



# Parker Dewey Partnerships

FAQ's & Strategies for Success

# Agenda

- **Part 1: Parker Dewey Overview**
  - What is Parker Dewey?
  - How does it work for Students
  - How does it work for Companies
- **Part 2: Partnering with Parker Dewey**
  - Partnership Options
  - Parker Dewey+ Overview
  - Micro-Internship Programs
  - Case Studies







# 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



# Challenges faced by students & recent grads



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**Legend F.**

Economics, Johns  
Hopkins U

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



**Adila G.**

MBA, Niagara Univ.

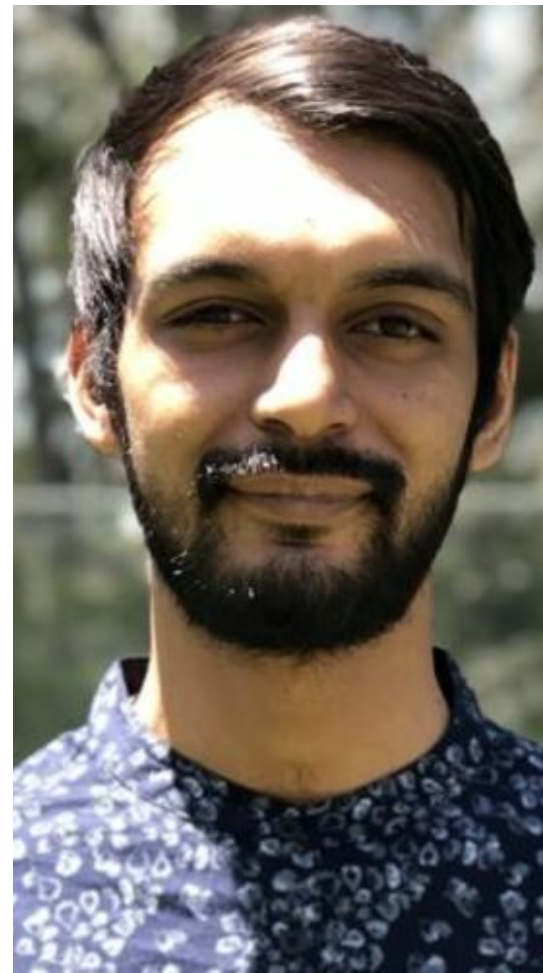
- Student-Athlete
- Graduated with MBA, but lacked relevant experience



**Yayra T.**

PhD, Chicago School  
of Prof. Psychology

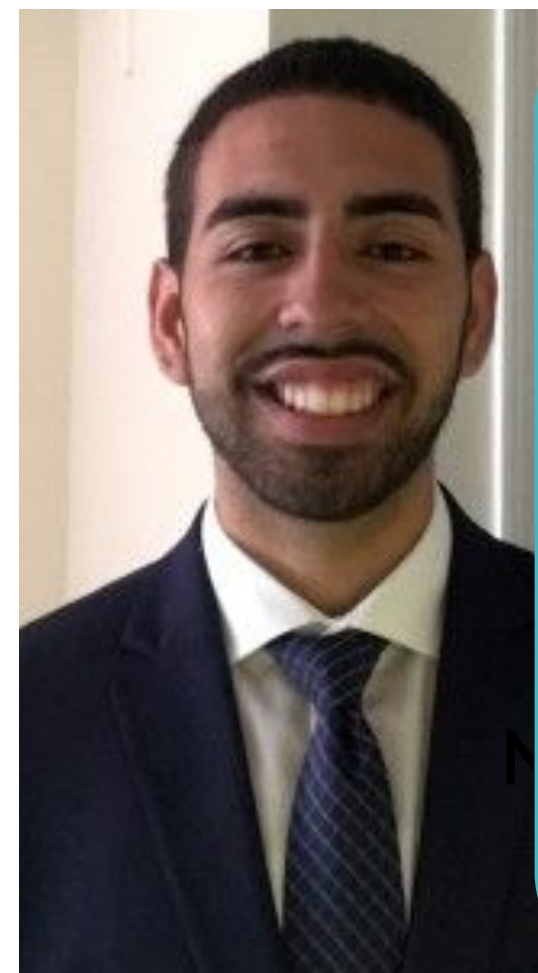
- Juggling work and school as a PhD student
- Couldn't afford to do unpaid opportunities



