Employer Engagement Service Levels

The External Relations Team at University Career Services offers five Service Levels for employers desiring to recruit our students. We recognize that each employer’s needs are different and that there is not a one-size-fits-all approach to getting visibility with students. See the table below to choose the service level that is right for your campus recruitment needs. Contact Roderick Lewis [1] for more information on the service levels and/or to determine which service level may be appropriate for your organization.

Non-Recruitment Student Engagement Opportunities for your Organization

Each semester, the UCS External Relations Team [2] has opportunities for professionals to co-participate in activities with students in various Career Development Initiatives led by our Career Instructors. Complete the volunteer engagement survey [3] if you would like to be considered for participation in any of these initiatives. There are typically over 20 activities each semester that are hosted virtually (or in-person) that provide the following benefits:

- Promote your organization’s employer (or program) brand in a non-recruitment channel.
- Support the career development of students seeking internships, full-time jobs, entrepreneurship, and graduate school.
- Increase your network with students by providing your contact/LinkedIn info.
- Establish, grow, and/or maintain your organization top-of-mind with students, staff, and faculty.

Service Levels for Employer Recruitment Initiatives
<table>
<thead>
<tr>
<th>Employer Service Level</th>
<th>Type</th>
<th>Definition</th>
<th>Benefits</th>
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| 1                      | Self-Directed (complementary) | Employer Orientation, Handshake postings, Employer Engagement & Recruitment Brochure | • Access pre-recorded video to allow organizations to learn how to connect with UCS.  
• Access Handshake platform 24/7 access to post jobs, events, and connect with students. 
• Overview of UCS and Department-based Career Offices that host employer-involved activities. |
| 2                      | Pre-Recruitment (complementary) | Networking & Meetup Events, Job Shadows, Career Treks | • Build relationships with students and educate them on your company and industry. 
• Give students on-site opportunities to learn your workplace culture and key job functions. 
• Give student groups opportunities to learn your business through on-site tours and meetings. |
| 3                      | Professional Recruitment (fee-based) | Tabling/Information Sessions, Career, Education, & Networking Fairs, On-Campus Interviews | • Introduce organization and jobs to make students aware of your recruitment needs. 
• Present your job and grad school opportunities to hundreds of students in an organized event that attracts interested students. 
• Use our interview rooms and facilities to conduct pre-select job interviews. |
| 4                      | A La Carte (fee-based) | Customized Employer & Recruiter Marketing, Customized Student Data Insights, Customized Recruitment Strategy | • Differentiate your organization through print, digital, electronic, and social media marketing channels managed by UCS. 
• Supplement your campus recruitment strategy with insights on student interest, employers of choice, and workplace values. 
• Partner with key UCS Leadership Team personnel to design a tailor-made campus recruitment strategy to meet desired goals. |
| 5                      | Tar Heel Collaborator (fee-based) | UCS Employer Advisory Board, Carolina Career Sponsors Program, UCS Micro-internship Program | • Provide key input for shaping the programming of UCS while also maximizing your organization’s on-campus visibility. 
• Attach your organization’s name to signature events and programming that attract talented students. 
• Provide real-time projects for students that develop their job skills and position your organization as an Employer of Choice. |

Source URL: https://careers.unc.edu/employers/employer-engagement-service-levels

Links
[1] mailto:roderick.lewis@unc.edu
[3] https://forms.office.com/r/BVZ6J00duS