



Colorado State University

# GETTING STARTED: MICRO-INTERNSHIPS

*Get On-Demand Support*

*Create Equitable Access to  
Professional Opportunities*

*Build a Better Talent Pipeline*



# Challenges faced by students & recent grads



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**Legend F.**

- Filtered out from other opportunities based on GPA
- Unsure of what to do with major



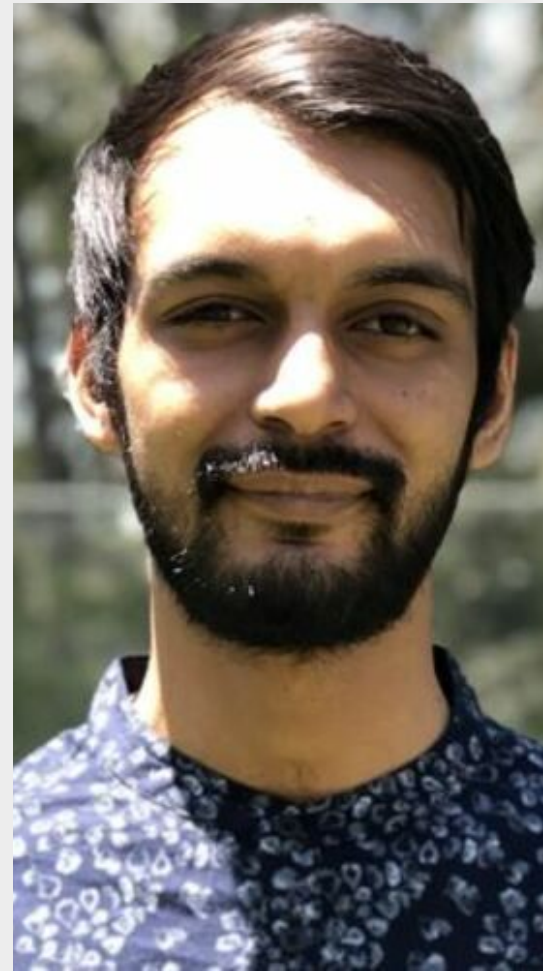
**Adila G.**

- Student-Athlete
- Graduated with MBA, but lacked relevant experience



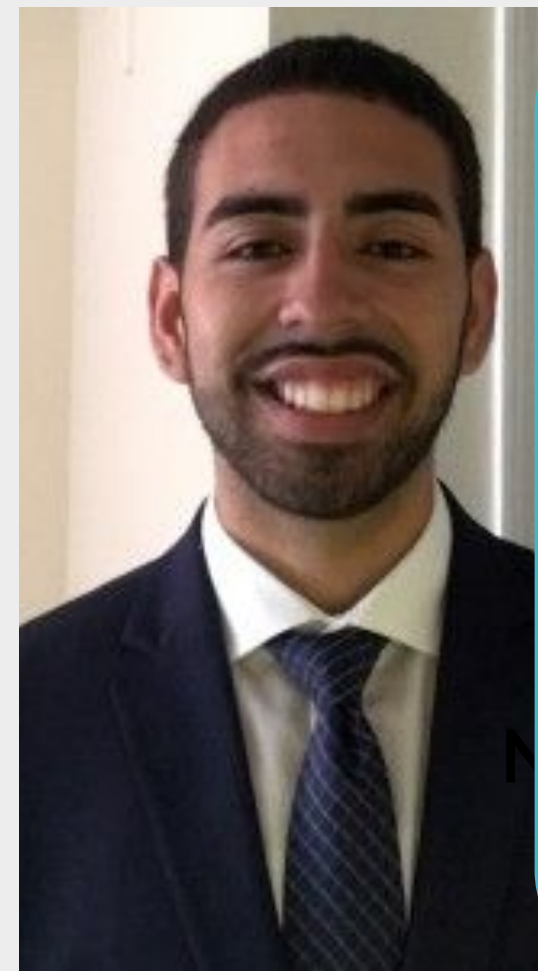
**Yayra T.**

- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities



**Darren B.**

- Overwhelmed by options in field of choice
- Not enough time to explore



**Noel A.**

- First generation student
- Struggled to make connections at career fairs

# What Do Employers Want?

Engage students earlier or to align with strategic goals

**NORTHROP  
GRUMMAN**

**TRANE**  
TECHNOLOGIES

Get through the noise

 **Staples**<sup>TM</sup>

**Lenovo**

Build or enhance “employer brand”

