Introducing Micro-Internships For Students and Recent Grads

vShips | DeBruce FOUNDATION

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WHAT IS A MICRO-INTERNSHIP?

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

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

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

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

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WHO CAN COMPLETE MICRO-INTERNSHIPS?

- Current students who are at least 18 years old
- Students/alumni who are changing careers and/or need relevant experience
- International students with appropriate work authorization (CPT, OPT, or a work visa)
- Recent graduates

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Sample Micro-Internships

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Human Resources:

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

IT:

- Website Updates
- User Experience Testing
- Updating User Manual

Operations:

- Data Cleansing
- Vendor Research
- Community Relations

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

Finance:

- Financial Analysis
- Financial Modeling
- Industry Analysis

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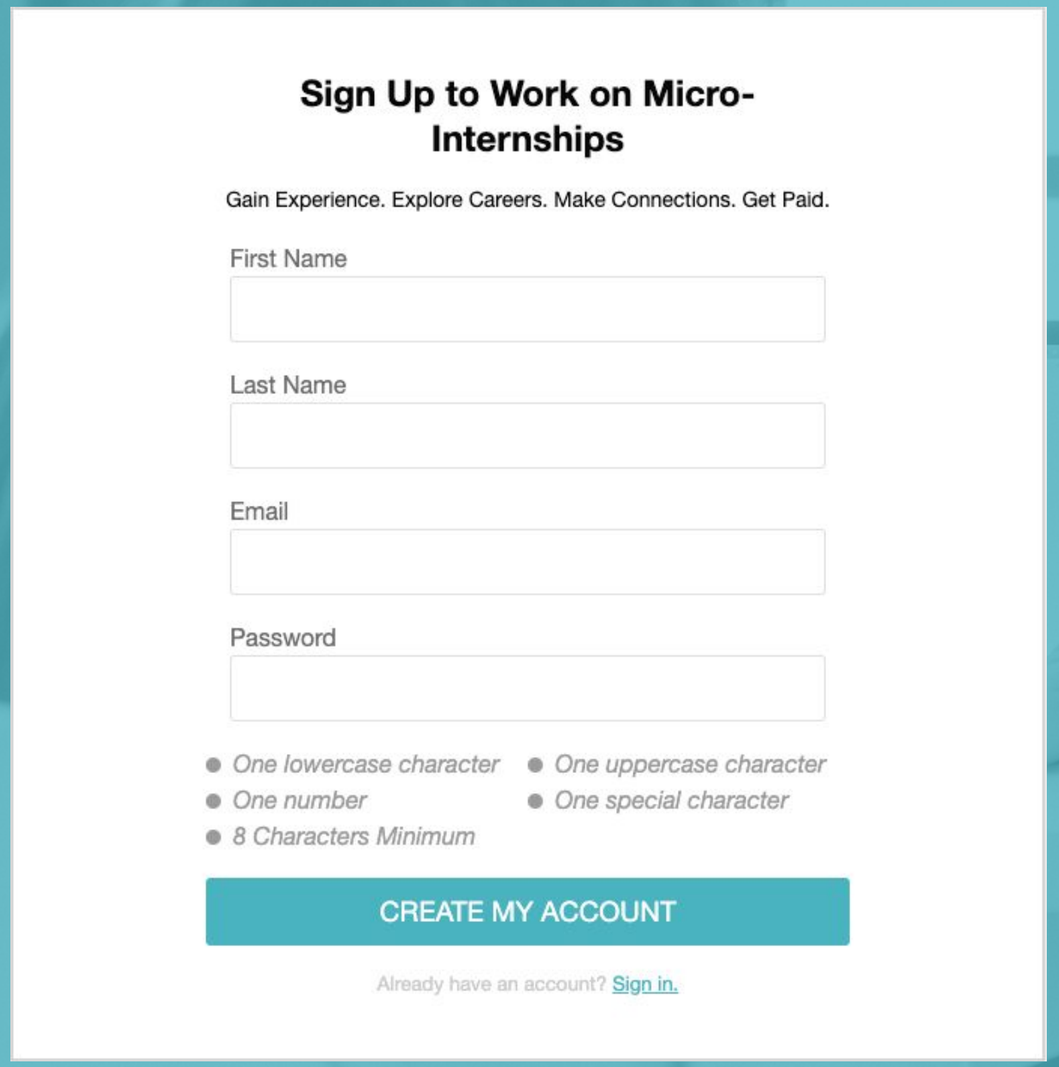
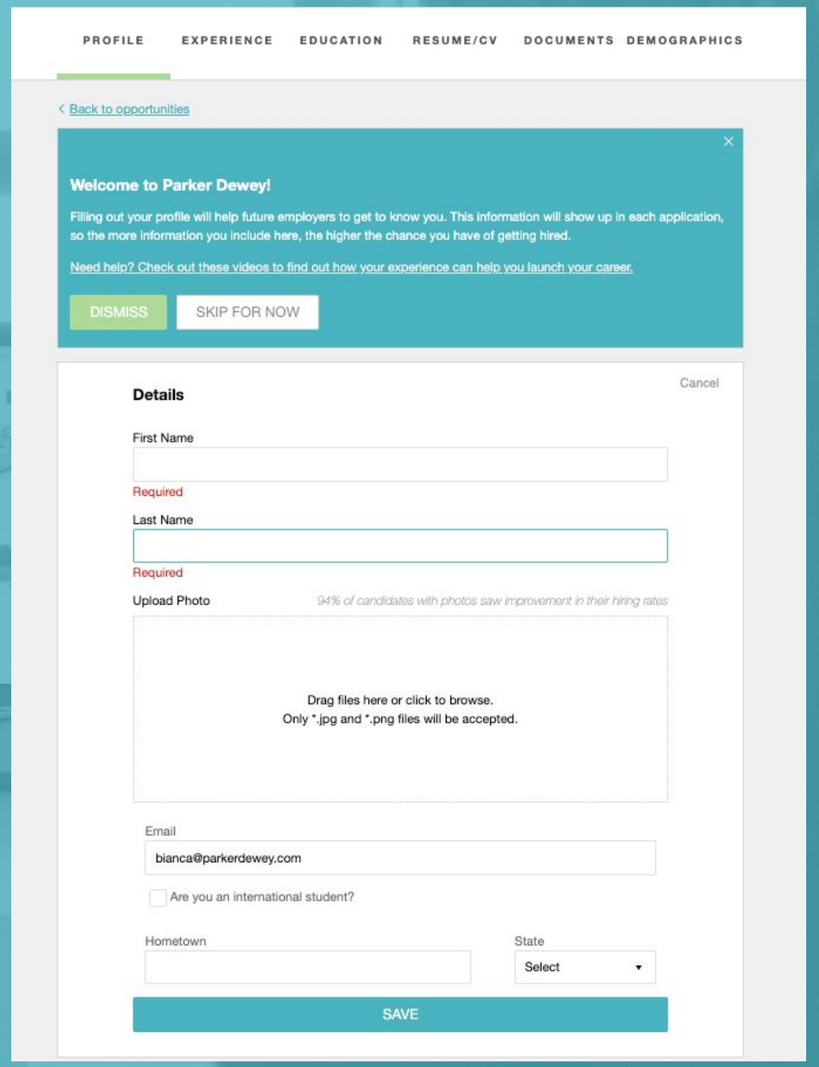
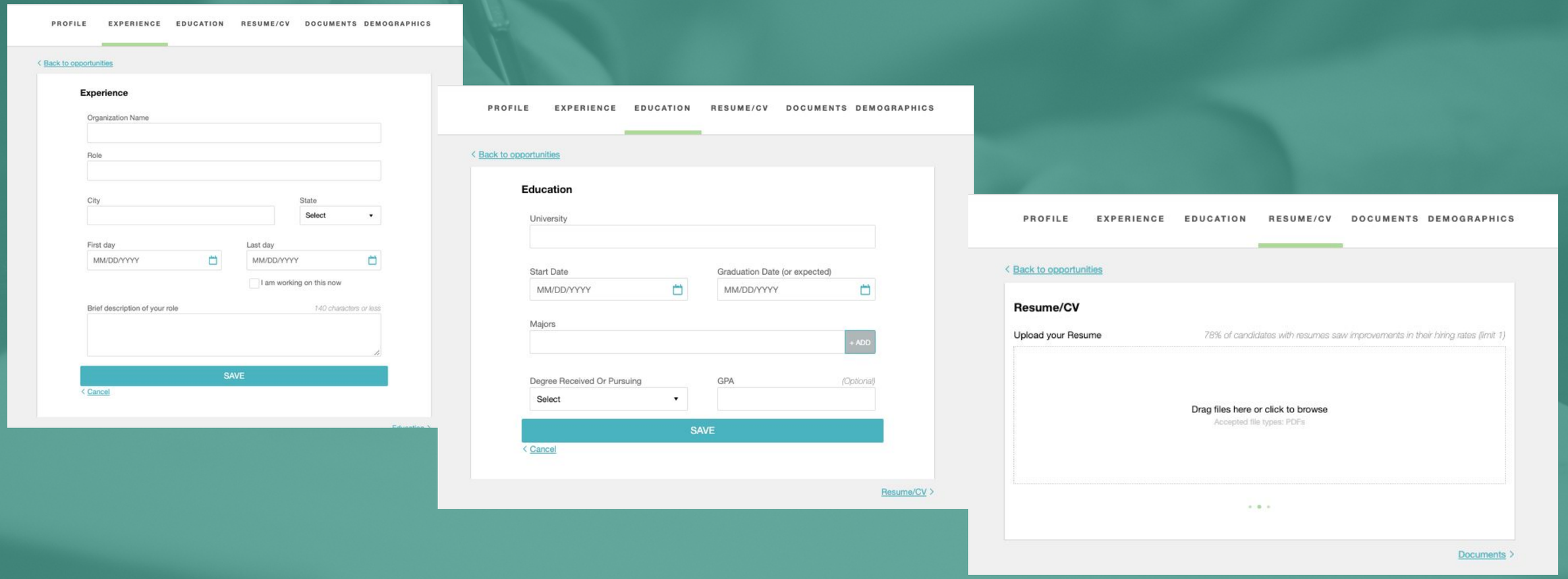
CREATE A PROFILE



This is what prospective employers can see, so take this seriously!



