



# The Link

Linking faculty, staff, students and career services at UA

*A publication from the Center for Career Management*

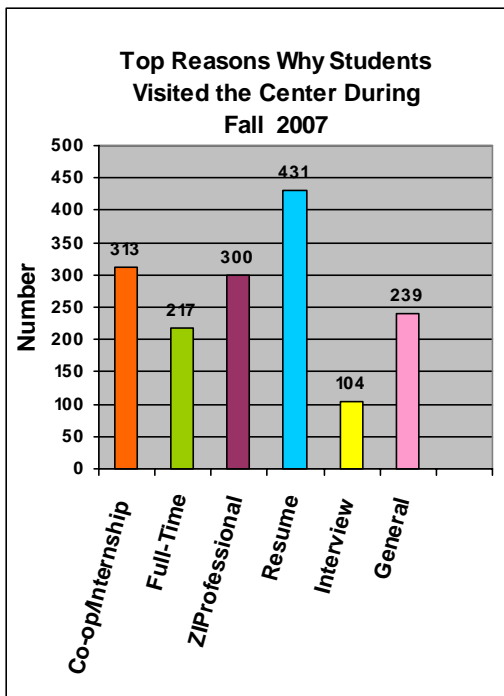
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## Recruiting Trends

Each year the Center for Career Management receives the latest 'Recruiting Trends' report from the Collegiate Employment Research Institute. This report has grown over the years and serves as a guide in projecting how and what employers will be recruiting on college campuses as well as what they are looking for in recent college grads. Below is a brief summary of the report. A more detailed executive summary will be going out to the Dean's in January. In the meantime, if you have specific questions please email [crobinson@uakron.edu](mailto:crobinson@uakron.edu).

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The Collegiate Employment Research Institute under its Director, Dr. Phil Gardner of Michigan State University, conducts a yearly comprehensive Recruiting Trends Survey. Based on information gathered from hundreds of leading employers nationwide, the report focuses on such issues as: changes in campus recruitment strategies and techniques, anticipated changes in hiring trends for new college graduates, and expected salaries by major and degree level.



Recruiting activity on college campuses will occur at a hectic pace according to hiring activity from 994 respondents to the survey. Seniors in BA/BS programs can expect more opportunities this year with employers expected to increase the number of opportunities by 7% over last year. Total hiring across all degree levels is expected to increase by 2%. Small and medium sized companies are cutting back on hiring because of concerns about the economy. The exception is employers with fewer than 100 employees who are expected to increase hiring by 12%. Large employers (>3900 employees) are anticipating retirements and have carried unfilled positions from last year; these two factors combine for an expected increase in bachelor hiring of 9%. Specific majors are engineers, 12-14%, business 13% and social science/humanities majors 20%. Computer science (all types) will enjoy a good market; IT majors will be sought after by all companies regardless of size. Starting salaries for bachelors are expected to increase by 4% to 5%. About 15% of employers expect to increase salaries by more than 5%. MBA graduates will also see a strong market with a 7% increase in hiring.

Lastly, the report also asked employers what they are looking for in new college grads, and they responded; energy, enthusiasm, drive, fresh perspectives, and computer skills. While employers highlighted key skills for grads, they also raised concerns about new hires attitudes and lack of commitment.

## Dance Major Creates Future

The job search takes time, effort and a lot of patience. As many students find out, it is a job within itself and can take up to 20-30 hours a week for 3-5 months. For UA students, it is never wise to put all your eggs in one basket, whether it is relying on a co-op, someone you know or just waiting until the last minute.

One student has done just the opposite. Julie Harmon, a senior majoring in dance, has conducted the ideal job search for students to follow. As many students find themselves in a last minute rush before graduation, Julie has used the services at The Center for Career Management, as well as doing her own research to give herself ample time to find her job.

Julie's story is not unique. Majoring in a discipline that is her passion but also wanting to see what else is out there for her. As Julie has a plan-A for dance, she has also planned another career option where she can use her transferable skills within the area of real estate. What sets Julie apart is that she is using all the services available to her. Julie first visited the Center last summer, "I was a little nervous but it was exciting to take the next step". Julie added, "I was able to sit down and create a separate resume from dance, get registered for my ZIProfessional account, and I did a mock interview this past fall that helped prepare me for

future interviews with any employer."

As Julie was preparing for the career fair, she has done some networking on her own within her inter-



Julie taking advantage of the career resource library

**"If you have questions or are not sure where to start, speak with the Center as soon as possible."**

ests of dance and real estate. She has researched the fields, spoken with employers and used the advice

and skills she acquired through her sessions with the Center. Ultimately, Julie is gearing up for the career fair in February where there will be employers within the field of real estate. "I am really looking forward to the career fair and meeting employers within real estate, but I am also interested in meeting additional employers."

