



Enhancing the Talent Pipeline via the New Kansas Micro-Internships Program



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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 post their initial project up to \$500 for free
- 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
- Fort Scott Community College
- Garden City Community College
- Highland Community College
- Hutchinson Community College
- Independence Community College
- Johnson County Community College
- Kansas City Kansas 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
- Northwest 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



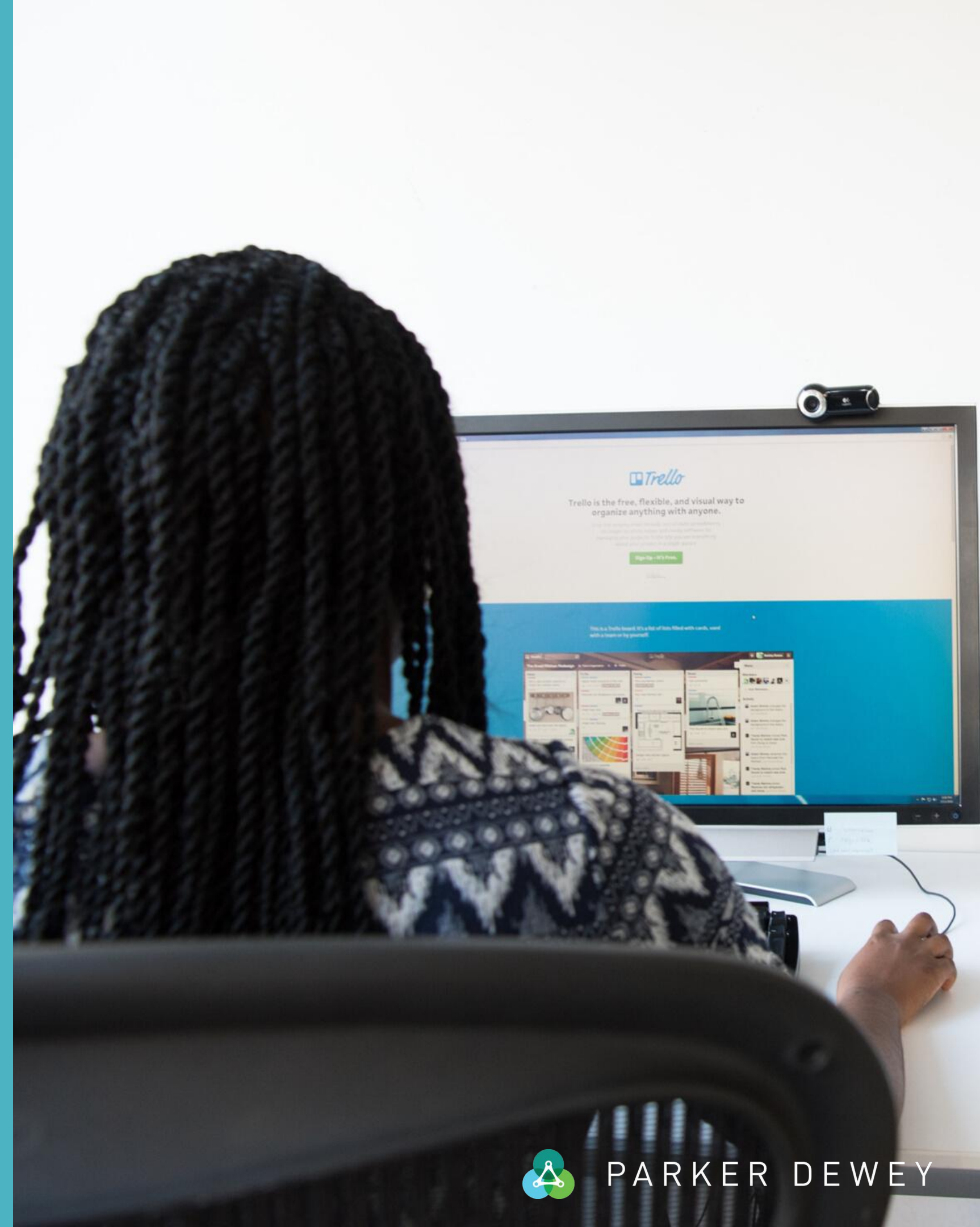
About Parker Dewey

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.



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



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

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



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.

