



The Office of Counseling and Career Services

Career Services Newsletter

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Editor:
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Job Search During Tough Times: What You Can Expect When You Graduate From Elmira College



Let's face it: every news article, television show, or internet resource is filled with predictions of a bleak job market for the Class of 2011. But, fear not. You can begin now to prepare for that day, just before or after Commencement, when you find out that you have been hired by an organization you want to work for. You can begin now whether you are in your first or final year at Elmira College. When employers read resumes, they are looking for three types of information: experience (internships and jobs), academics (indications of strong performance) and leadership (campus involvement and community service). What you learn in college can be applied to life in the "real world". Unfortunately, some students find it difficult to express the qualities which employers seek in a job applicant. Be sure to use your remaining time at Elmira College to build and practice these desirable qualities. Noted below are some of the personal qualities that will make you stand out to your future employers.

Communication Skills

According to National Association of Colleges and Employers NACE communication skills are the number one attribute employers are looking for as well as the number one skill they say candidates are lacking. Employers want employees who can articulate their thoughts, opinions, and knowledge clearly, whether it be in the form of discussion, writing emails and reports, or creating presentations. Elmira College courses can help you succeed! Apply yourself when you read and write papers for class. Phrases such as "c u l8r", and "lol" do not cut it in the world of business and professions.

Face-to-Face Interaction

Many of us spend so much time instant messaging, sending text messages, and making cell phone calls, that we neglect to develop our verbal communication skills. Unless we build face-to-face skills, conversation can become awkward. The ability to make small talk, listen, and engage others are key to a successful employment interview and success in the workplace. To improve your skills, take a public speaking class, attend networking events, and engage in conversation with Elmira College faculty members and administrators.

Business Etiquette

It is important to conduct yourself professionally in a work setting – at a dinner, in a meeting, or even when writing an email. Another aspect of professionalism is what you wear to work. This applies to both men and women. Observe how various professionals dress at their worksites, research the attire appropriate for your field, and window shop at stores which sell professional wear. These are some simple things you can do while you are still a student.

This page features simple yet important skills for you to work on during your time here at EC. Remember it is never too late or too early to get started. These are easy steps that students of any class year can take to improve their job hunting skills. I urge you all to take action and get yourself on the track to success!

- Danielle Garrison '11

Who's Hiring?



According to NACE the 2011 job market is off to a positive start with employers planning to hire 13.5% more new grads with bachelors degrees. In addition employers are expected to increase starting salaries for these 2011 graduates by up to 3.4% this year. AOjobs.com indicates that many major companies will be hiring this year. These companies include, Marriot Hotels, Coca-Cola, Apple, Wells-Fargo, Best Buy, UPS, Wal-Mart, Kaiser Permanente, Google and AOL. Graduates majoring in business, engineering and the sciences are the most in demand.

Employers rank the importance of skills and qualities

- Communication skills
- Strong work ethic
- Teamwork skills
- Analytical skills
- Initiative
- Problem-solving skills
- Interpersonal skills
- Computer skills
- Flexibility-adaptability
- Detail oriented



Adapted from JobWeb.com

The influence of attributes when deciding between two equally qualified candidates

Below is the average rankings from NACE, National Association of Colleges and Employers, on a scale of 1 to 4, of the top attributes employers are looking for. Involvement on campus, especially as a leader, your academic major and a high GPA will separate you from the other candidates. In 2011 employers will be placing a stronger emphasis on a high GPA.

Academic Majors	4.1
Has held leadership position	4.1
High GPA (3.0 or above)	3.8
Has been involved in extracurricular activities (clubs, sports, student government, etc.)	3.8
School attended	3.2
Has done volunteer work	3.2

Work Experience Key for New College Grads Seeking Employment By: Andrea Koncz, NACEweb press



New college graduates who have taken part in an internship or cooperative education assignment may have an edge in the job market over their peers who lack such experiences, according to a report from the National Association of Colleges and Employers (NACE).

Employers taking part in NACE's *Job Outlook 2011 Survey* reported a strong preference for college candidates with relevant work experience. "For college students, that experience is most typically gained through an internship or co-op assignment," says Marilyn Mackes, NACE executive director.

Career Lessons from the Recession

By: Danielle Garrison '11



There is no doubt that the recession has had a negative impact on the job market, especially for recent grads, however there are some positives we can take away from this. Here are several key lessons learned from the recession and how they can help your career:

Anticipate change:

Change is inevitable, keep a positive outlook and stay flexible. As was the case in the recession for many employees, you will likely have to adapt to changing work conditions, working with fewer resources and taking on new responsibilities at some point in your career. If you are able to do this you will be better able to stay in control all while learning new skills and remaining a true asset to the organization.

Keep your skills current:

It is important not only to learn new skills to stay up to date in this ever evolving world but also to keep old skills fresh. Along with updating their technical abilities, the savviest professionals strengthened their so-called “soft skills.” For example, many people have become better negotiators as they've had to do more with less. Anticipate upcoming trends and opportunities that will allow you to put your unique skill set to work.

Don't ignore your network:

During a recession, many individuals are left seeking new jobs and companies cut back on advertising openings, it quickly becomes all about who you know. Whether identifying job leads, providing referrals or simply offering advice, your network has probably been an invaluable resource. Be sure to keep your connections strong both in person and online. In return, be sure to help others in your network as well, offering to up job opportunities you've come across or referring them to any connections you may have.

Remain ready:

The recession has taught us all that any job can disappear with little or no warning. Even the most historically steady industries were not immune. Ensure that you remain ready to quickly begin a new job search if necessary by keeping your resume current, picking up new skills, certifications or professional designations.

As philosopher George Santayana famously said, “Those who cannot remember the past are condemned to repeat it.” This recession is still fresh in most people’s minds, but as conditions improve, don’t forget the knowledge you've gleaned. These lessons can help you prepare for and overcome any bump or pothole that may appear in the road of your career.



What Jobs Are Most In-Demand? A Breakdown of the Top Ten

According to NACE's *Job Outlook 2011* survey, Accounting and Business Administration- Management are the Elmira College majors in demand.

Listed below are the most in- demand majors from in the nation from the Class of 2011 graduates, including the average starting salary.



Major	Number of Respondents Who Will Hire	% of Total Respondents Who Will Hire	Average Starting Salary
Accounting	106	61.6%	\$61,000
Finance	98	57.0%	\$50,000
Electrical Engineering	92	53.5%	\$56,000
Computer Science	91	52.9%	\$50,000
Mechanical Engineering	91	52.9%	\$50,000
Business Administration; Management	89	51.7%	\$40,000
Information Sciences and Systems	81	47.1%	\$45,000
Computer Engineering	72	41.9%	\$62,000
Management Information Systems	72	41.9%	\$46,000
Logistics, Materials Management	65	37.8%	\$50,000

Visit The Office of Career Services for assistance with any of the following job preparations:

- *resume critiques
- *practice interviews
- *cover letter assistance
- *placement assistance
- *choosing a major
- *adding an additional major or minor
- *CV review
- *placement files
- *job search coaching
- *online job networking

The Office of Career Services is located in McGraw Hall Room 226.



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