ADD EXPERIENCE, EDUCATION, AND RESUME



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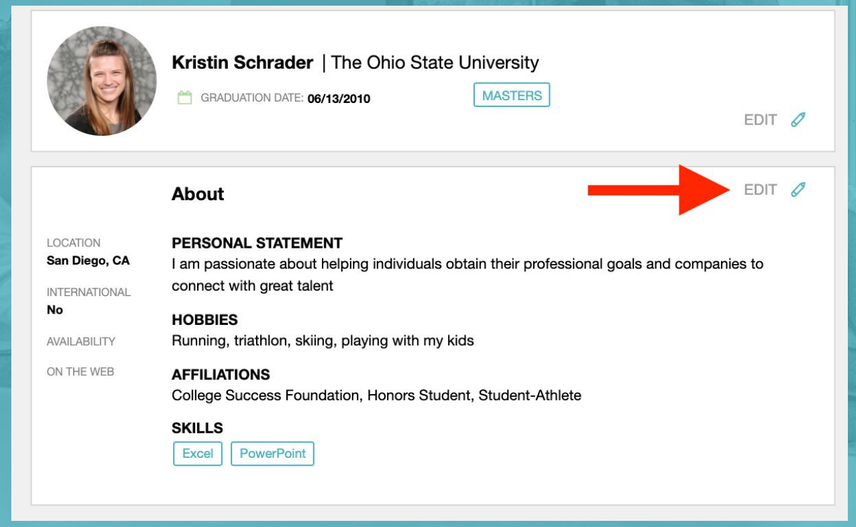
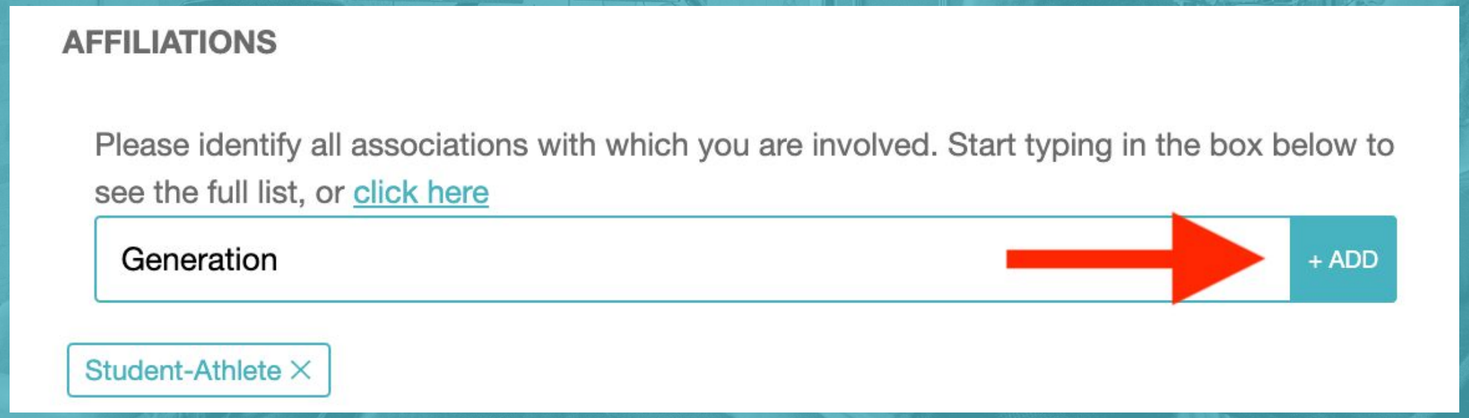
ADD APPLICABLE AFFILIATIONS





- Affiliations = Nonprofit organizations supporting students from under-represented backgrounds
- Examples include: United Negro College Fund, Dell Scholars, TheDream.US
- Students attending Kansas public colleges/universities should add **Kansas Micro-Internship Program**
- Other examples include **Student-Athlete** and **Honors Student**
- Click here to see a list of Parker Dewey's nonprofit partners

