Should I Attend the Job Expo?

Simply put, YES! Every student has something to gain from this event.

- Obtain employment – summer, full time, part time, maybe even an internship!
- Understand what employers look for in an entry level candidate
- Practice networking and self-marketing skills
- Gather information on careers
- Get feedback on resume

Stop by our office at Sisson 206 and a career counselor will help you prepare.

Check our Job Expo website to see the full list of employers attending!

Public Relations/Marketing Internship

Do you want to polish your public speaking skills? Develop your marketing ability in a fun and supportive environment? If you will have junior or senior status in the fall, apply for the Public Relations & Marketing Internship with Career Planning by Friday, April 4th! Submit your cover letter, resume, contact information and three references to: Karen Ham, Career Planning Director, 206 Sisson Hall. For more information, email our current intern, Alisa Hitchman, at hitchmaj195@potsdam.edu.

Please note that walk-in hours are now from 1-4pm on Tuesday, Wednesday, and Thursday!

Example of flier a public relations/marketing intern would create for Career Planning
Top 10 Career Strategies
10 tips from the National Association of Colleges and Employers.

Use these 10 tips to help you become more marketable when it comes time for the post-graduation job search:

1. **Keep your grades up** to prove you have a good knowledge base and strong work ethic.
2. **Identify your interests, skills, values, and personal characteristics.** You need to figure out what you want first.
3. **Actively explore career options.** Talk with professionals, alumni, and others to not only network but to get a closer look at potential career paths.
4. **Join extracurricular activities and clubs** – becoming active will help you work on many skills, like leadership.
5. **Get involved in community service.** Understand how important giving back can be to your community.
6. **Develop your computer skills** – crucial in today’s world.
7. **Develop your writing skills.** Make a good first impression with an awesome cover letter and resume!
8. **Complete at least one internship.** It can be difficult to get a job without experience, use an internship to gain a real insight into your field.
9. **Study abroad, learn foreign languages, etc.** to gain appreciation for diversity. We are more global today than ever before!
10. Use Career Planning! Don’t wait until your senior year to figure out “what’s next.” Start using our services today!

Looking for a Summer Job?
Career Planning can help you find career-related employment! Make an appointment with a career counselor to find out more!

- **BearTracker**
- **Job Searching Techniques**
  - **By location, major, industry, even employer**
- **Application Process**
  - **Resume, Cover Letter, References**

Facebook Contest
Win a $50 Gift Certificate to the College Bookstore!

To help you prepare for the upcoming Job Expo, Career Planning is holding a professional dress photo contest. Email us a photo of yourself in a professional dress outfit to career@potsdam.edu by Monday, April 7th and you will receive a discount coupon to Maurices, or J.C. Penney. If approved, your name will then be entered into a drawing for a prize of a $50 (gift certificate) to the College Bookstore on campus. Then you will be able to watch for your photo to appear on our Facebook group (with your permission), “SUNY Potsdam Career Planning.” This way students looking to see what is appropriate professional dress will have something to refer to. The winner of the contest will be announced at the Job Expo 2014 on April 9th in the MPR of the BSU. One winner will be chosen and the winner does not have to be present in order to win, although we strongly encourage you to be there! Join our Facebook group and email us your professional photo before April 7th! Refer to our Tip of the Semester on the first page of this newsletter or stop by our office at 206 Sisson Hall if you have questions or need assistance with your contest entry.

Contact Us
206 Sisson Hall
315.267.2344
career@potsdam.edu
www.potsdam.edu/career
Join our Facebook group: “SUNY Potsdam Career Planning”

Tip of the Semester:
Which outfits to the right are NOT fit for an interview or the Job Expo?

Newsletter created by: Alisa Hitchman, PR/Marketing Intern