



explore.

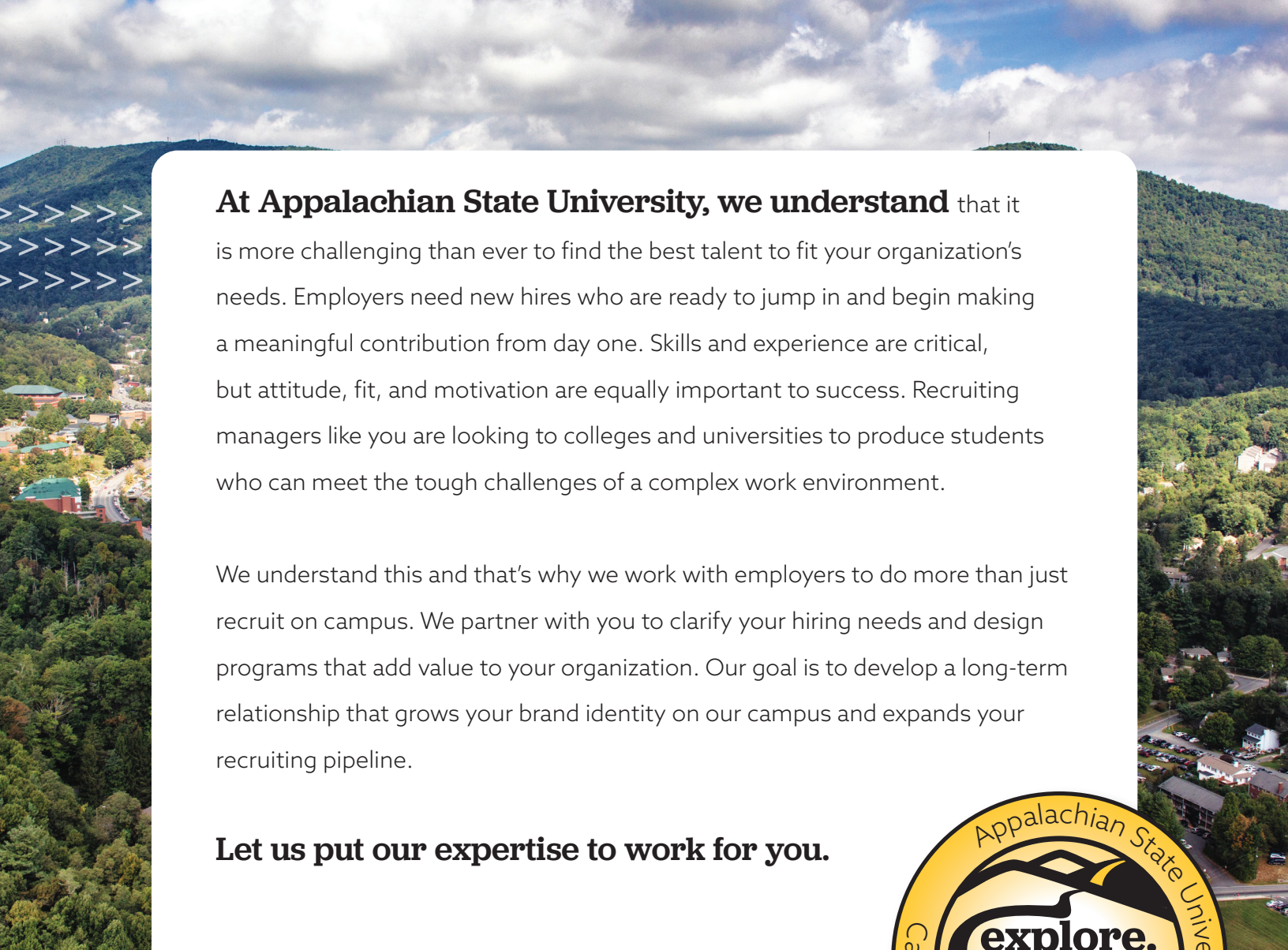
build.

pursue.

>>>>>>

Your partner
in creating a
talent pipeline

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At Appalachian State University, we understand that it is more challenging than ever to find the best talent to fit your organization's needs. Employers need new hires who are ready to jump in and begin making a meaningful contribution from day one. Skills and experience are critical, but attitude, fit, and motivation are equally important to success. Recruiting managers like you are looking to colleges and universities to produce students who can meet the tough challenges of a complex work environment.