**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



# 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 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



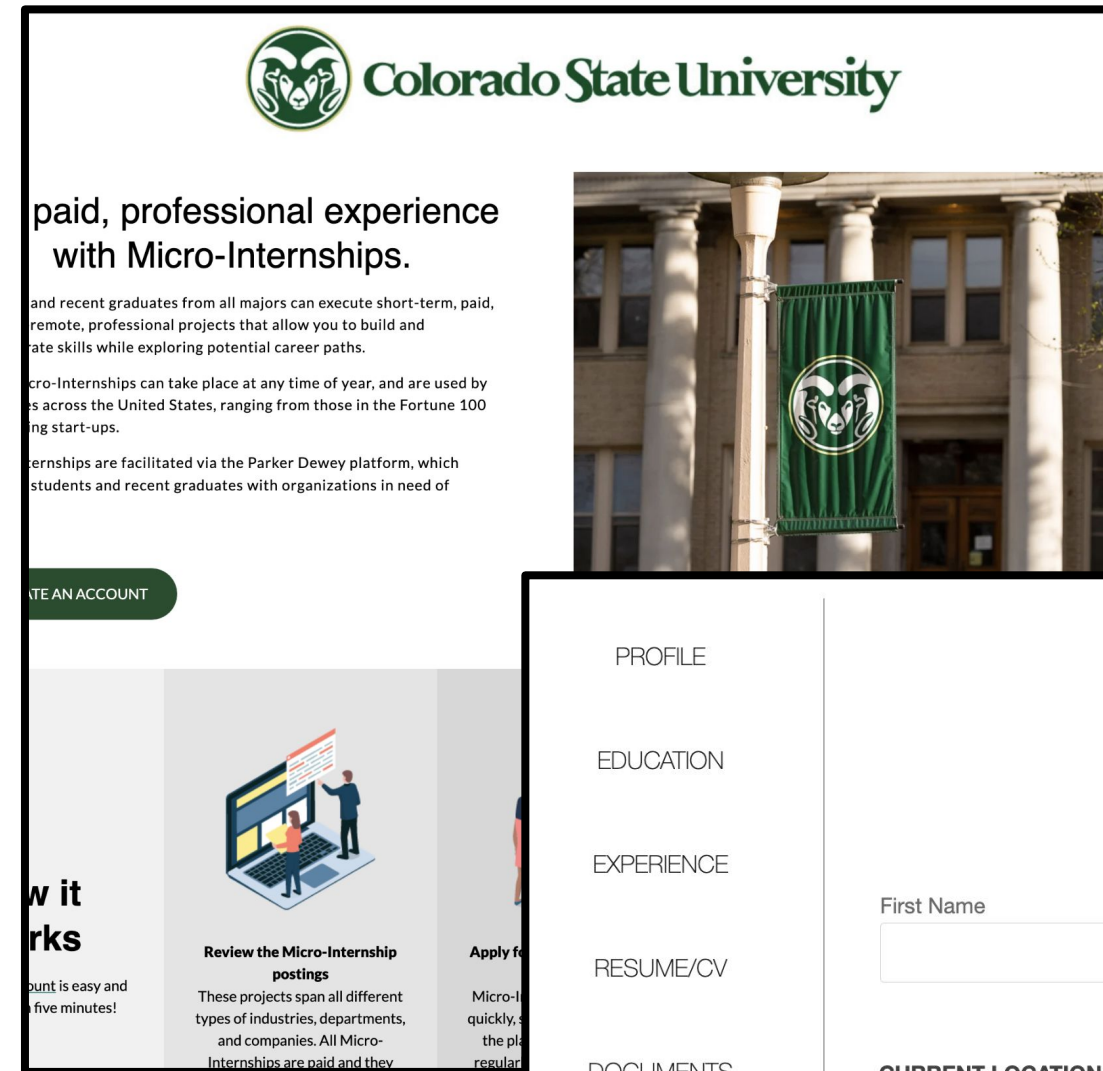
Complete basic information



Add Experience, Education



Optional: Upload resume, other documents



[View example landing page](#)

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



**Profile**

PROFILE

EDUCATION

EXPERIENCE

RESUME/CV

DOCUMENTS

DEMOGRAPHICS

PREVIEW

First Name

Last Name

Email

ADD PHOTO

**Experience**

Organization Name

Role

City

State

First day

Last day

Brief description of your role

140 characters or less

☐ I am working on this now

☐ I am not working on this now

[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**

Favorite

Hide

BY: Village of Lakemore


DEPARTMENT: Administration

START DATE: 05/10/2024

Remote

DETAILS

## All Open Micro-Internships



**Video Soundbite Clip Editor | Chicago, IL**

Favorite

Hide


BY: Parker Dewey

DEPARTMENT: Marketing

START DATE: 05/14/2024

Remote

DETAILS



**Survey Question Creation - SHRM | Yankton, SD**

Favorite

Hide


BY: First Dakota

DEPARTMENT: Human Resources

START DATE: 05/20/2024

Remote

DETAILS



**Remote/After Hours Substance Testing Research - SHRM | Wakefield, NE**

Favorite

Hide


BY: Michael Foods

DEPARTMENT: Human Resources

START DATE: 05/16/2024

Remote

DETAILS



**Survey Question Creation - SHRM | Yankton, SD**

Favorite

Hide

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.

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 programming as they are usually attached to large corporate parent companies that make decisions on benefits, programs, and policies.


**COMPANY DESCRIPTION**

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

[Share this opportunity](#)

**CONNECT ONLINE**

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.

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

SUBMIT APPLICATION

**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.

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 = Quick for Students, Easy for Companies

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

Emma

I have had a passion for medical device sales ever since I found out about the industry in high school. I have proven 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 hardworking 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.

**VS**

Wyatt

I have experience cold calling and door to door sales. I also have experience developing a sales strategy for a commercial cleaning company.

Other examples



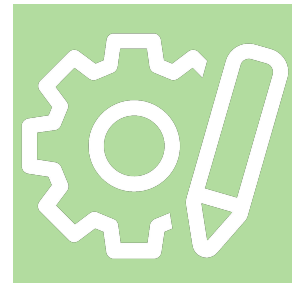
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# The Work Gets Done



## Kickoff conversation with supervisor

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



## Students use available resources

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



## Inherently motivated

Over 98% project success rate as students strive to exceed expectations and projects are scoped to be appropriate for college students/recent grads



## Ongoing support, including Success Checklists

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.





