



Micro-Internship Program

Hello employer partners, would you like to:

- assess college talent earlier?
- reach diverse university students?
- create a pipeline for future college interns and hires in a new way?
- have students excited to learn about you and demonstrate their skills?
- strengthen your organization's brand on campus?

If the answer is **YES**, the Career Center invites you to partner with KU as we seek organizations willing to offer **micro-internship opportunities** to our talented students. Students who gain related professional experience outside of the classroom strengthen their educational experience and career readiness resulting in improved career outcomes. Micro-internships are an accessible way for students to achieve these goals, especially for those with busy schedules or responsibilities outside of the classroom.

Micro-internships:

- are short-term, project-based assignments for students to build skills, gain experience, and increase their professional network.
- provide a scalable way for employers to engage with talent and for students to get hands-on experience.
- are comparable to those assignments typically given to new hires or summer interns — important tasks that you have not had the time to complete.
- often serve as a precursor to a traditional internship for students and as an un-official skills-based “hiring audition” for your organization.

Program Details: Your organization creates a micro-internship project(s), and KU promotes it to university students. Students reach out directly to you with their resumes to ask for an interview. Once confirmed, the student and you agree to the project parameters and arrange a timeframe for completion.

Schedule/Timeframe: Short-term projects typically last for a duration of 1-4 weeks (10-40 hours of work), allowing students to gain valuable skills and organization insight while balancing their academic commitments. Offered during the fall or spring semester, or during winter or summer break. –DaVinci

Format: May be completed remotely (preferred), in-person, or hybrid.

Supervision: Requires a professional to supervise and provide feedback on students' work and/or final project.

Compensation: It is an expectation that students be compensated for their work. For a successfully completed project, a stipend of \$250 is expected. For example, a typical project length of 25 hours at \$10/hour = \$250.

This unique employer partnership is a part of a Federal Title III Grant supporting underrepresented minority, low-income, and first-generation students. The university is able to provide students funding for transportation to your site to remove transportation or cost barriers.

SMALL PROJECTS, BIG IMPACT:

Micro-Internship Ideas

Business Development & Sales:

Grant Writing
Market Research
Prospect Research
Competitor Prospecting
Lead Generation

Education:

Project Research
Lesson Planning/Material Organization
HS Intern Mentor
Library Program Planning
Bulletin Board Creation
Newsletter Production

Finance & Accounting:

Financial Modeling & Trends
Reporting & Evaluating Data

Information Technology:

Website Updates
Data Cleanup
Software Testing
Security Testing and Research

Human Resources:

Diversity Best Practices
Training Preparation
Candidate Sourcing

Marketing & PR:

Graphic Design
Marketing Collateral
Social Media Content Creation
Social Media Calendar
SEO Support

Our micro-intern is an amazing asset to our Summer Learning Team! She has been open to feedback, responsive and creative! We are so happy to have her be a part of our team and so grateful that she is helping to develop these STREAM Carts!

– Da Vinci Science Center

What was most beneficial to me was getting to communicate with people in the industry that I am hoping to get into. Getting some insight into how they operate on a day-to-day was very interesting and helped me feel more confident that I could handle a position in HR in my future.

– Micro-Internship Student

Interested in learning more or scheduling a brainstorming session?

Contact Kerri Gardi, Director, Career Development Center
at careerhelp@kutztown.edu or 610.683.4067
or Brandy Leininger, Title III Project Manager,
at leininger@kutztown.edu or 610.683.4154

School District *Checklist* for Micro-Internships:



- Visit KU's [Career Center website](#) for information about micro-internships
- Contact Career Center staff to schedule a brainstorming meeting or to ask any questions you may have
- Decide how you prefer to compensate the student:
 - Direct pay to student through your HR onboarding process [OR](#)
 - Submit a check of at least \$250 to KU Foundation with “**Unpaid Intern Scholarship**” in the memo line: Kutztown University Foundation, P.O. Box 151, Kutztown, PA 19530. (Confirmation of payment must be received prior to opportunity being posted live on the Career website. Email a copy of check to careerhelp@kutztown.edu to confirm payment.) [OR](#)
 - *School Districts: Contact Career Center to discuss an affiliation agreement to be billed for compensation amount*
- Submit your micro-internship opportunity form [online](#).
- Interview candidates that reach out to you with interest in the position. Contact KU's Career Center with 2 or 3 questions if you would like assistance with pre-screening candidates.
- When you have hired a student, confirm the student's name, as well as project's start and end dates, by emailing careerhelp@kutztown.edu.
- At the end of the project, please submit your [Employer Satisfaction Survey for Micro-Internships](#).

Employer *Best Practices* for Micro-Internships:

1. **Clear Expectations:** Define roles, responsibilities, and deliverables upfront to ensure alignment.
2. **Structured Projects:** Develop specific, achievable projects that can be completed in a short timeframe, ideally within 10-40 hours over 1-4 weeks.
3. **Effective Onboarding:** Provide a concise orientation process that includes essential information about *the company, tools, and resources needed to complete the project*.
4. **Mentorship:** Assign a point of contact to support intern and serve as a resource for any guidance needed throughout the project, including at least one check-in after the start of the project.
5. **Flexibility:** Allow for flexible working hours to accommodate the intern's schedule, including remote when possible.
6. **Feedback and Evaluation:** Offer constructive feedback upon completion of the project and evaluate performance to help interns learn and grow.
7. **Post-Internship Engagement:** Keep the lines of communication open after the micro-internship ends, potentially leading to future internship or employment opportunities.

KU's Career Development Center is here to support you—and our students—throughout the micro-internship process. Please connect with us with any questions at careerhelp@kutztown.edu or **610-683-4067**.

Employer Micro-Internship Opportunity Form:

The form to enter your micro-internship opportunity to be marketed to Kutztown students can be found [online](#). Information to be provided:

1. Project Title
2. Project Details. Describe the concept of the project and tasks required to complete it successfully, including:
 - -necessary skills or qualifications
 - -student learning outcomes (for example, “Upon successful completion of this project, the student will be able to [or will learn to...]”)
 - -any specific directions to apply to internship (if appropriate)
3. Please list if there are any preferred academic majors or school years (FR/SO/JR/SR). (For a list of KU's major offerings, please visit <https://www.kutztown.edu/academics/program-finder/a-z-programs.html>.)
4. Type of micro-internship:
 - Business Development & Sales
 - Education
 - Finance & Accounting
 - Human Resources
 - IT & Cyber
 - Marketing
 - Other _____
5. Availability: Summer, Fall, Winter, Spring, Flexible Start
6. Location: Remote, Hybrid, In person/on-site
7. Compensation
8. Are clearances required? As Volunteer or Employee?
9. Approximate number of hours for the project plus an hourly rate (if using direct pay). Micro-internships vary 10-40 hours total over 1-4 weeks, with a minimum of \$250 compensation upon successful completion of the project.
10. Interviewing candidates: employers are responsible for interviewing applicants, but KU does have Big Interview software to set up 2 or 3 screening questions to narrow down applicant pool. Are you interested in utilizing this screening option? (If yes, KU will reach out for your desired questions.)
11. Contact information (Name, email, phone)

KU’s Career Development Center is here to support you—and our students—throughout the micro-internship process. Please connect with us with any questions at careerhelp@kutztown.edu or **610-683-4067**.

