



UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
REQUEST TO APPROVE GIFT LEVELS FOR FUTURE DONOR NAMING PROPOSALS

Career Services Center

PROPOSED NAME:

The <Insert Donor Name/Organization> Center for Career and Professional Development
ex. *The Bank of America Center for Career and Professional Development; The Mary Williams Center for Career and Professional Development*

PURPOSE:

The Career Services Center provides professional guidance and resources to undergraduate and graduate students as well as recent graduates. Programs and services are designed to educate, counsel, and engage students and alumni in career planning and decision-making, experiential learning, continuing education, and/or employment search activities.

To provide these programs and services, the Career Services Center establishes mutually beneficial relationships with students, alumni, employers, faculty, staff, and the community. The Center is an ideal naming opportunity for an individual or corporate donor interested in directly supporting student success after graduation.

We are hoping to endow the Career Services Center for \$3,000,000 (annual payout is approximately \$130,000) and pursue other naming opportunities within the center. Below are key initiatives that will be funded through the endowment payout annually and an estimate of student impact:

- *Alumni Mentoring Program* – Countless studies point to the power of mentorship. Help support a high performing mentoring program at UNCG by giving students direct access to hundreds of successful alumni across diverse industries and job functions. They will benefit from personalized career development through informational interviews, mock interviews, resume reviews, and job shadowing.
\$25,000 – Annual Reach: 4,000 students
- *Industry Forums* – Empower students to translate majors to jobs through large-scale community forums, featuring industry keynotes, career development breakouts led by faculty and career staff, and alumni networking. Enrich student exploration of potential career paths across industries by sponsoring corporate tours and networking.
\$50,000 – Annual Reach: 1,000 students
- *Peer Career Development* – Fund peer-to-peer advising on best practices for resume and cover letter development to enhance career readiness and ensure students are superbly prepared for the market.
\$40,000 – Annual Reach: 4,000 students

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED:

The Career Services Center is on the lower level of the Elliott University Center and provides a single hub for career development activities where students can connect with career services professionals as well as potential employers. Over 10,000 students and 1,100 employers engaged in career-related activities in FY17. Multiple naming opportunities exist within the Career Services Center Suite:

1. **Endowed Named Center** - \$3,000,000 to fully endow and permanently name the Career Center OR \$750,000 to name the Center for five years (\$150,000 a year.) Naming then would rotate to new donor.



2. Career Lab – \$250,000

Support students' ongoing career activities with a dedicated computer lab, collaborative commons and career library



3. Career Training Center – \$250,000

An interactive training center to enable hands-on learning; capacity = 30



4. Interview Suites – \$150,000 each

Six on campus recruiting suites offer professional and private locations for employers to connect with students



Cheryl M. Callahan
Vice Chancellor Cherry Callahan
Nominator

11-17-17
Date

I certify that this naming proposal and any accompanying agreement(s) comply with UNCG and UNC Board of Governors' policies.

Janis Zink
Vice Chancellor for University Advancement
Dr. Jan Zink

11.17.17
Date

Chairperson, Advancement Committee
Mrs. Betsy Oakley

Date

- ☐ **APPROVED**
- ☐ **NOT APPROVED**

If not recommended for approval, please include the rationale for the Advancement Committee's decision.