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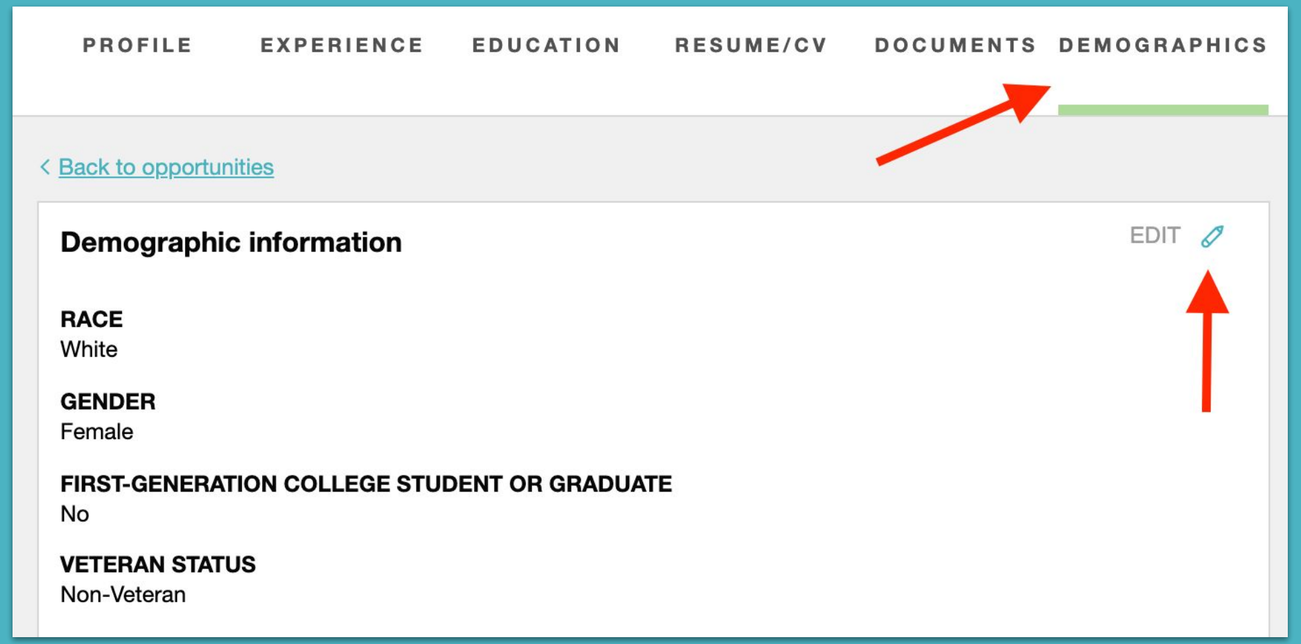
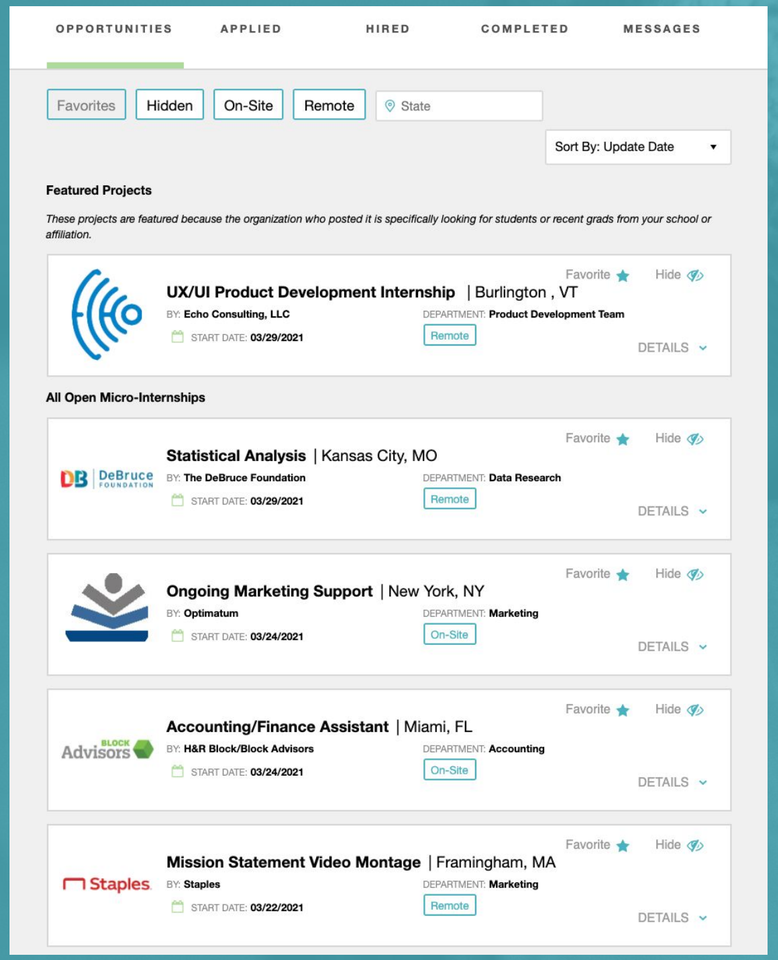
Add Demographic Information (Optional)

