

April 2009

**Special points of interest:**

- **Prepare yourself to find success in an uncertain economy**
- **Go beyond the classroom to learn about careers**
- **Learn to conduct effective job searches**
- **Make sure Grad School is right for you**



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**Preparing You; Not Scaring You**

The Spring 2009 Career Fair was another huge success in connecting students and alumni with hiring employers. 78 employers attended the Career Fair and met with over 600 students, an increase from Spring 2008. The Center for Career Management asked employers attending the Career Fair to provide feedback on how well prepared students were, and more importantly, how the economy is affecting their hiring.

Overall, most of the employers felt students that attended the Career Fair were well-prepared, well-dressed, and asked the right questions. 72% of responding employers stated that they felt students were ready for employment with their company. One employer went on to say that he

“felt like there were more qualified candidates at this job fair than in years past”.

The employers at the Career Fair had a lot to say about the economy. One employer summed up students’ worries by stating, “Many students [are] confused on what they want because of the economy and what they have heard.” With such negative numbers being reported in the news, many students are feeling as if they will never be able to find a job. The Center for Career Management wants you to know that although the economy is weaker than in years past, employers are still hiring. 34% of responding employers stated that the economy has somewhat impacted their hiring. 41% of employers stated that they project an increase in

hiring for full-time positions for the 2009-10 school year and 21% stated a projected increase in co-op/internship hiring for the 2009-10 school year as well. However, there is still a great deal of uncertainty when it comes to the economy. 16% of full-time hiring and 31% of co-op/internship hiring employers reported that they just don’t know what their projected hiring will be in the coming year.

The Center for Career Management is here to help prepare you for all of your career related needs. We want you to be realistic about the economy, but not scared by it. We offer a variety of resources that will help you reach your career goals. See page three for a listing of upcoming events and stop into our office for more information.

**Thinking About Grad School?**

As you contemplate whether grad school might be the path for you, here are a few things to consider:

- Every student’s career path is different. Think about what is best for you.
- Grad schools receive a surplus of applications during a recession. With fewer employers hiring, students tend to think that their chances of finding a job are so slim that they might as well continue their educations as a way of avoiding the economic storm.

- Think about the costs it will add to your undergraduate debt and compare it to the benefits you will receive from grad school. Will a master’s degree and zero experience make you more marketable compared to an undergraduate degree with two years of work experience? Have you considered pursuing a minor instead of an advanced degree? Even if you find a job that is unrelated to your degree at first, you could spend the two

years working your way up in the organization and developing your transferrable skills.

- Ask yourself *why* you want to go to grad school. Is it because you feel you do not have enough education in your field? Or are you just going as an excuse to wait out the recession? For more information or to talk to one of our professional staff members please contact the Center.

Adapted from: Career Hub: Why Grad School is No Solution to Unemployment Woes

## Featured Career Book **Career Assistant Pick**

**N**etworking isn't rocket science and can be learned by anyone with a desire to get ahead. Diane Darling, author of **The Networking Survival Guide** tells us that every successful professional realizes at some point that he or she needs help in accomplishing their goals.

This same realization applies to students as well. Each of us has goals that we need to accomplish, but sometimes aren't sure exactly what it is that we should be doing to accomplish them. Having a positive attitude and *actively working* toward your goals will allow

you to make your dreams a reality. Right now you may be asking yourself, "how do I build my networking contacts, and what does this process entail?"

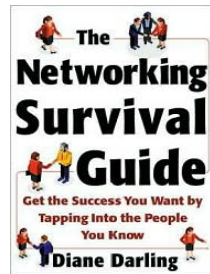
The **first step** in networking is coming up with a list of people who you know are willing to support your efforts both personally and professionally.

The **second step** would be to reach out to those individuals. You can do this by phone, e-mail, or in-person visits. The *Networking Survival Guide*, located in The Center for Career Management Resource Library, teaches you step

by step the art of building successful networking relationships.

With the aid of this book, you will be able to build connections with people from all walks of life.

From your next-door neighbor to your school professor, the possibilities are endless! It's never too early to begin networking. **Start now, your future depends on it!**



*"Each of us has [career] goals that we need to accomplish, but sometimes we aren't sure exactly what it is that we should be doing to accomplish them."*

-Diane Darling, author of *The Networking Survival Guide*



Thinking about scheduling an on-campus interview? We are bringing employers to campus to interview you! Our friendly Employer Relations staff will be here to greet you the day of your interview. While waiting, you can browse through career related material in our cozy waiting room. More information about which employers will be interviewing in our office can be found in the ZIPProfessional career database.

