

## Drive Employer Engagement

**Parker Dewey Plus** is an opportunity for university partners to enhance their partnership with Parker Dewey by accessing premium services and support.

The purpose of these additional services is to help you:

- Create **more opportunities** for your students,
- **Expand relationships** with employers, and
- **Deepen engagement** with alumni.

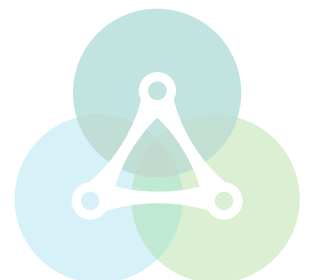
Parker Dewey Plus also offers university partners an opportunity for an additional **revenue-generating sponsorship opportunity** with its employer partners.

## What is the difference between free and “Premium” services?

Services		Free	Premium
Custom Web Pages:	Basic Up to three additional custom pages Branded landing pages for sponsors	•	• • •
Marketing Support:	Downloadable Toolkits Hire Learnings Newsletter Customized Launch Plan Customized Program Development	• •	• • • •
Data Access		Quarterly	On-Demand
Email notifications to university Career Services of target opportunities, employer partner postings, etc.			•
Check-ins to assess program outcomes		Annually	On-Demand
Case study to showcase the partnership’s success			•

## Cost

Access to Parker Dewey Plus services will cost \$5,000 per year.





PARKER  
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## Parker Dewey Plus

### Employer Sponsorships

Parker Dewey Plus offers university partners an opportunity to engage employer sponsors by offering packages that include Micro-Internships. Employers get work done, students gain Micro-Internship experience, and universities receive a new way to engage employer support...a win for all!

Employer sponsorships are typically structured as follows:

- One Micro-Intern for every \$1,000 in sponsorship
- 50% of sponsorship compensates the Micro-Intern
- 50% of sponsorship retained by the university

For example: a \$5,000 sponsorship would be broken down as follows:

- Five Micro-Internships for the company to engage your students\*
- \$2,500 to the university

### FAQ's

**1. Your services have always been free. Why are you charging universities now?**

We sincerely appreciate the hundreds of universities who have partnered with us and will continue to support these efforts. We also recognize that some universities are interested in additional support to expand their programs. We have created these premium services in order to provide these additional resources.

**2. Will my students still be allowed to use the Parker Dewey platform even if our school is not a "premium" subscriber?**

Absolutely!

**3. I'm interested in the premium services but have a limited budget. Are discounts available?**

The short version is yes. The longer version is that as a mission-driven organization we want every college and university to have the same opportunity to support their students irrespective of its financial resources. Please reach out to us, and we will be happy to discuss this and help craft ways that best support you and your students.

\*Note: Parker Dewey retains 10% of the funds allocated to Micro-Internships to cover the accounting, financial, and legal expenses associated with the program.

