

# Why Engage ERGs in Recruiting?

Careers aren't just about work—fulfilling jobs should also offer employees personal as well as professional development, a support network and a sense of belonging. That's why Employee Resource Groups (ERGs), also known as Business Resource Groups (BRGs) and affinity groups, are gaining in popularity. These voluntary, employee-led groups aim to foster a diverse, inclusive workplace aligned with the organizations they serve. Moreover, ERGs provide support and help in personal or career development and to create a safe space where employees can bring their whole selves to the table. By offering Micro-Internships to ERGs, recruiters can facilitate authentic, professional engagements between early-career candidates and current employees.

## Who Are Today's College Students:

- 37% are 25 or older
- 46% are first-generation college-goers
- 42% are students of color
- 9% are first-generation immigrants
- 64% work, and 40% work full-time
- 6% serve or have served in the U.S. armed forces
- 24% have children or other dependents

*Data from the Lumina Foundation*

## Why Micro-Internships Work for Diverse Candidates When Other Programs Don't

Today's students are vastly different from those of decades ago, but early-career programs are still structured as if 18- to 21-year-old, full-time students are in the majority. Micro-Internships are a welcome exception: short-term, remote, flexible, paid opportunities make it easy for students from all backgrounds to explore careers, gain meaningful experience, and make professional connections in their limited free time. Micro-Internships take place year-round as hiring manager needs arise, require between 10-40 hours of work by the student, and span across industries and roles.

## Non-Profit Organizations and Schools We Work With

We're proud to team up with organizations and institutions that share in our mission of fixing college-career transitions in a way that helps everyone. And as an open platform, we welcome students and recent graduates from all U.S.-based institutions nationwide, regardless of whether we have a formal partnership in place.

*"This idea that we have jobs and these students need to conform to our way of doing things is a fine strategy if you don't want to hire diverse students. It's not a good strategy if you do. And so the message is, the old models do not work for the majority of today's college students. There is an effort that has to be made by employers if they really truly want these students, they've got to try to meet these students where they are." - Todd Penner, Dell Scholars*



# Micro-Internships for Employee Resource Groups

Parker Dewey's Micro-Internships for ERGs program allows companies to drive the effectiveness of diversity hiring initiatives, while also enhancing the experiences of existing employees from underrepresented populations. These short-term, professional assignments enable current employees to build authentic relationships with career launchers. As ERG members engage with highly motivated college students from backgrounds similar to their own, companies demonstrate their commitment to creating authentic, equitable pathways to professional careers.

## Benefits For ERG Members

- **Valuable** way to get immediate support on projects that aren't the best use of their time
- **Opportunity** to engage with college students and recent graduates with backgrounds similar to their own
- **Appreciation** for the importance of diversity, equity, and inclusion within their company

## Benefits For Campus Recruiters

- **Early access** to diverse, highly motivated college students nationwide
- **Effective** way to "get through the noise" to communicate the value proposition of the organization
- **Improved** hiring and conversion outcomes, as authentic relationships help candidates visualize themselves at the company

## Launch a Scalable Micro-Internship Program in Days!

Parker Dewey makes it easy to connect with diverse students, while complementing your existing programs.

### 1 DEFINE GOALS

Work with Parker Dewey to identify specific student populations, skills, matriculation, geography, and other key targeting.

### 2 INTRODUCE THE PROGRAM

Parker Dewey creates a custom portal for hiring managers, hosts introductory webinar(s), and provides content to launch internally.

### 3 RUN THE PROGRAM

Parker Dewey provides complete support to ensure candidate engagement, employee satisfaction, and program outcomes.

### 4 SEE THE RESULTS

Parker Dewey can provide an Impact Report highlighting program reach, schools, student performance, and other key data.

