

MAJOR ACTIVITIES, EVENTS, PROGRAMS AND INITIATIVES

New business development in many areas continues to create and rejuvenate employer recruiting relationships on campus. We continue to steadily grow our Fortune 500 base up 34% (29 to 44 F500) from our last annual report. This success continues to drive home results as we continue to partner with our best and most strategic groups on campus: Advancement, Alumni Relations, Parent's Council, and Military Affairs. As we have been afforded the opportunity to attend more conferences than in years past, which increases our opportunity to network with employers, we have submitted proposals to speak so that UNCW is recognized at more regional and national levels.

A.) Fidelity Executive Campus Captain Program

- a. CTO, Katharine Lagana
 - i. Met with Chancellor Sartarelli.
 - ii. Referred to Megan Gorham for a strategic high dollar sponsorship to UNCW.
 - iii. Committed to UNCW Women's Conference.

B.) Revamped Employer Advisory Board (EAB) LinkedIn site and expanded EAB

- a. New Members
 - i. Matt Reimer, BB&T (F500 #273) Group Manager, Parent of 2 Students, Spouse of Alumna.
 - ii. Lindsay Stainback '07, Northwestern Mutual (F500 #100), Chief Recruiting Officer.
 - iii. Saundra Lee, Verizon Wireless (F500 #13), HR Consultant.
 - iv. Matt Piner/Kristin Isaacs, Aflac (F500 #135), Regional HR.
 - v. Lindsey O'Neal '11, nCino, Corporate Recruiter.

C.) Military Affiliated Programs and Initiatives

- a. Hire Heroes USA
 - i. 21 registered companies, 11 of which were F500 and increased our recruiting relationships by 5.
 - ii. Built strong relationship with Amazon (F500 #18) Veteran Recruitment Program.
 - 1. This resulted in 1 confirmed hire.
 - 2. Created an additional recruiting relationship with UNCW Alumna Heather Henry Parker who specifically works with Data roles. This resulted in a connection to Dr. Janicki and a commitment from Amazon to be at an additional event, the ITOM Career Fair in September.
- b. U.S. Chamber Foundation
 - i. New Relationship with Megan Paone, Senior Manager, State & Business Engagement
 - 1. This exposes UNCW to the U.S. Chamber of Commerce's key players as part of the strategic plan outlined by the Chancellor.
 - 2. Commitments from Chuck Hodges to increase our Fortune 500 numbers by 20 for 2017-2018 academic year.
 - 3. Enabled Site Visits to Amazon and Starbucks Corporate headquarters where we were able to bring UNCW swag and deepen our relationship with these companies.
 - 4. Created a recruiting partnership with Glenda Farrell, Associate Vice President for Employment and Equal Opportunity at UNC General Administration.
 - 5. Invited to present at Amplify, a Military Spouse Conference at the Starbucks HQ in Seattle, WA in January. Extended the invite for the May Conference at NBC/Comcast HQ in Hampton Roads, VA as well as the October Conference, site TBD in Austin, TX.
 - 6. A seat at the table of the Military Spouse Employment Advisory Council.
 - ii. In Gear Career
 - 1. UNCW's IGC chapter is the first chapter in the *nation and overseas* to exist within a higher education institution. This effort was a result of our new relationship with The U.S. Chamber Foundation
 - 2. This networking chapter is slated to start August 2017.
 - iii. Military Spouse Summit '17
 - 1. This relationship resulted in Campus Economist, Dr. Jones presenting a meta-data analysis of the underemployment and unemployment crisis of Military Spouses. This will continue through next year in a year-long white paper report by UNCW. Notable guests at this summit were Dr. Jill Biden, Former Second Lady of the United State and Kelly Ann Conway, Advisor to President Trump. In addition, this yielded a contact at Comcast, VP of Talent Acquisition, William Bass.

- c. NCVEC (North Carolina Veterans Enablement Consortium)
 - i. New relationship with this consortium of major employers to include many Fortune 500 in the RTP.
 - ii. NCVEC is under the umbrella of the Governor's Working Group on Veterans, Service Members, and their Families.
 - iii. UNCW was represented at the annual conference in tandem with ECU and Fayetteville Technical Community College.
 - iv. This earned us an invite to a luncheon with several University recruiters from SAS, NetApp, Cysco, Caterpillar, MetLife, and BioGen where UNCW was a spotlight school for their commitment to veteran outreach, specifically in the IT Sector.
- d. NCDBA (North Carolina Defense Business Association)
 - i. New Relationship with Tammy Everett, Executive Director.
 - ii. This exposes UNCW to a variety of employers with ties to the DoD Community.
 - iii. Hosting the annual kickoff meeting in January.
- e. Expanding Relationship with Onslow Extension
 - i. Continue to build relationship with the OE Team.
 - ii. Responding to the career development needs of the students enrolled at the extension site.
- f. Initiating relationship with Fort Bragg to create a Bragg Extension Site
 - i. The Chancellor, Director of Military Affairs & Team, and myself met with Deputy Garrison Commander Mitchell.
 - ii. Chancellor assigned me as a point of contact for this outreach effort based on my employer contacts at Fort Bragg.

