Helping Your Student Find Their Career Path

Office of Career Services
Wickes Hall 270
(989) 964-4954
www.svsu.edu/careers
Resources Available

- Resume and cover letter building and critiques
- Online Tutorials
  - Resume, Cover Letter, Interviewing, Job Search Strategies
- Mock interviews and interview coaching
- Network development
- Career fairs on campus exclusively for SVSU students to network with potential employers
- Internship/Co-op advising
- Job search strategies
- Developing personal brand
- On-campus student employment

www.svsu.edu/careers
<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employers</td>
<td>4,818</td>
<td>(+38%)</td>
</tr>
<tr>
<td>New Employers*</td>
<td>1,329</td>
<td></td>
</tr>
<tr>
<td>Total Contacts</td>
<td>8,074</td>
<td>(+36%)</td>
</tr>
<tr>
<td>New Contacts*</td>
<td>2,137</td>
<td></td>
</tr>
<tr>
<td>Total External Jobs Posted*</td>
<td>7,098</td>
<td>(+65%)</td>
</tr>
<tr>
<td>Unique Student/Alumni Logins*</td>
<td>7,958</td>
<td>(+13%)</td>
</tr>
<tr>
<td>Total External Job Views*</td>
<td>247,296</td>
<td></td>
</tr>
<tr>
<td>Position Type</td>
<td>Frequency</td>
<td>Percent</td>
</tr>
<tr>
<td>---------------------------------------</td>
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</tr>
<tr>
<td>Career/Degreed 0-5 yrs experience</td>
<td>4,540</td>
<td>64.0%</td>
</tr>
<tr>
<td>Career/Degreed 5+ yrs experience</td>
<td>1,985</td>
<td>28.0%</td>
</tr>
<tr>
<td>Co-op</td>
<td>196</td>
<td>2.8%</td>
</tr>
<tr>
<td>Full Time</td>
<td>4,851</td>
<td>68.3%</td>
</tr>
<tr>
<td>Internship / Externship</td>
<td>476</td>
<td>6.7%</td>
</tr>
<tr>
<td>On-Campus Student Employment</td>
<td>368</td>
<td>5.2%</td>
</tr>
<tr>
<td>Part Time</td>
<td>1,288</td>
<td>18.1%</td>
</tr>
<tr>
<td>Seasonal / Temporary</td>
<td>1,108</td>
<td>15.6%</td>
</tr>
<tr>
<td>Volunteer</td>
<td>206</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

*Jobs posted between 5/7/13-5/4/14

#Unique jobs posted = 7,098
Essexville, MI
- BA, MA from SVSU
- Worked FT to fund education
- Classroom Teacher
- Coach
- Market Research Call Center
- Lieutenant in U.S. Navy Reserve

Director – Mike Major, SPHR
Bay City, MI
BBA, from Northwood
Pursuing MBA at SVSU
Involved in Community Leadership Initiatives
MHSAA Basketball Referee

Assistant Director – Tom Barnikow
Midland, MI
BBA, from SVSU
Pursuing MAS at SVSU
Co-Op at Dow Chemical
Internship at SVSU and The Dow Event Center
Why Career Fairs are Important!

www.svsu.edu/careers
SVSU Employment Fairs

- Host 7 per academic year
  - Accounting & Finance Fair (September)
  - Fall University-Wide Fair (October)
  - Health & Human Services Fair (November)
  - Summer Job & Internship Fair (January)
  - MIT Fair (February)
  - Spring University-Wide Fair (March)
  - Education Fair (April)

- Increased employer registration by 60% in 2013-14 compared to 2012-13

- Spring University-Wide Fair (March 2014)
  - 112 Employers
  - 450 SVSU students attended
  - 200 Non-SVSU students attended
IDEAL Pathway

Investigate

Discover

Experience

Activate

Link

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Freshman

- Meet a University Career Services staff member.
- Utilize the Career Services online tutorials for building an effective cover letter and resume.
- Attend one of the resume workshops to enhance it.
- Get engaged with Student Life to find out about registered student organizations, volunteer opportunities, and extra-curricular activities to add to the resume!
- Explore the Cardinal Career Network for on-campus or part-time employment.
- Attend Career Services events on campus!
Sophomore

- Edit and review resume and have CS advisor critique it.
- Explore the CCN for experiential learning opportunities:
  - Internship, volunteer, and job shadow options.
- If students haven’t joined an RSO, this is the year!
- Engage in volunteer opportunities through the Student Life Center.
- Participate in CS events: go to at least one career fair to see what it’s like to network with employers.
Junior Year

