

# *Career Services Onboarding*

**MAC Online – January 2022**

**Welcome!**

**Webinar room – you do not need your microphone/video**

**If you have a question during the presentation, please type it in the chat box**

**This presentation will be recorded and shared with you via email afterwards.**



## **Anna McKeown Wessler**

**Assistant Director,  
MAC Career Services**

**When to contact Anna:  
Questions related to the structured recruiting process  
(Public Accounting)**

**Coming Soon!**

## **TBA**

**Director,  
MAC Career Services**

**When to contact the Director:  
Questions related to general career guidance and traditional job search**



**Every student comes to the MAC program with individual goals, needs, strengths, and growth areas.**

**We treat each student as an individual and we will co-create a plan that meets your specific needs and goals. This is not a one size fits all approach.**

## How can we help?

**Career  
Exploration**

**Networking  
Guidance**

**Job Search  
Strategies**

**Resume, Cover  
Letter, and Linked  
In Assistance**



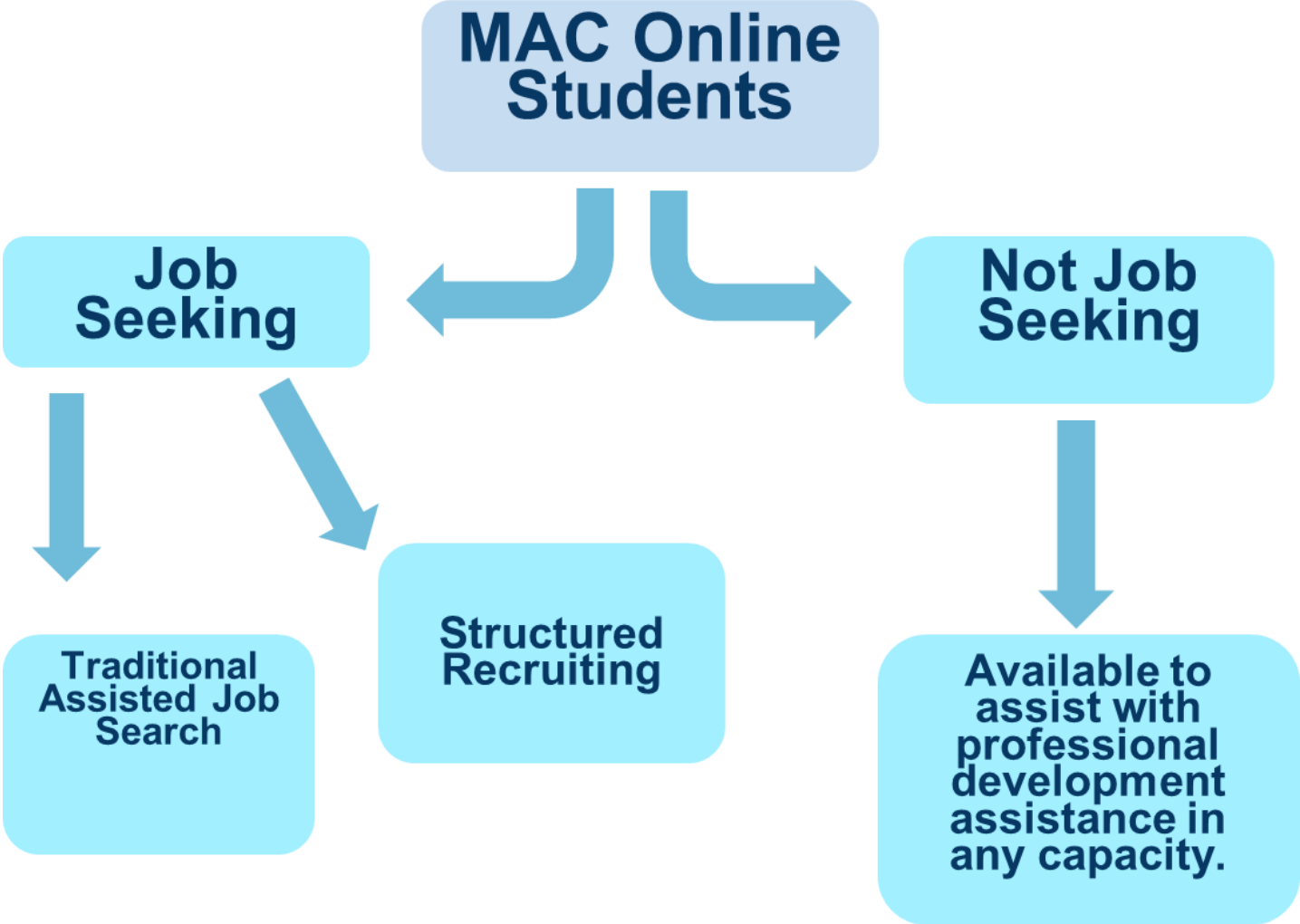
**Sharing Job  
Opportunities**

**Interview  
Practice**

**Leveraging UNC  
Alumni and  
Employer Network**

**Structured  
Recruiting**

# Which path is for me?



# Where do I begin?

## Set up an introduction appointment!

### Introduction Appointments

- Purpose is to get to know you as an individual
- Discuss career aspirations, fears, goals – both immediate and long term
- Talk through your academic plan and get an idea of a realistic timeline
- Clarify if you would be interested / suited for Structured Recruiting or a Traditional Assisted Job Search
- Outline a plan for next steps – both short/long term
- Recap with resources and individualized plan
- Typically done via Zoom or phone (currently no in-person appointments)



These appointments do not have to be done at the start of the program – We recommend getting through your first term of classes before meeting

Working one on one with your Career Advisor on how to effectively land a fulfilling and satisfying accounting/finance position.



- **Career Services will provide you with resources, advice, and coaching to help empower you to navigate a job search on your own**
