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)?

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:  
- On-Campus Interviews  
- Career Exploration Days

Branding/Visibility
What types of channels do you want to be promoted in?
Options:  
- Sponsorships/Gifts  
- Email/Newsletters  
- Print/Digital/Online

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

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  
- Gallivan Schools of Public Health  
- Department of Computer Science  
- School of Information and Library Science  
- Honors 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-Driven  
- Pre-Retirement  
- Professional Recruitment  
- A La Carte  
- Tar Heel Collaborator

Sample of Employer Engagement Events
- 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.

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

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

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 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.

- **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
What Recruitment Platforms are used at UNC Chapel Hill?

University Career Services (UCS) knows how important job-readiness and professional skills are to both students and employers in today's market. We now offer three services to help students gain in-demand skills and credentials through partnerships with select employers: 1) Carolina Career Readiness Passport, 2) Professional Internship Experience Credential, and 3) Job Functions Pathway Credential.

Employer Benefits
- Marketing stand in front of Office Reception Desk
- Flyers Promotions in the Student Union
- Promotions in the UCS Bi-weekly Handshake Newsletter
- Promotions on UCS Website
- Resume Book of registered student
- Post-event 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

Increase your visibility on campus while supporting career services and programs for Carolina students. Choose the sponsorship opportunity that's the best fit for your organization.

UCS Micro-Internship Program - $1,500 - $5,000 Annually

Employer-involved experiential learning is a proven method for helping students make better connections between their academic major and career goals. UCS wants to increase the number of students participating in micro-internships through strategic partnerships with select employers.

Employer Benefits
- Marketing stand in front of Office Reception Desk
- Flyers Promotions in the Student Union
- Promotions in the UCS Bi-weekly Handshake Newsletter
- Promotions on UCS Website
- Resume Book of registered student
- Post-event 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

UCS Professional Services Programs - $1,500 - $5,000 Annually

Flexible contribution to support UCS student programming, operational efforts, and staff professional development.

Employer Benefits
- Recognition on the University Career Services website ($1,000+)
- Marketing to families and alumni
- End-of-year ROI reporting demonstrating impact on student career development

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

Friends of University Career Services $500 - $5,000 Annually

Flexible funding for Career Services staff development, student programming and other operational needs

For more information, please contact the External Relations Team at ucs@unc.edu
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 Posters (Option 1) • $150 per week
- Two 24 x 36 posters 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 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 11-15 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 16-20 campus buildings of your choosing. 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.

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 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 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 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 3) • $150 per week
- Two 24 x 36 posters with your organization’s information and QR codes will be placed at the entrance of our two Classrooms in University Career Services in Hanes Hall. These two rooms are used for students to meet with our student Career Peers who provide general career support and by Career Coaches to conduct career education workshops and career classes. This gives your organization extra 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
- Get 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 stakeholders 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.

Roderick’s Focus Areas
• Employer Engagement and Industry Advising for Fortune 500 companies and Top RDU Workplaces
• DEI Strategy for Authentic Employer Branding
• Future of Work Trends and Employment Market Intelligence

DOUG MAYES
Assistant Director of External Relations

Doug is an Assistant Director of External Relations at University Career Services. Doug builds relationships with employers across industries focused on: 1) Non-Profits, 2) NGOs, and 3) Government/Education. In addition, he manages the Carolina Career Readiness Passport Program, engages UNC Parents/Families to support employer-involved experiential learning initiatives for students, and is the liaison to designated departments serving Humanities and Social Sciences majors for the purposes of increasing employers in high-impact practices in the classroom.

Originally from Oxford, NC, Doug built a career connecting students with great employers. He worked for Jobing.com, a pioneer in the employment advertising space before pivoting to higher education. Doug designed a nationally-recognized career development course for Arizona State University’s W. P. Carey MBA and proudly served the NC State Jenkins MBA prior to becoming a Tar Heel. He holds Bachelor’s and Master’s degrees in Sociology and is a professional jazz saxophonist.

Doug’s Focus Areas
• Employer Engagement and Industry Advising for Education, Non-Profits, NGOs, and Government Agencies
• Project Manager for the UCS Carolina Career Readiness Passport Program and Parents/Family External Stakeholder Engagement Liaison
• Portfolio Manager for Humanities and Social Sciences majors/departments with focus on identifying those with High-Impact Practices involving Employers

Kelsey Durham
Assistant Director of Internships & Experiential Learning

Kelsey is an 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-person UCS Career Trek Program to designated Research Triangle Park (RTP) companies to support our “career experience” initiatives for students.

Kelsey’s Focus Areas
• Develops, promotes, and leads students on the UCS Career Treks Program at employers in UCS-designated industries in the RTP
• Project Leader for marketing and promoting student enrollment in the UCS Passport & Credentialing Professional Services
• Portfolio Manager for Experiential Education Courses with focus on identifying students for participation in UCS Experiential Learning Programs

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 Passport & Credentialing Professional Services
• Graphic Designer, Website Manager, and Communications for UCS Events
• Employer Liaison for Fee-Based Employer and Recruiter Services

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

VACANT
Assistant Director of External Relations

The Assistant Director of External Relations at University Career Services builds relationships with employers across industries focused on: 1) Internet/Software/Hi-Tech, 2) Banking/Financial Services, and 3) Healthcare/Biotech/Pharma. In addition, they manage the Carolina Career Readiness Passport Program, engage UNC Alumni to support employer-involved experiential learning initiatives for students, and serve as the liaison to designated departments serving STEM majors for the purposes of increasing employers in high-impact practices in the classroom.

Focus Areas
- Employer Engagement and Industry Advising for Internet/Software/Hi-Tech, Banking/Financial Services, and Healthcare/Biotech/Pharma
- Project Manager for the UCS Carolina Career Readiness Passport Program; and Alumni External Stakeholder Engagement Liaison
- Portfolio Manager for STEM majors/departments with focus on identifying those with High-Impact Practices involving Employers

VACANT
Assistant Director of Assessments and Analytics

The Assistant Director of Assessments and Analytics for UCS helps the office operate efficiently and effectively through tracking monthly activities metrics that provide insight on UCS’s Signature KPI’s, along with aligning UCS assessment of student and employer engagement activities with the Division of Student Affairs guidelines. In addition, they analyze 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.

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

VACANT
Job Location Development Coordinator

The Job Location and Development (JLD) Coordinator for UCS fulfills an important access and equity need for UNC Students and serves three primary roles: 1) developing relationships with off-campus employers interested in hiring UNC students for paid jobs (primarily part-time); 2) giving presentations to student groups and increasing participation 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 to: 1) support students earning potential during their studies; 2) support students attainment of pre-professional jobs/skills aligned with their academic majors and career goals.

Focus Areas
- JLD Program design, administration, and promotion to students desiring local Part-Time Jobs that are paid and align with academic majors and career goals.
- Employer Engagement with local Startups and Small Businesses aligned with UCS-designated Industries; and Handshake analysis of the Part-Time Jobs market.
- Project Leader for the UCS Professional Internship Experience Credential; and Parents/Family Engagement Leader for the UCS Micro-Internship Program.

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