PARKER DEWEY

Parker Dewey University Partnerships:

FAQ's and Strategies for Success

Agenda

Look for key takeaways throughout the presentation!

- **Part 1: Frequently Asked Questions**
  - What is a Micro-Internship?
  - How much does it cost to students? Universities?
  - Can international students complete Micro-Internships?
  - How does it work for students? Companies?
  - And more...

- **Part 2: Strategies for Success**

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What is Parker Dewey?

- Mission-driven organization committed to creating equitable opportunities to bridge the gap between college and career

- Pioneered the Micro-Internship 6 years ago

- Headquartered in Chicago, IL

- Connected thousands of students to Micro-Internship opportunities with companies large and small

- Featured in publications such as Forbes, The Wall Street Journal, USA Today, SHRM, and NACE.

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What is a Micro-Internship?

1 **SHORT-TERM**
Projects typically range from 10-40 hours in duration.

2 **PAID**
Each project has a fixed rate of pay and expected amount of time to complete.

3 **PROFESSIONAL**
Similar to those given to interns or new hires.

4 **COMPREHENSIVE, USUALLY REMOTE**
All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.

Key vetting criteria:
- Paid and paid fairly
- Professional

Sample Micro-Internships

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Human Resources:

- Job Description Review
- Candidate Sourcing
- Evaluating Competitive Best Practices

IT:

- Website Updates
- User Experience Testing
- Updating User Manual

Operations:

- Data Cleansing
- Vendor Research
- Community Relations

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

Finance:

- Financial Analysis
- Financial Modeling
- Industry Analysis

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How Much Does It Cost?

FOR STUDENTS?

- **THE PLATFORM IS *FREE* AND OPEN FOR ALL STUDENTS**
  - 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)
- **All projects are paid**

FOR UNIVERSITIES?

- **UNIVERSITY PARTNERSHIP IS *FREE* AND INCLUDES:**
  - Custom landing page with university logo, colors, messaging
  - Marketing materials to launch and grow program
  - Access to data about student utilization and employer engagement
  - Outreach when employer partners post projects through university's landing page

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How Does It Work for Students/Grads?

Sign Up to Work on Micro-Internships

Gain Experience. Explore Careers. Make Connections. Get Paid.

First Name

Last Name

Email

Password

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 Characters Minimum

CREATE MY ACCOUNT

Already have an account? Sign in.

No integration to any university IT systems/data.

PROFILE

EDUCATION

EXPERIENCE

RESUME/CV

DOCUMENTS

DEMOGRAPHICS

PREVIEW

Profile

Add Photo

First Name

Last Name

Email

CURRENT LOCATION

City

State

Select ▾

Zip

HOMETOWN

City

State

Select ▾

Zip

Personal Statement

Affiliations

Please identify any associations with which you are involved. Start typing in the box below to see options.

- **Create a profile (<10 minutes)**

- **Platform is open to all students/alumni**

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See Available Micro-Internships and Apply

Application responses are extremely important and typically serve as the interview.

- 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

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If Selected, What Kind of Support is Provided?

- **Two points of contact**
  - Company hosting the project
  - Parker Dewey Client Success Team
- **Onboarding emails** including:
  - Administrative documents
  - Tips for Success
  - New Project Checklist
- **Faculty/Alumni engagement** is encouraged
- **Resources on our website**
  - Resources for completing some of our most common projects
  - Micro Lessons (e-Courses)

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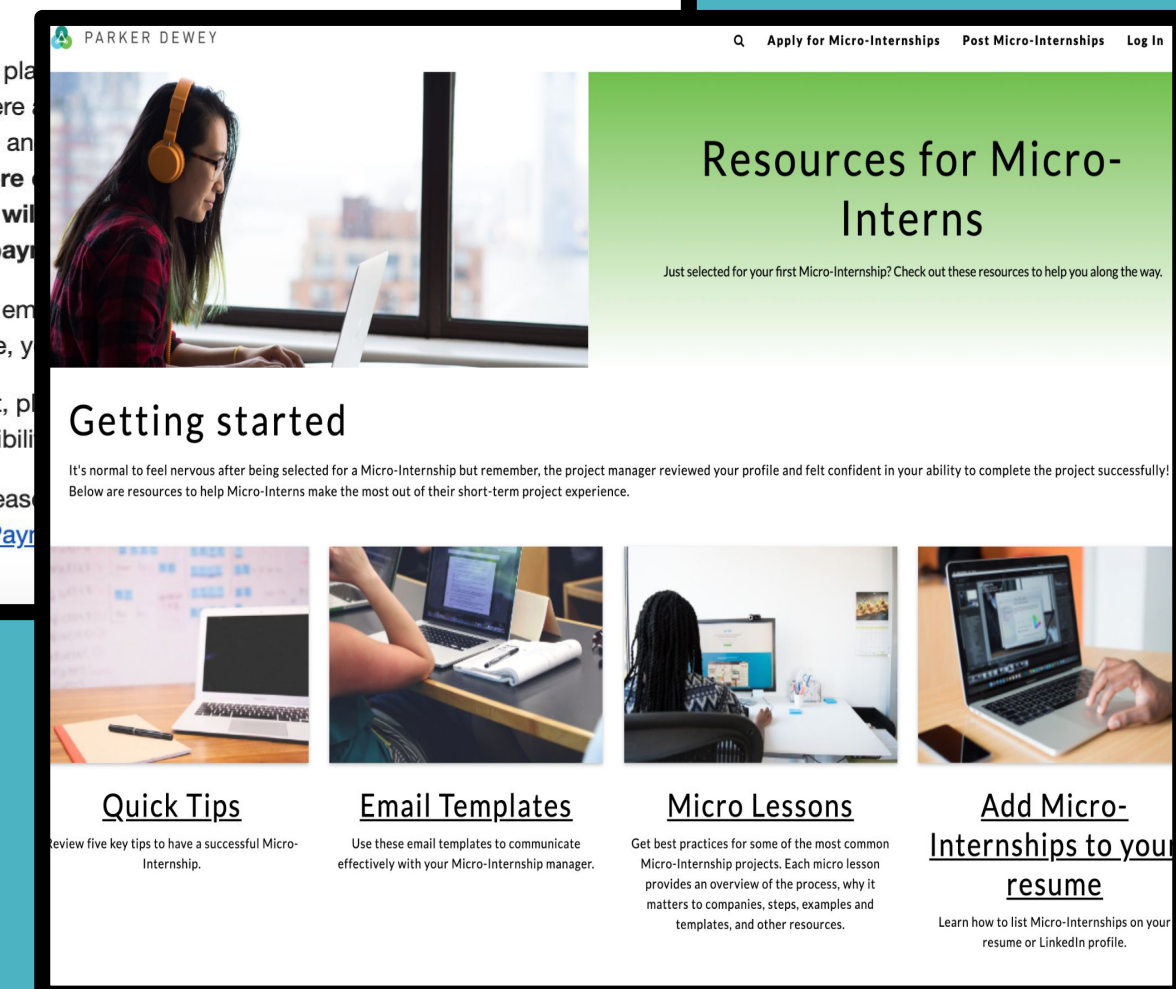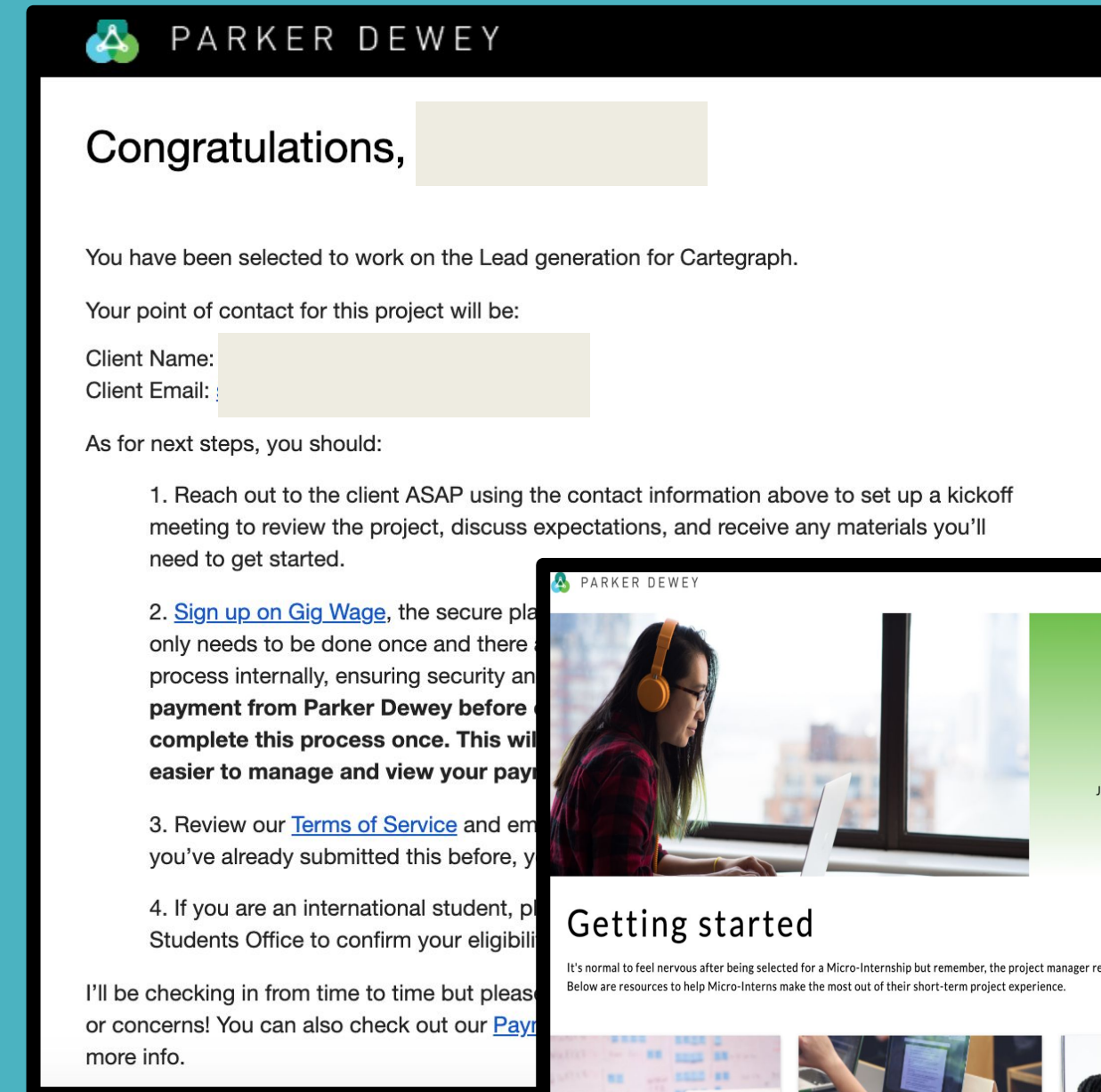
Can International Students Complete Micro-Internships?

