EEO is on Facebook!  
www.facebook.com/sunypotsdaminternships

At the end of January, the Experiential Education Office launched a new Facebook page. The page provides updates on events sponsored by the EEO office, highlights new internship opportunities, posts tips on résumé writing and the job search, and hosts the occasional contest! “Like” us today!

We will also be using our Facebook page to highlight students during their internship experiences- Check out page 7 for more information on the #InternSelfieProject!

**Economic Fusion! March 15, 2015 at the PAC**

**Business Idea Competition**  
1:00PM-3:00PM  
Business ideas from SUNY Potsdam students will be judged on social, cultural, and economic impact. Top Prize- $500!

**Economic Development Panel**  
3:00PM-4:00PM  
Panel members (recognized experts from the community) will discuss economic development, industry, and attracting jobs in North Country.

**Schmooze-A-Palooza**  
4:00PM-6:00PM  
A networking event for SUNY Potsdam students to help them practice their “elevator pitch,” review their résumé, and learn about different careers.

Inside this edition:

**Page 2**  
- Your Career Fee at Work!  
  - New technology/tools available in the EEO office

**Page 3**  
- Will your major get you hired?  
- Did you see us?  
- By the numbers . . .  
  - Fall 2014 highlights

**Page 4**  
- Summer Scholarships

**Page 5**  
- Why should I do an internship?  
  - The link between employment after college and internships

**Page 6**  
- Faculty Spotlight  
  - Prof. Carol “Kickie” Britt
- Student Spotlight  
  - George Nunez

**Page 7**  
- NAMM Show Photos  
- “Intern Selfie Project”  
- Contact us!

Written and Created by Melanie Shank
Your Career Fee at work!
The EEO office now has more technology available than ever to help you find and prepare for that perfect job or interview. Registration for all these resources is FREE with your Potsdam email!

CareerShift
CareerShift is now active for the SUNY Potsdam network and can be reached from a link on the EEO homepage. This great resource, available to current students and alumni, pulls information from all over the web, including sites like Indeed.com and company job boards, to provide you with one of the most comprehensive job/internship search engines! You can also search millions of companies by location, size, and more, as well as look for potential contacts, using information gathered by CareerShift from LinkedIn and company bios.

InterviewStream
InterviewStream, a helpful resource, has just become available. It allows students to practice their interview skills, by responding to any of the 7,000 sample interview questions, using their web-cam to record their answers, then analyzing their words and presentation. Faculty have the ability to create assignments for class and have students submit their recorded answers to be graded. Remember students: Now you can hone your interview skills anytime and anywhere as long as you have a laptop and WiFi!

Optimal Resume
If you haven’t tried Optimal Resume, it’s time to start! Work on building your résumé from scratch or take a look at sample résumés in your field to see how yours measures up. The possibilities are endless! Some handy features include a list of specialized action verbs and preloaded example formatting, in particular for education. Find the link on the EEO homepage!

Goinglobal
The link to Goinglobal can be found right on your dashboard when you log into BearTracker. Here you can search 35 countries, including the US, for jobs and internships. The site has over 16 million postings, and it updates daily! If you want to work somewhere you’re not familiar with, check out the in-depth country guides to learn about the culture of and proper etiquette within your desired country as well as work permit regulations.
Will your major get you hired?

NACE (National Association of Colleges and Employers) recently released their Job Outlook 2015 report based on survey results from 260 employers and asked them what majors they were looking to hire. For those employers looking to hire bachelor’s degree graduates, 57.4% were looking for Finance majors, followed closely by 56.1% looking for Accounting majors. In terms of employers looking to hire master’s degree graduates, Finance were again heavily sought after, with 24.2% of employers looking to hire these graduates! Does your major make the top 10? Check out the charts below!

<table>
<thead>
<tr>
<th>Major</th>
<th>% of Total Respondents That Will Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>57.4%</td>
</tr>
<tr>
<td>Accounting</td>
<td>56.1%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>53.8%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>52.0%</td>
</tr>
<tr>
<td>Business Administration/Mgmt.</td>
<td>47.5%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>46.6%</td>
</tr>
<tr>
<td>Information Sciences &amp; Systems</td>
<td>45.3%</td>
</tr>
<tr>
<td>Marketing</td>
<td>41.7%</td>
</tr>
<tr>
<td>Logistics/Supply Chain</td>
<td>40.8%</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>39.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Major</th>
<th>% of Total Respondents That Will Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>24.2%</td>
</tr>
<tr>
<td>Computer Science</td>
<td>23.8%</td>
</tr>
<tr>
<td>Accounting</td>
<td>22.0%</td>
</tr>
<tr>
<td>M.B.A.</td>
<td>20.2%</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>20.2%</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>19.7%</td>
</tr>
<tr>
<td>Computer Engineering</td>
<td>18.4%</td>
</tr>
<tr>
<td>Information Sciences &amp; Systems</td>
<td>16.1%</td>
</tr>
<tr>
<td>Logistics/Supply Chain</td>
<td>14.8%</td>
</tr>
<tr>
<td>Human Resources</td>
<td>14.3%</td>
</tr>
</tbody>
</table>

