Micro-Internships

Access. Engage. Assess.

GREATER ROCHESTER CHAMBER

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Challenges Organizations are Facing

$ Budget constraints

Lack of talent pipeline

Not enough bandwidth for supervision/big commitments
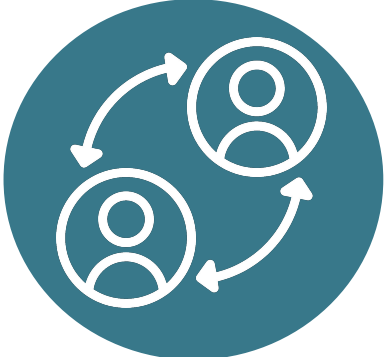
Student awareness/employer brand

Short staffed / not enough time
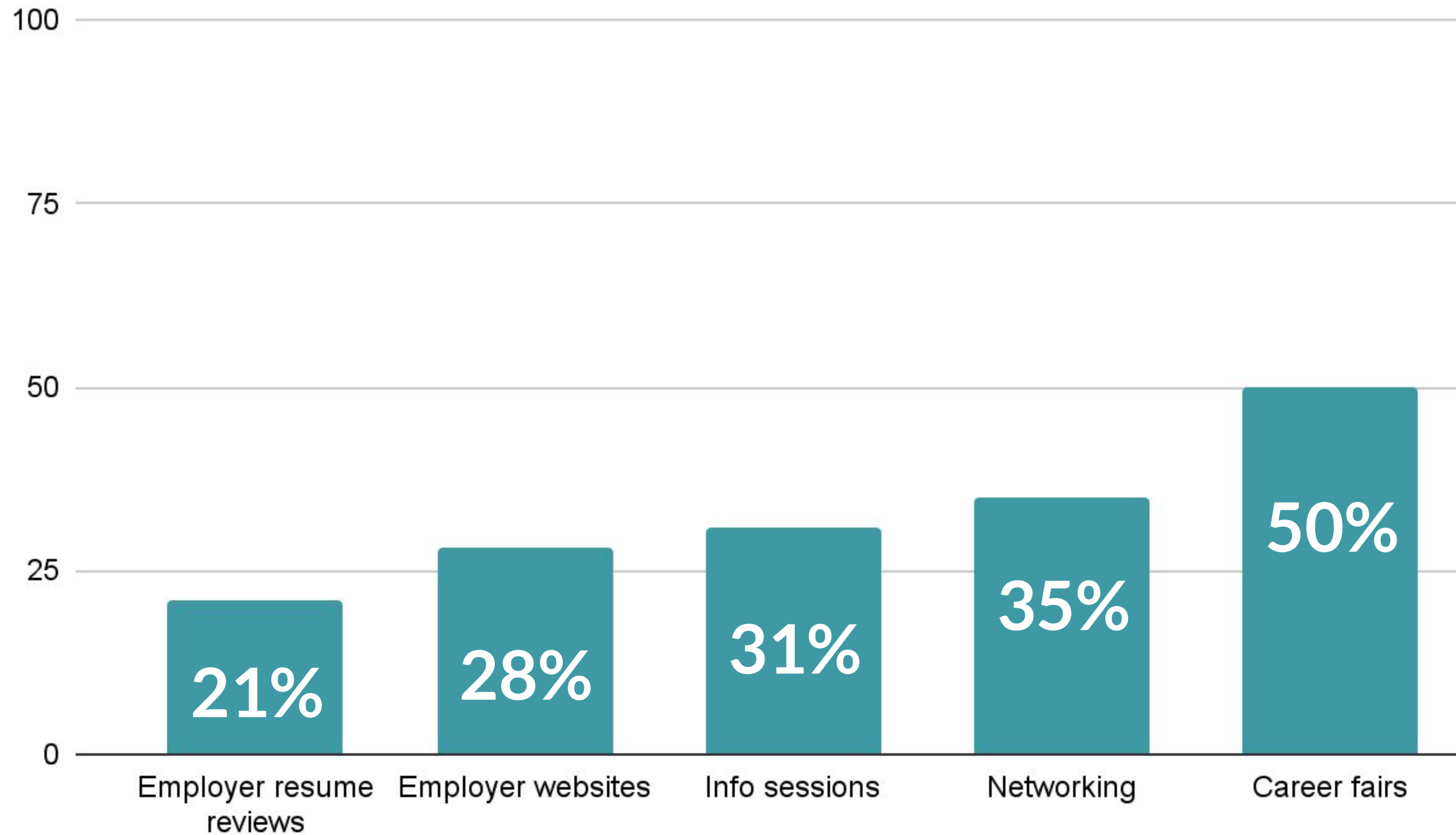
DEI / target demographics

