Employer Engagement

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.

https://careers.unc.edu/

What Is/Are Your Primary Campus Goals(s)?

- 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 School of Public Health
    - School of Information and Library Science
    - School of Government + Master of Public Administration
    - Kenan-Flagler - Masters of Accounting
    - The Graduate School Professional Development

- 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-Directed
      - Pre-Rent
      - Professional Recruitment
      - A La Carte
      - Tar Heel Collaborator

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

- 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.

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
How can we provide value-adding career experiences for students and recruiters desiring in-person connections?

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!

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)** 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.
- **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
  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.

- **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

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, and behavioral interviews

These programs 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, March, and May
- **Job Shadowing Program** with NC Triangle companies in December, March, and May
- **UCS Micro-Internship Program** with NC Triangle companies in December, March, and May

Beginning AY22/23, we’ll offer passport, certificate, and credentialing 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.

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

For more information, please contact the External Relations Team at ucs@unc.edu
### Yearly Snapshot 2020-2021
#### A Year in Review

#### STUDENT TRAFFIC
- **4,038 Appointments**
- **441 Drop-Ins**
  - 98.5% of students gained new knowledge after their appointment
- **97 Programs**
  - 1,485 Student Attendees

#### HANDSHAKE
- **43,296 Unique Logins**
- **112,155 Total Logins**
- **68,008 Jobs**
- **22,035 Internships**
  - **96,397 Applications**

#### FAIRS
- **17 Fairs**
  - **344 Employers**
  - **116 Graduate Schools**
  - **1,709 Student Attendees**

#### EMPLOYERS
- **743 Interviews**
- **1,838 Virtual Events**
  - **217,795 Student Attendees**
  - **57 Employers**
  - Co-Presented Workshops
  - **15 Employers Conducted Mock Interviews**
  - **7 Employers Hosted Virtual Job Shadows and Career Treks**

#### DIGITAL FOOTPRINT
- **216,850 Unique Page Views**
- **257,230 Total Page Views**
- **3,713 Facebook Followers**
- **3,664 Twitter Followers**
- **1,475 Instagram Followers**

#### DIVERSITY ENGAGEMENT
- **15 Diversity Workshops & Events**
  - **293 Student Attendees**
  - **15 Employers at Diversity Fair**
  - **99 Student Attendees**

#### Yearly Snapshot 2020-2021
- **17 Full Time Staff**
- **9 Career Peers**
- **4 ER Interns**
- **1 Career Coaching Intern**
Micro-Internships are paid, professional projects that give students a chance to explore a variety of career paths and industries through a short-term engagement. The UCS Micro-Internship Program was created to partner with select employers we currently work with to provide these short-term project engagements to highly-motivated, curious individuals looking to take the next step towards launching their careers. These project opportunities are open to ALL UNC-Chapel Hill students, but will be prioritized for students who currently meet any of the following criteria: 1) lack any career-aligned professional experience, 2) belong to a “special student population” at UNC, or 3) participate in a Center for Student Success program.

Projects

Employer-involved experiential learning is a proven method for helping students make better connections between their academic major and career goals. UCS is seeking employers that can provide paid micro-internship projects with a minimum duration of 20 hours (max 40).

Employer Benefits

- Grow Employer Brand and visibility on-campus
- Grow potential talent pipeline
- Upskill students for future career opportunities
- Promotions in the UCS Bi-weekly Newsletter
- Promotions on UCS Website
- Post-project impact reporting plus.

Student Benefits

- Get real-time exposure to In-demand Job Skills
- Explore Job Functional Roles in real-time
- Experience workplace culture and professional expectations,
- Network with potential employers
- Enhance employability and career readiness
- Improve academic curricular and co-curricular performance.

The cost is $500 for a 20-hour project; and $1000 for a 40-hour project. UCS has partnered with Parker Dewey to facilitate payments to students so that all administrative processes are handled efficiently.

Contact Roderick Lewis, Director of External Relations, Marketing, and Analytics, for more information.
Marketing Opportunities with University Career Services 2021 - 2022

Build your organization’s visibility on campus ahead of major events and recruitment activities while saving time, reducing costs, and improving hiring diversity by marketing through University Career Services.

Feature Article in Bi-Weekly Handshake Newsletter • $100 per week
- Submit any content (job posting, event, video, recruiter’s contact info, etc.) to engage target students about your organization’s opportunities. Gain visibility as the Newsletter sponsor and enhance your organization’s brand as an Employer of Choice.

Recognition on Career Services Website • $150 per week
- Promotions placed on our Website’s most visited pages to build your organization’s visibility on-campus ahead of major fairs and recruitment activities.

Website Branding - Career & Industry Pathways Program • $150 per week
- This program provides employers an opportunity to place their logo, links, and an employee spotlight on pages that are connected with their jobs or industries on the UCS website pages that are dedicated to UNC’s top Career & Industry Pathways for our job seekers.

