



# Kansas Micro-Internship Program



Confidential – not for redistribution.  
Copyright © 2021 Parker Dewey, LLC.  
All rights reserved.



On-Demand  
Project Support



Test Drive  
Entry-Level Talent



PARKER DEWEY





# Kansas Micro-Internship Program Overview

- Program provides all students enrolled in Kansas public colleges/universities opportunities to work on short-term, paid, and professional projects (Micro-Internships) with Kansas-based organizations
- **Kansas-based organizations that select an eligible student can receive a 50% matching micro-grant up to \$250 per project (for a maximum of two projects)**
- Eligible organizations include for-profit and not-for-profit organizations
- Funding for the program is provided by the DeBruce Foundation
- All opportunities are posted on the Parker Dewey Micro-Internship platform



# Public Colleges and Universities in Kansas

Kansas-based companies and nonprofits are eligible for the Kansas Micro-Internship Program mini-grants if they choose students enrolled in any of the following:

- Allen Community College
- Barton Community College
- Butler Community College
- Cloud County Community College
- Coffeyville Community College
- Colby Community College
- Cowley Community College
- Dodge City Community College
- Emporia State University
- Flint Hills Technical College
- Fort Hays State University
- Garden City Community College
- Highland Community College
- Hutchinson Community College
- Independence Community College
- Johnson County Community College
- Kansas State University
- Kansas State University Polytechnic Campus
- Kansas State University Olathe
- Labette Community College
- Manhattan Area Technical College
- Neosho County Community College
- North Central Kansas Technical College
- Pittsburg State University
- Pratt Community College
- Salina Area Technical College
- Seward County Community College
- University of Kansas
- University of Kansas Medical Center
- Washburn University
- Washburn University Institute of Technology
- Wichita State University
- Wichita State University Campus of Applied Sciences and Technology





# About Parker Dewey

Parker Dewey is a mission-oriented organization that helps connect great Career Launchers with great companies.

Parker Dewey offers the largest network of highly motivated college students and recent graduates who are excited to complete short-term, professional assignments.

While executing these Micro-Internships, Career Launchers demonstrate their skills and grit, and exceed expectations as they seek the right full-time role or internship.

Not only do professionals get immediate support, Micro-Internships also help companies identify and evaluate prospective job candidates for internships or full-time needs when they arise. As a result, organizations improve hiring effectiveness, enhance diversity, and drive retention.



PARKER DEWEY

# What is a Micro-Internship

- **Short-term:** Projects typically range from 10-40 hours in duration.
- **Paid:** The average cost to a company is \$400 (fixed fee, implying \$20/hour).
- **Professional:** Assignments are similar to those given to interns or new hires.
- **Comprehensive:** Projects are used in all industries, across all departments (sales, marketing, HR, finance, etc.), and can take place year-round.
- **Valued:** Micro-Internships provide busy professionals with additional resources (“We should...” or “I shouldn’t...” tasks).
- **Flexible:** Available year-round as needed, and typically done remote.

**Not a replacement for summer internships, co-ops, or full-time hiring.**





# Simple to Post Projects

Micro-Internships can be posted on-demand, as needed by professionals.

We suggest posting a Micro-Internship 24 to 48 hours before the manager wants the project to begin.



## Featured Projects

You can have any of these projects completed by a student enrolled in a 2 or 4-year public college or university in Kansas. **Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request.** You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.



### Lead Generation

Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information (name, position, phone, and verified email) for key decision makers.



### Prospect Research

Research and segment lead generation lists (approximately 100 individuals) based upon past interaction on our website and email engagement. Deliverables include name, company, role, and contact information.



### Market Research

Create a market analysis for a specific industry. As part of this, determine and provide details on existing companies in the space. In addition, determine trends associated with the growth of the space and key drivers of success or failure.



### Data Cleansing

Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting. Students can work to ensure data quality by verifying its integrity and making sure it is complete.



### Social Media Content Calendar

Create a social media content



### Sourcing Candidates

Provide a student with a job



### Diversity Best Practices

Assist in the development of a



### Content Creation

Research and draft a 1,200-1,600



# Projects Showcase Key Job Skills

## Outside B2B Sales Representative

[BACK](#)[APPLY NOW](#)

Function: Outside Sales

Location: United States-Oregon Portland, OR US

Date posted: 9/25/2020 5:48:36 PM

Type: Full-time

Permanent / Contract: Regular

Job number: 1136036\_Portland, OR

*The safety and security of our associates and applicants are our top priorities as we navigate the spread of the Coronavirus (COVID-19) and its impact on our work and personal lives. Consistent with public health guidance, we are promoting social distancing, and following all recommended precautions in our buildings to keep our people healthy including enhanced and more frequent cleaning measures at all our locations. Please note: all of our interviews are being conducted virtually during this time.*

### Description

At Staples, we know what drives you: **People, ideas, and solutions**. You're passionate about making your workplace the best it can be. We're passionate about helping you get there. Staples is hiring an **Outside B2B Sales Representative**. Let us tell you a little more about our people...