- Update resume, have it critiqued, and upload the polished version to the CCN.
- Attend career fairs to research employers and look for internship opportunities.
- Take a leadership position in RSO – great experience and great resume builder!
- Schedule a mock interview.
- Check the CCN – sign up for on-campus interviews and apply for internships.
- Network with employers; many of them will be the same that recruit on-campus during the senior year.
Senior Year

- Update resume, have it critiqued, and upload the polished version to the CCN.
- Get references together from employers, faculty members, and advisors.
- Apply for jobs: it takes a graduating senior 4-6 months to secure a position so START EARLY!
- Attend as many CS events as possible! Job fairs, etiquette dinners, workshops, etc.
- Network and apply for jobs at career fairs.
- Meet with Alumni Relations to build a networking team for after graduation.
Research by Penn State and other institutions has shown that up to 80% of students entering college admit that they're not certain what they really want to major in, even if they've initially declared a major.

In addition, up to 50% of college students change their majors at least once before graduation, and some change several times.

Source: http://dus.psu.edu/md/mdintro.htm
Was My Pathway IDEAL?

**Investigate:**
- Multiple majors, struggling to “fit” into a program

**Discover:**
- Job Shadowing; following my passion

**Experience:**
- Multiple-year Internship; involvement in on-campus organizations

**Activate:**
- Multiple career paths, mentors/support system for each

**Link:**
- Connections through various experiences; “light at the end of the tunnel”
FOCUS Assessment via Academic Advising

- Provides a complete picture of interests, values, personality, skills, and leisure activities using self-assessment questionnaires, interest inventories, and personality testing.

- System searches its career and occupational information database to help identify and analyze occupations and career paths that match personal characteristics.

- Enables advisors to provide personalized career planning and services.

- FOCUS is free for SVSU students.

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What are the “hot” career fields?

- Governor’s Economic Summit (3/18/14)
  - Top 4 talent needs in Michigan:
    - IT Professionals
    - Skilled Workers
    - Project Managers
    - Engineers
  - Manufacturing is still the base of Michigan’s economy
  - Experiential learning must happen in any career pathway

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Fortune’s “10 hot careers for 2012 – and beyond”

1. Information Technology
2. Health Care Professionals
3. Health Care Management & Support Staff
4. Engineers
5. Industrial Skills
6. Life Sciences & Biotech
7. Sales
8. Accounting/Finance
9. Discount retailers
10. Private equity firms

The Value of Internships

- Overall first-job offer to new college graduates with NO internship experience: $37,621
- Overall first-job offer to new college graduates with an internship experience: $41,580
- Difference of $3,959

Source: 2013 NACE Salary Survey

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On-Campus Student Employment

- Federal Workstudy on Financial Aid **does not** guarantee on-campus employment
- Positions are **competitive**
- On-Campus supervisors select candidates to interview based on resume and cover letter quality
- Students limited to 20 hours / week to work
- Key to success = personalizing cover letters and resumes to match skills with departments
Our Advice for Students

- Take MATH!
- Keep an open mind
- Follow your passions
- Get involved with Career Services
  - Don’t forget: Student life, Co-op/Internship, faculty advising, Study Abroad
- It’s OK to be worried and even a little scared
- Manage your online presence (Facebook/LinkedIn/Twitter)
- Have FUN!

www.svsu.edu/careers
THE CARDINAL CAREER NETWORK
Our online job and internship search database – on-campus jobs too!

Career Services
svsu.edu/careers

Contact Us
E: careers@svsu.edu
T: (989) 964-4954
F: (989) 964-2602
Office
Wickers Hall 270
Hours
Monday-Friday
8am-4:30pm

Career Services
- Cardinal Career Network
- Resumes for America
- Online Tutorials
- For Students/Alumni
- For Employers
- Events
- On-Campus Student Employment
- Meet the Staff

FREE ONLINE RESUME/COVER LETTER BUILDER
Click here to access Resumes for America.
The Career Services department at Saginaw Valley State University is proud to offer another valuable tool to assist students/alumni with crafting professional documents. Resumes for America has partnered with SVSU to offer this tool FREE OF CHARGE to anyone that has an SVSU email account.
Reminder: After you draft your resume/cover letter, have them critiqued by emailing your documents directly to careers@svsu.edu or scheduling an appointment by calling (989) 964-4954!

Spring/Summer 2013 Walk-In Office Hours for Document Critiques
Monday/Wednesday - 2pm-4pm

Access
- Cardinal Career Network
- Employer Career Network
- Resumes for America - Resume Builder
- Follow us on Twitter!

Student Quick Links
Sample Resume (260KB)
Students login using their SVSU email and password
Cardinal Career Network Student Homepage

Upload a resume
(new students can utilize services before they come to campus in Fall)
For ON CAMPUS Student Employment

Click on “Employment Opportunities” then “Cardinal Job Postings” under “Position Type” choose “On-Campus Student Employment”

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