**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.

Visit [https://careers.unc.edu/](https://careers.unc.edu/)

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**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

**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

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**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
  - 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

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### 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:**
- Self-Directed
  - Pre-Retirement
  - 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.

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**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!

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.

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

- 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 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.

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?

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.

Career Peer Program $2,000

Career Peers play a fundamental role in the UCS mission and vision by meeting approximately 3,000 students per year through one-on-one and drop-in appointments and creating programs to help students reach their future goals.

Employer Benefits
- Logo featured in all peer programming and marketing
- Engagement in at least one peer meeting
- Representation in peer programs
- Routine check-ins and updates
- End-of-year reporting

Student Benefits
- Additional funding to support peer programs and materials
- Employer insight on area of expertise and inclusive practices in the workplace
- Option for in-person trek with employer

Signature Programs $500 - $1,000 Program

Spring 2022 programs targeting special student populations and supporting diversity, equity, and inclusion are defined as historically marginalized students, underserved student majors, and targeted student populations defined by University Career Services.

Options include: 1) Up-Skilling Workshops, 2) Job Shadowing and Career Treks, 3) Career & Networking Events, and 4) E4 Acceleration & Advancement (entrepreneurship, employment, education, and economic mobility).

Employer Benefits
- Marketing stand in front of Office Reception Desk
- Two promotions in the UCS bi-weekly Handshake Newsletter
- Two promotions on UCS Social Media channels
- Resume Book of registered students
- Post-event impact reporting plus event pictures

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

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

Career Services Benefits
- 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 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 24-36 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
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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) • $225 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) • $300 per week
➤ Two 24 x 36 posters with your organization's information and QR codes will be placed on the two doors leading to 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

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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 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

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