

A close-up photograph of two hands, one on the left and one on the right, holding a white rectangular sign. The hands are clenched into fists, gripping the edges of the sign. The sign has the text "IT'S ALL ABOUT RELATIONSHIPS" written in large, bold, red, sans-serif capital letters. The background is blurred, showing hints of red and blue colors.

**IT'S ALL
ABOUT
RELATIONSHIPS**

EMPLOYER RELATIONS: Developing a Winning Strategy for Your Student, University Advancement, and Industry Partnerships

Dr. Tierney Bates & Roderick Lewis



Let's talk about not only completion but completion and career in the same category. Our future depends on it!

- Dr. Tierney Bates

Learning Outcomes & Objectives



Employer Relations
Team



Employer Strategy



Employer
Engagement



Faculty and Campus
Engagement



Alumni and
Fundraising



Key Performance
Indicators and
Metrics

Employer Relations Team



What does your Employer Relations team look like now?

Reporting

Staffing

Technology

University Brand

Employer Engagement

Why do employers choose your school?

Market Research

- National
- State
- First Destination Survey

Alumni Research

Top Employers

Top Majors

Employer On-Campus Recruitment

Workforce Development

Metrics



Faculty and Campus Engagement

How are we aligning curriculum and faculty to industry?

Dean & Chair Meetings

Academic Curriculum

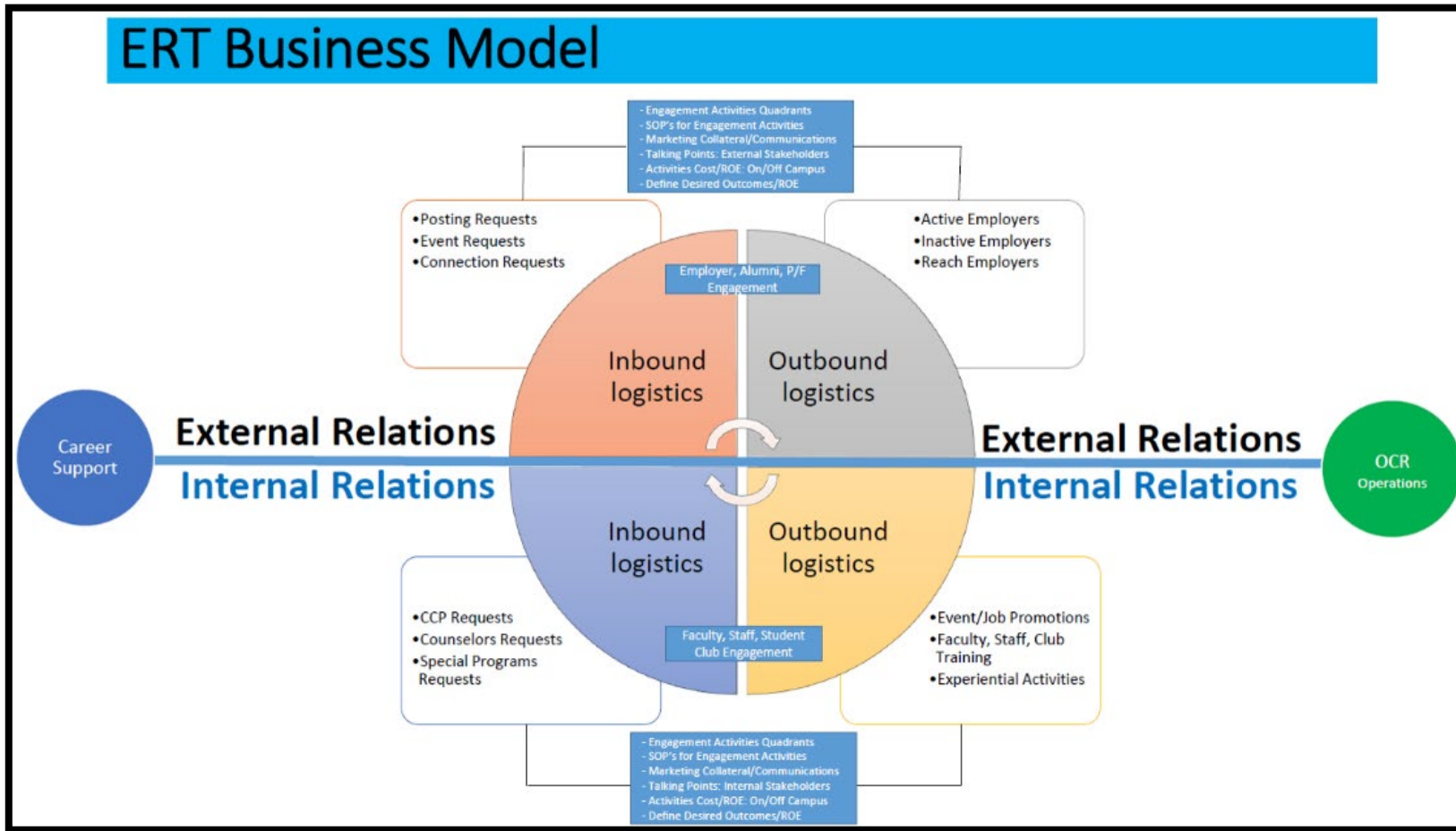
Experiential Learning

Faculty Influencers

Faculty Champion Program



Employer Relations Strategy



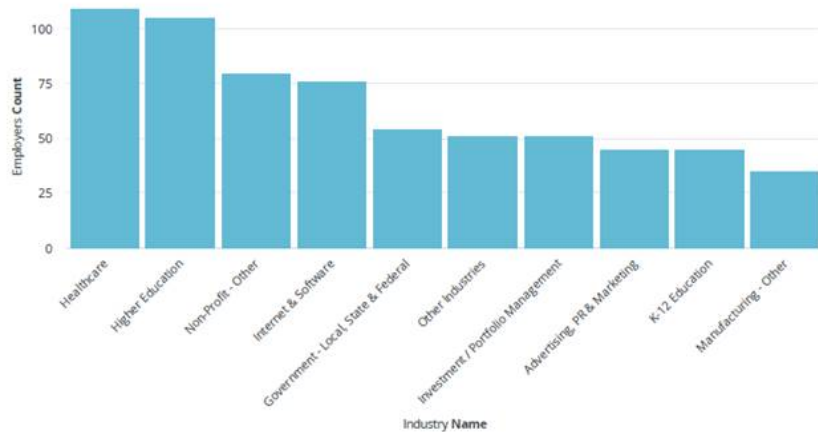
ER Strategic Plan – Example

OBJECTIVE	GOAL	STRATEGIES	MEASURES
1. Successfully launch the Carolina Career Fairs on virtual platforms.	<p>1.1. Achieve a minimum 80 employer registrations each at the September Carolina Fairs to be hosted on CareerEco virtual fair platform. September 1, 2020.</p> <p>1.2. Maximize promotion to General and Special Student Populations through 50% increase in multichannel marketing to educate about registration on CareerEco. September 1, 2020.</p> <p>1.3. Conduct post-fair survey assessments within 3-hours for Students, Employers, and other stakeholders. AY20/21.</p>	<p>1.1.a. Send fair registration information to past employer participants on Handshake from the last 3 years of September Fairs.</p> <p>1.1.b. Send fair registration information to all new employers identified in student post-fair surveys from AY19/20.</p> <p>1.1.c. Conduct specific outreach to employers that attended similar fairs at peer universities in the region.</p> <p>1.1.d. Conduct specific outreach to new employers identified in the FDS and YETE surveys.