

Employer Guide

**UNC GREENSBORO
CAREER & PROFESSIONAL DEVELOPMENT**

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Introduction/Guiding Principles

Thank you for your interest in recruiting UNCG students and alumni. UNCG Career & Professional Development (CPD) fully embraces the [Principles for Ethical Professional Practice](#) developed by the National Association of Colleges and Employers (NACE). These principles guide our work as Career Services Professionals and the way we advocate for our students and partner with employers. We seek for all our employer partners to embrace the outlined NACE Principles for Employment Professionals to optimize our shared goal of achieving the best match between each individual student and the employing organization.

Employers using services and/or facilities of UNCG CPD for employment listings, on-campus interviewing, candidate referral, career fairs, and/or information group meetings are expected to follow these guidelines. All employers must also abide by [Equal Opportunity Employment](#) and [Americans with Disabilities Act](#) guidelines.

Handshake

Career & Professional Development is proud to offer employers the opportunity to connect with UNCG students through Handshake, our online job database. It's a competitive marketplace for highly qualified and diverse job candidates, which makes your organization's presence on Handshake even more essential.

Within the portal, employers can:

- Post jobs and internships
- Manage applicants
- Register for career events
- Schedule an interviewing event

To register for the first time or to login to your account, please visit <https://uncg.joinhandshake.com/login>. This link may be helpful if you are new to Handshake: <https://support.joinhandshake.com/hc/en-us/articles/115011431228-Getting-Started-With-Handshake-Employers>

General Employer Eligibility

Employers working with CPD are expected to support the following guiding policies including, but not limited to:

- Employers must provide valid contact information including an organizational email account. Employers using personal email addresses (Yahoo, Gmail, Hotmail, etc.) will not be authorized to use UNCG services. The only exception is if the company name is listed at the beginning of the email address, and that email address is listed on the company website and/or used as the "contact us" email for the organization.
- Multi-level or pyramid marketing opportunities are not accepted, as defined by [Federal Trade Commission](#) guidelines.

- UNCG CPD is unable to support postings for domestic employment (i.e. babysitting, gardening, driving, house cleaning, etc.).
- Employment offers must not be contingent upon candidates paying fees related to confirming employment.
- Employers are not permitted to solicit or sell their products or services during the course of the interviewing process.
- UNCG CPD reserves the right to deny a posting or contact access and terminate an employer account at any time.

Third-Party Employers

1. When posting on behalf of a client, the interviewer must post the individual roles being hired for and disclose the client's name and compensation in the same way a primary interviewer would when posting in Handshake.
2. Staffing agencies can participate in the Part-Time Job Fair if interviewing for part-time and temporary positions on behalf of clients (same posting rules apply).
3. Third party interviewers are not eligible to participate in Fall and Spring career fairs unless they are (a) interviewing for internal hires AND (b) do not share a candidate pool with their clients.

Virtual Employers

We realize that some employers have made the decision to maintain a 100% virtual presence through workforce changes in recent years. Virtual employers working with CPD must:

- Provide valid contact information as outlined above.
- Provide a physical street address in the same state as where company was formed.
- Provide a legitimate company website.
- Must be a licensed business.

Only then will virtual employers be approved to post opportunities in Handshake and attend career events.

Posting an Opportunity

UNCG permits employers to post the following types of paid opportunities in Handshake:

- Full-time Jobs (both those requiring a degree and those not requiring a degree)
- Part-time Jobs
- Temporary and Seasonal
- Internships
- Co-ops

1. Eligibility

Employers interested in posting positions to interview UNCG students and alumni are asked to adhere to the following guidelines:

- a. Must have a current Handshake account and adhere to all eligibility requirements listed in the General Employer Eligibility sections of this document.
- b. Must have current or anticipated job openings for currently enrolled college students or alumni.
- c. Must be a licensed business.
- d. Must agree not to discriminate in any manner on the basis of sex, color, religion, sexual orientation, actual or perceived gender identity, age, national origin, physical or mental disability, political affiliation, veteran status, or genetic information, and will comply with all Equal Employment Opportunity (EEO) and affirmative action laws, ordinances, and executive, administrative, or judicial regulations, orders, and decrees applicable to the employer or to the University.

2. Exceptions to posting opportunities

- a. Multi-level or pyramid marketing opportunities will not be accepted.
- b. Positions requiring students to pay application fees, money upfront, or fees to be employed will not be accepted. This does not include professional licensure fees that may need to be covered by the employee (e.g., insurance licensing fees to sell insurance, etc.).
- c. Positions related to in-home care or in-home employment with private individuals will not be accepted (including babysitting, senior companions, housekeeping, yard work, etc.). Positions of this type can only be supported if listed through a licensed and bonded business or agency.

3. Compensation

- a. *UNCG strongly encourages employers to disclose a position's compensation range, whether the pay is a stipend, hourly, or salaried.* It has been found that students apply to positions at higher rates when the compensation range is disclosed.