We understand this and that's why we work with employers to do more than just recruit on campus. We partner with you to clarify your hiring needs and design programs that add value to your organization. Our goal is to develop a long-term relationship that grows your brand identity on our campus and expands your recruiting pipeline.

Let us put our expertise to work for you.



The Appalachian Partnership Principle



Connecting students to industry professionals and career opportunities is core to what we do.







WE'RE MORE THAN HEALTH INSURANCE.





We have opportunities in:

- + Data & Analytics
- + Finance, Human Resources & Legal
- + Health Care
- + Operations & Customer Service
- + Sales, Marketing & Communications
- + Strategy & Innovation
- + Technology

This isn't a practice run. It's the start of your career.
BlueCrossNC.com/EarlyCareer

Our mission is simple, yet effective -
Explore. Build. Pursue.

Creating Successful Employment Outcomes



>>>>> We work closely with organizations like yours to design customized programs that add value to your recruitment, while helping you find the best student for the job. When you are looking to hire, you'll have a pipeline of potential recruits in place. Our goal is to provide great employment outcomes for our students while making the recruiting process easier and more effective for you. Contact us by phone or email any time to discuss your hiring needs or whether an internship makes sense for your organization. **We're here to help you.**

Explore

Not sure where to begin? We can help. Get started by exploring the many opportunities that connect your company to our students.

What we offer:

- **Internship Development** - We'll help you with all the details, including position descriptions, compensation, liability, and effective supervision.
- **Career Consultations** - We can meet at your location or on campus to discuss your organization's talent needs and explore ways we might help you achieve your objectives.
- **Personalized Engagements** - Let us work with you to create a customized event that addresses a gap in your organization. One such example is a class project where our faculty can work with you to create substantive projects that put students to work finding innovative solutions to your toughest challenges.

How you benefit:

- **Tackle important projects** - Our students provide help in areas where you may not currently have adequate resources.
- **See potential hires in action** - This allows for a trial period and improves retention of new hires.
- **Gain a fresh perspective** - Bringing in young talent can reveal new possibilities for projects that might not have been evident, or support areas requiring innovative thinking.

Build

Consider how our Career Development Center can help you make connections on campus to find the right students to fit your needs.

What we offer:

- **Campus Visits** - We welcome you to come to Boone to meet with faculty and staff, tour campus, visit a class, develop a presentation, or talk with students about your organization.
- **Career Treks** - Let us come to you! This is a great way to meet potential recruits and provide them with an insider's view of your organization.
- **Career Events** - Join employers, faculty, students, and career professionals as we explore the nuances of the college-to-career transition through a variety of events on campus.

How you benefit:

- **Build your brand** - Expose students earlier to your organization; generate interest and name recognition that supports recruiting.
- **Get connected** - Tap into faculty expertise in areas that could benefit your organization.
- **Extend your pipeline** - Make campus connections among faculty, staff, and alumni who can help you find good matches for positions when opportunities arise.

>>>>> **We provide responsive services to meet individual sourcing needs to make the recruiting process simple and easy.**

Pursue

There are a variety of ways to recruit on campus - from posting positions on Handshake to making connections in the classroom and at events. Let us help you develop the best strategy for you.

What we offer:

- **Fairs & Networking Opportunities** - Join us for an on-campus career or internship fair, or one of our unique networking events to increase your visibility on campus and begin to build a pipeline of potential recruits.
- **On-Campus and Virtual Interviews** - We can arrange space in our Career Development Center for on-campus interviews, as well as set up a virtual interviewing space for students.
- **Handshake** - Using the Handshake platform, you can post job and internship opportunities, accept candidate resumes, register for career fairs and events, and set up interviews.

How you benefit:

Find the right student for the job - We know our students. They are driven self-starters and creative problem solvers who are equipped to handle 21st century challenges.

“Appalachian State University is a key pipeline feeding into North Carolina’s highly skilled workforce, awarding nearly 5,000 degrees each year including high-demand fields like computer science and information systems.”

- Chris Chung, Chief Executive Officer, Economic Development Partnership of North Carolina (EDPNC)



Kashia Vang
Communication Studies Major
Class of 2019

During the Fall 2019 semester, I had the opportunity to attend the NC Chamber Women's Conference in Raleigh, NC with the Career Development Center. I was intrigued during the panel discussion by a specific employer's response to a question concerning diversity. After the Q&A session ended, I approached the employer to express my interest in the challenges they discussed and was able to schedule an interview. Following the interview, I was offered and accepted the position as the new Director of First Impressions/Administrative Support Specialist of Brumit Restaurant Group in Asheville, NC! Without the support of the Career Development Center, this would not have been possible!