D.) Sponsorship Activity

- a. Soaring Partners
 - i. Further developed the program with key approvers on campus and successfully initiated solicitations of the program.
 - ii. \$10,000 in Corporate Sponsorships came in as a result, with an additional \$9,200 in-kind sponsorship from Cumulus Media.
 - iii. Developed the Soaring Partners wall in the Career Center to honor our Sponsors.
 - iv. Revamped our Soaring Partners program to include the Athletic Job Fair which garnered more interest from employers.
 - v. Three more deals in the pipeline: Red Ventures, The Select Group and First Command Financial.
- b. Career Fair – set up sponsorship levels, with Sherwin Williams as a Diamond Sponsor for 2017
 - i. Rescheduled annual career fair to the fall based on employer feedback and NACE data.
 - 1. Committed \$2,000 Fall Career Fair from Castle Branch

E.) Conferences

- a. NACE Presentation Proposals-Pending Approval (2)
 - i. January 20, 2017: Presenter acceptance notifications distributed.
 - 1. June 2017: Presentation not accepted.
 - 2. Acceptance to the New Employer Recruitment Task Force Team which will explore membership development opportunities for increasing employer membership across a range of industries and geographic locations.
 - a. Notable members include folks from GE, Red Ventures, Yale, KPMG, Abbot Laboratories and Liberty Mutual.
- b. SoAce Presentation Proposal-Pending Approval For December 2017
 - i. Collaborating with Enterprise.
- c. NCACE Presentation Proposal Submitted
 - i. January 2017: pending approval-TBD
 - 1. June 2017: presentation accepted and presented as follows: Revamping Employer Development at Your Career Center. This resulted in larger schools seeking best practices from Thom and Rebecca. Notable schools looking for best practices: UNC Charlotte, NC State, Elon and Wake Forest
 - ii. January 2017: Invited to partner with Enterprise Holdings on Break Out Session
 - 1. June 2017: Presentation accepted and presented. This was one of the larger attended events at NCACE. We presented on "Confessions of a Recruiter" and dove deep into the "why" employers cherry pick schools for recruitment and not others.

- d. ACSN (Alumni & Career Services Network) Annual Conference
 - i. Hosting a Dinner for employers and peer schools.
 - ii. Building on our relationship with Alumni Relations and employers who are looking for a more seasoned Seahawk.
- e. Red Ventures Sales Summit
 - i. May 2017: Invited by Red Ventures along with faculty, James Hunt, to serve as faculty advisors to 30 students pre-selected to attend the 2 ½ day summit. Schools selected included Elon, South Carolina, Virginia Tech and ECU. This deepened my relationship with James Hunt and furthered the sponsorship conversations between our center and Red Ventures.
- f. Orlando High Tech Corridor Conference
 - i. Invited back for the 2nd year. This yielded us several new partnerships with Northrup Grumman and other IT companies in the Orlando market. This is a free trip and one that gets us exposure along with schools with robust Engineering programs like our peer school Rowan and larger schools like Michigan Tech, Pitt, NYU, etc. We have been invited back for 2018 and the beauty behind this trip is that it is at no cost to us and gets us strong exposure to companies who otherwise wouldn't know who we are.

F.) Alumni/Advancement

- a. Brazen Virtual Alumni Networking
 - i. Held two Alumni Networking events on 9/15 and 12/7.
 - ii. Scheduled a virtual job fair: cancelled due to lack of employer interest. We will revisit this for the coming academic year on how we can make this an easier process for employers.
- b. Summer Sendoffs/Parent's Weekends Southern Shindig
 - i. Attended Wake Forest, Charlotte, and High Point Summer Send Offs to engage with high profile parents who are potential decisions makers, recruiters, etc. This yielded several new relationships and increased partnership from parents at Resumania, 2016 Seahawk Leadership Conference, Nursing Career Fair, as well as commitments from parents to be adopted by our Career Sector Liaison (Industry Cluster) initiative which resulted in our Career Counselors connecting with these individuals.
- c. We are strengthening our partnership with Alumni Relations by attending the Alumni & Career Services Network conference together. This will bring forward new ideas and collaboration on how we can best partner with our Alumni employers. Please see the ACSN Conference listed in line item E.

