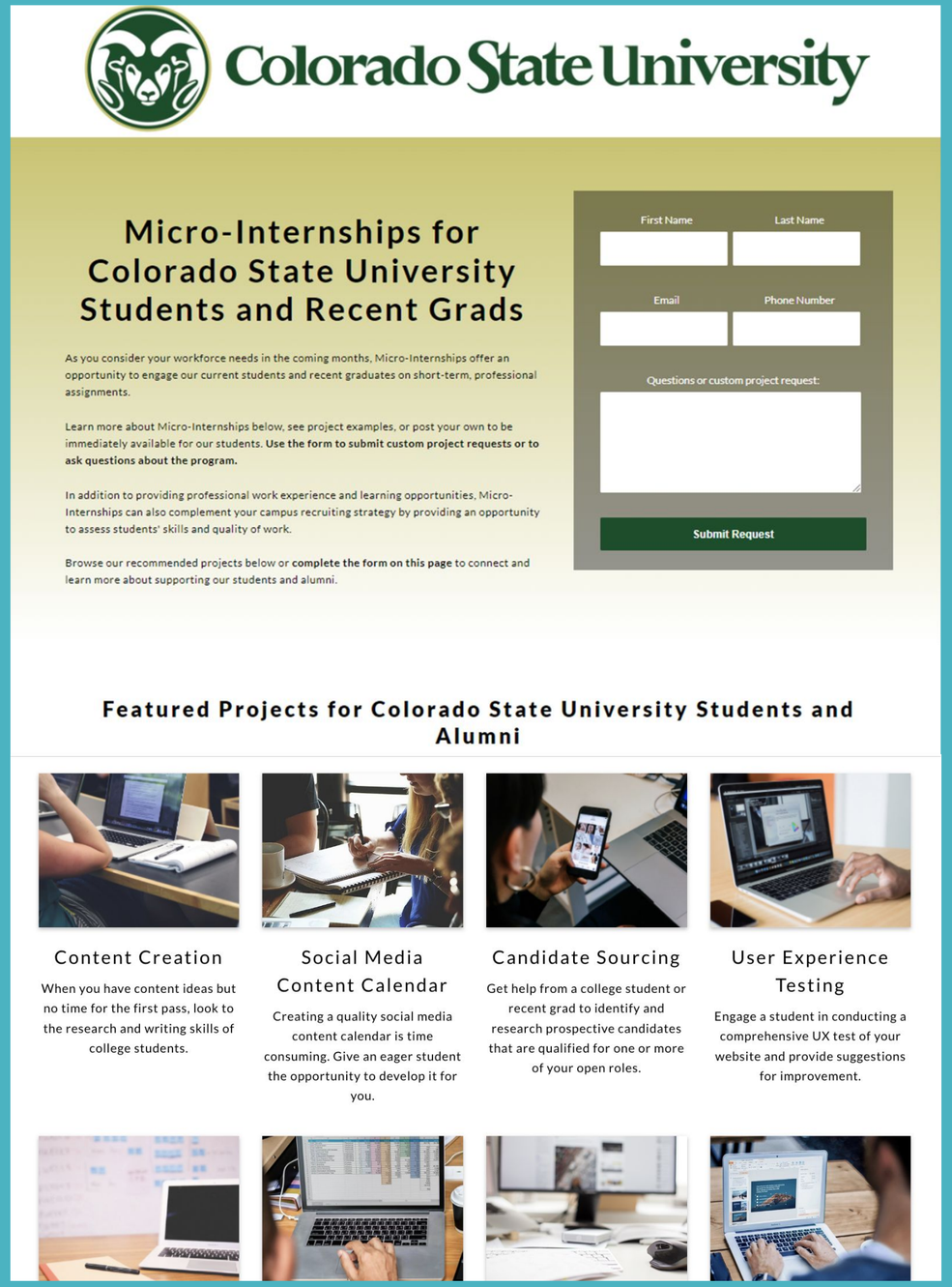
What Now?

Post a project.

Tell your colleagues.

Consider a CSU-exclusive program.



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Appendix

Experiential Recruiting

Provide opportunities for college students and recent grads to execute real, short-term, professional projects similar to those they would complete as a new hire or during a summer internship.

Through these, Career Launchers gain experience, demonstrate skills, and build relationships that support their career exploration and create pathways to internships and full-time roles.

In addition, as these diverse, highly motivated career launchers complete these Micro-Internships on behalf of existing employees, you can access prospective candidates, assess their skills, build authentic relationships, and make the right hires.

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How It Works

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.