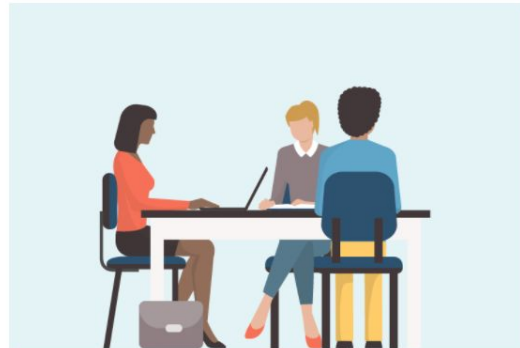
APPLY FOR A MICRO-INTERNSHIP

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.

ON-SITE/REMOTE

Remote

PAYMENT

\$270.00

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.

Creation | Gotham, IL

Enterprises

DEPARTMENT: Marketing

DESCRIPTION

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

KEY DESCRIPTION

CONNECT ONLINE

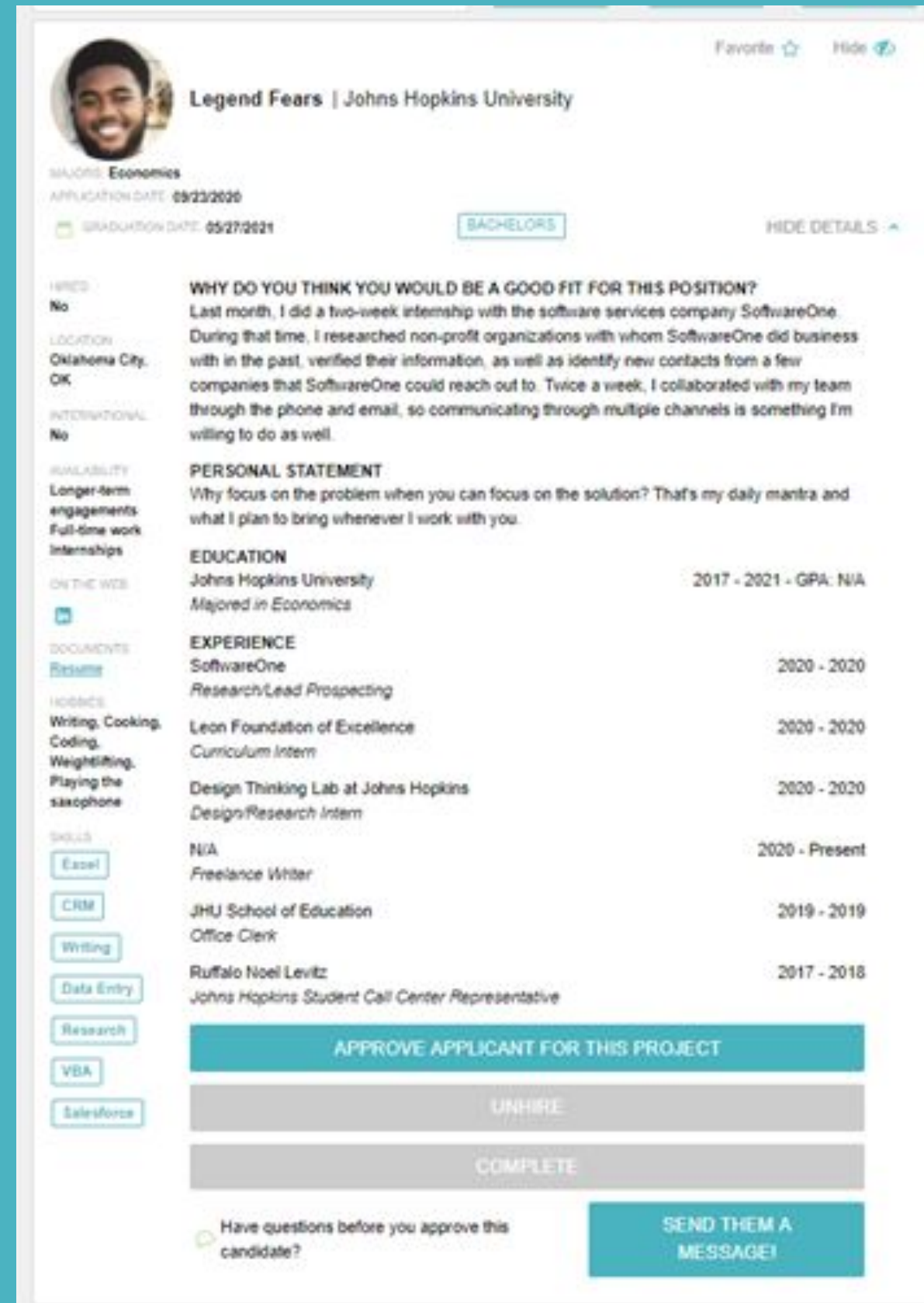
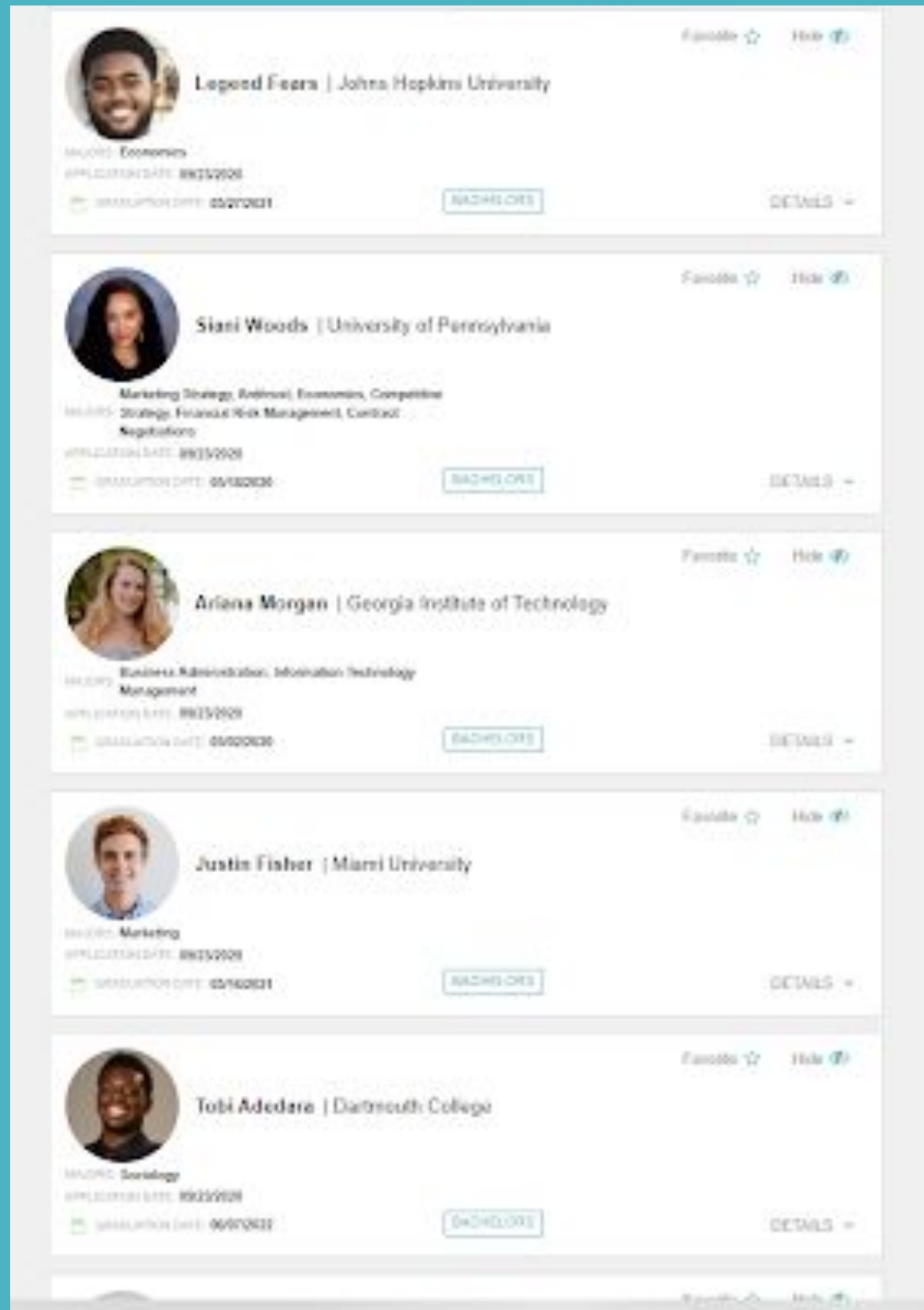


