BearTracker is a resource we offer for assistance with their job search.

List of job search links categorized by major is available on the Career Planning website.

Career Planning is open in the summer from 8:30 am – 4:30 pm.

All on-campus student jobs are posted through BearTracker (found in BearPaws).

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**Job Expo 2014**

This year’s Job Expo was held on Wednesday, April 9 in the Union MPR. The Expo attracted 27 employers, 43 recruiters, and 152 students. This was a 30% increase in student attendance over the prior year. A total of 95.5% of the employers rated the Job Expo as “good” to “excellent.”

The Job Expo provided an opportunity for students to connect with employers and understand what is expected for an entry-level candidate. Several skills were strengthened like networking and self-marketing. Students even received feedback on their resume.

Our students reported learning the following skills from the event: how to network, how to dress appropriately, job openings, information about career paths for different majors, the variability in careers offered at different organizations, requirements necessary for specific fields, and the general opportunities available to them.

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**Teacher Recruitment Days 2014**

- Held on March 31 and April 1 at SUNY Cortland
- 34 SUNY Potsdam students received 206 total interviews (average of six per student)
- 109 recruiters attended the event
- 280 students attended from 13 colleges receiving a total of 1,538 interviews

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**Reminders for Your Students**

- BearTracker is a resource we offer for assistance with their job search
- List of job search links categorized by major is available on the Career Planning website
- Career Planning is open in the summer from 8:30 am – 4:30 pm
- All on-campus student jobs are posted through BearTracker (found in BearPaws)

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Join our Facebook Group: SUNY Potsdam Career Planning
Now is the time to post work study and student assistant jobs on BearTracker!
Today, LinkedIn, a professional networking site, is widely used for recruiting and is now almost universally endorsed. Of recruiters using social media, nearly all are using LinkedIn. It is used to search, contact, and evaluate candidates (pre-interview). It is even used to post jobs.

In comparison, Facebook is used by two thirds of recruiters to portray their company’s brand, and used by half to generate employee referrals. Twitter is also used to portray the brand and to post jobs.

Career Planning understands the need for students to be able to use LinkedIn and will be available to assist students with creating LinkedIn profiles and showing how to use LinkedIn for job searching and networking.

This semester, the office offered all students the opportunity to have a professional photo taken for their social media profiles. Tip sheets were also handed out to give the students quick advice when building their LinkedIn profiles. 20 students took advantage of this opportunity. In the future, the photo sessions will be offered to all students, faculty, and staff.

Some quick tips:

- Upload a professional photo
- Once your profile is professional looking, join groups!
- Your “connections” can endorse you for skills you possess and post recommendations directly to your profile.
- Network ACTIVELY

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<th>Broad Category</th>
<th># Respondents Hiring</th>
<th>% Total Respondents</th>
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</thead>
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<td>86.2</td>
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<tr>
<td>Engineering</td>
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<td>Liberal Arts</td>
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</tr>
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How Employers Screen Candidates

Many students often wonder what employers look at during the screening process. Here are some updates:

- Almost 60% of employers will use 3.0 as their GPA cutoff.
- After this screening, employers look at candidates’ communication skills, with leadership skills coming in close behind.
- Analytical skills, strong work ethic are next on the list.
- For similarly qualified candidates, the desired major and leadership experience are typical tie-breaking elements.

It is interesting to note that compared to 2012, many attributes were rated higher in importance.

Source: NACE Job Outlook, 2014

Career Planning: We Teach Skills

Many people are unaware of all the services and resources our office provides. At Career Planning, we help students and alumni develop the following skills:

- Identifying, describing, and assessing their needs, values, interests, strengths, and weaknesses to develop career goals and options
- Connecting majors to careers
- Analyzing and relating skills developed via: employment, the classroom, volunteering, and organizational experiences to specific career fields and job opportunities
- Designing job search strategies
- “Marketing” oneself to prospective employers using resume, brochures, networking cards, interviews, and one minute commercials

Upcoming:

- Career Status Report 2013  
  Expected to be completed July 1
- Congratulation Faculty Support Cards  
  Coming in Fall 2014
- Graduate School Preparation Workshop  
  September 3 • 5-6pm • Fireside Lounge
- Graduate & Professional School Fair  
  September 10 • 4:30-7pm • MPR
- A Major Affair October 29 • 6-7:30pm • MPR

Request Career Planning to present to your class on any of the services we provide! Fill out a "Presentation Request.”

Sources: 2013 Global Career Brainstorming Day, Ere.net by John Zappe