- **<u>Yes</u>** through CPT, OPT, or a work visa **(usually OPT)**

- If selected for a project, an international student:

  - Receives information stating that **they <u>must have</u> <u>appropriate work authorization</u> in order to complete the project**

  - It's up to the university to verify their eligibility

- Custom information for international students can be added to university partners' landing pages upon request

- We can provide an **offer letter** at the student's request, if needed

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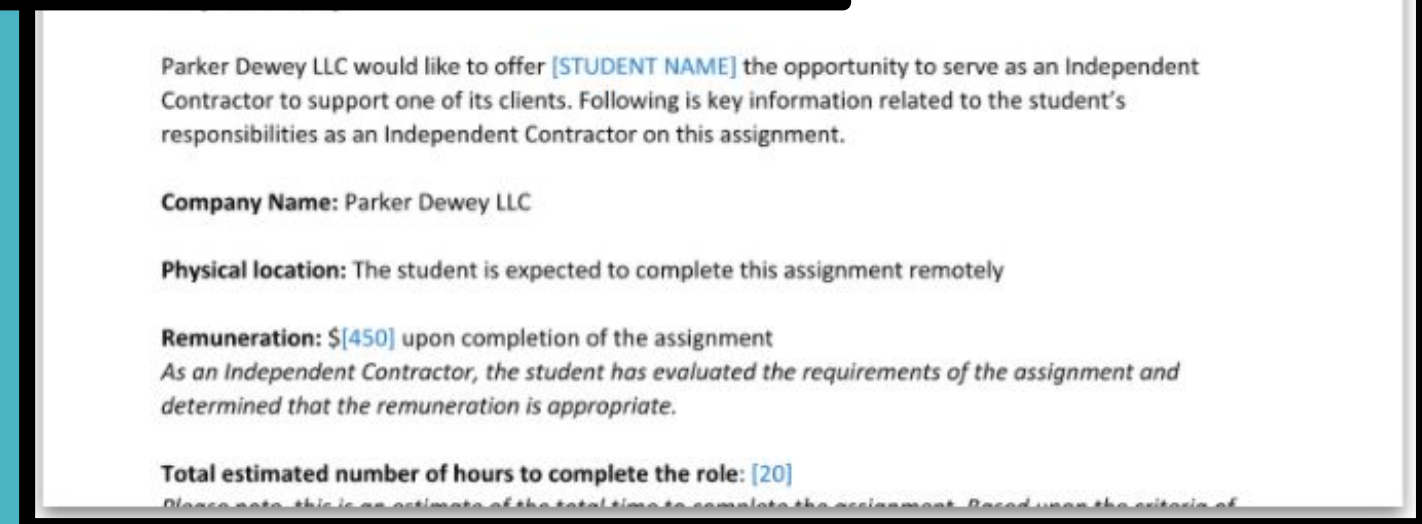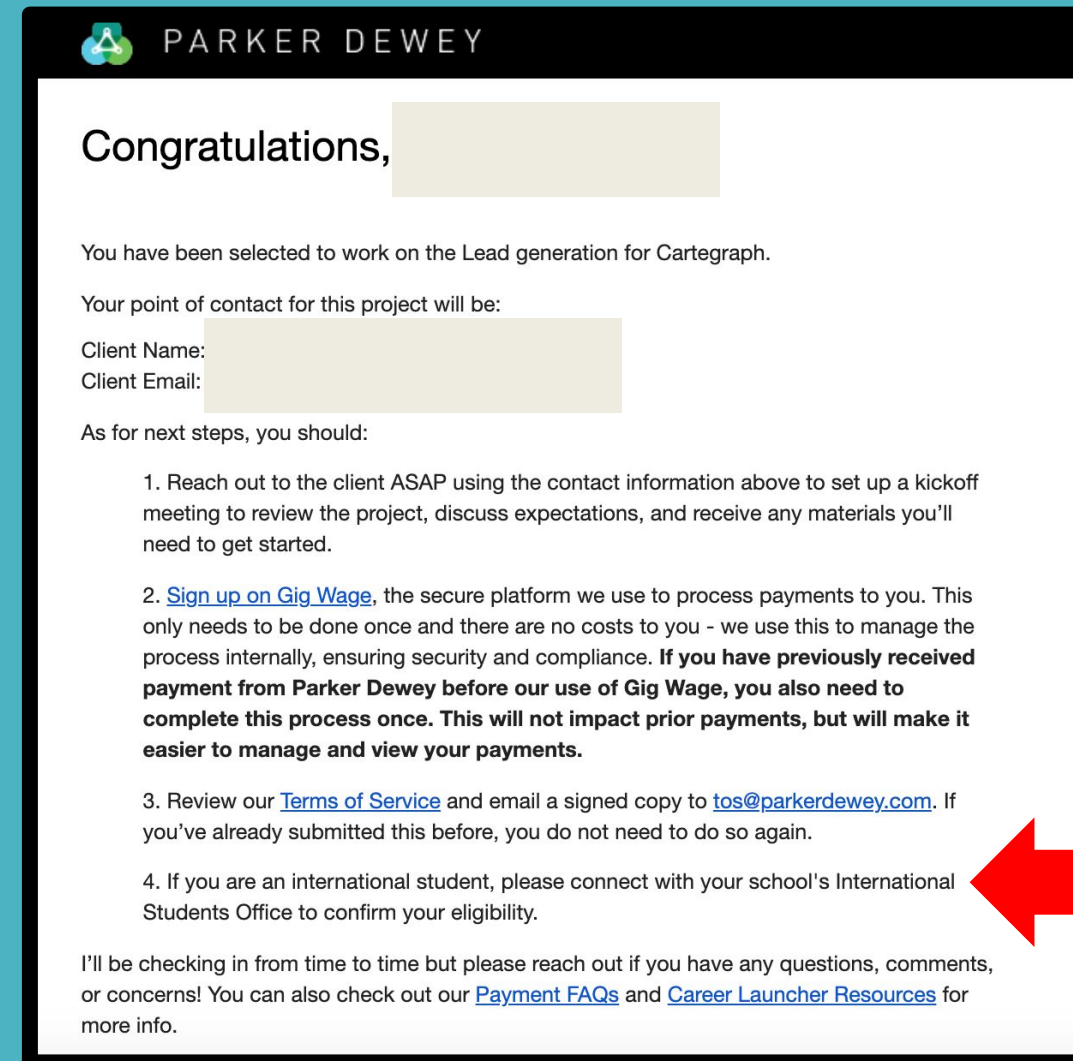
Can Students Complete Micro-Internships for Academic Credit?

It depends on the school. Here are a few examples:

- **Penn State University Health Policy and Administration course**

- **UMass Amherst**: One credit possible with permission from faculty sponsor

- **University of Montana**: One credit possible if Micro-Internship = 45 hours of work

- **Washington State University Murrow College of Communication**

- **Fresno State Craig School of Business**: Paid capstone projects with funding provided by the school, projects hosted by local small businesses

PennState HPA INTERNSHIP INFORMATION
College of Health and Human Development

WELCOME HPA STUDENTS   FORMS   RESOURCES   DATABASES   COVID-19 UPDATE (4/12/21)

Micro-Internships

Micro-Interns
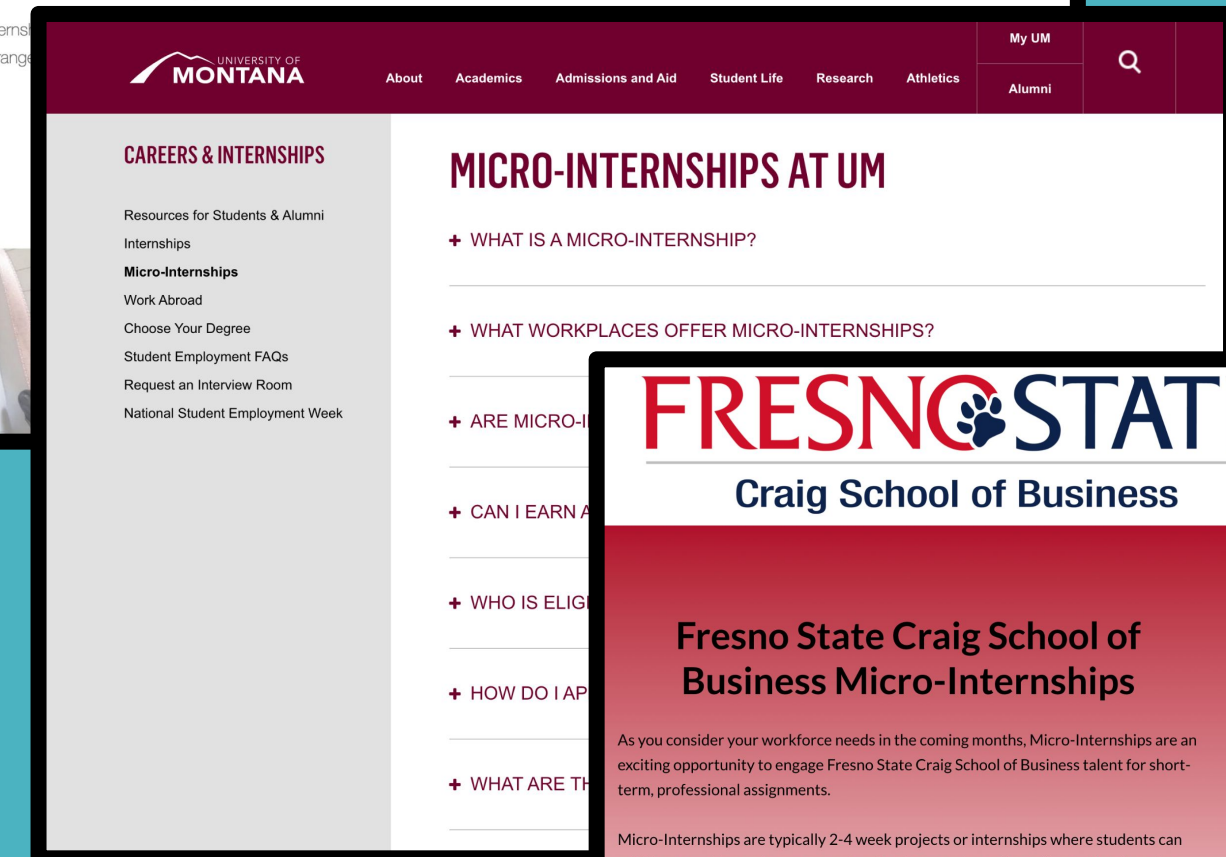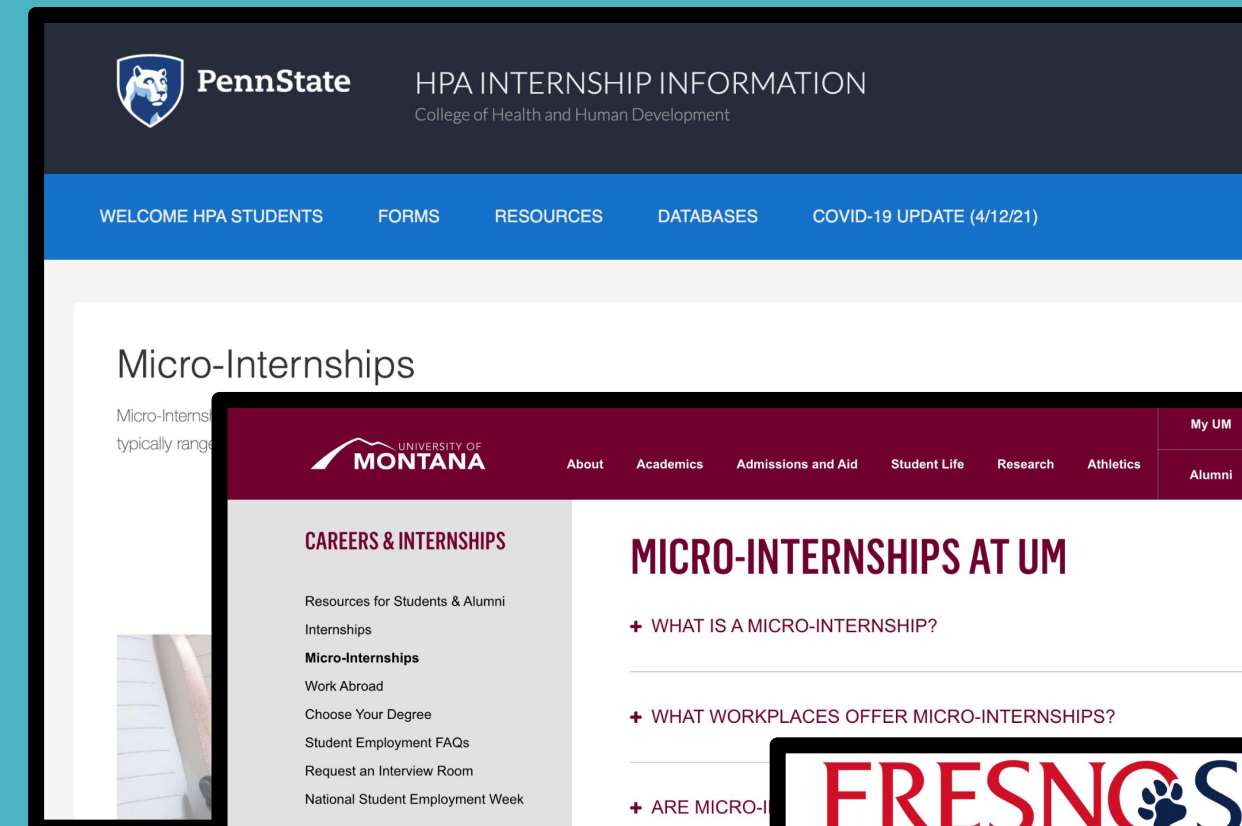typically rang

UNIVERSITY OF MONTANA   About Academics Admissions and Aid Student Life Research Athletics   My UM   Alumni

CAREERS & INTERNSHIPS

Resources for Students & Alumni
Internships
Micro-Internships
Work Abroad
Choose Your Degree
Student Employment FAQs
Request an Interview Room
National Student Employment Week

MICRO-INTERNSHIPS AT UM

+ WHAT IS A MICRO-INTERNSHIP?