# Benefits for Students/Grads



Accessibility



Career Exploration



Experience



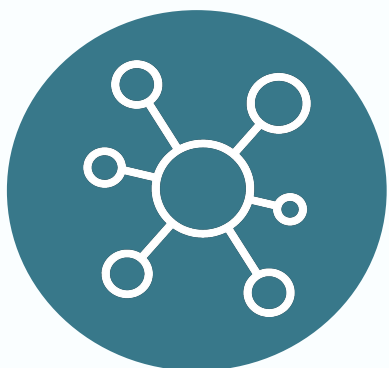
Resume/Portfolio Building



Flexibility



Possibility of longer-term engagements



Networking



Pay



# Impact/ Student Voices



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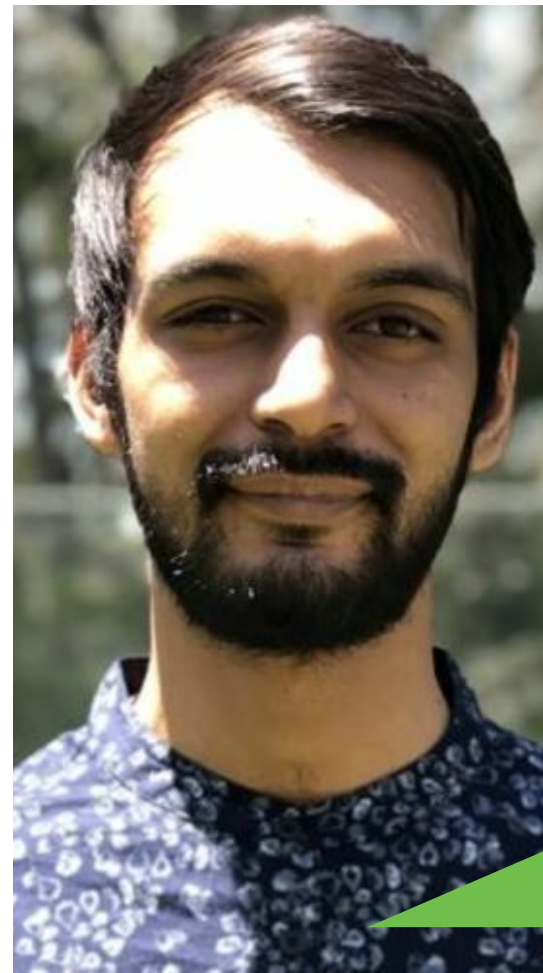
“Working on Micro-Internships meant there were less barriers. I could jump right into a project and I got to know what their expectations were sooner instead of being filtered out by my GPA.”



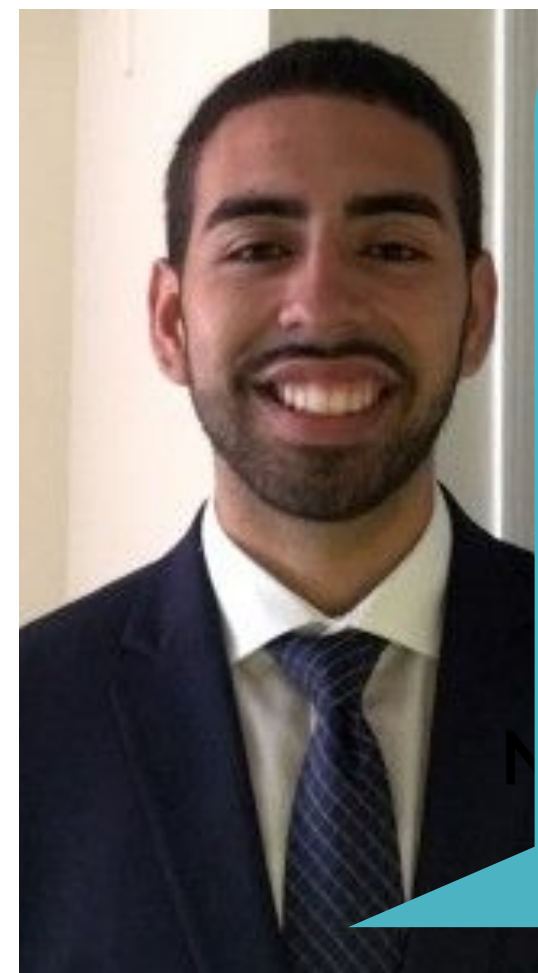
“Even though I was pivoting, Micro-Internships were a perfect transition into either a new role or just to explore and see what you are capable of.”



“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.”



# 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



**PARKER DEWEY**  
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 ([see FAQ section at bottom of this example](#))
- Please note that some Micro-Internships 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 Micro-Internship Templates

Most Popular

Finance & Accounting

Sales & Business Development

Human Resources

Research & Strategy

Marketing

Operations

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



[View project library](#)

Rutgers Business School  
Newark and New Brunswick

## 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](#)

### How it Works

On-Demand project support is only a few steps away!

**Step 1: Create Your Parker Dewey Account**  
Creating your account takes less than 5 minutes, and there's no cost to set it up or post your project!

**Step 2: Post Your Micro-Internship Project**  
These paid projects can be posted year-round, typically requiring 10-40 hours of work and a specific deliverable.

**Step 3: Choose from Applicants**  
Access diverse talent from over 5,000 schools, including Rutgers Business School. You will only receive an invoice once you select your Micro-Intern.

**Step 4: Your work gets done!**  
Engage with the Micro-Intern in whatever way works best for you, while Parker Dewey handles all admin!



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# 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

I

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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 events  
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.

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.

ALTIVIA

Texas A&M University

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.

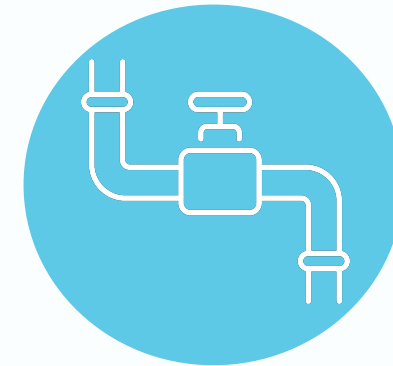
Resume  
Resume

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# Benefits/Uses for Companies



Easy



Build a Talent Pipeline



No Commitment,  
Low Risk



Brand Building on Campus



On-Demand Help



Access New  
Demographics



Job Auditioning



Give Back  
(Local Employers/Alumni)



# 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



# Company Success Stories

The PDF pictured at right highlights just a handful of Parker Dewey clients who have spoken publicly about their experience with Micro-Internships and how these projects have helped with their unique needs related to **recruitment, talent development, and on-demand project support**.

Click on the PDF to access a handout with these testimonials or use the link below to view these and others online.