</p> <p>1.2.a. Create customized marketing promotions for Special Student Populations to complement General marketing outreach.</p> <p>1.2.b. Promote across strategic diversity channels: 1) SSP Clubs, 2) SSP Program Managers, 3) UCS Peers/Interns.</p> <p>1.3.a. Get Assessments Team to create surveys using Baseline to evaluate employers and students following each Fair.</p>	<p>1.1.a.1. Fair registration email sent to X organizations.</p> <p>1.1.b.1. Fair registration email sent to X organizations.</p> <p>1.1.c.1. Fair registration email sent to X organizations.</p> <p>1.1.d.1. Fair registration email sent to X organizations.</p> <p>1.1.e.1. Number of total RSVP's per September Fair.</p> <p>1.2.a.1. Number of impressions, likes, mentions, and engagements on Social Media marketing channels.</p> <p>1.2.b.1. Number of visits on website marketing pages.</p> <p>1.2.c.1. Number D&I channels used</p> <p>1.3. Surveys sent, data collected, analyzed, and reported.</p>
2. Increase participation of External Partners in Non-OCR career development activities.	<p>2.1. Identify a minimum 100 volunteer external partners that can support various ER engagement initiatives for AY20/21.</p> <p>2.2. Identify a minimum 20 activities/events in UCS to involve employers/alumni in student career development. Fall 2020.</p> <p>2.3. Identify a minimum 10 Diversity-themed events across campus to involve employers/alumni to support the career development of Special Student Populations. Fall 2020.</p> <p>2.4. Develop 6 Webinar Spotlight Series to facilitate knowledge exchange between external and internal stakeholders. Fall 2020.</p> <p>2.5. Create a minimum 10 Virtual Industry Meetup/Networking events to connect employers/alumni with students. AY20/21</p> <p>2.6. Maximize promotion to General and Special Student Populations (SSP) through 50% increase multichannel marketing to increase awareness of Fall programming. Fall 2020.</p> <p>2.7. Establish a foundation for providing advisory services to students and employers on Diversity, Equity, & Inclusion (DEI) programs and practices. AY20/21.</p> <p>2.8. Conduct post-fair survey assessments within 3-hours for Students, Employers, and other stakeholders. AY20/21.</p>	<p>2.1.a. Create a survey to send to employers, alumni, and parents/family to volunteer for AY20/21 engagement activities.</p> <p>2.2.a. Partner with Student-Facing Team Manager to get a list of planned Career Education Workshops for Fall2020.</p> <p>2.2.b. Match volunteer professionals with UCS workshops based on skills alignment and availability.