

The Link

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The Economy Bites; Bite Back!

The job search is becoming increasingly challenging as a result of the economic downturn. Opportunities for employment are becoming more difficult to find and competition for available positions is fierce due to the availability of experienced candidates.

There are, however, certain drivers that keep students marketable to employers despite this negative economic situation. First, employers strive to maintain their position in the global economy and they know that in order to do this, they must always search for the top talent. Second, some baby boomers will be retiring and their positions will need to be filled. A third driver impacting students' marketability is the quick rate at which many companies, especially small

ones, are growing.

Recent recruiting trends show that smaller firms are continuing to thrive in today's job market despite the economic decline.

Firms with fewer than 100 employees make up 78% of all establishments doing business in the U.S. Impressive, right? But how exactly does small business contribute to college hiring?

Smaller companies hiring trends outpace those of larger companies. Studies show that smaller companies, despite being the most vulnerable, tend to consistently offer more opportunities to college students and new graduates.

What does all of this mean to you as a student? It is important for you to realize that there are still opportu-

nities out there, but you must be focused, directed, and connected. Be patient and persistent in your job search. The Center for Career Management (CCM) has a variety of services and events scheduled this semester, including the Spring 2009 UA Career Fair. Start early; make your career and job search a priority now!

See page 3 for CCM events that can help you jumpstart your job search!

From *Recruiting Trends*, Michigan State University, 2008-09



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"A new mantra should be on the lips of every college student:

BE FOCUSED

DIRECTED

AND CONNECTED"

-Phil Gardner
Research Director, CERI
Michigan State University

Who's Taking a Look at Your Facebook?

In today's volatile economy it's important to make sure you don't let job opportunities slip through the cracks. There are so many qualified candidates applying for the same jobs that employers have to get creative in how they determine which applicant to hire. Many employers are turning to the internet to find out more about candidates, and what they see and read can have a profound effect on whether or not you get the job.

MySpace, Facebook, LinkedIn, and Twitter are all the rage right now. They let you stay connected to friends and family around the world and while these sites are good networking devices, they could also seriously damage your chances of getting a job. Racy photos, inappropriate messages to or from friends, and inappropriate text can all paint a negative picture of you to potential employers. Furthermore, personal blogs,

unbefitting voice mail messages and ringbacks, and unsuitable e-mail addresses can be what deter employers from choosing you to fill a coveted position with their organization.

The current job market is all about selling yourself as the best candidate for the job. Use these tips to help make your online image as charming and likable as you are in

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Featured Career Book Career Assistants' Pick!

Did you know that the key to success and survival in today's job market goes beyond your GPA and test scores? Yes, of course you learn a lot in college, but your text books won't teach you how to acquire marketable job skills before you graduate.

10 Things Employers Want You to Learn in College by Bill Coplin is your "get-a-job-after-college toolbox." Coplin teaches you how to develop real-world abilities by explaining ten crucial skill groups employers look for in new graduates. **These skill**

- groups are:**
- Work Ethic
 - Physical Performance
 - Speaking
 - Writing
 - Teamwork
 - Influencing People
 - Research
 - Number Crunching
 - Critical Thinking
 - Problem Solving.

These skills will impress employers and will help you land your

dream job right after college. This is why *10 Things Employers Want You to Learn in College* is the Career Assistants' Pick!



10 Things Employers want you to learn in College by Bill Coplin can be found in the CCM Career Resource Library!

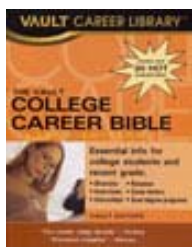
"We are what we repeatedly do. Excellence, then, is not an act, but a habit"
- Aristotle

The Career Resource Library

located in the Center for Career Management (Simmons Hall 301) has over 300 career and job search related books, magazines, videos and other career and job search information. Computers are available for your career related needs and the library also provides company brochures and job postings. Stop in and look around any time during office hours (see Page 4 for hours). You may even spot a helpful career assistant!



How to Take Advantage of Your Internship



The Vault *College Career Bible* can be found in the CCM Career Resource Library!

Almost 75% of college students do internships and if students play their cards well, they can do extraordinary things during a few months of interning. Here are a few tips on how you can take advantage of your internship:

1. Be there first

Many organizations have several interns for each semester. If possible, start a week before the other interns so that you will get more individual attention at the start of your intern-

ship. You may also get first pick of assignments and desk space. This way, you can rake through the tasks and focus on more substantive work while the later-arriving interns do the menial tasks.

2. Look around

Don't feel restrained by your department. Find out what you want to do most and "schmooze" the person who does it. Ask them about what they do and hint that you are interested.

3. Never complain

Take menial errands in good cheer. No one likes a whiner. You may use humor to hint that you would like more substantive work but as long as you do a few things that look impressive on your resume, you won't have to mention that 99% of your job was menial tasks.

From *The Vault College Career Bible*

By Your Side on this Bumpy Ride

In these difficult economic times, it is important to know that you have an ally on campus to assist you in your search for jobs, and co-op and internship experiences. The Center for Career Management is dedicated to helping you succeed in reaching your career goals. During fall semester, the Center's staff met individually with over 1,100 students through individual appointments and during walk-in hours. The Fall UA Career Fair brought 115 employers to the University of Akron and a record number of 732 students and alumni attended the event. Additionally, the Center hosted 497 on campus interviews with 49 different employers. Fur-

thermore, with the Center's help, 97 students were able to participate in an internship or co-op with 73 different employers.

