

# 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
- 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

- 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
- Kenan-Flagler – Masters of Accounting

### Sample of Employer Engagement Events

- Undergraduate Business Symposium
- Altria Diversity Series
- 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 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.

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.