



# Employer Guide 2025-2026

**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 expect 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 student and the employing organization.

Employers using services and/or facilities of UNCG for employment postings, on-campus interviewing, career fairs, and other employer events 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 pleased to offer employers the opportunity to connect with UNCG students through Handshake, our online job database that allows students and alumni to search for and apply to part-time, full-time jobs, internships, and co-op positions. Handshake is a networked platform used for recruiting college students at over 1,600 colleges and universities.

Within Handshake, employers can:

- Post jobs and internships
- Manage applicants, including searching for potential candidates
- Register for career events
- Post employer events

If you are already a Handshake user, go to the “Schools” option and request access to UNC Greensboro. 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://cpd.uncg.edu/career-ready/employers/handshake-quick-links/>

## General Employer Eligibility

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

- Employers must provide valid contact information, including a complete **contact name** (first and last name).
- Employers must provide an organizational **email** account. Employers using personal email addresses (Yahoo, Gmail, Hotmail, etc.) will not be approved.
- Employers must provide a valid business **website** address. This webpage must contain sufficient information for a student to learn more about your company, including a well-written company description, details on products/services, and career opportunities. The company website must match the company name and be functional. Social media pages will not be accepted in lieu of a website.
- Employers must provide a clear **business description in Handshake** that is visible to

students and alumni.

- Employers must have a verifiable **physical business address**. Residential/private addresses are not accepted. However, with approval, residential addresses may be considered for fully remote organizations. If you believe you qualify for this exception, please email [careers@uncg.edu](mailto:careers@uncg.edu) a copy of the organization's business registration.
- A **business license** from the state in which your company operates your business (if requested).

UNCG CPD reserves the right to deny a posting, contact, access to, or decline an employer account that does not comply with our policies.

Please be transparent with your Handshake employer account and job postings. If students from any school report employers to Handshake for misrepresenting job roles or the organization, you could be flagged and potentially banned from using the platform.

## Third-Party Employers

- When posting on behalf of a client, the third-party recruiter 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.
- When promoting roles at a career fair, the third-party employer must disclose the client's name and compensation for roles they are hiring for in the same way a primary employer would.

## 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 jobs
- Internships (unpaid internships are highly discouraged and will be approved on a case-by-case basis). Read NACE's position statement on unpaid internships [here](#). We generally do not approve unpaid internships at for-profit employers.
- Co-ops
- Commission-based positions may be posted only if they are full-time, post-graduate career opportunities. Employers must clearly disclose in the Salary section and the job description that compensation is partially or fully commission-based, including the percentage if applicable. If no base salary is provided, the form of compensation must be clearly stated. Positions requiring compensation for recruiting others are prohibited.

The office of Career & Professional Development reserves the right to decline a posting, discontinue access, and decline an employer account that does not comply with our policies.

## Eligibility

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

- Must have a current Handshake account and adhere to all eligibility requirements listed in the General Employer Eligibility sections of this document.
- Must be a licensed business.
- Must have current or anticipated job openings for currently enrolled college students or alumni.
- 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.
- Must have a pay rate higher than minimum wage. To the extent permitted by the [Fair Labor Standards Act](#), internships may be unpaid or compensated with a stipend. However, UNCG approves unpaid internships on a case-by-case basis only.
- Employers must fully disclose the structure of their compensation packages and business costs incurred through employment.
- Third-party recruiters must specify whether they are recruiting for their own organization or a client, and it must be clear if you are recruiting for your own firm or another. Approval will be considered provided no fees are charged and if client names are included.
- 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 interview process.

CPD may require employers to verify compensation (salary or hourly wages) to determine whether vacancies are appropriately classified in Handshake and qualify for UNCG students based on our guidelines.

## Prohibited Job Postings

- Multi-level or pyramid marketing opportunities
- Domestic employment (i.e. babysitting, senior companions, gardening, driving, yard work, housekeeping, etc.). Positions related to in-home care or in-home employment with private individuals are not accepted on Handshake. These positions can only be posted on Handshake through a licensed business or agency with a Handshake account. If you do not go through a licensed business or agency and wish to post these roles on your own, we recommend that you research online to locate reputable sites where you can post your domestic opportunities.
- Positions requiring students to pay application fees, money upfront, or fees to be employed. 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.).