- **Suited for students who are job seeking at some point, but do not want to do Structured Recruiting (entry level public accounting jobs)**
- **Open to all online MAC students regardless of previous experience**
- **Timing is dependent on your own individual needs/goals. Recommended to have some coursework done before embarking on a job search.**
- **Available all year round – reach out when you are ready**

**Primary Contact: Director (Anna for now!)**



**A series of MAC Program organized recruiting events, with our top public accounting firm and corporate partners. This process allows you to have direct connection to these employers in a step-by-step series of events and actions.  
Open to both campus and online MAC students.**

- **Perfect for students who are looking for an entry level accounting position (2021 Average Salary: \$63,000)**
- **All students who participate are considered for entry level positions, regardless of work experience**
- **Primary focus is on public accounting (but does include some corporate)**
- **Hiring for full time positions (upon graduation), not internships**
- **Typically, events take place in Chapel Hill, NC but hiring is for positions across the United States**
  - **The past couple of years have been virtual. We are looking for a hybrid format for 2022**
- **Companies are hiring a year in advance. They will be giving offers that will start AFTER you graduate so you would participate a year before graduating.**

**Primary Contact: Anna McKeown Wessler**

## Class of 2020

### EMPLOYMENT OVERVIEW

**114** seeking full-time employment via structured recruiting

**96%** accepted a full-time employment offer  
(98% for graduates with U.S. work authorization)

**97%** of students in the on-campus format

**96%** of students in the online format

**\$58,350** average starting salary

### INDUSTRY, FUNCTION, AND SALARY

Public Accounting		Average Salary
AUDIT/ASSURANCE	61%	\$57,068
TAX ACCOUNTING	24%	\$58,192
ADVISORY	7%	\$61,375
Other Roles		
CORPORATE/FINANCE	5%	\$74,000
OTHER	3%	\$51,500

### LOCATION

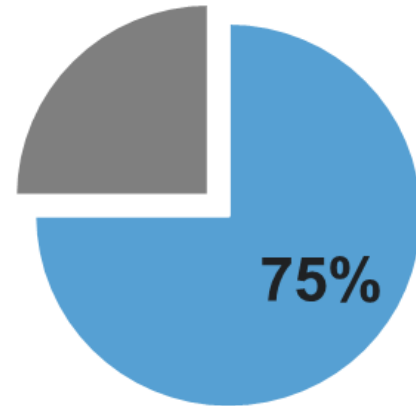
RALEIGH/DURHAM	35%
CHARLOTTE	31%
WASHINGTON METRO	11%
NEW YORK METRO	7%
ATLANTA	4%
OTHER	12%

Other major cities include: Boston, Chicago, Cincinnati, Detroit, Miami, Nashville, New Orleans, St. Louis, San Francisco, San Diego.