G.) First Destination Surveys

- a. Red Ventures agreed this fall to sponsor a new iPad as an incentive drawing prize for 2017 First Destination Survey.
- b. Partnered with CAS so that our team could distribute First Data surveys at graduation which resulted in the capture of 673 students.
- c. Created an online version of the survey for students to fill out in addition to our more traditional metrics.
- d. The number of staff, volunteers and hours to make this happen includes an average of 10-15 volunteers, per semester, including our Career Center Team of 10. In addition to this, we rely on our four student workers to assist our Career Center team with keying in the data to produce a timely report. With the data below, this should also be fruitful to make a case to have a centralized team within Institutional Research to make this project a priority.
 - i. **Classes of Spring & Summer 16:**
Methods of collection-
 - 1. Email – 1,302 (personal only)
 - 2. Phone calls – 1,834
 - 3. Surveys from other campus units/resources (Graduate Clearinghouse) approx. 602
 - 4. 1,760 Data collected. 1,293 employed, 129 seeking, 386 attending grad school, 42 seeking grad school, 20 Other
 - ii. **Class of Fall 16:**
Methods of collection-
 - 1. Email – 2,004 (UNCW and personal)
 - 2. Phone calls – 955
 - 3. Surveys from other campus units/resources (Graduate Clearinghouse) approx. 170

4. 566 Data collected. 442 employed, 47 seeking, 93 attending grad school, 40 seeking grad school, 13 Other
- iii. **Class of Spring 17** (*thus far*)
Methods of collection-
 1. Data collected at commencement (CAS only!)
 2. 673 survey cards collected
 3. 135 employed, approx. 250 seeking, 63 attending grad school, 76 seeking grad school, 9 Other

H.) Employer Site Visits for CC Team/Employer Development

- a. January: The Select Group, NC State Ports Authority, NetSertive, NC Emergency Management, NetApp, Fidelity
- b. June 2017: Amazon, Starbucks, Red Ventures, Well Care

I.) Student Site Visits

- a. January 2017: Commitments from NetSertive, Red Ventures
- b. June 2017: Well Care
 - i. To further this opportunity, we have found that working closely with student orgs and faculty will yield better numbers. We are committed to working with a few key faculty and students groups to increase this opportunity for students.
- c. Collaborating with Faculty James Hunt for fall site visits.
- d. Goal: gathering funding for our military affiliated students to take a trip to Seattle to engage with the employers from the MSEAC/VEAC Council.

J.) Duke Energy Internships: In the summer of 2015, the Career Center, as charged by the UNC Board of Governors, funded by Duke Energy (via a Workforce Development Grant), and in partnership with the SBTSC, launched the pilot of the *Duke Energy/UNC System Internship Initiative at UNCW*. The goal of the program is to increase the number of students on campus who have a meaningful internship prior to graduation, with the goal of increasing employment post-graduation. From Summer 2016 through Summer 2019, Duke will sponsor 20 more interns.

Summer 2017	Employer Organization	# Students Placed
	Dry Corp	2
	Tritech Forensics	1
	Industrial Contract Services	1
	Mirimichi	1
	Art Works	1
	Port City Gymnastics	1
	H&P Woodturnings	1
	Flow Science	1
Summer 2016	Employer Organization	# Students Placed
	Data Flex Solutions	1
	Industrial Contract Services Corporation	1
	Dry Corp LLC	1
	Tri-tech Forensics	1
Summer 2015	Employer Organization	# Students Placed
	Tri-tech Forensics	1
	Wrightsville Beach Landscape	1

EMPLOYER DEVELOPMENT TRENDS: OPPORTUNITIES AND CHALLENGES

- A.) Increased interest from employers as a result of initiatives above leads us to an increased need in resources, such as additional staffing, budget for UNCW marketing swag, and virtual platforms/increased technology to recruit new employers to UNCW.
- B.) Student attendance is always a challenge and gaining buy-in from faculty to allow students to attend career-related events during lecture/lab hours is critical.

- C.) We receive continued feedback from major employers that we aren't competitive enough based on national rankings to get on their recruiting calendar.
- D.) After engaging in multiple outreach efforts, the Employer Development team needs to grow so that we are connecting with local businesses and startups, non-profits, North Carolinian and Fortune 500 organizations.
- E.) We have found that with our new programs in the "hopper," like the MS in Data Science, we now have the interest of major employers. This is an area of opportunity for us to capitalize on going further.
- F.) We absolutely MUST have an Engineering program, increased health care programs like a P.A. program, a data analytics program geared towards health and a Supply Chain program to be competitive with peer and larger than peer schools. This is direct employer feedback from multiple outreach channels, such as the Orlando High Tech Corridor Conference, the Frontier Data Analytics Conference and the NACE Conference.