With all her hard work to date, Julie understands that her job search is still not complete, but realizes the importance of utilizing all of her resources. "The best advice I can give students is to not wait until the last minute to begin your search," said Julie. "If you have questions or are not sure where to start, speak with the Center as soon as possible."

### Connecting You

*"The Center gave a lot of instructions to me, such as mock interviews, how to prepare my resume and resources about phone interview and on-site interviews. My personal advisor did a wonderful follow-up, which made me feel that I had a team to support me."*  
Jinhai Yang-Sabic, Innovative Plastics

### Connecting You

*"The CCM helped me build a resume that employers are looking for. When I brought in my resume to be reviewed, it was quite literally a mess. I would highly recommend **ALL University of Akron** students to take full advantage of the Center's services, and at a minimum, have your resume reviewed."*  
Richard Prisak-IT Intern, American Greetings

## Spring UA Career Fair

**Are your students in search of a full-time position or co-op/internship?** Or, maybe they are not sure what career fields are a possibility? If this is the case, they cannot afford to miss out on the career fair. This past career fair brought in over **100** employers and over **600** students. This spring career fair should not be any different and includes employers such as Goodyear, Pepsi Americas, FritoLay and Macy's in search of UA students.

connecting you...

UA career fair

FEB 15, 2008  
11am- 3pm  
student union ballrooms  
business dress required

more info: [www.uakron.edu/ccm](http://www.uakron.edu/ccm)

## When I Grow Up

**Do you remember what you wanted to “be” when you were five years old?** This semester’s spotlight is on the new Vice President of Student Affairs, Dr. Charles Fey. We all have had dreams of being an astronaut, doctor or scientist, so what did you want to be when you grew up?

**What did you want to be when you were growing up?**

*“I wanted to be a lawyer and the President of the United States when I was little. As I went through middle school I wanted to become a doctor.”*

**How did this change as you went through College?**

*I was a business administration major in college. Not a big fan of macro economics or QBA, so I went into the liberal arts field. I was President of Student Government at Penn State.*

**What was your first job and did you like it?**

*I was a paperboy at age 11. It was enjoyable at times, although I was not a big fan of the weekend papers.*

**What was your first position out of college?**

*I was a non paid volunteer for George McGovern’s presidential campaign in Alleghany county, which was the only county in Pennsylvania that George McGovern won.*

## Attention Faculty

**A**s a faculty or staff member, you may often be asked by your students; “What are some career options in this field?”

When that career field is yours, that probably is an easy question for you to answer. Perhaps you have thought, “It would be nice to have a handout with this information.” Or maybe your student is considering a double-major, and asks you about a career field with which you are not as familiar. Where is there one resource that can help you connect students with career information on a variety of majors?

The Center for Career Management has created a series of “Careers in ...” information guides for 45 majors at

The University of Akron. Each “Careers in...” information guide includes information to help students explore what they can do with a degree in a major field, and includes information about the job outlook, typical careers, professional associations, key skills, earnings outlook, and resume samples.

Below is a link to 45 majors for which we have “Careers in...” information guides. If you do not see your major on our list, please be patient. We started the “Careers in...” project with the majors we tend to see most often, and will be adding to this list each year. The guide is available in our office, or on our website: <http://www.uakron.edu/ccm/students/CareersIn.php>

### Education Expo

March 12<sup>th</sup>, 2008

9:00 AM-4:00 PM

Student Union  
Ballrooms, 3<sup>rd</sup> floor

## Working with the Center



**The staff of the Center for Career Management would like to thank all faculty, staff and administrators for the ways that you partner with us** to serve the needs of students/alumni. In working with you, we strive to help students take the next step on

their career journey once completing their work at UA. To accomplish this goal, the CCM offers a number of programs and resources for students and alumni. As the CCM works to better assist students/

alumni, we welcome your thoughts regarding needs that you’ve observed on campus and ways that we can provide additional opportunities for students/alumni to network with employers and bridge the gap between the University and the work force. What types of programs would you like to see? What types of needs do your students have in taking the next step after graduation? Is there some way in which you, your department or your college would like to work with the CCM to better serve the needs of students/alumni? We would love to hear what you think.

