

Recruitment & Engagement 101 for Employers



- Purpose for today's presentation
- You are on "mute" by default
- Use the Q&A to ask questions (will be answered by text only)
- The webinar is being recorded
- Potential for technical difficulties



CAROLINA
TOGETHER



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Recruitment & Engagement 101 for Employers



- ❑ Employer Engagement & Recruitment Guide – 5 minutes
- ❑ Maximizing Handshake Job and Event Postings – 10 minutes
- ❑ Fairs and Diversity-themed Events – 10 minutes
- ❑ Job Shadows and Career Treks – 10 minutes
- ❑ Carolina Career Sponsors Program – 10 minutes
- ❑ Marketing & Employer Branding Services – 10 minutes

Employer Engagement Guide



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
- [Recruitment Fairs](#)

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

- Carolina Career Sponsorships Program
- [Industry Meetup Webinars](#)
- Career & Graduate/Professional Information 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 Kenan-Flagler](#)
- [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](#)

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 Investor

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.



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, MAC, Law, Medical, and Dental programs.

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

Employer Engagement Guide



☐ Spring 2021 Engagement Initiatives

- ✓ [Spring 2021 Career Education Workshops Survey \(open this link to review opportunities to Co-Participate with our Career Counselors in these student-facing workshops\).](#)
- ✓ [Spring 2021 Career Education Workshops Descriptions \(open this link to review the Workshop Descriptions for the aforementioned survey\).](#)
- ✓ [Spring 2021 Career & Graduate/Professional School Info Fairs - Registration \(open this link to review our career fair schedule to decide which are right for your company\).](#)
- ✓ [Spring 2021 Volunteer Employer Engagement Survey \(open this link to make selections on areas you'd like to engage with our campus on\).](#)

Maximizing Handshake



Jobs and Interviews

1. Setup a preselect (or open signup) interview date in Handshake (jobs posted with deadlines)
 - Students apply in Handshake and/or on your website
 - Handshake handles the sign-ups
 - Once the signup period ends, a final schedule will be available to you in Handshake (we can also send you a copy)
 - You will be responsible for sending each student their **virtual interview link**. This allows you to use a platform of your choice.
 - Virtual interviews held on date selected in Handshake
2. Setup a room only interview date in Handshake (jobs posted with deadlines)
 - Students apply in Handshake and/or on your website
 - You will handle your own interview scheduling via a platform of your choice
 - Virtual interviews held on date selected in Handshake
3. Post jobs as regular job postings
 - Students apply in Handshake and/or on your website
 - You will handle your own interview scheduling
 - You will be responsible for your own interview scheduling via a platform of your choice
 - You will conduct interviews virtually on any date of your choice that you and the student agree upon

[Contact: jmpender@email.unc.edu](mailto:jmpender@email.unc.edu)

Where should students submit their application?

Apply in Handshake

Apply through external system

Job title

Display your contact information to students?

Name only

Don't show my info

Job Type

Internship

Cooperative Education

Experiential Learning

On Campus Student Employment

Fellowship

Graduate School

Job

Volunteer

Employment Type

Full-Time

Part-Time

Duration

Permanent

Temporary / Seasonal

Is this a Work Study job?

Work study jobs are for eligible students only.

Yes

No

Maximizing Handshake



Contact: jmpender@email.unc.edu

Events and Student Outreach

Request Event

Event Name

Format

On-campus: My company is hosting this event at a school

Off-campus: My company is hosting this event (not at a school) and booking space ourselves

Virtual: My company is hosting this event virtually

For externally hosted virtual events, it is required to fill out at least one of the two following fields:

Web Host URL

This is where students will go to attend your event (e.g. a link to Zoom, YouTube, BlueJeans, or WebEx). Students will find this link where they would normally find the location of an in-person event.

Non-Handshake Registration URL

This is where students will register for your event if they are not registering in Handshake (e.g. a CRM, web form, or scheduling tool like Calendly).

