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](https://careers.unc.edu) [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](https://careers.unc.edu) [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-Renewal (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/cTAq7SD41c