



CAREER SERVICES EDGE

ADVISE TEACH DISCOVER GROW

UW-Superior Career Services hopes you are enjoying this winter season. Please take a moment to review this edition of *Career Services Edge*. In this edition you will find valuable recruitment data and employment trends, as well as Career Services partnership testimonials and opportunities. For more info, please contact our office at 715-394-8024 or kpykkone@uwsuper.edu.

[Season's Greetings from Career Services](#)

RECRUITMENT TRENDS 2010-2011

Academic Majors in 2010-2011 *Source Recruiting Trends 2010-2011

At the Bachelor's level recruiting seems to be rebounding across most majors. A few week spots exist in healthcare, counseling and social work, and education. What emerges from our review of academic majors is:

- Employers place a priority on flexibility and are willing to look broadly for talent.
- Academic training that can bolster the company's internet presence has priority.
- Computer science, business and public relations majors will see an increase in opportunities.
- Entrepreneurial acumen and creativity remain in demand.
- Service-oriented companies bring a broader perspective on what defines a quality candidate compared to manufacturing, accounting, and banking — the historical collaborators in college campus recruiting — who tend to focus on technical skills.

Despite more opportunities this year, expect competition to remain fierce!

Hot Majors for 2010-2011 *Source Recruiting Trends 2010-2011

All Majors	Entrepreneurism	Economics
Accounting	Mathematics	Marketing
Computer Science	Public Relations	All Liberal Arts
E-Commerce	Computer Engineering	

Links to Recruitment News and Employment Statistics

- [NACE Index Shows Improvement in Job Market for Class of 2011](#)
- [Academic Major Biggest Factor in Who Gets Job Offer Prior to Graduation](#)
- [NACE Job Outlook 2011: College Hiring Outlook Positive in All Regions](#)
- [Wisconsin Department of Workforce Development Employment Rates and Job Data](#)

Career resources and more are available online at
WWW.UWSUPER.EDU/CAREER
Your portal to UW-Superior's "Competitive Edge"



Spring 2011 Career Services Events

Feb 9	Target Day
Feb 9/10	Resume Drive-Thru
Feb 16	Head of the Lakes Spring Job Fair @ UWS
Apr 6	No Gigs For Pigs Etiquette Dinner

What Are Faculty Saying About Career Services Partnerships?

“The activities, events, counseling and guidance as well as internship and job opportunities availed through Kathy Pykkonen and Career Services has been phenomenal. Career Services is an office and a personality, in the person of Kathy Pykkonen, that is not only a service but an opportunity for us as faculty to assist our students in getting a step up in starting their careers, regardless of major.”
-Dr. Bruce Kibler, Professor of Management

“The students in Writing 209 benefited greatly from Career Services' visit this semester. The anecdotes and advice shared that day truly opened their eyes to how important the ability to write clearly and professionally is.”
-Ms. Elizabeth Grbavcich, Lecturer of English Composition

“I appreciate all of the hard work that you and the people of Career Services have done to assist the social work program in getting students ready for their internships and future job interviews. The mock interviews you have set up over the past three years have helped the social work juniors acquire themselves of interview skills that will stand them in good stead as they move through the major and in life.” -Mr. Jay Wolterstorff, Professor of Social Work

“I am, and I know that my theatre colleagues are very appreciative of the efforts by the Career Services office.”
-Mr. Stewart Platner, Professor of Communicating Arts

COLLABORATIVE CAREER SUCCESS SKILLS EVENTS and ACTIVITIES

Consider adding one or a combination of the below assignments/events to your syllabus for your students to experience and practice their career transitioning skills. The assignments/events would be managed by Career Services with the support of faculty making it an assignment for their course. All events can be out of the classroom requirements as to not interfere with class time.

Networking Social

Virtual Mock Interview Assignments

Job Shadow/Info Interview Assignments

Resume Assignments

Mock Interview Event

Etiquette Training

DON'T CANCEL CLASS

Invite Career Services to your class when you are unavailable. We offer many workshops for you to choose from. (All offerings can be tailored to the time allotted and to the make-up of your class and majors.)

Jacket Jobs and Career Services Overview

Resume & Cover Letter 101

Interviewing Skills

Demystifying the Graduate School Process

What on Earth Do I Major In?: Career & Major Exploration

Backpack to Briefcase: Transitioning from College to a Career

Beyond Please & Thank You: Dining Etiquette

Professional is as Professional Does: A “how to” on Professional Behavior

Networking at a Career Fair: Getting the Most out of a Career Fair

FACEBOOK THIS: Your Professional Image...Online

What's Your Worth? Negotiating Salary and Benefits

Your Job Search Beyond Monster.com

Dress for Success

Selling Me to Employers

Myers-Briggs Type Indicator®- Understanding Your Type

StrengthsQuest® - Talents and Strengths Assessment