Insufficient interest

Engagement
(conversion, renege, and retention)

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Percentage of Students Engaging in Traditional Approaches

Bar chart:
- Employer resume reviews: 21%
- Employer websites: 28%
- Info sessions: 31%
- Networking: 35%
- Career fairs: 50%

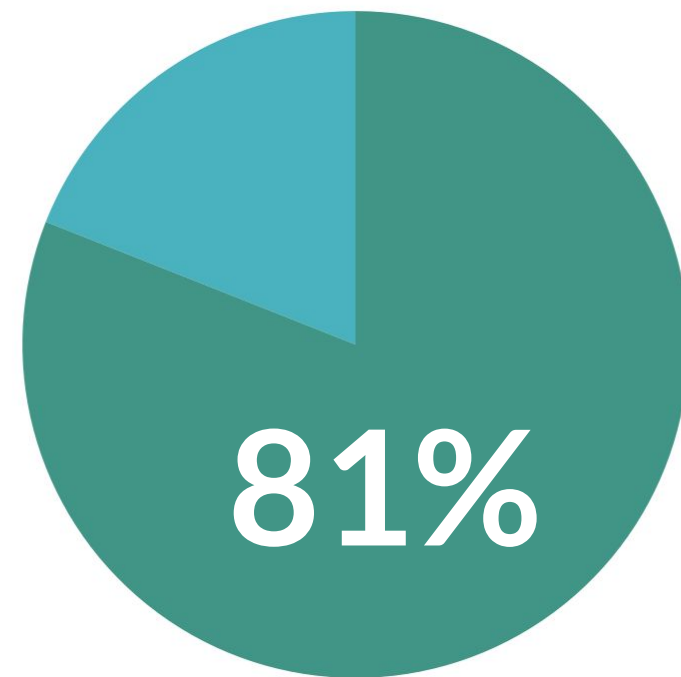*"I'm only going to participate if I already know I want to work at that company."*

"I want real insights about the company, not what I can read online…"

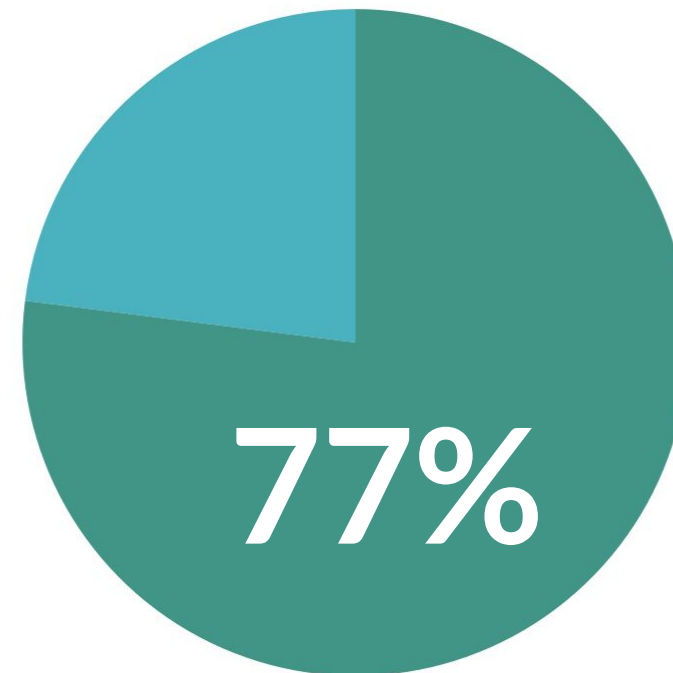*"I get bombarded by so many emails from recruiters I just blocked them all."*

What Students Want From Campus Recruiting

Exposure to employers

81%

participate in recruiting activities to learn about career paths and employers.

