



# Micro-Internships for BankTalentHQ Members

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Create  
Equitable  
Access to  
Professional  
Opportunities



Build a Better  
Talent Pipeline



# 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.**

# Everyone Has These Needs

## We should...

- Create a blog article on a new topic
- Evaluate our job descriptions
- See what companies have recently raised capital or been sold
- Update our presentation deck

## I shouldn't...

- Cleanse our database of prospects
- Draft an email campaign
- Update documents with public information
- Spend time doing basic data entry



# Valuable, Impactful Resource

## On-demand support

- Tasks that aren't the best use of your time (but are perfect for a college student)
- Projects that are important, but never get done

## Give back

- College students value opportunity to demonstrate their skills
- Support students from your college or other organizations

## Potential employees

- Assess potential candidates more easily and without wasted time
- Evaluate and / or demonstrate benefits of additional roles



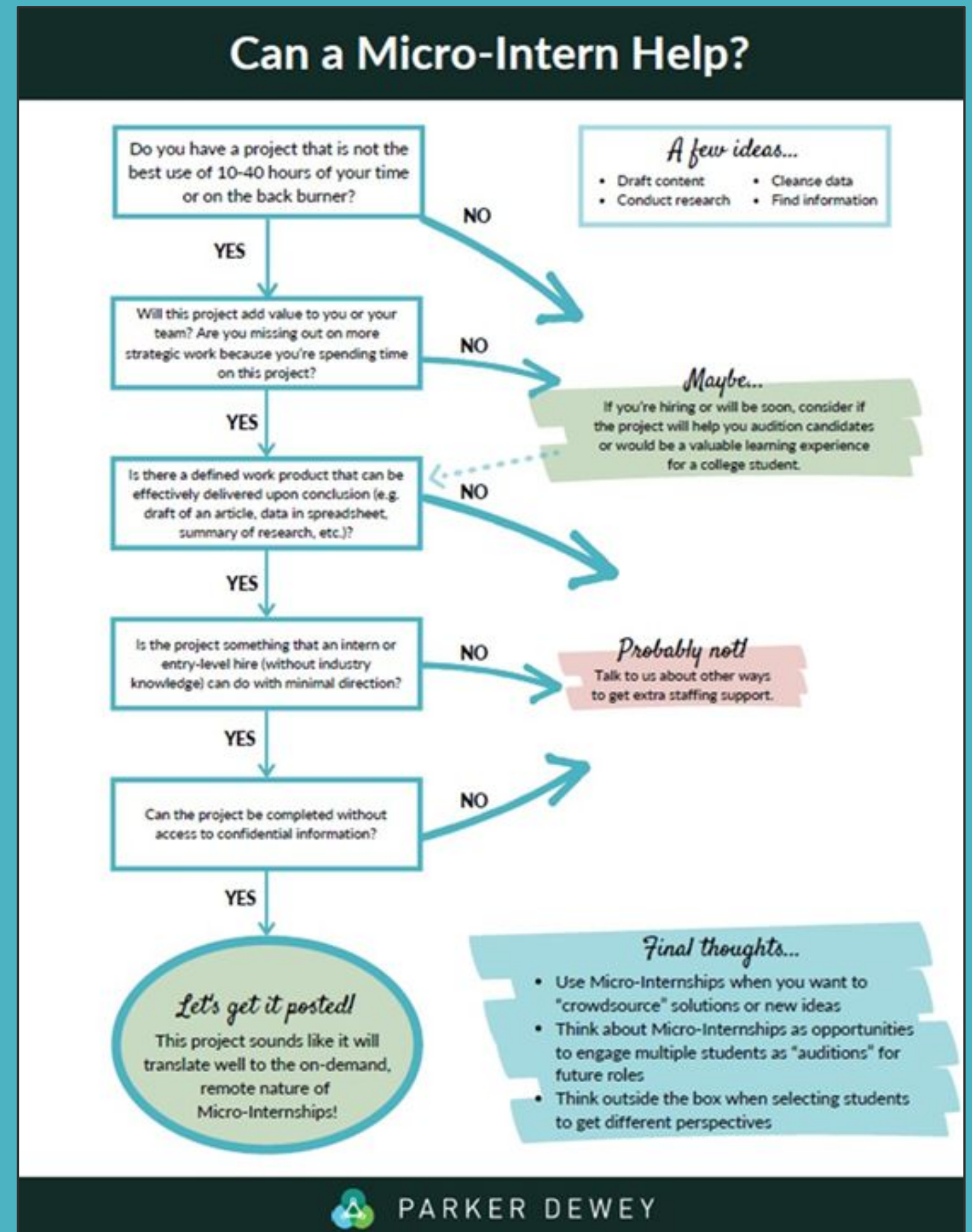
# Everyone Has Project Needs

“We should...”