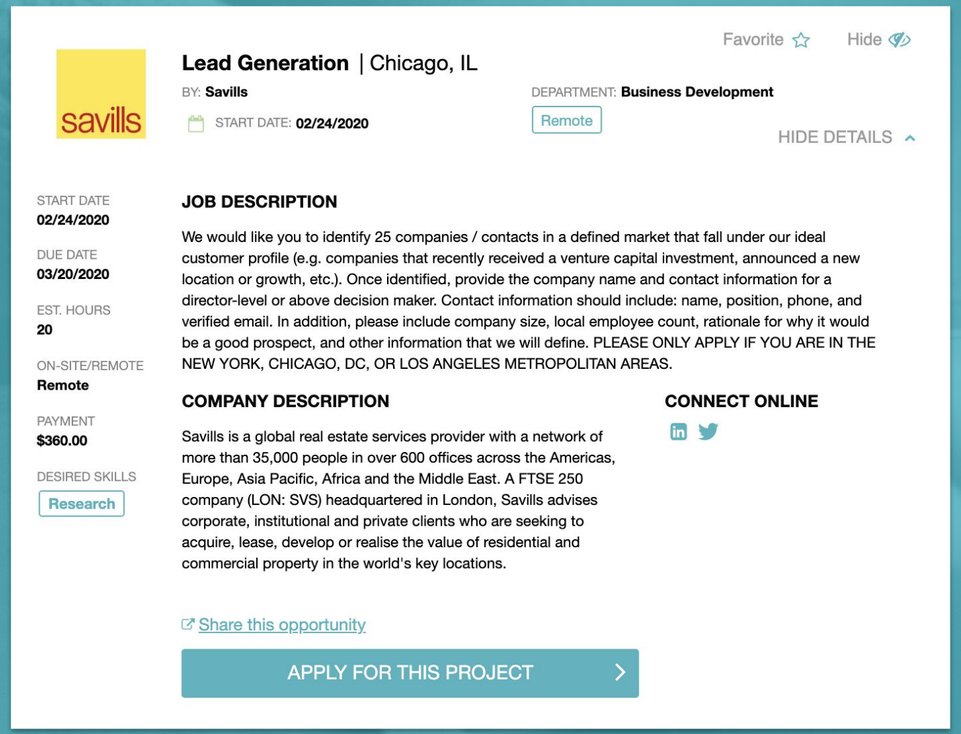


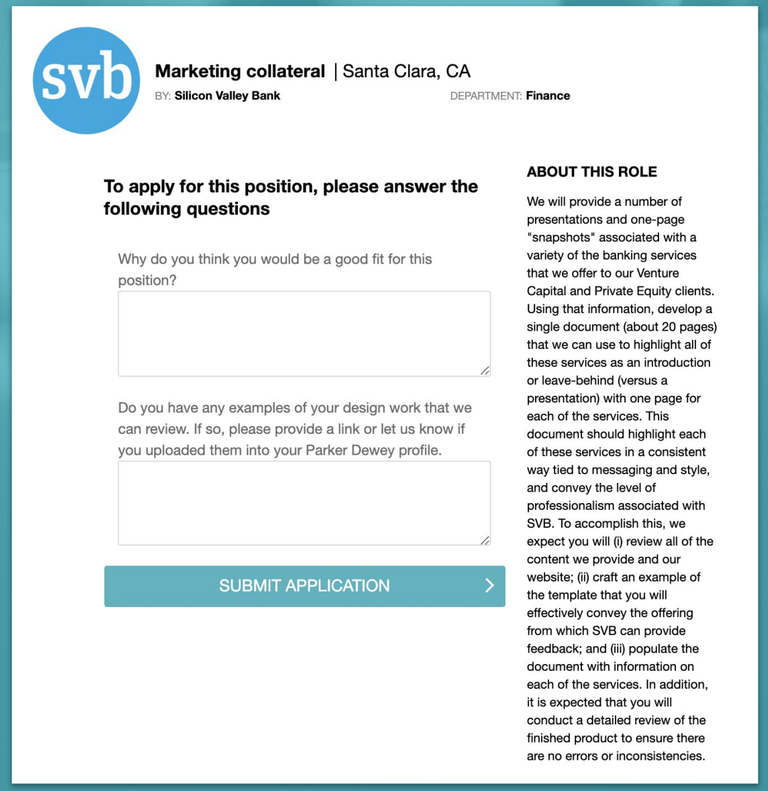
WHY?

- Parker Dewey's mission is to **help bridge the gap between college to career in a more equitable way**
- Many companies use Parker Dewey's Micro-Internships to connect to a more diverse talent pool
- **Including this information is optional**
- **Your responses will be kept confidential and are not visible to companies** using the Parker Dewey platform