APPLY FOR THIS PROJECT



PARKER DEWEY

Select the Micro-Intern



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

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

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

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



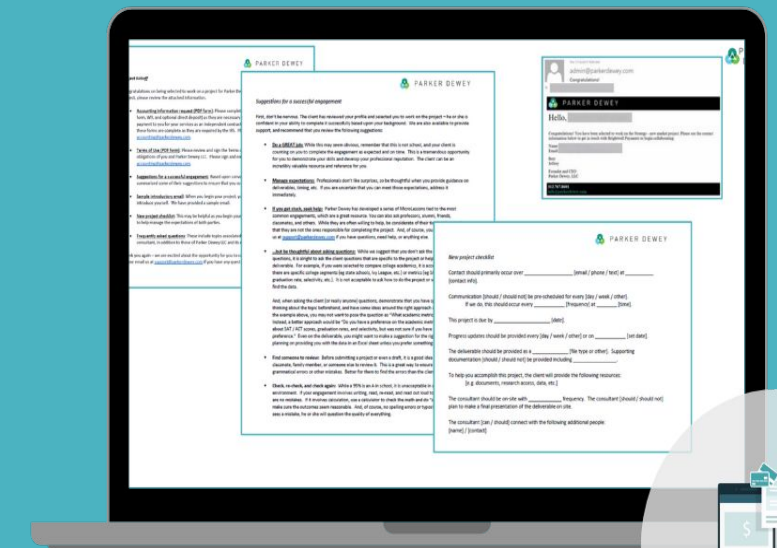
Your Role

- **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



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

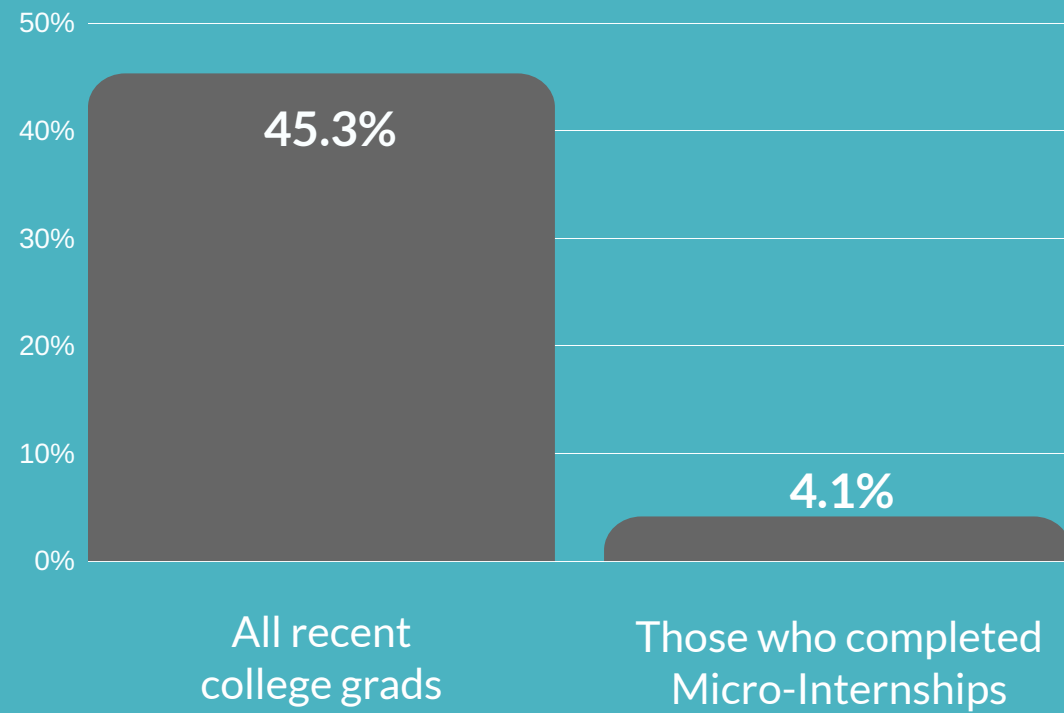
- Access and opportunity to demonstrate skills
- Explore career paths
- Expand professional network

