



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**, please consider partnering with KU as we seek organizations willing to create and offer **micro-internship opportunities** to our talented students. As you likely already know, 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 this.

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 — tasks like conducting market research, performing financial analysis and trend reports, website development, software testing, data clean-up, social media reviews, content creation, candidate sourcing, grant writing, and assisting in lead generation.
- 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:

- Offering students micro-internships allows your organization 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 and strengthen your organization's brand on campus.
- 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 and arrange a timeframe for completion.

Schedule/Timeframe: Short-term projects typically last for a duration of 2-4 weeks (10-40 hours of work), allowing students to gain valuable skills and organization insight while balancing their academic commitments. Starting Summer or Fall 2024.

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 minorities, low-income, and first-generation students. The university is able to provide students funding for transportation to your site if needed.

SMALL PROJECTS, BIG IMPACT

Human Resources

Candidate Sourcing

Human Resources

Diversity Best Practices

IT + Cyber

Software testing

Marketing

Social Media Content Creation

IT + Cyber

Website Updates

IT + Cyber

Security testing
and research

Marketing

Social Media Calendar

IT + Cyber

Data Cleanup

Marketing

Marketing Collateral

Marketing

SEO Support

Business Development + Sales

Grant writing

Marketing

Graphic Design

Business Development + Sales

Market Research

Marketing

Presentation Refresh

Business Development + Sales

Competitor Prospecting

Business Development + Sales

Prospect Research

Business Development + Sales

Lead Generation

Finance + Accounting

Financial Modeling & Trends

Finance + Accounting

Reporting & Evaluating Data

Interested and want to learn more?

Please contact Brandy Leininger, KU Project Manager,
Title III Grant at leininger@kutztown.edu or 610.683.4154
or Kerri Gardi, Director, KU Career Development Center
at recruiting@kutztown.edu or 610.683.4067