Early engagement

77%

started thinking about career planning and development during their second year or earlier.

Relationship building

#1

need is building professional relationships to help them determine the right role.

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What is Parker Dewey?

Since 2015, Parker Dewey's Micro-Internship platform has facilitated thousands of Micro-Internships, providing an on-demand resource for teams, while also enhancing their campus recruiting, diversity, and hiring outcomes.

Click for more examples of Client Success

FLEETCOR
Auditioning candidates and gaining multiple perspectives

Smith+Nephew
Revolutionizing early-career recruiting

Microsoft
Getting a head-start on attracting early-career talent

HubSpot
Providing student support for customers and partners

Farmers National Bank
Attracting talent to the banking industry

NORTHROP GRUMMAN
Supporting career prep through hands-on experience

JLL
Seeing work ethic in action for early-career candidates

GrandPad
Launching a product with Micro-Intern support
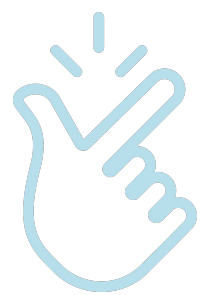
MHolland
Pivoting to remote with project-based internships

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Micro-Internships are...
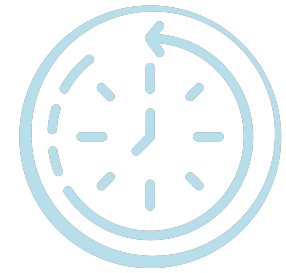
Short-term, professional projects
- Typically 10-40 hours required to complete
- Available on-demand and typically remote, with deliverables due within a few weeks
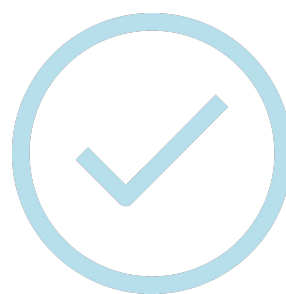
Easy
- No on-boarding or HR burdens as Micro-Interns aren't your employees or contractors
- Micro-Interns are under NDA
- No term-to-perm or other fees

Inclusive
- Access to millions of students from thousands of colleges and universities across the country
- Over 80% of Micro-Interns from under-represented populations

Effective
- Don't replace internships or full-time hiring
- Lowers cost-per-hire 40-80% with improved conversion, diversity, and retention

Micro-Internships are *not...*

Long-term commitments
- Makes them easier to scale with no need to predict the future

A heavy lift for you or hiring managers
- Hiring managers appreciate the on-demand support without the obligations of longer-term experiences

Expensive
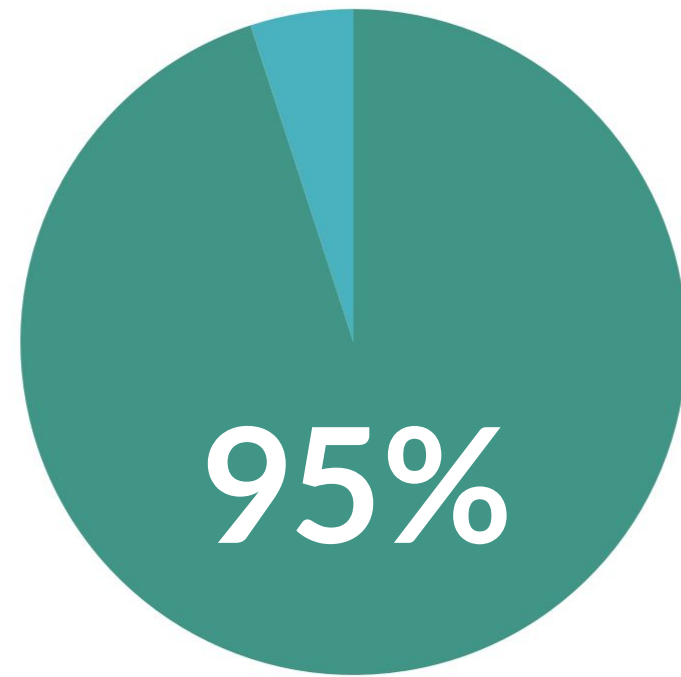- Average Micro-Internship is $300-$500, of which 90% goes to the student