Organization of the Week Flyers (Option 1) • $150 per week
- Two 11 x 17 flyers with your organization’s information and QR codes will be placed on the highly visible student message boards in up to 1-5 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Flyers (Option 2) • $225 per week
- Two 11 x 17 flyers with your organization’s information and QR codes will be placed on the highly visible student message boards in up to 6-10 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Flyers (Option 3) • $300 per week
- Two 11 x 17 flyers with your organization’s information and QR codes will be placed on the highly visible student message boards in up to 8-15 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Flyers (Option 4) • $400 per week
- Two 11 x 17 flyers with your organization’s information and QR codes will be placed on the highly visible student message boards in up to 10-20 campus buildings of your choosing. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Posters (Option 1) • $150 per week
- Two 24 x 36 posters with your organization’s information and QR codes will be placed on the two doors leading to the University Career Services career coaching office suites in Hanes Hall. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Posters (Option 2) • $150 per week
- Two 24 x 36 posters with your organization’s information and QR codes will be placed on the two doors leading to the University Career Services classroom in Hanes Hall. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Posters (Option 3) • $150 per week
- Two 24 x 36 posters with your organization’s information and QR codes will be placed on the highly visible plastic shields that separate the front desk reception area from students checking into University Career Services. This gives your organization immediate branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

Organization of the Week Posters (Option 4) • $400 per week
- All of the combined options from 1-3. This gives your organization the MAXIMUM branding and an opportunity for students to scan the QR code to learn more about the organization or connect directly with a recruiter. This service can only be used once per semester.

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

RODERICK LEWIS, MBA, CPC
Director of External Relations, Marketing, and Analytics

Roderick is the Director of External Relations, Marketing, and Analytics at UCS; and he also serves as Second-in-Command of UCS in absence of the Executive Director. Roderick develops the overall strategy for how UCS connects external stakeholders with internal supporters to support experiential learning and recruitment (career and graduate school) initiatives for students, employer sponsorship and partnership programs, the overall strategy for marketing UCS services and resources (internally and externally), and the overall strategy for selecting the Signature UCS Key Performance Indicators that are influenced by UCS Monthly Activity Metrics. Connect with Roderick on LinkedIn to learn more.

Kelsey Durham
Assistant Director of Internships & Experiential Learning

Kelsey Durham is the Assistant Director of Internships & Experiential Learning at University Career Services. Kelsey builds relationships with internal campus stakeholders across a range of designated College of Arts & Sciences departments, Experiential Education Courses, and Special Student Populations to increase student participation in career-aligned Virtual Work Experiences, Micro-Internships, and Summer Internships. In addition, she leads the in-house UCS Career Trek Program to designated Research Triangle Park (RTP) companies to support our "career experience" initiatives for students.

TeSSA MInnich
Events and Marketing Coordinator

Tessa serves as the Events and Marketing Coordinator and is a member of the External Relations, Marketing, and Analytics Team at University Career Services. She earned her B.A in Mass Communications and Public Relations and minor in Sociology at Meredith College.

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

JAMEL MALLORY JR.
Assistant Director of External Relations

Jamel Mallory Jr. is the Assistant Director of External Relations at University Career Services. He is dedicated to building relationships with employers across industries focused on: 1) Internet/Software/Hi-Tech, 2) Banking/Financial Services, and 3) Healthcare/Biotech/Pharma. In addition, he identifies potential micro-internship projects from his industry Portfolio companies, engages UNC Alumni to support employer-involved experiential learning initiatives for students, and serves as the liaison to designated departments serving STEM majors for the purposes of increasing employers in high-impact practices in the classroom.

Jamel is a native of Fairfield, Ohio, and earned a Bachelor of Arts in Communication from Bowling Green State University and a Master of Education in Student Affairs from Clemson University. Jamel is passionate about supporting the holistic development of all students and supporting them to achieve their professional and academic goals. He loves to travel, spend time with his friends and family, and do photography in his free time. Jamel has prior experience in college access, career services, first year experience, and admissions.

KARA RICE
Job Location Development Coordinator

Kara Rice is the Job Location and Development (JLD) Coordinator for UCS. She builds relationships with off-campus employers interested in hiring UNC students for paid jobs (primarily part-time); 2) giving presentations to student groups and increasing satisfaction in meaningful part-time employment with off-campus employers; and 3) serving as a member of the University Career Services (UCS) external relations team designing strategies to increase employment-related opportunities for students. In addition, the position is tasked with connecting UNC students with employers who can provide professional part-time job opportunities for: 1) support students earning potential during their studies; 2) support students attainment of pre-professional jobs/skill aligned with their academic majors and career goals.

Kara is a native of Gastonia, NC and earned a Bachelor of Arts in Communications from Clemson University. Kara’s passionate about the growth and development of all students, and supporting the holistic college experience through career and professional development. She has work experience in Student Life and Development, Career Services, and Leadership Programs. In her free time, she loves to bake/cook, thrift, and spend time with her friends and family.

KARA REDDISH
Assistant Director of Assessments and Analytics

Kara Reddish is the Assistant Director of Assessments and Analytics for UCS. Her work includes employing and effectively through tracking monthly activities metrics that provide insight on UCS’s Signature KPI’s, aligning with analyzing assessment of student and employer engagement activities with the Division of Student Affairs guidelines. In addition, she analyzes student and employer data on Handshake and other databases, collaborate with the Office of Institutional Research & Assessment to submit post-graduate student outcomes data for accreditation and rankings publications, and develop visual reports on various data to share with departmental stakeholders.

Kara is a Durham, NC native who earned her M.Ed. in Higher Education Administration from NC State in May 2022. She also graduated from NC State in May 2020 with a B.A. in Sociology. She is passionate about improving student experiences in higher education by advocating for changes based on assessment data. Her higher education work experiences include assessment, housing, research & assessment to submit post-graduate student outcomes data for accreditation and rankings publications, and developing visual reports on various data to share with departmental stakeholders.

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