\*Class of 2021 data will be published soon!

## Employment Rate Breakdown

### Employment Statistics



- Structured Recruiting
- Traditional Job Search after SR

- Not all jobs are secured through the structured recruiting process.
- Approx. 75% of jobs are obtained through our SR process.
- It is not uncommon to have to conduct a traditional job search, if you do not gain employment through Structured Recruiting.
- Career Services works directly with all students on their career journey.

# How do I know when to participate?

SR Participation Window	Full Time Position Starting Window*
Summer- Sept 2022	Summer/Fall 2023 or January 2024
Summer- Sept 2023	Summer/Fall 2024 or January 2025
Summer- Sept 2024	Summer/Fall 2025 or January 2026

- You must have completed the degree requirements for graduation before starting your full-time position.
- You may only participate in structured recruiting for **one** cycle, and should choose the one that is most appropriate with your academic plan and preparedness.
- We strongly encourage students to have some coursework finished, prior to participating in structured recruiting.

# Structured Recruiting Timeline

Timing	June	July	Aug	Sept	Oct	Fall/ Winter year after
<b>Event</b>	Prep Workshop and Officially opting into the process	Careers in Accounting Panels (Public & Corporate)	Meet the Firms	Interview Week	2 <sup>nd</sup> Round / Office/ Celebration Visit (possibly virtual)	Full-time job begins
<b>Style</b>	Introduction to careers in accounting & leadership development	Webinar	In-person	1:1 interviews	1:1 interviews social meetings	
<b>Focus</b>	Learn about careers & recruiting process	Understand recruiting & accounting career paths	Deep dive into firms, Strengthen bonds	Students demonstrate expertise	Culture fit w/ firms	



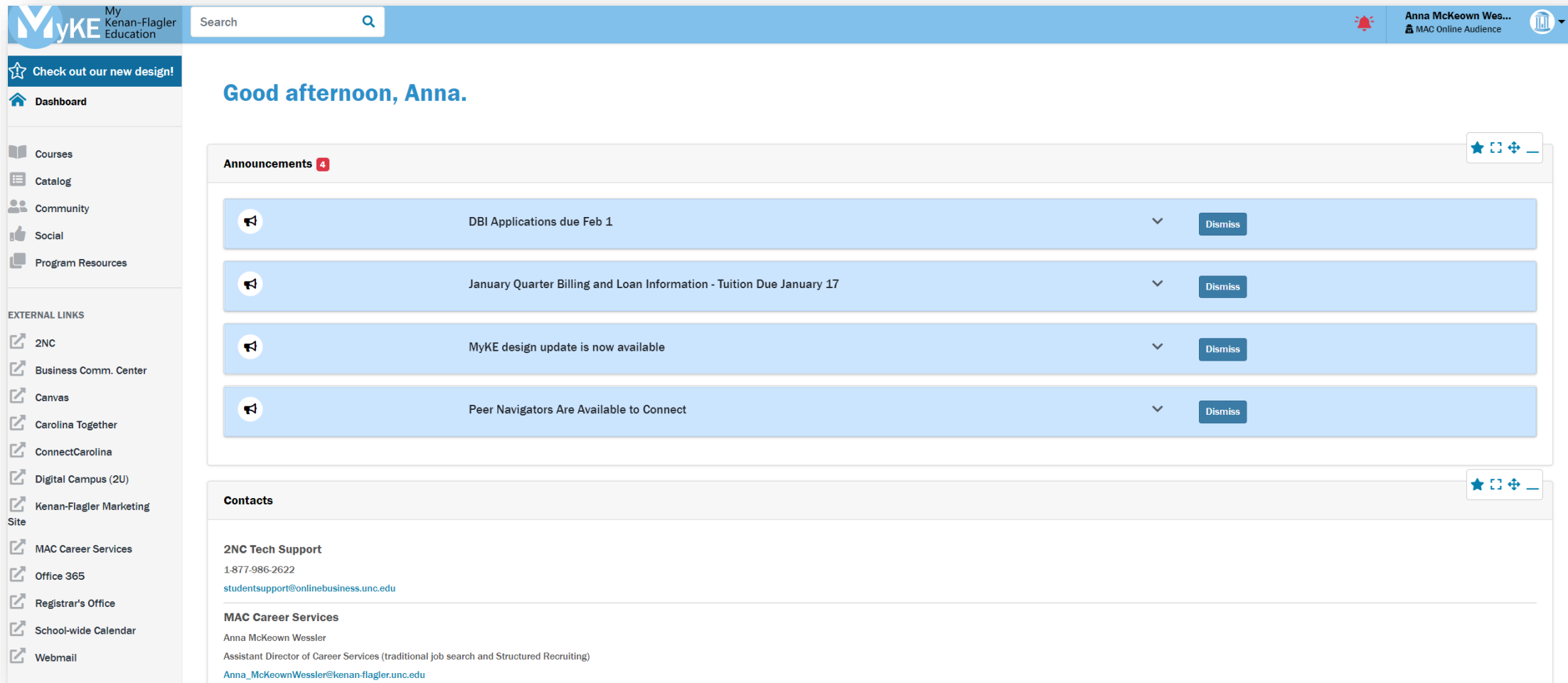
Structured Recruiting  
Informational Webinar

