

All right, hi everyone and welcome back to another episode of all careers considered, the Walter center podcast! If you're new to this podcast my name is Molly mcurdy and I'm the host for this episode. So today I have a guest joining me today, Christian Schroeder, and Kristen is the director of university partnerships for Parker Dewey and actually I'm gonna let her tell you a little bit more about it. So thanks for being here Kristin!

Kristen: Well, thank you so much! Appreciate the opportunity. So Parker Dewey... we are the company that focuses on micro internships and so these are short-term projects that can usually be done remotely and especially given everything going on with global pandemic right now all of the opportunities are remote and there are typical professional projects that a student would be doing during it's an ordinary internship, whether that be something like complete this website, analyze this data, create this presentation, write this blog article... things along those lines, they're real professional projects but they're for real organizations. Companies large and small, ones that we've all heard of and ones that are such a start-up but they may not even have a website yet altogether and that may in fact be the project and the other nice thing about these opportunities is that they are all paid and so in light of everything going on in the world these are opportunities I hope we can help bridge the gap for a different student that can give them something to do right now, yeah everything goes on throughout as long as it lasts but these opportunities are available all year long and can be done and fit into any type of student's schedule.

Molly: That's awesome. It sounds like this would be the perfect opportunity given, you know, our current scenario and what's going on right now so that's really cool I'm curious a little bit about the distinction between you say a micro internship and just, you know, your regular internship. What are those kind of nuances and the differences between those opportunities?

K: Absolutely. So a micro internship we would be completing a small subset of what you normally would complete during a full scope internship. So it lasts 10-12 weeks like they often do. They're usually going to be made up of a series of projects. Well if you unbundle each of those projects in two distinct separate tasks those in turn could become micro internships and in fact that's something that we're seeing right now with companies who were weighing "okay do we cancel our program altogether or is there some sort of an alternative" so we have a number of different companies that are using our platform as a way of unbundling those experiences

and then still being able to offer students some sort of way that they can connect with them and they are all micro internships instead of that full scope ten or whatever a number of week opportunities like what we would normally see in a typical summer.

M: Gotcha, very cool. Thanks for clarifying that. So you mentioned a couple different examples of what a micro internship might look like. You mentioned like maybe working on a website or something like that maybe you can talk a little bit about just some different examples of micro internships that students have completed just so students might be able to get a sense of what that would look like?

K: Sure so they range in variety of different industries across all areas of an organization and so it might be building a website analyzing some data around that designing a social media campaign designing a content calendar so that companies can figure out when and what to say in specific types of social media outreach, it might be developing a list of candidates by looking through applicant pools via maybe LinkedIn or some other sort of website. It might be something around writing some sort of blog article or other content on a specific topic that the company provides so again ranging a full scale, what we see too is even though these are ones where you might think oh a business student would be a great fit for these that's actually yes but also students across all different academic areas have been able to find opportunities soliciting those first-year students even including graduate students folks who've already graduated they really are open-ended for anybody who is still in that stage of launching their career and so even though if you maybe studying something in the liberal arts for instance, there still are opportunities where you can then see okay well what is marketing all about and take this short term project, decide if this is some area that you like. If you like it, great now you know a little bit more about what you may want to do long term, if you don't, say okay it was a 10 15 20 30 hour project now you know that that's not something that you enjoy and you can then focus your efforts in your job search later on on something else.

M: Yeah that's great and I like what you mentioned about how it's not just business students that are completing these internships, it's the liberal arts disciplines and everything, I'm just curious is there, would you say, there's a year or an age of students that typically complete these opportunities? For example you think of, you know, a lot of students in between junior and

senior year complete an internship. Is there a certain you know a typical student that would complete in a micro internship or could it be anyone?

K: That's a great question and actually could really be anybody. We've seen first-year freshman students complete them all the way up to graduate students. I have folks who are a year or so after they've graduated and perhaps fill in a stage of watching their career for whatever reason and so yeah any and all of those and a lot of that comes down to the application process because the interview itself tends to just be a matter of answering one or more short answer questions that are listed when the student clicks to apply on the to the project and so if the student has the ability to showcase his or her experiences effectively and is able to say that yes I can do this project here's some examples that show that I haven't relevant experience and if they have already had some of those experiences then they stand as likely of a chance of being selected as anybody who's maybe further on in their academic studies some projects do get a little bit more technical and so students can read the project description and then self select whether or not that particular project is a good fit for their academic experiences or background if they think they can actually pull it off then they're encouraged to apply but if they don't have the background then probably best to apply for a different opportunity.

