Career Planning Events

This year, Career Planning has worked to give students many opportunities to meet and network with employers, faculty, and graduate school representatives. The major events that Career Planning organized include Graduate and Professional School Fair, A Major Affair, and the Regional Small Employer Fair and Networking Event. These events were held in addition to mini events that showcase employers from a specific field, typically held in the Union Lobby between 11:00 a.m. and 1:00 p.m.

The Regional Small Employer Fair and Networking event was one of the largest events of the spring semester and was a collaboration effort between Clarkson University, St. Lawrence University, SUNY Potsdam, and SUNY Canton. The goal of this event was to provide students with the opportunity to connect with employers in the North Country and Adirondack region. Thirty-seven employers attended.

The purpose of all these events is to encourage students to learn how to prepare for a career, find out what employers and graduate schools are looking for, and prepare for life after college. Networking is an essential tool for students, and the experiences they gain through these events will become an asset to them both during and after their time here at SUNY Potsdam.

Help Our Seniors Succeed in Their Job Search

What YOU can do!

1. Let seniors know that it takes an average of 25 weeks of job searching before they are employed.

2. Encourage students to sign up for BearTracker. It is accessible through BearPAWS under “Student Services and Financial Aid.” On BearTracker students can post their resume and search for employment.

3. Suggest that your students get their resume critiqued by the experts at Career Planning by setting up an appointment or using the 48-hour resume critique service.

4. Suggest that your students meet with Career Planning to establish a “Job Search Plan.”

5. Encourage networking with professionals in the appropriate field.

6. Recommend that students create a LinkedIn account, a professional social networking website.

Undeclared Majors Week
April 2nd-6th

This event was designed to assist undeclared students in choosing a major. Students could participate in “Cupcakes with Career Planning,” and make a cupcake while listening to a brief presentation about the services we offer. The presentation included topics on career/major exploration, self-marketing tools, job search, and graduate school.

In addition, students received a free goody-bag of resources that contained an undeclared majors checklist and a brochure on the services that Career Planning offers. Students also had the opportunity to meet the staff, schedule an appointment to discuss career options, and attend walk-in hours.
Job Outlook for Graduating Seniors

It is that time of year again! NACE’s 2012 Job Outlook report is out, and it indicates a positive job market for the class of 2012. Although employers are cautious in their plans to hire 2012 graduates, reports show that employers plan to hire 10.2% more graduates this year than in 2011. Overall hiring is expected to be up in all regions of the United States, with the highest increase in college hiring in the Midwest with a predicted increase in hiring of 18.5% from 2011. The lowest increase in college hiring is in the Northeast at 6.9%.

NACE’s annual report reveals that GPA is a key determinant of “weeding out” college graduates as potential employees. Almost 75% of employers who participated in the NACE survey use GPA to screen potential candidates with 65% of the employers with a cutoff GPA of 3.0.

Did You Know?

When it comes to the skills and qualities employers want, the most important is the ability to work in a team structure. Job Outlook 2012, National Association of Colleges and Employers

The number of adults with a 4-year college degree is at a record high. In 2011, 3 in 10 Americans had a 4-year degree. “Census Shows More Americans Hold College Degrees” March 1, 2012 LiveCareer.com

68% of recruiters have rejected someone based on information found about them online. “How Recruiters Use Social Media to Screen Candidates” November 2, 2011 CareerEnlightenment.com

Recruiters use Facebook for screening 28% more than LinkedIn “How Recruiters Use Social Media to Screen Candidates” November 2, 2011 CareerEnlightenment.com

Over a lifetime, college graduates make 75% more money than high school graduates “Career Statistics” 2006 experience.com

Career Planning Can Present to Your Class

We have developed hour-long presentations on the following topics:


We can present to your class on these topics with short notice.

With a 2-week notice, we can prepare a presentation specifically designed for your class & on a career topic of your choice. Example: Career Exploration for ___ Major

Interpreting the graph:
The 0% line on the graph represents the actual number of hires in the previous year. In 2012, there are 10.2% more projected hires than 2011. The graph also indicates the discrepancy between the number of hires industry expected in the Fall (blue bar) versus the number of actual hires reported in the Spring (red bar). For example, in 2012 there were .7% more hires than anticipated.

Information and Figure Source: NACE Job Outlook 2012; NACE Spotlight, 3/28/12

The Annual Report

The 2010 Annual Report

Includes information from graduates completing degrees on August ‘09, December ‘09, May ‘10, and August ‘10

The annual report is a great tool for looking at the graduating class as a whole. It provides information on how many students are going on to graduate school, are employed, or were unemployed a year after graduating. It also states where students attend graduate school or where they are employed. To see the complete annual report, visit: http://www.potsdam.edu/offices/career/faculty/report.cfm

Undergraduates

Career Planning Annual Report, 2009-2010

NACE Job Choices Magazine


Find links to all of the Job Choice Magazines online by visiting the Career Planning Website, www.potsdam.edu/career