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Career Services Online

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Spring 2012 Volume 4, Issue 1

NIU Career Services

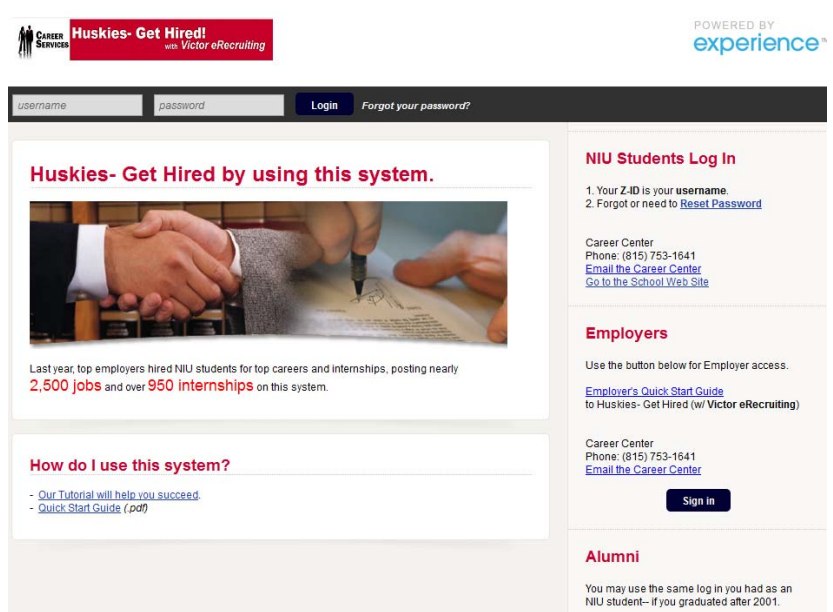
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REINTRODUCING CAREER SERVICES' WEB-BASED JOB AND INTERNSHIP SEARCH TOOL: HUSKIES- GET HIRED

Victor eRecruiting has a new name this year: "Huskies- Get Hired" (www.gethired.niu.edu). We have found that the word "recruiting" does not resonate with students for jobs and internships. Students tell us that when they think about life after college they think about their ability to get hired.

By renaming Victor eRecruiting as "Huskies- Get Hired," the title of the system itself describes what the system can do for students—provide access to employment opportunities and employers seeking NIU students. The name also provides a clear call to action—get hired!—as well as a declaration that NIU students are being hired into satisfying careers, even in this economy. These messages are important to current NIU students, alumni, and employers, as well as for future students and

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The screenshot shows the login page for the Huskies- Get Hired system. At the top, it says "Huskies- Get Hired! with Victor eRecruiting" and "POWERED BY experience". There is a login form with fields for "username" and "password", a "Login" button, and a link for "Forgot your password?". Below the form, there is a section titled "Huskies- Get Hired by using this system." with an image of two hands shaking over a document. Text below the image states: "Last year, top employers hired NIU students for top careers and internships, posting nearly 2,500 jobs and over 950 internships on this system." To the right, there is a "NIU Students Log In" section with instructions: "1. Your Z-ID is your username. 2. Forgot or need to Reset Password". Below that, contact information for the Career Center is provided: "Career Center Phone: (815) 753-1641 Email the Career Center Go to the School Web Site". There is also an "Employers" section with a button to "Use the button below for Employer access." and a link to "Employers Quick Start Guide to Huskies- Get Hired (w/ Victor eRecruiting)". At the bottom right, there is a "Sign In" button and an "Alumni" section with the text: "You may use the same log in you had as an NIU student— if you graduated after 2001."

DATES TO REMEMBER

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1			
			Feb. 21—Internship Fair			
5	6	7	Feb. 22—Job Fair			
12	13	14	Feb. 27—Educator Fair			
19	20	21	22	23	24	25
26	27	28	29			

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Huskies- Get Hired Fact: In 2011, 611 students participated in 1,461 on-campus interviews with 88 employers.

Huskies- Get Hired (continued) . . .

their families. All of these groups want to know that an NIU degree will lead to their students' getting hired.