- Are you competitive, hungry, and passionate?
- Are you dedicated to putting the customer first, working collaboratively, and staying curious?
- Are you interested in a challenging opportunity that guarantees career mobility and financial success?

If so, then you may fit right in! Interested in learning more? Keep reading!

**Staples is evolving as a business.** We aren't the traditional office superstore that everyone is familiar with. We are so much more than that. We now provide solutions for **everyone**. Go behind the scenes and see how we Unveiled The New Staples.

**Our mission is simple.** We want to make our customers more successful today than they were yesterday. By providing products and solutions that match the way our customers are actually working, we can do just that.

As an **Outside B2B Sales Representative**, you will work within your own territory, win new business, close sales, and turn prospects into loyal customers. Want to know more? Check out Anna's Day In The Life as a B2B Sales Rep.

**This is just the beginning.** At Staples, we love to see our employees develop their careers and grow. Once you join our team and learn sales from the ground up, we have opportunities all across the organization. Take a look at [Career Mobility at Staples](#).

If this is the opportunity you have been searching for, why wait any longer? **Apply now!** It really can be that easy!

Conduct Competitive Research

Develop Sales Content

Identify Key Prospect Categories

Evaluate Campaign Performance



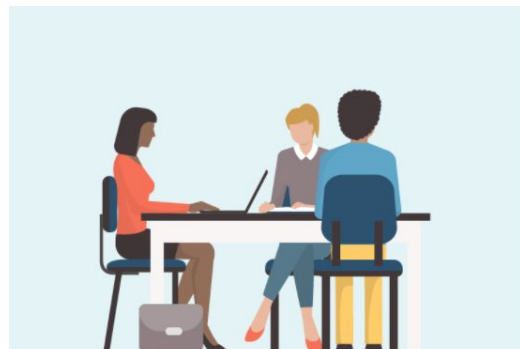
PARKER DEWEY

# Students Apply if Interested



## Kansas Micro-Internship Program

Connecting Kansas businesses and nonprofits with highly-motivated Kansas college students who are ready to gain experience to launch their careers.

[APPLY FOR A MICRO-INTERNSHIP](#)[POST A MICRO-INTERNSHIP](#)[FOR CAREER LAUNCHERS](#)[LEARN MORE ABOUT YOUR AGILITIES](#)[FOR BUSY PROFESSIONALS](#)

When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different careers through paid hands-on experience, you can also demonstrate your abilities to potential employers while building your professional portfolio and network.

To be eligible for this program you must:

1. Be enrolled in a two or four-year public college or university in Kansas.
2. Complete the [Agile Work Profiler](#) and upload a PDF of your results into the Documents section of your Parker Dewey profile.
3. [Create your account on Parker Dewey](#). Be sure to add **Kansas Micro-Internship Program** to your profile in the Affiliations section.
4. Apply to all projects that interest you.

### Creation | Gotham, IL

Enterprises

DEPARTMENT: **Marketing**

## DESCRIPTION

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

## Y DESCRIPTION

The American diversified multinational conglomerate is owned and chaired by Bruce Wayne, the son of Thomas and Martha Wayne. Wayne Enterprises is a green company based out of Gotham City and headquartered in Wayne Tower.