[EMPLOYER TESTIMONIALS](#)



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# 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](#)



## 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. <ul style="list-style-type: none"><li>• 95% of students want to connect with employers via real, paid work experience</li><li>• 50% of college students attended a career fair</li></ul>	"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. <ul style="list-style-type: none"><li>• Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforce</li><li>• Students represent all majors, academic years, grad/undergrad and recent grads</li></ul>	"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. <ul style="list-style-type: none"><li>• 76% of students said they start thinking about career planning before sophomore year</li><li>• 69% of students wished employers began to engage them earlier than they did</li></ul>	"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. <ul style="list-style-type: none"><li>• All Micro-Internships are project-based so the focus is on what you need, not hours/weeks</li><li>• Students are not your employees, Parker Dewey handles all payment to students and admin</li></ul>	"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. <ul style="list-style-type: none"><li>• You set the price for each Micro-Internships, with the average cost of \$435 (and 90% goes to the student)</li><li>• No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire</li></ul>	"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. <ul style="list-style-type: none"><li>• Expand the pool for your traditional internship program</li><li>• Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year</li><li>• With most projects filled within 48 hours, Micro-Internships can help you fill empty seats from reneges or unexpected openings</li></ul>	"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





# Case Study: Florida A&M University

Students at Florida A&M University are in very high-demand. FAMU offers Micro-Internships as a way to provide an employers with an additional option to connect with students and build their brand. It is also a low (or no) cost way for local employers and nonprofits to connect with FAMU students.

Because of this program:

- 200+ students have completed or are currently working on 550+ Micro-Internships
- **Since 2023, FAMU students have earned >\$190,000 by completing Micro-Internships!!**
- Hosted 2 employer webinars with >300 organizations requesting info or posting projects
- Multiple employer partners posting FAMU-exclusive projects as a way to amplify recruiting efforts



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FLORIDA A&M UNIVERSITY

**CAREER AND PROFESSIONAL  
DEVELOPMENT CENTER**

How FAMU  
Promotes PD on  
Employer Website

Employer  
Micro-Internships  
Website

**“I would totally recommend checking out Parker Dewey to any student. I love getting compensated to learn new, transferable skills. I am very thankful for my experience.”**

-Raven Countryman, FAMU '23  
School of Applied Health Sciences

## Highlights:

- Funding Source: FAMU CPDC funded 3 projects for a FAMU alum; now projects are self-funded or funded through grant received by Parker Dewey
- Career Services Involvement: Promote program to students and employers/alumni
- Status: Employer engagement began in October 2021, ramp up in 2023



# How FAMU Promotes Micro-Internships

**FAMU** FLORIDA A&M UNIVERSITY  
CAREER AND PROFESSIONAL  
DEVELOPMENT CENTER

## Micro-Internship Spotlight

<https://info.parkerdewey.com/famu>  
Micro-internships are short-term paid projects

Being selected for a Micro-internship was a great opportunity that I enjoyed. The process from applying all the way to the submission time was very organized. There's many for all majors. I would definitely apply for another one and recommend these Micro-internships to my peers.

*Ashlee McCrary*  
Freshman  
Information Technology major  
Class of 2026

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**FAMU** FLORIDA A&M UNIVERSITY  
CAREER AND PROFESSIONAL  
DEVELOPMENT CENTER

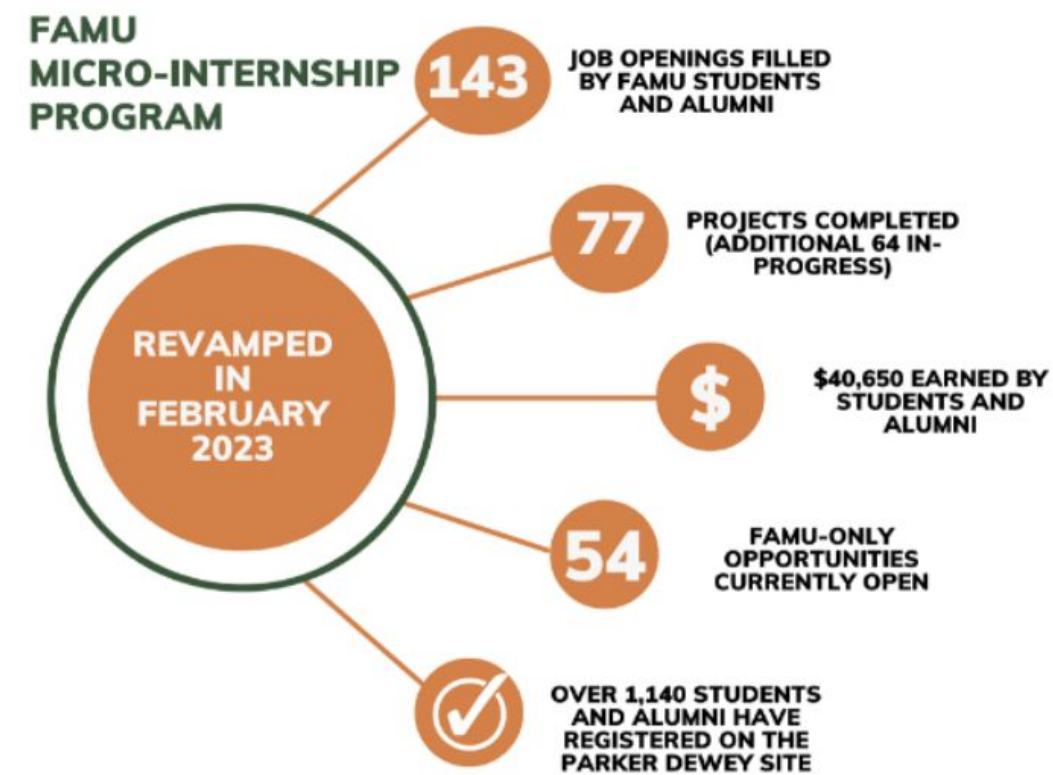
## Micro-Internship Spotlight

<https://info.parkerdewey.com/famu>  
Micro-internships are short-term paid projects

Dewey to any student willing to gain exclusive teaching and guidance from worldwide technical companies like Microsoft. I love getting compensated to learn new transferrable skills. I am very thankful for my experience.

*Raven Countryman*  
Senior  
School of Allied Health Sciences  
Class of 2023

 PARKER DEWEY



## Get to Know America's #1 Public HBCU

For the 4th consecutive year, FAMU has been ranked the #1 Public HBCU by U.S. News and World Report. We have exceptionally intelligent and inquisitive students. The Frederick A. DeLuca Foundation has created an avenue by which we can "gift" businesses and non-profits five paid micro-internship at no cost to them. We are offering you the opportunity to create a project, hire one of our students, and the expense will be covered by us.