Projects that would be valuable, but there aren't enough hours in the day

“I shouldn't...”

Tasks that important, but not the best use of time for existing employees (but would be perfect for a college student or recent grad)



# How It Works

## 1. Post Your Project

Think about the tasks you want done, but don't have the time for or aren't the best use of time for you or your team.

## 2. Select Who You Want

You'll only see candidates who have proactively expressed interest in completing your assignment.

## 3. The Work Gets Done

You can communicate with the student as much or as little as you want and in whatever way is easiest for you.

### Our role:

- Assist in posting projects
- Student access and assistance in student selection
- Student onboarding and payroll
- On-demand support



# 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.

BankTalentHQ

## BankTalentHQ Micro-Internships

BankTalentHQ Micro-Internships provide businesses with opportunities to engage high caliber college students on short-term, professional projects in financial services roles. Beyond the on-demand support, this also helps companies in their efforts to recruit top talent by allowing them to identify, engage, and assess potential hires.

Micro-Internships support businesses, their local communities, and their industries.

Through these projects, college students and recent grads from across the country can build their networks and gain the valuable, professional experiences they need to launch their careers.

Browse our recommended projects below or complete the form on the right for more.

First Name	Last Name
<input type="text"/>	<input type="text"/>
Email	Phone number
<input type="text"/>	<input type="text"/>
Company Name	Job Title
<input type="text"/>	<input type="text"/>

### Featured Projects

You can have any of these projects completed by a current student or alum, making it easy to give back and stay productive. 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.



#### Mortgage Closing Support

Provide assistance to our mortgage closing team to process documents including Issuing Initial Closing Disclosures. This will include preparing initial disclosure documents for borrowers, sending to sales partner for approval, and sending to borrower on due date. We will provide training on the nuances of our process.



#### Raised Funding Recap

Develop a report which provides an overview of companies that raised funds during a time period that will be provided. As part of this, highlight the amount raised, the round of funding, prior funding rounds and their amounts, and more. We will discuss the specifics upon kickoff.



#### KPI and Trends Report

Using financial, location, product, assortment, and/or other data, prepare a report to highlight key KPIs and trends. In addition, prepare a summary of actionable insights you've drawn from your report.



#### Extracting Insights from Data

Review and manipulate a data set that will be provided. After reviewing the data, provide a summary of actionable insights they have extracted.



#### Financial Model Development

Assist in developing a financial model to evaluate and present a new initiative.



#### Monitoring Payment Trends

Monitor payment trends and carry out corrective measures for overdue accounts as required.



#### Accounts Receivable Aging Report

Monitor and develop a report of accounts receivable aging.



#### Post a Custom Project

Click on the link above to create your own project. You can determine the project scope, deadlines, and other details. If you need help, please reach out at [info@parkerdewey.com](mailto:info@parkerdewey.com).



PARKER DEWEY

# Our Network

Our Career Launcher network is comprised of students and recent graduates from colleges and universities across the U.S.

They encompass all backgrounds, majors, and academic programs.

