MICRO-INTERNSHIPS

Making the Most of your Parker Dewey Experience

Strategies to Land a Micro-Internship

- Sign up and create a profile that helps you stand out. Be sure to check and fix spelling and grammatical errors.
    - Add a professional photo
    - Craft a unique personal statement to show your personality
    - Add your hobbies
    - Enter any certifications you have
    - Enter any associations or other organizations with which you are involved
    - Enter your skills (technical, languages spoken, etc.)
    - Enter your role interests and industry interests
    - Identify your availability, which you can change later if need be
    - Add your presence on the web (website or portfolio, Twitter, LinkedIn)
    - Add your relevant experiences
    - Add your education history
    - Upload your current resume or CV (curriculum vitae)
    - Upload relevant documents (writing samples, design work, etc.)

- Review the available project opportunities and determine which ones are aligned with your goals, abilities, and availability. If you decide to apply for a project, you must answer one or more short-answer questions. These questions are the interview, so answer each question thoroughly and be sure to check and fix spelling and grammatical errors.

- New opportunities are posted regularly, and projects come and go very quickly. The most successful students log into the platform every day or two to see what's new and apply to projects that interest them.

- If you need help with any step of the process, schedule an appointment with a SuccessWorks Career and Internship Specialist. https://successworks.wisc.edu/make-an-appointment/

Once You Land a Micro-Internship: Suggestions for a Successful Engagement

First, don't be nervous. The client has reviewed your profile and selected you to work on the project – they are confident in your ability to complete the project successfully based on your application. SuccessWorks Career and Internship Specialists and Parker Dewey are also available to provide support, and recommend that you review the following suggestions:

- **Do a GREAT job:** While this may seem obvious, remember that this is not school, and your client is counting on you to complete the engagement as expected and on time. This is a tremendous opportunity for you to demonstrate your skills and develop your professional reputation. The client can be an incredibly valuable resource and reference for you.

Handout adapted from Parker Dewey materials.

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- **Manage expectations:** Professionals don't like surprises, so be thoughtful when you provide guidance on deliverables, timing, etc. If you are uncertain that you can meet those expectations, address it immediately.

- **If you get stuck, seek help:** Parker Dewey has developed a series of MicroLessons tied to the most common engagements, which are a great resource. You can also ask SuccessWorks Career and Internship Specialists, professors, alumni, friends, classmates, and others. While they are often willing to help, be considerate of their time and remember that they are not the ones responsible for completing the project. And, of course, you can always email Parker Dewey at support@parkerdewey.com if you have questions, need help, or anything else.

- **…but be thoughtful about asking questions:** While we suggest that you don't ask the client general questions, it is alright to ask the client questions that are specific to the project or help clarify the deliverable. For example, if you were selected to compare college academics, it is acceptable to ask if there are specific college segments (eg state schools, Ivy League, etc.) or metrics (eg SAT/ACT, graduation rate, selectivity, etc.). It is not acceptable to ask how to do the project or where you should find the data.

  And, when asking the client (or really anyone) questions, demonstrate that you have spent some time thinking about the topic beforehand, and have some ideas around the right approach and options. Using the example above, you may not want to pose the question as "What academic metrics do you want?" Instead, a better approach would be "Do you have a preference on the academic metrics? I was thinking about SAT/ACT scores, graduation rates, and selectivity, but was not sure if you have another preference." Even on the deliverable, you might want to make a suggestion for the right format ("I am planning on providing you with the data in an Excel sheet unless you prefer something else").

- Find someone to review: Before submitting a project or even a draft, it is a good idea to ask a friend, classmate, family member, or someone else to review it. This is a great way to ensure there are no spelling or grammatical errors or other mistakes. Better for them to find the errors than the client!

- Check, re-check, and check again: While a 95% is an A in school, it is unacceptable in a professional environment. If your engagement involves writing, read, re-read, and read out loud to make sure there are no mistakes. If it involves calculation, use a calculator to check the math and do "sanity checks" to make sure the outcomes seem reasonable. And, of course, no spelling errors or typos! As soon as a client sees a mistake, they will question the quality of everything.

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