Please feel free to photocopy the following and distribute to students or call us and request our program brochure

## Spring 2008 PROGRAMMING

### January

#### Career Café

**Tuesday, January 22/Wednesday, January 23 (11:00-2:00 pm)**

Location: College of Arts & Sciences

**Tuesday, January 29 (11:00-2:00 pm)**

**Wednesday, January 30 (12:00-3:00 pm)**

Location: Student Union

#### Co-op/Internship Orientation

Tuesday, January 22 1:30-2:30 pm

Simmons Hall 301 **Pre-Registration is required**

Friday, January 25 11:00-12:00 pm

Simmons Hall 301 **Pre-Registration is required**

#### Senior Week

**When: Monday January 28th-Friday February 1st**

**Topic: Resume Workshop**

**When: Monday, January 28 Noon-1:00pm**

**Location: Student Union 312**

**Topic: Job Search Freak-Out**

**When: Wednesday, January 30 Noon-1:00pm**

**Location: Student Union 312**

**Topic: ZIP Professional Demonstrations**

**When: Tuesday, January 29 (11:00-3:00 pm)**

Thursday, January 31 (11:00-3:00 pm)

Friday, February 1 (11:00-3:00 pm)

**Location: Simmons Hall 301**

### February

#### UA Career Fair

**When: Friday, February 15, 2008**

**Where: Student Union Ballroom**

**Time: 11:00 am to 3:00 pm**

#### Career Café

**Wednesday, February 6 (1:00-4:00 pm)**

**Thursday, February 7 (11:00-2:00 pm)**

Location: CBA

**Monday, February 11/Tuesday February 12 (11:00-2:00 pm)**

Location: Polsky

**Monday, February 25/Tuesday, February 26 (11:00-2:00 pm)**

Location: Kolbe Hall

#### Fill Your Mug Mondays

**Topic: Career Fair Prep Workshop**

**When: Monday, February 4 3:45-4:45 pm**

**Where: Simmons Hall 301**

**Topic: Career Fair Prep Workshop**

**When: Monday, February 11 3:45-4:45 pm**

**Where: Student Union 310**

**Topic: Interviewing Skills Workshop**

**When: Monday, February 18 3:45-4:45 pm**

**Where: Simmons Hall 301**

#### Etiquette Lunch

**When: Tuesday, February 5 (Noon-2:00 pm)**

**Where: Martin Center**

\*Students must RSVP with the CCM

#### Reverse Interviews

**When: Friday, February 29 (3:45-5:00 pm)**

**Where: TBD**

\*Students must RSVP with the CCM

#### Co-op/Internship Orientation

Tuesday, February 19 (3:00-4:00 pm)

Simmons Hall 301 **Pre-registration is required**

### March

#### Education Expo (Registration Required)

**When: Wednesday, March 12th, 2008**

**Where: Student Union Ballroom**

**Time: 9:00 am to 4:00 pm**

#### Career Café

**Monday, March 3/Tuesday March 4 (11:00-2:00 pm)**

Location: Olin

**Monday, March 10/Tuesday, March 11 (11:00-2:00 pm)**

Location: Mary Gladwin

**Tuesday, March 25 (11:00-2:00 pm)**

**Wednesday, March 26 (1:00-4:00pm)**

Location: Auburn Science and Engineering

#### Fill Your Mug Mondays

**Topic: How to Choose a Major and a Career**

**When: Monday, March 3 (3:45-4:45 pm)**

**Where: Student Union 310**

#### Co-op/Internship Orientation

Wednesday, March 5 (5:30-6:30 pm)

Thursday, March 27 (1:00-2:00 pm)

Simmons Hall 301 **Pre-Registration is required**

### April

#### Career Café

**Monday, April 7/Tuesday, April 8 (11:00-2:00 pm)**

Location: CBA

**Wednesday, April 16 (1:00-4:00 pm)**

**Thursday, April 17 (11:00-2:00 pm)**

Location: Bierce Library

**Monday, April 21/Tuesday, April 22 (11:00-2:00 pm)**

Location: Goodyear Polymer Science

**Monday, April 28 (1:00-4:00 pm)**

**Tuesday, April 29 (11:00-2:00 pm)**

Location: Zook Hall

#### Fill Your Mug Mondays

**Topic: Getting Involved in Your Career**

**When: Monday April 7 (3:45-4:45 pm)**

**Where: Simmons Hall 301**

**Topic: Job/Internship Search Workshop**

**When: Monday, April 21 (3:45-4:45 pm)**

**Where: Simmons Hall 301**

#### Co-op/Internship Orientation Dates

Monday, April 14 (2:00-3:00 pm)

Simmons Hall 301 **Pre-Registration is required**