



## Assessing The Career Launcher

Micro-Internships are a great way for you to assess if a Career Launcher has the Core Skills that are required to be successful in this role. To help, we included a few samples of how you can evaluate these skills in based on completion of the assignment.

<b>Career Launcher Assessment - Social Media Strategist</b>	
<b>Name:</b>	
<i>SKILLS</i>	<i>COMMENTS</i>
<b>Analytical Thinking:</b> <ul style="list-style-type: none"><li>• Did they demonstrate their ability to find insights from various sources of data?</li><li>• Ask thoughtful questions while completing the project?</li></ul>	
<b>Grit/Drive:</b> <ul style="list-style-type: none"><li>• Was their work delivered faster than you had expected?</li><li>• Was it clear that the Career Launcher was genuinely interested in your company? (ex. Follow your company on LinkedIn, etc.)</li><li>• Based upon brief audit of their work, was their work thoughtful and meet/exceed expectations?</li><li>• Did they need assistance throughout the project or did they take the lead?</li></ul>	
<b>Communication/Writing:</b> <ul style="list-style-type: none"><li>• Demonstrate strong writing and / or verbal skills - clear, concise, correct?</li><li>• Did they successfully relay insights that could be understood cross functionally by various member of the company?</li></ul>	
<b>Attention to Detail</b> <ul style="list-style-type: none"><li>• Follow directions as outlined in project posting?</li><li>• Was their work grammatically correct?</li></ul>	
<b>Creativity:</b> <ul style="list-style-type: none"><li>• Did they think outside the box and bring in an element of creativity you did not think of?</li><li>• Did their approach standout?</li></ul>	