Building a Campus Relations Program

- Are you a **new Employer** interested in getting a Handshake Account to recruit at UNC Chapel Hill? Complete this form [1] to get in touch with us immediately!
- Are you an **existing Employer** already with a Handshake Account connected to UNC Chapel Hill? Complete this form [1] to get in touch with us immediately!

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 **UCS Employer Engagement Brochure** [2] to learn about the various ways your organization can get involved with University Career Services and/or Department-Based Career Offices.

**FAQ:**

**Snapshot of UNC Chapel Hill Students**

Carolina by the Numbers [3]

**Participating 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 (MBA, Law, Medical, and Dental). Several schools/departments have their own career services staff to serve the unique needs of their students. Please see our **UCS Employer Engagement Brochure** [2] to learn about the various ways your organization can get involved with University Career Services and/or **Department-Based Career Offices** [4]. Connect with the appropriate Career and Employer Consultant in the departments that align with your campus recruitment strategy for more details on employer events they host.

**Career, Graduate Education, and Networking Events**
University Career Services sponsors a number of recruitment events throughout the year that allow your organization to maximize its ability to meet a high volume of students in settings where students usually gather. Our strategy is to meet students where they are in targeted places across campus.

**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)** on the Handshake Virtual Fairs Platform from 1-4 pm
- **On-Campus Interviews** on Hanes Hall 4th Floor
- **Tabling** 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 contact our Director of External Relations, Marketing, and Analytics, Roderick Lewis

**Note:** Spring 2022 UCS virtual fairs will be promoted with the strategic purpose to increase: 1) Student Visits to Employer’s (Grad School’s) Handshake Page, 2) Student Follows of Employer’s (Grad School’s) Handshake Page, 3) Student Saves of Employer’s (Grad School’s) Handshake Job (Information) Postings, and 4) Student Applications to Employer’s (Grad School’s) Handshake Job (Information) Postings.

UCS promotes the following opportunities to employers that offer local, national, and international in-person job opportunities. 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.

- **Career Education Programs** serve as co-presenter or panelist in career workshops and classes
- **Job Functions Pathway Programs** project management, technical and scientific sales, and business analysts & consulting
- **Interview Preparation Programs** resume reviews, case interviews, behavioral interviews

Beginning AY22/23, we’ll offer certificates through the **UCS Employability Enhancement Programs** 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 Kelsey Durham [8] for more information.

- UCS Carolina Career Readiness Certificate
- UCS Professional Internship Experience Certificate

**Volunteer Engagement Opportunities**
Each semester, the UCS **External Relations Team** [9] has opportunities for professionals to co-participate in activities with students in various Career Development Initiatives led by our Career Instructors. 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.

**Click here to express interest:** [Volunteer Employer Engagement Survey](https://forms.office.com/r/BVZ6J00duS) [10]

**North Carolina Association of Colleges and Employers**


---

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

**Links**

[1] https://forms.office.com/Pages/ResponsePage.aspx?id=T9WzWMkW00KvCB_KvQlWZuQ2no6cGG1L
[3] https://www.unc.edu/about/by-the-numbers/
[7] mailto:roderick.lewis@unc.edu
[8] mailto:kelsey.durham@unc.edu
[10] https://forms.office.com/r/BVZ6J00duS