

2023 DIVERSITY RECRUITING GUIDE

Connecting Employers with Diverse Student Populations



Updated 11/1/2022



KENAN-FLAGLER BUSINESS SCHOOL

Undergraduate Business Program

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BUSINESS SCHOOL

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ABOUT DIVERSE STUDENTS AT UNC KENAN-FLAGLER BUSINESS SCHOOL



DIVERSITY AT UNC KENAN-FLAGLER

RESEARCH DEMONSTRATES THAT ORGANIZATIONS WITH DIVERSE TEAMS OUTPERFORM

["Why Diversity Matters" - McKinsey & Co. \(January 2015\)](#)

UNC Kenan-Flagler's Newly Accepted Major Class (Expected Class of 2025):

- **43% Female (~179 students)**
- **16% Underrepresented Minority (~66 students)**
- **12% First Generation College (~50 students)**



The buildings at UNC Kenan-Flagler Business School showcase a vibrant display of national and identity flags. The display, changed annually, represents the diversity of our students, faculty and staff.

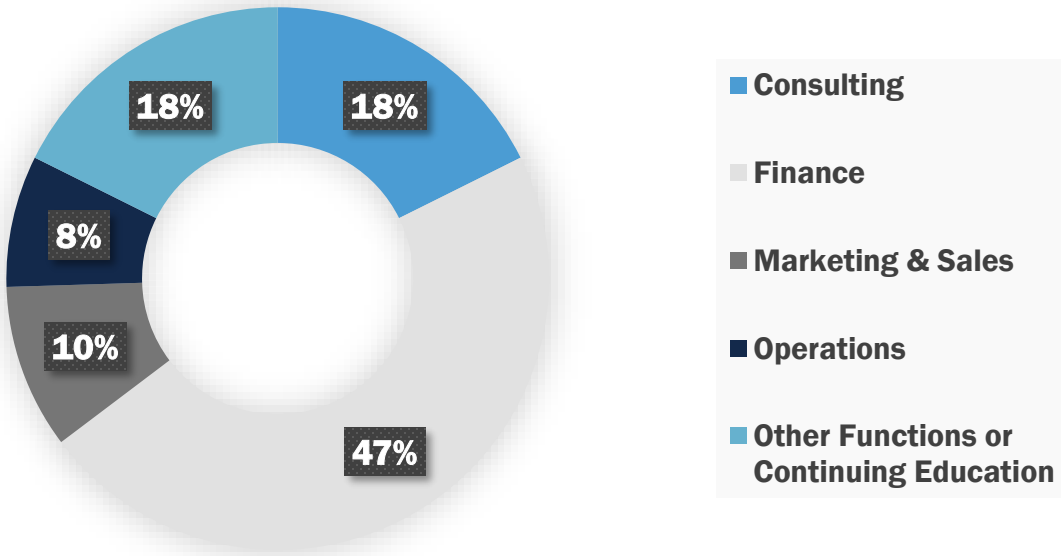


DIVERSITY AT UNC KENAN-FLAGLER

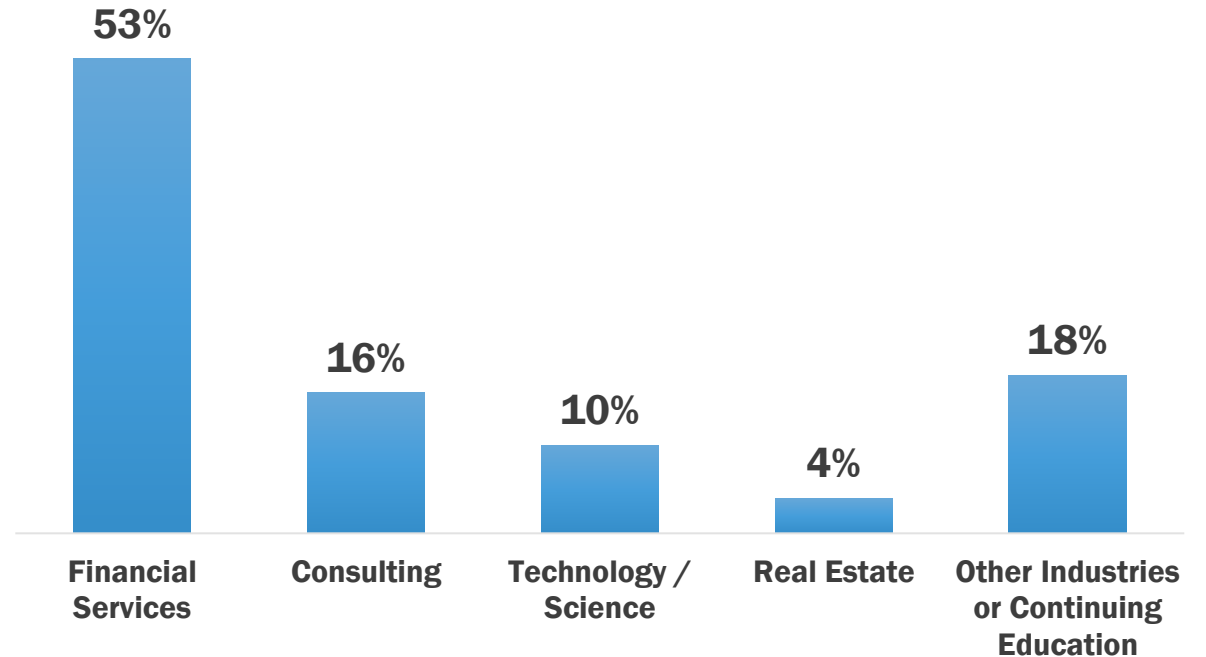
2022 Career Destinations For Undergraduate Diverse Students