## Learning Beyond the Classroom

In this economic recession you might be wondering what you can do while in college to make you more marketable to employers upon graduation. Employers want to hire graduating students who have career-related work experience during college because they know you are able to apply what you've learned to real-life situations. The experience you get might not be your dream job, but it does need to be experience that exposes you to professionalism,

and lets you see how the skills you learned in the classroom are applied in the real world.

A co-op or internship experience makes you more mature, more professionally polished and teaches you things beyond what you learn in the classroom. Experience related to your field helps you learn essential job search skills so that you'll be better prepared for the job search when you graduate.

For additional information about co-ops and internships, please contact the Center for Career Management at 330-972-7747 or stop in and see us in Simmons Hall Room 301.



## How to Conduct a More Effective Job Search

Conducting an effective job search can be challenging and feel like it lasts an eternity if you don't know where to start. Everybody at some point in his/her life is faced with the urgency of locating desirable employment, and with this sense of urgency comes responsibility. As a student, it is your job to have a plan of action. **YOU** are the most important person to you, so you owe it to yourself to be prepared!

Our number one goal in the Center for Career Management is to help you put together an effective job search. We do that by connecting **YOU**, the student, to people and resources that will enable you to efficiently market your skills and abilities. Some of the services that our career advisors can help you with are resume and cover letter critiques, interviewing strategies, networking and salary negotiation techniques, and relocation information.

In the Center for Career Management, students can also visit our Career Resource Library. Our resource library contains career related books on various topics and paper postings of job and internship/co-op opportunities.

Students can also view online postings through the ZIProfessional career database. Why is it so important to have multiple job search strategies as a student? Having a diversified job search strategy allows for you to tap into multiple resources which can increase your chances of landing a rewarding career.

**The #1 resource to find a job in today's economy is through networking!** Networking is the process of talking to people in order to get additional contacts or information about possible hiring opportunities. According to the internet resource [www.jobmonkey.com](http://www.jobmonkey.com), studies show that as much as 60 % of the jobs available are filled through networking! Simply put, networking is a resource that could be the deciding factor in you making a connection with a potential employer. Making that connection can be as informal as

asking a friend, "do you know of anyone who is looking for a qualified employee with a background in criminal justice?" Or it can be as formal as attending the Career Fair at The University of Akron. In addition to having your resume critiqued and interview skills sharpened, you should be working to build your network. Some effective ways that you can increase your networking contacts are by attending on-campus recruiting events, employer information sessions, career workshops, and **joining student or community organizations.**

Employers are looking for employees who are a step ahead of the next person. As you interact with employers in any situation, you should show them your uniqueness and professionalism. So whether you are applying for your first job or are looking to advance your career, please keep in mind the importance of having a variety of strategies to help you along in your job search.

For additional help on creating a job search that is right for you, contact the Center for Career Management. Your success is very important to us!

*Did you know that networking is the #1 resource to find a job in today's economy.*

## Upcoming April 2009 Events

<p><b>Career Café:</b> James A. Rhodes (JAR) April 1st: 1-4p.m.</p>	<p><b>Northeast Ohio Teachers Education Day (NOTED)</b> April 2nd: 7:30 - 5p.m. JS Knight Center</p>	<p><b>Career Café:</b> College of Business April 7th: 11 - 2p.m. April 8th: 1-4p.m.</p>	<p><b>Career Café:</b> Bierce Library April 13th: 11-2p.m. April 14th: 11-2p.m.</p>
<p><b>Career Conversations Financial Survival Skills: It's Time for Change!</b> April 16th: 12-1p.m. Student Union 308</p>	<p><b>Career Café:</b> Goodyear Polymer Building April 20th: 11-2p.m.</p>	<p><b>Career Café:</b> Polymer Engineer Academic Center April 21st: 11-2p.m.</p>	<p><b>Career Café:</b> Polsky April 27th 11-2p.m. April 28th 11-2p.m.</p>

*Career Cafés are a great time to stop by and have your resume reviewed!*



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

Walk-ins are also available  
Monday-Friday 11am-4pm  
(Wednesday 11:30am-4:30pm)



Picture retrieved from: <http://blogs.jobdig.com/wwds/2008/09/20/before-the-interview-use-the-google/>

### 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 people.



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