4. International Opportunities

- a. Currently, UNCG does not have the bandwidth to support approving international positions in Handshake.

***Please note:** Any posting that does not meet these guidelines will not adhere to the 48-hour approval window and/or will not be approved.

Posting Visibility

The number of students that see your posting will vary depending on the time of year you post the opportunity, the description of the opportunity, and the brand awareness of the organization.

The Employer Relations team at UNC Greensboro is dedicated to understanding your hiring needs, and to supporting you in designing and implementing an effective recruitment strategy

specifically tailored to our campus. We welcome the opportunity to connect with you and have provided the following tips for posting effectively below.

In the event that your posting is not receiving the desired application traffic:

- Review the existing posting description. The more information available about the role, the easier it will be for students to identify their fit with the position.
- Include details about the company values and culture. A shared mission is valuable to all employees, and particularly recent graduates.
- Consider the timing of the posting. Feel free to contact us to learn more about the [Academic Calendar](#).
- Evaluate your brand awareness on campus. If your organization is hiring recent graduates consistently, it's likely time to expand your presence on campus. Reach out to allow us to help you craft a tailored recruitment plan that fits with our campus.

Employer Engagement Opportunities

CPD encourages employers to work with us to develop unique and exciting opportunities to engage students and build brand awareness on-campus. We are happy to work with you to tailor and maximize your recruitment strategy. Some opportunities offered to employers on UNCG's campus are:

1. On Campus Interviewing (OCI) – see page 8 for more details

2. Tabling

A recruiting table allows employers to interact with students in an informal manner to search for candidates and/or promote their organization. Employers looking to capture a general audience of all student years and majors are welcome to table in the Elliott University Center for a fee of \$75 per session. Tables are reserved on a first-come first-served basis. Contact us to learn more about when tables are available.

3. Industry/Job Function Panels and Networking Events

Industry panels are a way to connect with students who are interested in a specific field. Panels provide an opportunity for students to ask questions and learn about an industry from the employer's perspective and experience. CPD would be happy to discuss having your organization be a part of one of our existing events where there is a strong alignment between your organization's industry or function and the event's theme.

4. Industry-Based Site Visits (Treks)

Industry Treks incorporate one or multiple visits to companies/organizations of a common industry. These Treks educate students on the industry itself and expose students to the diverse functions and job opportunities within a particular industry.

5. Sponsorship (Spartan Partners)

UNCG offers a variety of opportunities to engage with Spartan talent outside of traditional recruiting events through our sponsorship packages. We have varying levels

of commitment that comes with a variety of perks to help raise your company's brand awareness across campus and engage with students in a targeted way.

Career Fairs

1. General Information & Eligibility

UNCG's CPD invites organizations to register for career fairs and interviewing events provided they meet the following criteria:

- The organization has or expects to have one or more open opportunities of a professional nature available within 9 months of the fair date that align with the event. Positions being interviewed for should require candidates to have experiences and skill sets reasonably expected from the pursuit of a degree from a four-year academic institution.
- The organization must meet all the CPD's employer requirements and must have an approved employer account in Handshake.

In an effort to maintain a robust mix of high quality, relevant opportunities for UNCG students, CPD reserves the right to deny access and participation in career fairs and interviewing events to any organization. CPD maintains sole discretion for evaluating organization requests to register and reviews each registration individually to ensure consistent standards are upheld.

2. Events Overview

- **Part-Time Job Fair:** Held every August, this event is open to local employers who are looking to fill one or more open part-time positions.
- **Fall Career Fair:** This signature recruitment event is open to employers who are hiring for one for more internship or full-time positions, as well as graduate schools.
- **North Carolina Master's & PhD Fair:** Held traditionally at UNC Chapel Hill (or virtual) this consortia fair is sponsored by Duke University, NC State University, UNC–Chapel Hill, UNC–Charlotte, UNC–Greensboro, and Wake Forest University.
- **Spring Career Fair:** Like the fall fair, this event is open to employers hiring for one for more internship or full-time positions, as well as graduate schools.
- **Health Professions Graduate School Fair:** UNCG serves as a host for the annual NC Health Expo Tour, connecting interested students and alumni with graduate programs in the health professions.

3. Registering for Career Fairs

Registration will typically open several months in advance of each fair. To register, log in to your account at Handshake, select Events, Career Fairs, and then click on the Register button and complete the form.

- CPD will provide information on dates, registration and cancellation deadlines, cost, and included services in the Employers section at <https://cpd.uncg.edu/> for each fair.

On-Campus Partners

- *Part-Time Job Fair:* CPD offers reduced registration rates to departments/offices who are hiring for FWS or non-FWS students.
- *Fall and Spring Career Fairs:* CPD offers reduced registration rates to on-campus departments who are either hiring for full-time positions or interviewing for their graduate school program.
- *Health Professions Graduate School Fair:* On-campus departments who are seeking students to enroll in their graduate school programs may attend this fair at a reduced rate.

