Micro-ExP - https://www.mcgill.ca/eln/micro-exp/employer

Micro-ExP is a Work-Integrated Learning (WIL) opportunity that helps bridge the classroom and the world of work by connecting students with businesses looking to address skills, talent, and innovation gaps. Our goal is to provide you with talented and motivated students while giving students industry experience for their future success.

Why be part of Micro-ExP?

- Connect with top students in Canada and access fresh ideas and feedback
- Create and bring awareness to your organization
- Mentor and support the career development of our next generation
- Identify and attract early talents from diverse backgrounds.

Who are the students?

Undergraduate and graduate students across a wide variety of disciplines.

As a Micro-ExP partner, you can host a Micro-Project and/or a Micro-Placement.

Micro-Projects:

Micro-Projects allow students to gain experience by working on virtual or on-site short-term projects. These projects aim to help your organization while letting students develop their career skills and exposing them to different industries. Depending on the scope, projects can be assigned to an individual student (12hrs max), or a team of students (12hrs per student max).

Micro-Placements:

Micro-Placements are scaled-down student work placements (15hrs max) that allow students to gain professional experience and real-life exposure to the workplace. The work given to students during their placements will depend on the employer's needs (e.g., Assist with office tasks or support projects), and may take on a job shadowing nature as well (Students attend client meetings, or shadow a specific department function). On-site or hybrid. Greater Montreal area.

Where do we collaborate?

Once the student(s) for your project/placement gets selected, the Program Coordinator will send you students' emails and you can contact them with your preferred platform.

Conditions for Projects and Placements:

- Student(s) cannot be required to sign a Non-Disclosure/Confidentiality Agreement. If this is a barrier for your organization, please reach out to discuss options or exceptions.
- Individual students can only work a maximum of 12 hours of unpaid projects and 15 hours of unpaid placements. Both parties must agree on paid compensation if a company wishes to continue working with a student.
- Our goal is to connect you with students who can complete your project or placement, however, please keep in mind that there are no guarantees we will find the ideal candidate for your project.
- For placements, students and employers must follow the public health guidelines in place.

Participation requirements:

Steps	Description
Project/placement finalization	Finalize tasks, description,number of students' total hours, and deliverables.
Employer and Student introductions	Employer sends note to student(s) with time and space for kick-off meeting. Ensure to cc: the program coordinator.
Project/placement kick-off meeting	Employers meet with the student(s) to go over the tasks for the project/placement. Theemployer provides the students with the necessary tools and resources, and discuss nextsteps.
Mid-Week Check-in (Optional):	Optional checkpoint to monitorprogress, provide feedback and assess for any changes oradditional training.
Project/placement end	Give students feedback abouttheir deliverable submission by the end of the last day.
Post-ExP Survey	Employer completes an evaluation form.

Micro Project/Placement examples:

- **User experience testing for websites or applications**. Measure how easy and user friendly a website or application is by navigating and testing the website. Prepare a report with your findings and feedback.
- **Social Media performance**. Measure public engagement and interaction with the company's online accounts. Include likes, comments, retweets, shares, and account mentions. Audience growth/followers gained over the last month, and customer satisfaction.
- **Secondary Market research report.** Develop a market analysis report for a specific industry. Provide details on existing companies, such as size and industry, trends, market demographics, marketing channels, possible clients, and partners, sociographic (e.g., beliefs and attitudes, interests, lifestyle factors), and customer needs and expectations.
- **Website Optimization.** Assist with simple changes related to the employers' website such as updating images and content, fixing broken links, re-format text and style, optimizing keywords for SEO, improving overall user experience, etc. Then, conduct a market analysis by evaluating 3 competitors' websites and comparing content and design. All the findings will bewritten in a report.