Source: Job Outlook 2015, National Association of Colleges and Employers

Did you see us?

In an attempt to spread the word about Summer 2015 internships, Toby and Melanie took on a big mission in February. Together they visited 63 classrooms to give a 10-minute talk about the importance of internships and reached a total of 2,689 students. Thanks to all of the professors who allowed us to use some of their valuable class time. And to students- if you’re thinking of a summer internship—Go for it!

By the Numbers . . .

In the office Fall 2014:
Number of Student Appointments: 333*
Number of Presentations: 34*
Number of Students at Presentations: 930*
Number of EEO Meetings: 115

* Indicates combined totals for Melanie and Toby

Student Involvement:
Number of Fall 2014 Interns: 184
Number of Fall 2014 Faculty Sponsors: 51
Number of Spring 2015 Interns: 168
Number of Spring 2015 Faculty Sponsors: 52
Are you thinking about doing a summer academic internship? Then you should definitely be applying for a summer scholarship to help with tuition costs! There is over $12,000 available in summer scholarship money earmarked for interns, and the applications are active on the EEO website. Except for the Bruce and Barbara Conroe Arts Management Internship, which is due April 3, 2015, all applications are due on May 1, 2015. Several scholarships are academic major specific, but there are also general scholarships available.

Apply today: http://www.potsdam.edu/support/ssc/eeo/internships/forms.cfm

**Summer 2015 Scholarships Available:**

**General Internship Scholarships (All Majors):**

- Ellen Hughey Reynolds- $1,000
- William N. Sloan- $1,000
- Lambert Eagle- $1,000
- Alumni General (Multiple)- $500-$1,000

**Specific Internship Scholarships:**

- Aerospace and Defense (Haden Land)- $1,000
  (Must Major in Computer Science, Mathematics or Informatics Programs; double major/ major-minor encouraged)
- Arts Management (Thompson Family)- $1,000
  (Must have an internship set up in the Arts Management Field)
- Diana Nole Zinnecker- $1,000
  (Must be a female student majoring in Computer Science, Mathematics, Biology, Chemistry, Biochemistry, Physics, or Geology)
- Eileen Goss Whelley for Women Leaders- $1,000
  (Must be a female student exhibiting leadership qualities demonstrated in her freshman and sophomore years)
- Ronald and Teresa Fishbeck: Computer Science- $1,000
  (Must be a Computer Science major with a 3.0 overall GPA and at least “rising junior” status)
This may be a question that has crossed your mind frequently. After all, the process of applying for and participating in an internship can be a lot of work, and you might wonder if it really makes a difference, and if it is all worth it. However, numerous studies have been done on the topic with intriguing results, which show a strong link between internship experience and a student’s future success. Whether the jobs are at the company where the internship takes place or somewhere else, internships set recent college graduates apart from their fellow classmates.

### A job offer from your internship site - dream or reality?

NACE (National Association of Colleges and Employers) conducts a yearly survey of employers regarding their internship and co-op programs. The 2014 Internship & Co-op Survey collected information from 264 companies in over 20 industries.

The NACE study found that 64.9% of employers offered their interns full-time positions after the completion of an internship, and 79% of these interns accepted. Moreover, employees who had previously interned at the company at which they were currently employed showed higher average retention rates at the first and fifth year marks, than did employees who had not completed an internship.

### Internships are #1!

The *Chronicle of Higher Education* released a report in December 2012 based on survey results from 704 employers regarding the hiring of recent college graduates. The survey was very extensive, and a link is included below if you are interested in reviewing the entire report.

One key finding was that, across all fields, the **#1 attribute** employers are looking for in recent graduates is **internship experience**. Employment during college ranks a close second, and GPA is seventh. In particular, the Science/Technology, Service/Retail, and Media/Communications fields valued experience in recently graduated candidates more heavily than other fields.