**xylem**

**HubSpot**

Develop relationships to improve outcomes

 **Microsoft**

 **PEPSICO**





# What is Parker Dewey?

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



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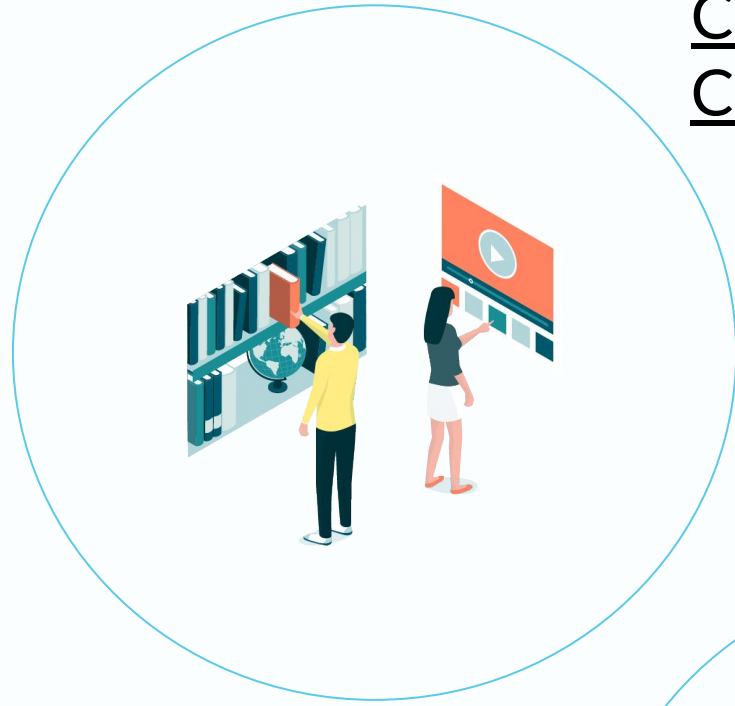


Since 2015, Parker Dewey has facilitated thousands of Micro-Internships in partnership with colleges, companies, and other organizations



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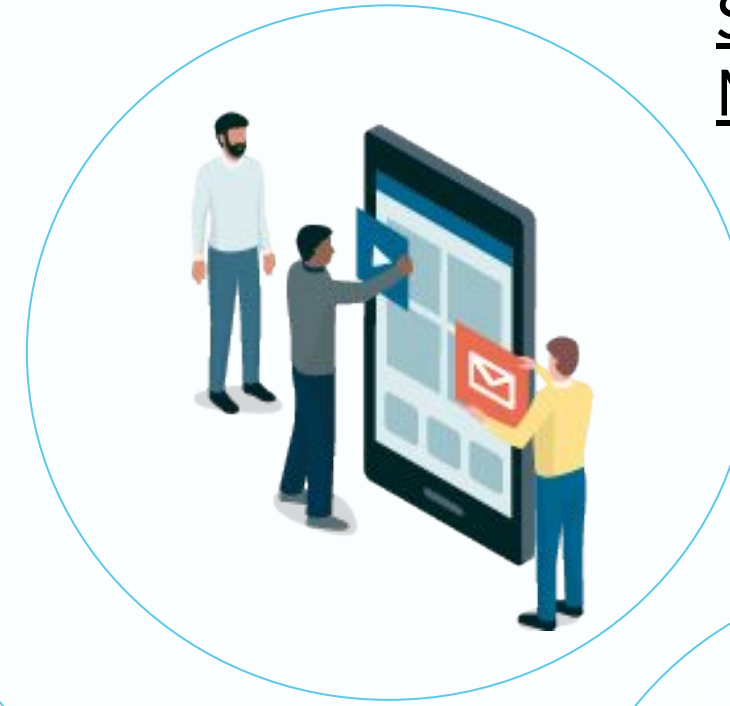
Content  
Creation



