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?

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

What’s Your Campus Recruitment Strategy?

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-Directed
- Pre_recruitment
- Professional Recruitment
- A La Carte
- Tar Heel Collaborator

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.

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

What Recruitment Platforms Are Used by University Career Services and Affiliated Departments?

For more information, please contact the External Relations Team at ucs@unc.edu
What Recruitment Platforms are used at UNC Chapel Hill?

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) 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 recruitment events 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

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

- Recruiter-in-Residence in Hanes Hall from 1-5 pm
- Snack & Learn Career Panels Week in Hanes Hall from 11-2 pm
- 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

These programs 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 Credential – 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

17 Full Time Staff
9 Career Peers
4 ER Interns
1 Career Coaching Intern
RODERICK LEWIS, MBA, CPC
Director of External Relations, Marketing, and Analytics
Roderick is the Director of External Relations, Marketing, and Analytics at UCS and also serves as Second-in-Command of UCS in absence of the Executive Director. He is a business coach and talent consultant with expertise in diversity & inclusion, performance improvement, and career management. He has consulted employers on talent acquisition strategies, employee engagement, and employer branding goals. Roderick worked as an HR Consultant in Corporate America focusing on International Recruiting, Diversity & Inclusion, and Employee Performance for Latin America, Spain, and the USA.

RODERICK’S FOCUS AREAS
- Employer Engagement and Industry Advising for Fortune 500 companies and Top RDU Workplaces
- DB Strategy for Authentic Employer Branding
- Future of Work Trends and Employment Market Intelligence

JONATHAN ADAMS
Assistant Director and External Relations Consultant
Jonathan is an Assistant Director and External Relations Consultant at University Career Services. Jonathan builds relationships with employers across a range of industry areas including non-profits, NGOs, government, and education. In addition, Jonathan supports local startups and entrepreneurs in recruiting UNC students, creates and maintains engagement opportunities for UNC families and alumni, and oversees UCS sponsorship opportunities. Originally from Chapel Hill, Jonathan holds a B.A. in Psychology from the University of Montana and a M.A. in Counseling from Wake Forest University. Prior to coming to Carolina, Jonathan served as the career services liaison to the School of Health and Human Sciences at UNCG where he provided career development support to students in programs including Kinesiology, Nutrition, Public Health, and Social Work. He has additional previous experience in medical fitness, community mental health and hospital settings. Outside of work, Jonathan enjoys swimming, fly fishing and hiking in the Appalachian Mountains.

JONATHAN’S FOCUS AREAS
- Employer Engagement and Industry Advising for Non-Profits, NGO’s, and Government Agencies
- Strategic Advisor for Startups and Small Business Requesting Handshake Access
- Campus Liaison for Innovation & Entrepreneurship Centers

KAITLYN BAYLEY
Assistant Director of Assessments and Analytics
Kaitlyn serves as the Assistant Director of Assessments and Analytics for UCS. Originally from Rochester, NY, she earned a B.A. in American Studies from the College of William & Mary and an M.S. in College Student Development & Counseling from Northeastern University. Prior to joining University Career Services at UNC-Chapel Hill, she worked as the career liaison to the College of Arts & Sciences at UNC-Greensboro, providing career guidance to students pursuing liberal arts degrees. She most recently worked at Meredith College as the Assistant Director of StrongPoints®, a CliftonStrengths-based advising and coaching model for student success, and is a Gallup-Certified Strengths Coach. When not in the office, she enjoys playing ultimate frisbee, running on the American Tobacco Trail, and trying new restaurants in the Triangle area.

KAITLYN’S FOCUS AREAS
- First Destination Survey Data Collection, Analysis, and Reporting
- Student Affairs Division Liaison for UCS Office-wide Assessments, Analysis, and Reporting
- Data Collection and Reporting for Professional Associations, School Rankings Publications, and Program Reviews

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.

TESSA’S FOCUS AREAS
- Event Coordinator for UCS Standalone and Consortium Fairs
- Graphic Designer, Website Manager, and Communications for UCS Events
- Employer Liaison for Fee-Based Employer and Recruiter Services