## CONNECT ONLINE



ON-SITE/REMOTE  
**Remote**

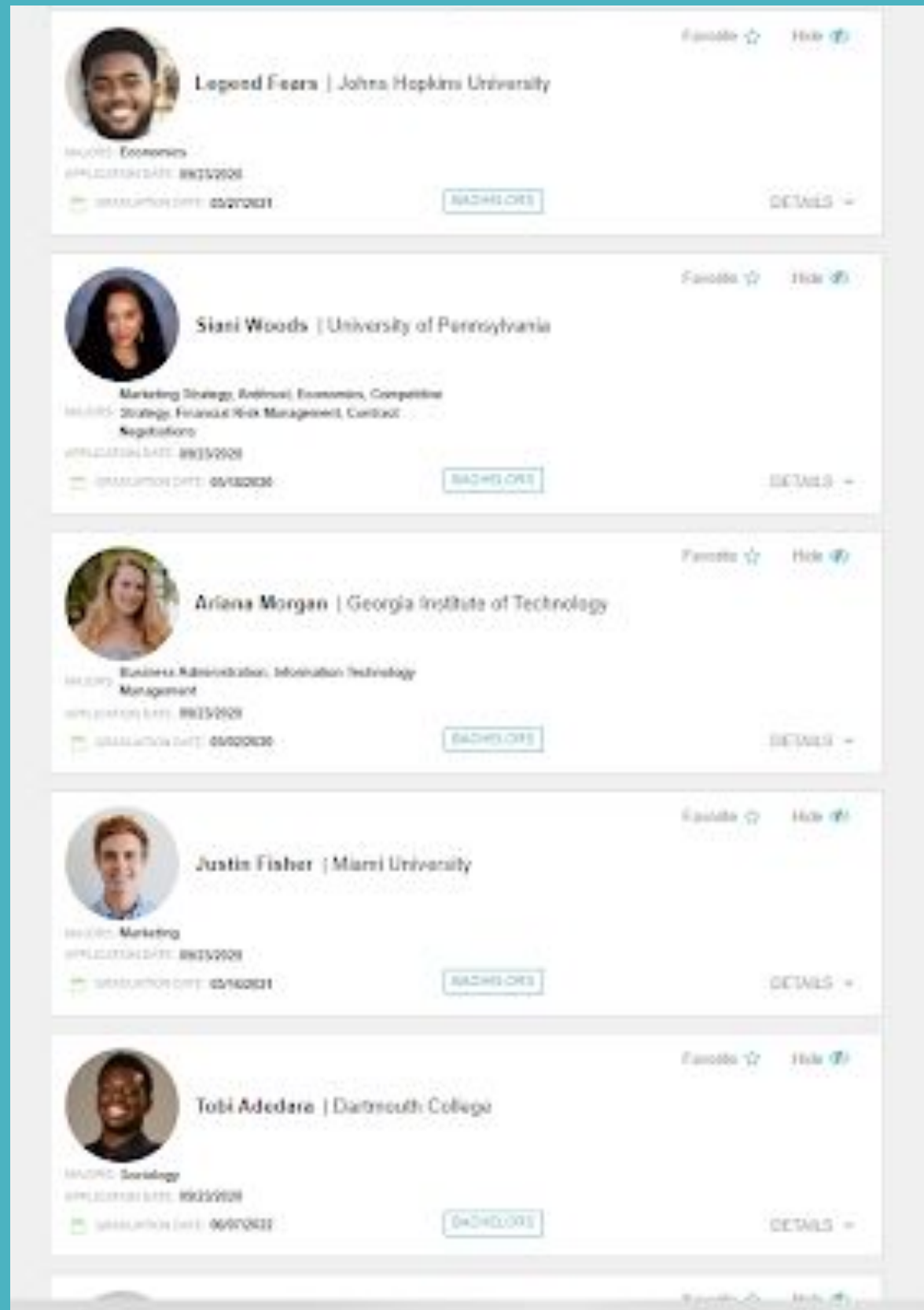
PAYMENT  
**\$270.00**

[APPLY FOR THIS PROJECT](#)

PARKER DEWEY



# Select the Micro-Intern



A detailed view of the profile for Legend Fears. The left sidebar contains filters: 'Hired' (No), 'Location' (Oklahoma City, OK), 'International' (No), 'Availability' (Longer-term engagements, Full-time work, Internships), 'On the web' (Resume), 'Documents' (Resume), 'Hobbies' (Writing, Cooking, Coding, Weightlifting, Playing the saxophone), and 'Skills' (Excel, CRM, Writing, Data Entry, Research, VBA, Salesforce). The main content area contains three short-answer questions: 'WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?' (answered with a paragraph about a two-week internship at SoftwareOne), 'PERSONAL STATEMENT' (answered with a focus on problem-solving), and 'EDUCATION' (Johns Hopkins University, 2017-2021, GPA: N/A). Below these are 'EXPERIENCE' entries for SoftwareOne (2020-2020), Leon Foundation of Excellence (2020-2020), Design Thinking Lab at Johns Hopkins (2020-2020), N/A (2020-Present), JHU School of Education (2019-2019), and Buffalo Noel Levitz (2017-2018). At the bottom are action buttons: 'APPROVE APPLICANT FOR THIS PROJECT', 'UNHIRE', 'COMPLETE', and 'SEND THEM A MESSAGE!'. A note at the bottom left says 'Have questions before you approve this candidate?'.

You see only those students who applied

Filter by school or use the “Kansas Micro-Internship Program” Affiliation

Short-answer questions help you quickly identify the “right” Micro-Intern

**WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?**  
Having Graduated from an Ivy League Institution, I have developed a keen sense and understanding on thoroughly refined Research as well as Data Analysis.

**WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?**  
The reason being that is something that involves research and time I have a lot of time and give everything in order.

# Check Out Students' Agilities

Students are encouraged to complete the DeBruce Foundation's Agile Work Profiler tool.

Knowing their Agilities helps students identify projects that fit their strengths and interests.

Check out students' Agilities in the Documents section of their Parker Dewey profile.

**Kristin** The Ohio State University

MAJORS: **Human Resources, Marketing, Higher Education and Student Affairs**

GRADUATION DATE: 06/13/2010

MASTERS

HOMETOWN  
**Loveland, OH**

CURRENT  
LOCATION  
**San Diego, CA**

INTERNATIONAL  
**No**

AVAILABILITY

ON THE WEB

DOCUMENTS

[Resume](#)  
[Agile Work Profile](#)  
[r - Schrader, K.pdf](#)

HOBBIES

**Running, triathlon, skiing, playing with my kids**

SKILLS

[Excel](#)

[PowerPoint](#)

## PERSONAL STATEMENT

I am passionate about helping individuals obtain their professional goals and companies to connect with great talent

## DEMOGRAPHICS

Race: White

Gender: Female

First-generation college student or graduate: No

Veteran Status: Non-Veteran

## AFFILIATIONS

TheDream.US, Honors Student, Student-Athlete

[Agile Work Profile](#)  
[r - Schrader, K.pdf](#)

The Ohio State University

Majored in Higher Education and Student Affairs

## EXPERIENCE

Denison University

Career Advisor

Nestle

Human Resources Generalist

University of Maryland Global Campus

Adjunct Assistant Professor

## Your Current Agilities:



### Innovating

- Find unique ways to solve problems
- Create new applications or repurpose existing solutions
- Develop novel strategies to implement and execute plans