To get started, click [here](#) to view various Micro-Internships that have all been pre-scoped to take approximately 15 hours of work for the student to complete. You can click on one of the sample projects or choose the "Post a Custom Micro-Internship" to create a project of your own. The grant will cover your first 5 Micro-Internships or have as many as 5 students work on a single project.

## Micro-Internships

*Mental Floss*  
Editorial Internship  
<https://app.parkerdewey.com/projects/12516>

*Synergy 818*  
Blog Creation Project  
<https://app.parkerdewey.com/projects/12662>

**November 7, 2023**  
Edition

 PARKER DEWEY  
Center for Access and Student Success, Suite 309  
[william.kornegay@famuedu](mailto:william.kornegay@famuedu) | 850-599-8705  
[|CPDCenter.FAMU.edu](https://CPDCenter.FAMU.edu)

# Parker Dewey by the Numbers

**Thousands**

Companies who have worked with students on Parker Dewey Micro-Internships since 2016

**95%**

Percent of students who say real, short-term work experiences is how they want to be recruited

**97%**

Companies indicated that their Micro-Intern met or exceeded their expectations

**80%**

Percent of Micro-Interns selected who come from historically underrepresented backgrounds

**98%**

Projects that are kicked off and successfully completed

**98%**

Students completing Micro-Internships who stay in their first job after college for >1 year

**800+**

College, university and nonprofit Parker Dewey Partners

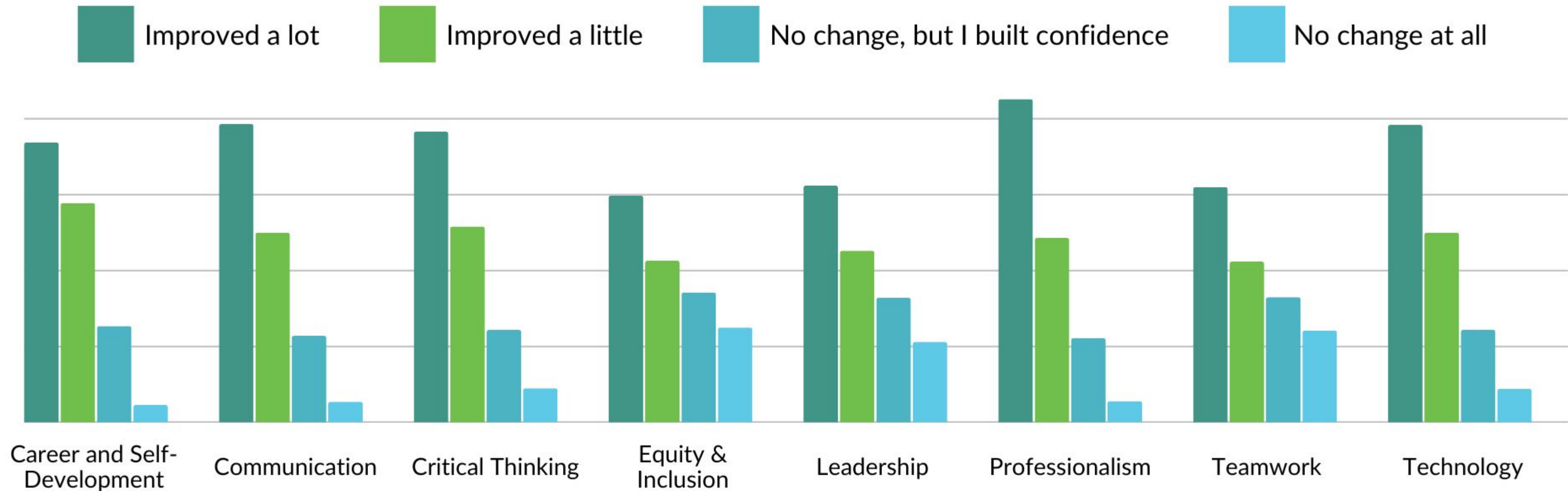


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# Value of Micro-Internships to Students

## Based on the NACE Career Readiness Competencies\*



\*Feedback from students who have completed at least one Parker Dewey Micro-Internship. To learn more about the survey and the NACE Competencies, click [here](#).



# 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.

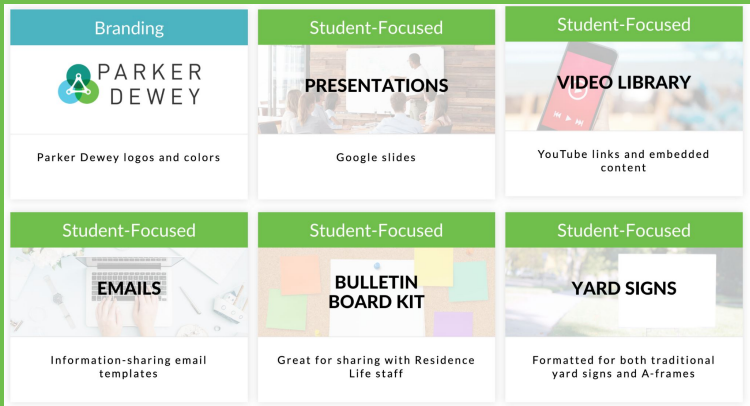
# Parker Dewey Basic Partnership

## 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	Brittini			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
- Additional Best Practices: These steps are not required, but are highly recommended.

**NOTE:** Starting in 2025, the steps in the first two checklists will be required before basic-level partners can request data.

The image displays three overlapping screenshots of the Parker Dewey Partner Checklists. The topmost screenshot is the 'Partner Checklist: Getting Started', which includes instructions for new partners and a list of required steps marked with green checkmarks. The middle screenshot is the 'Annual Must Do's' checklist, detailing tasks that must be completed annually. The bottom screenshot is the 'Additional Best Practices' checklist, offering recommended steps for partnership success. Each checklist features the Parker Dewey logo and a 'Keep Track of Your Progress' section with a link to Google Drive.