SUMMARY: EMPLOYER DEVELOPMENT ACCOMPLISHMENTS RELATED TO GOALS AND OBJECTIVES

We continue to increase:

- A.) our number of Fortune 500 employers from 44, up 34% from the last annual report, to 100+.
- B.) the number of high performing organizations and non-profits with strong ties to North Carolina.
- C.) the overall outreach efforts in the pockets where our alumni live outside of North Carolina.

We aim to continue increasing the quality of our Employer Advisory Board to which we have added 5 new members, including decision makers who are alumni, spouses of alumni, and parents. Four of the five new organizations are Fortune 500 organizations.

In the Military Affiliated space, we held our first ever veteran recruiting event with 21 registered companies, 11 of which were F500, and increased our recruiting relationships by 5. Amazon is our most cherished and successful relationship, as they have committed to continued recruitment on campus as well as hiring Kevin Smith, President of NC VETS, to full time employment.

In addition, UNCW has created a national presence by joining the U.S. Chamber Foundation's Hiring our Heroes corporate sponsorship partnership. We presented at the Military Spouse Summit in Washington D.C. and will be a strategic partner with corporate sponsors like Toyota, LaQuinta, Car Max, USAA, Capital One, and Amazon in producing a white paper report on the underemployment and the unemployment crisis of Military Spouses. This has yielded us a seat at the Military Spouse Employment Advisory Council.

In terms of site visits, we scheduled two site visits that included a listing in the Business Journal's "Best Places to Work." The student interest in these was low so we rescheduled for Spring 2017 so that we can increase marketing for these opportunities.

The Career Center continues to engage and strengthen its relationship with Alumni Relations and held two Alumni Networking events on 9/15 and 12/7. Our virtual Career Fair as a test pilot was scheduled for Spring 2017. Our Referral system went live a week and a half earlier than anticipated and has yielded 25 inquiries and 6 new organizations posting to Seawork and registering for events.

Our Soaring Partners program yielded \$10,000 in Corporate Sponsorships came in as a result, with an additional \$9,200 in-kind sponsorship from Cumulus Media. In addition to our Soaring Partners Program, we have instilled a Sponsorship opportunity for the Career Fair and have netted an additional \$1,000 to date for that opportunity happening in February of 2017.

We are in the development phase of a mentorship program due to demand by current employers. While no strategic plan is fully in place, we have matched a current student with Ruth Ruiz Smith, Chief Communications Officer of New Hanover County, as a result of the Virtual Alumni Networking event. Lastly, we continue to be laser focused on the needs of the business world and have begun the "Adopt an Employer" model to maximize our education as we move to fully transition to the Career Sector Model. These "extras" include webinars, lunch & learns, the opportunity to sit in on interviews with candidates, etc.

EMPLOYER DEVELOPMENT: ON-CAMPUS RECRUITING AND JOB POSTINGS

In FY 16-17, the Career Center hosted several recruiters from a variety of industries including Accounting, Advertising/Marketing, Automotive, Aviation/Retail/Wholesale, Banking, Computer/IT/Systems, Education, Energy Company, Engineering – Nuclear, Food and Beverage, Government – Federal, Government – Military, Healthcare – Nursing, Marketing/Technology, Nonprofit, Retail/Merchandising, Staffing Agency, and Transportation.

On-Campus Interviews

- Fall 2016: 24 organizations, 63 recruiters, 271 students interviewed.
- Spring 2017: 27 organizations, 39 recruiters, 169 students interviewed.

Mock Interviews (includes Cameron Executive Network and Accounting Mocks)

- Fall 2016: 7 schedules, 151 students interviewed.
- Spring 2017: 3 schedules, 114 students interviewed.

SeaWork: GradLeaders is the company behind SeaWork. We are in our tenth year using this platform. Since July 2016, staff and employers posted 4,260 new jobs. 3,553 documents (resumes, cover letters, test scores, and transcripts) were uploaded to SeaWork for employer viewing and download. Students viewed almost 249,654 jobs and internships in SeaWork this year.

Activity Performed	Totals 16-17	Totals 15-16*	Totals 14-15	Totals 13-14
New Jobs Added	4,260	4,456	5,219	5,192
Student/Alumni Documents Uploaded	3,553	2,822	3,585	3,380
Jobs Viewed By Students/Alumni	249,654	264,368	297,747	268,126
Times Students/Alumni Logged In	72,412	77,591	88,340	102,640
Students/Alumni Completing Profiles	3,050	2,791	4,129	3,150
Employers Created	1,609	2,292	1,773	1,767
Times Employer Contacts Logged In	8,013	7,824	7,430	6,800
Times Employer Contacts Viewed Students	138	477	262	206

*calculation correction from last report & conclusion of Jobs Project