In addition to renaming the system, we have improved the log-in interface to make it more user friendly. Students can now access forgotten passwords with greater ease. Select the "forgot password" link (at the log-in page), and an e-mail is sent within minutes to the student's e-mail account on file with the system. The message provides instructions on how to access the system with a new password. This new procedure is faster than the old way, which involved waiting for a manual e-mail reply. Now, students can access passwords 24/7.

Access Huskies- Get Hired today at www.gethired.niu.edu

— *Brandon Lagana, Director of Marketing, Career Services*

Partnerships at Work

Career Services is happy to welcome Cathy Doederlein as the Coordinator of Internships for the Humanities. Cathy assists students in English, Communication, History, Foreign Languages, and Philosophy in their internship search. Cathy partners with Career Services by utilizing Huskies- Get Hired internship listings, encouraging Humanities students to explore opportunities at the Career Fairs, referring students for résumé and job search correspondence assistance, and developing internship opportunities.

Cathy completed her bachelor's and master's degrees here at NIU, both in Communication. After 10 years in the corporate world, she is thrilled to be back on campus helping Humanities majors find internships. Her partnerships with offices like Career Services have proven to be immensely helpful as she works to build a large network of employers with whom our students can work.

By giving them hands-on work experience in their field of interest, internships will greatly help our students increase their options after they graduate from NIU. If you work with Humanities majors, please encourage them to make an appointment with Cathy to discuss how they can get an internship and how they can apply for academic credit. Cathy can be contacted at 815-753-1016 or cdoederlein@niu.edu

Keep up with the latest from NIU Career Services via our Facebook page.

Like us at www.Facebook.com/NIUCareerServices to follow information on our events, view photos and videos, receive the latest career advice and recommended resources, and much more.

News from the Collegiate Employment Research Institute

The 41st College Recruiting Trends Report for 2011-2012 was released in November, 2011. The report is a summary of over 4,200 employers responding to a survey about the employment projections of new college grads and interns. This year's report is more positive than the past couple of years', indicating a **"strong push at the Bachelor's degree level, which will increase hiring by 7%."** Almost 40% of employers stated that they would be hiring candidates from *All Majors*, **"seeking the best talent regardless of the field of study."**

Even though the job outlook has improved for college graduates, "the competition will be fierce." There is still a greater supply of new graduates compared to employment opportunities. Factors that positively influence hiring decisions include:

- *Internships*
- *Leadership roles in professional and non-professional organizations*
- *GPA*
- *Corporate consulting projects with faculty.*

Other factors that employers seek are fit (candidate's overall skill package), flexibility (willingness to change work based on customer/client or employer needs), technical skills that bolster the organization's Internet presence, statistical/math abilities, entrepreneurial acumen, and creativity.

Students need to "Be Focused, Be Directed, and Be Connected!"

Increase in Employers Recruiting on NIU Campus for Fall 2011

The number of employers participating in the Fall 2011 Internship Fair increased by 40% over that of fall 2010. Similarly, the Fall 2011 All Majors Job Fair increased by 22%. The importance of internships continues to grow as employers struggle with economic turbulence.

Internship Fair Results: According to the student survey results, 81.4% expected to interview for one or more internships.

Job Fair Results: 93.3% of employers responding to the Job Fair survey expect to interview one or more candidates, and 87.5% of employers expect to hire one or more candidates.

Employer Comments from the Internship Fair:

"We have been to many career fairs this fall. The NIU career fair was by far the best. The NIU students were well prepared for the career fair. It was easy to park and to get set up. The NIU staff was very helpful and polite. . . We will definitely be back to NIU. "

"From my experience at other schools, it is nice to see the professors come around and introduce some of their students. Other than that it was a great career fair. "

"Traffic was a little light. Would like to see more students take part in the career fair. Overall, very pleased with the experience, and outcome. Keep up the great work!"

Students Comments from the Internship Fair:

"I got 5 interviews because of the fair; thank you!!"

"It was a good learning experience for the future. I know how to prepare for professional events like these now."

"I would like to thank Career Services for calming my nerves before the fair. The fair was a bit intimidating and the staff was supportive."