**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](mailto: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.

**Annual Must Do's**

Completed annually before basic-level partners can request their data. Highly recommended for Parker Dewey+ level partners.

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

**Link 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**

Make sure your colleagues are aware of your landing pages and this checklist.

**For Faculty, Staff, and other institutional staff**

Highlight resources, and invite them to [an overview webinar](#)

**Steps 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)

**Additional Best Practices**

These steps in this document are highly recommended for partnership success for your institution.

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

**Steps as a Parker Dewey Ambassador**

As a Micro-Intern, or have an existing Student Worker, make sure you and your Assistant tackle the associated tasks

[a copy the task List](#) | **Parker Dewey+ Exclusive:** For paid PD+ subscribers, the cost is covered

**Reminders about Events and Resources**

Check for updates, and more in our [Launch & Best Practices Toolkit](#)

**Steps in One-on-One Conversations**

**With Students and Recent Graduates**

- **Incorporate into one-on-one advising appointments**
- **Parker Dewey+ Exclusive:**  
**Review Student's Previous Performance**  
View a student's profile, past applications, and feedback received from previously completed Micro-Internships ([Guide](#))
- **Parker Dewey+ Exclusive:**  
**Conduct Proactive Outreach**  
Identify students who have applied for 10 or more projects without success, or those who have completed Micro-Internships and received feedback that indicates a need for improvement ([Guide](#))



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

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



Join us live:  
Wed., May 21, 2025  
at 2 pm ET



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

## 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 on Wednesday, May 21, 2pm ET

**Live webinar won't fit in your schedule?**

Register to have the recording sent you afterwards.

First Name\*

annie

Last Name\*



PARKER DEWEY

# Parker Dewey+ Partnership

## Platform Features If You Work With Students

### ✓ On-Demand Reporting on Student Engagement

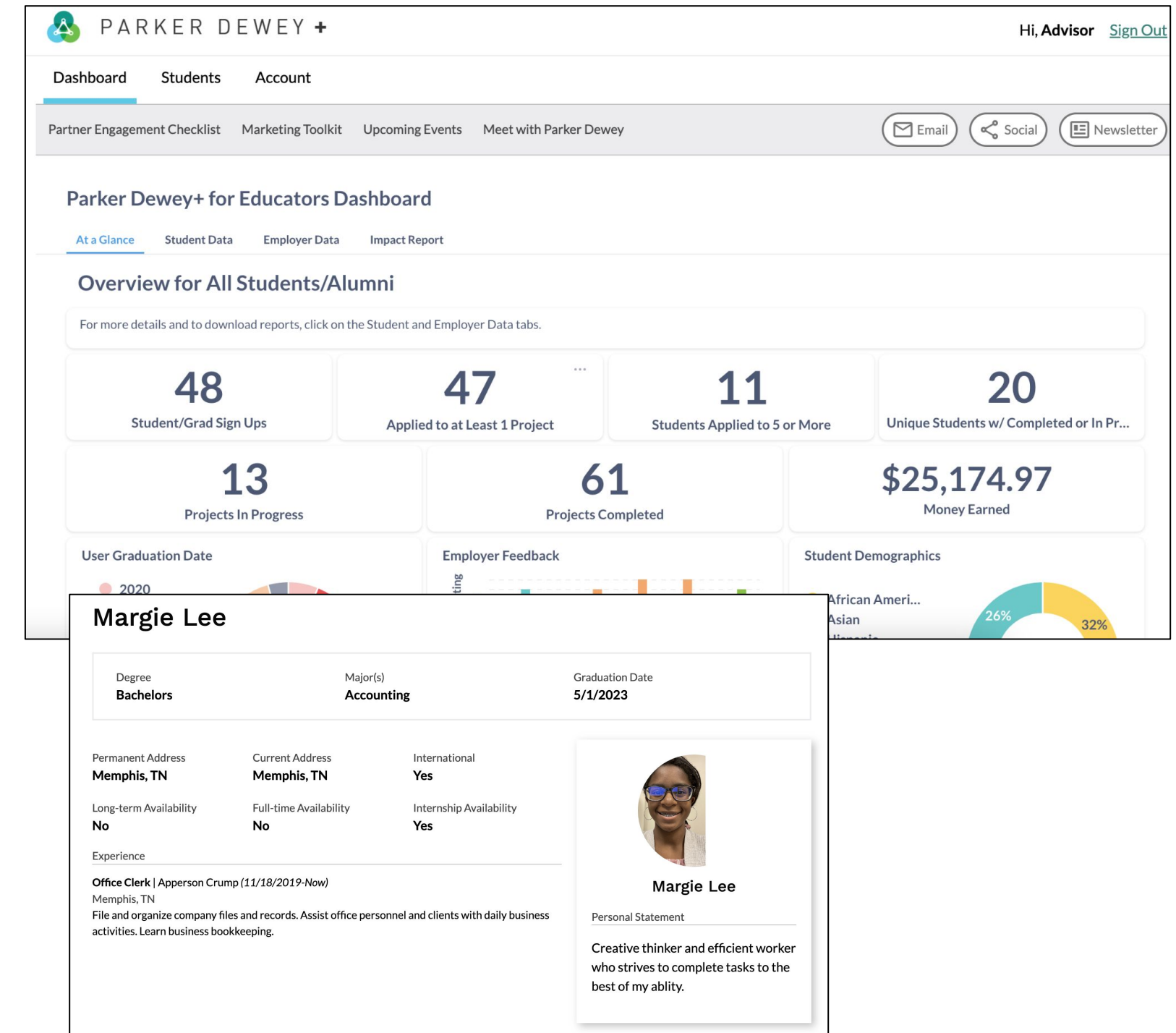
Access reports on student sign-ups, students selected, income received, etc.

