Career Planning Newsletter

Letter from the Interim Director

Career Planning has experienced some major changes this past year. Karen Ham, Director since the 1990’s, retired in June. We thank her for all her years of dedicated service! We hired a Senior Level Counselor, Jodi Schneiderman (see last page for bio). And, we moved our offices from the second floor of Sisson to the first floor of Sisson, room 130!

In the upcoming semester we are especially interested in working with you in new and creative ways. We could...

- Arrange a career panel of alumni to meet your students.
- Offer your senior seminar students interviewing assistance.
- Assist your students in getting a resume and “elevator pitch” ready for Schmooze-A-Palooza.
- Assess possible major and career direction with your undecided advisees, including gaining insight into their personality, values, and strengths.
- Provide resume assistance targeted to the employment opportunities your students are likely to encounter.

Career Planning had a very busy Fall semester:

- Planned 50+ presentations, info sessions and events.
- Organized a Grad School Fair featuring SUNY Potsdam’s programs as well as 75+ others, attracting 200+ students.
- Presented weekly resume & career exploration workshops
- Increased walk-in appointment hours from 2 days per week to 5 days per week, 1pm – 4pm.
- Participated in diversity awareness initiatives.
- Participated in exploratory panels to prospective students and parents at Admissions Open Houses.
- Improved online employer search databases.
- Collected data and published a Career Status Report on the class of 2014*; 98% reported employment or graduate school enrollment. (*Collecting data on class of 2015).

We invite new initiatives and opportunities to connect with you and your students!

Sincerely, Meg Bain
Spring Events

Wednesday, February 3, 5:00-6:00 PM, Kellas 101
Senior Meeting
We will cover vital information the students need to prepare for life after SUNY Potsdam, including job search and networking strategies, self-marketing tools, interviewing, graduate school, and more.

Monday, February 8, 3:30-5:30 PM, Fireside Lounge
Law Enforcement Panel and Networking Event

Monday, April 11th and Tuesday, April 12th, SUNY Cortland
Teacher Recruitment Days, sponsored by CNYCDA and Career Planning

Wednesday, April 20, 1:00-6:30 PM, PAC Proscenium theater
Economic Fusion
Come celebrate creativity, entrepreneurship, and networking with industry leaders. Economic Fusion is a series of three events.

Economic Fusion: Schedule of Events
1:00 - 3:00 p.m.: Creative Idea Competition for students
3:00 - 4:30 p.m.: Alumni Entrepreneurship Panel and Keynote Speaker
4:30 - 6 p.m.: Schmooze-A-Palooza
6:00 - 6:30 p.m.: Award Presentations

Review of a Major Affair

On October 29th, Career Planning teamed up with Res Life, Academic Departments, and FYSS to host an event for undeclared majors and minors resulting in 485 students in attendance! The Major Affair allowed students to talk to reps of each academic department and gain an understanding of career paths. Evaluation results found that 90% of students learned more about the majors and minors offered at SUNY Potsdam with more than a quarter of students deciding on a major due to this event! 97% of students would recommend the event to other students because it “helps you get a better understanding of what you want to pursue" and “get acquainted with professors and leaders in your favorite subject."
Resources for Your Students

**InterviewStream**

InterviewStream is a web-based mock interview program, which lets students practice interviewing. If you teach a senior seminar, let us bring this technology to your students in class.

**Assessment tools to explore possible majors and careers:**

**FOCUS:** an online tool to help students assess interests, skills, values & personality and connect to careers.

**StrengthsQuest:** Students discover their uniqueness through their top five talents.

**Myers-Briggs Type Indicator:** Connect personality type to career paths.

**VISTA Cards:** Uncover your values, interests, skills and traits through a card sort activity.

**CareerSpots Videos**

CareerSpots videos provide quick, basic tips on job search, internships, and career exploration. Show them in your class!

**Online Employer Search Tools**

1. **Career Shift:** provides a database of employers, contacts, and job postings

2. **NY Employers and US Employers** lists employers by majors of interest. Includes locations and descriptions.

**BearTracker Database**

Helping students navigate volunteer, internships, mentor and career opportunities.

We now have a faculty/staff portal so you can view job postings, organizations, and events. Visit BearTracker [here.](#)

**Tell Your Students to Think Ahead!**

Begin a [Reference File.](#) A reference file at Career Planning contains recommendation letters and is used when students apply to graduate schools or employment.
Invite Us to Present to Your Students!

We can present on multiple topics, including the following…

- Major & Career Exploration (including use of assessments)
- Resume and Letter Writing
- Job Search
- Networking
- LinkedIn & Social Media
- Interviewing
- Graduate School

We can also help you arrange alumni and employers to speak to your students.

Have you heard about StrengthsQuest?

This is a powerful assessment tool developed by Gallup that helps students become more aware of their individual strengths and the uniqueness of others.

Your students can take the assessment and we then provide an interactive session to help them understand their strengths. StrengthsQuest was presented in 14 FYSS classes with great success! Invite us to your class too!

New Peer Career Advisor Program!

We are currently training Peer Career Advisors (PCAs) who will assist our office with outreach! They would love to present in your classroom or residence hall (or wherever) to share the services we offer regarding major/career exploration and development. They can speak to students for 15 minutes or just 5 minutes. Whatever works best for you!

Picture (left to right): Samantha Becker, Sarah Noel, and Olivia Oros

Contact Jodi Schneiderman at schneijl@potsdam.edu to set up a presentation or speaker!
Meet The Staff

Meg Bain, Interim Director
Bonnie Marsh-Godreau, Secretary
Jodi Schneiderman, Senior Career Counselor
Sarah Noel, Public Relations/Marketing Intern

Grad Advantage Program Recipients (shared):
Danielle Healis and Roxanna Amiri

Work-Study Students

JOELLE DELGARDE
OLIVIA OROS
JENNIFER FLICKINGER
SAMANTHA BECKER

MARIEL DELEON
ROBERT FOWLER
KIAH SEXTON
SARAH NOEL

Goodbye, Danielle John!

We would like to thank Danielle John, Adjunct Instructor from the Art Department, for giving us her service while we underwent a search. We appreciate all the great work she did for the students. Thank you!

New Senior Counselor!

Hello! My name is Jodi Schneiderman and I was recently hired as the Senior Career Counselor in the Career Planning Office. I worked at the University of Colorado at Boulder for 10 years in the career services office. Therefore, I am thrilled to be back “home” in a career office. Most recently, I have been working in the Educational Opportunity Program (EOP) here at SUNY Potsdam for over a year planning events, coordinating leadership programs, and meeting with students to discuss major and career exploration and development.

I have two master’s degrees: Industrial/Organizational Psychology and Community Counseling. I have also worked as a Therapist with at-risk youth and a Change Management Specialist for Harley-Davidson Motor Company (yes, I did get my motorcycle license 😊).

In 2014, I moved to Potsdam, NY, when my spouse accepted a position as Professor of Anthropology at Clarkson University. We adopted a little girl from China just before the move and she has brought a lot of love to our home! In my spare time, I enjoy volleyball, hiking, and traveling as much as possible.

Contact Us!
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