Our role:

- Assist in posting projects
- Student access and assistance in student selection
- Student onboarding and payroll
- On-demand support

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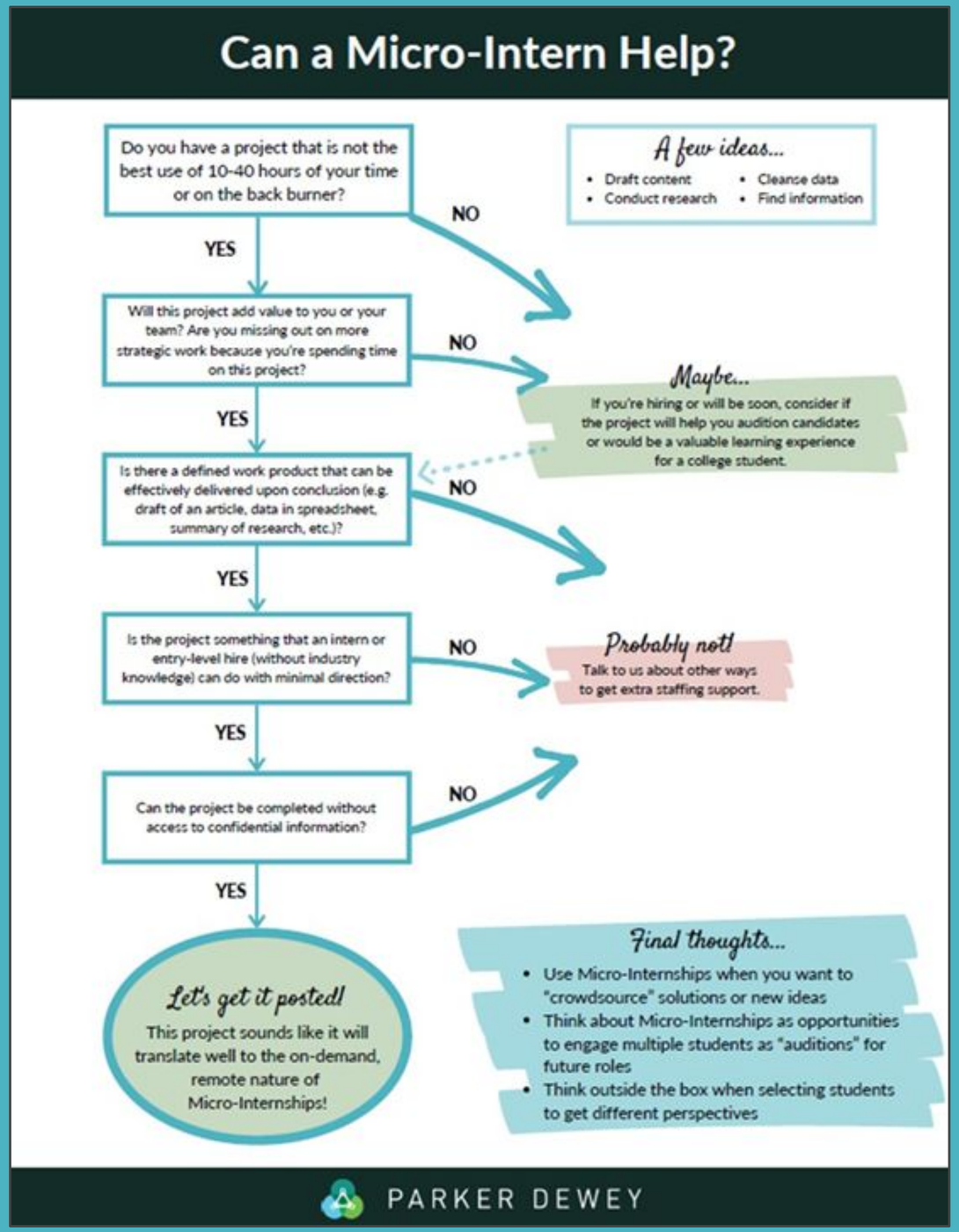
Everyone Has Project Needs

“We should…”
Projects that would be valCSUle, 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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Valued By Employees

Busy professionals receive just-in-time support from highly motivated candidates.

Recruiters receive actionable feedback to route candidates to the next stage of the hiring process.

FIVE EASY WAYS TO INTRODUCE MICRO-INTERNSHIPS AT YOUR COMPANY

1 **BUSY EMPLOYEES**

Think about departments that are trying to do more with less, or are frequently requesting additional resources. Whether their teams were cut or they are trying to keep up with growth, they have projects that need to get done.

2 **TEAMS THAT ARE HIRING**

For departments with open positions, Micro-Interns provide immediate support while they seek the right new hire. In fact, you might even find that great fit.

3 **FREELANCE USERS**

With over 50% of professionals engaging freelancers, chances are many of your colleagues are as well (even if your company doesn't know about it). Since they already have the need, you can leverage this to complement your recruiting efforts.

4 **EMPLOYEE RESOURCE GROUPS**

Given their support for diversity, equity, and inclusion, ERG members will be excited to provide these opportunities. Not only can they build authentic relationships with college students, it also helps provide equitable access for potential hires.

