



Microinternship Overview

General Description

Microinternships are short-term placements with an employer, generally with a maximum duration of 30 days, which commonly focus on the completion of a short, clearly defined project created by the host organization. Because placements are shorter than a traditional internship, microinternships offer a level of convenience and accessibility to organizations that might not ordinarily be in a position to support a traditional internship.

Learning Development Outcomes & Goals for Student Learning

The learning outcomes for this type of placement are typically determined based upon the length of the project, nature of the project, and the deliverables sought by the employer.

Format Options

The format of a microinternship varies greatly depending on the project and the employer. Placements can be as short as 2-5 days, or as long as 30 days.

Specific Activities Covered

Activities involved with a microinternship can vary widely depending on the scope of the project.

Examples of microinternship projects include:

- Developing a social media presence for a company
- Reviewing communications
- Revising the organization's website
- Undertaking short surveys
- Completing a short-term research project

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

Compensation

Microinternships should be paid and typically do not qualify for academic credit.

Evaluation Process

Completed microinternships can be evaluated through:

- A student portfolio
- Presentation of completed deliverables
- Student performance evaluation
- Survey of the student experience
- Survey of the employer experience