School

Select school

Contact

Select a contact

Start Date **End Date** **Time Zone**

Pacific Time US & Canada

Registration Limit

Limit the number of people who can register for this event

Branding

Description (optional)

Cancel Save

Students

Filters

[Save These Filters](#)

Search

School

+ Add School

University of North Carolina - Chapel Hill (9,041)

School Year

Major Category

Majors

Graduation Date

Start date End date

GPA

From... To...

Labels

Not Labels

Primary College

Department GPA

From... To...

25 of 19,041 students

Sort by: **Relevancy** 1 / 762

Marci Sessions University of North Carolina - Chapel Hill, Alumni '20 Biomedical and Health Sci Eng, GPA: undefined	Johnson Controls NC Baptist Assembly	JBME Ambassadors CRU
Allayne Thomas University of North Carolina - Chapel Hill, Sophom... Undergraduate Visitor, GPA: 3.77	Delta Arts Alliance The Republic of Ireland Department of Justice...	Citizenship Lab Spoken Verb, spoken word poetry
Allison Viva University of North Carolina - Chapel Hill Biology, GPA: undefined	PF Changs Dean Thomas Moinet Foundation	Health Occupations Students of America
Christopher "CJ" Kramer University of North Carolina - Chapel Hill, Alumni '19 Accounting Flexible, GPA: 4.0	EY Ecolab	Theta Chi
Sarah Kubik University of North Carolina - Chapel Hill, Sophom... Undergraduate Visitor, GPA: 4.0	Wolf Ridge Apartments Wolf Ridge Apartments	Biomedical Engineering Society (BMES) Society of Women Engineers
Christopher Hui University of North Carolina - Chapel Hill Accounting Flexible, GPA: undefined	Elliott Davis ELLIOTT DAVIS, PLLC	Hope Community Church
Emily Andreoli University of North Carolina - Chapel Hill, Alumni '19 Accounting, GPA: 4.0	D1 TRAINING TRI STAR SPORTS & ENTERTAINMENT GROUP	Delta Sigma Pi
Lieryn Barnett University of North Carolina - Chapel Hill, Alumni '19 Accounting Flexible, GPA: 4.0	Wake Forest Baptist Medical Center UNC Greensboro	UNC Marching Tar Heels
Brandi Cawthorn University of North Carolina - Chapel Hill, Alumni '19 Accounting Flexible, GPA: undefined	QUALITY HOME CONSULTANTS LEVI STRAUSS & CO	University of Seville Carolina Covenant Peer Mentoring Program
Thuy Tran University of North Carolina - Chapel Hill, Alumni '20 Nursing, GPA: 3.51	UNC Hospital	Carolina Covenant Scholar

Fairs & Diversity Themed-Events



□ Spring 2021 Fairs

<https://careers.unc.edu/employers/career-and-graduateprofessional-school-information-fairs>

Event Name	Event Organizer	Date	Virtual Fair Platform
Lead Your Way: Diversity Networking and Career Conference	UCS (with UNC-G, APP, NCCU)	February 17th	Handshake
Sales/Marketing/Finance/General Management Job Functions Career Fair	UCS	February 22nd	Handshake
Education/Helping Professions/Healthcare Services Job Functions Career Fair	UCS	February 23rd	Handshake
Supply Chain/Logistics/Operations/Production Job Functions Career Fair	UCS	February 24th	Handshake
E-Commerce & Cyber Security Job Functions Career Fair	UCS	February 25th	Handshake
Data Analytics & Statistics Job Functions Career Fair	UCS	February 26th	Handshake
General Graduate/Professional Schools Information Fair	UCS	March 22nd	Handshake
Health Schools Information Fair	UCS	March 23rd	Handshake
Law Schools Information Fair	UCS	March 24th	Handshake