SEE AVAILABLE MICRO-INTERNSHIPS AND APPLY







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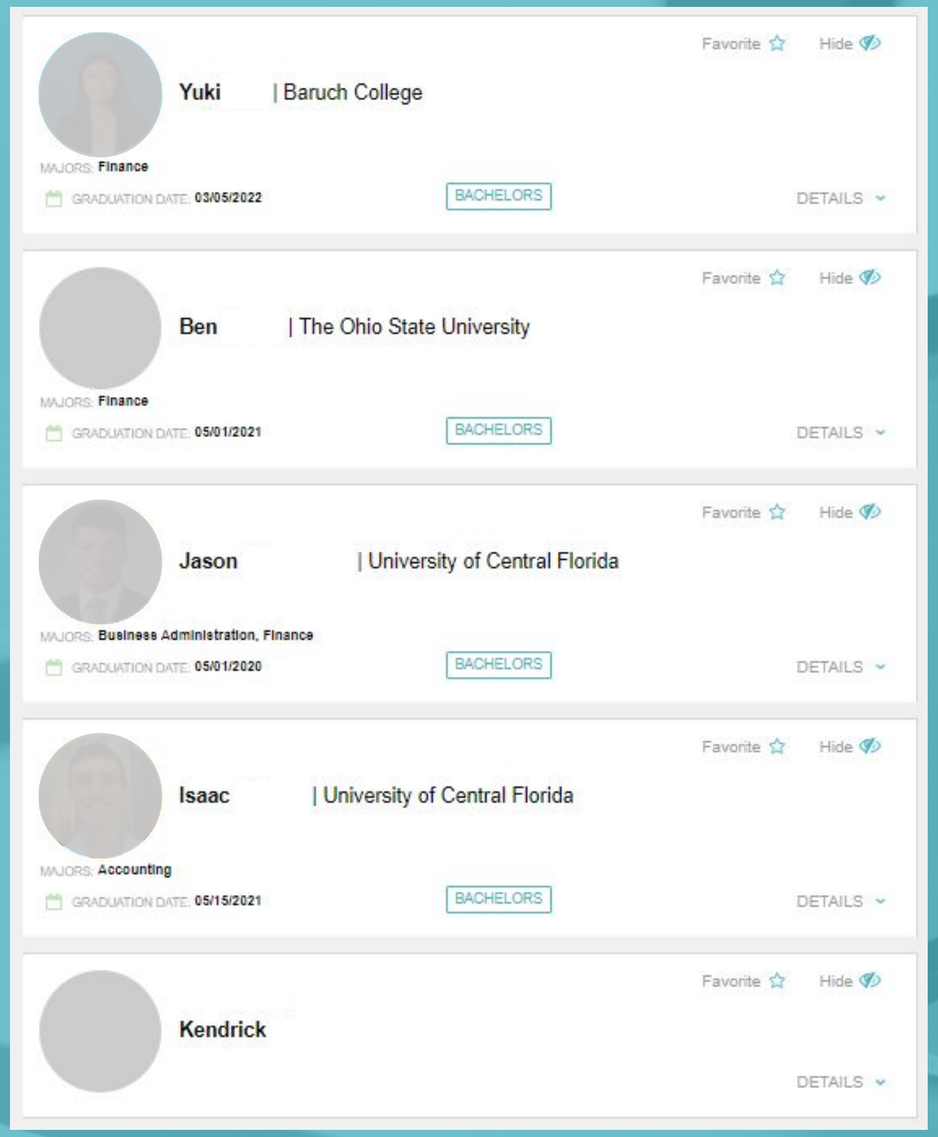
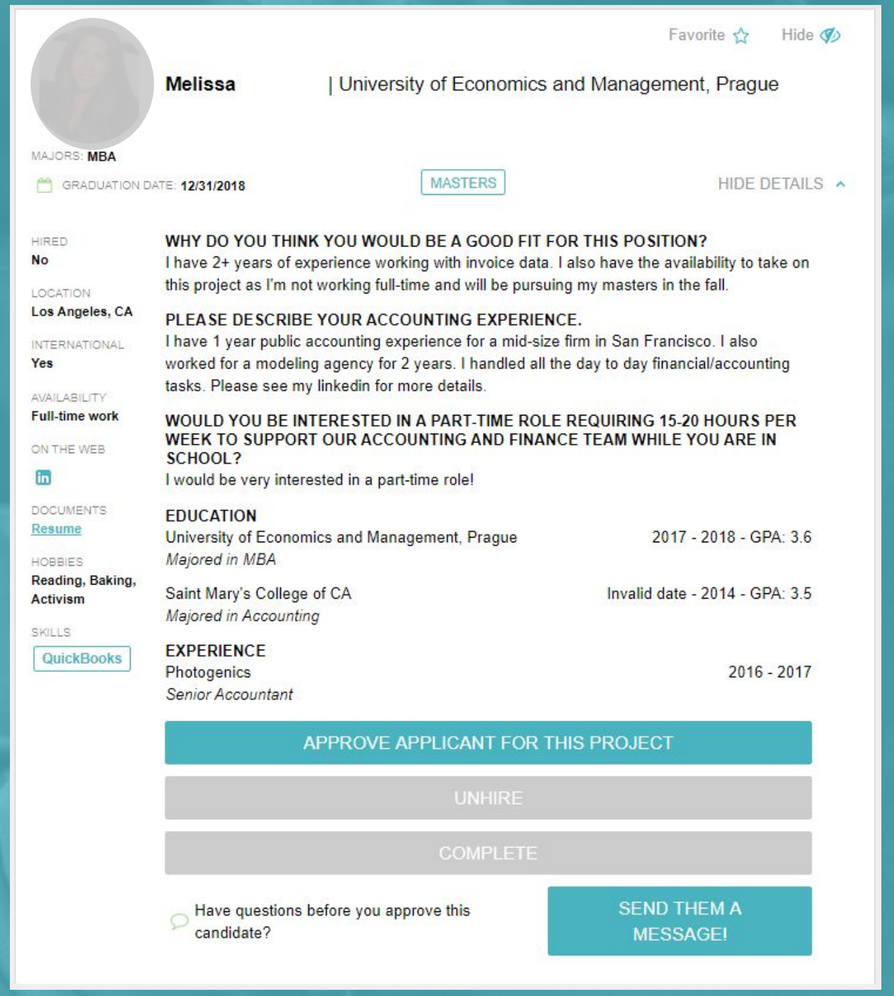
THE COMPANY'S VIEW