Tuesday, February 15<sup>th</sup>  
12:00pm/EST

*Join us for an opportunity to learn more about the Structured Recruiting process, discover what it entails, how it can help you and your career goals, and more information on how to participate. Sign up coming soon!*

# How do I make an appointment?

## 1. Go to MyKE, click MAC Career Services



The screenshot shows the MyKE dashboard for Anna McKeown Wessler. The navigation menu on the left includes: Dashboard, Courses, Catalog, Community, Social, Program Resources, and EXTERNAL LINKS (2NC, Business Comm. Center, Canvas, Carolina Together, ConnectCarolina, Digital Campus (2U), Kenan-Flagler Marketing Site, MAC Career Services, Office 365, Registrar's Office, School-wide Calendar, Webmail). A blue arrow points to the 'MAC Career Services' link. The main content area displays a greeting 'Good afternoon, Anna.' and an 'Announcements' section with four items: 'DBI Applications due Feb 1', 'January Quarter Billing and Loan Information - Tuition Due January 17', 'MyKE design update is now available', and 'Peer Navigators Are Available to Connect'. Below the announcements is a 'Contacts' section for '2NC Tech Support' and 'MAC Career Services'.

MyKE My Kenan-Flagler Education

Search

Anna McKeown Wes...  
MAC Online Audience

Check out our new design!

Dashboard

Courses

Catalog

Community

Social

Program Resources

EXTERNAL LINKS

2NC

Business Comm. Center

Canvas

Carolina Together

ConnectCarolina

Digital Campus (2U)

Kenan-Flagler Marketing Site

MAC Career Services

Office 365

Registrar's Office

School-wide Calendar

Webmail

Good afternoon, Anna.