□ Campus-Wide Employer-Involved Events Calendar

<https://careers.unc.edu/employers/building-campus-relations-program>

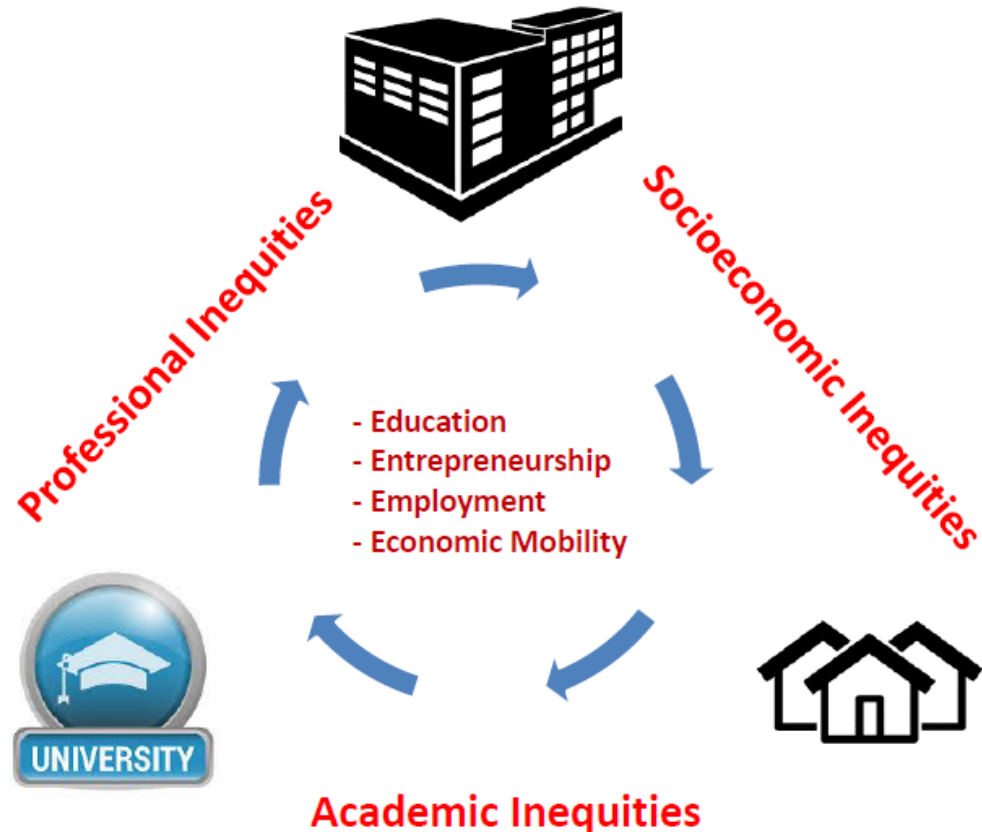
Contact: Roderick.lewis@email.unc.edu

Fairs & Diversity Themed-Events



Contact: Roderick.lewis@email.unc.edu

Diversity Programming



Through the Lens of Historically Disadvantaged Groups

		Employer Anti-Racism & Gender Equality Scorecard			
		Indicator	Measure	Weight	Total Score
Employer Anti-Racism & Gender Equality Scorecard	People & Inclusive Leadership Perspective	Employee Workforce Demographics	Rubric #1	Optional	Measure * Weight
		Management & Leadership Demographics	Rubric #2	Optional	Measure * Weight
		Succession Management Demographics	Rubric #3	Optional	Measure * Weight
	Retention & Advancement Perspective	Career Pathing Programs	Rubric #4	Optional	Measure * Weight
		Employee Engagement & Well-Being	Rubric #5	Optional	Measure * Weight
		DEI Accountability & Training	Rubric #6	Optional	Measure * Weight
	Employer Branding & Recruitment Perspective	Onboarding Strategy	Rubric #7	Optional	Measure * Weight
		Recruitment Strategy	Rubric #8	Optional	Measure * Weight
		Talent Engagement Strategy	Rubric #9	Optional	Measure * Weight
	Community & Social Impact Perspective	Volunteer & Pro-Bono Programs	Rubric #10	Optional	Measure * Weight
		Supplier Diversity Programs	Rubric #11	Optional	Measure * Weight
		Philanthropy & Pledges	Rubric #12	Optional	Measure * Weight

