

**MIRCO-INTERNSHIPS AT HOOD COLLEGE**

Micro-internships are short-term, paid or unpaid, professional assignments or projects that enable college students to demonstrate skills, explore career paths, and build their networks. Unlike traditional full semester internships, micro-internships are guided by the number of hours required to complete a project. The best micro-internships are mutually beneficial – companies get work done that is difficult for their current staff to complete while at the same time they can identify and audition potential job candidates. Students and new graduates have the opportunity to demonstrate skills, gain experience, and explore career paths to find the right fit.

**Benefits to Employer**

* Completed short-term project or “deliverable” for employer
* Spurring of interest in a particular industry among future generations of employees
* Development of a potential pipeline of candidates from qualified applicants
* Marketing and name recognition among the area community as well as local colleges and universities
* An opportunity to collect new perspectives and ideas from students regarding processes, organizational branding, and more

**Benefits to Students**

* Explore a particular industry, career, or employer site
* Gather information on an industry culture, lifestyle, norms, and expectations
* Industry-specific experience
* Resume development
* Professional development
* Networking and “face-time” with potential employers
* Expert insights regarding strengths, challenges, and potential career trajectories in a particular field
* A shorter-term, more flexible opportunity to gain experience than a traditional internship
* Opportunity to have a variety of experiences using various skills at the same or different companies

Students may earn academic credit for micro-internships and may be compensated for their work as well. Compensation can be treated as an hourly wage or as a project stipend for a predetermined fixed amount.

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| Academic Credits Earned | Project Hours |
| 1 Credit | 40 Hours |
| 2 Credits | 80 Hours |
| 3 Credits | 120 Hours |

**MICRO INTERNSHIP PROJECTS EXAMPLES**

Data Clean-Up

Competitor Prospecting

Lead Generation

Market Research

Account Reconciliation

Contract Summaries

LinkedIn Research

Social Media Content Creation

Social Media Calendar Development

Social Media Engagement Benchmarking

Email Marketing Campaign

CRM Lead Cleansing

Public Document Analysis

User Experience Testing

Vendor Research

Public Relations Audit

Website Revisions

Developing Short Surveys

Short-term Research Projects

Proofreading/Copy Editing

Reviewing and Ranking Resumes

Diversity Best Practices

Audio-Visual Creation

Public Relations Development

**FREQUENTLY ASKED QUESTIONS ABOUT MICRO-INTERNSHIPS:**

**What is a micro internship?**

Micro-internships are short-term, paid, professional assignments that are similar to those given to new hires or interns. They are highly-specific, project-based positions that typically consist of 20 to 40 hours of work and can occur year-round.

**Do I need to pay a student working on a micro internship?**

Students that participate in micro-internships are generally paid a fixed rate (approximately $12/hour) and can complete work remotely. Projects have an associated timeline; typically, over a two to four-week time period. Under certain circumstances an internship can be unpaid. These conditions are stipulated by the U.S. Department of Labor Fair Labor Standards, <https://www.dol.gov/agencies/whd/fact-sheets/71-flsa-internships>.

**Who can complete a micro-internship?**

Micro-internships are open to all Hood College students across all majors. Employers may designate a year-in-school preference and interview students for experiences in the same way they would a student conducting a standard full-semester internship. If a student wants to earn academic credit, they should check with faculty from their major to confirm whether or not they can participate in a micro-internship that can be used toward degree fulfilment.

**Do students earn academic credit for micro internships?**

Students may elect to do their micro-internship for credit or as a non-credit bearing experience. If the student is earning academic credit, they will need to secure a faculty supervisor and complete the standard internship paperwork that requires learning assignments and outcomes. Site supervisors review and sign the learning agreement to ensure that students will have access to experiences that support their learning.

**How do I find and hire for a micro-internship?**

The Hood College Center for Career Development and Experiential Education provides access to a job posting platform called Handshake at no charge to employers. This is a searchable database for students to find and apply for internship opportunities. To find out how you can post your micro-internship, contact the career center at careers@hood.edu.

**Can I expand the student’s micro internship if I like their work?**

Yes, an employer who is pleased with the work of an intern may offer a second micro internship or a full-semester experience. Employers may also opt to hire the student after they have completed their micro-internship either for additional project work, as a part or full-time employee.