Partnered with

**400+**

U.S. based colleges, universities,  
and non-profit organizations

More than

**80%**

of Career Launchers come from  
under-represented backgrounds

Access to over

**11 million**

highly motivated college students  
and recent graduates nationwide





# Students Apply if Interested



**Content Creation** | Gotham, IL

BY: Wayne Enterprises

DEPARTMENT: Marketing

START DATE  
04/03/2020

DUE DATE  
04/17/2020

EST. HOURS  
15

ON-SITE/REMOTE  
Remote

PAYMENT  
\$270.00

## JOB DESCRIPTION

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

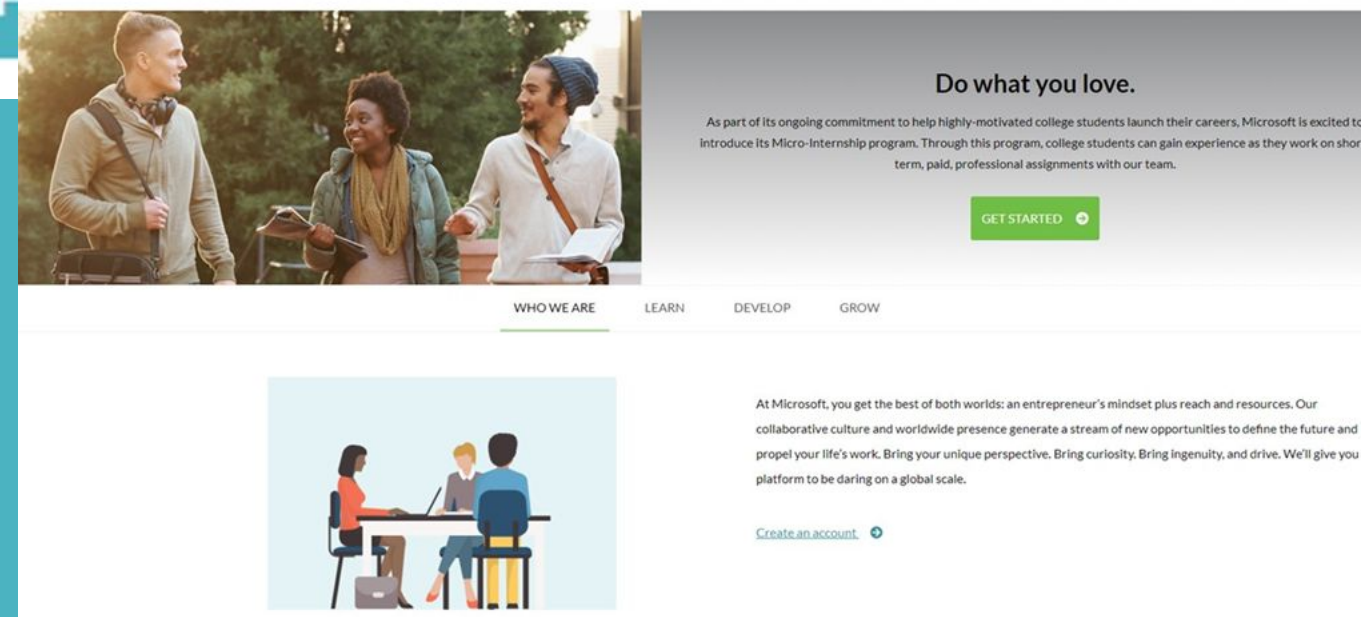
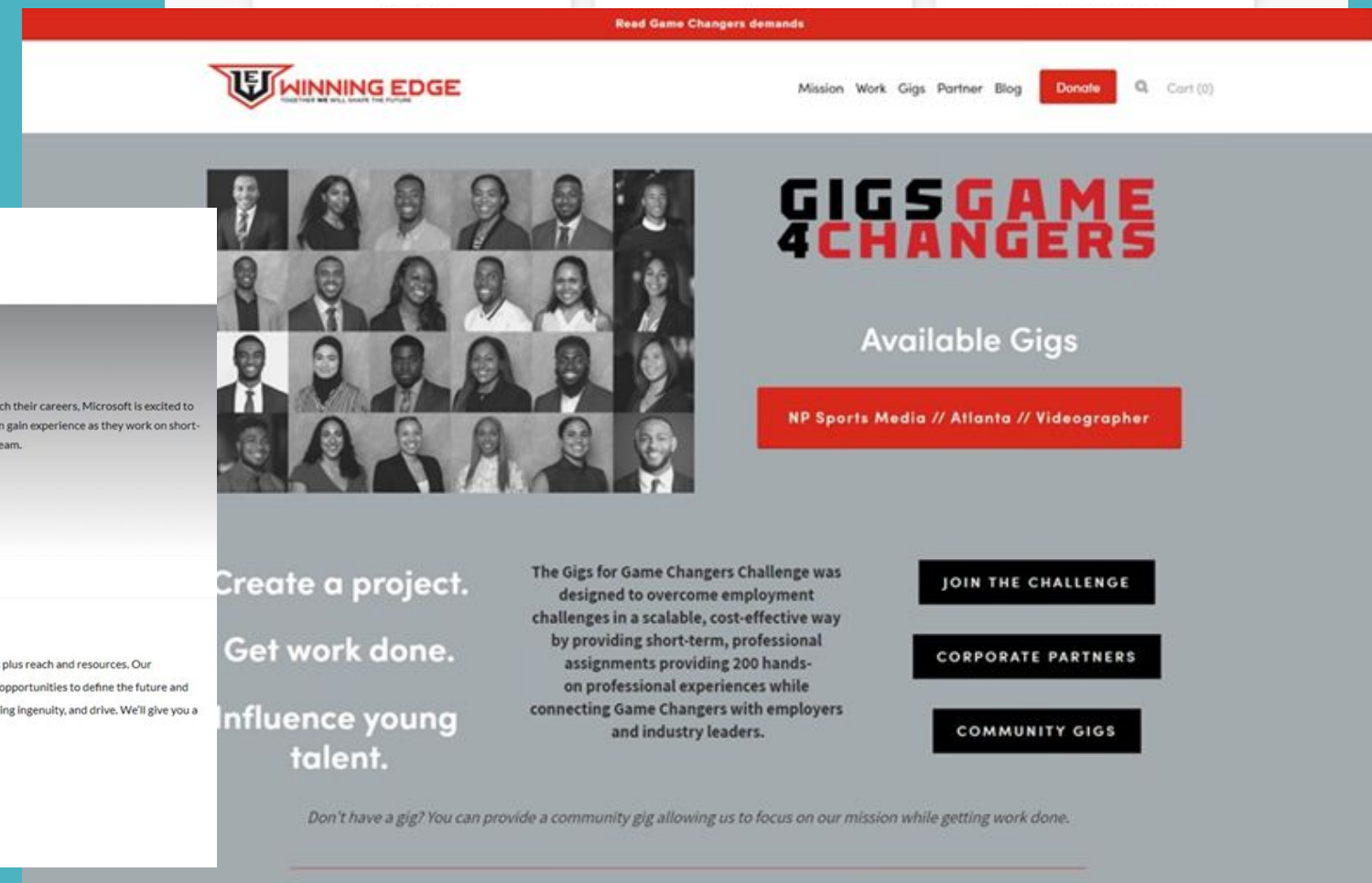
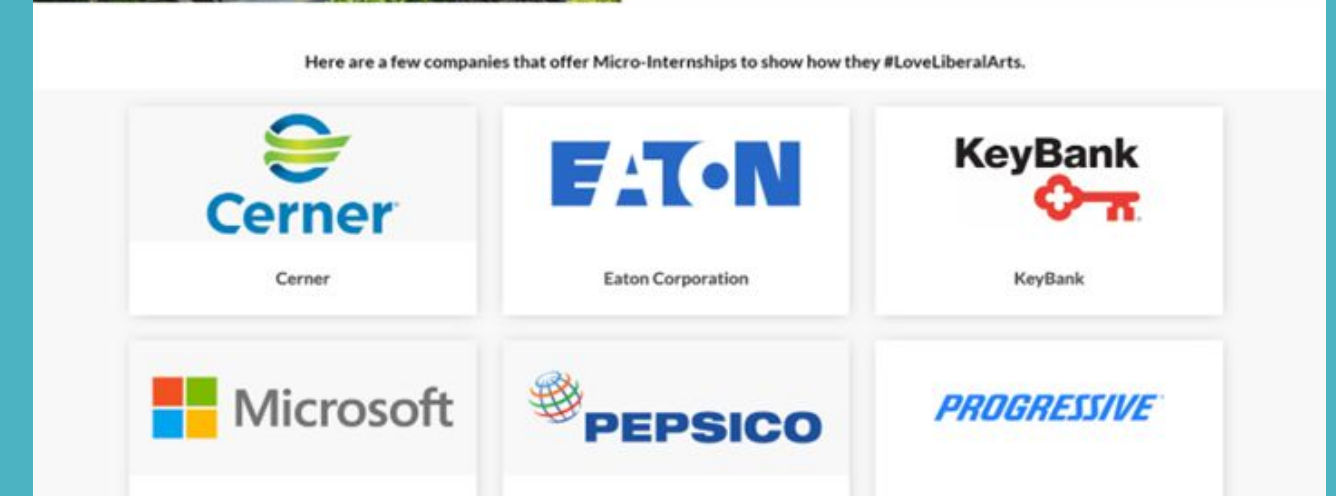
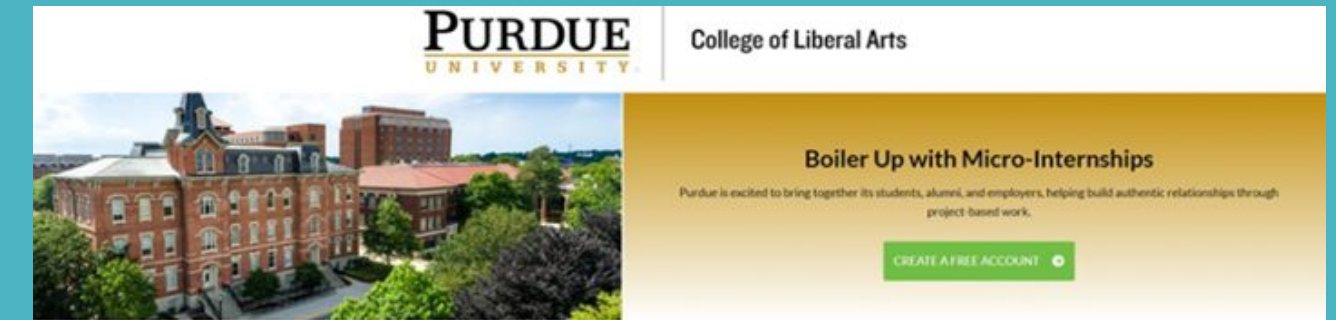
## COMPANY DESCRIPTION