Announcements 4

DBI Applications due Feb 1

Dismiss

January Quarter Billing and Loan Information - Tuition Due January 17

Dismiss

MyKE design update is now available

Dismiss

Peer Navigators Are Available to Connect

Dismiss

Contacts

2NC Tech Support

1-877-986-2622

studentsupport@onlinebusiness.unc.edu

MAC Career Services

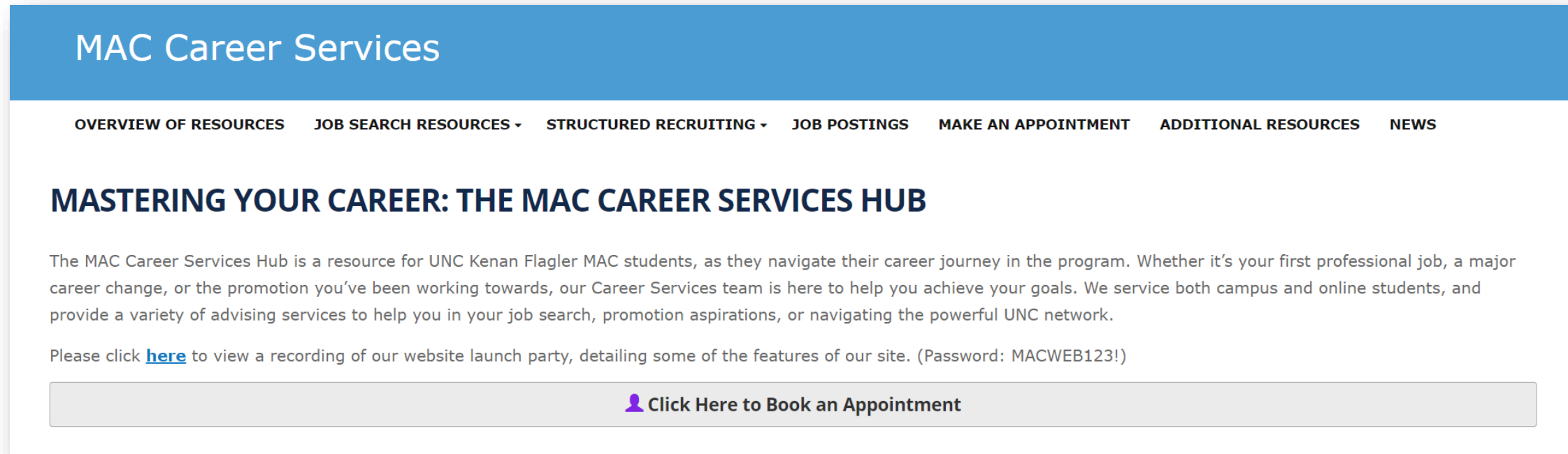
Anna McKeown Wessler

Assistant Director of Career Services (traditional job search and Structured Recruiting)

Anna\_McKeownWessler@kenan-flagler.unc.edu

# How do I make an appointment?

## 2. On [maccareers.web.unc.edu](https://maccareers.web.unc.edu), click **Book an Appointment**




**MAC Career Services**

OVERVIEW OF RESOURCES   JOB SEARCH RESOURCES ▾   STRUCTURED RECRUITING ▾   JOB POSTINGS   **MAKE AN APPOINTMENT**   ADDITIONAL RESOURCES   NEWS

### MASTERING YOUR CAREER: THE MAC CAREER SERVICES HUB

The MAC Career Services Hub is a resource for UNC Kenan Flagler MAC students, as they navigate their career journey in the program. Whether it's your first professional job, a major career change, or the promotion you've been working towards, our Career Services team is here to help you achieve your goals. We service both campus and online students, and provide a variety of advising services to help you in your job search, promotion aspirations, or navigating the powerful UNC network.

