Building a Campus Relations Program

University Career Services looks forward to assisting employers in connecting with students and developing branding efforts on campus. There are a variety of ways to help your organization stand out and gain the attention of our students. Please see our Employer Engagement Infographic [1] to learn about the various ways your organization can get involved with University Career Services and/or Department-Based Career Offices. If you would like assistance or guidance with any of the services outlined below, please contact our office at ucs@unc.edu [2] to get connected with our External Relations Team.

Are you a new or existing employer partner at UNC Chapel Hill? Watch the webinar [3] below to learn what’s new for Spring 2021 and ways to execute your campus recruitment and engagement strategies. You can also download the Recruitment & Engagement 101 for Employers presentation slides here. [4]

Recruitment & Engagement 101 for Employers

- Employer Engagement & Recruitment Guide – 5 minutes
- Maximizing Handshake Job and Event Postings – 10 minutes
- Fairs and Diversity-themed Events – 10 minutes
- Job Shadows and Career Treks – 10 minutes
- Carolina Career Sponsors Program – 10 minutes
- Marketing & Employer Branding Services – 10 minutes

FAQ:
Snapshot of UNC Chapel Hill Students

Carolina by the Numbers [5]

Participate in Campus-wide Employer Events

UNC Chapel Hill has a main campus career office (University Career Services) that serves all students with a few exceptions. Additionally, several schools/departments have their own career services staff to serve the unique needs of their students. Please see our Employer Engagement Infographic [1] to learn about the various ways your organization can get involved with University Career Services and/or Department-Based Career Offices. Before the beginning of each semester, all of the employer relations staff at the different campus career offices meet to discuss their upcoming signature employer events for the upcoming semester. Please click here [6] to see the latest calendar of events that your organization can potentially get involved in. Contact the event owner listed in the spreadsheet for more details.

Career and Graduate/Professional School Information Fairs

University Career Services sponsors a number of fairs [7] throughout the year that allow your organization to maximize its campus brand and visibility by meeting with a large volume students in a marketplace setting.

On-Campus Student Recruitment & Employer Branding Initiatives

What is On-Campus Recruiting (OCR)? OCR are activities designed to connect employers and students for recruitment opportunities. UCS offers the following opportunities to employers desiring initial recruitment conversations in-person. Employers wanting to integrate virtual recruitment options still have the option to post them on Handshake.

- **Company Information Sessions** in the Student Union
- **Fairs (Career, Graduate Education, and Networking) in the Student Union or Ram?5s Head Rec Center** from 1-5 pm
- **On-Campus Interviews** on Hanes Hall 4th Floor
- **Tabling [8]** on Hanes Hall 2nd Floor or the Student Union Lobby from 1-5 pm (if weather permits, option for tabling outside of Hanes) ? for more information
Employers participating in on-campus fairs, information sessions, and tabling will have to commit to our four student connection modalities: 1) Face-to-Face at the event, 2) 15-minute Virtual Chat Tool on Handshake Job Postings, 3) Direct Messaging Tool on Handshake Job Postings, and 4) Applications to Handshake Job Postings.

UCS promotes the following opportunities to employers that offer local, national, and international in-person job opportunities or virtual. Employers wanting to integrate virtual jobs still have the option to post them on Handshake.

- **Part-Time Jobs** with NC Triangle companies in Fall, Summer, and Spring
- **Academic Internships** with NC Triangle companies in Fall and Spring Semesters
- **Summer Internships and Full-time Jobs** with companies anywhere

### On-Campus Student Career Development & Employer Branding Initiatives

In addition to OCR opportunities, University Career Services (UCS) also offers **non-OCR opportunities** designed to involve your company in our student career development initiatives which are excellent for growing your company's brand and visibility on-campus. Non-OCR activities are not recruitment-oriented as their primary purpose is student career development with the support of our employer partners. However, they indirectly provide the following benefits:

- Increased awareness of employer brand and recruitment opportunities from students, staff, and faculty
- Potential for students to refer your company to friends in their personal network
- Expanded network with students holding favorable views of your company who can be net promoters
- Potential interest and applications from students who did not previously consider your company

UCS offers the following opportunities to employers desiring to help students become career ready.

- **Recruiter-in-Residence** in Hanes Hall from 1-5pm *(request this event in Handshake under Employer On-site? event and put Recruiter-in-Residence plus your company?s name in the Event name. and for Contact select Julie Pendergraph)*
- **Snack & Learn Career Panels Week** in Hanes Hall from 11-2pm. Contact Roderick Lewis
for more information.

- This week is held prior to September and February career fairs with top companies representing our major industries discussing their trends, business challenges, in-demand job skills, and career fair tips to prepare students for upcoming fairs and recruitment activities.

- **Skill-building Workshops** in Hanes Hall from 1-5pm. Contact [Roderick Lewis](#) for more information.
  - Career Education Workshops ? serve as co-presenter or panelist
  - Job Functions Pathway Workshops ? available in December and May
  - Financial Literacy and Money Management Workshops

These programs below will be available for all majors ? and are especially beneficial for students in interdisciplinary liberal arts majors. Contact [Roderick Lewis](#) for more information.

- **Career Trek Program** with NC Triangle companies in December and May
- **Job Shadowing Program** with NC Triangle companies in December and May
- **UCS Micro-internship Program** with NC Triangle companies in December and May

Beginning AY22/23, we?ll offer passport and credentialing ?Professional Services? to help students gain the necessary employability skills and NACE Career Readiness Competencies to be ready for challenges in the workplace. These services will be available for all majors ? and are especially beneficial for students in interdisciplinary liberal arts majors. Contact [Roderick Lewis](#) for more information.

- **UCS Carolina Career Readiness Passport** ? supported by Employer Partners
- **UCS Professional Internship Experience Credential** ? supported by Employer Partners
- **UCS Job Functions Pathway Credential** ? supported by Employer Partners

North Carolina Association of Colleges and Employers

NCACE brings together all facets of business, industrial, governmental and post-secondary level educational institutions within North Carolina with the goal of economic growth, employment and professional development. Please click [NCACE Info](#) to learn how to join.

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**Source URL:** https://careers.unc.edu/employers/building-campus-relations-program

**Links**

[1]