Underrepresented Minorities (URM)

By Function



By Industry



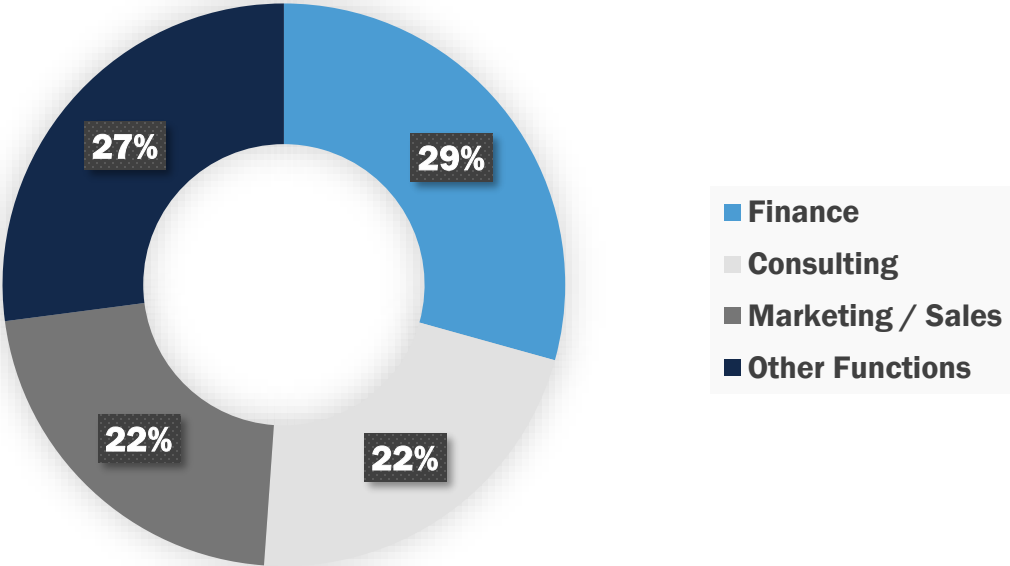
The Undergraduate Business Program (UBP) student data is self-reported via the Future Plans Survey. Students have the option to self-disclose their gender and ethnicity or not to answer. "Other Functions" include Analytics, Entrepreneur, IT and Other. "Other industries" include CPG, Education, Energy, Healthcare and Marketing/Advertising/PR. This data represents 51 students that chose to disclose their ethnicity.

