



HOLISTIC PREPARATION FOR THE FUTURE OF WORK



THE GRADUATE SCHOOL
CareerWell

A Message From The Graduate School



On behalf of The Graduate School, I am thrilled to introduce you to our CareerWell program.

This program represents a new approach to empower Carolina students and alumni—and all North Carolinians—to prepare for the future of work and future-proof their careers.

CareerWell is a comprehensive effort we believe will enhance student success through educational innovation, support interdisciplinary initiatives to address the grand challenges of our time, and drive local and state engagement through focused strategic partnerships.

The Graduate School is uniquely positioned to develop, administer, and advance this program. However, **we need your help** to ensure the success and sustainability of this program. Your participation will support the professional development of students and professionals across North Carolina as well as establish a pipeline of exceptional future leaders. Through the various components of CareerWell, your organization can engage a very talented and diverse community of students, faculty, and other professionals—while also fueling our local and state economies through meaningful recruitment activities tailored to your organization's needs and interests.

Sincerely,

Suzanne Barbour, PhD
Dean of The Graduate School
University of North Carolina at Chapel Hill





Why is CareerWell needed?

New holistic approaches are needed to help students and workers across North Carolina—employed and unemployed—develop strategic skills that will future-proof their careers in the current and post-pandemic labor market.

Carolina is uniquely positioned to bolster North Carolina communities and the state economy in the face of the COVID-19 pandemic—and beyond—by empowering students and professionals to enhance their job and career prospects. CareerWell will help these emerging and current workers to re-skill and up-skill through development of digital and data skills as well as essential business skills.

Through collaborations with companies, nonprofits, and government units, we are leveraging Carolina's robust resources to enhance access to learning and to foster the career prosperity of our students and the citizens of North Carolina. The result will be a new, sustainable model to enhance participants' career success and fuel economic vitality in North Carolina.



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CareerWell Core Competencies

Holistic preparation for the future of work

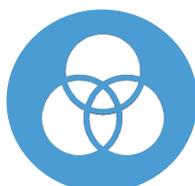
Our **VISION** is to empower current and emerging professionals across North Carolina to prepare for the future of work and future-proof their careers.

Our **MISSION** is to prepare students and professionals—employed and unemployed—to demonstrate digital, data, and other valuable professional skills needed to heighten their high job security and career advancement during—and following—the COVID-19 pandemic.

CareerWell Competency Areas



Leadership &
Communication



Data Science &
Digital Literacy



Interdisciplinary
Teamwork



Creativity &
Innovation



Market & Technology
Evaluation



Mindfulness &
Inclusiveness



Finance & Project
Management



Research
Commercialization



Technology
Savviness



Entrepreneurship &
Intrapreneurship



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CareerWell Training Options

Key Features

We offer several flexible, affordable options for students and workers to up-skill and re-skill in competency areas highly valued across employment sectors.

Online & In-Person Courses

We offer several courses and short-courses with meetings held in the afternoons or evenings and offered online or in person, including:

- > Leadership for the Workplace
- > Applied Project Management
- > Introduction to Financial Accounting
- > Professional Communication: Writing
- > Professional Communication: Presenting
- > Technology Commercialization Fundamentals
- > Introduction to Digital Transformation

Certificates & Digital Badges

CareerWell courses and activities lead to graduate certificates (listed below) and digital badges, which can be displayed on LinkedIn profiles, personal websites, and other professional media.

- > Business Fundamentals
- > Innovation, Leadership, & Management
IN DEVELOPMENT
- > Digital & Data Science Foundations
IN DEVELOPMENT

Interdisciplinary Team Projects

We work with CareerWell partners to design real-world projects, and then we recruit interdisciplinary consulting teams of CareerWell participants to complete the projects.

Seminar & Workshop Series

CareerWell activities include free seminar and workshop series, which provide valuable considerations, strategies, and skill building in areas such as team science, emotional intelligence, mindfulness, and inclusiveness.

Contact Jason Cramer to sponsor, host, or participate in a CareerWell event at cramerj@email.unc.edu | (919) 962-4658

CareerWell Partnerships



Partner with The Graduate School to support holistic workforce development in North Carolina and build a talented and diverse pipeline of leaders for your organization.

Tailored Content, Projects, Networking, & Other Events

We tailor the program's content, project work, and activities to the interests and needs of our partners. For example, we offer our sponsors opportunities to lead workshops and seminars that support skill development in key technical areas (eg, formulations chemistry, quality practices, risk management, clinical research strategy, application of programming and coding strategies to manage big data).