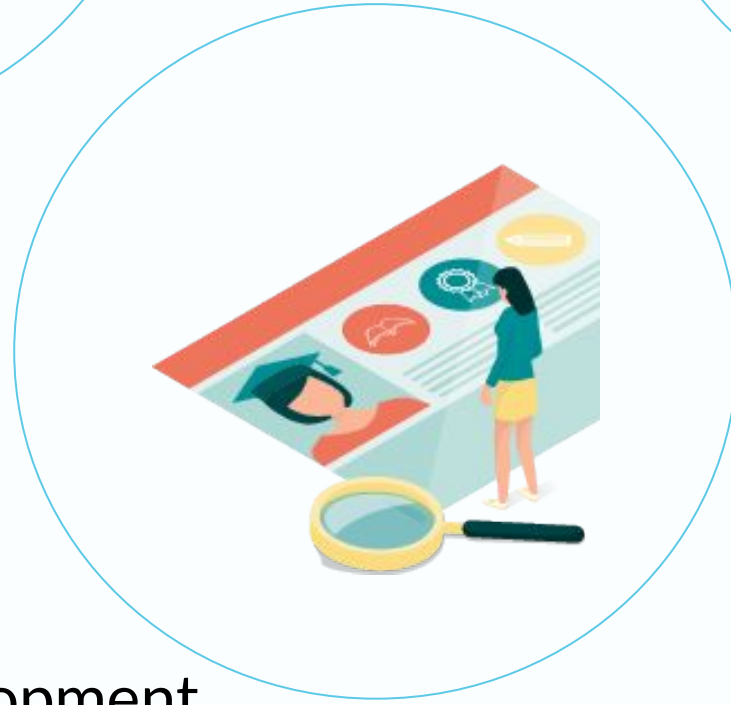
Competitive  
Analysis



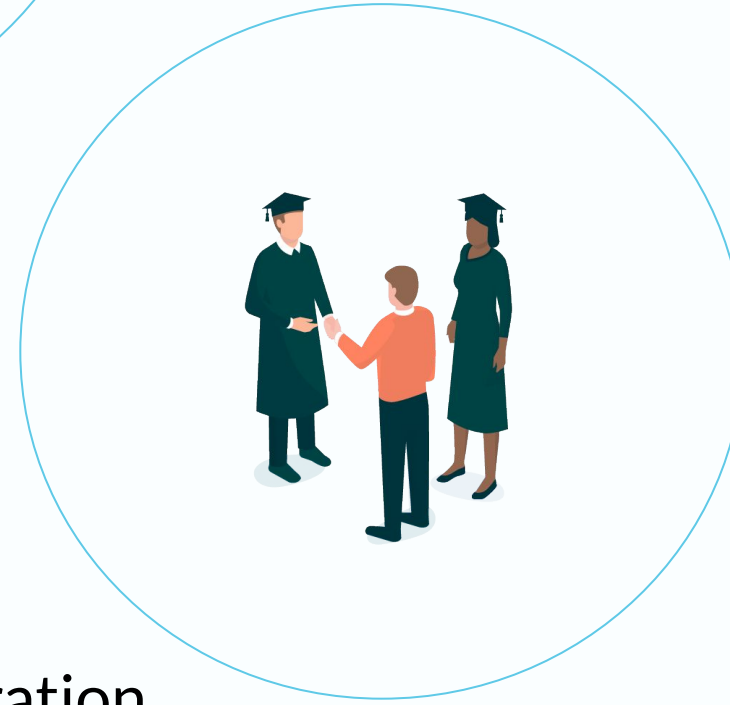
Social  
Media Content



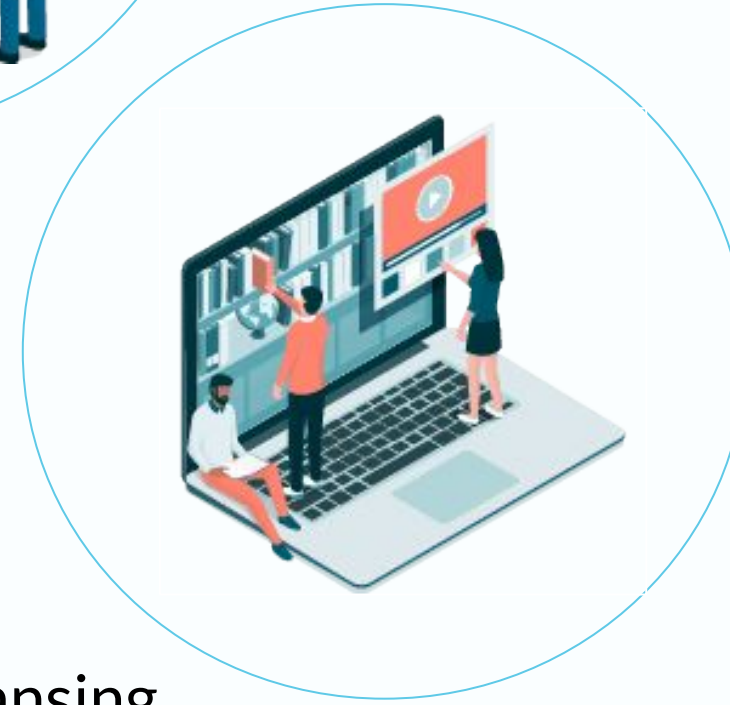
Website Development



Lead Generation



Data Cleansing



## What are Micro-Internships?

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



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# Fast Facts About Micro-Internships



## Length

- Typically 10-40 hours required to complete
- Due within a few days to a few weeks



## Easy

- Over 98% of Micro-Internships exceed expectations
- Not your employees, interns, or contractors, but subject to NDA



## Cost

- Fixed cost, typically \$200-600 per project with 90% to the Micro-Intern
- No setup, hiring, or conversion fees



## Professional

- Comparable to tasks given to summer interns or new hires
- Don't require onboarding or deep industry knowledge



