The External Relations Team works with employers through four main avenues:
1. Connections with on-campus recruitment opportunities.
2. Connections with student career development opportunities.
3. Connections with campus community partners (faculty, staff, student clubs, etc.).
4. Connections to our Carolina Career Sponsors and Partners Programs.

What Is/Are Your Primary Campus Goals?∗

Student Engagement
What types of activities do you want to participate in?
Options:
- Career Workshops
- Networking Activities
- Experiential Learning Activities

Recruitment Events
How many students do you plan to hire for internships and/or full-time?
Options:
- Job Postings
- On-Campus Interviews
- Recruitment Fairs

Department-Based (Specified Majors)
Strategy definition: Your organization or business unit uses college recruitment for designated majors aligned with specific job functions.

See how specified departments can support you.
Options: Department-Based Career Offices
- Undergraduate Business Program / Career Development & Employer Relations
- Hussman School of Journalism and Media
- Gillings Schools of Public Health
- Department of Computer Science
- School of Information and Library Science
- Honor Carolina
- School of Government – Master of Public Administration
- Kenan-Flagler – Masters of Accounting
- The Graduate School Professional Development

Sample of Employer Engagement Events
- Undergraduate Business Symposium
- Computer Science Corporate Partners (Company Days)
- Red Ventures Case Competition
- Global Health Employer Panel

Campus-Wide (All Majors)
Strategy definition: Your organization uses college recruitment primarily to fill roles that most Liberal Arts majors can perform independent of specific disciplines.

See how University Career Services (UCS) can support you.
Options: UCS offers five service levels to support your campus strategy.
- Self-Service
- Pre-Retreat
- Professional Recruitment
- A La Carte
- Tar Heel Investor

Sample of Employer Engagement Events
- Co-Participation in Career Workshops
- Career, Education, and Networking Fairs
- Experiential Learning Programs
- Career & Industry Pathways Website Promotion

Hybrid (All Majors + Specified Majors)
Strategy definition: Your organization or business unit uses college recruitment to hire for company-wide roles requiring various job functions.

Work with UCS and Specified Departments.
Options: UCS + Specified Departments
- Combine a campus-wide strategy with specified departments to maximize organizational recruitment goals.
- Maximize your organization’s brand.
- Improve recruitment effectiveness.

Sample of Employer Engagement Events
- Co-Participation in Career Workshops
- Career, Education, and Networking Fairs
- Experiential Learning Programs
- Career & Industry Pathways Website Promotion

Handshake
Strategy definition: This platform allows companies to post job opportunities and other events to target student audiences for all students excluding the MBA, Law, Medical, and Dental programs.

For more information, please contact the External Relations Team at ucs@unc.edu
We have created in-person recruitment and career development activities that provide opportunities for deeper connections than virtual activities alone can offer. Recruiters are still encouraged to strategically use a combination of virtual and in-person campus recruitment strategies. Get involved in our Student Recruitment and Student Career Development initiatives today!

On-Campus Student Recruitment & Employer Branding Initiatives

UCS offers the following opportunities to employers desiring initial recruitment conversations in person.

- **Company Information Sessions** in the Student Union
- **Fairs (Career, Graduate Education, and Networking)** in the Student Union or Ram's Head Rec Center from 1-5 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
  - 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
    4. Applications to Handshake Job Postings

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

- **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

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

- **Recruiter-in-Residence** in Hanes Hall from 1-5 pm
  - 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.
- **Snack & Learn Career Panels Week** in Hanes Hall from 11-2 pm
  - These programs will be available for all majors – and are especially beneficial for students in interdisciplinary liberal arts majors.
- **Skill-building Workshops** in Hanes Hall from 1-5 pm
  - **Career Education Workshops** – serve as co-presenter or panelist
  - **Job Functions Pathway Workshops** – available in December and May
  - **Financial Literacy and Money Management Workshops**
- **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
- **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

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.

For more information, please contact the External Relations Team at ucs@unc.edu