The Center also reached out to over 4,000 students on campus through seminars, workshops and classroom visits to educate students on a variety of career related issues. The Center for Career Management wants you to know that we are going to continue to work hard to connect you with hiring employers and give you the

necessary knowledge and skills that will help you find success in this uncertain time.



Let the Center for Career Management help you stand out!
To stay connected in an ever-changing economy, drop by one of our upcoming events to gain a competitive edge in your career and job search.
CCM, Connecting You!



2009 Upcoming CCM Events

Senior Week Jan 26-30 Throughout UA's Campus	You On Paper: Creating a Dynamic Resume & Cover Letter Jan 26: 12-1 p.m. Student Union 323	Career Café Student Union Jan 26: 11-2 p.m. Jan 27: 3-5 p.m.	Fierce Job Search Workshop: Arts & Sciences Jan 26: 3-4 p.m. Olin 124	Fierce Job Search Workshop: Summit College Jan 27: 3:15-4:15 Shrank South 145	Fierce Job Search Workshop: Fine & Applied Arts Jan 28: 3:15-4:15 Kolbe 51	Fierce Job Search Workshop: Engineering Jan 28: 1:15-2:15 TBD
Fierce Job Search Workshop: CBA Jan 30: 1-2 p.m. CBA 120	Fierce Job Search Workshop: Nursing Jan 30: 2:15-3:15 MGH 111	Career Fair Success Secrets: Feb 2: 12-1 p.m. Student Union 314	Career Café Kolbe Hall Feb 3: 11-2 p.m. Feb 4: 1-4 p.m.	Etiquette Lunch: UA Martin Center Feb 5th Noon -1:30 p.m.	Career Fair Success Secrets: Feb 9: 4-5 p.m. Simmons Hall 301	Career Café Polsky Building Feb 10: 11-2 p.m. Feb 11: 1-4 p.m.
CAREER FAIR Feb 12 10:30 a.m.-3:00 p.m. Student Union Ballroom	Career Advancement in Tough Times Feb 17: 12-1 p.m. Student Union 335	Career Café Folk Hall Feb 18: 1-4 p.m. Feb 19: 11-2 p.m.	Education Administrators' Point of View Feb 18: 5-7 p.m. Simmons Hall Auditorium	Career Café Mary Gladwin Feb 23: 11-2 p.m. Feb 24: 11-2 p.m.	Fierce Job Search & NOTED Workshop: Education! Feb 24: 4-6 p.m. Simmons Hall 301	Career Café Olin Hall Mar 4: 1-4 p.m. Mar 5: 11-2 p.m.
What Can Help Me Choose a Major? Mar 9: 12-1 p.m. Student Union 323	Career Café Zook Hall Mar 9: 11-2 p.m. Mar 10: 11-2 p.m.	Career Café Auburn Mar 24: 11-2 p.m. Mar 25: 1-4 p.m.	"7-minute Career Exploration" (Reverse Interviews) Mar 25: 11:30-12:30 p.m. Student Union 335	Career Café JAR Arena Mar 31: 11-2 p.m. Apr 1: 1-4 p.m.		



**THE CENTER FOR
CAREER MANAGEMENT**

Simmons Hall, Room 301
Akron, OH 44325-4306

Mon–Fri: 8:00am–5:00pm
Wed: 8:00am–7:00pm

Phone: 330-972-7747

Fax: 330-972-7748

E-mail: uaccm@uakron.edu



Facebook

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person. First, set your personal profiles on websites such as Facebook and MySpace to private. This will eliminate any trouble you may run into with tagged photos or silly comments from friends. Next, even if your profile is private, set your default picture to something that is more professional looking, preferably just a photo of you appropriately dressed. If you choose not to make your profile private, at the very least, you should monitor what photos you have been tagged in and not only what friends say to you but, what you say to them as well. You should also keep in mind that your personal interests and profile section will be on display, so don't put anything in there that you wouldn't want a potential employer to see. Lastly, have a professional e-mail account. An easy way to do this is to use your

first and last name, for example, jane-doe@yahoo.com. As a helpful reminder, if you are about to graduate don't give out your university e-mail address because more than likely your account will close when you graduate. Basically, when you are ready to start looking for jobs, make your overall online image more professional. Take all the necessary steps to ensure that employers will know that you are who you say you are.

For more information and additional tips on making your online image more professional visit the Center for Career Management.

Our Mission

To support student and alumni career success through engagement in self-discovery, experiential learning and life-long career development in an ever-changing and diverse global society.

Our Sponsors

J&K Subway, Suarez Corporation, and Verizon Wireless have played an active role in the Center for Career Management by furthering our ability to reach and serve the student population through generous grants.

J & K Subway is a family owned and operated business since 1986. It is the 10th largest Subway franchisee and the 2nd largest restaurant chain in the world. The company values integrity and features a fun, friendly, fast-paced environment with a commitment to a fresh and healthy menu.

Suarez Corporation Industries is a leader in the direct marketing industry with millions of satisfied customers worldwide. Located in North Canton, Ohio, it produces and

markets thousands of products ranging from jewelry and collectibles to sports equipment and fitness products. It does everything in-house, from creative writing, to package design, photography, printing, analysis, programming, order entry and product fulfillment.

Verizon Communications is a leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers. Verizon Wireless serves more than 80 million customers nationwide. A Dow 30 company, Verizon employs a diverse workforce of nearly 224,000 and last year.