+ WHAT WORKPLACES OFFER MICRO-INTERNSHIPS?

+ ARE MICRO-I

+ CAN I EARN A

+ WHO IS ELIG

+ HOW DO I AP

+ WHAT ARE TH

FRESNO STATE.
Craig School of Business

Fresno State Craig School of Business Micro-Internships

As you consider your workforce needs in the coming months, Micro-Internships are an exciting opportunity to engage Fresno State Craig School of Business talent for short-term, professional assignments.

Micro-Internships are typically 2-4 week projects or internships where students can collaborate with employers on various business projects that will provide a learning opportunity while meeting your needs.

Micro-Internships can also complement your existing recruiting strategy by providing an opportunity to assess students' skills and quality of work.

Browse our recommended projects below or **complete the form on this page** to learn more about supporting our students and alumni.

First Name   Last Name

Email   Phone number

Additional details or custom project request:

Submit

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How Does It Work for Companies?

No Administrative Paperwork

Parker Dewey is structured as a consulting firm, so **all Career Launchers are 1099s through us.**

Very Low Risk

Career Launchers sign strict NDAs and the employer owns all the work product. And if the employer is unhappy with the deliverable, **Parker Dewey will give them a full refund.**

No Conversion Fees

If the employer wants to hire the Career Launcher as an intern, contractor, or full-time employee, go ahead. **It's free!**

Our mission is to bridge the college-to-career-gap by connecting great talent to great employers.

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The Company's Perspective

- Here are a few reasons companies like Micro-Internships:
  - Early access to students (freshmen, sophomores, etc.) to fill pipeline for intern/FT roles
  - Connect with diverse population that they are otherwise missing
  - Just-in-time project support with no cost to hire (especially smaller organizations)

- A few quotes from companies:

"I've had amazing experiences hiring for Micro-Internships via Parker Dewey. I've been <u>able to both give back to my alma mater</u> through opportunities for current students, <u>as well as discover hidden gems from places I otherwise wouldn't have known to look</u>. Just this week we brought on a Parker Dewey-sourced intern to develop an organic social media plan and execute on it for our Fuelman and FleetCardsUSA.com assets, after she blew us away with her insightful end-of-Micro-Internship presentation."   *-Keagan Russo, FleetCor*

"'This is one of the <u>greatest sources of innovation I have seen in a long time</u>.' This was the comment of our executive sponsor at the report out of our most recent Micro-Intern cohort."   *-Shannon Wade, Trane Technologies*

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How Does the Payment Process Work?

① Company Selects Candidate

There is no obligation to move forward until the company officially selects a candidate.

② Company Pays Invoice

After the Career Launcher has submitted all documentation (NDAs, etc.), Parker Dewey sends an invoice

③ Payment Held in Escrow

The money is held in escrow until the employer has verified that the project is completed.

④ When the Project is Complete

Parker Dewey issues payment to the student. (Note: 90% of company's payment goes to the student. What the student sees on the posting is what he/she will receive if selected for and completes the project.)

90% of project fee goes to the student. The student see what they'll receive.

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How to Post a Project

Add Project

ABOUT

Project Name

Department

Project Description

Estimated Hours
This will help the Career Launcher understand the scope

Cost
This is the fixed fee you will pay upon completion

Start Date
03/22/2021

End Date
03/22/2021

LIMIT TO SPECIFIC SCHOOLS AND / OR AFFILIATIONS

Limiting your projects to specific schools and / or affiliations will cause your project to **only be visible to Career Launchers with those schools or affiliations** listed on their profiles. This can be changed at any time so the project becomes visible to all Parker Dewey Career Launchers.

Please note: You will always see a student's school and affiliation when evaluating applicants' profiles, and you can use that information to select a candidate. This feature is for Micro-Internships linked to specific schools or programs to ensure that only eligible students / recent grads apply.

Schools
+ ADD

Affiliations
Affiliations are community or mission-driven organizations that have partnered with Parker Dewey to support their students, alumni, or participants. It also includes Student-Athlete and Honors Student. To review our list of affiliations, *click here*
+ ADD

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

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What the Company Sees

Add school(s) to filter applicants. This may include branch campuses.

`+ ADD`

Add affiliation(s) to filter applicants.

`+ ADD`

Add degree(s) to filter applicants.

`+ ADD`

Sort By:

Hidden Favorites Reset

Available Filters for Companies:
- School
- Affiliations
- Degrees (Associate, Bachelor, Master, Doctorate)
- Sort By: Application date, graduation date

| Texa

MAJORS: **Mass Communication**
APPLICATION DATE: **08/25/2020**
GRADUATION DATE: **05/14/2021**

Favorite ☆ Hide

Purdue University

MAJORS: **Public Relations & Strategic Communication**
APPLICATION DATE: **08/26/2020**
GRADUATION DATE: **05/15/2020**

BACHELORS

DETAILS ⌄

Favorite ☆ Hide

| University of Maryland Global Campus

MAJORS: **Accounting & Information Systems**
APPLICATION DATE: **08/25/2020**
GRADUATION DATE: **12/01/2021**

MASTERS

DETAILS ⌄

Hired

| Southern New Hampshire University

MAJORS: **Data Analytics, Project Management**
GRADUATION DATE: **05/02/2022**

BACHELORS

HIDE DETAILS ⌃

HIRED
Yes

LOCATION
Evergreen Park, IL

INTERNATIONAL
No

AVAILABILITY
Longer-term engagements
Full-time work
Internships

ON THE WEB
in

DOCUMENTS
Resume

HOBBIES
Gardening, Yoga, Cross Fit, Zumba, Crocheting

SKILLS
Excel
Data Analysis
Spanish
Project Man...

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
I am a good fit for this project because I am naturally curious individual who enjoys and strives to learn about new topics that can potentially influence business decisions.

WHAT PAST EXPERIENCES MIGHT HELP YOU ACCOMPLISH THIS PROJECT?
I previously did a research project at Expedia Group for their bank partners' travel sites to identify any open opportunities to up-sell products when booking standalone services. I summarized my findings on a deck that was then presented to help guide strategy discussions for future product developments and enhancements.

HOW DO YOU RESOLVE CLASS PROJECTS OR PROBLEMS WHEN YOU GET STUCK?
I have an order of operations. First, I exhaust any resources available to me. Then, I consult my peers. Lastly, I address the instructor when I'm truly having a challenging time figuring out a problem.

PERSONAL STATEMENT
A people-oriented individual who enjoys the art of storytelling. Understanding the bigger picture is essential - both in life and business.

CERTIFICATIONS
Microsoft Excel

EDUCATION
DePaul University   2014 - 2017 - GPA: N/A
Majored in Spanish

Southern New Hampshire University   2020 - 2022 - GPA: N/A
Majored in Data Analytics, Project Management

Yearup   2019 - 2020 - GPA: N/A
Majored in Project Management

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Company's View: Students' Answers Matter

Add school(s) to filter applicants. This may include branch campuses.

Add affiliation(s) to filter applicants.

Add degree(s) to filter applicants.

+ ADD   + ADD   + ADD

Sort By: Hidden   Favorites   Reset

Available Filters for Companies:

• School

• Affiliations

• Degrees (Associate, Bachelor, Master, Doctorate)

• Sort By: Application date, graduation date

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Favorite ☆   Hide

| University of Maryland Global Campus

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GRADUATION DATE: **12/01/2021**   MASTERS   DETAILS ⌄

Hired

| Southern New Hampshire University

MAJORS: **Data Analytics, Project Management**
GRADUATION DATE: **05/02/2022**   BACHELORS   HIDE DETAILS ⌃

HIRED
Yes

LOCATION
Evergreen Park, IL

INTERNATIONAL
No

AVAILABILITY
Longer-term engagements Full-time work Internships

ON THE WEB

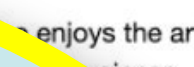**WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?**
I am a hard worker.

WHAT PAST EXPERIENCES MIGHT HELP YOU ACCOMPLISH THIS PROJECT?
My resume has know typos.

HOW DO YOU RESOLVE CLASS PROJECTS OR PROBLEMS WHEN YOU GET STUCK?
I use Google.

...enjoys the art of storytelling. Understanding the bigger ...siness.

2014 - 2017 - GPA: N/A

2020 - 2022 - GPA: N/A

2019 - 2020 - GPA: N/A

Do you advise students?
Check out their Micro-Internship application answers in one-on-one appointments. Remember, these answers (usually) are the interview.

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Company Feedback Upon Completion of the Project

Helps the student understand strengths/opportunities for improvement.

Takes <3 minutes to complete.

Companies can not see feedback from other companies.

Feedback can be shared with the student's college/university.

YOU COMPLETED THIS PROJECT, SEE YOUR FEEDBACK BELOW

Overall Satisfaction
Executed like an industry veteran

Timeliness
Executed like an industry veteran

Communication
Executed like an industry veteran

Quality / Accuracy
Executed like an industry veteran

Presentation
Executed like an industry veteran

Skill Level
Executed like an industry veteran

Public Comments
did a fantastic job. She was very responsive, open to feedback, and did a great job delivering a high-quality final product. I thoroughly recommend her for future projects and wish her well!

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How We're Different...