Read More ►

### Developing Others

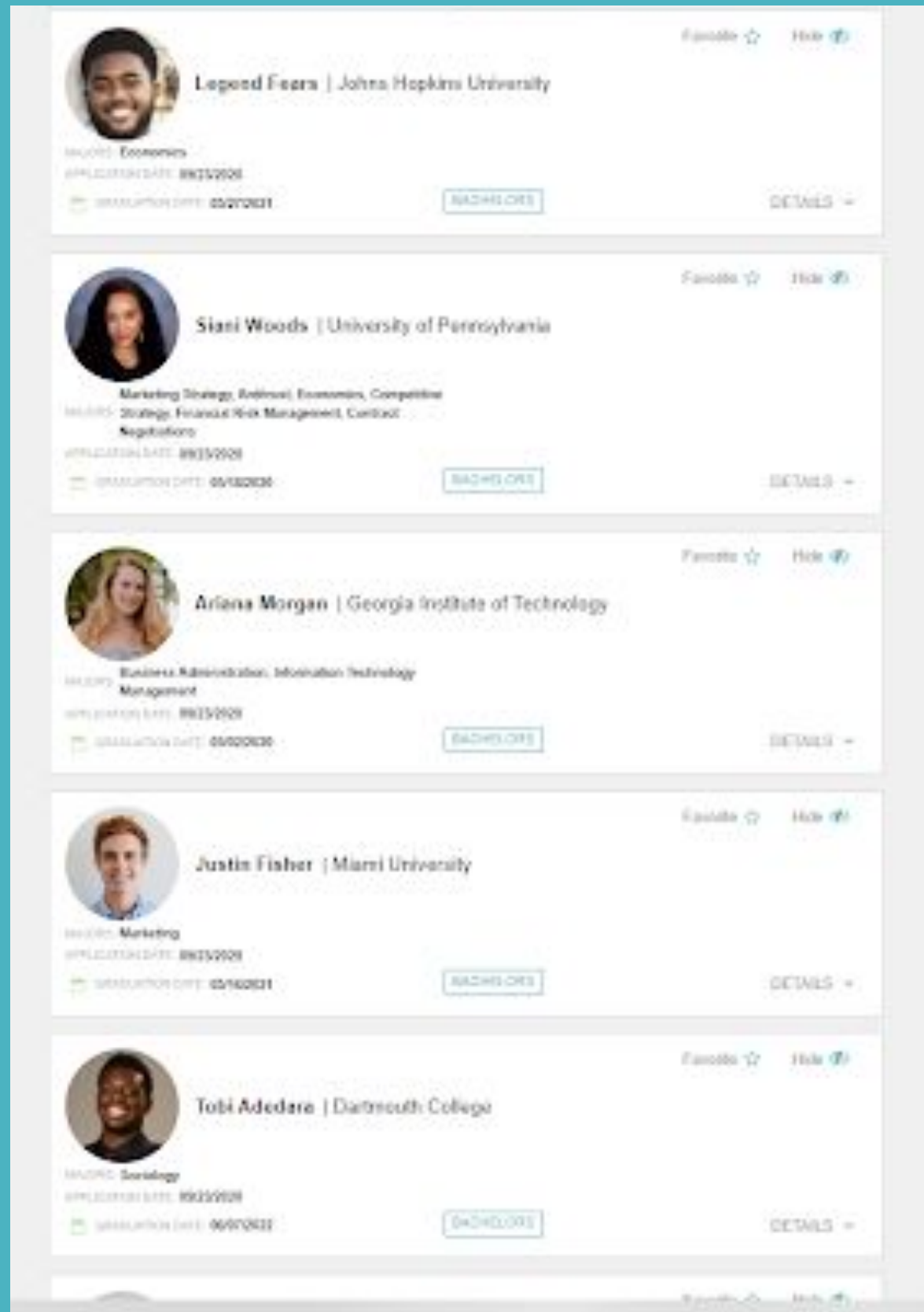
- Mentor, coach, teach and evaluate



PARKER DEWEY



# Select the Micro-Intern



A detailed view of the profile for Legend Fears | Johns Hopkins University. The profile includes a circular profile picture, name, university, major (Economics), application date (09/23/2020), graduation date (05/27/2021), and a 'BACHELORS' tag. On the left side, there are filters for 'Hired' (No), 'Location' (Oklahoma City, OK), 'International' (No), 'Availability' (Longer-term engagements, Full-time work, Internships), 'On the web' (Resume), 'Documents' (Resume), 'Hobbies' (Writing, Cooking, Coding, Weightlifting, Playing the saxophone), 'Skills' (Excel, CRM, Writing, Data Entry, Research, VBA, Salesforce), and 'Documents' (Resume). The main content area contains three short-answer questions: 'WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?' (Last month, I did a two-week internship with the software services company SoftwareOne...), 'PERSONAL STATEMENT' (Why focus on the problem when you can focus on the solution? That's my daily mantra and what I plan to bring whenever I work with you.), and 'EDUCATION' (Johns Hopkins University, Majored in Economics, 2017 - 2021 - GPA: N/A). Below these questions are three buttons: 'APPROVE APPLICANT FOR THIS PROJECT' (teal), 'UNHIRE' (grey), and 'COMPLETE' (grey). At the bottom, there is a link 'Have questions before you approve this candidate?' and a button 'SEND THEM A MESSAGE!' (teal).

You see only those students who applied

Filter by school or use the “Kansas Micro-Internship Program” Affiliation

Short-answer questions help you quickly identify the “right” Micro-Intern

**WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?**  
Having Graduated from an Ivy League Institution, I have developed a keen sense and understanding on thoroughly refined Research as well as Data Analysis.

**WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?**  
The reason being that is something that involves research and time I have a lot of time and give everything in order.

