The 2013 Job Expo provided students with the opportunity to gain insight into the potential career fields that surround the Northern New York area. In total, there were 23 employers, 34 recruiters, and 106 students in attendance. Students were able to hand out their resumes and make business connections with potential employers.

Students Responding to Program Evaluation
Learned the Following:

- The event provided me with the opportunity to network with employers: 81% agree or strongly agree
- The event increased my understanding of entry level employment: 73% agree or strongly agree
- The event provided me with feedback on my preparation for entry level employment: 76% agree or strongly agree

Here's What Students Said About the Program:

- “How to present myself to an employer at a ‘fair’ setting.”
- “How to interview professionally.”
- “I learned there are vast opportunities with my course of study”
- “I have a bigger scope of opportunity than I thought!”

Career Planning’s Mission

The Career Planning office provides an array of career development programs, services, and resources. These will educate students and alumni to take full command of their lifetime career development so that they can become engaged global citizens, integrating their academic preparation with their interest, their competencies, their experiences, and their values.

One method Career Planning uses to accomplish our mission is collaborating with all campus departments and student organizations to identify needs and deliver appropriate programs and services.

“Collaboration Partner of the Month!”

The following departments were awarded our collaboration cupcakes for outstanding collaboration office projects!

- **September**: C-Step - Helped with Graduate School Programming
- **October**: Center for Partnerships and Teacher Certification - Required Student Teaching Resumes Critiques
- **November**: Community Health - Classroom Presentations and Mock Interviews
- **December**: Anthropology - Classroom Presentations and Mock Interviews
- **January**: Computing and Tech Services - Assistance with Technical Needs
- **February**: Crane: Music Education- Required Junior Career Planning Service Program
- **March**: Environmental Studies - Classroom Presentations and Mock Interviews

Contact Career Planning to see how your department could be our next Partner of the Month.
Interesting Plans for 2013 Graduates

Nicolas Cotton-Baez: Nicolas is majoring in Sociology with double minors in Philosophy and Politics. He will be pursuing his career goal of becoming a lawyer when he graduates from SUNY Potsdam this May. He will be attending Indiana University’s Maurer School of Law in the fall semester of 2013. He was also accepted into George Washington University, University of Minnesota, University of Florida, and University Of Cincinnati.

Aja Smith: Aja is majoring in Speech Communications. Through the help of Career Planning, Aja has lined up an internship with the non-profit group Street Soccer USA in New York City for the summer of 2013! Street Soccer USA focuses on keeping homeless men and women off the streets. Aja hopes to come out of this internship with increased strengths in event planning and marketing. She is looking forward to working with a non-profit and hopes to establish a career in the same line of work after her internship.

Nick Stilwell: Nick is majoring in computer science and will be graduating this May. Nick has solidified employment with IBM as a software engineer in Austin, Texas.

How Do Employers Identify & Attract New College Graduates?

- More than 99 percent said they find Internet postings on campus websites to be effective. More than 87 percent said their company websites also prove to be effective.
- More than 60 percent use social networking. This has grown rapidly over the past year (fewer than 47 percent were using this method in the last survey).
- The following technology recruiting methods were considered to be less effective:
  - Searching the Internet for resumes (mining).
  - Pre-employment assessment testing
  - Video Interviewing
  - Company Blogs

Source: NACE Job Choice magazine 2012 Recruiting Benchmark Survey

From Interview to Offer: How Much Time Does It Take?

NACE's 2012 Recruiting Benchmarks Survey found that on average, employers hiring new college graduates take an average of 24.2 business days to extend an offer after an interview. Once this offer has been made, employers will give the candidate an average of 14.1 business days to either accept or reject the offer.

From 2008-2012, the time a candidate has to wait for an offer has increased from a low of 22.2 days in 2008 to a high of 25 days in 2009.

However, there are significant differences in interview-to-offer cycle times across industries. For example:

Government agencies have one of the longer interview-to-offer cycles, with a 38-day range. Employers in recreation and hospitality fields are averaging a 39.5-day response time, while engineering and construction fields have an average of 30 days.

In contrast, recruiters from computer and electronics manufacturers average a 16-day range, with accounting services and miscellaneous business services with a 17-day range.

Source: NACE Job Choice Magazine 2012 Recruiting Benchmark Survey

What’s New at Career Planning?

- We have a revamped and updated website! Click here to check it out!
- On campus student jobs are now being posted through BearTracker (no longer through Human Resources)!
- Skype resources are available for interviews, including a laptop and conference room!
- Our Collaboration Cupcakes!
- We are continuing to provide presentations for faculty! For a faculty presentation request form, click here!

Written by Rebecca Don, Marketing and PR Intern for Career Planning