Who Are We?

Meet the Employer Relations Team



Jennifer Shaffer

Associate Director of Employer Relations and Marketing

shafferjl@appstate.edu

828-262-8691

Jennifer Shaffer oversees the marketing strategy for the Career Development Center, the daily operations of the Employer Relations team, and manages the execution of our campus-wide career events. She earned her Bachelor of Arts degree in English and Master of Science degree in Management, from the University of Maryland.



Deanne Smith

Assistant Director of Employer Development and Relations

smith2dr@appstate.edu

828-262-2833

Deanne Smith is dedicated to recruitment, outreach, and relationship development of all kinds. She earned a Bachelor of Science degree in Communication with a concentration in Public Relations and a Master of Science degree in Higher Education Administration from Appalachian.



Jordan Jackson

Recruiting Services Manager

jacksonjr@appstate.edu

828-262-2105

Jordan Jackson supports employers utilizing Appalachian's recruiting services. He oversees job postings and approvals, as well as event registration and payments in Handshake. He is an integral part of the planning and execution of campus career events, as well as the point of contact for scheduling interviews. He earned his Bachelor's Degree in Kinesiology from Indiana University and Master's Degree in Sport Administration from Wingate University.



Appalachian hosted
553 individual employers
on campus



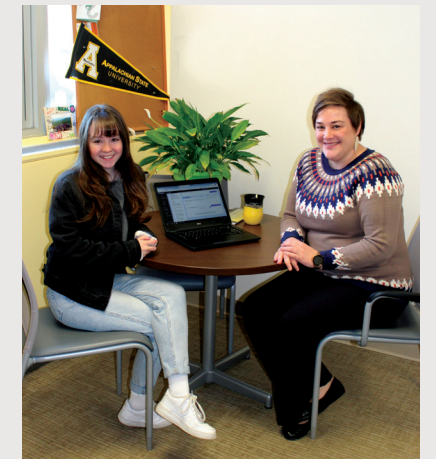
8,462 individual students
participated in a
Career Development Center experience



6,821 employers
approved in Handshake
to recruit on campus

>>> Professional Career Coaches

We are fortunate at Appalachian to have a college liaison model, in which each college has a dedicated career coach who works with students on career preparation and planning, resumes and cover letters, interviewing skills, and job and internship search strategies. The Employer Relations team collaborates with the career coaches, a model that provides a more seamless and strategic integration of career readiness activities to support students' personal and professional growth and to ensure that their launch from Appalachian will be a success.



Walker College of Business students are served by the Business Career Services office. Our teams collaborate on a variety of services to support students across disciplines.

Who Is App?

Meet Appalachian State University

Appalachian offers more than 150 undergraduate and graduate degree programs through our seven academic colleges. We encourage opportunities for undergraduate students to participate in research projects alongside their professors in support of providing a transformational educational experience. Students learn how to synthesize ideas, solve problems, and work as a team in real enterprises and projects. By the time they enter the working world, students have already demonstrated many professional-level skills. We pride ourselves on:

- Being nationally recognized in the areas of community and civic engagement and service-learning.
- Demonstrating leadership in sustainability as active stewards of our state's interconnected financial, cultural, and natural resources.
- Having a commitment to research, creativity, innovation, and practice is making a difference now and for our future.



>>>>> **“Appalachian academics are rigorous and designed to push students to think critically and creatively.”** – Dr. Sheri Everts, Chancellor

Employer Engagements

The Career Development Center offers a variety of anchor events to showcase employers and their available opportunities on a large scale. We also offer smaller, tailored events that help students develop their ability to network while offering employers a glimpse into the passion and conviction of our students to **make a difference**.



Career Treks

What is it? What better way to showcase your company's work and culture than to let students experience it first-hand. We can work with you to identify a group of students with whom you'd like to interact and bring them to you. **Career Treks** an excellent way to establish relationships with top students and build a pipeline for your organization's hiring needs.



Internship and Job Fairs

What is it? Each fall and spring, the Career Development Center is host to over 130 employers from the region and beyond who are excited to recruit top talent from Appalachian to fill their hiring needs. The **Internship and Job Fair** is structured by industry cluster, allowing employers to showcase their unique opportunities and students to discover positions that match their skill set.



