A Major Affair!

On October 29th Career Planning hosted an event for undeclared majors and minors titled: “A Major Affair”. This event allowed students to talk to representatives of each department to gain an understanding of career paths and learning objectives for each major!

Student Comments:
- “I learned about different majors and minors and what kind of classes I need to take to be successful.”
- “It was very informative. Everyone was passionate and all my questions were answered.”
- “The faculty involved provided an amazing amount of information about their programs that I didn’t know.”
- “It helped me realize my next step for my career choice.”

Total Attendance: over 441 students

From Attending This Event:
- 87% Learned about majors/minors offered at SUNY Potsdam
- 57% Gained new career information
- 66% Talked with faculty they never met before
- 22% Decided on a major
- 11% Other (declared minor, changed major, internship, etc.)

New Services to Career Planning

Online Job Vacancy Subscriptions: Listings will provide students with open employment opportunities and will focus on entry-level to early career positions: username: potsdamcareer; password: suny (lower case). Share with your students.

New and Enhanced Student Equipment: Career Planning now has a specialty printer for students to print resumes and color self-marketing brochures.

Lending Library Updated: Our lending library holds new titles covering career exploration, graduate school, financial aid, “How To” titles and business directories. Students can sign out books for a week at a time.

Check out our new Career Videos: Over 550 occupational videos and 52 job search videos are available.

Grad Fair Feedback
Total Attended: 306 Total Evaluations: 151

<table>
<thead>
<tr>
<th>Student Survey Questions</th>
<th>Strongly Agree Or Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I found the grad fair to be helpful</td>
<td>93%</td>
</tr>
<tr>
<td>The fair increased my understanding of the admissions process</td>
<td>90%</td>
</tr>
<tr>
<td>The fair helped to expose me to a variety of diverse graduate programs</td>
<td>91%</td>
</tr>
<tr>
<td>Attending the fair helped me to decide and/or clarify the school I will apply to</td>
<td>87%</td>
</tr>
</tbody>
</table>

Recruiter Survey Comments
- “Great fair-lots of students, thank you!”
- “Best student turnout of the four events!”
- “Very great fair, students were well prepared.”

Upcoming Workshops For Students:

Resume Workshop
December 8th, 206 Sisson Hall 10:00am-11:00am

Job Search Workshop
December 9th, 206 Sisson Hall 3:00pm-4:00pm

Career/ Major Exploration Workshop
December 10th, 206 Sisson Hall 11:00am-12:00pm

Ask students to register at 315-267-2344 or career@potsdam.edu
SUNY Potsdam 2013 Status Report
Undergraduates & Graduates

These numbers are based on a 63% response rate.
Highest survey response in 33 Years!! The highest employed and graduate school rate for the entire class since 2000!
For the full report, visit http://www.potsdam.edu/offices/career/faculty/report.cfm

In 2000, the employed and graduate school rate was 98.4%. Since 1981, the year 2000 is the only year that we have had an employment and graduate rate higher than 97%.

Starting Salaries for Class of 2014 Liberal Arts Majors
Figure 1: Starting salaries for Class of 2014 liberal arts majors

<table>
<thead>
<tr>
<th>Major</th>
<th>Starting Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreign Languages and Literatures</td>
<td>$46,100</td>
</tr>
<tr>
<td>Political Science/Government</td>
<td>$43,500</td>
</tr>
<tr>
<td>Liberal Arts and Sciences/General Studies</td>
<td>$42,400</td>
</tr>
<tr>
<td>Other social sciences</td>
<td>$41,700</td>
</tr>
<tr>
<td>English Language and Literature Letters</td>
<td>$40,100</td>
</tr>
<tr>
<td>History</td>
<td>$39,400</td>
</tr>
<tr>
<td>Criminal Justice and Corrections</td>
<td>$38,800</td>
</tr>
<tr>
<td>Social Work</td>
<td>$37,100</td>
</tr>
<tr>
<td>Psychology</td>
<td>$36,900</td>
</tr>
<tr>
<td>Sociology</td>
<td>$36,800</td>
</tr>
<tr>
<td>Visual and Performing Arts</td>
<td>$35,600</td>
</tr>
</tbody>
</table>

Source: September 2014 Salary Survey, National Association of Colleges and Employers. All data are for bachelor’s degree graduates.

Services for Undeclared Majors
Do you have students who have not decided on a major? Career Planning offers several services to assist students with this decision and they are FREE! Our most popular service is FOCUS, a self-assessment tool that gauges their interests, abilities, and values to guide students in learning about majors and what career options connect with them.

Other services include the following:
- Individual appointments
- “A Major Affair event” → For majors and minors!
- “What Can I do with a Major In…” handouts → For each major!
- Career Lending Library → Books to borrow on specific careers in every major!
- Freshman/Sophomore Newsletter
- BearTracker → Online database of mentors, jobs and internships
- Assistance with informational interviews with career professionals
- Career Status Report on Alumni Employment/Graduate School
- “Career/Major Exploration” workshops weekly

If you think your students could benefit from any of these services, please direct them to Career Planning, 206 Sisson Hall.

Don’t Cancel Class!
Career Planning can help! If there is any reason you are going to be absent, just call the Career Planning office with the date and time you need coverage and we will be there!

Incorporating Mindfulness
According to a 2013 survey of employers in the Fall 2014 NACE Journal, emotional intelligence and the concept of mindfulness could help students develop skills that employers say they need.

The most important employability factors for new graduates were identified as soft skills including: listening skills, interpersonal skills, verbal communication, professionalism and written communication skills.

When students engage in mindfulness skill building, they tend to improve focus and pay closer attention to knowing a deeper sense of their authentic self.

COMING SPRING 2015:
SUNY Potsdam’s Economic Fusion on Thursday, March 19th 2015, 2:00pm-6:00pm in the Performing Arts Center.
Teacher Recruitment Days (TRD), April 16 & 17, 2015 at SUNY Cortland

Created by: Faith Firenze: SUNY Potsdam Career Planning Marketing/ PR Intern