We also provide sponsors opportunities to participate in short- and long-term **multidisciplinary team projects** designed to provide meaningful outcomes for our partners.

Sponsoring organizations can populate events with staff and receive exclusive advertising opportunities through signage, print publications, and Web-based media.

Recruitment Support Service

On behalf of CareerWell sponsors, we will **recruit top Carolina students and CareerWell participants whose credentials align with jobs, internships, team projects, and other opportunities** offered by the sponsoring organization. We also offer a **talent exchange portal** and work with sponsors to facilitate on-site or virtual interviews of program participants.

Executives in Residence

Through this program, CareerWell sponsors **directly participate in the education of talented professionals.** CareerWell Executives in Residence are offered opportunities to teach and mentor CareerWell participants through courses, workshops, seminars, and other activities.

CareerWell Partnerships

CareerWell serves the interests of 10,000+ Carolina graduate students, 60,000+ alumni who are graduate degree holders, and professionals across North Carolina.

CareerWell offers you opportunities to partner with Carolina to shape the future of holistic and integrated workforce readiness at your organization, in North Carolina, and beyond. Through CareerWell, you can directly impact the training of students and workers to up-skill and re-skill in several essential areas, including leadership, emotional intelligence, inclusiveness, data analysis, digital literacy, market and technology evaluation, intellectual property, commercialization, finance, teamwork, and communication. The features listed below are offered to our sponsoring partners.

Key Features

- > Recognition in local, regional, and national presentations and other events.
- > Recognition on our website. Your company logo will be posted on the corporate partnership page, and the logo will link directly to your corporate homepage.
- > Individual, quarterly meetings with CareerWell leadership, and a seat on the CareerWell Advisory Committee (PREMIER and PRIME memberships).
- > Participation in the **CareerWell Executives in Residence** Program (PREMIER and PRIME memberships).
- > **Semester and year-long cross-disciplinary team projects**, visits to your company site, and mentoring opportunities.
- > **CareerWell Recruitment Support** – We work with sponsors to identify the disciplines and other features of candidates for jobs, internships, mentorships, and other opportunities aligning with sponsors' recruitment needs. We then recruit candidates who closely match those needs. We also work with sponsors to facilitate on-site interviewing.
- > **Opportunities to work with Carolina faculty and staff** to shape CareerWell content, project work, and activities.
- > Tailored networking and other engagement opportunities with our diverse pool of participants and Carolina faculty, staff, and other stakeholders.
- > Recognition through CareerWell publications and signage.

Contact Jason Cramer to discuss CareerWell partnerships at cramerj@email.unc.edu | (919) 962-4658

CareerWell Executives in Residence Program



Leah Townsend, PhD

Chief Executive Officer,
Pulvinar Neuro

Pulvinar Neuro Chief Executive Officer Leah Townsend, PhD, serves as the inaugural member of the CareerWell Executives in Residence program, through which we offer our sponsors opportunities to directly participate in the education of Carolina's top talent.

Dr. Townsend is also a member of the CareerWell Advisory Committee and a member of The Graduate School's Graduate Education Advisory Board.

She teaches the Business Fundamentals – Selected Topics (GRAD726) course for The Graduate School. This course enhances participants' awareness of several understandings and considerations essential to workplace leadership, including the structure and culture of a variety of organizations, interpersonal skills in the workplace, finance, and business development. The series also reinforces the business fundamentals and professional skills addressed through the other CareerWell courses by placing them in the context of career paths of interest to course participants.

Dr. Townsend previously served as The Graduate School director of graduate professional programs. Prior to her role within The Graduate School, she served as an associate strategy consultant with the Triangle Insights Group.

As a Carolina graduate student, she recognized a need for master's and doctoral students to gain non-academic skills and responded to the needs of her peers by designing and leading the Consulting 101 Seminar Series and later founding the Carolina Graduate Consulting Group.

She earned a BS in Psychology, a BA in Philosophy, and a PhD in Neuroscience from the University of North Carolina at Chapel Hill. Dr. Townsend also holds a Business Essentials Certificate from Carolina's Kenan-Flagler Business School.

Pulvinar Neuro LLC was founded in 2016 as a spin-off from the University of North Carolina at Chapel Hill. Pulvinar Neuro is proudly supported by Carolina Kickstart Venture Services and located in Durham, North Carolina.





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contact Jason Cramer at cramerj@email.unc.edu | (919) 962-4658