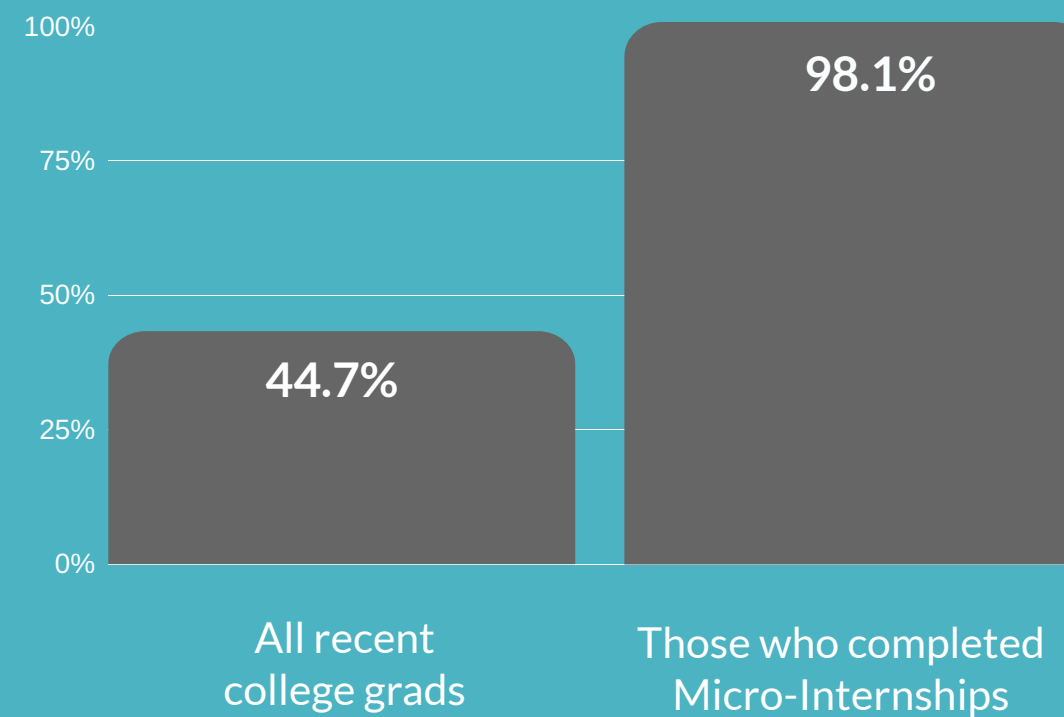|	Parker Dewey Micro-Internships	Handshake / symplicity Recruiting platforms	Upwork / fiverr® Gig platforms	PeopleGrove / Graduway Alumni platforms
Pool of intern and full-time candidates	✓	✓		✓
Immediate support for existing employees	✓		✓	
No HR or legal burdens (or hiring fees)	✓			
Equitable pathways to drive DEI	✓			
Support for colleges and universities	✓	✓		✓

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UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS

All recent college grads: 45.3%
Those who completed Micro-Internships: 4.1%
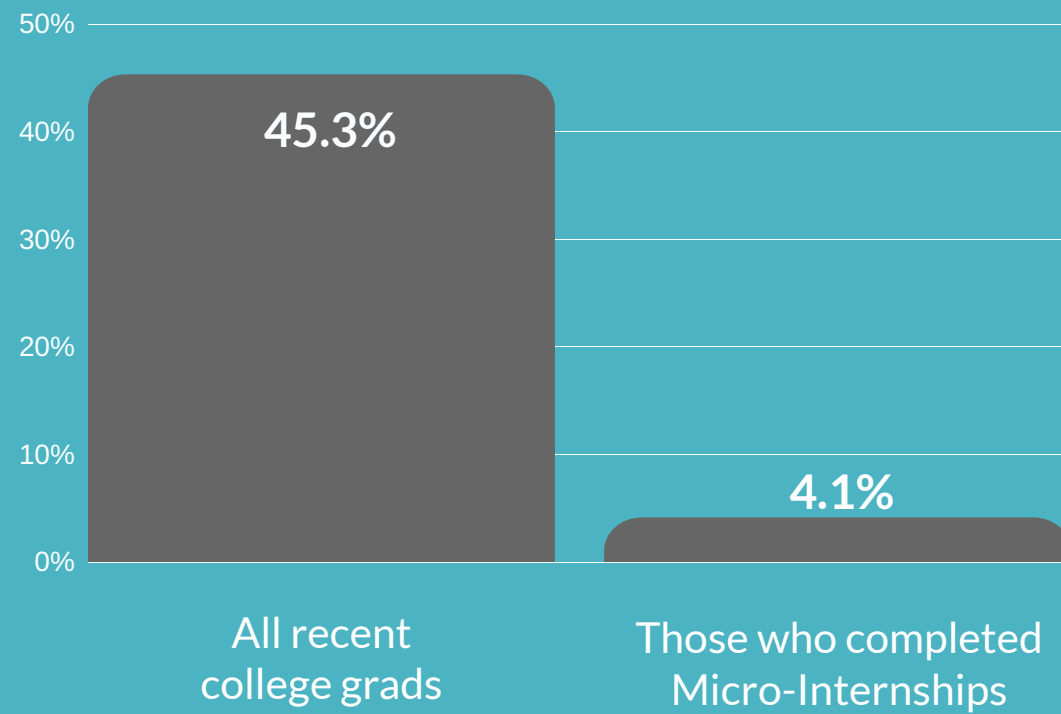
EMPLOYER RETENTION OF RECENT COLLEGE GRADS

All recent college grads: 44.7%
Those who completed Micro-Internships: 98.1%

COST PER HIRE FOR CAMPUS RECRUITING

Traditional campus recruiting: $3,500- $6,900
Micro-Internships as part of campus recruiting: 40-80% savings
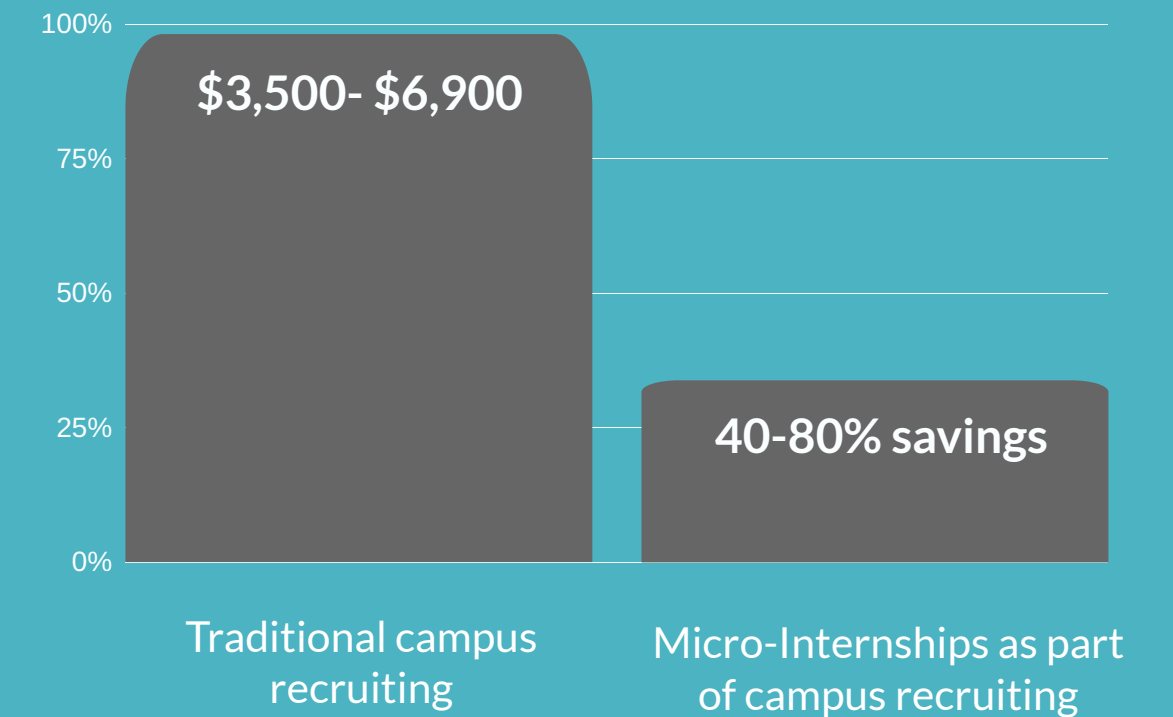
Access to **over 11 million college students and recent graduates** who want to work on Micro-Internships.

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."
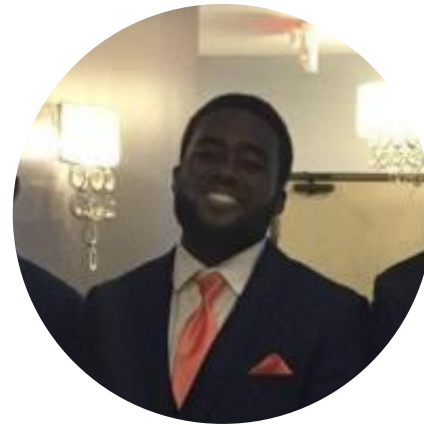
Legend F.

"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.

Real, Sustainable Impact

New role created for a first generation college student

Microsoft

MHolland

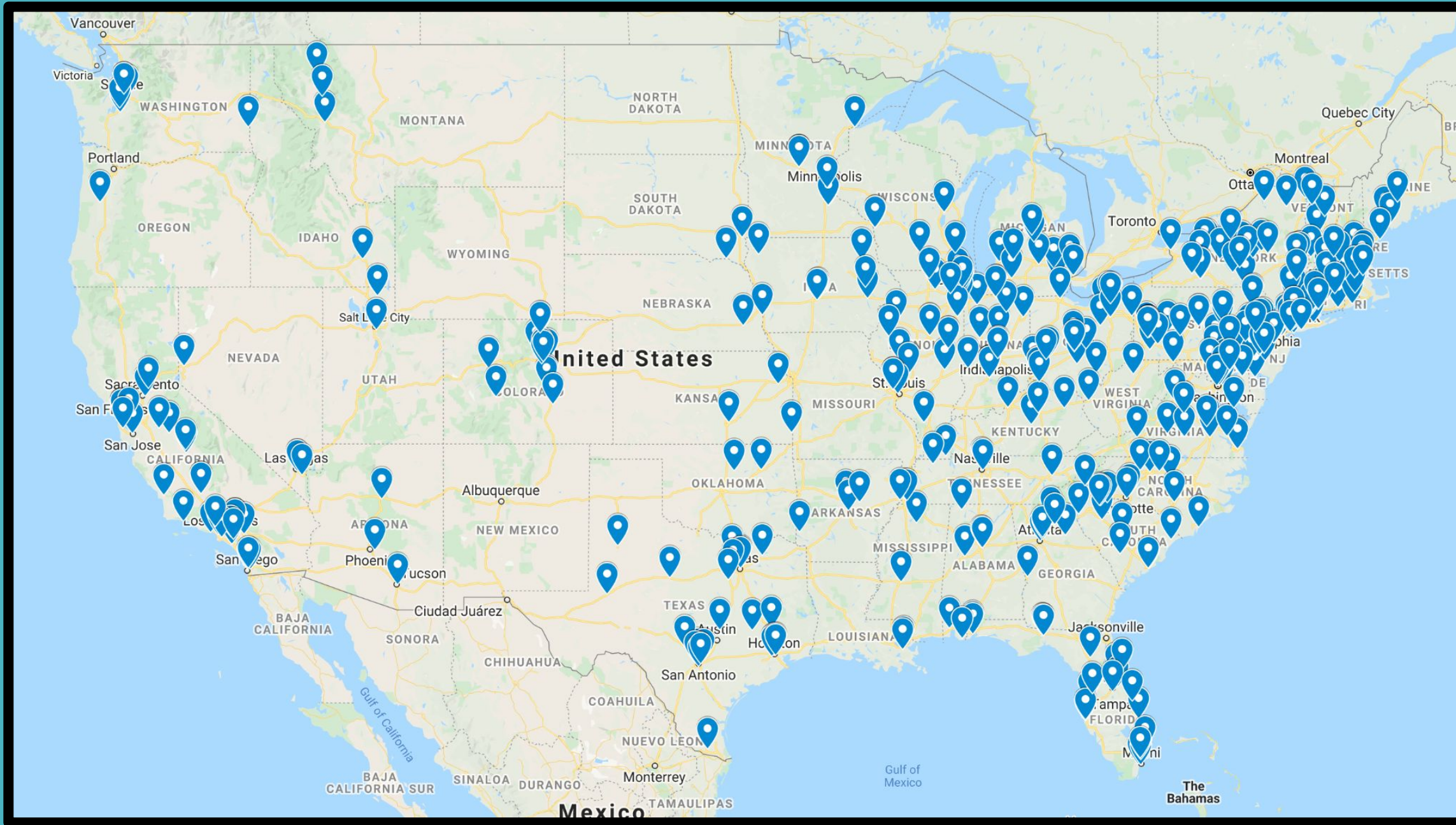International STEM student identified and selected for an internship

Underemployed grad hired for a full-time accounting role

JLL

pepsi

Created pathways for students unable to participate in internships

Parker Dewey Partnerships

- Partnerships with >500 colleges/universities and nonprofit organizations nationwide
- All partnerships are at no-cost and come through word-of-mouth

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Benefits of University Partnership

① Custom Landing Page(s)
- Share customized information about Micro-Internships with students and other stakeholders
- Track alumni and employers who sign up via your page

