

CAREER SERVICES

Lougheed Center for Applied Learning



LOUGHEED
LEARNING COMMONS

**Annual Report
2017-2018**

●

Explore • Experience • Reflect • Become

Potsdam

LOUGHEED CENTER FOR APPLIED LEARNING

Career Services

2017-2018

CS News Feature

|| Written by Karen Kus-Misiak, Career Coach

Big news this year! Career Planning has transformed into the new Career Services office. It gets better... in the summer of 2017, we were adopted into the Loughheed Center for Applied Learning (LoCAL). This move has resulted in a remodeling of our office, where we now offer similar services to our students, but have modernized our approach and revamped our programs. Our resources have been retooled to current labor market trends to best support our students and alumni with their career development initiatives. We are currently in the embryonic stage of our development, as this past year we have adjusted to our new environment and have diligently invested our time to learn how to best support our campus.

One of the major paradigmatic shifts our office has encountered is our transition from student life to academic affairs. SUNY Potsdam has increased our focus on enabling our students to obtain careers that provide a satisfactory return on their educational investment. Integrating Career Services into academic affairs will be key in demonstrating the value of a liberal arts education.

Why the LoCAL? Through applied learning, our students engage in direct application of theories, curriculum, and skills. This application of knowledge, in turn converts into careers and/or continuing education. Our job within Career Services is to support our students in articulating their academic and real-world experience to shape a career direction, and bring about a future of success. Furthermore, we are now predominately invested in building faculty partnerships where we can strategically support faculty directly in the classroom as a means to enable students to discover disciplines they may want to concentrate on, and/or means to pursue career-related ventures.

These efforts go hand in hand with our staffing abilities as an office. This year we welcome our two new Career Coaches, Karen Kus and Julie Johnson. They are excited to be here and bring unique perspectives to our team, with a strong enthusiasm and visualization to see the office thrive. Jenica Rogers is our leading supervisor, whose big-picture strategic thinking has allowed Career Services to unfold into a flourishing service office. Though, give us time! We are just entering an infancy stage as a team and are still learning to walk. Strategic ideas have been established, and we are on our way to a future of fruitful endeavors. In the meantime, we encourage departments and offices to meet us and invite collaboration. We are delighted to support everyone's career-based pedagogical efforts!

A special thanks to Toby White for his integral role in providing leadership during our transitional period. He has brought creative and resourceful insight to the development of our office, fostering the direction we are now pursuing. Thank you Toby!



You can now find us in room 107 in the Loughheed Learning Commons!

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Meet Our Team!

Career Services

2017-2018



Jenica Rogers
Director of Libraries/Dorf
Endowed Director of
Applied Learning

Jenica P. Rogers is Director of the Loughheed Learning Commons, a hub of non-classroom academic space which includes the College Libraries, College Archives, Loughheed Center for Applied Learning, College Makerspace, and Honors Program, and is dedicated to exploring and expanding the boundaries and intersections of traditional classroom instruction and applied research and learning activities.

Jenica's professional interests are constantly expanding and all revolve around the intersections in higher education – the places that classroom learning, student identity, libraries, the internet, scholarly communication, and authentic experiences collide. Jenica earned her MLIS from the University of Wisconsin-Madison in 2001 after graduating from Trinity College in Hartford, CT in 1998 with a BA in English Literature.

A respected speaker on issues in libraries and leadership, in 2015 Jenica was named the first Dorf Endowed Director of Applied Learning at SUNY Potsdam, founding and leading The Center for Applied Learning, funded in part by a \$1 million endowment.

Under her leadership, in 2016 the Center received \$750,000 from SUNY's Performance Improvement Fund to test models of bringing applied learning to scale, and in 2017 it was renamed the Loughheed Center for Applied Learning in recognition of a \$5.25M gift to support faculty who engage students with applied learning.



Julie Johnson
Career Coach

As a new Career Coach for Career Services, Julie is excited to be a part of the Loughheed Center for Applied Learning. Julie spent 14 years at St. Lawrence University working in the Community Based Learning office where she gained valuable experience creating partnerships with community organizations and local businesses, and planned and facilitated professional development training programs for the Community Mentor Program – a student employment opportunity overseeing campus-community partnerships. Julie holds a Bachelor of Applied Arts in Management and is pursuing her Master's Degree.

Julie is very active in her local community mentoring children at Potsdam Central Middle School, serves as the treasurer/webmaster of the Potsdam Youth Basketball Association, and is a very active parent volunteer within the Potsdam Central School District. In her spare time, Julie also owns and operates a web design and consultation business, Optimal Impressions by Julie, where she continues to support the needs of local small businesses and non-profit organizations.



Karen Kus- Misiak
Career Coach

Karen Kus-Misiak is ecstatic to be on board with Career Services, Loughheed Center for Applied Learning as a Career Coach. With a student-centered pedagogical approach, she is committed to supporting students along their journey to achieve their career goals.

Karen is also an Adjunct Professor at St. Lawrence University, teaching in the Gender and Sexuality Studies department. Formerly at St. Lawrence, she was an advisor within the Career Services department, immersed in guiding students along their career development. With steadfast dedication to community development, she has been involved with a wide range of advocacy and education initiatives to foster civic growth. She currently sits on two Board of Directors: North Country Young Women's Leadership Institute and as Secretary for Wellfort Community Health Center in Ontario.