## Flexible

- Available year-round, on demand, and as needed
- Typically executed remotely



## Complementary

- Aligned to existing campus recruiting efforts
- No conversion or other fees





# What's On Your To-Do List?

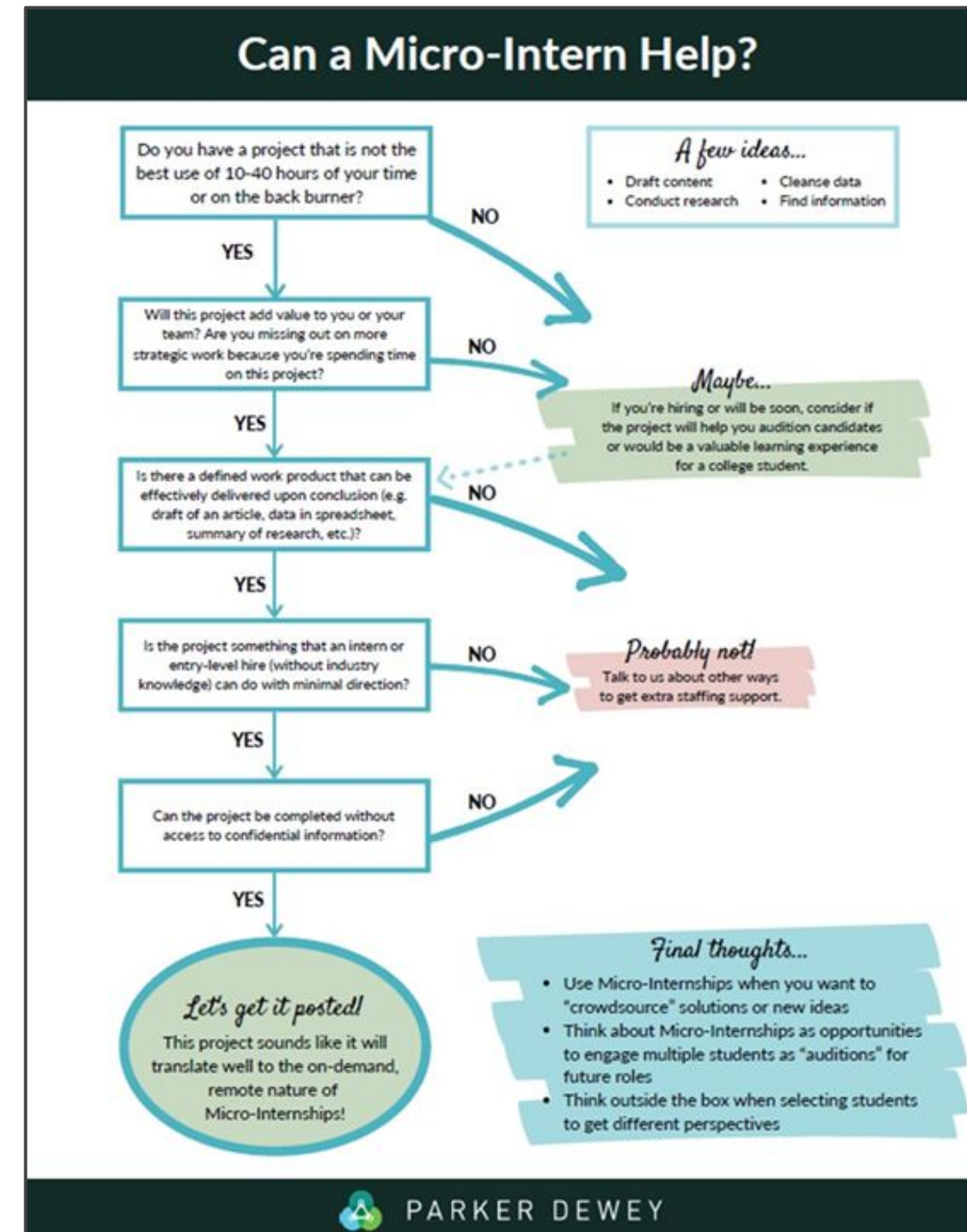
## Everyone Has Project Needs...

“We should...”

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

“I shouldn't...”

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





# How to Begin: 3 Easy Steps

1

## Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

2

## Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

3

## The Work Gets Done

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

## Parker Dewey's role:

- Assist in posting projects
- Notify partners and assist in student selection
- Student support and payroll
- As-needed support



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# Post Your Project



**What you need done**



**When you need it**



**Any other details**

## Browse Micro-Internship Templates



**Most Popular**



**Finance & Accounting**



**Sales & Business  
Development**



**Human Resources**



**Research & Strategy**



**Marketing**



**Operations & Support**



**IT & Cyber**



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# Students Apply



Engages students who might not have originally interacted with your organization.



Parker Dewey's platform engages students to explore.



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## Colorado State University



### 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](#)

#### For Students/Recent Grads


When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different career paths and work on interesting assignments, you can also demonstrate your abilities to potential employers while building your professional portfolio and network. Beyond that, your academic experience will improve as you apply what is taught in the classroom to the real world (and vice versa). Oh, did we forget to mention that you get paid for all of this?