② Marketing Resources, Newsletters, Webinars and Other Collateral
- Help you launch Micro-Internships on your campus
- Keep your program up-to-date by sharing best practices

③ Notifications When Projects are Posted for Your Students
- Email with project details that you can share with students who may be interested

④ Data
- Know how many students/alumni have created profiles on the platform, when they signed up, number selected, etc.
- Know what companies/alumni created profiles through your landing page

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Custom Landing Page

- Change the name "Micro-Internships" to something else
- Update the copy

- Add section(s) for international and/or DACA students
- Update the images so they depict your students

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Marketing Materials
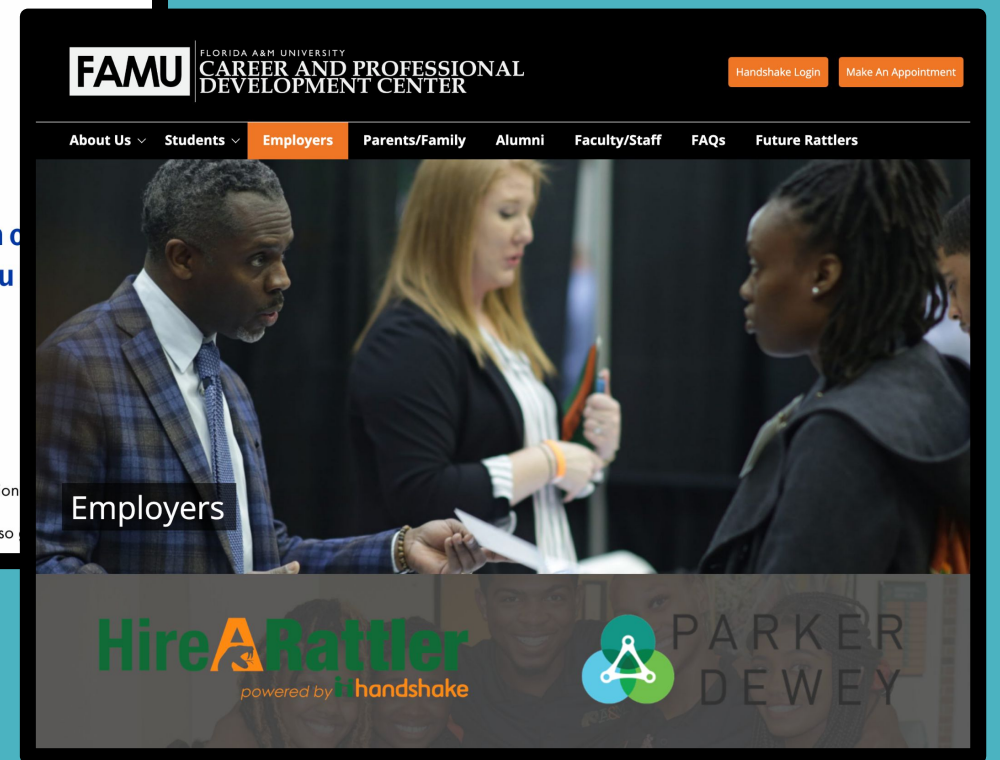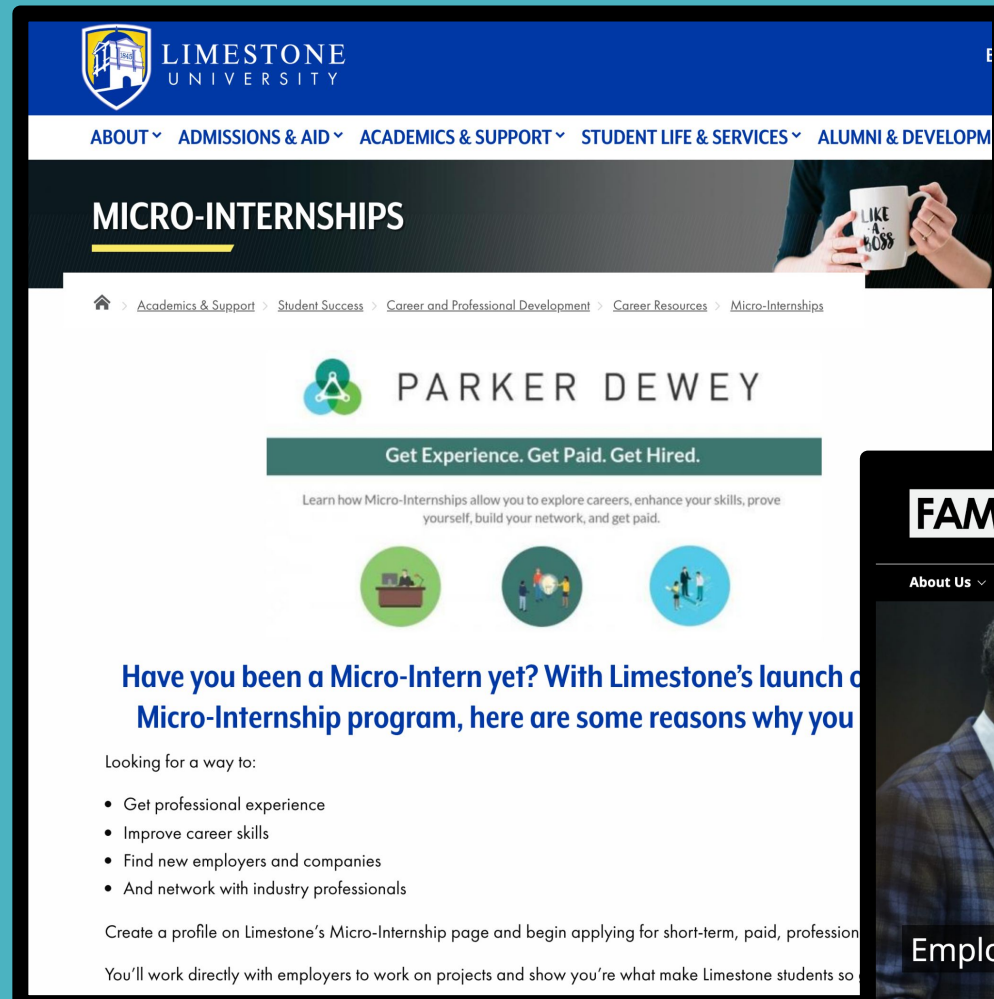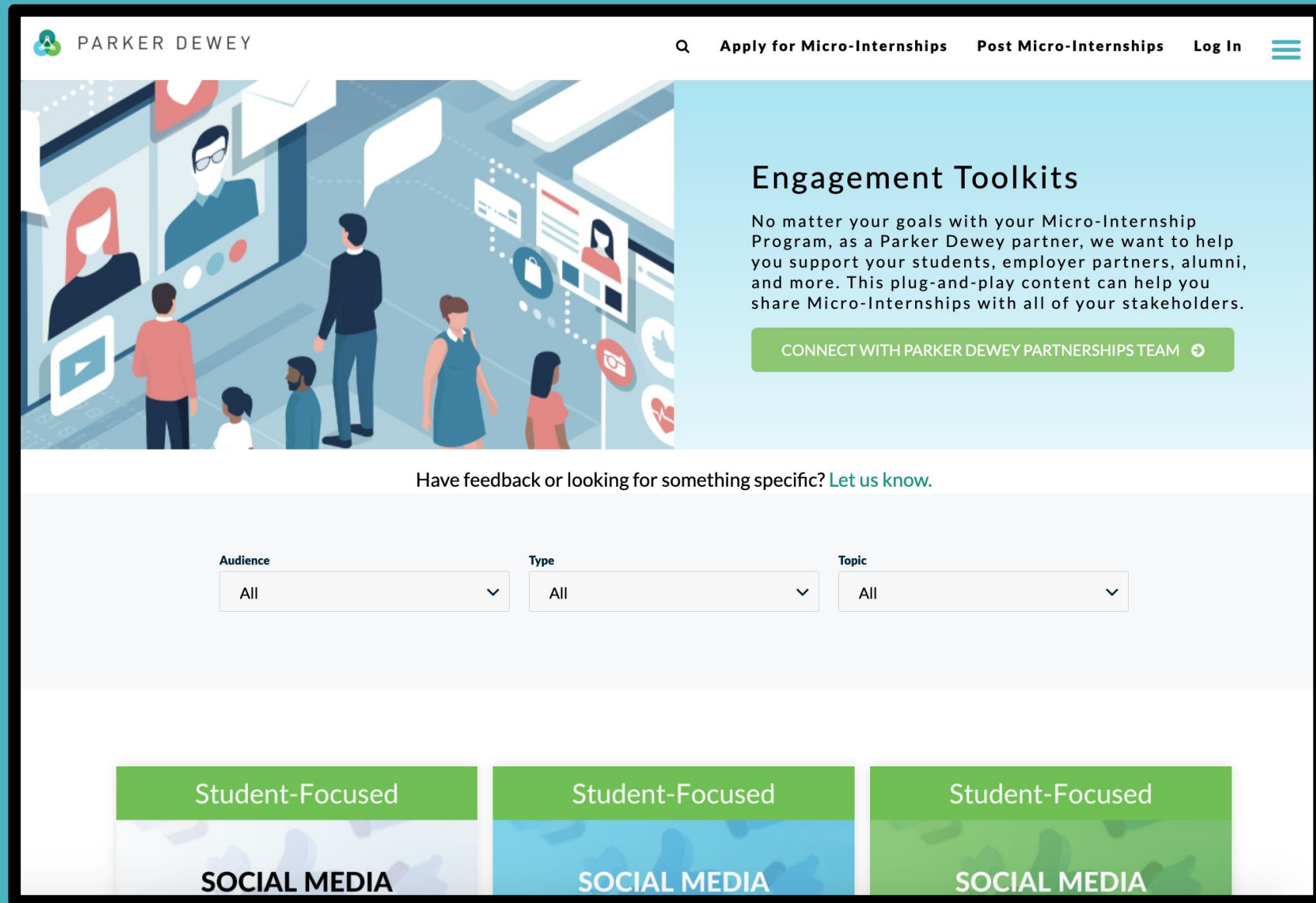
- Check out our Partner Engagement Toolkit for emails, social media content and more!
- We'll also send examples from other partners

