“A Major Affair”
A Success

On Wednesday, October 28th from 6:00 – 7:30 p.m., Career Planning, the Center for Campus Life and the Alumni Office sponsored “A Major Affair”. The goal of the event was to provide a one-stop-shop where students can learn about all the undergraduate majors and minors on campus and the careers our alumni have entered. This year 432 students attended and 71 faculty represented their departments at this event:

Student Comments:
- “A good way to help decide on how to pick a major”.
- “This is a very good opportunity to view options…very insightful”.
- “I think that they all had a lot of good information and helped me”.

Faculty Comments:
- “This is a fantastic way to sell the programs to students”.
- “A good group of students. My table was busy all evening”.
- “Well attended – well set up”.

Where is the Class of 2008?

% N=409

- Not Seeking
- Seeking Employment
- Employed
- Graduate School

Sample Job Titles: Cost Estimator, Radio Announcer, Teacher, Mud Logging Engineer, Medical Technologist, Family Support Specialist, Loss Prevention Supervisor, Archeologist

Sample Employers: Waste Management, Modern Marketing Concepts, GE, Empire Entertainment Inc., NASA, Geo Services, Rochester General Hospital, IRS, IBM, New Jersey Environmental Federation, Algomod Technologies, Bureau of Economic Analysis

Sample Graduate Schools: University of Illinois, Cornell University, Wright State University, Syracuse University, Indiana University, Nazarath College, George Washington University

Student Referrals Encouraged

As career counselors, we assist students with career and academic related issues. Some examples are listed below:

- The student is in a major, but is performing so poorly that it appears to be the wrong choice of major.
- The student likes certain courses, but does not feel that he or she can major in that discipline because it “doesn’t lead anywhere”.
- The student is undecided about a major and/or career.
- The student has an interest in graduate school, but can’t decide whether to go straight to graduate school or to enter the career first.

If your students experience the above career and academic related issues, we welcome referrals. We are here to assist students with all their career plans.

We thank the faculty, administrators, staff and students who helped with planning, promoting and supporting “A Major Affair”. We look forward to bringing this event to campus next year on Wednesday, October 27, 2010, from 6 p.m. – 7:30 p.m.
Career Planning Staff Helps Students’ Transition To Graduate School

Career Planning held a Graduate and Professional School Fair on September 28, 2009. The goal for the Graduate School Fair was to help students with their transition to graduate school. Forty-eight schools represented one hundred and nineteen programs and two hundred and nine Potsdam students attended the program. We asked students and school representatives to evaluate our program.

- The majority of students reported that they found the Graduate School Fair helpful, contained a wide variety of graduate programs, and increased their understanding of the graduate school admissions process.
- The majority of school representatives reported, “everything about the Graduate Fair was great”.
- Nineteen percent of the representatives reported that they were disappointed with the decrease in the number of students who attended the event this year compared to last year.

Note, the Graduate School Fair is only one of the many services that Career Planning provides to assist students with the graduate school selection process. We also offer:
- Individual appointments to discuss goals, questions, and concerns
- Workshop on selecting and applying to graduate school
- Assistance with personal statements, resumes, and application process
- Library Resources and Graduate School Guides
- Mock graduate school exams (a free service offered annually in conjunction with Kaplan)

Career Planning would like to thank faculty, administrators, and staff who helped with planning, promoting, and supporting this event.

Career Planning and Faculty Collaboration Projects

Anthropology & Community Health: Career Planning conducts mock interviews for all students in Professionalism in Anthropology and the Community Health Pre-Internship Seminar. Anthropology students pick one of four job titles chosen by Dr. Usher. Community Health students provide Career Planning with the name of an internship that they will be seeking. Career planning staff prepares job/internship related questions, videotapes the student’s interview, critiques the interview with the student, and provides the student with a copy of their interview evaluation sheet.

Business Administration: Shahadat Hossain assigned all students in his two Principle of Marketing classes and his Principles of Advertising and Promotion class the task of designing a self-marketing employment brochure. Career Planning staff presented on how to design this type of brochure to the three classes. We developed a rubric for evaluating the 66 brochures submitted. The brochures of nine students, who received an A for this project, can participate in a contest where the top three will be selected for an award.

ALLE: The Academy for Leadership in Literacy Education coordinated workshops for pre-student teachers. At these workshops Career Planning staff presented on Writing a Student Teacher Resume.

Education: Career Planning presents information on our services, how to develop a teaching portfolio and open a reference file at all Childhood, Early Childhood and Secondary Education Informational Meetings.

Music: Career Planning presents information on our services to all Crane Music Education majors during their junior year.

Class Presentations: To date, Career Planning staff have presented in 18 classes. We welcome an invitation to speak to your class.

Tips for Writing Recommendation Letters

Career Planning has checked reference files for all seniors. Each student was sent a letter with information about his/her reference file status. Thus, you might anticipate seniors approaching you to write a reference letter for employment and/or graduate school.

Points To Keep In Mind When Writing:

- Ask the student to provide a resume or any materials that will help you write the letter.
- Give only information that can be supported by demonstrated evidence.
- Discuss with the student the purpose of the reference and his/her goals.
- Give as much description as possible about the student’s knowledge, skills, and attributes related to his/her career goals.
- Include information that compares the student with other students you have taught.
- If you feel strongly about the student, you can offer to provide additional information by phone.
- Students will be evaluated by graduate schools and employers on the following factors: communication, leadership, organizational, interpersonal, analytical and teamwork skills; level of motivation; content knowledge; and adaptability. Any Information you can give with reference to these factors will be helpful.
- If the letter is “confidential”, be sure the student signed the waiver.
- If you feel you can’t write a positive letter, it is best to let the student know.

Written by Karen L. Ham, Director of Career Planning