DIVERSITY AT UNC KENAN-FLAGLER

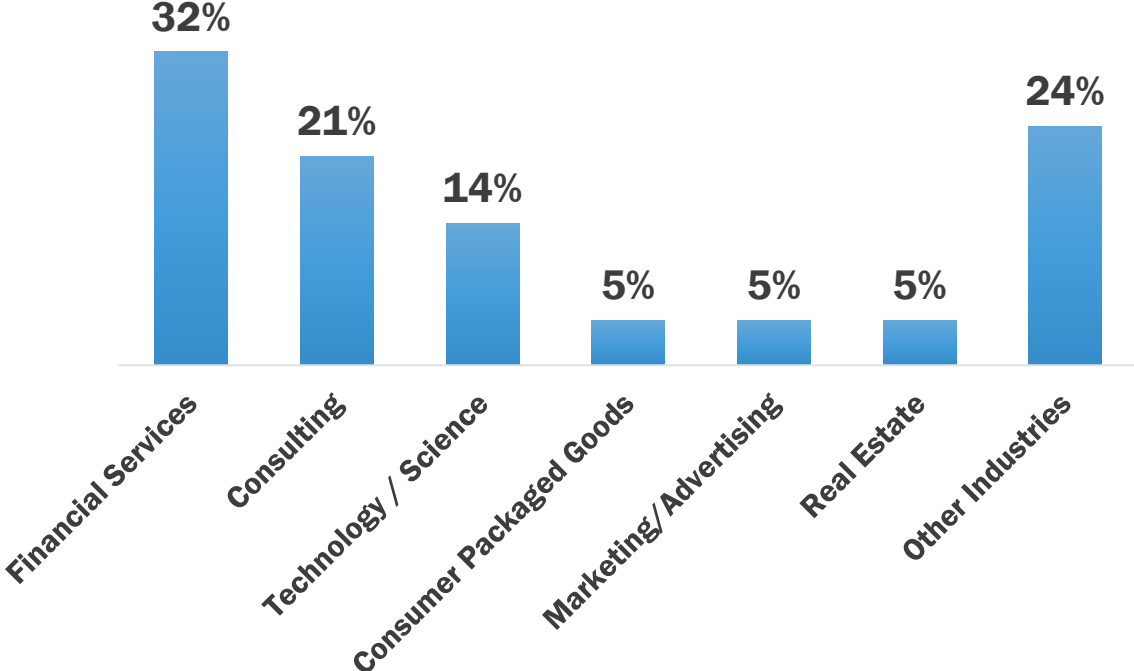
2022 Career Destinations For Undergraduate Diverse Students

Females

By Function



By Industry



The UBP student data is self-reported via the Future Plans Survey. Students have the option to self-disclose their gender and ethnicity and many choose not to answer. "Other Functions" include Analytics, Entrepreneurship, General Management, HR, IT, Operations and Other. "Other industries" include Healthcare, Hospitality, Media / Entertainment, Other, Pharma / Biotech, Retail and Sports / Leisure. This data represents 133 students that chose to disclose their gender as "female."

DIVERSITY AT UNC KENAN-FLAGLER

What Are Those Industries / Companies Doing To Attract Diverse Talent?

Top Industries– Consulting & Financial Services

- **Hosting various Early Identification programs (Leadership & Professional Development)**
- **Intentional programming with identity-based student clubs**
- **Including diverse representatives at events and in the OCI process**
- **Encouraging open conversations about DE&I at their organization with evidence to support claims**



DIVERSITY AT UNC KENAN-FLAGLER

How Does the Undergraduate Business Program **Attract** Diverse Students Into The Programs At UNC Kenan-Flagler?

Clubs & Organizations

- Organizations are open to all students and often act as a driver for student interest in business. Partnerships with employers help build interest in business.

Allison Mentorship Program

- The program is a professional development and admissions application support program for first-year and transfer students from underserved populations at UNC who are interested in a business major/minor.

Partnership with Carolina Covenant

- We host a Carolina Covenant-specific welcome dinner and information session and have regular inclusion in their e-newsletter.

Direct Transfer Program and Collaboration with C-STEP Program

- Through C-Step, talented low- and moderate-income high school and community college students are guaranteed admission to Carolina.

Assured Admission Program with UNC's Excel@Carolina

- This is not exclusively a diversity program but a highly diverse assured admit class results in a diversity pipeline to the business major/minor.

Summer Diversity Programming

- Our Admissions team works with the UNC Office of Diversity & Inclusion to co-host business-oriented programming for diverse high school students.

DIVERSITY AT UNC KENAN-FLAGLER

How Does the Undergraduate Business Program **Support** Diverse Students Throughout Their Time At UNC Kenan-Flagler?

SPARK! – Onboarding

- A new orientation for all undergraduate business students that includes faculty-led sessions on self-awareness, identity development, and the importance of a diverse, equitable, and inclusive community.

Investment Banking Boot Camp (IBBC)

- The Managing Diversity Recruiting Session is offered to students who are interested in engaging in the diversity recruiting process. The workshop includes a student panel which highlights student's experiences with Early Identification Programs.