[CREATE AN ACCOUNT](#)



# Select the Micro-Intern

Only see candidates that have proactively applied



**Abbey D** | University of Kansas


MAJORS: Elementary Education

APPLICATION DATE: 10/04/2021

GRADUATION DATE: 05/20/2022

BACHELORS

DETAILS



**Brooklyn H** | Florida International University


MAJORS: International Business

APPLICATION DATE: 11/04/2021

GRADUATION DATE: 04/30/2022

BACHELORS

DETAILS



**Adaisa G** | Florida A&M University

MAJORS: Pharmacy

APPLICATION DATE: 10/25/2021

GRADUATION DATE: 05/21/2025

DOCTORATE

DETAILS

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 product

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 OSH recruitment and engagement specialist at campus and e  
Create social media marketing content for OSH 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 resolutio



**Noel A**

Maintenance Mechanical Integrity Engineer at ALTIVIA  
Greater Houston - Contact info

ALTIVIA  
Texas A&M University


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.

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



**Adaisa G** | Florida A&M University

MAJORS: Pharmacy

APPLICATION DATE: 10/25/2021

GRADUATION DATE: 05/21/2025

DOCTORATE

HIDE DETAILS

HIRED  
No

HOMETOWN  
CURRENT  
LOCATION

INTERNATIONAL  
No

AVAILABILITY

ON THE WEB

DOCUMENTS

HOBBIES

SKILLS

WHY DO YOU THINK WE SHOULD SELECT YOU FOR THIS OPPORTUNITY?

I think I should be selected for this opportunity as I have successfully completed my first micro-internship with Parker Dewey. Not only has the opportunity increase my financial circumstances, it has also expanded my resume. With that being said I am a huge advocate for Parker Dewey.

IN TWO SENTENCES OR LESS, BRIEFLY DESCRIBE ONE IDEA YOU WOULD LIKE TO EVALUATE AS PART OF THIS PROJECT.

One idea I would like to evaluate would be creating an Instagram or TikTok reel to reach more students. To promote the reel it might be best to partner up with the FAMU Peer Mentors and the Academic Coaches.

EDUCATION

Florida A&M University  
Majoried in Pharmacy

2019 - 2025 - GPA: N/A


APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

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# The Work Gets Done

Designed to make it easy for employees, *not* add to the workload



## Engage how you want

You can engage with Micro-Interns however is easiest for you (phone, email, video calls) and share whatever materials needed (templates, examples, etc.)



## Ongoing support

Parker Dewey's Client Success team is available to answer questions or provide project scoping assistance, and more as needed



## Inherently motivated

Over 98% project success rate as students strive to exceed expectations (and we'll help you select another Micro-Intern if there are any issues)



## Students are well supported

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



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

## Busy professionals value the support

- High quality, on-demand support year-round
- Improved hiring of future interns / new hires
- Opportunity to give back (e.g. alma mater, ERGs, etc.)

## University recruiters value the outcomes

- Early and broad access
- Year-round access and pipeline development
- Time and cost effective
- Better outcomes including conversion, DEI, and retention

## Students value the experience

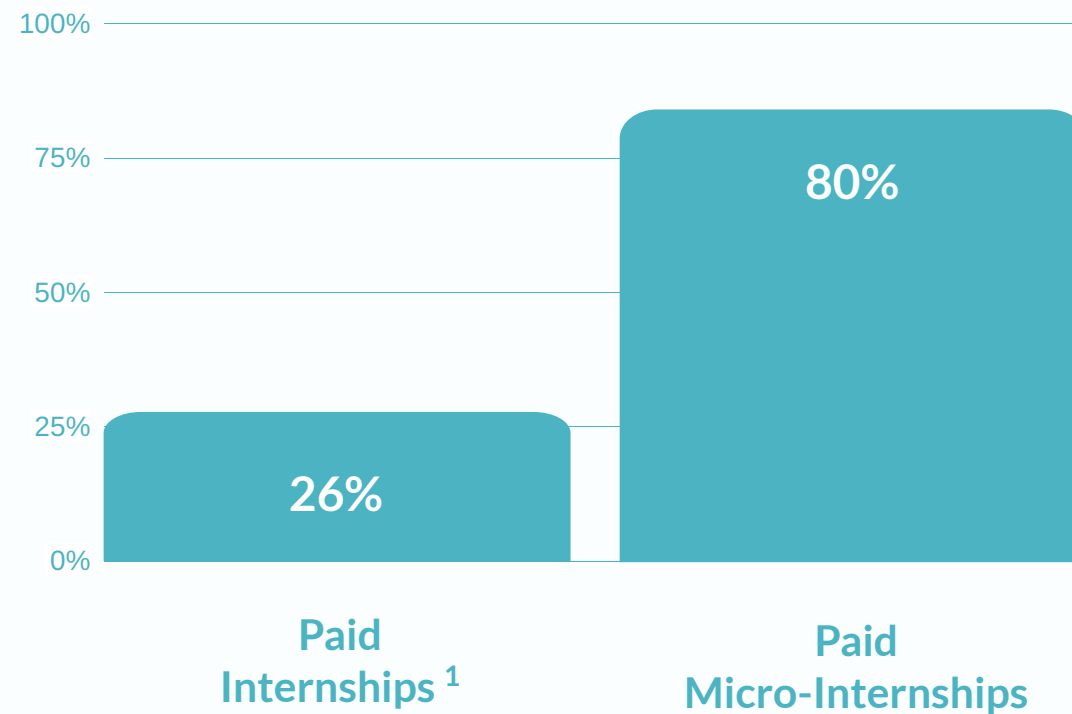
- Access and opportunity to demonstrate skills
- Enhance professional competencies
- Explore career paths



