60 Seconds: Go!

If you come face to face with a potential employer, what would you say to them? Here is what you should cover in your 60-second elevator pitch.

- Name
- Class
- Major
- Goals/Opportunities
- Experience
- Skills & Strengths
- Knowledge of Company

Practice, practice, practice! Be sure you maintain eye contact and use positive facial expressions, body language and posture.

Ask a question about the company based on your research. New products, the outlook, certain programs for interns, etc. are all great conversation starters. Try not to ask what they do as an organization, which is information you should have already obtained.

Source: www.naceweb.org

JOB EXPO 2014

If you are looking for a job or an internship, make sure you attend the Job Expo on April 9th in the Union MPR! From 4-6:30 pm, you will be able to network regarding potential job openings and career fields. A preparation workshop will be held on March 12th in the Fireside Lounge from 5-6 pm. Here you will learn what to expect from a job expo, preparation strategies, how to present yourself to an employer, which questions to ask, job fair etiquette, dressing appropriately, and following up after the event. Register for the workshop by emailing bainmm@potsdam.edu with “Register for Job Expo Workshop” in the subject line. After March 14th, check www.potsdam.edu/career to see which employers will be attending. Good luck!

Facebook Contest!

Career Planning will be holding a Professional Dress Facebook Photo Contest from now until April 7th. Just email career@potsdam.edu a photo of yourself in professional attire—something appropriate for an interview or job expo. All entries will receive a discount coupon for a clothing store and will be posted on our Facebook Group. Each approved entry will also be submitted for the grand prize, a $50 gift card to The College Bookstore. The winner will be announced at the Job Expo.

UPCOMING EVENTS

Job Expo Prep Workshop
March 12, 5 – 6 pm
Fireside Lounge
Register at bainmm@potsdam.edu

Job Expo
April 9  BSU MPR
4-6:30 pm

Teacher Recruitment Days
March 31 & April 1
SUNY Cortland
cnytrd.org

Walk-in hours are now from 1-4pm on
-Tuesdays
-Wednesdays
-Thursdays

OFFICE INFORMATION:
206 Sisson Hall
Monday-Friday
8:30 am- 4:30 pm
315-267-2344
career@potsdam.edu
www.potsdam.edu/career
Join our Facebook Group: “SUNY Potsdam Career Planning”
Teacher Recruitment Days Reminder

For those that have registered for TRD, as a reminder, it will be held at SUNY Cortland on March 31 & April 1. Visit www.cnytrd.org to research attending schools. Submit your resume to Career Planning by Friday, March 14!

Public Relations & Marketing Internship

Do you want to polish your public speaking skills? Develop your marketing ability in a fast paced and supportive environment? Apply for Career Planning’s Public Relations & Marketing Internship by Friday, April 4th! Earn 6 upper division credits while obtaining relevant skills over the course of two semesters. For more information, contact Career Planning or email Alisa Hitchman, at hitchmaj195@potsdam.edu.

Virtual Career Fair

Teaching opportunities available through the Southern Teachers Agency (STA), including private and independent schools from Pennsylvania to Texas, will be available at several Virtual Career Fairs starting March 13th. Go to the STA website and click on “candidates” from the menu on the left, click on “start new online application” and then upload your resume & cover letter. Once approved, you will be eligible to sign up for the fairs and seek teaching positions. Below are the dates for the upcoming career fairs:

<table>
<thead>
<tr>
<th>March 13, 27</th>
<th>May 8, 22</th>
<th>July 10, 24</th>
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<tbody>
<tr>
<td>April 10, 24</td>
<td>June 5, 19</td>
<td>August 7</td>
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Google Search for Unadvertised Job Openings

- Many companies post jobs on their own websites in an effort to keep advertising costs low. Only about 15-20% of available positions are on job board postings according to glassdoor.com.
- Click here to visit the link at lifehacker.com and find out how to search for unadvertised job openings through a Google search.
- With this knowledge, you will be able to narrow down your job search, use your time more efficiently, expand your opportunities and best of all you have a secret weapon against others looking for employment in your field! Less competition!

Source: www.lifehacker.com

Tip of the Semester: Make our office your best friend! Employers come to us to find potential employees—isn’t this enough of a reason? We are here to help you develop skills that will prepare you for your future, so stop by today!

Contact Us!

Karen Ham: Director
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Meg Bain: Assistant Director
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Erin Wilson: Career Counselor
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