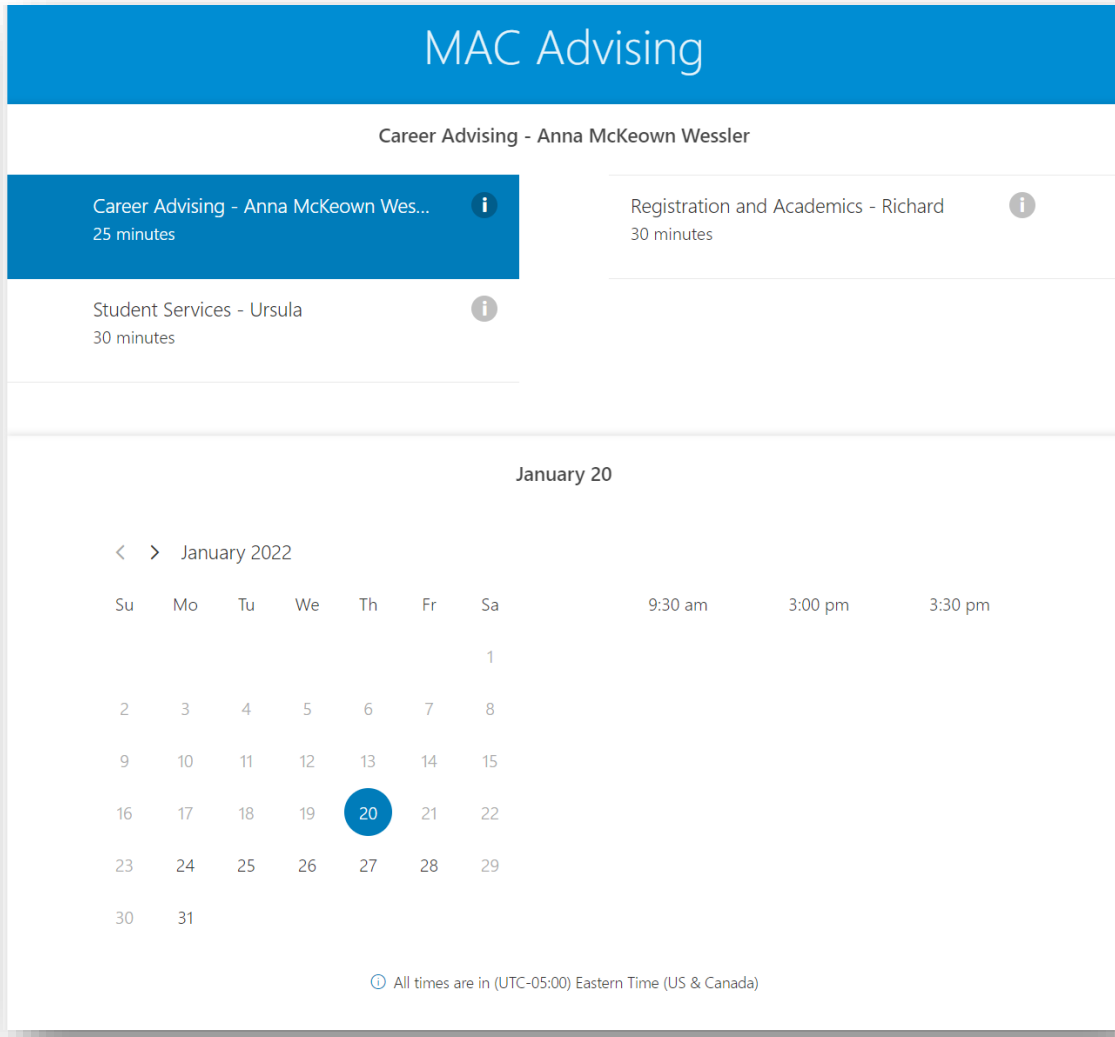
Please click [here](#) to view a recording of our website launch party, detailing some of the features of our site. (Password: MACWEB123!)

 **Click Here to Book an Appointment**



# How do I make an appointment?

## 3. Select Anna and select date/time



The screenshot shows the 'MAC Advising' interface. At the top, it says 'MAC Advising' and 'Career Advising - Anna McKeown Wessler'. Below this, there are three advisor options, each with an information icon (i):

- Career Advising - Anna McKeown Wes...** (25 minutes) - This option is highlighted in blue, and a blue arrow points to it from the left.
- Registration and Academics - Richard (30 minutes)
- Student Services - Ursula (30 minutes)

Below the advisor list is a calendar for 'January 20'. The calendar shows the days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and the dates. The date '20' is circled in blue, and a blue arrow points to it from the right. To the right of the calendar, there are time slots: '9:30 am', '3:00 pm', and '3:30 pm'.

At the bottom of the calendar, there is a note: 'All times are in (UTC-05:00) Eastern Time (US & Canada)'.

# How do I make an appointment?

## 3. Add details & book!

### Add your details

Name	Please let us know if you have any special requests. Thank you.
Email	
Address (optional)	
Phone number (optional)	

Notes (optional)

### Provide additional information

In which MAC program format do you study?