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Share Best Practices
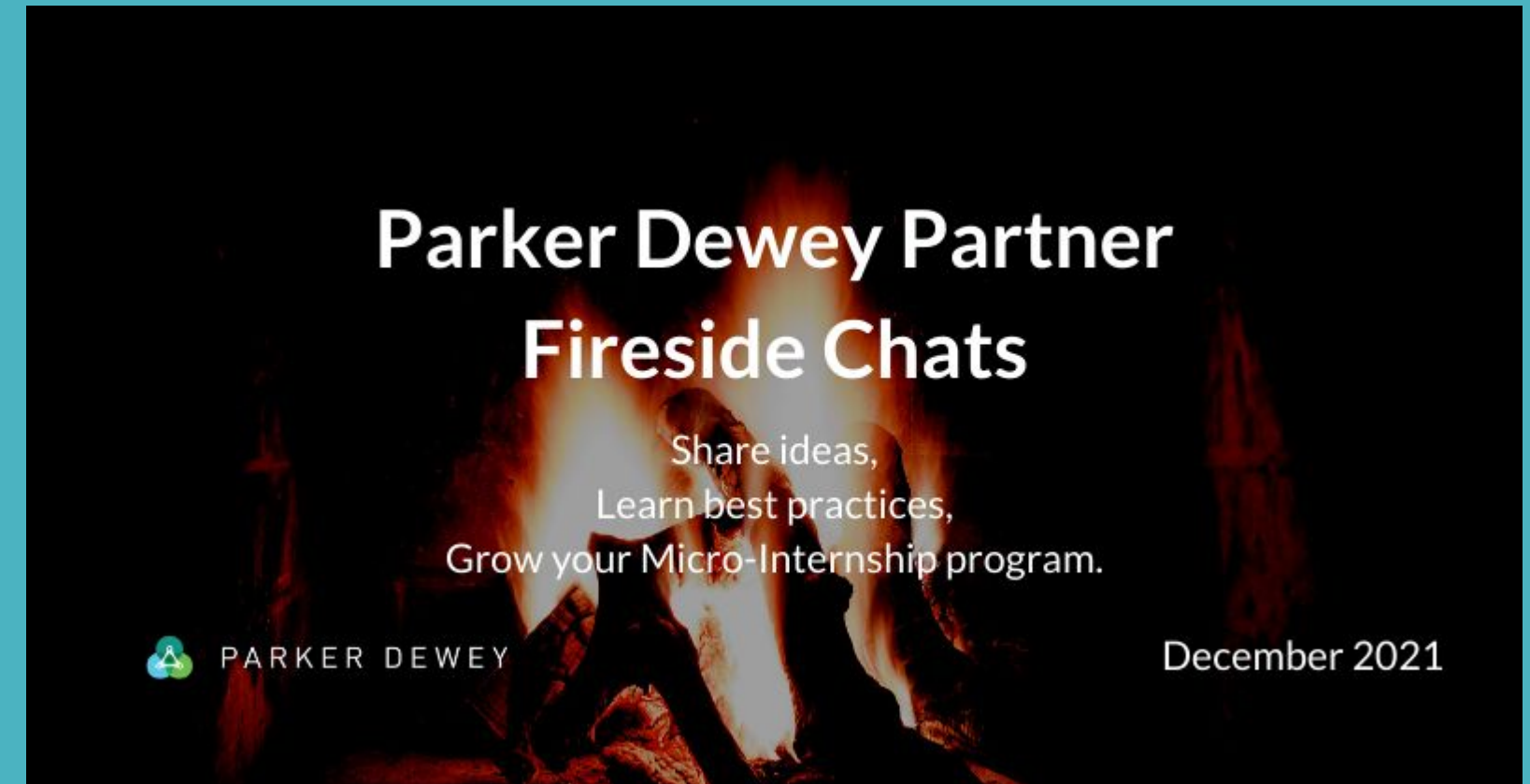
- <u>Hire Learnings</u>: Monthly newsletter offering timely tips on engaging students, employers, and other stakeholders
- Webinars, "Fireside Chats" to share best practices
- You can always <u>set up a one-on-one time to connect</u> too

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Comprehensive Data About Student/Alumni Engagement

UserID	First	Last	Email	Num of Projects Applied to	Num of Projects Selected to	Num Logins	Last Login	Sign Up Date	Projects Applied To	International
23818	Joshua			0	0	2	2/3/2020	2/1/2020		FALSE
23702	Justin			0	0	1	1/29/2020	1/29/2020		FALSE
23396	Katherine			0	0	3	2/2/2020	1/20/2020		FALSE
23159	Emily			4	0	7	1/31/2020	1/14/2020	Educational Cont	FALSE
22843	Coretta			0	0	1	1/3/2020	1/3/2020		FALSE
22201	Zachary			0	0	4	12/26/2019	12/5/2019		FALSE
20999	Euniqueca			0	0	1	11/7/2019	11/7/2019		FALSE
20201	Ricco			1	0	3	10/16/2019	10/13/2019	Data Entry	FALSE
20197	Syed			0	0	1	10/13/2019	10/13/2019		FALSE
20173	Natalie			0	0	6	11/28/2019	10/12/2019		FALSE
19727	Clifford			0	0	1	10/3/2019	10/3/2019		FALSE
19121	Rochelle			5	1	5	1/31/2020	9/24/2019	Data Entry, Dono	FALSE
18401	Abdoulaye			0	0	2	11/21/2019	9/5/2019		FALSE
23844	Dylan			0	0	1	2/3/2020	2/3/2020		
23819	JOHN			0	0	1	2/1/2020	2/1		
23817	Brittni			0	0	1	2/1/2020	2		
23777	Elliott			0	0	1	1/31/2020	1/31/2020		
23687	Imani			4	0	1	1/28/2020	1/28/2020		
23683	Ahmed Rashid			1	0	1	1/28/2020			

Career Launchers

Project Applications

Projects Completed (so far)

Request a report at any time to see how and when your students are engaging.

Other data available:

- Employers who worked with your students
- Employer feedback about students' performance

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Tactics for Building a Successful Micro-Internship Program

Engage Your Alumni	Engage Employer Partners	Engage Local Businesses, Nonprofits	Engage Your Grant-Writing/ Budgeting Team
○ New opportunity to give back while also getting work done ○ Successful for universities large and small, especially with alumni/ development office collaboration	○ Provide companies with a **new way to connect** with your students ○ Particularly helpful for companies who are less well-known or have DEI goals ○ Can also be combined with a **revenue-generating sponsorship program**	○ Useful for companies who may be too small to be a fit for your main job board (Handshake, Symplicity, etc.) but who still have needs ○ Helps to retain local talent and community engagement/support	○ Self-funding Micro-Internships by incorporating them into grants or funding them with budget surpluses can draw attention and new employers to your school.

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Engage Your Alumni: Featured Projects Website

Colby

DAVISCONNECTS
Design your future.

Colby College Micro-Internships

With so many of our students impacted by COVID-19, we're turning to our community of supporters to engage our highly-motivated students on short-term, professional assignments.

These Micro-Internship projects serve as a bridge (and life raft for some of our students) to future employment opportunities.

Browse our recommended projects below or **complete the form on this page** to learn more about supporting our students.

First Name	Last Name
Kristin	Schrader

Email	Phone number
kristin@parkerdewey.com	619-786-7604

Company Name	Job Title
Parker Dewey	Director of University Eng

Additional details or custom project request:

Submit

Featured Projects for University of North Carolina at Chapel Hill

You can have any of these projects completed by a current student or alum, making it easy to give back and stay productive. **Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request.** You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.

Lead Generation
Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information (name, position, phone, and verified email) for key decision makers.

Prospect Research
Research and segment lead generation lists (approximately 100 individuals) based upon past interaction on our website and email engagement. Deliverables include name, company, role, and contact information.

Market Research
Create a market analysis for a specific industry. As part of this, determine and provide details on existing companies in the space. In addition, determine trends associated with the growth of the space and key drivers of success or failure.

Data Cleansing
Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting. Students can work to ensure data quality by verifying its integrity and making sure it is complete.

Social Media Content Calendar
Create a social media content calendar with 2 posts per day for the next month. The posts should have a good mix of thought l... information... conten...

Sourcing Candidates
Provide a student with a job description and have them identify 25 ...cles that highlight the importance ...rsity in organizations, best ...and potential challenges. ...e key points in a single ...document.

Diversity Best Practices
Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful

Content Creation
Research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article, and carefully edit the final product.

- Engages recruiters, alumni, parents, and other "friends"
- We will notify you when projects are posted from this page
- Companies can create their own projects
- Or choose up to 12 projects that are a fit to your students

Alumni engagement is especially popular at small schools and those with an active alumni base.

PARKER DEWEY

How "Featured Projects" Work

Alumni/Company View

LIMIT TO SPECIFIC SCHOOLS AND / OR AFFILIATIONS

Limiting your projects to specific schools and / or affiliations will cause your project to **only be visible to Career Launchers with those schools or affiliations** listed on their profiles. This can be changed at any time so the project becomes visible to all Parker Dewey Career Launchers.

Please note: You will always see a student's school and affiliation when evaluating applicants' profiles, and you can use that information to select a candidate. This feature is for Micro-Internships linked to specific schools or programs to ensure that only eligible students / recent grads apply.

Schools

[ ] + ADD

Affiliations

Affiliations are community or mission-driven organizations that have partnered with Parker Dewey to support their students, alumni, or participants. It also includes Student-Athlete and Honors Student. To review our list of affiliations, *click here*

[ ] + ADD

Student View

OPPORTUNITIES	APPLIED	HIRED	COMPLETED	MESSAGES

Favorites | Hidden | On-Site | Remote | State

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.

Video Vignettes | Bethesda,, MD   Favorite ☆   Hide 👁
Job-IQ   BY: **Job-IQ**   DEPARTMENT: **Social Media**
📅 START DATE: **06/14/2021**   Remote
                                          DETAILS ▾

All Open Micro-Internships

Graphic designer | Burlington, VT   Favorite ☆   Hide 👁
IOT conduit   BY: **IoT Conduit**   DEPARTMENT: **Marketing/design/sales**
📅 START DATE: **06/07/2021**   On-Site
                                          DETAILS ▾

- Alum/Company selects one or more schools, affiliations
- Projects are only visible to students at that school/organization
- We notify partners when projects are posted for your students

PARKER DEWEY

Micro-Internship Alumni Program
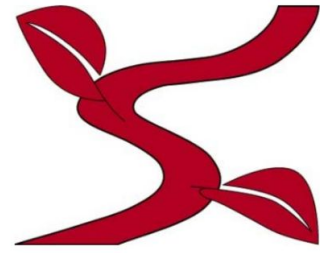
Swarthmore College CAREER SERVICES
www.swarthmore.edu/careerservices.xml

Alumni SwatWorks: Funded Micro-Internships

SwatWorks's Micro-Internships are short-term, paid, professional assignments that are similar to those given to new hires or interns. These projects enable Swarthmore students to demonstrate skills, explore career paths, and build their networks, as they are mentored by Swarthmore alumni and parents. Unlike traditional internships, Micro-Internships will be funded through micro-grants offered by Career Services at three increments:

- $125 for a 10-hour project
- $250 for a 20-hour project
- $500 for a 40-hour project
- If you are able to provide a project beyond the scope of the SwatWork please **click here to learn more.**

This program will run throughout the summer 2021 as long as funding is av Typically projects are posted and kick off within the same week, and they c completed in a time frame mutually convenient for the mentor and the stu Please be thoughtful of your available time to mentor your students; eligib years include 2021, 2022, 2023 and 2024.

Click on the links below to browse our list of recommended projects or **co the form on this page** to learn more about supporting our students. For m information about the SwatWorks program, click **here**.

First Name **Last Name**

Email **Phone number**

What is your class year? Or are you a parent/friend?

Questions about posting projects? Please submit your question(s) below.

- Parker Dewey began running the program in summer 2021 for all current students
- Funding for projects is provided by Career Services
- Project hosted by Swarthmore alumni/parents/friends
- Parker Dewey handles the admin
  - Invoice, payroll
  - Setting up websites for students/alumni
  - Pre-crafted projects
  - Reporting

Featured SwatWorks Projects

Click on the links below to see sample projects. You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.

SWARTHMORE
10-Hour Projects

SWARTHMORE
20-Hour Projects

SWARTHMORE
40-Hour Projects

Click on the logo above to see sample 10-hour projects.

Click on the logo above to see sample 20-hour projects.

Click on the logo above to see sample 40-hour projects.

Program can be ongoing (like Swarthmore) or time-based (e.g. during Winter or Spring break).

PARKER DEWEY

Engage Employer Partners

IOWA — Pomerantz Career Center

Greetings from the Pomerantz Career Center!

How Are You Building Your Talent Pipeline in the Time of COVID-19?

We know that this year is presenting some unusual challenges for everyone. As a result, we wanted to share an additional way that you can connect with University of Iowa students, augment your campus recruiting efforts, and provide support to your busy hiring managers. You can do all of this through posting Micro-Internships.

As you may know, Micro-Internships are **paid, professional projects that generally require from 5-40 hours of work by the student and can be completed remotely.** These projects are similar to what is completed during a typical internship, but can take place year-round and are typically due within a few days to a few weeks.

University of Iowa has partnered with Parker Dewey, the pioneer in Micro-Internships, which offers a platform for these projects that can be posted in a matter of minutes. In addition, given this relationship and the structure of Micro-Internships, **there are no administrative burdens or risks**.

Support hiring initiatives with Micro-Internships.

Here are some examples of the types of projects that can be completed as Micro-Internships.

We hope that this will provide a useful resource for you and your organization in this time of uncertainty.