M: Sure that makes sense. Thank you. So obviously right now we're kind of in a crazy time there's a lot of uncertainty especially around employment, you know, there are a lot of internships that are gonna cancelled, so what would you say what does Parker Dewey do right now to continue to provide these opportunities for students and for employers?

K: Yeah, great question. So it has been incredibly busy in the world of micro internships I mentioned already that a lot of employers are looking at contingency planning around "okay I don't want to lose this talent pipeline that I've spent years upon years building my company's brand on campus and I don't want to lose any of that" and so companies were wary to cancel their internship programs and so micro internships provide a way to fill that gap not only for students to be able to get some experiences but also in some pieces for companies as well, so they can at least start utilizing the students that they've already actively recruited in the hat in their talent pipeline. Businesses still have projects and so I would tell students if they had an internship offer that was rescinded or even a full time offer that was rescinded to go back out reach out to those recruiters that they've already established that relationship with and see and

ask them what projects do you have there might be an opportunity where they could take on some sort of additional project short term and still be able to get some experience they'll be able to build that relationship with that company and who knows it might turn into something that's longer-term like an internship, like a full time offer. We do see that happening but there's now all the time where students can create their own luck in a lot of ways, their own opportunities and so I think that's one strategy that I would certainly recommend now. In addition, we have a business development team actively just talking with companies every single day and we've seen a huge influx in the number of companies that have reached out to us that we've been having conversations with and so that's a very very active side of the conversation and then my role on the team is to interface with universities and so we've seen a massive uptick in the number of universities who are engaging their students and an alumni and their employer networks and so the more opportunities that can get on the platform so that more students can have these different different opportunities. Given everything that's going on right now, the more hands on deck the better. So that's something that we've really been seeing across the country with a variety of different resources and outlets.

M: Yeah that's really promising to hear that you all are busy and that this is still happening. You know, there's so many things that are canceled and postponed right now but micro internships are still in fact happening and they're it seems like there's gonna be a lot of opportunities like that. So for a student that might be listening right now and if they're interested in completing a micro internship, what would be some of their next steps that you'd recommend they do?

K: Absolutely! Well, Indiana University is one of our university partners and so it can go to the Walter Center landing page and sign up via that link and then they can create their profile. A definite piece of advice that I would share for all students is to make sure that you complete your profile as thoroughly as possible because what you put on the profile is what is seen by these employers and probably to no surprise the amount of competition that we have seen for even a micro internship is really really stiff and so if you don't include things about whether you're going to school or what you're studying, if you don't edit your profile if you have misspelled words things along those lines, those are omissions that can't be overlooked right now because it's just too many students that are also worried and also struggling and also bored and have a lot of time on their hands right now and so there are a lot of students are using the platform applying for opportunities and so to put your best foot forward, certainly complete your

profile as thoroughly as you can and get on the profile and apply as you get on the platform and regularly, it's not unusual to see opportunities come and go even within the same day... a matter of hours in fact, and so the successful students tend to log in regularly even every day or so and apply lots of projects and apply to projects with really specific responses to those application questions. So for example, when they say "why do you think you'd be a good fit for this opportunity" don't just say "well I'm a hard worker I've taken a class in this" or something like that be a little bit more specific about what expertise you bring to the table. If you get a class project, great, elaborate on what that was. If it's about designing a website or something, great, put a URL in your application so that the company can then click on that URL and then see an example of your work. The more information you give in your profile and about your ability to do the job, the more likely that you are to be selected.

M: Yeah that's really great advice and I think for students, if you know, you hear that and you're like "oh well I don't exactly know how to articulate those things" feel free to make an appointment with a career coach. We still are doing virtual career coaching appointment, throughout the summer and we'd be happy to kind of help you work on your profile so that you can get that micro internship that you're hoping for. Well thank you so much for being here Kristen! Do you have any, you know, last tips or any words advice or anything like that>

K: I just want to say thank you very much for this opportunity. I'll share that as a fellow Big Ten student myself. I am a proud double Buckeye so not a Hoosier, sorry about that but definitely really a big fan of Indiana over the years and just truly wish all of you the best, but just to say hang in there as well. This is not going to last forever but the students that tend to ride these storms successfully are ones that are very persistent and don't give up so that would be the biggest thing I would encourage you to do. Whether it's for a micro internship volunteering full-time job internship whatever you can manage to acquire for yourself you try to continue building your skillset and building a resume via a variety of different means so that you can really explain to employers that this is how I've been using my time and this is how I overcome my first situations like this.

M: Awesome. Thanks so much Kristin for being here and for sharing this information with students and for those of you listening thanks for tuning into this episode of all careers considered and we'll see you next time!