Allison Mentorship Program

- Once students are accepted into the business school, the program continues to support them with mentorship and professional development (occasionally with employer partnerships).

Symposium Diversity Night

- The Diversity Networking Event kicks off the Annual Undergraduate Business Symposium and provides time for students from historically underrepresented populations to connect and networking with participating companies.

Melwani Belonging Fund

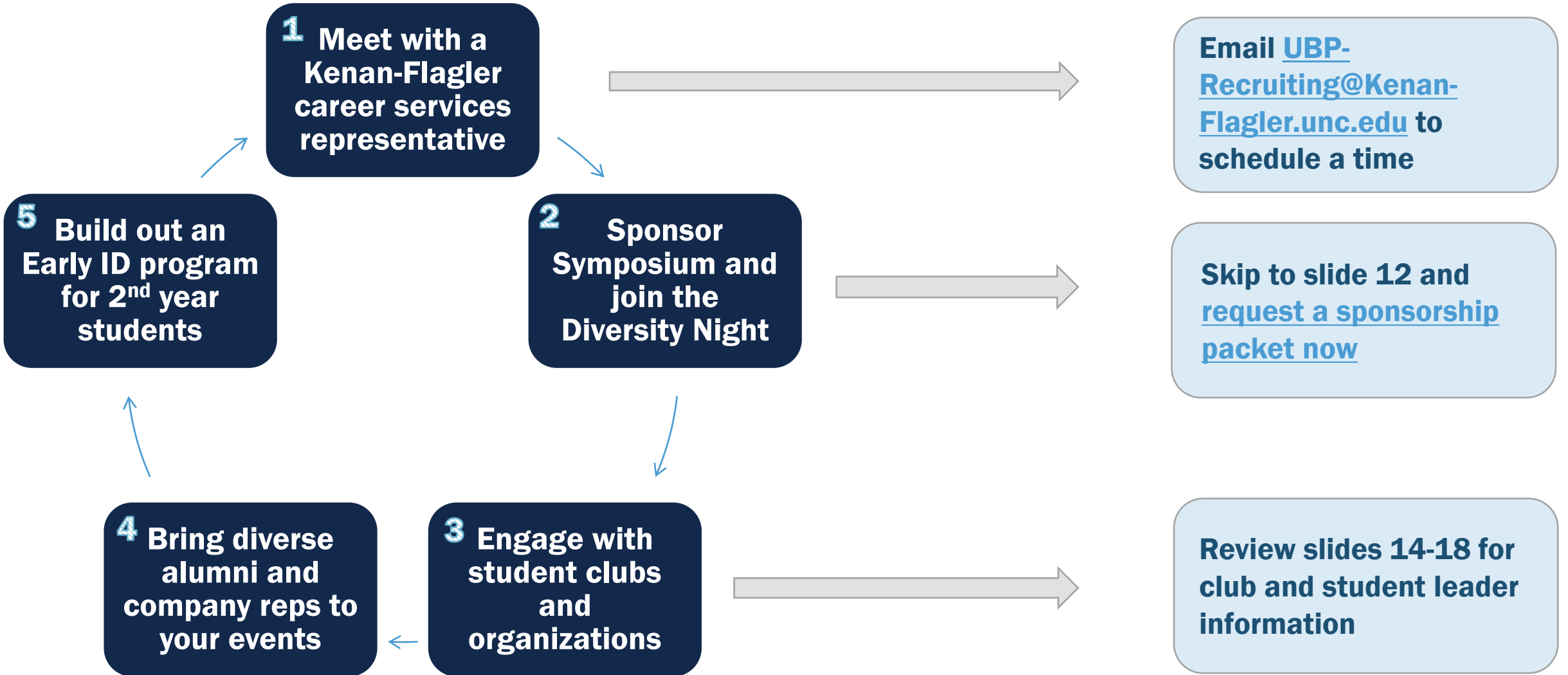
- This fund provides financial support for students in need of assistance to participate in professional development and career-related events.

FIVE STEPS YOU CAN TAKE THIS YEAR TO RECRUIT DIVERSE TALENT



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program

5 STEPS YOU CAN TAKE TO RECRUIT DIVERSE TALENT





UNDERGRADUATE BUSINESS SYMPOSIUM

Connect. Engage. Grow.