University recruiters value the outcomes

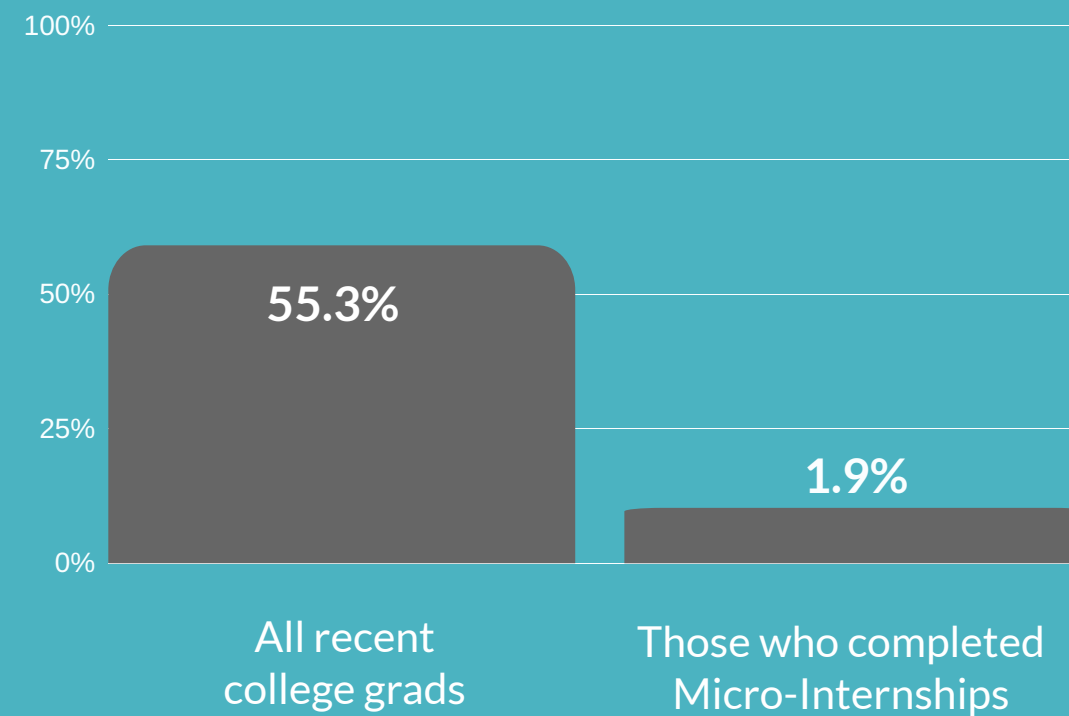
- Early and broad access
- Time and cost effective
- Better outcomes including conversion, DEI, and retention



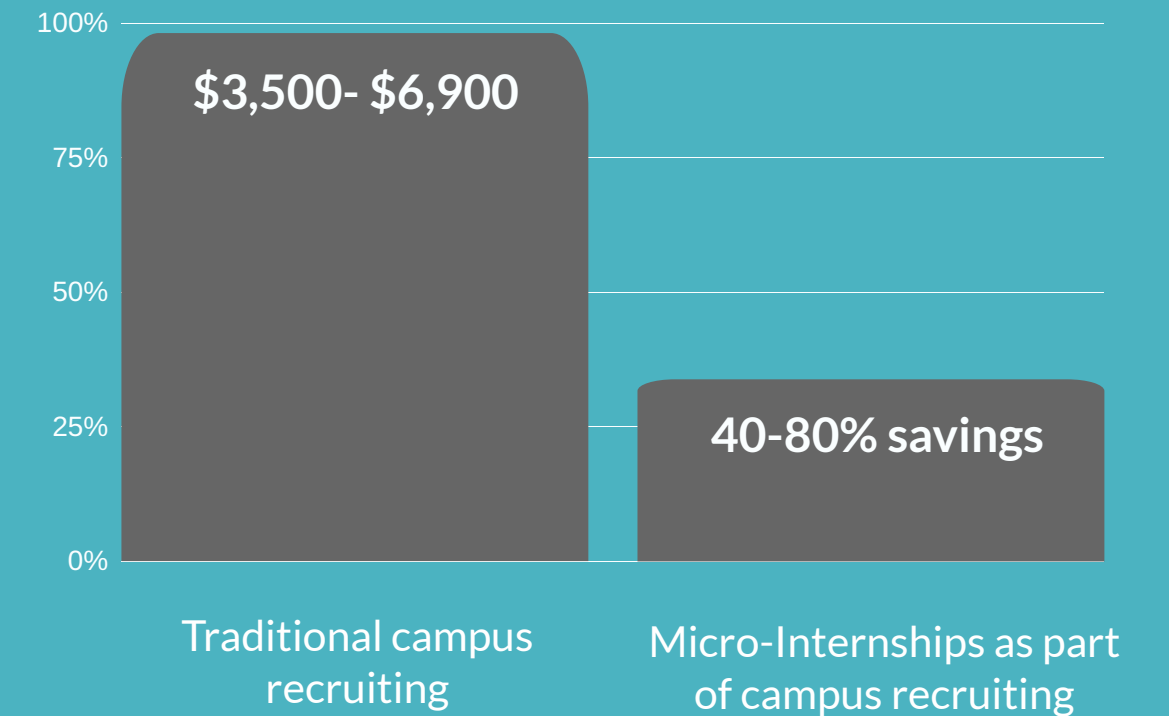
UNDER & UNEMPLOYMENT OF RECENT COLLEGE GRADS