A replacement
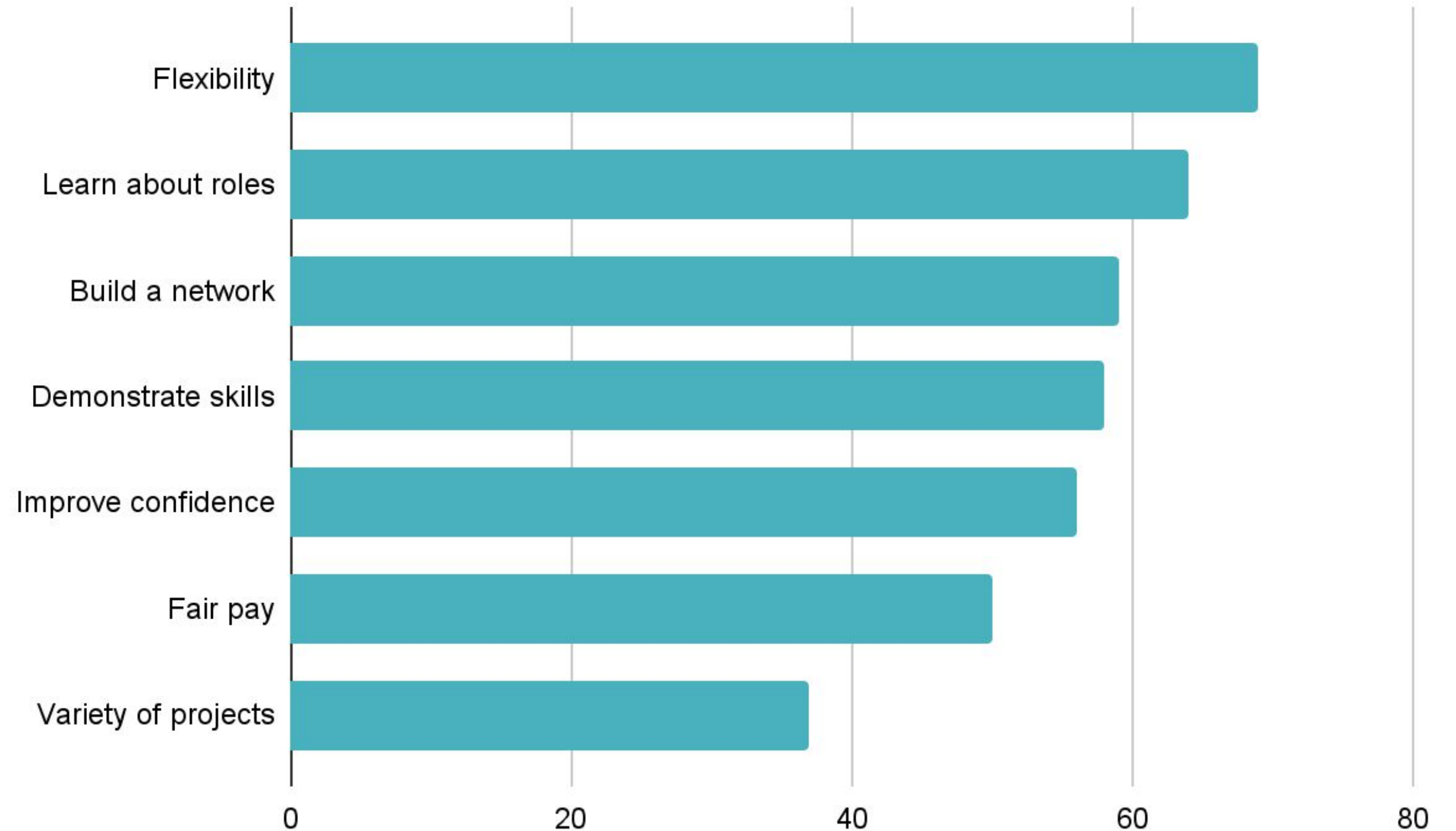- Complements existing campus recruiting efforts

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Students Want Real, Hands-On Experiences

Real work experience

95%

rated "real, paid work experience with an organization" as their preferred method of engaging with employers.