### ✓ 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.



# 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

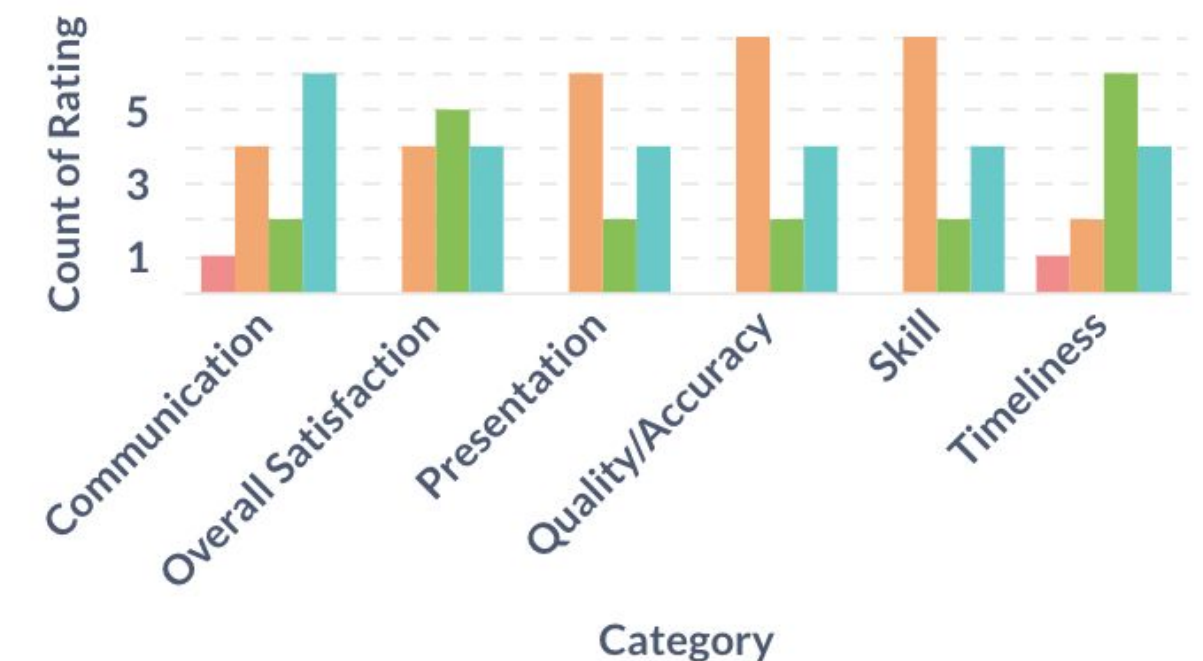
Includes organizations who may not be working with your office (but should be).

### ✓ 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
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### 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.”

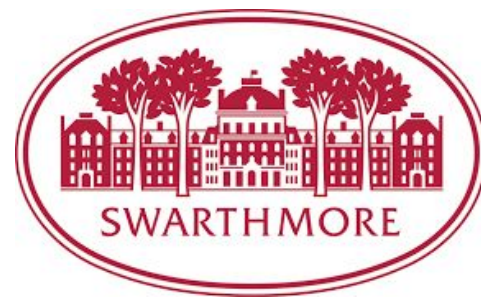
Amy Rees  
Associate Director, Career Events &  
Experiences  
University of Delaware Career Center



# 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



PARKER DEWEY



### 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.

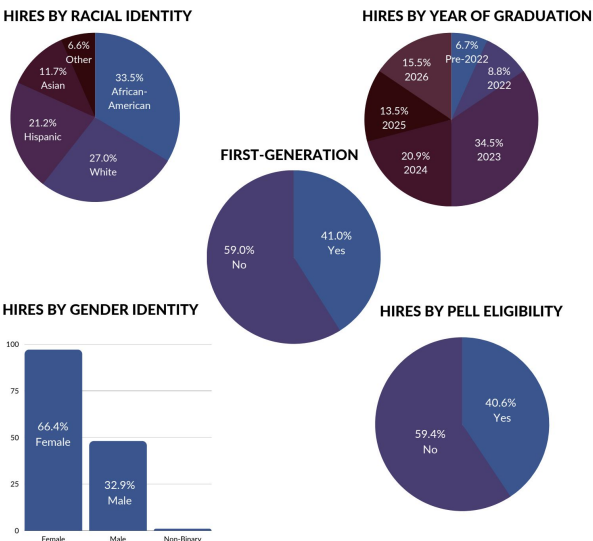
**WHAT:** Qualifying organizations can have a professional project that requires roughly 20 or 40 hours of work by the student to complete.

**COST:** The organization receives a grant of \$1,000 per student for the duration of the project.

**TIMELINE:** Organizations can post projects from November to May.



### Micro-Intern Demographics\*



\*Based on self-reported data from students


Racial Identity	Percentage
Other	6.6%
Asian	11.7%
Hispanic	21.2%
White	27.0%
African-American	33.3%

Year of Graduation	Percentage
Pre-2022	6.7%
2022	4.8%
2023	34.5%
2024	20.9%
2025	13.5%
2026	15.5%

First-Generation	Percentage
No	59.0%
Yes	41.0%

Gender Identity	Percentage
Female	66.4%
Male	32.9%
Non-Binary	0.7%

Pell Eligibility	Percentage
No	59.4%
Yes	40.6%



### 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](mailto: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: \_\_\_\_\_

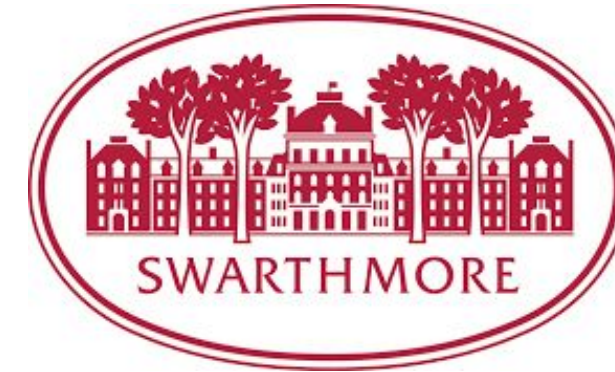
# Case Study: Engage Alumni/Friends

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 2023-2024), the program:

- Supported 57 students who engaged in Micro-Internships with 70 different alumni/"Friends"
- 4 additional students were selected for non-SwatWorks projects during these few months
- 14 additional projects have been self-funded by alumni who wanted to continue to engage students



[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; gearing up for Winter Break 2024 right now"





# 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 now and recently expanded



# 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., June 18, 2025  
at 1 pm ET



## 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.

## Webinar: Parker Dewey Partner Programs

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

Join us on Wednesday, June 18th, 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\*

Phone number\*



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# 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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# How to Help Your Students Succeed?