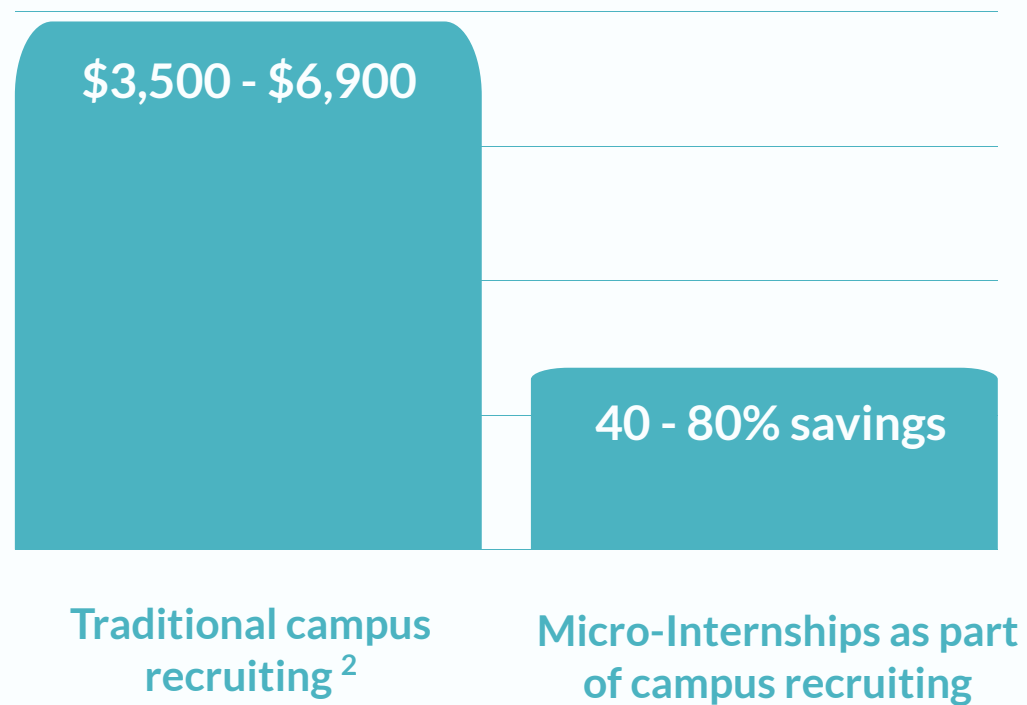


# The Impacts of Micro-Internships

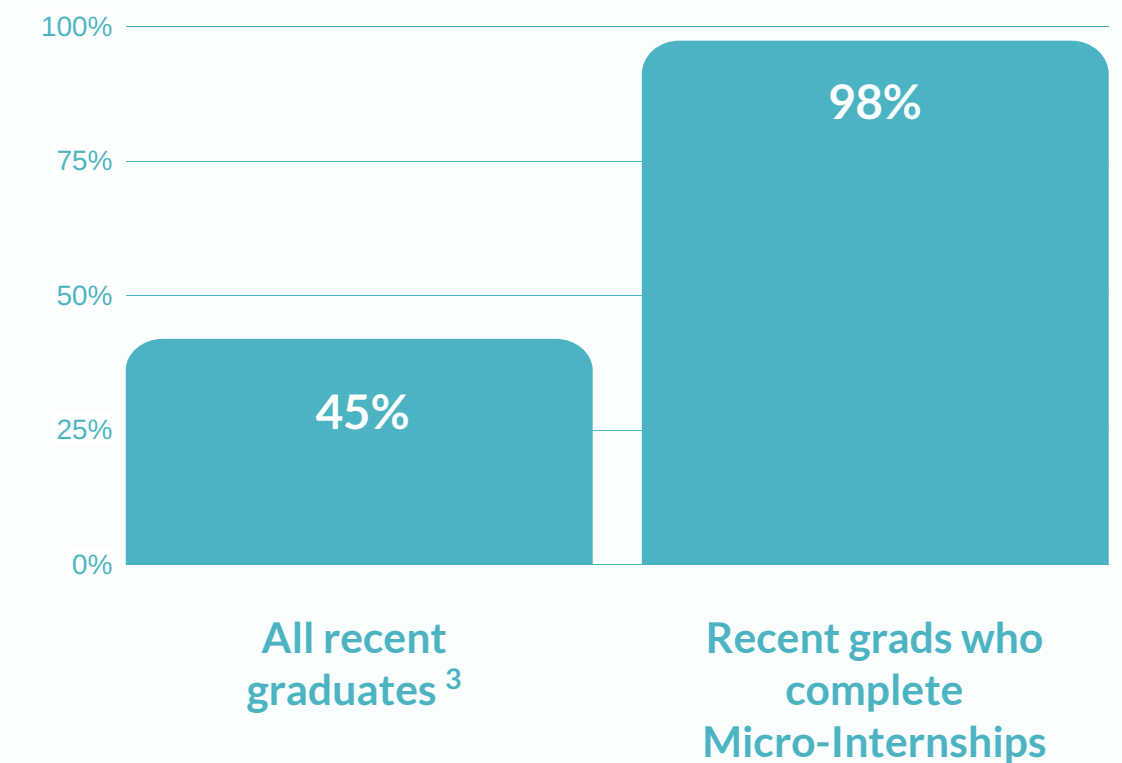
## STUDENTS FROM UNDERREPRESENTED GROUPS