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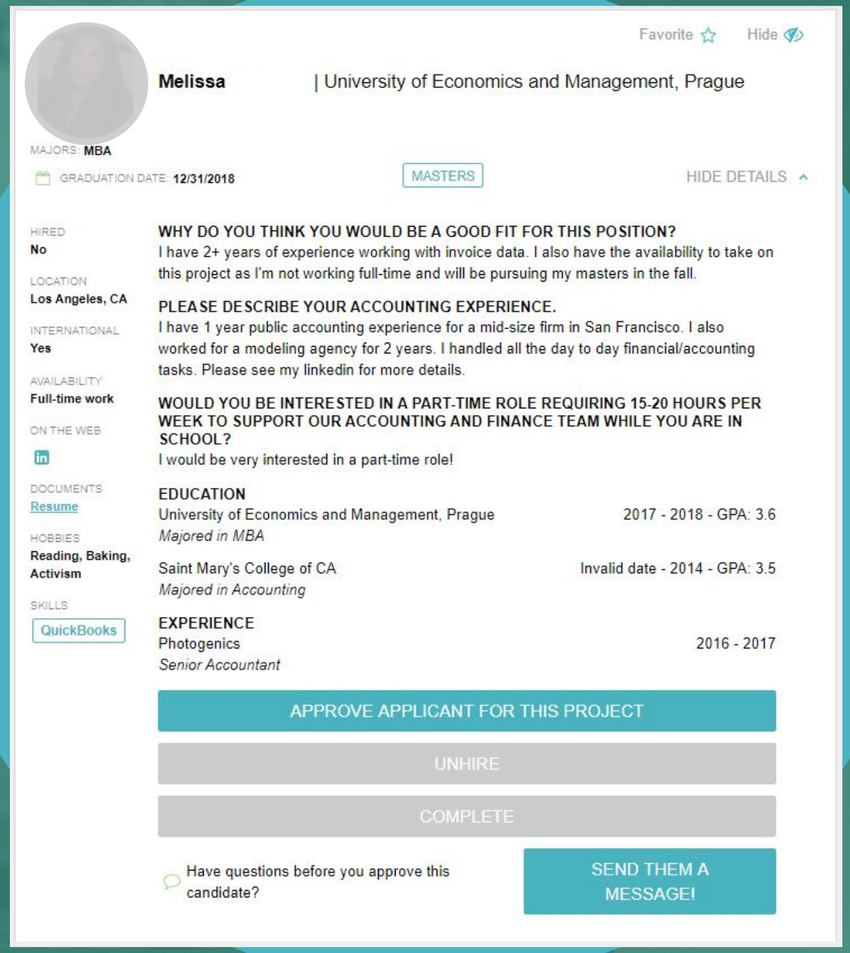
YOUR ANSWERS MATTER:
IT'S HOW COMPANIES SELECT MICRO-INTERNS



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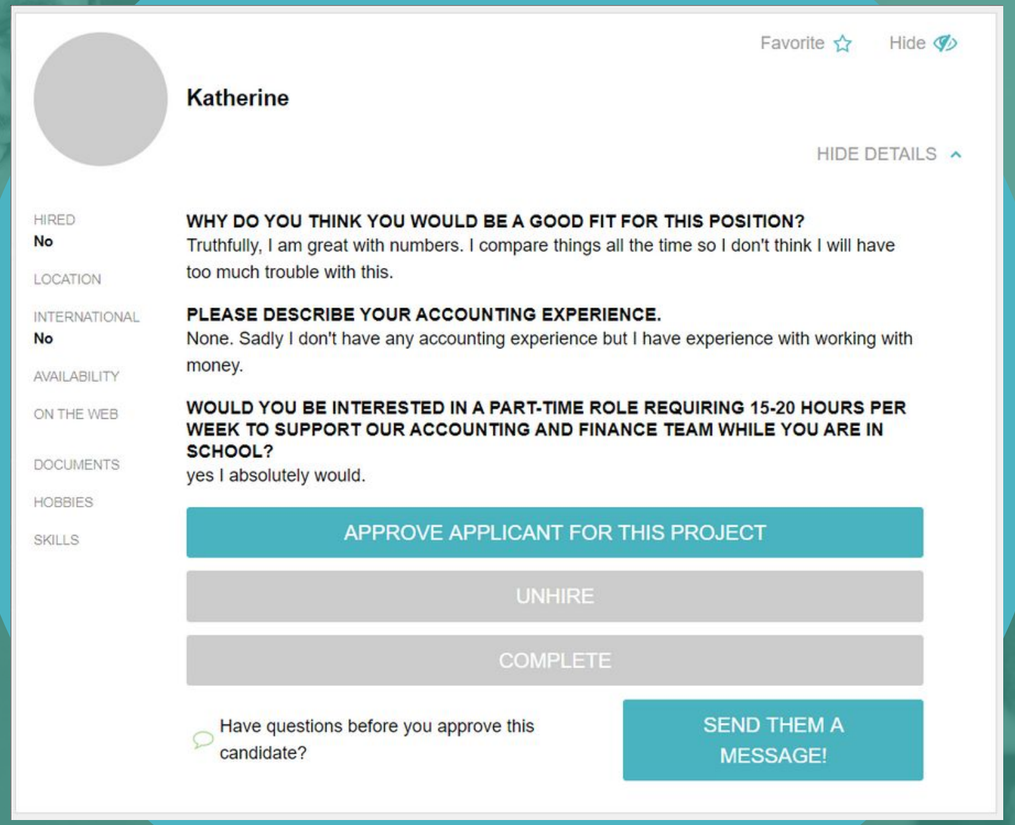