If you are interested in posting a Micro-Internship for University of Iowa students go to: https://info.parkerdewey.com/uiowa or reach out to lindsay-adolphs@uiowa.edu to learn more!

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Handshake — CENTER FOR CAREER AND PROFESSIONAL SUCCESS — howard.joinhandshake.com

Introducing Howard University's Micro-Intern Program!

The Center for Career and Professional Success is excited to announce the Micro-Internship Program! Micro-Internships are short-term, professional experiences many of which can be completed **remotely**. Through our partnership with Parker Dewey, who pioneered the Micro-Internship concept, Howard is able to offer you a new opportunity to connect with current students and recent grads all year-round.

...opportunities for our students to gain experience and develop skills, Micro-Internships also provide you or your company with support on short-term tasks. In addition, Micro-Internships augment your university recruiting efforts, helping you identify, assess, and engage students who may be prospective job candidates.

...typically require **5 to 40 hours of work by the student**, are due a few days to a few weeks out, and are similar to those completed during an internship. Given the nature of this program, students are not considered employees or contractors, making it easy to provide these opportunities on demand.

MICRO INTERNSHIPS
Share micro-internship opportunities with current HU students

HOWARD UNIVERSITY — Center for Career and Professional Success — PARKER DEWEY

Micro-Internships
Students from all majors can execute professional assignments to build and demonstrate skills while exploring a variety of career paths.

APPLY FOR MICRO-INTERNSHIPS   POST MICRO-INTERNSHIPS

3 EASY STEPS

Register
Create an account, where you can upload information about your company including location and logo

Post an Internship
fill out information about the position including pay, project start/end date, estimated hours and a description of the work tasks.

Select HU Students
Finally, if you want this position to be specific to Howard students, you can add Howard in the affiliation section

MICRO INTERNSHIP OPPORTUNITIES
The Micro-Internship Program allows you to connect with current students and recent grads through paid, professional projects that generally range from 5-40 hours of work and can usually be completed remotely. These projects are similar to assignments completed during a typical internship or first job, and allow students the opportunity to gain "real world" experience that they can showcase on their resume and leverage to obtain a future opportunity.

REGISTER AT HTTPS://INFO.PARKERDEWEY.COM/HOWARD

Send a specific message about Micro-Internship to your entire alumni and employer database.

- Multiple messages sent to all employers in employer database
- Let us know about these campaigns, and we can help augment your marketing efforts

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Engage Employer Partners:
Featured Companies Website
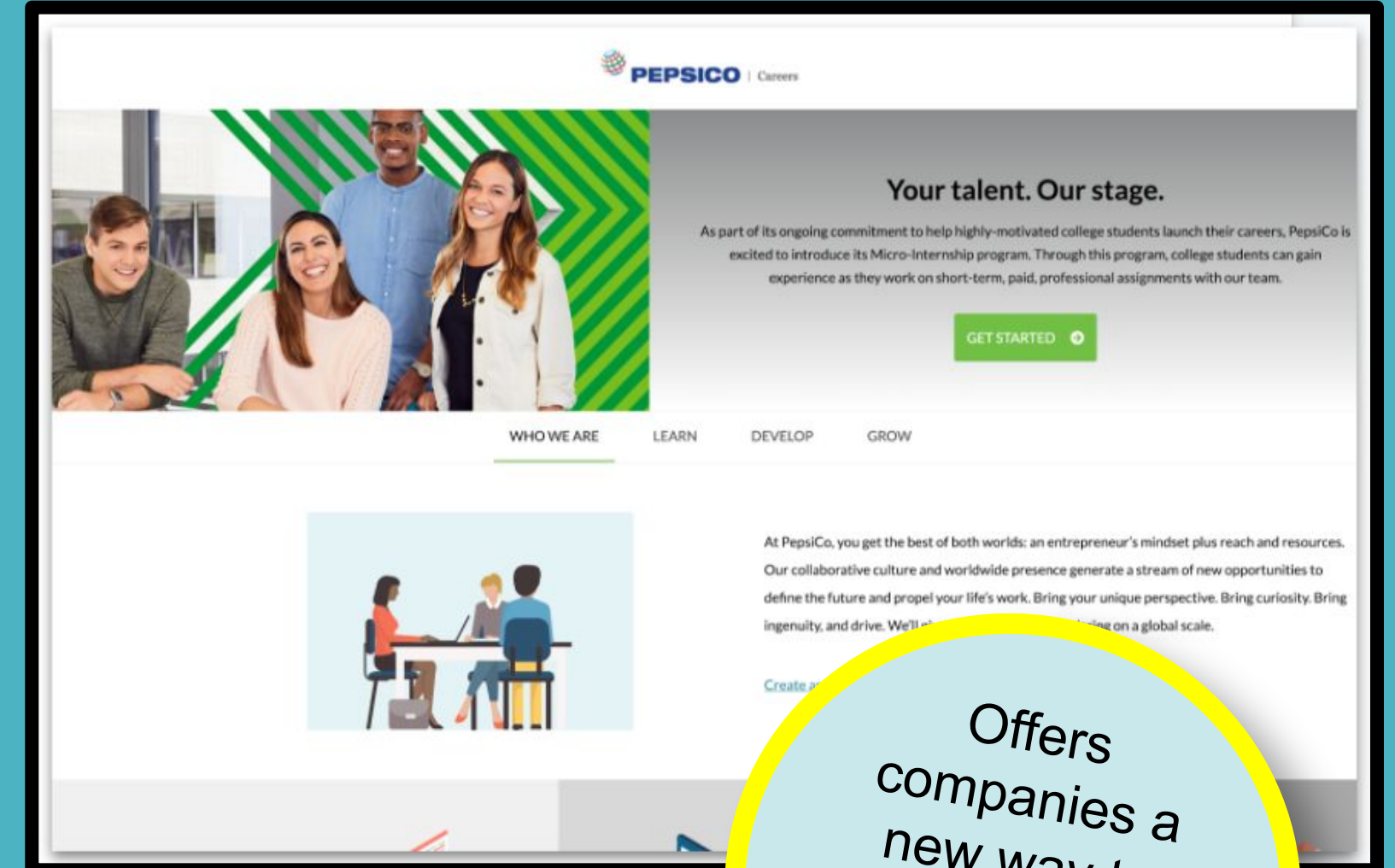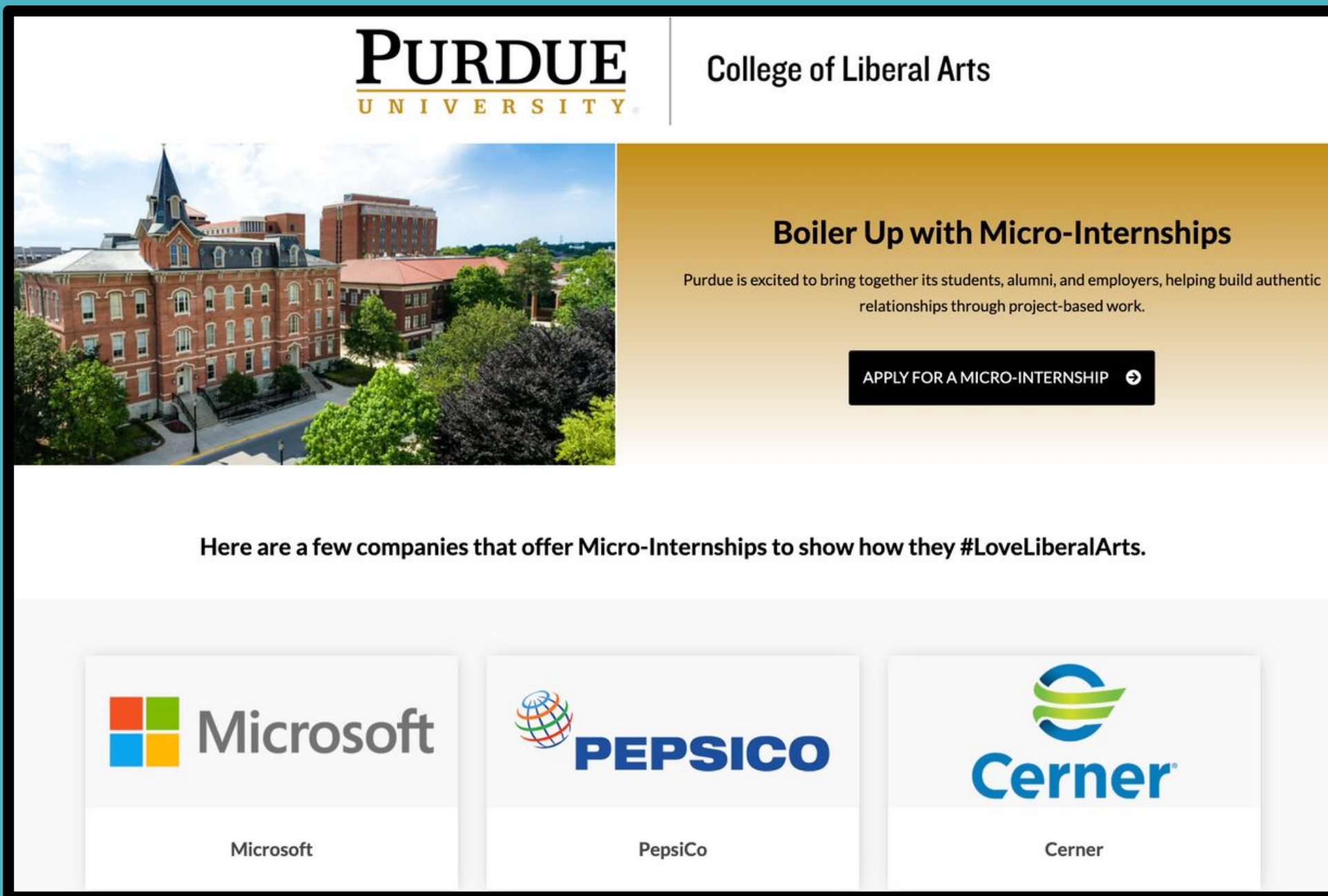
Offers companies a new way to build their brand on campus.

- Identifies key employer partners who are posting Micro-Internships for your students
- Student-focused landing page with link to each employer
- Custom employer page with information about each company

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Micro-Internship Sponsorship Program

Example*: $5,000 Sponsorship
- $2,500 to College/University
- $2,500 to Fund 5 Micro-Internships

*Sponsorship package can be set up however you wish

<u>Click here</u> to download our Employer Sponsorship toolkit.

Benefits to Students
- Micro-Internship Experience
- Income
- Connection to Employer sponsor

Benefits to Sponsoring Company
- Micro-Internship support
- Increase brand awareness virtually
- Branding on school's student Micro-Internship page

Benefits to College/University
- Sponsorship revenue
- Deepen employer engagement
- More opportunities for your students

This program has been particularly successful in engaging new sponsors or re-engaging prior sponsors.

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Engage Your Local Community

Engaging local employers has been particularly effective for schools with small business development centers or at community colleges.

Greater Akron Micro-Internships

The Greater Akron Chamber's Micro-Internship program provides Greater Akron's businesses with opportunities to engage college students on short-term, paid, professional projects. Beyond the on-demand support, this also helps companies identify, engage, and assess potential hires.

Micro-Internships are also a great way to support the local community. Through these projects, college students and recent grads from or within the Greater Akron region gain valuable, professional experiences to help launch their careers.

Browse our recommended projects below or **complete the form on this page** to learn more. You can also **click here** to view a webinar recording conducted for the Greater Akron Chamber.

First Name: Kristin
Last Name: Schrader
Email: kristin@parkerdewey.com
Phone number: 619-786-7604
Company Name: Parker Dewey
Job Title: Director of University Eng
Additional details or custom project request: An extra set of hands...

Submit

CincyTech Projects

CincyTech Projects provide opportunities for college students to engage CincyTech and our portfolio companies on short-term assignments that can have a direct impact on our startups' success. Beyond the immediate benefits, our projects help build relationships between highly-motivated students and emerging Cincinnati companies.

