IN THE NEWS...

We Are Here During the Summer!

We are open from 8:00 AM-4:00 PM Monday-Friday all summer and available for appointments, including phone appointments if your students live a distance from Potsdam.

Hopes and Dreams of Potsdam Students

Click here to watch a video of our very own Potsdam students sharing their hopes and dreams for the future.

Classroom Presentations

Invite us to your classroom for a 5-15 minute presentation in the fall. We have Peer Career Advisors who will give a quick presentation on our services. We can also present on topics such as self-assessments (e.g., StrengthsQuest, MBTI, VISTA Card Sort), resumes, interviewing, job search, graduate school prep, and more!

SAVE THE DATE!

The Graduate Fair is scheduled for September 20, 2016. Last fall, we had over 80 schools visiting. Don't miss out!

IN SUPPORT OF A LIBERAL ARTS DEGREE

To support the career viability of a liberal arts education, Richard Detweiler, President of the Great Lakes College Association and founder of Global Liberal Arts Alliance, was looking to generate data and insight that shows a direct link between the undergraduate experience and success in career and life. The results of his recent study have given him ample information.

Detweiler provides us with data to counter critics, including governors who have eliminated state-funded liberal arts programs believing they won't allow the next generation of graduates to earn a productive living.

To quantify the impact an undergraduate education has on people over the course of a lifetime, Detweiler performed a cross-sectional study of 1,000 college graduates—some from liberal arts colleges and others from a random sample of U.S. colleges—at 10, 20, and 40 years post-graduation. In gathering his data, Detweiler found there are employment opportunities after college for liberal arts majors, the competencies liberal arts graduates develop in college are useful, and the liberal arts is a path to lifetime success.

What I found is that any disadvantage to being a liberal arts major in terms of salary is short-term and disappears quickly," Detweiler says. “On average, liberal arts majors have a somewhat lower income in their very first jobs than technically trained students, but very quickly after that, salaries match." Beyond salary, Detweiler found that liberal arts majors are much more likely to be leaders, contributors, and civicly engaged as compared to those college graduates who, he says, didn't have liberal arts graduates’ “breadth and range of education." Studying in the liberal arts truly is a route to a successful future,” Detweiler adds. “It's not something that has to be made up for, but, over time, it does pay off with a more viable future than these graduates might have had if they specialized more.”

Adapted from the National Association of Colleges and Employers Spotlight for Career Professionals, March 9, 2016. For full article, click here.
**TEACHER RECRUITMENT DAY**

Teacher Recruitment Days took place April 11-12, 2016, with 11 regional schools bringing 100+ school districts to SUNY Cortland to interview teacher candidates. SUNY Potsdam brought 25 students and alumni to this 2-day event. Students at SUNY Potsdam reported positive feedback including personal success in their job search. For example, Alyssa Tarantino interviewed with 10 schools and received one job offer at the event. Margaret Lapinski had 9 interviews with 2 job offers. And, both students are still continuing talks with districts. Great job, Alyssa and Margaret!

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**ECONOMIC FUSION & SCHMOOZE-A-PALOOZA**

Economic Fusion took place April 20, 2016, and started with the idea competition, where Thomas Bradbard won the grand prize of $500 for his idea for an online educational service for low brass musicians looking to improve their skills on standard orchestral repertoire. Larry Thomas, former CEO of Guitar Center and Fender Musical Instruments, gave a fabulous keynote presentation. And last, the day concluded with Schmooze-A-Palooza, a networking event for employers and students. Students were entered into a drawing to win an iPad if they spoke to 5 employers in one of three ways: present a resume for feedback, give an elevator pitch, or ask a career-related question. Students rated the event an 8.1 out of 10 and reported learning about businesses in the area, how to network, and the importance of confidence. Employers rated the event 7.4 out of 10. Employers reported disappointment in the lack of students, however, did enjoy the students they spoke to and the use of industry zones this year. One employer mentioned the keynote speaker as "very inspirational."

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**POST YOUR WORK STUDY AND STUDENT ASSISTANT POSITIONS ON BEARTRACKER**

We are reminding all departments to post their work study and student assistant jobs on BearTracker, our online job posting system. And we can help! A trained student worker is available to visit your office to help you get these positions posted. Once on BearTracker, it is just a matter of updating positions each year, which is easy. If you have several positions (such as PACES), one job posting may be able to cover them all.

**Why is it important to get your positions posted on BearTracker?**

First, it benefits the students. Currently, students don't know where to go to find positions on campus. In addition to BearTracker, they are told to go to each department and ask, which can be arduous. Second, it benefits you. With all the positions posted and students now going to one place, our hope is that you will get more applications for your positions. Third, it benefits the university. By having these positions posted on this one site, we can show the multitude of funding opportunities to prospective students. Also, during summer orientations, we can demonstrate this to recently admitted students and their parents.

Please contact us if you would like support. You can call 267.2700 or email career@potsdam.edu. We will contact you this summer to help you get started! We want to make this as easy as possible for you.