5 **UNIVERSITY ALUMNI AND FANS**

For employees looking to support their alma mater or other college programs, Micro-Internships provide a great opportunity to engage students. And since Micro-Internships are available for students at every college and university across the country, it's easy to give back.

WAYNE ENTERPRISES

Wayne Enterprises Micro-Internships

Wayne Enterprises is proud to introduce a new Micro-Internship program that helps your team manage and fully utilize your interns while they work remotely.

Please select from the projects below, or complete the form to learn more about how to get started.

First Name | Last Name | Email | Phone number | Questions or custom project request | Submit Request

Featured Projects for Wayne Employees

ng Candidates

nt with a job description
n identify 25 candidates
would be good for the
ce identified, they will
f justification as to why
hese specific candidates,
otential conversation
ght have for each based
ckground and work
xperience.

Reviewing and Ranking Resumes

Provide a student with 20 resumes and a job description and have them review each one and rank their top 10 based off their qualifications for the job. Once ranked, the student will provide justification for why they ranked them where they did.

Job Specifications Review

Let a student review your existing job specifications for ten positions or new roles. The student should research the job descriptions for similar jobs as used by other companies and identify best practices and ways for us to create or improve our job requirements.

Job Board Support and Evaluation

Let a student create and manage postings for five open positions using various job boards. This includes promoting our postings on social media (industry, department, and geographic focused), evaluating effectiveness of various methods, and initial screens of candidate information based upon pre-defined metrics.

y Best Practices

velopment of a diversity
manual. Identify between
houghtful articles that
portance of diversity in
s, best practices, and
n best practices are not
Summarize key points
e articles in a single
ocument.

Community Relations

Help create and maintain a positive presence with the client's local communities. This may include drafting content for local publications and social media, event planning, and/or strategic outreach.

Data Clean-Up

Cleanse a provided data set including removing duplicates, updating outdated records, and ensuring there is consistent formatting. In addition, ensure data quality by verifying its integrity and ensure its completeness is maintained and/or enhanced.

Mystery Shopping

Make 20 calls into our customer care call center and ask specific questions around our product offerings and record answers. Complete the same for three of our competitors.

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Multiple Micro-Internships Offer Broader Insights

Project 1:

Design a dashboard that will provide managers with insights into sales cycle trends by industry.

Engaged professionals

- Sales operations
- Information technology

Core skills applied

- Attention to detail
- Data analysis

Project 2:

Create a report used by managers to evaluate KPIs for existing sales and marketing teams.

Engaged professionals

- Marketing manager
- Sales manager

Core skills applied

- Project management
- Problem solving

Project 3:

Conduct research on competitors in the space and draft an internal document to present.

Engaged professionals

- Market research
- Sales leadership

Core skills applied

- Presentation
- Analysis

Project 4:

Evaluate public reports on relevant programs within key states, and make recommendations.

Engaged professionals

- Strategy
- Product management

Core skills applied

- Written communication
- Empathy

Campus Recruiting Program

Launch in days, not months

Program Design

- Strategy development based upon your goals (eg early access, demographics, etc.)
- Internal portal with custom Micro-Internships aligned to key full-time roles / internships
- Best practices to launch your program and engage managers

Impact Report

- Outcomes data to highlight program reach, breadth, demographics, feedback, etc.
- Actionable insights to optimize early career efforts including engagement, key pools, etc.
- Predictions for future hiring needs, opportunities, and gaps

Access and Strategic Marketing

- Targeted engagement aligned to key strategic goals (eg early access, demographics, skills, geography, matriculation, etc.)
- Year-round, on-demand access to develop curated pipeline
- Complements existing employer branding efforts

Program Support

- Complete HR and legal support including payment, NDA, assignment, and other documentation
- Dedicated client success resource
- Best practices and other resources to ensure success

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Better Outcomes, More Cost Effective

TRADITIONAL PROCESS

Career fairs: $5,000—50,000

“Premium” job board access: $20,000—100,000+

In-person events: $5,000—50,000

Candidate interview travel: $5,000—200,000

Sponsorships: $0—40,000

Digital branding: $0—50,000

Lost time: Travel, phone screens, bad interviews...

Total: $35,000—490,000+

Assumes active recruiting of 5 to 100+ hires.

MICRO-INTERNSHIPS

Nationwide access to college students / recent grads

Employer branding

Effective assessment

Candidate nurturing

More effective interviews

Improved conversion, diversity, and retention

On-demand support for busy professionals

40—80% cost savings

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Your Competitive Advantage

ACCESS TALENT **EARLY**

BUILD BRAND ON CAMPUS

DRIVE CONVERSION

ENHANCE **DIVERSITY**

ENGAGE HIRING MANAGERS

LOWER COST PER HIRE

MUTUALLY **ASSESS FIT**

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