Why college students seek Micro-Internships

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Immediate, Sustainable Impact

Students from Underrepresented Groups

80%

26%

Paid Internships [1]   Paid Micro-Internships

Cost Per Hire for Campus Recruiting

$3,500 - $6,900

40 - 80% savings

Traditional campus recruiting [2]   Micro-Internships as part of campus recruiting

First Year Retention of Recent Grads

98%

45%

All recent graduates [3]   Recent grads who complete Micro-Internships

[1] According to the National Association of Colleges and Employers (NACE) 2019 Student Survey Report.
[2] Based on averages compiled by the National Association of Colleges and Employers (NACE) 2018 Recruiting Benchmarks Survey.
[3] According to the U.S. Bureau of Labor Statistics National Longitudinal Surveys NLSY97.

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Micro-Internships Support Full-Cycle Campus Recruiting

>5,000 colleges
represented by students on the platform

>80%
of students hired come from underrepresented backgrounds

>98%
success rate

>40-80%
lower cost per hire

Access: Expand reach
Build relationships with college students and recent graduates nationwide, while growing your early-career talent pipeline based on career interests, skills, and feedback from hiring managers.

Engage: Deepen relationships
Promote Micro-Internships to specific colleges, student populations, and regions that align to your goals.

Assess: See skills in action
Collect feedback on the skills, aptitude, and potential directly from hiring managers based on actual performance.

Hire: Lower costs, improve outcomes
Hiring managers value year-round, on-demand access to project support, complementing your existing efforts with a pool of engaged candidates resulting in improved conversions.

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Addresses the Goals of Employers *and* Students

Budget constraints
Easy/Cost Effective

Low bandwidth for big decisions
No Commitment, Low Risk

Short staffed
On-Demand Help

Insufficient interest
Role Auditioning

Lack of talent pipeline
Build a Talent Pipeline

Student awareness/employer brand
Brand Building

DEI/Accessing target demographics
Access New Demographics

Engagement
Local Employers/Alumni

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Three 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

VIEW FEATURED PROJECT TEMPLATES FOR

GREATER ROCHESTER CHAMBER

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Post your Project

Micro-Internship Templates

Post popular projects or customize your own!

Post a Custom Project

Have a project need that our templates don't address? Post your own from scratch! For assistance, check out our **tips for posting a custom project.**

Create Your Own →

Content Creation

When you have content ideas but no time for the first pass, look to the research and writing skills of college students.

Post This Project →

Social Media Content Calendar

Creating a quality social media content calendar is time consuming. Give an eager student the opportunity to develop it for you.

Post This Project →

Candidate Sourcing

Get help from a college student or recent grad to identify and research prospective candidates that are qualified for one or more of your open roles.

Post This Project →

User Experience Testing

Engage a student in conducting a comprehensive UX test of your website and provide suggestions for improvement.

Post This Project →

Job Board Support

Have a student develop and manage the posting of five open positions including promoting it on social media and screening initial applicants.

Post This Project →

CRM Lead Cleansing

Utilize a college student's research skills to review and update data on existing leads.

Post This Project →

Reconciliation

Leverage the attention to detail of a student to assist with reconciling your accounts receivable.

Post This Project →

Add Project

ABOUT

Project Name

Content Creation

Department

Marketing

Project Description

Sans Serif | B *I* U ≔ ≔

We are looking for somebody to research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article to backup your claims

Estimated Hours

This is an estimate of the total time you expect will be required for the Micro-Intern to complete the project, helping them understand the scope.

15

Cost

This is the total cost you will pay upon completion. This is a fixed fee set by you, and while it is not an hourly amount, on average companies set the price at $20-$25 per Estimated Hours.

