



Parker Dewey: Executive Summary

Overview

Parker Dewey's Micro-Internship program enhances campus recruiting and diversity, equity, and inclusion efforts of companies in a way that also provides an on-demand resource for busy professionals.

Though short-term, paid, professional assignments, companies can identify, assess, and build relationships with college students prior to the traditional recruiting process. Not only does this create a competitive advantage in campus recruiting and provide existing employees with additional resources, it also supports diversity, equity, and inclusion efforts of organizations as they engage students from beyond traditional recruiting pools.

What Are Micro-Internships?

Micro-Internships are short-term assignments that require the skills of a college intern or new hire.

- **Short-term:** Require 10-40 hours of work by the student, and are due within 1-4 weeks
- **Low-risk:** Don't require access to a company's proprietary data or internal systems
- **Flexible:** Can be completed remotely, and are available year-round, on-demand
- **Scalable:** Applicable across all departments, industries, and company sizes
- **Easy:** Micro-Interns are not employees, contractors, or temps of your organization
- **Cost-effective:** Typical projects cost \$200-\$500, and there is never any fee if you want to hire your Micro-Intern directly for an internship or full-time role – in fact, we love when this happens!

Why They're Useful

Micro-Internships enhance the processes and programs already in place at your organization.

- **Competitive advantage in campus recruiting:** Early access to college students, allowing you to build authentic relationships with candidates before the competition
- **Supports DEI efforts:** Engage students from underrepresented populations, while hiring managers experience the benefits of working with candidates from beyond traditional recruiting pools
- **On-demand support:** Flexible resource to support your team, improving productivity and job satisfaction (and without the costs and risks of the alternatives)
- **Showcases your company:** Authentic opportunity to highlight your organization and its mission to the community, candidates, and employees



How It Works

Micro-Internships can always be posted as needed without any commitments, obligations, or administrative burdens. In addition, Parker Dewey can design a customized program to help achieve your recruiting, diversity, mission, and business goals. The process is simple, and fits seamlessly into your existing efforts.

Process

I. Program Development

Our team will evaluate your most prevalent entry-level job postings to design specific gigs that will allow Career Launchers to hone and demonstrate key skills, while also supporting your campus recruiting efforts and offering immediate value to hiring managers on your team.

II. Launch

We will develop customized resources that make it simple for you to engage your colleagues to increase collective impact.

III. Awareness

Your Gigs for Good will be promoted to our network of nonprofit organizations, colleges, and universities, including outreach to those groups of particular interest to your current DEI initiatives.

IV. Program Management

Based upon your goals, our team will develop an implementation strategy and project manage all gigs (i.e. who posts, selects candidates, and evaluates).

V. Data & Highlights

Upon conclusion of your Gigs for Good program, you will receive a detailed Impact Report highlighting gigs completed, candidates, and project results for you to use in your own DEI reporting and as a potential entry-level candidate funnel. We will also feature your company as a Gigs for Good participant on gigsforgood.org and partner university and foundation sites, and provide resources to highlight your participation to relevant publications.

Who We Are

[Parker Dewey](https://parkerdewey.org) is a mission-driven organization passionate about bridging the college-to-career gap. To that end, we've built the largest network of highly motivated college students and recent graduates who are excited to complete short-term, paid, professional projects as a way to demonstrate skills, explore career paths, and build their networks as they launch their careers. Having facilitated thousands of the Micro-Internships, we've uncovered best practices for attracting, evaluating, and hiring entry-level talent that deepen your assessment capabilities, broaden your access to candidates, and produce higher retention and better cultural fit within your company.