

# SUNY Potsdam Career Planning

## Spring 2009 Faculty Newsletter

### SUNY Potsdam Job Fair A Success!

Career Planning, Experiential Education, and Alumni Offices hosted a Job Fair on campus on April 8, 2009, Employer and student participation was a success.

- \* Recruiters and students were looking to fill full-time, part-time, internship, summer, and volunteer opportunities.
- \* 57 recruiters representing 34 organizations attended. Employers were pleased with the overall organization of the event, student resumes, and our facility. *Comments included. "This was my first Job Fair. I will measure each and every one to your high standard. Nicely done!"*
- \* The career fields with the highest representation included education, government, non-profits, and healthcare. *100 % of the employers completing the evaluation requested to be invited back next year.*
- \* 170 students/alumni filled the Multi-Purpose Room. Overall, students found the fair to be helpful and well organized. Comments included: *"I think that it was very useful. They answered all my questions which will eventually help me in the future."*



Suggestions for fine-tuning next year's event are:

- An increase in student attendance
- All students wearing professional attire
- More employers attending

We thank the faculty, administrators, staff and students who helped with planning, promoting and supporting the Job Fair. We look forward to bringing this event to campus next year on **Wednesday, March 24, 2010 from 3 p.m. – 6 p.m.**

### The Class of 2009 "In Trouble"?

Our economy is in a scary state. Searching for jobs will be harder for new college graduates than ever before. However, it is false to say that there are no entry-level jobs to be had. They are out there. But, it will take a longer time for this year's graduates to find an entry-level job than their counterparts did last year. Approaches that will help the 2009 graduates find employment are:

- Cast a wider net when searching for employment.
- Make finding a job a job by taking action every day.
- Be flexible and mobile.
- Have a long-term focus but short-term goals as well.
- Visit the Career Planning Office.
- Use all available resources.

Despite the poor economy and the countless people searching for jobs, our recent Job Fair demonstrated that employers are still looking to hire new college graduates.

#### Career Planning Office Information

315-267-2344

106 Sisson Hall \* Monday – Friday \* 8:30 am – 4:30 pm  
[www.potsdam.edu/offices/career](http://www.potsdam.edu/offices/career) \* [career@potsdam.edu](mailto:career@potsdam.edu)

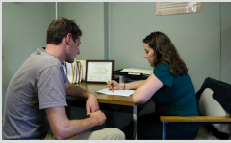
### Tidbits of the Student Job Hunt

**Increase use of Career Services:** Colleges are communicating more with parents about the services of their career center. Students typically put off career services until the end of their college career but in the past year colleges have seen a surge in usage at their career services departments from freshmen to seniors alike. *Career Opportunities News, November/December 2008*

**Job Outlook 2006-2016:** Between 2006 and 2016, the numbers of workers in the United States are expected to grow by at least 15.6 million. The 5 highest expected growth industries are: Consulting with an increase of 5.9%, Computer Systems with an increase of 3.3%, Software Publishing with an increase of 2.8%, Arts and Entertainment with an increase of 2.7% and Professional and Technical Services with an increase of 2.6%. Other noted fields are Healthcare, Architectural Services, Pharmaceutical Manufacturing. *Career Opportunities New, Nov./Dec. 2008*

**Students Need to be Entrepreneurial:** "Every graduate needs to be able to answer three questions: What do I have to sell? Where am I going to sell it? How am I going to sell it?" Self-marketing skills are going to be key for this upcoming job market for any graduate. "Sending a graduate out into the job market without these skills will handicap them". *Interview with Ron McGowan, Principal of How To Find Work Consulting Firm, [www.howtofindwork.ca](http://www.howtofindwork.ca). Campus Career Counselor October 2008*

# Career Planning Staff Helps Senior/Graduate Students Transition from College



Career Planning has been very busy helping SUNY Potsdam graduates with transitioning from college.

## Major services include:

- Establishing and maintaining reference files. Mailing reference letters to employers/graduate schools.
- Critiquing resumes and cover letters to ensure students are composing quality targeted resumes.
- Conducting mock interviews to help students perfect their interviewing skills.
- Evaluating student portfolios.
- Posting job vacancies for students and alumni (summer, full-time, part-time) on our 24/7 access database, BearTracker.
- Co-planning and co-implementing a successful Job Fair for full-time, part-time, summer, internship and volunteer opportunities.
- Giving workshops and presentations to teach student career planning and job search techniques.
- Locating and posting major specific job web pages on our Career Planning Web Page
- Assisting students with all aspects of preparing for graduate school.
- Instructing students on how to design **self-marketing brochures**. We believe our students that take the time to design a self-marketing brochure will have an edge over other students. Very few campuses have been teaching this marketing technique.

## Looking For A Guest Lecturer?

- Would you like to add a career component to your class?
- Are you going to be away from class at a conference, meeting or for personal reasons?

Should you be unable to give a class presentation for any reason think of us. The Career Planning Staff would appreciate the opportunity to present our essential services to your students.

We have developed hour-long presentations on the following topics:

- Career Planning Services
- Selecting a Major or Minor
- Locating and Applying for a Summer Job
- Resume and Cover Letter Writing
- Interviewing
- Designing a Portfolio
- Job Searching Techniques
- Graduate School Preparation
- Judging a Book By Its Face (Facebook)
- Creating a Self-Marketing Brochure

Plus, with a two-week notice, we can prepare a presentation specifically designed for your class and on a career topic of your choice. Examples: Career Exploration for any Academic Major, Locating Social Service Summer Jobs, Networking Techniques, Dress for Success, etc.

## Did You Know?

**Social Science Grads are more likely to pursue self-employment than grads from other majors.** *Campus Career Counselor/Oct. 2008*

**College Hiring Expected to Drop 22%.** Employers expect to hire 22 percent fewer new college grads from the Class of 2009 than they hired from the class of 2008. *NACE's Job Outlook 2009 Spring Update*

**Employers Scramble to Hire Geologists and Petroleum Engineers.** In 1983 petroleum engineering (PE) attracted 11,014 undergraduates. Today, just 3,710 students are enrolled in PE. Employers are having problems finding job candidates. *Career Opportunities News Nov./Dec.*

**SUNY Potsdam Undeclared Sophomores.** Career Planning scheduled individual appointments with all Undeclared Sophomores to assist them with selecting a major.

**193,000 Federal Government Job Openings.** From September 2008 to September 2009 the federal government expects to hire nearly 200,000 new workers. Jobs are open in nearly every skill area and in all 50 states. *Career Opportunities News Jan./Feb.*

**Ecoinformatics:** A new interdisciplinary employment field that combines the science of information (math, computer science, statistics and engineering) with the science of ecology and environmental science. Oregon State University is the only college currently offering a degree in this field. *Career Opportunities News Jan./Feb.*

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