Prepare for Fairs and Recruitment

FAQ:

**NACE Salary Survey ? Salary Projections for Class of 2022**

The Winter 2022 Salary Survey report [1] contains annual salary projections for Class of 2022 college graduates. The figures reported are for base salaries only and do not include bonuses, commissions, fringe benefits, or overtime rates. The report provides the detailed salary projections by academic major, job position, and degree level, along with breakouts by both industry and geographic region.

The National Association of Colleges and Employers (NACE) obtained the data in this report by surveying its employer members from October 4, 2021, through December 3, 2021. A total of 124 surveys were returned—a 17% response rate. Of those responding, 7.3% of respondents were from the New England region, 6.5% were from the Plains, 12.9% were from the Rocky Mountain/Far West region, 11.3% were from the Southwest, 14.5% were from the Southeast, 12.9% were from the Mideast, and 34.7% were from the Great Lakes region. A list of respondents by industry and size, and a partial list of organizations that supplied data for this report can be found in the Appendix.

**What do I need to know about fairs hosted or promoted by University Career Services?**

All of our career, education, networking fairs [2] and employer engagements will be either conducted virtual or in-person through platforms used by University Career Services (UCS). Handshake [3] is the platform that will is used for all UCS facilitated in-person and virtual fairs. UCS also promotes some in-person fairs that are hosted as part of a consortium of schools, in addition to virtual fairs hosted on Handshake and other 3rd party platforms. Please register for fairs that make sense for your organization and follow the instructions that will be provided to help you maximize your fair experience.

Employers have plenty of opportunities to engage with students through UCS-facilitated
fairs and recruitment events, as well as those facilitated by Department-based Career Offices. There are always a number of employer-involved events taking place across campus during the academic year. Some events are open to all majors, while some are only open to department-specific majors. Please contact any of [UNC Chapel Hill's Department-based Career Offices](https://careers.unc.edu/employers/post-job-or-internship) for more details on employer-involved events they may be hosting.

**Employer resources for maximizing fairs and recruitment**

The External Relations Teams is here to provide you with the latest insights and best practices to help you accomplish your campus recruitment and engagement objectives using Handshake, On-Campus Interviews, Recruiter Tabling, Info Sessions, and other tools (social media, email, webinars, etc.). This page will continuously be updated to reflect the most recent information and data to aid you in both the in-person and virtual recruitment space.

- **UCS Employer Marketing Services:** [5] We have developed a list of fee-based marketing services to help your company stand out in the crowded space of recruitment messages that students receive. The services are offered in addition to the "free" marketing you get using Handshake and the promotions we do internally to promote events to students.
- **Skills Acquired by Majors at UNC:** [6] We created this document to help you expand your talent pool beyond the "usual" majors. Check out skills our students are gaining across the various majors.
- **Virtual Campus Recruiting ? What's Working & What's Not:** [7] The National Association of Colleges and Employers (NACE) recently released findings from its research on what virtual events, strategies, and tactics were most effective in reaching students last Fall.
- **How 2020 Changed the Way Students Find their Next Job:** [8] Handshake recently released findings from its research on 2300+ virtual fairs that it hosted last Fall. They provide some takeaways from employers that are useful for enhancing their digital recruitment and engagement strategies.

**Source URL:** https://careers.unc.edu/employers/prepare-fairs-and-recruitment

**Links**