Job Shadows & Career Treks



- ❑ Job Shadowing versus Career Treks
- ❑ Benefits:
 - ❑ Build your Brand
 - ❑ Recruit UNC talent
 - ❑ Give back as a professional
- ❑ For more information, lynneca@email.unc.edu



UNC-CH EXPERIENTIAL LEARNING

Carolina Career Sponsors Program



☐ Sponsorships



EMPLOYER HIGHLIGHTS

Through University Career Services in 2019-20, employers conducted:

2,940 interviews

175 info sessions with **331 students**

231 virtual events reaching more than **33,000 students**

2020-21

EMPLOYER SPONSORSHIP OPPORTUNITIES

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 virtual trek with employer

SIGNATURE PROGRAMS \$500 – \$1,000 PER PROGRAM

Spring 2021 programs targeting special student populations include diversity, equity and inclusion initiatives. Options include: 1) Up-Skilling Workshops, 2) Job Shadowing and Career Treks, 3) Career & Networking Fairs, and 4) E3 Acceleration & Advancement (entrepreneurship, employment and education).

Employer Benefits

Logos on all marketing for the event • Featured on a panel or as keynote speaker for the event

Student Benefits

Expanded resources for signature programs and built-in engagement opportunities • Post-event impact reporting and pictures from the event

FRIENDS OF UNIVERSITY CAREER SERVICES \$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

Career Services Benefits

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

Jonathan Adams: jadams17@email.unc.edu

Marketing & Employer Branding Services



☐ Employer of Choice

MARKETING OPPORTUNITIES WITH UNC CAREER SERVICES

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

Daily Recognition on Social Media • \$50 per day/platform

Our team will place promotions for your organization on our social media platforms.

Social Media Takeover • \$150 per day/platform

Your organization will have full access to promote your brand on our social media platforms.

Recognition on Career Services Website • \$150 per week

Place promotions on our website's most visited pages.

Website Branding - Career & Industry Pathways Program • \$150 per week

Place company-branded resources, tips and connections with employers and alumni who want to support a career or industry pathway highlighted on the Career Services website. Resources include a spotlight series of our organization's high-performing alumni, workplace insights and communications with interested job seekers.

Feature Article in BI-Weekly Handshake Newsletter • \$100 per newsletter

Submit an article to engage targeted student populations about your organization's opportunities, and gain visibility while attracting students to your organization's website, job opportunities, social media, email and more.

Customized Digital Resume Book • \$250 per book

We'll deliver a resume book based on your targeted specifications and criteria, such as GPA, major, class year, education level, industry interest, job function interest, location interest, skills, diversity and more.

Diversity Recruitment Guide • \$100 per promotion

Promote your organization in our campus-wide guide that will be marketed during Career Services and non-Career Services events.

E-Monitors Branding in Career Services Suites • \$100 per week

Promote your organization on our e-monitors in the main campus Career Center.

A-Frame Building on Campus Quad • \$100 per week

Place promotions for your organization around campus through traditional A-frame marketing.

Recruiter-less Tables with Pop-Up Banners • \$100 per week

Promote your organization on our 2nd and 4th floor halls and rooms so students can engage with your provided materials and information, Monday through Friday, 8 a.m. to 5 p.m.

Contact: Roderick.lewis@email.unc.edu

Contact Tessa Minnich: tessaminnich@unc.edu



University Career Services

External Relations Team

☐ Roderick Lewis

☐ Jonathan Adams

☐ Casey Lowe

☐ Tessa Minnich



<https://careers.unc.edu/about-ucs/our-staff>



Thank You!

Join us again for our upcoming webinars.