300.00

Project Start Date

12/09/2022

End Date

12/23/2022

Sample Micro-Internships

Lead Generation | Seattle, WA

BY: **Microsoft**
DEPARTMENT: **Business Development**

JOB DESCRIPTION

We would like you to identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information for a director-level or above decision maker. Contact information should include: name, position, phone, and verified email. In addition, please include company size and other information that we will define.

COMPANY DESCRIPTION

At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. Our mission is grounded in both the world in which we live and the future we strive to create. Today, we live in a mobile-first, cloud-first world, and the transformation we are driving across our businesses is designed to enable Microsoft and our customers to thrive in this world.

Social Media Content Calendar | Atlanta, GA

BY: **AFJ Consulting LLC**
DEPARTMENT: **Marketing**

JOB DESCRIPTION

We are looking for a student to create a series of 50 posts. The posts should have a good mix of thought leadership, informational, and promotional content (which we will provide). We are also open to breaking the job down into smaller increments for those who are limited on time (example: 10, 20, 40 posts, etc.)

COMPANY DESCRIPTION

We create surveys and other interviewing tools that help organizations better understand their customer's needs, which equates increased customer service and higher sales.

Collecting Technical Specs Data | Davidson, NC

BY: **Trane Technologies**
DEPARTMENT: **Engineering**

JOB DESCRIPTION

We are looking for somebody to help gather all technical specs and populate them on the Oxbox master sheet for internal reference for future use with PIM or Webcats update. We will provide access to the appropriate sheets upon kickoff. This project involves research, analysis, and developing a report.

COMPANY DESCRIPTION

At Trane Technologies® we Challenge Possible. Our brands – including Trane® and Thermo King® - create access to cooling and comfort in buildings and homes, transport and protect food and perishables, connect customers to elevated performance with less environmental impact, dramatically reduce energy demands and carbon emissions, and innovate with a better world in mind. We boldly challenge what's possible for a sustainable world.

Select Who You Want

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	23	☆ 👁
Applicant Name	California State University Dominguez Hills *Biology*	5/11/2024	8/3/2023	☆ 👁

FIRSTNAME LASTNAME

Actions ▲

Approve Applicant for this Project

Send a Message

School
University of Rochester

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

Graduation Date
12/15/2023

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.
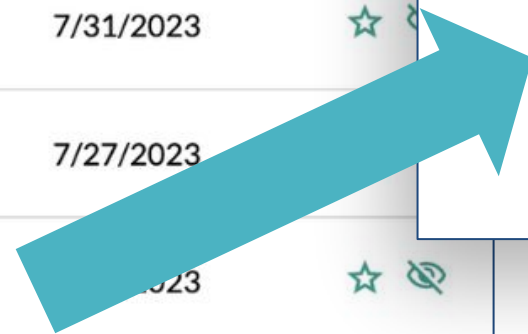
APPLIED

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

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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Projects As a Pipeline

Micro-Internship Projects access and engage talent...

Developing Discharge Pressure Model

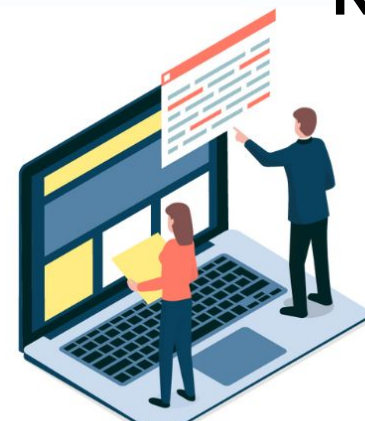**Researching Energy Saving Technologies at Universities**

