

BENEFITS OF THE PROGRAM ENHANCEMENT FEE

The program enhancement fee (PEF) has made it possible to increase the size of our staff, resources and program to serve students in all aspects of the Undergraduate Business Program (UBP), most notably in enhanced career coaching, global programs, scholarships, admissions recruiting, wellness and student engagement programs.

CAREER SUPPORT



+ 3 new career coaches

↑ 10 NEW CAREER PROGRAMS OFFERED EVERY YEAR

- 2 new industry-focused bootcamps – Busi-Tech and the Future of Work – were added to the Investment Banking, Consulting and Digital Marketing bootcamps
- Diversity Matters series – headshots, workshops, networking event
- 1 new employer case competition – with Procter & Gamble
- Annual career workshop in collaboration with Wellness on time/stress management
- Resumania, a two-day virtual workshop where employer partners review 80-100 student resumes
- Carolina Case Challenge, a three-day competition with students from colleges across the U.S.

+ Expanded resources

- 15 “Choose Your Own Adventure” industry-overview videos
- Guides for interviewing, virtual interviewing, cover letter, resume and job offer management update and improved

+ Redesigned Business Symposium and Summer Internship courses, now taught by career development experts

+ More than 25 in-class career presentations/workshops offered every year

+ Developed best-in-class resources to assist employers recruiting at UNC Kenan-Flagler

↑ 8 NEW INTERNATIONAL INTERNSHIPS

LEARNING BEYOND THE CLASSROOM



+ 5 programs in our most popular locations which enables 95% of students to enroll on their first-choice program for their semester abroad

+ 6 new semester-abroad programs

↑ 14 GLOBAL IMMERSION ELECTIVES

+ 3 new Collaborative Online International Learning (COIL) programs

+ More staff members which enabled expanded Global Immersion Elective offerings

↑ \$2 million IN ADDITIONAL SCHOLARSHIP DOLLARS TO SUPPORT STUDY ABROAD PARTICIPATION FOR UBP STUDENTS

+ Additional marketing efforts to raise awareness of UNC Kenan-Flagler as an exchange destination of choice for students from Europe and Asia, which results in more places in exchange program (the most affordable way to study abroad) for UBP students

DIVERSITY PROGRAMMING



+ Diversity-focused programming

- Mentors to Allison Mentorship Program (AMP) recruits and mentors first-year students from diverse backgrounds to apply to UNC Kenan-Flagler

+ New staff member focused on diversity programming and recruiting

WELLNESS AND COMMUNITY BUILDING



+ Created new student-engagement team focused on community, wellness and inclusion

+ 2 staff members focus on student belonging and community building

↑ 2 STUDENT WELLNESS COACHES WORKING ON DEVELOPING STUDENT RESILIENCE AND WELLNESS

+ Community-centered programming honoring identity months, such as Latin American Heritage Month and Black History Month

+ Increased level of support and outreach at the start and end of semesters and during exams

ACADEMIC ADVISING



+ New counselor positions added to assist in academic advising

+ New tech resources ease the process of scheduling advising appointments