



## ***Micro-Internship Program***

**Hello employer partners, would you like to:**

- have extra support on a small project, from motivated college students?
- 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 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 their 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 breaks.

**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. Employers have the option to either pay students directly or make a \$250 donation to the University Foundation Office's “Unpaid Interns” account, who will then apply the funds to the student's school account.

***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 & Public Relations:**

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 the KU Career Development Center  
at [recruiting@kutztown.edu](mailto:recruiting@kutztown.edu) or 610.683.4067***

### Employer Checklist for Micro-Internships:



1. Visit KU's [Career Center website](#) for information about micro-internships
2. Contact Career Center staff to schedule a brainstorming meeting or to ask any questions you may have
3. Decide how you prefer to compensate the student:
  - a. Direct pay to student through your HR onboarding process OR
  - b. 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 [recruiting@kutztown.edu](mailto:recruiting@kutztown.edu) to confirm payment.
4. Submit your micro-internship opportunity form [online](#).
5. 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.
6. When you have hired a student, confirm the student's name, as well as project's start and end dates, by emailing [recruiting@kutztown.edu](mailto:recruiting@kutztown.edu).
7. 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.

## Employer Micro-Internship Opportunity Form:

The form to enter your micro-internship opportunity to be marketed to Kutztown students is [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. Preferred academic majors and/or school years (FR/SO/JR/SR). For a list of KU's major offerings, 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)



The KU Career Development Center is here to support you, and our students, throughout the micro-internship process. Please connect with us with any questions at [recruiting@kutztown.edu](mailto:recruiting@kutztown.edu) or **610-683-4067**.