

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 Goal(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:

- Job Postings
- 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
 - Gillings 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-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.

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.





University Career Services: Opportunities for Employer and Alumni In-Person Engagement with Students

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!

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)** 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





On-Campus Student Career Development & Employer Branding Initiatives

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** – recruiters-in-residence and informational interviews with recruiters and alumni
-  **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.**

In AY22/23, University Career Services is offering 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 and liberal arts majors.

-  **UCS Carolina Career Readiness Certificate** – supported by Employer Partners (contact [Kelsey Durham](#) for more information)
-  **UCS Professional Internship Experience Certificate** – supported by Employer Partners (contact [Kara Alves](#) for more information)
-  **UCS Micro-Internship Program** – supported by Employer Partners (contact [Kelsey Durham](#) for more information)
-  **UCS Job Location Development Program** – supported by Employer Partners (contact [Kara Alves](#) for more information)

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

FAIRS

17 Fairs

344 Employers

116 Graduate Schools

1,709 Student Attendees

HANDSHAKE

43,296 Unique Logins

112,155 Total Logins

68,008 Jobs

22,035 Internships

96,397 Applications

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

UCS Micro-Internship Program

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.

Note: University Career Services (UCS) defines special student populations as: 1) historically marginalized students, 2) under-served student majors, and 3) target student populations defined by University Career Services.

UCS Micro-Internship Program

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).

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.

Projects

We are seeking projects for students that fall under in-demand Job Functions in today’s “hot” employment market. Companies that have projects in the following areas will be given priority:

- ▶ Business and Data Analysis
- ▶ Strategy and Consulting
- ▶ Project Management
- ▶ Digital Marketing
- ▶ Sales and Business Development
- ▶ Customer Service
- ▶ Research and Design

These projects should be designed so that any student – regardless of major – can: a) build a new skill, b) enhance an existing skill, c) explore a new job function, or d) explore a company’s workplace culture.

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.

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.

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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
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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.
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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.
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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.
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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 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.
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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.
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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.
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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.
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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.

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

 **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) Non-Profits, 2) NGOs, 3) Government/Education, and 4) Related Industries. In addition, they identify potential micro-internship projects from their Industry Portfolio companies, engage UNC Parents/Families to support employer-involved experiential learning initiatives for students, and liaise with designated departments serving Humanities and Social Sciences majors for the purposes of increasing employers in high-impact practices in the classroom.

Focus Areas

- Employer Engagement and Industry Advising for Education, Non-Profits, NGO's, Government Agencies, and Related Industries
- Source projects for the UCS Micro-Internship Program; build strategic engagements with Parents/Family External Stakeholders
- 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 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-person UCS Career Trek Program to designated Research Triangle Park (RTP) companies to support our "career experience" initiatives for students.

Kelsey is passionate about helping others discover their purpose and making meaning out of life experiences. She's lived all over the world, including Pennsylvania, Oregon, France, Spain, California and South Carolina. She loves traveling and getting familiar with new cultures, people, and ways of being. Her true passion is working in the education field and helping students discover their purpose while in school and beyond. She has a bachelor's degree from Indiana University of Pennsylvania in Journalism and Spanish and a master's degree from Clemson University in Counselor's Education. She has work experience in Admissions, Student Affairs, and is now excited to venture into the Career Services space as a leader and liaison to students at UNC Chapel. Her goal is to build relationships with staff and faculty across campus to increase the number of students obtaining experiential learning opportunities and serve as an educator on the importance of out-of-classroom experiences. She has a heart for serving underrepresented populations and enjoy creating opportunities for all students to realize their talents and find success. In her free time, she loves exploring and trying new things - whether it's an activity, food, or city (but especially food). She also enjoys being outdoors, photography, and spending quality time with her friends and family.

Kelsey's Focus Areas

- Develops, promotes, and leads students on the UCS Career Treks Program at employers in UCS-designated industries in the RTP
- Promotes student enrollment in the UCS Carolina Career Readiness Passport; and other designated employer-involved experiential learning programs
- Portfolio Manager for Experiential Education Courses with focus on identifying students for participation in UCS Experiential Learning Programs

 **VACANT**
Events and Marketing Coordinator



The Events and Marketing Coordinator is a member of the External Relations, Marketing, and Analytics Team at University Career Services. They are responsible for coordinating in-person/virtual career and information fairs, organizing fee-based marketing services for employers, website management, graphic design, campus-wide marketing campaigns, and other special projects.

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

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 builds 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.

Focus Areas

- Employer Engagement and Industry Advising for Internet/Software/Hi-Tech, Banking/Financial Services, and Healthcare/Biotech/Pharma
- Source projects for the UCS Micro-Internship Program; and Alumni External Stakeholder Engagement Liaison
- Portfolio Manager for STEM majors/departments with focus on identifying those with High-Impact Practices involving Employers



KARA REDDISH Assistant Director of Assessments and Analytics



Kara Reddish is 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, 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. Kara 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, community college research, and new student programs. In her free time, Kara enjoys listening to music, watching sports, working out, and exploring new restaurants to try.

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



KARA ALVES Job Location Development Coordinator



Kara Alves is 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.

Kara is a native of Gastonia, NC and earned a Bachelor of Arts in Communications with a minor in marketing from Anderson University and a Master of Education in Student Affairs 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.

Focus Areas

- JLD Program design, administration, and promotion to students desiring paid off-campus Part-Time Jobs that align with academic majors and career goals
- Promotes student enrollment in the UCS Professional Internship Experience Certificate; and provides analysis and reporting on the Part-Time Jobs market
- Portfolio Manager for Supervisors of On-Campus and Off-Campus Part-Time student employees to ensure the development of NACE Career Readiness Competencies