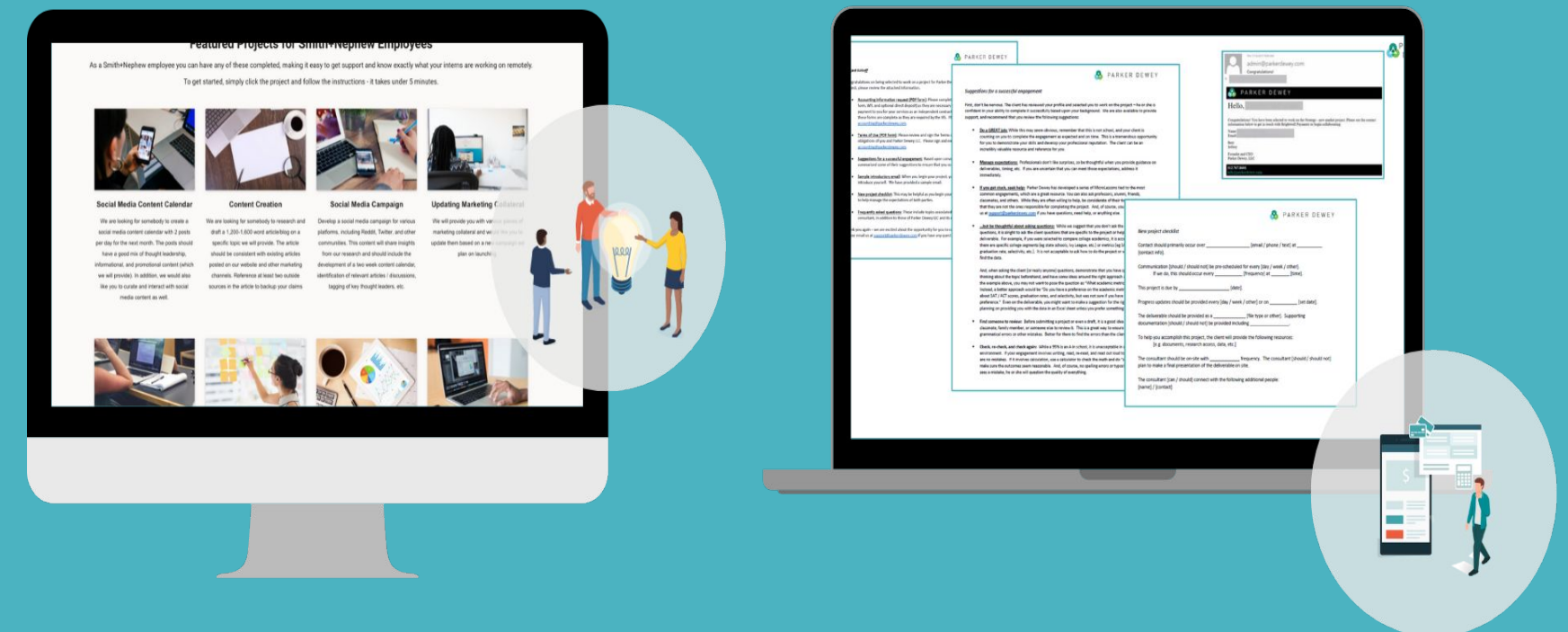
# Your Role

- **Post the project:** what you need, when you need it, price, and any other requests (we can help)
- **Select the student:** pick who you want, or we can select for you
- **Provide any necessary information:** templates, examples, data, etc. so the student can complete the assignment
- **Engage how you want:** no obligations or additional work for you
- **Additional opportunities:** not necessary, but can make yourself available for additional engagement, mentoring, etc.

Micro-Interns are focused on taking work off your plate, not adding to your workload

# Parker Dewey's Role

- **Assist in posting projects:** library of thousands of completed Micro-Internships and can craft for you
- **Assist in student selection:** we can choose for you
- **Student onboarding and oversight:** we are engaged with the students to make sure you have a great experience
- **On-demand support:** available to help as needed





# Easy to Leverage

Busy professionals receive just-in-time support from highly motivated candidates.

Recruiters receive actionable feedback to route candidates to the next stage of the hiring process.

## FIVE EASY WAYS TO INTRODUCE MICRO-INTERNSHIPS AT YOUR COMPANY



1

### BUSY EMPLOYEES

Think about departments that are trying to do more with less, or are frequently requesting additional resources. Whether their teams were cut or they are trying to keep up with growth, they have projects that need to get done.



2

### TEAMS THAT ARE HIRING

For departments with open positions, Micro-Interns provide immediate support while they seek the right new hire. In fact, you might even find that great fit.

3

### FREELANCE USERS

With over 50% of professionals engaging freelancers, chances are many of your colleagues are as well (even if your company doesn't know about it). Since they already have the need, you can leverage this to complement your recruiting efforts.



4

### EMPLOYEE RESOURCE GROUPS

Given their support for diversity, equity, and inclusion, ERG members will be excited to provide these opportunities. Not only can they build authentic relationships with college students, it also helps provide equitable access for potential hires.



5

### UNIVERSITY ALUMNI AND FANS

For employees looking to support their alma mater or other college programs, Micro-Internships provide a great opportunity to engage students. And since Micro-Internships are available for students at every college and university across the country, it's easy to give back.

# Why Experiential Recruiting Works

(It's a Win-Win-Win)

## Hiring managers value the opportunity

- High quality, on-demand support
- Opportunity to give back (e.g. alma mater, ERGs, etc.)