## COST PER HIRE FOR CAMPUS RECRUITING



## FIRST YEAR RETENTION OF RECENT GRADS



<sup>1</sup> According to the National Association of Colleges and Employers (NACE) 2019 Student Survey Report.

<sup>2</sup> Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.

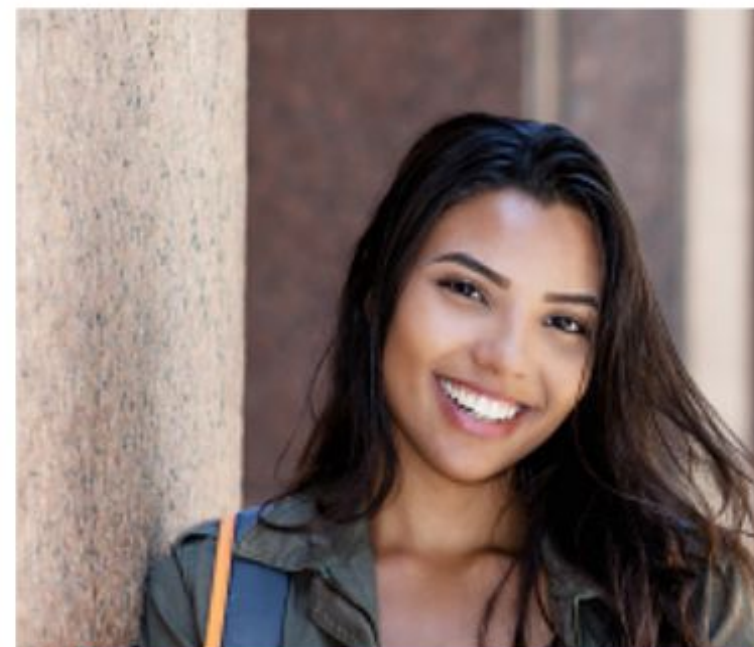
<sup>3</sup> According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.





# Deliver Meaningful Experiences

“Parker Dewey helped us find candidates who weren’t even considering our industry.”



“We saw her incredible technology skills, which weren’t apparent from her resume as a humanities major.”



“We were able to recruit for internships and full-time roles from schools we traditionally didn’t visit. And many were our best new hires!”





# Impact/ Student Voices



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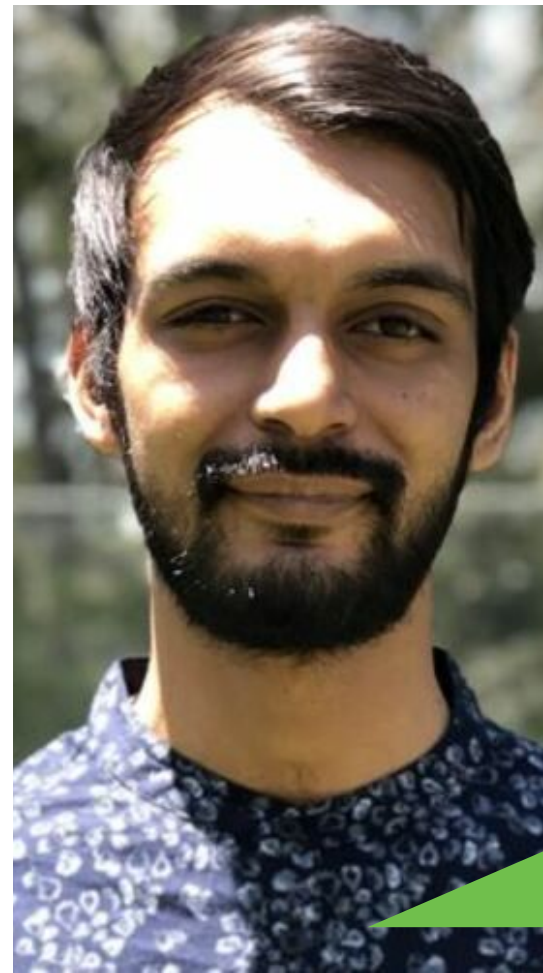
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



