

Micro-Internships for Hiring: Build a Better Talent Pipeline with Experiential Recruiting



OVERVIEW

Campus recruiting strategies can be time consuming, expensive, and often inefficient. By focusing on specific target schools, limited majors, and superficial metrics like GPA, campus recruiters create intense competition for particular students, while bypassing others that may be better candidates. Further, assessing skills and evaluating for fit involves more in-depth interaction than interviews and resumes alone can provide.

As a result, organizations are incorporating experiential recruiting tactics into their early career hiring process, leading to expanded access, enhanced diversity, and improved hiring outcomes.

CURRENT CHALLENGES

Accessing and Assessing

Current approaches to **accessing** university hires:

- Limit the number of students you consider by directing recruiting efforts to specific schools, majors, and GPAs, thereby unintentionally bypassing great talent not in those specific talent pools.
- Fail to build awareness or authentic relationships with candidates by relying on superficial interactions.

Current approaches to **assessing** university hires:

- Provide insufficient information to ensure there's a mutual fit, increasing reneges, fueling high turnover rates, and skewing conversion metrics.
- Use the same, ineffective evaluation metrics as everyone else which increases competition, decreases access for diverse candidates, and doesn't actually evaluate candidate abilities.

WHAT WE DO + WHY IT WORKS

Based on your existing campus recruiting strategy, we design a customized experiential recruiting program to complement your existing efforts. To that end, we develop Micro-Internships that align to the roles and responsibilities of your company's early career professionals and provide dedicated support to drive the metrics that matter to you (e.g. more effectively finding the best fit for roles, less wasted time on disinterested candidates, enhanced diversity, etc.).

Experiential recruiting with Micro-Internships works because it:

- Broadens your access to talent pools across the country, without the extra costs of travel, sponsorships, and career fairs.
- Provides an avenue to more accurately assess entry-level talent using tasks they'll actually perform in their roles, with the data to prove it.
- Offers a mutual test-drive, making sure the interns and entry-level hires you bring on have a clear sense of your company and their daily responsibilities, thus increasing conversion and retention.

WHAT IS A MICRO-INTERNSHIP?

- **Short-term:** typically requires 5-40 hours of work by a college student
- **Professional:** projects that are important, but not the best use of time for current employees (but would be perfect for a college student or recent grad)
- **Paid:** fixed fee, and the company sets the price (typically \$200-600)
- **Easy:** No HR or administrative burdens
- **Effective:** supports existing efforts, with no fees or costs to hire

Micro-Internships are **short-term, paid, professional** assignments that are similar to those given to new hires or interns. These projects enable college students and recent grads to demonstrate skills, explore career paths, and build their networks as they seek the right full-time role.

Unlike traditional internships, Micro-Internships can take place year-round, typically range from 5 to 40 hours of work, cost between \$200-\$600, and are great for busy sales, marketing, technology, HR, and finance teams.

IMPACT

Micro-Internships provide equitable access to high-wage, professional jobs for college students and recent graduates. In addition these short-term assignments improve hiring effectiveness, diversity initiatives, entry-level retention, and overall performance. After completing at least one Micro-Internships, 94% of participants are now employed, compared to 64% employment rate of graduates overall.

WHY

- Provides immediate support for busy professionals on tasks that are getting missed or aren't the best use of time ("We should..." or "I shouldn't...")
- Allows companies to more effectively identify and assess potential interns, apprentices, or new hires
- Complements existing recruiting and diversity efforts

HOW

- Used by individual professionals as needed or through corporate initiatives (diversity, community support, recruiting)
- No administrative burdens or hiring fees

WHO

- Highly motivated college students and recent grads across schools, majors, and backgrounds
- Over 80% of selected Career Launchers are from underrepresented populations

Parker Dewey is a free platform available to college students nationwide to participate in paid professional projects, many of which are remote - increasing equitable access to opportunities.