## Students value the experience

- Access and opportunity to demonstrate skills
- Explore career paths

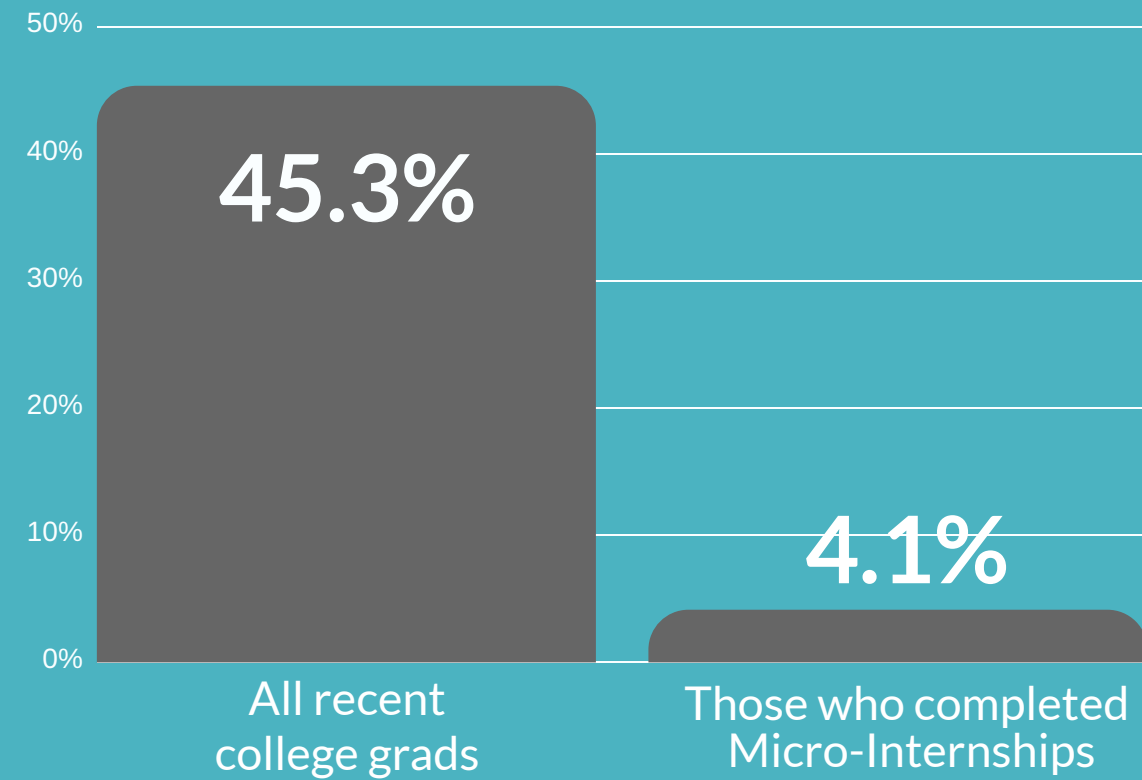
## University recruiters value the outcomes

- Early and broad access
- Time and cost effective
- Better outcomes including conversion, DEI, and retention