Online

Please email your Advisor a copy of your resume (to help guide the conversation), or include a link to your Linked In profile here: (optional)

Please provide a brief description of what you would like to discuss in your appointment: (optional)

What method would you like to use for your appointment? (If you choose phone call, your advisor will call you at the number you've provided.)

--select an option--

**Book**

# Prepare for a Successful Appointment



KENAN-FLAGLER  
BUSINESS SCHOOL

*The most efficient and successful appointments happen for students that are prepared and have given thought to their career goals.*

Come **prepared** with questions and things you would like to discuss, and spend time thinking through what your goals are.

Please be **on time** and **show up** for your appointment. A no-show appointment will result in a suspension of services. If you need to cancel, please do so in a timely manner. (Honor Code Violation)

Please do not rush to make an appointment until you have the **time** and **bandwidth** to devote to your career goals.

**Review** the MAC Student Handbook, particularly the Career Services section, to familiarize yourself with our **policies** and **procedures**.  
(This applies to **both** appointments and events.)

## [maccareers.web.unc.edu](http://maccareers.web.unc.edu)

Resume · Networking · Linked In · Academic Concentrations · Zoom Information · Structured Recruiting Information · Book an Appointment · Job Opportunities and more!

You must use your ONYEN to access the website.


### MAC Career Services

[OVERVIEW OF RESOURCES](#)   [JOB SEARCH RESOURCES](#) ▾   [STRUCTURED RECRUITING](#) ▾   [JOB POSTINGS](#)   [MAKE AN APPOINTMENT](#)   [ADDITIONAL RESOURCES](#)   [NEWS](#)

#### MASTERING YOUR CAREER: THE MAC CAREER SERVICES HUB

The MAC Career Services Hub is a resource for UNC Kenan Flagler MAC students, as they navigate their career journey in the program. Whether it's your first professional job, a major career change, or the promotion you've been working towards, our Career Services team is here to help you achieve your goals. We service both campus and online students, and provide a variety of advising services to help you in your job search, promotion aspirations, or navigating the powerful UNC network.

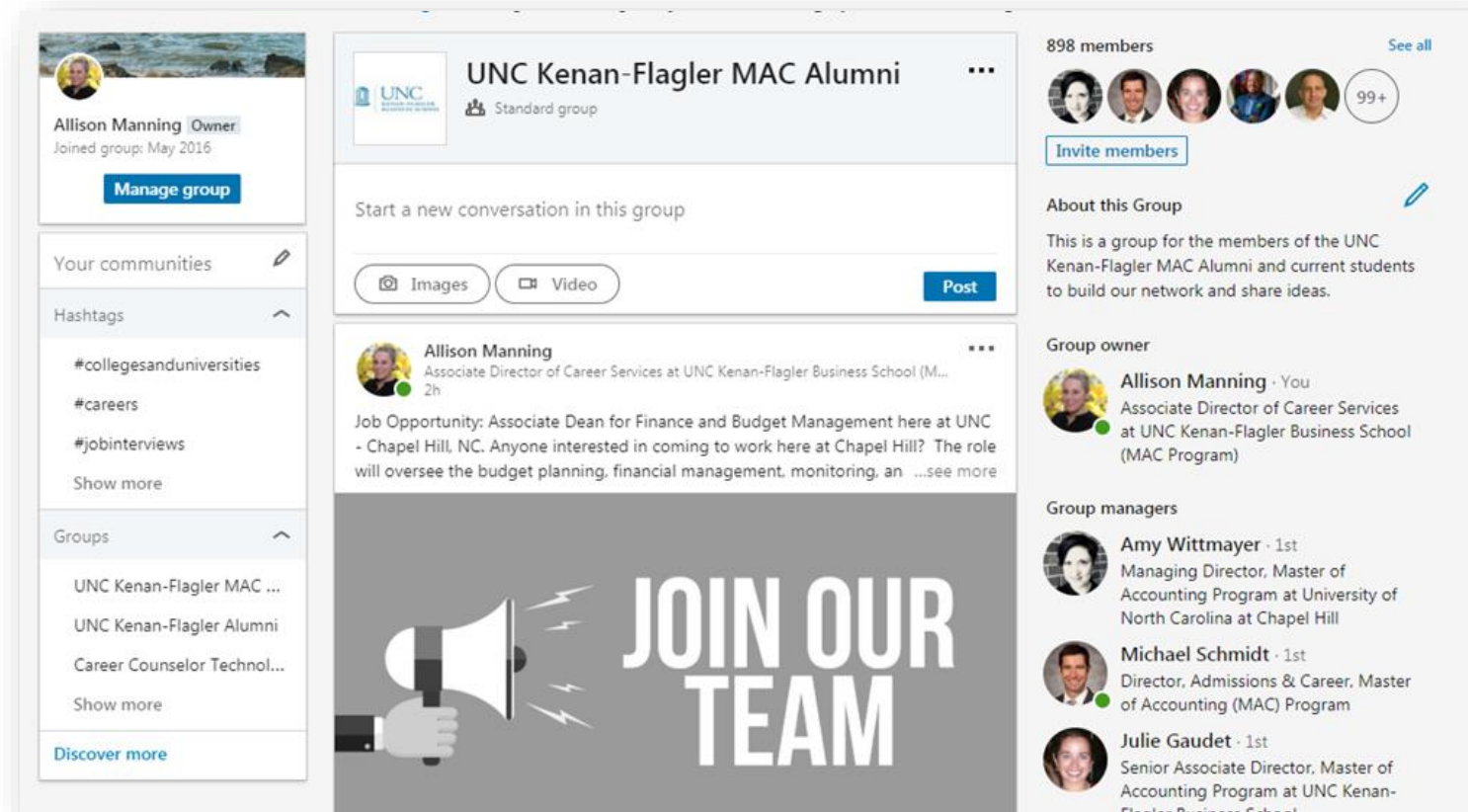
Please click [here](#) to view a recording of our website launch party, detailing some of the features of our site. (Password: MACWEB123!)