Fall Event: [Undergraduate Business Symposium](#)

Diversity Networking Breakfast – September 2023

- **The Diversity Networking Breakfast is a time for students from historically underrepresented populations and participating companies to connect and network.**
- **Employers must register at the Gold or Platinum sponsorship level to participate in the diversity-focused event.**
- **Platinum Sponsors will receive two representatives for the diversity-focused event at no additional cost.**
- **Contact the [Symposium Core Committee](#) to learn more.**



DIVERSE STUDENT ORGANIZATIONS AT UNC CHAPEL HILL & UNC KENAN-FLAGLER



KENAN-FLAGLER BUSINESS SCHOOL

Undergraduate Business Program

UNDERGRADUATE CLUBS AND ORGANIZATIONS

Find diversity-focused organizations by searching UNC Clubs (subset ~ 800 clubs at UNC)

[Office of Student Life and Leadership \(SLL\)](#) updates the Heel Life contact information every October.

After [searching](#) for these student organizations using keywords, send personalized emails to the organizations to introduce yourself and inquire about potential collaborations.



UNDERREPRESENTED MINORITY GROUPS



At Kenan-Flagler

- **Minority Business Student Alliance (MBSA)**
- MBSA seeks to unite minority students who are interested in business administration, economics, industrial relations and other business-related disciplines. Students are brought together with business professionals and faculty members who advise on career and educational opportunities.
- Club Email: minoritybusinesskfbs@outlook.com



Across Campus

- [Black Student Movement](#)
- [Carolina Indian Circle](#)
- [Carolina Hispanic Association](#)
- [Carolina Latinx Collaborative](#)
- [Womxn of Worth Initiative](#)

WOMEN-FOCUSED GROUPS



At Kenan-Flagler

- **[Carolina Women In Business \(CWIB\)](#)**
- CWIB is dedicated to promoting the advancement of women in the business world through professional development, community outreach, campus involvement, and social opportunities.
- Club Email: unccwib@gmail.com



Across Campus

- **[Females Excelling More in Mathematics, Engineering and Science](#)**
- **[Women in Science at UNC Chapel Hill](#)**
- **[Women in Economics](#)**
- **[Allies for Minorities and Women in Science and Engineering](#)**

LGBTQ-IA GROUPS



At Kenan-Flagler

- **Undergraduate Pride@KFBS**
- **Pride@KFBS** seeks to increase LGBTQ+ visibility at UNC Kenan-Flagler and to establish a sense of community for LGBTQ+ students and allies interested in business. We connect students to LGBTQ-friendly employers and seek to provide extensive professional development opportunities specific to the needs of LGBTQ+ students in business. Our organization welcomes allies to show support and partake in educational events, which will provide them the tools to become a better ally.
- Club email: kfsundergraduatepride@outlook.com



Across Campus

- [UNC LGBTQ Center](#)
- [LGBTQ Health Disparities Research Collaborative](#)
- [Sexuality and Gender Alliance \(SAGA\)](#)
- [Out in STEM](#)
- [Checked Out](#)
 - A historically LGBTQ+ student organization – works across intersections to promote equity, inclusion, and social justice in information and library science.

VETERANS, STUDENTS WITH DISABILITIES & FIRST-GENERATION COLLEGE GROUPS



At Kenan-Flagler

- **Community, Equity & Inclusion Committee (CEI)**
 - The UBP's CEI Board is made up of students, staff and faculty who work to promote the celebration of all identities that have not been historically celebrated or represented to promote intercultural dialogue and interactions.
- **Student Leads:** [Sophie Cho](#) & [Alexandra Hatsios](#)
- **Staff Leads:** [Molly Macchia](#) (*Student Engagement Coordinator of the UBP*)
- **Faculty Lead:** [Dr. Shimul Melwani](#) (*Organizational Behavior*)



Across Campus

- **Veterans**
 - [Carolina Veterans Organization](#)
 - [Veterans Advocacy Legal Organization \(VALOR\)](#)
- **Students with Disabilities**
 - [Accessibility Resource Center](#)
- **First-Generation College Students**
 - [Carolina Covenant Scholars](#)
 - [Carolina Firsts](#)

MELWANI BELONGING FUND



The Melwani Belonging Fund was launched in the summer of 2020 by Professor Shimul Melwani. This fund provides financial support for students in need of assistance to participate in professional development and career-related events. Students can apply for funding to purchase items such as professional attire, passports, webcams, or anything else they might need to dismantle the inequity they may experience due to forces outside their control.

To learn more, visit the [Melwani Belonging Fund website](#).