She has a background in teaching Women and Gender Studies as a former Instructor, and as a Teaching and Research Assistant at University of Toronto Mississauga. She aims to apply her professional and academic background in feminism and social justice critical theories through mindful application of inclusivity, diversity and an intersectional lens to her advising practices. Karen graduated with a Masters of Education, Adult Education and Community Development at OISE, University of Toronto.

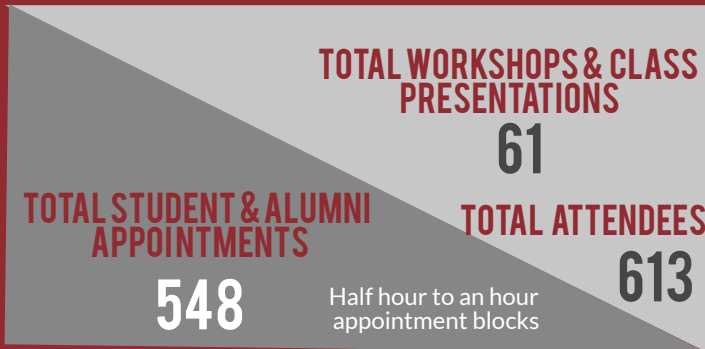
Beyond her professional life, Karen is a ballroom dancer, a yoga enthusiast and enjoys self-education on holistic medicine. She is married to SUNY Potsdam's Women's Soccer Coach, Mark Misiak, and has been a long-standing biggest fan of the Bears!

Career Services

2017-2018

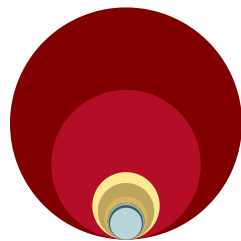
By the Numbers: A Recap of 2017-2018!

DEPARTMENT HIGHLIGHTS!



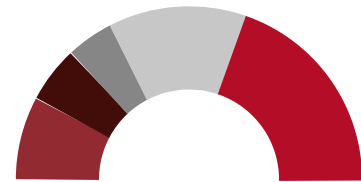
Approx. 25% of total Student Population was served!

Appointment Types



- Academic Advising
- Career/Major Exploration
- Drop-ins
- Graduate & Professional Stu..
- Internship & Job Search
- Interview Prep
- Networking & Personal Branding
- Office Services
- Resumé & Cover Letter Writing

Presentations Facilitated Between Campus Colleges



- Student and Residence Life (15.52%)
- CRANE School of Music (10.34%)
- School of Education (8.62%)
- School of Arts and Sciences (25.86%)
- Career Services Hosted (39.66%)

FY215 CLASS

Career & Major Exploration

ENROLLMENT!

Fall 2017, Toby's Class: 10

Spring 2018, Julie & Toby's Class: 17

Spring 2018, Karen and Megan's Class: 9

TOP MAJORS UTILIZING OUR SERVICES

Community Health
Criminal Justice
Music Education
MST Students
Early Childhood Ed

Business Administration
Computer Science
Physics
Musical Studies
English

Career Services

2017-2018

RESOURCES DEVELOPED THIS YEAR!



Click to Check Out Our [NEW Handouts!!!](#)



Resume Writing Guide

Job & Internship Search Guide



Teacher Resume Writing

LinkedIn Profile Guide



Teacher Resume Sample

Networking Tips/Elevator Pitch

Cover Letter Guide



Career Exploration Overview

PRESENTATIONS

Major/Career Exploration

LoCAL Overview

Interview Preparation

Job Search Strategies

Developing Your Career

Resume Writing Basic

Student Teachers Resume Writing

Advanced Resume Writing

STEM Career Exploration

Cover Letter Writing

Marketing You: Networking Skills

LinkedIn Development

OTHER FUN MATERIALS WE CREATED!

CAREER ACTIVITIES

Resume Bullet Points

Speed Networking

Vista Card Sort

Career Services

2017-2018

**907 Jobs
Posted on
Bear Tracker!**

Top 5 Employers!



Homes and
Community Renewal

Top Fields of Employment

Aerospace/Architecture/ Engineering/ Surveying Services

Art/ Design

Business & Management Services

Business/ Retail Services

Campus/Recreational

Community & Social Services

Computer & Related Services

Education (Other than Teaching)

Education (Teaching)

Environmental/Conservation

Financial/Insurance Sales

Government & Politics

Healthcare

Law enforcement

Legal Services

Music Industry

Production/ Manufacturing



AXA ADVISORS

redefining / standards®



New York State
Department of Transportation



OTHER INTERESTING INFO:

Our Career Coaches attended three conferences this year. This served as an advanced training on industry insight to revamp our services and an opportunity to build partnerships with new employers.

National Association for Colleges & Employers
SUNY Applied Learning
SUNY Career Development Organization

COMING THIS FALL...

We are launching our new platform, **HANDSHAKE!**
Here students and alumni get access to our events/resources and can directly connect with a wide range of employers.



CAREER SERVICES

Lougheed Center for Applied Learning

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Karen Kus-Misiak

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Julie Johnson

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Come Visit Us!

Be sure to register for our
CAREER SERIES Workshops
in Oct/Nov 2018 & March 2019