Careers for Impact

What is it? Appalachian has a long-standing commitment to sustainability and one way we demonstrate that commitment is by showcasing employers who model our institutional values and align with our mission. **Careers for Impact** is an event that brings together employers invested in business for good and students who want to pursue careers that are purpose-driven and support an inclusive economy.



Etiquette Dinner

What is it? The **Etiquette Dinner** is a unique opportunity for students to learn professional etiquette skills while enjoying an evening of fellowship with their peers and host sponsors. Our career partners and event sponsors have exclusive access to this event and are recognized as hosts of the evening, giving them the opportunity to network with more than 100 students over an outstanding dinner. The connections made with our high achieving students at this event are just one of the many ways to demonstrate your organization's commitment to recruiting at Appalachian as part of a long-term relationship.

*These are just a few of the ways that the Career Development Center works to create meaningful experiences for employers on our campus. Partner with us to develop a customized experience that supports your business' hiring and talent needs. **Let us show you how Appalachian students are the right fit for your organization.***

Opportunities to Connect with Appalachian

Establishing key relationships is vital to any measurement of success. The Career Development Center at Appalachian understands the importance of cultivating a strategic presence in order to build those relationships.

From developing brand recognition to showcasing industry leadership, our team can help promote your initiatives and build your brand on campus. By becoming an employer partner or sponsor, your organization can have a direct effect in cultivating a sustainable cycle of talent for the future that will benefit your organization through intentional branding and engagement with students and alumni.

Our **Career Partner Program** is the premier sponsorship opportunity offering varying levels of engagement to allow employers to select the option that best supports the type of relationship they want to have. Becoming a **Career Partner** is the best way to build a long-term relationship on campus and deeply engage with our students. When you invest at this level, you can expect the highest level of exposure and reach through targeted promotions with athletics and beyond.

Our **Sponsorship packages** offer event-specific visibility for our fall and spring Internship and Job Fairs. We go above and beyond to promote our sponsors across campus to drive more students to you at our fairs.



“Appalachian is at the forefront of matching student interest and passion with employment opportunities that make a difference.” – Dylan Russell, *Lead for NC*

Appalachian at a glance



19,280
Total Enrollment



75%
of graduating seniors
have participated
in an internship (average)



Nearly 75%
of students reported
Appalachian's reputation for
sustainability influenced their
decision to attend the university



28%
are first-generation
undergraduate students



Top qualities and skills
employers value
in Appalachian students:

- Hardworking
- Character
- Communicative

Source: 2017-18 First Destination Results and Employer Intern Expectations and Major Mismatches Survey Results

We have great industry partners who actively seek our students for internship opportunities within their companies.

Ally Financial Charlotte, NC	Emory University Office of Critical Event Preparedness and Response (CEPAR) Atlanta, GA	National Public Radio Washington, DC	The Walt Disney World Resort Orlando, FL
American Conservation Experience St. George, UT	Enterprise Holdings Roanoke Rapids, NC	NC State Crime Lab Edneyville, NC	TIAA Charlotte, NC
Atrium Health Charlotte, NC	Federal Bureau of Investigation Charlotte, NC	New River Conservancy West Jefferson, NC	US Committee for Refugees and Immigrants Raleigh, NC
Blue Cross Blue Shield NC Durham, NC	Federal Emergency Management Agency Boston, MA	Newseum Washington, DC	US House of Representatives (NC-08) Washington, DC
Blue Raven Solar Denver, CO	FedEx Freight, Inc. Houston, TX	Novant Health Charlotte, NC	US Marshals Service Greensboro, NC
Blue Ridge Conservancy Boone, NC	General Electric Louisville, KY	Penguin Random House New York, NY	Wake Forest Baptist Medical Center Winston-Salem, NC
Blue Ridge Energy Lenoir, NC	Grand Teton National Park Jackson, WY	Pricewaterhouse Coopers LLP Charlotte, NC	WakeMed Raleigh, NC
Bureau of Educational and Cultural Affairs - U.S. Department of State Washington, DC	Hunger & Health Coalition Boone, NC	Raleigh Police Department Raleigh, NC	WBTV 3 News Charlotte Charlotte, NC
Children's National Health System Washington, DC	IBM Corporation Research Triangle Park, NC	Renu Energy Solutions Charlotte, NC	WFU Baptist Health - Wilkes Medical Center North Wilkesboro, NC
Climate Reality Project Washington, DC	Inmar, Inc. Winston-Salem, NC	Rovisys Company Holly Springs, NC	Whiting-Turner Contracting Co. Raleigh, NC
Defense Intelligence Agency Washington, DC	Levine Cancer Institute Charlotte, NC	Smithsonian Institution Washington, DC	Women's Fund of the Blue Ridge Boone, NC
Duke University Hospital Durham, NC	Lowe's Mooresville, NC	Southern Energy Management, Inc. Raleigh, NC	World Relief Winston-Salem, NC
ECS Carolinas, LLP Raleigh, NC	National General Winston-Salem, NC	State Highway Patrol Boone, NC	Zepssa Industries, Inc. Charlotte, NC
Elon University Sports Performance Elon, NC	National Park Service Washington, DC	Sustainable Development Teaching and Research Farm Fleetwood, NC	
		The Center for Community Transitions Charlotte, NC	