Updating User Manual

Aftermarket HVAC Coils Install Base Research Project

and enter them in your pipeline for Internships and Full-Time Roles

TRANE TECHNOLOGIES™

2023 Engineering Intern (EPIC)

⊙ This job is available in 7 locations **See all** ᐧ

Engineering and Technology ᐧ 🗀 2203897 ᐧ 🗀 Thermo King Americas

☆ Save   Apply Now ⟩

System Applications Engineer

⊙ This job is available in 2 locations **See all** ᐧ

Engineering and Technology ᐧ 🗀 2206783 ᐧ 🗀 Commercial HVAC Americas

☆ Save   Apply Now ⟩

How You Can Leverage Micro-Internships

When an Employer Says	How Micro-Internships Help	What Students Have to Say
I want to build my brand with your students.	Offer Micro-Internships to get through the noise, allowing students to learn about your organization. • 95% of students want to connect with employers via real, paid work experience • 50% of college students attended a career fair	"I wasn't familiar with Northrop Grumman at all before finding this Micro-Internship. Now I've accepted a full-time role." Alex, University of California, Santa Barbara, Class of 2022
I need a more diverse applicant pool.	Use Micro-Internships to reach students who might otherwise be overlooked, while providing authentic connections with hiring managers. • Over 80% of Micro-Interns come from backgrounds historically under-represented in the workforce • Students represent all majors, academic years, grad/undergrad and recent grads	"The time management I developed, especially as a student athlete, was crucial in delivering on Micro-Internships and I got to show that ability in a professional setting." Raeven, Christian Brothers University, Class of 2021
I want to reach students earlier to build my talent pipeline.	Offer Micro-Internships specifically for first and second-year students to reach them when they are most interested in exploring career paths. • 76% of students said they start thinking about career planning before sophomore year • 69% of students wished employers began to engage them earlier than they did	"My Micro-Internship was my first professional experience actually doing work...this was the first time I was actively contributing something." Richard, Howard University, Class of 2024
I don't need a student for a full-time role or internship.	Use Micro-Interns to get immediate help on those small projects that create value, but you don't have time to address. • All Micro-Internships are project-based so the focus is on what you need, not hours/weeks • Students are not your employees, Parker Dewey handles all payment to students and admin	"I don't know that I would have been able to do any other type of internship because of my schedule." Christina, University of Maryland Global Campus, Class of 2023
I have a limited budget, bandwidth to supervise a student.	Use Micro-Internships as a cost-effective way to engage and assess prospective candidates. • You set the price for each Micro-Internships, with the average cost of $435 (and 90% goes to the student) • No upfront costs, subscriptions, or other fees, leading to a 40-80% lower cost-per-hire	"It's a real-life application without a long-term commitment. I can actually give back and my work will be used." Mishwa, Illinois Wesleyan University, Class of 2023
We've already set our recruiting plans for the year.	Use Micro-Internships as a complement to what you have planned. • Build relationships that can help you fill last minute openings or get a jump start on next year • Maintain a relationship with outstanding interns who don't have time to continue a traditional internship during the academic year	"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

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What now?

Post your project
It takes less than 5 minutes, and there's no obligation

Share with your colleagues
Busy professionals, ERG members, and "super fans" will all be excited to get an extra set of hands and give back
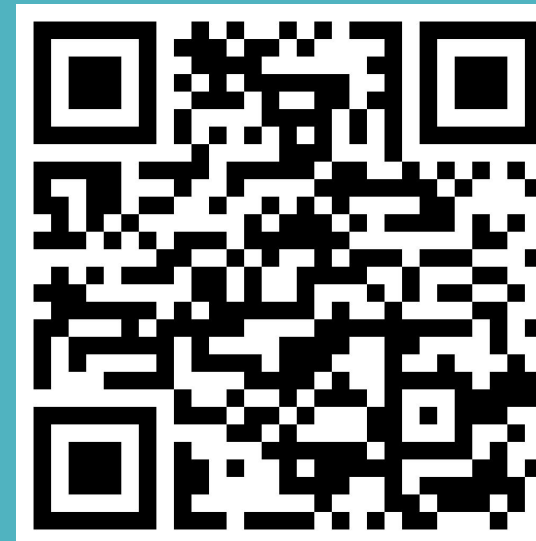
Add it to your recruiting program
As you plan for the upcoming year, Micro-Internships can help achieve your goals (and lower the risk)

Ask us
We're happy to think through ideas, share best practices, or help however we can

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Create your account today!

info.parkerdewey.com/
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