What are CincyTech projects?

CincyTech projects are short-term, professional assignments that are similar to those given to recent college grads or interns.

- Meaningful to the growth potential of our portfolio
- Typically require 10-40 hours
- Have a discrete deliverable

- University of Akron connected Parker Dewey to the Greater Akron Chamber of Commerce
- Parker Dewey designed this page and hosted a webinar for Akron Chamber members
- Multiple projects were posted by Akron companies within hours

- Cincinnati-based tech incubator posts projects for local students
- Read more about this here

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Grant-Funded Programs

- Parker Dewey helps with admin:
  - Invoice/payroll/taxes
  - Legal
  - Scoping/posting projects
  - Data collection/reporting to show program impact
- Examples of grant-funded programs:
  - [University of Cincinnati's SERVE-IT Program](#)
  - [John Carroll University's Wayfinders Program](#)
  - [Kansas Micro-Internship Program](#)
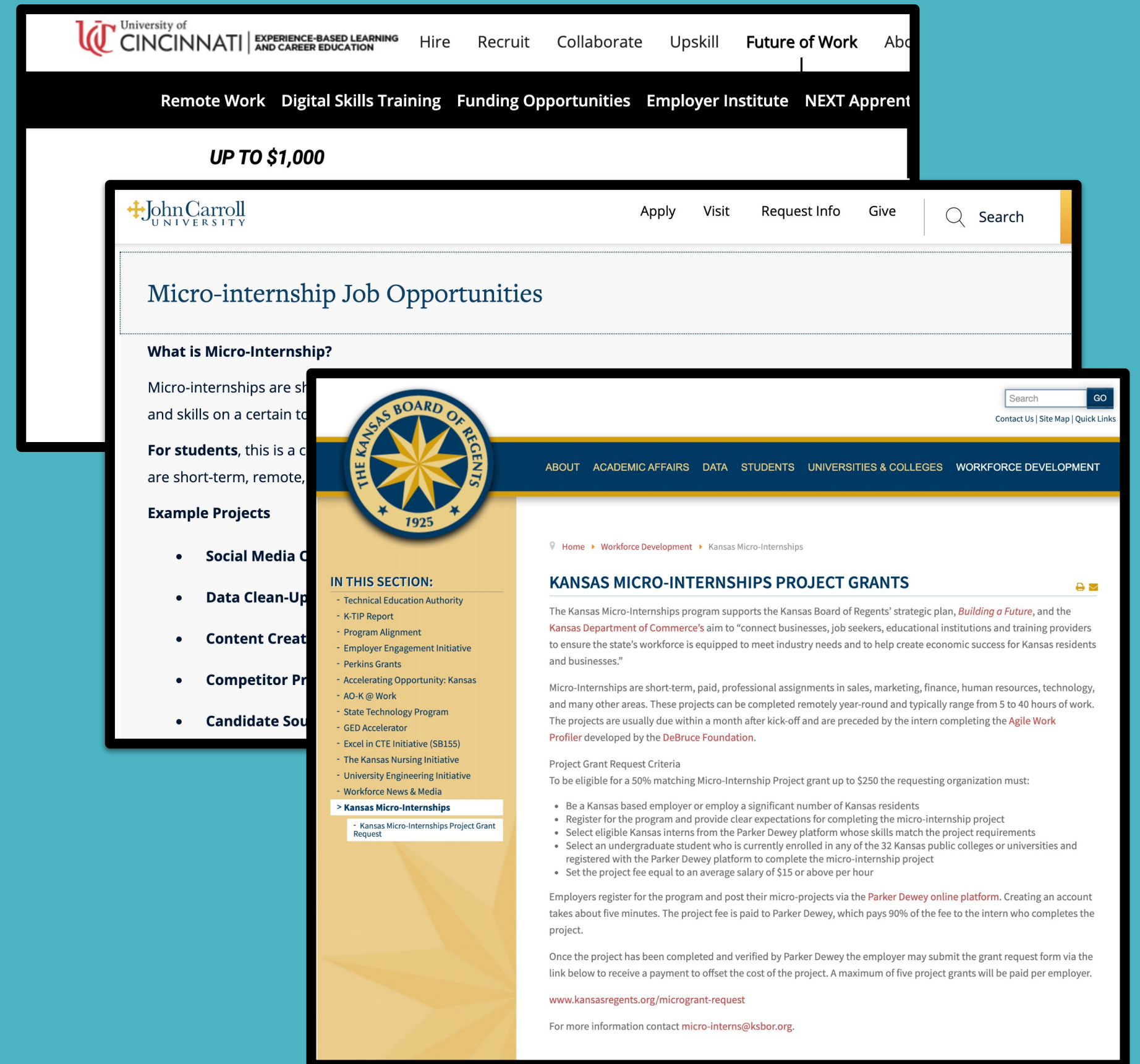
Other Ideas: University-Funded Projects

- Funding from grants, university/department budgets, alumni, etc.

- Parker Dewey can help with project scoping (if needed)

- **Parker Dewey handles invoicing and payroll**

- Projects can be posted only to students from certain schools/affiliations

THE CATHOLIC UNIVERSITY OF AMERICA

Data Analysis Intern | Washington, DC

BY: **The Catholic University of America**   DEPARTMENT: **Office of Career Development**

START DATE
04/01/2021

DUE DATE
04/30/2021

EST. HOURS
16

ON-SITE/REMOTE
Remote

PAYMENT
$216.00

MIAMI REGIONALS E-CAMPUS

Grant Prospecting Research | Cincinnati, OH

BY: **Miami University Regionals E-Campus**   DEPARTMENT: **Grant Research**

START DATE
07/04/2021

DUE DATE
07/07/2021

EST. HOURS
10

ON-SITE/REMOTE
Remote

PAYMENT
$180.00

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Administrative Support | Cleveland, OH

BY: **John Carroll University**   DEPARTMENT: **Center for Student Diversity and Inclusion**

START DATE
08/23/2021

DUE DATE
09/06/2021

EST. HOURS
25

ON-SITE/REMOTE
On-Site

PAYMENT
$247.50

DESIRED SKILLS

marketing

photoshop

customer s...

canva

administrative

JOB DESCRIPTION

The student will be responsible for having a presence in the Center for Student Diversity and Inclusion at John Carroll University while finishing the projects assigned by the Director and Graduate Assistant of the center.

Expected project hours are 10-12 hours a week and are to be completed by the first week of September.

COMPANY DESCRIPTION   **CONNECT ONLINE**

The positions posted are available to John Carroll University students. The Wayfinders program is the Center for Student Diversity and Inclusion's initiative and is supported by the Cleveland Community Foundation.

APPLY FOR THIS PROJECT   >

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Next Steps

Here are some options:

01 | **Request a Basic Landing Page**
- Use to engage students, employers, alumni, and other "friends" from one website

02 | **Request a "Featured Projects" Page**
- Use this page to encourage alumni, parents, employer partners, local businesses, and other "friends" to post projects for your students

03 | **Launch Your Program!**
- Landing pages are typically ready within 1-2 days
- Webinars to students, employers, alumni can be hosted at any time by Parker Dewey
- Use our Engagement Toolkit to access whatever collateral you need
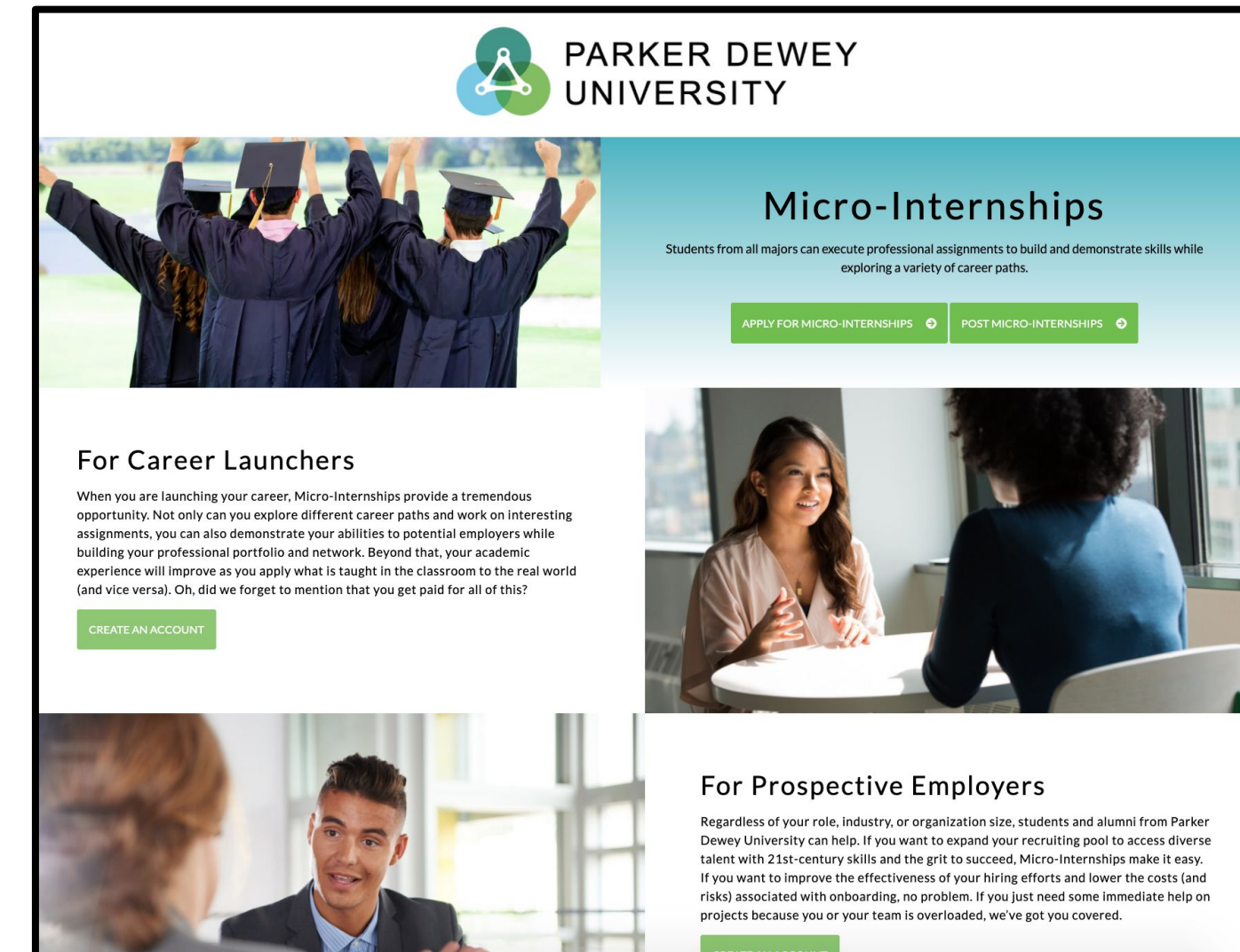
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To Request a Landing Page...

Please fill out the [following form](#) (to be sent in webinar recap):

Parker Dewey University Partnerships: Landing Page Request

Thank you for your interest in promoting Parker Dewey and Micro-Internships at your university. We are happy to support your efforts however we can.

To that end, please indicate whether you would like us to build any of the following websites for you to support your program. Due to the challenges resulting from the COVID-19 pandemic, we are happy to provide each interested university with these landing pages for free.

Please let us know if you have any questions, and thank you again for your partnership!

* Required

Email address *

Your email

Name of College/University *

Your answer

Your Name *

Your answer

What landing page(s) would you like us to build for you?

☐ Basic landing page (like Upper Iowa University: http://info.parkerdewey.com/uiu)

☐ Promotional posting page to share with employers/alumni (see example from Colby College: http://info.parkerdewey.com/colby/featured)

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We can't help everyone,
but everyone can help someone.
~Ronald Reagan

Thank you, and stay safe!!

Kristin Schrader
Kristin@parkerdewey.com

Danielle Rueger-Miroewski
Danielle@parkerdewey.com

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