ATTRITION OF RECENT COLLEGE GRADS



COST PER HIRE FOR CAMPUS RECRUITING



Access to **over 11 million college students and recent graduates** who want to work on Micro-Internships.



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**.



Over **97%** of clients report the **Micro-Interns exceeded their expectations** when completing the project.

How the Payment Process Works After the Free Initial Project

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.)

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



Kansas is Setting the Standard

The screenshot shows the website for the Kansas Board of Regents, specifically the page for Kansas Micro-Internships Project Grants. The page features a navigation bar with links for ABOUT, ACADEMIC AFFAIRS, DATA, STUDENTS, UNIVERSITIES & COLLEGES, and WORKFORCE DEVELOPMENT. The main content area is titled "KANSAS MICRO-INTERNSHIPS PROJECT GRANTS" and includes a search bar, a breadcrumb trail (Home > Workforce Development > Kansas Micro-Internships), and a list of project grant request criteria. A sidebar on the left lists various programs and initiatives, with "Kansas Micro-Internships" highlighted. The footer contains the Kansas Board of Regents logo, address (1000 SW Jackson Street, Suite 520, Topeka, KS 66612-1368), phone number (785.430.4240), and copyright information.



THE JOB
Priming the pump
Paul Fain
April 29, 2021

Micro-Internships in Kansas

Parker Dewey is a pioneer in the growing field of micro-internships. It offers short-term professional assignments (10-40 hours of work) to college students and graduates, which pay \$12-\$25 per hour, with interns getting 90 percent of payments. Companies can use what students produce (market research, financial analyses, communications material) for their business as well as to hire interns.

The Chicago-based firm seeks to expand hiring pools and to offer opportunities to students who don't attend highly selective colleges. More than 400 colleges and universities now partner with Parker Dewey, including a growing number of community colleges.

Earlier this year, the Kansas Board of Regents and the state's Department of Commerce announced a project to tap Parker Dewey's micro-internships for students who attend the state's 32 community colleges or public, four-year institutions.

Using funding from the DeBruce Foundation, the program seeks to prime the pump for short-term earn-and-learn opportunities. Participating Kansas-based companies and nonprofits can get a 50-percent matching small grant of up to \$250 per project completed by a college student.

The Kicker:

Moss says these programs show solutions exist within current systems for improving connections between college and careers:

"We're showing that we can solve the problems without blowing up college. The students are job ready. We just have a matching problem."

Meet Lily...

- Kansas State student
 - Major: Strategic Communications
 - Minors: Leadership Studies and Nonprofit Management
- Why apply for Micro-Internships: "I could see what I learned in class pay off in the real world, and that was one of the first times that actually happened."
- Advice to companies: Explain how the opportunity will impact the local community. When people "know they can have a ripple effect somewhere else, they're a lot more eager to do it because they can see the results of what they're doing."
- Advice to students: "Find something that's appealing to you. Don't do it just to do it."



Selected for 8
Micro-Internships in less
than 4 months (3 through
the KMIP program)!

What Now for Students?

1. Create an account.
2. Complete your profile.
3. Login regularly.
4. Apply to projects that interest you.

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.

FOR CAREER LAUNCHERS | LEARN MORE ABOUT YOUR AGILITIES | FOR BUSY PROFESSIONALS

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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.

[https://info.parkerdewey.com/
kansasmicrointerns](https://info.parkerdewey.com/kansasmicrointerns)

What Now for Companies?

1. Think about those “We should...” or “I shouldn’t...” projects.

2. Post your project!

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>