## Share Micro-Internships with Others

Engage  
Your Alumni



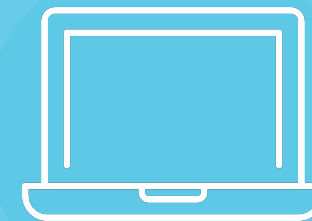
Engage  
Employer  
Partners



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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# What's Next

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**

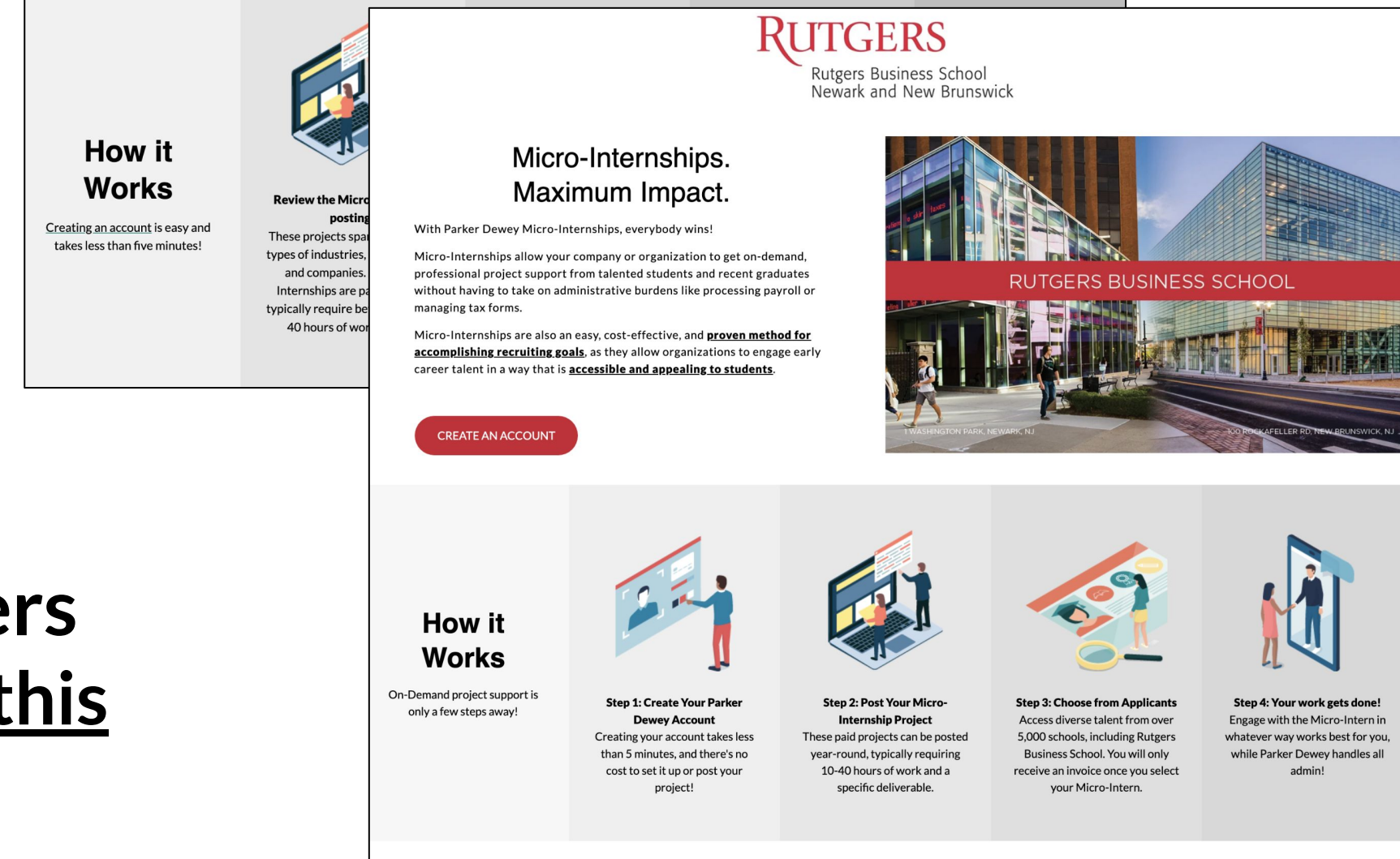
### Get paid, professional experience with Micro-Internships.

Students and recent graduates from all majors can execute short-term, paid, typically-remote, professional projects that allow you to build and demonstrate skills while exploring potential career paths.

These Micro-Internships can take place at any time of year, and are used by companies across the United States, ranging from those in the Fortune 100 to emerging start-ups.

Micro-Internships are facilitated via the Parker Dewey platform, which connects students and recent graduates with organizations in need of support.

[CREATE AN ACCOUNT](#)



**RUTGERS**  
Rutgers Business School  
Newark and New Brunswick

### 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](#)

#### How it Works

On-Demand project support is only a few steps away!

- Step 1: Create Your Parker Dewey Account**  
Creating your account takes less than 5 minutes, and there's no cost to set it up or post your project!
- Step 2: Post Your Micro-Internship Project**  
These paid projects can be posted year-round, typically requiring 10-40 hours of work and a specific deliverable.
- Step 3: Choose from Applicants**  
Access diverse talent from over 5,000 schools, including Rutgers Business School. You will only receive an invoice once you select your Micro-Intern.
- Step 4: Your work gets done!**  
Engage with the Micro-Intern in whatever way works best for you, while Parker Dewey handles all admin!



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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: 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



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[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

# 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,

- 2,000+ students and 270+ 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



DeBRUCE  
FOUNDATION



[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!



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