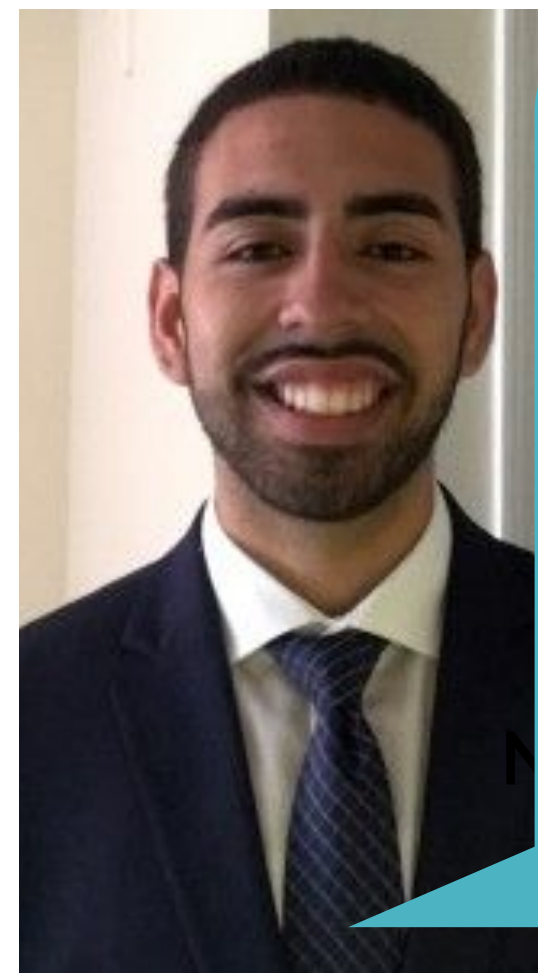
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“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.”



# Valuable Data and Insights

Project  
**OUTCOME**  
*and*  
**MANAGER  
FEEDBACK**

Applicant  
**GRADUATION  
YEAR**

**SCHOOLS  
REACHED**  
*without*  
**TRAVEL**

Suggested  
**NEXT STEPS**

Voluntary  
**DEMOGRAPHIC DATA**  
*including*  
**RACE and  
GENDER**



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# Micro-Internship Program

## Launch in days, not months



### Program Design

- Strategy development based upon your goals
- Internal portal with suggested projects aligned to key full-time roles / internships
- Best practices to launch your program and engage stakeholders



### Strategic Marketing

- Targeted engagement aligned to your goals
- Year-round, on-demand access to develop curated pipeline
- Reach untapped candidates of highly-motivated early career talent



### Ongoing Support

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



### Impact Report

- Outcomes data to highlight program reach, breadth, demographics, feedback, etc.
- Actionable insights to optimize early career talent strategy
- Data to plan for future hiring needs, opportunities, and gaps





# What's Next

1

## Post a Project!

Get something off of your to-do list with the help of a local student.

2

## Share with Colleagues

Parker Dewey has lots of collateral to make this easy. We can host a webinar just for your organization.

3

## Let's Chat!

Connect with us 1:1 to brainstorm, share best practices, etc.

Kristin Schrader, Parker Dewey: [kristin@parkerdewey.com](mailto:kristin@parkerdewey.com)

Shawn Utecht, Colorado State University: [shawn.utecht@colostate.edu](mailto:shawn.utecht@colostate.edu)



Colorado State University

## Micro-Internships for Colorado State University Students and R

As you consider your workforce needs in the cor  
opportunity to engage our current students and  
professional assignments.

Learn more about Micro-Internships below, see  
be immediately available for our students. Use t  
requests or to ask questions about the program

In addition to providing professional work exper  
Micro-Internships can also complement your ca  
opportunity to assess students' skills and quali

Browse our recommended projects below or co  
and learn more about supporting our students a

First Name

Last Name

Kristin

Schrader



### Sourcing Candidates

Provide a student with a job description and have them identify 25 candidates they think would be good for the position. Once identified, they will provide a brief justification as to why they selected these specific candidates, as well as potential conversation starters you might have for each based on their background and work experience.



### 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.



### Diversity Best Practices

Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful articles that highlight the importance of diversity in organizations, best practices, and challenges when best practices are not implemented. Summarize key points across the articles in a single document.



### 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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