</p> <p>2.3.a. Partner with Diversity Program Managers to get a list of planned student-facing events for Fall2020.</p> <p>2.3.b. Design Employer-facilitated "Up-skilling" workshops for Special Student Populations.</p> <p>2.3.c. Design targeted Experiential Learning Programs for Special Student Populations.</p> <p>2.4.a. Create a survey to send to Employer and Campus Partners to register interest in Spotlight Series webinars for Fall2020.</p> <p>2.4.b. Select panelists and promote webinars through multichannel marketing.</p> <p>2.5.a. Identify Employer Partners to participate in webinar meetup and networking events based on Career & Industry Pathways.</p> <p>2.6.a. Create customized marketing promotions for Special Student Populations to complement General marketing outreach.</p> <p>2.6.b. Promote across strategic diversity channels: 1) SSP Clubs, 2) SSP Program Managers, 3) UCS Peers/Interns.</p> <p>2.7.a. Research and categorize the diversity programs and practices of organizations engaging with UCS to create a DEI Scorecard.</p> <p>2.8.a. Get Assessments Team to create surveys using Baseline to evaluate employers and students following each Fair.</p>	<p>2.1.a.1. Number of non-Alumni sign-ups from Employer survey.</p> <p>2.1.b.1. Number of Alumni sign-ups from Employer survey.</p> <p>2.1.c.1. Number of Professionals signed up from Parents & Family survey.</p> <p>2.2.a.1. Number of Employer Partner participants for the UCS workshops.</p> <p>2.3.a.1. Number of Diversity-themed events identified for Employer-involvement.</p> <p>2.3.b.1. Number of workshops created.</p> <p>2.3.c.1. Number of ELP's created.</p> <p>2.4.a.1. Number of employer and alumni sign-ups for Spotlight Series.</p> <p>2.5.a.1. Number of volunteer professionals signed-up from CIP survey.</p> <p>2.5.b.1. Number of professionals participating in CIP webinar events.</p> <p>2.6.a.1. Number of impressions, likes, mentions, and engagements on Social Media marketing channels.</p> <p>2.6.b.1. Number of visits on website marketing pages.</p> <p>2.6.c.1. Number D&I channels used</p> <p>2.7.a.1. DEI Scorecard created.</p> <p>2.8.a.1. Surveys sent, data collected, analyzed, and reported.</p>
3. Establish the foundation for the inaugural Faculty	3.1. Gain understanding of Faculty Career Champion Programs by benchmarking three peer institutions by August 1, 2020.	<p>3.1.a. Identify FCC Programs through NACE Community and internet searches.</p>	<p>3.1.a.1 Programs identified and reviewed.</p> <p>3.1.b.1 SOP's/Initiatives received.</p>

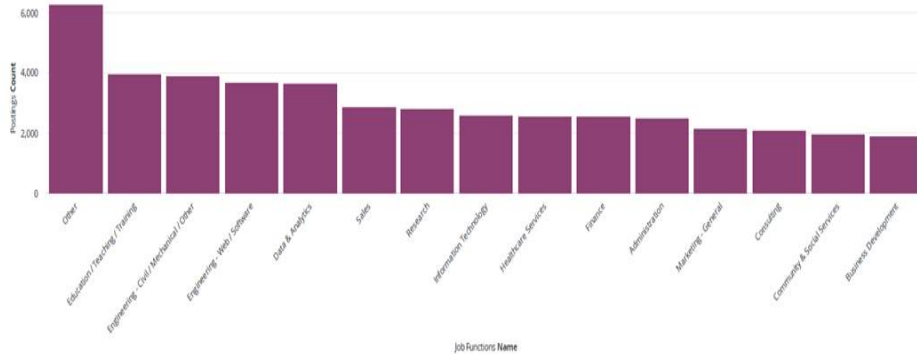
Note: Data is from past 90 days at UNC Chapel Hill