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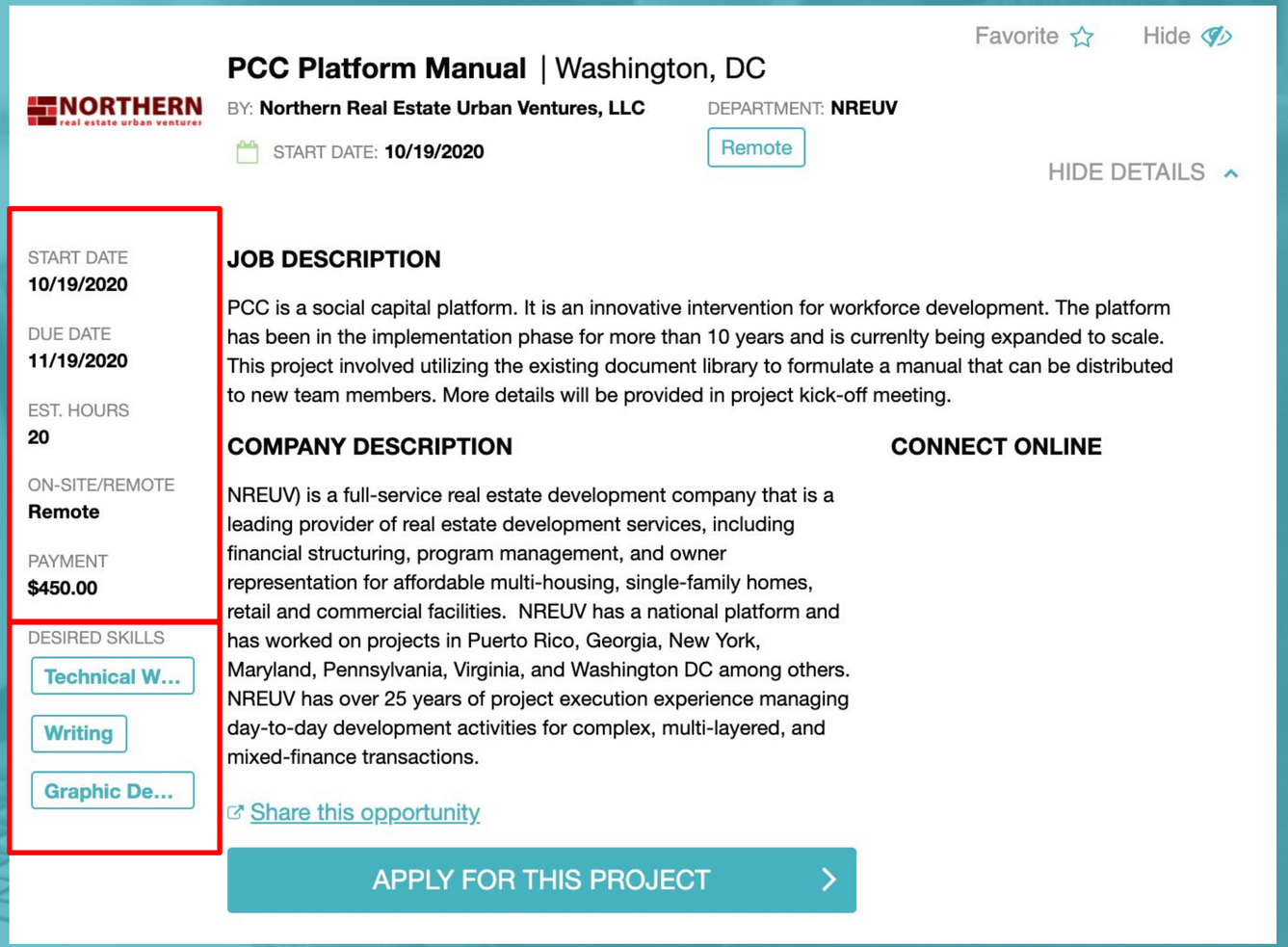
OTHER TIPS FOR SUCCESS:
READ THE PROJECT DESCRIPTION

- Read the project description carefully.
- Make sure the project fits your interests, availability, and skillset.
- Only apply to projects that are a good fit.



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ONCE SELECTED:

01 HOW WILL I KNOW WHAT TO DO?

You'll be connected with the company.

You can also:

- Reach out to faculty and staff
- Connect with alumni
- Use resources on the Parker Dewey website

02 WHAT IF I NEED HELP?

The Parker Dewey team is ready to assist you or the company as needed.

03 WE'LL SEND YOU KICKOFF MATERIALS:

This includes:

- Contact info for the client
- Accounting forms so you can get paid
- Terms of use

04 WHEN DO I GET PAID?

When the project is completed, you will be paid by Parker Dewey.

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AFTER THE PROJECT

OUTLINE ACCOMPLISHMENTS

- **Work product** (e.g., created a market map of..., designed content for..., prepared an analysis on...)
- **Outcomes** (e.g., new articles on... leads resulting in..., social visits increased...)
- **Indirect competencies** (e.g., creativity, attention to detail, motivation, grit, etc.)

UPDATE YOUR RESUME AND LINKEDIN

- **Independent Consultant of Parker Dewey**
- Describe the project without sharing confidential info
- Only mention company's name if given permission

CONSIDER WHAT YOU LEARNED

- What did you like about the project? Industry? Company?
- What did you dislike?

STAY IN TOUCH WITH THE COMPANY

- Continue to build the relationships
- Apply to more projects to gain additional experience

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Real, Sustainable Impact

New role created for a first generation college student

Microsoft

International STEM student identified and selected for an internship

MHolland

JLL

Underemployed grad hired for a full-time accounting role

Created pathways for students unable to participate in internships

pepsi

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GET STARTED NOW!

Use this link:

https://www.parkerdewey.com/