"I went to the Internship Fair last year (my Freshmen year), and it was a great experience. This year was the same. I enjoyed myself and connected with several companies. As a result, I was able to set up an interview with them. Thank you!"

Wanted: Better Employees"

Summary of a Chronicle of Higher Education Article

To read an eye opening article, see "Wanted: Better Employees" by Jeff Selingo in *The Chronicle of Higher Education*, Dec. 12, 2011 edition.

Jeff Selingo is the editorial director of *The Chronicle of Higher Education*. In his article, Jeff tells us what recruiters are indicating about today's college graduates. One cold, hard fact that he is hearing on all fronts, from large and small companies, is that today's college graduates are not prepared for the work force.

When employers were asked to explain their reasons for believing college graduates were not prepared, they placed the blame on more than those responsible for educating our recent college graduates. Recruiters started with the fact that their own companies have cut back on mentoring and training programs in order to save money. Next, many recruiters believe that some students are in college who should not be, because, as a society, we are trying to give everyone access to college. All recruiters Jeff has encountered indicated that they were surprised by the number of applicants they saw who were not ready to go to college in the first place, but who somehow managed to get a college degree.

One important skill that recruiters feel is lacking in today's graduates is the ability to write. Recruiters believe that, as the students went through elementary school and high school, they never learned this skill that they should have mastered.

Another area that recruiters point out as troublesome for new graduates is their poor work ethic. Recruiters attest that many students were not held accountable in their classes and were given undeserved grades.

Recruiters feel that many new college graduates have a sense of entitlement and want things "now." Recruiters blame this feeling of expectation on parents who were obsessed with their child's happiness.

To read the article in its entirety, go to <http://chronicle.com/blogs/next/2011/12/12/wanted-better-employees/>

Please remind students to report their internships or jobs to Career Services. Reporting can be done online at:

<http://www.niu.edu/careerservices/reporting/>

UNEMPLOYMENT FOR COLLEGE GRADUATES:

November 16, 2011 (*National Association of Colleges and Employers*)
 October 2010 vs. October 2011

	2010		2011	
	20-24 yrs. old	25-65	20-24	25-65
Associate Degree	9.6%	7.0%	9.6%	7.3%
Bachelor Degree	8.5%	5.1%	7.7%	4.5%
Advanced Degree		3.4%		3.3%

Retail Leadership Expo

One in four Americans is employed in the retail industry. Retail continues to grow and to hire ALL MAJORS at NIU. These are not your folding clothes and cashiering positions! Retail hires inventory planners, product developers, business analysts, managers, buyers, operations managers, HR, logistics managers, e-commerce and IS, marketing, advertising and Internet executives. Considering the economy, students need to look beyond their dream job and to think about fields that are hiring and will add to their skill base and résumés.

Retail Leadership Expo

Thursday, March 29, 2012

5:00 – 8:00 PM

Duke Ellington Ballroom, HSC

Program:

Keynote (sponsored by Kohl's)

Presentations by retail companies and NIU faculty members
 followed by "Mocktail" Networking Event

Event is free; registration is required. Details to follow.



Above: An NIU student interacts with a retail recruiter during the 2011 Retail Leadership Expo.

**Huskies– Get Hired
with Victor eRecruiting Facts**

- ◆ Students and alumni logged in almost 70,000 times during 2011 in search of internships and jobs.
- ◆ In 2011, 3,595 students and alumni logged in for the first time.

NIU Career Services**CAREER COUNSELING****Campus Life Building, Room 220**

- Career counseling and career testing
- Internship and job search guidance
- Professional career counselors available to present workshops

CAREER RESOURCE CENTER**Campus Life Building, Room 235**

- Individual résumé reviews
- Expert assistance with Huskies– Get Hired with Victor eRecruiting, NIU's internship and job postings database
- Computer lab for career exploration and job searching

CAMPUS & EMPLOYER RELATIONS**Campus Life Building, Room 260**

- Job and internship fairs
- On-campus interviewing
- Part-time, full-time, and temporary off-campus employment opportunities

815-753-1641

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Division of Student Affairs & Enrollment Management