Industry Changes Since CV-19

Employers by Industry



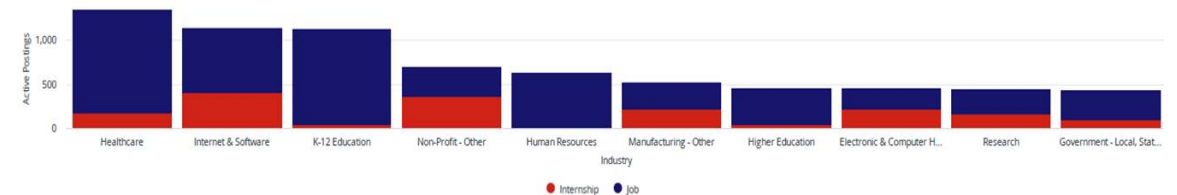
Top Job Functions for Job Postings



New Jobs YTD YoY by Industry

Created At Year		>		2019	2020	
	Industry		New Jobs Posted		New Jobs Posted	Difference
1	K-12 Education	<div><div></div></div>	4,537	<div><div></div></div>	5,878	30%
2	Healthcare	<div><div></div></div>	4,047	<div><div></div></div>	4,222	4%
3	Internet & Software	<div><div></div></div>	5,082	<div><div></div></div>	4,117	-19%
4	Non-Profit - Other	<div><div></div></div>	4,041	<div><div></div></div>	3,723	-8%
5	Government - Local, State & Federal	<div><div></div></div>	3,380	<div><div></div></div>	3,361	-1%
6	Research	<div><div></div></div>	1,934	<div><div></div></div>	2,628	36%
7	Human Resources	<div><div></div></div>	3,990	<div><div></div></div>	2,385	-40%
8	Higher Education	<div><div></div></div>	2,817	<div><div></div></div>	2,135	-24%
9	Manufacturing - Other	<div><div></div></div>	1,590	<div><div></div></div>	1,423	-11%
10	Other Education	<div><div></div></div>	1,902	<div><div></div></div>	1,397	-27%
11	Investment / Portfolio Management	<div><div></div></div>	1,476	<div><div></div></div>	1,323	-10%
12	Scientific and Technical Consulting	<div><div></div></div>	1,639	<div><div></div></div>	1,313	-20%
13	Environmental Services	<div><div></div></div>	1,527	<div><div></div></div>	1,288	-16%
14	Electronic & Computer Hardware	<div><div></div></div>	1,237	<div><div></div></div>	1,228	1%
Totals			67,579		60,458	-11%

Top 10 Industries with Active Jobs



Alumni Affairs and Development

Your institution needs your time, talent, or treasure!

Fundraising/Development

Naming

Branding

Leadership

Young Alumni Donors

Alumni

- Eagles hiring Eagles
- Heels hiring Heels



Key Performance and Metrics

How will you measure success?

Objectives, Strategies, Goals,
Measurements

Final Destination Survey (Graduation
Outcomes)

Internship Tracking

Employment Tracking

Mentorship

Employer Survey

Student and Employer Satisfaction

Recruitment

Retention

Default Rate



Questions

Contact



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Self-Care Webinar Series

Register for the final webinar in the *It's Okay to Not Be Okay* series:

Part Four: Towards Healing: Community Meditation and Trauma-Conscious Yoga

December 15 @ 12:00 PM CT

Speakers: Nityda Gessel, LCSW, E-RYT, TITY and Alexis "Lexi" Losch, MS.Ed., MA, LPC-Intern, NCC Supervised by Lacey Fisher, LPC-S, RPT-S

Watch on-demand webinars in the *It's Okay to Not Be Okay* series
at www.trelliscompany.org/project-success-webinars:

Part One: When the Flame Goes Out: Self-Care to Combat Compassion Fatigue and Burnout

Part Two: "I Got You": Supporting Students and Colleagues During Collective Trauma

Part Three: Beyond Book Clubs and Lip Service: Actionable Allyship in the Workplace

GUEST SPEAKERS



Alexis "Lexi" Losch, MS.Ed.,
MA, LPC-Intern,
NCC Supervised by
Lacey Fisher, LPC-S, RPT-S



Dr. Komal Chandra, Ph.D.,
New Jersey Institute
of Technology



Tre Johnson
Catalyst: Ed



Nityda Gessel, LCSW,
E-RYT, TITY,
The Trauma-Conscious
Yoga Institute



Sana A. Meghani, M.Ed.,
Program Manager,
Trellis Company

MODERATOR