Internship Policy

Interns play a pivotal role in the workforce, providing companies with innovative ideas and a valuable pipeline of future talent. Interns offer fresh perspectives and creativity, provide a cost-effective workforce, and a constant recruitment pipeline.

Internship opportunities should align with the [NACE definition of internships](#) and include the following components:

- The experience must be an extension of the classroom. In short, a learning experience that provides application of the knowledge a regular employee would routinely perform.
- The skills or knowledge learned must be transferable to other employment settings.
- The experience has a well-defined beginning and end and provides a clear job description with desired qualifications.
- There are clearly defined learning objectives/goals related to the professional goals of the student's academic course of study.
- There is supervision by a professional with expertise, educational, and/or professional background in the field.
- There is routine feedback by the experienced supervisor.
- There are resources, equipment, and facilities provided by the host employer that support learning objectives/goals.

Please also refer to the [NACE Best Practices for Internship Programs](#) resource.

Internships for Academic Credit

We strongly encourage employers to consider supporting students in acquiring academic credit for internship experiences. Internships may be eligible for academic credit when there is a clear correlation between course curricula and the experiential opportunity. Criteria vary between programs, so please ask the student to speak with their academic department to see if their major is eligible for academic credit. Please note that academic credit can only be granted by academic departments at UNCG. Employers are unable to guarantee academic credit and can not include this in their internship postings on Handshake.

Unpaid Internships

At UNCG, we support the [NACE Position Statement on Unpaid Internships](#). Employers providing unpaid internships may not post on Handshake to UNCG students. We encourage you to fairly compensate interns for their time, the creative ideas they bring, and the value they offer an organization.

Students usually must give up a part-time job to work an internship. Unpaid internships are a barrier to achieving equity and opportunity for all college students. Participating in an unpaid internship is often impossible for students who cannot forgo a paycheck and disproportionately benefit students who can afford to intern without pay. Providing paid internships for underrepresented populations lead to greater access, opportunity, and success for participating students (NACE).

If you choose to offer unpaid internships, please be sure to adhere to the [U.S. Department of Labor Wage and Hour Division standards for Internship Programs](#) under the [Fair Labor Standards Act](#). For employers who may have questions on how to create a paid internship program, please contact CPD.

On-Campus Interviewing (OCI)

An effective way to interview highly talented UNCG students is to participate in OCI. This allows employers to maximize interviewing efforts while accommodating the busy academic schedules of students. Employers that interview on campus create connections with students/alumni and increase their visibility on campus. Employers can only interview current UNCG students and alumni while using CPD interview rooms. The referenced job position must be posted in Handshake to participate in OCI. OCI requests must be submitted through Handshake.

Many employers have found success in creating custom OCI opportunities following our career fairs. Contact the Employer Relations Team for more information.

Basic Overview

- UNCG maintains private interview rooms (complimentary Wi-Fi) and a waiting area in the OCI space.
- Interview Suite hours weekdays from 9:00 am – 4:00 pm.
- Many employers schedule far in advance, so we encourage you to reserve interviewing dates as soon as possible so that we may accommodate you on your preferred date. OCI requests must be made no later than 6 weeks prior to your intended interview date.
- Interview space is scheduled on a first-come, first-served basis.
- Most campus interviews are 30 minutes in length, although you may request other lengths of time. In addition, breaks are typically built into the day's schedule.
- Reservations in Handshake will be **Room Only**: A room will be reserved in Handshake, but the slots will be managed by you outside of Handshake. You can select students for this interview schedule, but they will not be able to take slots in Handshake.

Employment offers, acceptances, and renegees

Timing of offers

UNCG requires that all employers communicate offers in writing to candidates with specificity about corresponding decision deadlines. CPD may also contact your organization to obtain offer information for incorporation into aggregate employment data reporting. Employers need to allow students a reasonable amount of time to weigh an offer. CPD does not advocate for

situations where employers are placing pressure on students or threatening withdrawal of offers after short periods of time. As best practice, we encourage employers to allow students a period of three weeks to ensure they have time to evaluate the offer and assess fit. Some students, due to personal circumstances, may require additional time to consider an offer and we urge employers to consider these on a case-by-case basis and grant wherever possible.

Offer Acceptances

Students should be given 3 weeks to accept/decline an offer.

Offer Reneges

UNCG works proactively to avoid reneges of accepted offers by students. We work to educate students on the importance of thoroughly weighing an employment offer and then the critical importance of committing fully once accepted. Similarly, we seek for employers to keep their commitments to offers extended. If you must rescind an offer, you are required to immediately contact the affected student(s) as well as CPD. Renege activity can affect your ongoing interviewing relationship with UNCG.

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