

# SUNY Potsdam Career Planning

## Spring 2011 Faculty Newsletter

### The 411: Employers on Campus

In recent years, the US job market has been in a slump. With employment rates significantly higher than recent decades, it is a challenge to get employers to recruit on campus.

In the past, Career Planning has sponsored job fairs. These have been formal events where a number of employers set up tables in the MPR of the Barrington Student Union. Unfortunately, last year's overall participation by employers and students declined significantly. We think this is due to a poor economy: fewer jobs available, fewer employers attending, therefore fewer students attending. In an effort to maintain collaborations with employers, we are implementing another approach.

Instead of the formal job fair event in the MPR, Career Planning is scheduling mini events that showcase a specific career field. These events are held in the Barrington Student Union lobby between 11:00 am and 1:00 pm, typically high traffic times. The first event held was for the Law Enforcement field on February 9. There were 14 employer representatives for 8 different agencies. The second event was for the Health Care field on February 24, 2011. Our third event will be the Social Services field scheduled for March 16, 2011. We are, also, planning a business employer event in April.



"Law Enforcement Employer Day" – Student Union

The purpose of these events is to increase exchanges between students and employers. We are encouraging students to learn how someone prepares in college for a career; what employers look for on a resume; what is involved with the job application process; and the salary range for an entry-level position.

#### Career Planning Office Information

315-267-2344

206 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)

### Major-In Handouts: Update

During the Fall 2010 semester, Career Planning sent out our Major-In handouts to be revised by faculty members. As of February, twenty departments have submitted their revisions while sixteen are still working toward returning them. We are asking for your cooperation in returning these very important marketing tools to us so we can proceed with updating. We would like to have them available for the spring Admissions Open House events.

Thank you for your cooperation!



### Career Planning and Your Class

Will you be missing a class because of other obligations or conflicts? We have a plethora of useful information for your students, and student evaluations tell us that our information is helpful! Presentation topics include, but are not limited to:

- Choosing a Major/Career
- Resumes/Cover Letters
- The Job Search Process
- Interviewing
- Portfolio Preparation
- Grad School Prep
- Networking
- Self-Marketing Brochure
- General Services
- And much, much more!

If you would like to schedule a presentation, or for more information, please contact the Career Planning Office at 267-2344 or visit our website at <http://www.potsdam.edu/offices/career>.

### Graduation is Approaching

With graduation just around the corner, seniors are beginning to feel the pressure of "the real world." If you find yourself advising these students, remind them of our services! Refer students to our website/office for help with their career plans!

## Career Corner: The Happenings of Today's Job Market

### **Job Outlook for Seniors:**

The job market for new college graduates is showing improvement according to NACE's (National Association for Colleges and Employers) current hiring index. NACE research found more employers are moving to increase their new college graduate hiring rates this year.

While this news is encouraging, "cautious optimism" is called for. The increased hiring rate is contrasted against the worst economic environment in many decades. Hiring rates are still below where they were before the recession began.

### **Education Majors: Making Yourself More Marketable:**

The American Association for Employment in Education recently hosted a webinar about employment for education majors. The AAEE presented numerous ways to make oneself more marketable. These included: adding certifications, getting substitute teaching experience, being more geographically flexible, and taking paraprofessional jobs. Employers are, without a doubt, looking for the most qualified, well-rounded employee they can find.

### **Bilingual Jobs: High Demand, Good Pay:**

With an ever-increasing rate of immigration to the United States, businesses, schools, and other professional settings are finding themselves in dire need of people able to communicate effectively in more than one language. There are many jobs in today's society that prefer bilinguals to monolinguals. These include: teachers, translators of books and other educational material. In reality, nearly every industry has the need for those capable of speaking another language, especially Spanish.

[www.sampleresume.com](http://www.sampleresume.com). Article on Bilingual Jobs

### **Skills Most Sought After by Employers:**

According to NACE, in order to obtain a good job, one must first possess strong verbal communication skills, a strong work ethic, teamwork skills, analytical skills, and initiative. Other attributes deemed important are GPA, past internship work, and relevant work experience.

## Upcoming Events and Programs

### **Social Services Employers:**

**When:** March 16, 2011

**Where:** Student Union Lobby

**Time:** 11:00 am-1:00 pm

### **Career Opportunities Information Table for Great Escape:**

**When:** March 17, 2011

**Where:** Student Union Lobby

**Time:** 10:30 am-1:30 pm

### **US Navy Information Table**

**When:** March 28, 2011

**Where:** Student Union Lobby

**Time:** 11:00 am-1:00 pm

### **Upstate New York BioCareer Connection:**

**When:** April 8, 2011

**Where:** Ithaca College

**Time:** 12:45 pm- 5:00 pm

**Registration:** Required

**Sign-up with Career Planning for FREE Transportation (provided by CSTEP office)**

### **Teacher Recruitment Days:**

**When:** April 14 and 15, 2011

**Where:** SUNY Cortland

**Registration:** Feb. 14-28, 2011

### **Mark your calendars!**

For more information about any of the events or programs listed above, contact our office.

## Updating your CV?

Are you updating your curriculum for merit/tenure review, grant applications, consulting, sabbaticals/fellowships, publishing, conference presentations, etc? If yes, below are some key writing elements to consider:

- Tailor your CV to fit the mission, focus, goals, or guidelines established by the institution, research organization, or conference where CV will be reviewed.
- Select appropriate category headings.
- Use reverse chronology for all entries.
- Use action verbs, past tense phrases instead of complete sentences.
- Accuracy is critical. Edit carefully, proof read, and get a second opinion.
- Print on good quality bond paper with an easy to read font.
- CVs are life-long documents. You should revisit it yearly to update your achievements.

A couple of resources that can help: Career Planning staff and [http://www.quintcareers.com/curriculum\\_vitae.html](http://www.quintcareers.com/curriculum_vitae.html).

## Questions? Comments? Suggestions?

We want your input! If you have any articles you would like to share with us, questions about what we have already included in this issue, or suggestions to improve our newsletter, tell us! We would appreciate hearing from you!



Send your suggestions to:  
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