

# Career Services

## Lougheed Center for Applied Learning

### Spring 2020



career@potdam.edu | 315-267-2507 | 107 Lougheed Learning Commons

Dear Faculty & Staff,

Career Services would like to share our exciting endeavors we have planned for this Spring semester. We have a Career Day event and a number of workshops your students can attend to support them with their career planning. If you are looking to hire student workers, be sure to reach out to our office on how to post on-campus job postings on our platform called Handshake. We also have a number of career resources that you can utilize in your classroom, along with a team of Peer Advisors who can support your students with their professional development. Please note, Karen Kus-Misiak, Assistant Director for Career Services, will be out on maternity leave in March for the remainder of the semester. Any questions can be directed to our Career Services email, career@potdam.edu, and one of our LoCAL staff will be happy to assist you. We are eager to support your students along their career trajectory!

### Handshake - On Campus Employment

Career Services' job posting system, called Handshake, features a number of jobs, internships, experiential, and volunteer, and on-campus employment opportunities available to students.

- Perks for students:**
- Schedule a Career Services appointment
  - Vetted employers from all over the country
  - Access to resources and special events
  - Find postings from Potsdam alumni
  - Build a detailed profile for employers to find YOU



**Perks for faculty & staff:**

This platform is our go-to source for **on-campus employment** that faculty and staff can utilize to circulate job postings on campus.

Best part, it's easy to use!

For step by step instructions on how to post an on-campus job posting, please visit our Career Services webpage and click on "On-Campus Employment". Watch the video for a walk through on how to create and manage a job posting.

Career Services webpage: <https://www.potsdam.edu/studentlife/career-services>

**Check out Handshake!** Login to: <https://app.joinhandshake.com>

For questions on on-campus jobs, please contact career@potdam.edu

### Career Day: Networking Event

MONDAY, APRIL 6, 2020 | 2:00-3:00pm | Knowles Conference Center

*Bring your students!*

Join us for Career Day! This is a great opportunity for students to network with over 40 local employers!

Students will be able to receive mentorship, practice their networking skills, exchange their skills and experience with employers, and explore ways to get involved and build their professionalism. This event replaces our former annual Economic Fusion. In the past, a number of students left the event with internships and secured jobs.

Networking skills and elevator pitch workshops are also available for students prior to the start of the event in Knowles from 1:00-2:00pm

Faculty...

- Build Career Day into your syllabus.
- Reach out to our staff to learn about ways you can incorporate Career Day into your assignments or for extra credit.
- Get your students to register early! Visit our Career Services webpage to register.



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## Career Services Workshops

Career Services offers various workshops for students to build on their career development and thrive in the workforce. We ask that you encourage your students to attend!

Workshops include: résumé /cover writing, internship/grad school/job search skills, digital branding- LinkedIn, networking and self-marketing skills, interview preparation, professional correspondence, and industry insight and salary negotiation.

For workshop dates please see attached poster. Dates are also available on Handshake and [getinvolved.potsdam.edu](http://getinvolved.potsdam.edu).



## Specialty Badge - Career Management: Exploration & Development

As part of the E3 Summit program coordinated by Campus Life, Career Services is offering a specialty badge for students engaged with career readiness. This eight-hour badge will contain a list of seven Career Series workshops ranging from résumé writing to salary negotiation, where participants can learn strategies to navigate and thrive in the workforce. The Career Management Badge will encapsulate a series of career readiness techniques that participants can utilize to set and accomplish career goals. This badge will also introduce participants to the art of networking and learn how to self-navigate their desired career field. These workshops can also satisfy E3 requirements.

### How students can earn a Career Management Specialty Badge:

- STEP 1: Attend 7 workshops (from Career Series)
- STEP 2: Get your resume critiqued by a Peer Advisor
- STEP 3: Submit your resume to [career@potsdam.edu](mailto:career@potsdam.edu)
- STEP 4: Complete short reflection form

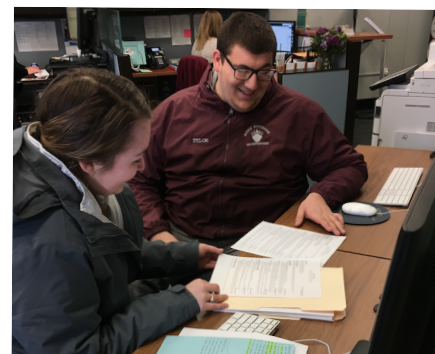


To learn more about the Career Management badge please email Karen Kus-Misiak at [kusk@potsdam.edu](mailto:kusk@potsdam.edu). If interested to learn about the E3 Summit program and specialty badges, please email Kelsey Sixberry at [sixberke@potsdam.edu](mailto:sixberke@potsdam.edu)

## Peer Advisor Program

Career Services' Peer Advisor Program offers individual résumé writing appointments hosted by a team of student workers and interns. Peer Advisors are also be available for additional types of appointments including LinkedIn support, cover letter writing, and job search strategies. This program provides maximize support for our students and further development of industry-based resources. We hope to see students benefit from this knowledge exchange from their peers, as a means to articulate their experiences and self-promote their qualifications in writing.

**Students can book a résumé, cover letter, LinkedIn, and job/internship search appointment with a Peer Advisor on HANDSHAKE.**



## Classroom Presentations

Our Career Coaches and Graduate Assistant are available for in-class presentations for your students. We deliver a wide range of topics that may beneficially supplement course material in your classes. Below, we have listed topics and a link to submit a presentation request.

### **Types of in-class presentation topics:**

- Career Services Overview
- Loughheed Center for Applied Learning Overview
- Major & Career Exploration: Focus 2 Personality Assessment
- Industry Insight: Resources to Navigate Your Career
- Job & Internship Search Strategies
- Resume Development
- Cover Letter Development
- Interview Techniques
- LinkedIn Profile Development
- Professional Development & Job Search Prep
- Marketing YOU: Self Branding Techniques
- Expanding Your Network: Skill Development

## First Destination Survey: Where Have our Students Landed?

### **Career Coaching Appointments**

Students and alumni are encouraged to book an appointment on Handshake to meet with a Career Coach for individualized career development support.

Want to learn where our students have landed opportunities after they have graduated? Career Services has published the First Destination Survey for the 2018 cohort. A survey infographic is available on the Career Services website. With a placement rate of 97% for both undergraduate and graduate students, this data captures where our students have secured both employment and continuing education post-graduation.

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