- Commission-based part-time jobs or internships.
- Part-time jobs or internship positions related to door-to-door sales or cold-calling.
- Positions requiring students to work from a private residence or a residential/PO box address.
- Positions that violate copyright or intellectual property guidelines.
- Positions soliciting organ donations, blood donations, or clinical drug trials/studies.
- Positions soliciting illegal or fraudulent activities.
- Positions that require the purchase of a franchise, purchase supplies, pay for training or orientation, become an independent contractor, start their own business, invest, or pay a start-up or application/access fee as a condition of employment.
- Positions that charge any fees as a condition of employment or participation.
- Campus Ambassador positions, or positions in which UNCG students promote, sell, influence, or market services/products to other UNCG students, faculty, or staff.
- Third-party organizations recruiting international positions or international third-party organizations.
- Unpaid internships will be approved on a case-by-case basis.

Failure to adhere to these policies may result in the loss of recruiting privileges, including declining your employer account in Handshake, restricted access to student and event resources, and cancellation of event registrations.

### **Compensation**

*UNCG strongly encourages employers to disclose a 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.

### **International Opportunities**

International positions will be approved in Handshake on a case-by-case basis.

### **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.

If 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 company values and culture. A shared mission is valuable to all employees, particularly recent graduates.

- Consider the timing of the job posting window. Feel free to contact us to learn more about the Academic Calendar.
- Evaluate your brand awareness on campus. If your organization consistently hires recent graduates, 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. Please visit our [webpage](#) to learn more. We are happy to work with you to tailor and maximize your recruitment strategy. Some opportunities offered to employers on UNCG's campus are:

- On Campus Interviewing
- Tabling
- Industry/Job Function Panels and Networking Events
- Industry-Based Site Visits (Treks)
- Sponsorship (Spartan Partners)

## Career Fairs

### 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 and meet the eligibility requirements stated in this guide.
- 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.

### Career Fairs 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 & Internship Fair:** This signature recruitment event is open to employers who are hiring for one or more internship or full-time positions, as well as graduate schools.
- **North Carolina Master's & PhD Fair:** Held virtually, this consortia fair is sponsored by Duke University, NC State University, UNC Chapel Hill, UNC Charlotte, UNC Greensboro, and Wake Forest University.

- **Spring Career & Internship Fair:** Like the fall fair, this event is open to employers hiring one or 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 and professional programs in the health professions. This event is open to higher education institutions with advanced health professions degrees.

### Registering for Career Fairs

Registration will open several months before each fair. To register, log in to your Handshake account, select Events, Career Fairs, and then click on the Register button and complete the form. There, you will find information on dates, registration and cancellation deadlines, cost, and included services.

### On-Campus UNCG Departments and Offices

- *Part-Time Job Fair:* CPD offers reduced registration rates to UNCG departments/offices who are hiring for FWS or non-FWS students.
- *Fall and Spring Career & Internship Fairs:* CPD offers reduced registration rates to on-campus UNCG departments that are either hiring for full-time positions or interviewing for their graduate school program.
- *Health Professions Graduate School Fair:* On-campus departments that 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 from 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 cannot include this in their internship postings on Handshake.

Requiring academic credit for an internship does not relieve the employer of the responsibility to abide by federal labor laws set forth by the Fair Labor Standards Act. Academic credit and compensation for work are not synonymous or interchangeable.

## Unpaid Internships

At UNCG, we support the [NACE Position Statement on Unpaid Internships](#). Unpaid internships will be approved on a case-by-case basis only. 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 leads to greater access, opportunity, and success for participating students (NACE).

If you choose to offer unpaid internships and UNCG approves them, please ensure you 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 or structure a paid internship program, please contact us.

## 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 CPD.

*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.
- 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 reneges

### Timing of offers

UNCG requires that all employers communicate offers in writing to candidates with specificity about corresponding decision deadlines. We expect employers to follow the [National Association of Colleges and Employers \(NACE\) Principles for Ethical Professional Practice](#) when extending internship offers.

- CPD may contact your organization to obtain 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.

### Offer Acceptances

As best practice, we encourage employers to allow students for 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 Reneges

UNCG works proactively to prevent students from reneging on accepted offers. We work to educate students on the importance of thoroughly weighing an employment offer and then committing fully once accepted. Similarly, we request that employers keep their commitments to the offers extended. If you must rescind an offer, you must immediately contact the affected student(s) and CPD. Renege activity can affect your ongoing relationship with UNCG.

# UNCG Career & Professional Development Employer Relations Team

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