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



APPLY FOR THIS P





# Select the Micro-Intern

Legend Fears | Johns Hopkins University  
Major: Economics  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

Siani Woods | University of Pennsylvania  
Major: Marketing Strategy, Business Administration, Economics, Competitive Strategy, Financial Risk Management, Contract Negotiations  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

Ariana Morgan | Georgia Institute of Technology  
Major: Business Administration, Information Technology Management  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

Justin Fisher | Miami University  
Major: Marketing  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

Tobi Adedara | Dartmouth College  
Major: Sociology  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

Legend Fears | Johns Hopkins University  
Major: Economics  
Application Date: 09/23/2020  
Graduation Date: 05/27/2021  
BACHELORS

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. During that time, I researched non-profit organizations with whom SoftwareOne did business with in the past, verified their information, as well as identify new contacts from a few companies that SoftwareOne could reach out to. Twice a week, I collaborated with my team through the phone and email, so communicating through multiple channels is something I'm willing to do as well.

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.

EDUCATION  
Johns Hopkins University  
Majored in Economics  
2017 - 2021 - GPA: N/A

EXPERIENCE  
SoftwareOne  
Research/Lead Prospecting  
2020 - 2020

Leon Foundation of Excellence  
Curriculum Intern  
2020 - 2020

Design Thinking Lab at Johns Hopkins  
Design/Research Intern  
2020 - 2020

N/A  
Freelance Writer  
2020 - Present

JHU School of Education  
Office Clerk  
2019 - 2019

Ruffalo Noel Levitz  
Johns Hopkins Student Call Center Representative  
2017 - 2018

APPROVE APPLICANT FOR THIS PROJECT

UNHIRE

COMPLETE

Have questions before you approve this candidate?

SEND THEM A MESSAGE!

You see only those students who applied

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.

# The Work Gets Done

**Designed to make it easy for you, *not* add to your workload**

## Engage how you want

You can engage with the Micro-Intern however is easiest for you (phone, email, etc.) and share whatever content you choose (templates, examples, etc.)

## Inherently motivated

Over 98% success rate as students are inherently motivated to exceed expectations (and if they don't, you can select a different student or receive a refund)

## Ongoing support

Client Success team available on-demand to answer questions or provide whatever help is needed

## Access to resources

Micro-Intern use resources available as students (classes, faculty, alumni mentors, etc.) and through Parker Dewey to complete the projects



# 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 legal assignment:** all Micro-Interns are under NDA, as is Parker Dewey itself, and you own the work





# Leveraging Micro-Internships

(it's really easy)



# Valued By Hiring Managers

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.



# Easy to Introduce BankTalentHQ Programs

Hiring managers  
value the resource,  
you see the impact

## Premium Program (\$25k)

- 25 Micro-Internships
- Internal portal, featured company, and profile page
- Impact Report
- Targeted engagement of five student populations

## Basic Program (\$10k)

- 10 Micro-Internships
- Internal portal and inclusion as a featured company
- Impact Report
- Additional resources to introduce and scale

## Ad-Hoc Projects

- Introduce to hiring managers on an as-needed basis
- Opportunities to engage students from their schools
- (They're doing it anyway)





# Real, Sustainable 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





# What Now?

Launch a program

Engage your ERGs

Tell your hiring managers

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Micro-Internships support businesses, their local communities, and their industries. Through these projects, college students and recent grads from across the nation will build their networks and gain the valuable, professional experiences they crave to help launch their careers.

Browse our recommended projects below or complete the form on this page to learn more.

**Registration Form:**

- First Name
- Last Name
- Email
- Phone number
- Company Name
- Job Title
- Additional details or custom project request
- Submit

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