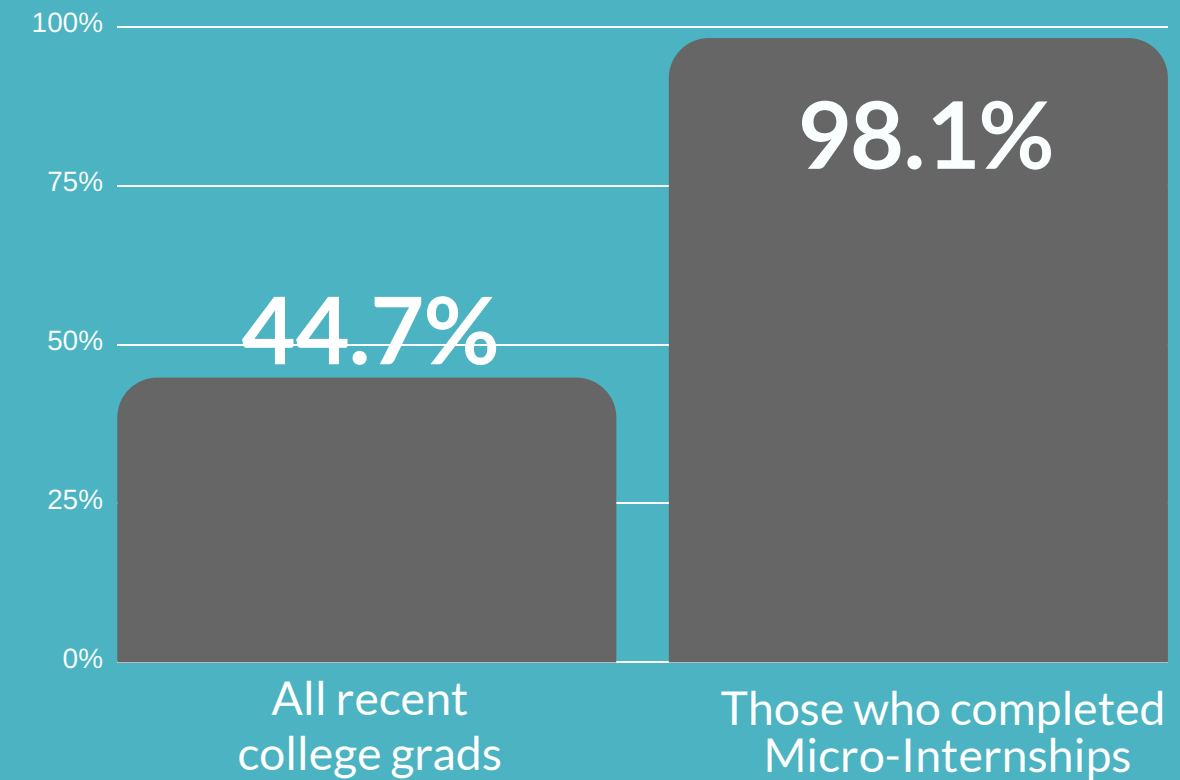




## UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



## RETENTION OF RECENT COLLEGE GRADS



Network of **college students interested** in completing Micro-Internships grew over **840%**.



Over **80%** of Micro-Internships completed by students from **underrepresented populations**.



**55%** of college grads **leave their job** within first year, while **98%** of grads who complete Micro-Internships **remain at same company**.



**Thousands of new companies** provided Micro-Internships to enhance campus recruiting & support busy professionals.

# How the Payment Process Works

1

## POST A PROJECT

You determine the scope of work and amount you are willing to pay. There is no obligation to move forward until you officially select one or more candidates.

2

## SELECT A STUDENT, PAY INVOICE

After the Career Launcher has submitted all documentation (NDAs, etc.), Parker Dewey sends an invoice.

3

## PAYMENT HELD IN ESCROW

The money is held in escrow until the employer has verified that the project is completed.

4

## WHEN THE PROJECT IS COMPLETE

Parker Dewey pays the student. (Note: 90% of company's payment goes to the student.)

5

## SUBMIT FORM TO RECEIVE MICRO-GRANT

If eligible, Kansas-based organizations should submit the micro-grant payment request form at [this link](#) if the project was completed by an eligible Kansas student.





# FAQs

- **Over 98% success rate:** students are inherently motivated to exceed expectations (and if they don't, you can select a different student or receive a refund)
- **You define the project:** define what you need and when you need it (typically a few days to a few weeks out), and can use our templates to help
- **You set the price for each project:** typically \$200-\$600 (of which 90% goes to the student), and there are no obligations or other fees even if it turns into an internship or full-time role
- **Not your employees, interns, or contractors:** Micro-Interns are employees or contractors of Parker Dewey for the duration of the project
- **You select the Micro-Intern you want:** our platform reaches students and recent grads at every college across the US, and you can make the selection based upon your goals
- **NDA and assignment:** all Micro-Interns are under NDA, as is Parker Dewey itself



# Small Experience, Big Impact

New role created for a first generation college student



International STEM student identified and selected for an internship



Underemployed grad hired for a full-time accounting role

Created pathways for students unable to participate in internships





# Your Competitive Advantage

ACCESS  
TALENT  
**EARLY**

**BUILD  
BRAND**  
ON CAMPUS

**DRIVE**  
CONVERSION

ENHANCE  
**DIVERSITY**

**ENGAGE**  
HIRING  
MANAGERS

**LOWER  
COST**  
PER HIRE

MUTUALLY  
**ASSESS**  
**FIT**



PARKER DEWEY

# What Now?

## We should...

## I shouldn't...



### Kansas Micro-Internship Program

This program is part of the Kansas Board of Regents' **"Building a Future"** strategic plan and the **Kansas Department of Commerce's** aim to "connect businesses, job seekers, educational institutions and training providers to ensure the state's workforce is equipped to meet industry needs and to help create economic success for Kansas residents and businesses.

Through this program, **Kansas-based companies and nonprofit organizations that select a student who is currently enrolled in a Kansas public two-year college or four-year university is eligible to receive a 50% matching micro-grant up to \$250 per project (for a maximum of two projects).** For more information about this program, **click here.**

These Micro-Internship projects serve as a bridge to future employment opportunities and may help your organization find its next great hire! Companies who do not meet this criteria or are not interested in the funding are still encouraged to post a project to connect with highly-motivated students nationwide.

Browse recommended projects below or **complete the form on this page** to learn more about this program.

First Name

Kristin

Last Name

Schrader

Email

kristin@parkerdewey.com

Phone number

619-786-7604

Company Name

Parker Dewey

Job Title

Director of University Eng

Additional details or custom project request:

An extra set of hands...

Submit

<https://info.parkerdewey.com/kansasemployers>



PARKER DEWEY