97.9%
of graduates report a
first destination within
1 year of graduation



81.5%
report
employment



Nearly 30%
enrolled in a
program of
higher education

Source: 2017-18 First Destination Results. Data collected on 74.1% of 2017-18 undergraduates.

Appalachian students are selected for outstanding career opportunities. Below is a sampling of the first destinations of some of our recent graduates.

Appalachian State University <i>Assistant Director Intercultural Student Affairs</i> Boone, NC Marco Fonseca Rodriguez '11 '16	Carter's Inc/ OshKosh B'Gosh <i>Asst. Technical Designer</i> Atlanta, GA Blakeley Rogers '17	Meero <i>Production Associate</i> New York, NY Murilo Artese '19	Skyline Membership Corporation <i>Staff Accountant</i> West Jefferson, NC Luke Eggers '17
AppHealthCare <i>Positive Parenting Implementation Coordinator</i> Boone, NC Morgan Ledford '17	CGI <i>Functional Analyst</i> Fairfax, VA Nadine Lambert '17	National General Insurance <i>Claims Representative</i> Charlotte, NC Mark Janke '18	Sol Mobil <i>Owner</i> Winston-Salem, NC Ryan Gillespie '17
Aspen Music Festival <i>Recording Engineer</i> Aspen, CO Jordan Bailey '18	Cisco <i>Virtual Sales Account Manager</i> Greenville, NC Gabby Khoury '17	National Institute of Environmental Health Sciences <i>Lead Researcher</i> Research Triangle Park, NC J. Tyler Ramsey '16	Sycamore Brewing <i>QA Technician</i> Charlotte, NC Tess Goldberger '17
Biltmore Company <i>Talent Acquisition & Recruitment Supervisor</i> Asheville, NC Chip Bryan '16 '18	Goldman Sachs <i>Analyst</i> New York, NY Madeline Hamiter, '19	Peace Corps <i>Volunteer</i> Peru Andres Rosa '19	Three Wheels United <i>Business Development Associate</i> Bangalore, India Rosemary Pierce-Messick '17
Bilt-Company <i>Front Office Supervisor</i> Asheville, NC Chris Mahan '17	IBM <i>Site Reliability Engineer</i> Raleigh, NC Chris Waldon '16 '18	Reportex <i>Proofreader</i> Vancouver, Canada Lindsay Bookout '16	US Senator Bob Corker <i>Legislative Correspondent</i> Washington, DC Courtney Bradway '15 '16
Brumit Restaurant Group <i>Director of First Impressions</i> Asheville, NC Kashia Vang '19	John Marshall Media <i>Editor</i> New York, NY Graham Sloboda '17	Reynolds High School <i>9th Grade English Teacher</i> Winston-Salem, NC Lacy Martin '18	Wikoff Color Corporation <i>Technical Service Team Member</i> Fort Mill, SC Erin Donohue '17
Campbell University <i>Audiovisual Technician</i> Buies Creek, NC Adam Campbell '18	Loyd Visuals <i>Owner</i> Charlotte, NC Maleek Loyd '18	Salem One <i>Project Manager</i> Winston-Salem, NC Taylor Coggins '12	



Dominick Fettaers, *Psychology Major, Class of '2020*

The Career Development Center is more than just an outstanding career coaching resource. As a student employee at the CDC, I gained valuable experience working in a high-functioning, professional environment, where collaboration and communication are a key to success - all assets to finding employment. The career coaches are friendly, personable, and thorough. Most importantly, they love what they do, excel at it, and want to see students succeed. I am now enrolled in the Engineering Physics Accelerated Masters Program here at Appalachian, and I'm learning things that I will be able to use for the rest of my career.