 [Click Here to Book an Appointment](#)



[2U, Inc.](#), the UNC MAC Online program partner, has partnered with [LinkedIn](#), and is now offering **free** Premium Career access to all enrolled students.

You will be contacted by 2U in the first few weeks of the program, with more information on how to enroll and access this benefit.



The screenshot shows the LinkedIn group page for 'UNC Kenan-Flagler MAC Alumni'. The group is owned by Allison Manning, who joined in May 2015. The group has 898 members and is open to all current MAC students and alumni. A recent post by Allison Manning, posted 2 hours ago, is a job opportunity for an Associate Dean for Finance and Budget Management at UNC - Chapel Hill, NC. The post includes a graphic that says 'JOIN OUR TEAM' with a megaphone icon. The right sidebar lists group managers: Amy Wittmayer (Managing Director, Master of Accounting Program at UNC), Michael Schmidt (Director, Admissions & Career, Master of Accounting (MAC) Program), and Julie Gaudet (Senior Associate Director, Master of Accounting Program at UNC).

**Open to all current MAC students and alumni!**

<https://www.linkedin.com/groups/3723182/>

## Kenan Flagler Business Communication Center

- <http://bcc.web.unc.edu/>

## ncaCPA

- <https://www.ncacpa.org>

## University Career Services

- <https://careers.unc.edu/>

## AICPA

- <https://www.aicpa.org/>

## LinkedIn Learning

- <https://software.sites.unc.edu/linkedin/>

- Take time to examine your own personal career goals.**
- Review the MAC Student Handbook – Career Section.**
- Explore the MAC Career Services website.**
- Keep an eye out for the SR Webinar sign up on 2/15**
- Update and/or Create a Linked In Profile – include MAC!**
- Network with your fellow students.**
- Take time to get acclimated to the MAC program and academics.**
- Make an appointment when you are ready.**

**Thank you! Questions?**





## **Anna McKeown Wessler**

**Assistant Director,  
MAC Career Services**

**[Anna\\_mckeownwessler@kenan-flagler.unc.edu](mailto:Anna_mckeownwessler@kenan-flagler.unc.edu)**