When asked how they balance academic credentials versus experience in a candidate, 43% of employers indicated they value experience more, while only 22% weighted academic credentials more heavily.

Overall smaller companies tended to value experience-based attributes more than academic attributes - they also placed more weight on the volunteer experiences and extracurricular activities of candidates.

You've got nothing to lose and everything to gain - Apply for an internship today!

---

**Relative Importance of Attributes in Evaluating Graduates for Hire**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Experience</th>
<th>Academic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internships</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Employment During College</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td>College Major</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>Volunteer Experience</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Extracurricular Activities</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Relevance of Coursework</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>College GPA</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>College Reputation</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

*The Chronicle of Higher Education*
Faculty Spotlight- Professor Carol “Kickie” Britt

Professor Britt is Assistant Professor & Coordinator, Music Business as well as Executive Director of the Crane Institute for Music Business where she helps prepare students for careers in Music Products, Arts Administration, and the Recording Industry. Internships are a huge part of the process, and we are very grateful that Professor Britt had time to share her thoughts on the process with us.

1. Why do you think internships are important for undergraduate students?
I have found that appropriate internships are often life-changing events for many of our students and, in recent years, have sometimes resulted in full time employment immediately following the end of the internship.

2. Why do you sponsor student interns?
I sponsor students as I find they need someone to help guide them through this (often) first experience in the field that they hope to become part of professionally. It helps to have someone back on campus they can be candid with as they're learning on the job or "getting their feet wet."

3. What advice do you have for students looking to intern?
Finally, I think it's important for students to have done their research on a company they wish to intern for so as to be thoroughly prepared to be as successful in the internship as possible.

Student Spotlight- George Nunez

After a successful pilot last summer, a new group of students will be exploring the opportunities offered through an internship within the 5x5x5 Summer 2015 Internship Program. One of the participants for this summer is George Nunez, a sophomore Business major and Writing minor from the South Bronx, and he offered to share his future plans and reasons for choosing the 5x5x5 Summer 2015 Internship Program.

George heard about 5x5x5 in a finance class, during a presentation by Toby White. After hearing about the program again at an EOP event, George thought it sounded interesting and knew, “this was an opportunity I had to take advantage of.”

George is looking to pursue a career as a Financial Advisor and thought the 5x5x5 program would be a great opportunity to gain experience and build character. In addition, he was excited by the chance to expand his network of professionals in the Finance world and further his career path. For his 5x5x5 internship, George will be looking at internships within the fields of Accounting and Investment Banking, and will be located in New York City and Washington D.C.

When asked what he was looking forward to most, George immediately mentioned the chance to travel and to meet new people, both professionally and also personally, as he will be staying with host families.

“I want to absorb the most I can out of the programs and companies,” George noted. “I hope my experiences will help teach me to be ready for a career in Corporate Finance.”

The 5x5x5 Summer 2015 Internship Program is a 6-credit Internship Program offering students the opportunity to intern with 5 different jobs in up to 5 different locations over the course of 5 weeks. Applications for Summer 2015 are closed, but check the EEO website in the fall for Summer 2016 applications!
Calling all Interns!

We want YOU for the “Intern Selfie Project”!

As part of the new Facebook page, EEO is looking to put a spotlight on our student interns through the “Intern Selfie Project.” Student interns, past and present, are encouraged to email us a selfie from their internship and a few lines about their experience to be featured on our Facebook page. Our students are the best testament to the success of this office and the value of an internship experience. Check out #internselfieproject for more!

Interested in seeing what academic internship is right for you or just want to learn more about the Experiential Education Office?

Stop by, call, or email Patty to make an appointment!

Patty Gilmer, Secretary:
- Sisson 110
- 315-267-2702
- eeo@potsdam.edu

Or email us directly!

Toby White, Director: whitetj@potsdam.edu
Melanie Shank, Graduate Assistant: shankm198@potsdam.edu

Office: Sisson 110
Office Hours: Monday- Friday 8:30am-4:30pm
www.potsdam.edu/eeo

Like us on Facebook: www.facebook.com/sunypotsdaminternships

Music Business majors have the opportunity to attend the NAMM Show (National Association of Music Merchants) in Anaheim, CA each year. Below are pictures from their trip to this year’s show in January.

... With this experience I was really able to make a lot of connections ...

... and open doorways to incredible career opportunities ...

- Mike Cole- Summer 2014 Surface Exploration Geologist intern for Hecla Greens Creek Mining Company in