

# BULLDOG CAREER NEWS

## Another Great Year!!!

This has been a great year for the Career Development Center. With our focus on *Building Relationships and Resources*, we have continued the momentum from last year by enhancing our services, increasing our campus partnerships, and augmenting our career planning resources. Our commitment to helping students *Dream It. Plan It. Live It.* continues.

### Highlights

- We created a new Experiential Learning Program called **Bowie Day**. Facilitated 3 employer site visits to Ardmore, the Smithsonian and the Defense Security Service.
- Partnered with the College of Education and facilitated 2 **Teacher Recruitment Days** where more than 30 school systems and 85 students have attended.
- We have established several new programs such as the Career Ambassador Program, the Corporate Partners Program, the Bowie Business Boutique, and Cooperative Education Professional Development Sessions.
- We took 8 students to the HBCU Career Development Marketplace and 12 students to the Thurgood Marshall College Fund Student Leadership Conference.
- We revised our Mock Interview program and gave it a new name...**Practice Interview Program**. We invite employers to campus to facilitate the interviews and provide immediate feedback to participants. To date we have had 63 students participate in this program.
- Within the last year and a half, 226 employers came to campus to facilitate information tables, attend meetings and participate in our career fairs. 80 students have participated in On-Campus Interviews with employers.
- **Bulldogs4Hire**, our online job and internship database continues to grow. To date, we have 2,203 employers; 7,284 jobs; 1,804 internships; and 2,108 job seekers (1,783 students; 325 alumni).

As we close out the Spring semester and enter into the Summer months, we want you to know that we are still open for business. Students and alumni can make appointments, access **Bulldogs4Hire**, and interact with our website and Facebook page.

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## WHY YOU NEED INTERNATIONAL SKILLS

**Students with international skills have better job prospects when they graduate.** The rise of internet technologies is driving a new global economy. Every size of business is being transformed – from large international corporations to small local firms in your hometown. Employers of all sizes are purchasing goods and services from around the world, and they are asking employees to work online with people located in other countries. Whether you work abroad or at home, you will need international skills to succeed. Start early! Better yet – start now!

**Going international is fun and exciting.** Explore the world! Make new friends! Gain skills that last a life time!

## Even in a Great Job Market, Employers Expect Experience

It's shaping up to be a "banner year" for new and soon-to-be college graduates seeking their first jobs. But employers still won't hire just anyone for their entry-level positions, notes a recent article in the *Omaha (NE) World-Herald*.

Business/organizations are recruiting college students at levels "not seen since the dot-com frenzy of the late 1990s," says Phil Gardner, director of the Collegiate Employment Research Institute at Michigan State University.

The institute's latest analysis of campus recruiting trends shows that employers expect to increase their college hiring by 16percent this year, Gardner notes. Similarly, the National Association of Colleges and Employers (NACE) this past fall predicted an increase of 8.3 percent in college hiring for the 2014-2015 school year.

But companies will not lower their standards "and pull in anyone with a pulse, as was the case in 1998 or 1999," Gardner stresses.

On the contrary: Employers are still expecting students/grads to have some sort of relevant, hands-on experience coming out of college, says Jeremy Fisher, associate director of the career center at Creighton University (NE).

"Did [students] complete a service project or internship?" Fisher says. "If they were a science major, did they do undergraduate research?"

**Source:** *Campus Career Counselor*, March 2015.

## For Employers, Attitude Matters Most

In a recent nationwide study conducted by the Career Advisory Board, they found that when it comes to what prospective employers are looking for most in recent college graduates, they consider attitude and related soft skills supersede more tangible skills. Specifically traits like integrity, a solid work ethic, accountability, self-motivation, and strong interpersonal skills are more important to entry-level employers than are hard skills like technological aptitude, decision-making ability, presentation skills, and risk-taking capability.

"Many of the skills employers want in the future can be learned," says Alexandra Levit, a business and workplace consultant and Career Advisory Board member.

"At the entry level, hiring managers see attributes like a strong work ethic and self-motivation as differentiators between those who will succeed and those who won't."

Among the study's other key findings: New college grads need to work on their written communication skills, according to employers they surveyed.

"Though digital communication is often informal, hiring managers look for proper grammar, spelling, and clarity in applicants' materials," notes a news release on the study's results.

The report advises new grads: When preparing application materials, use proper grammar and spelling, and have a friend or family member review them to ensure that you're expressing yourself clearly, concisely, and professionally.

**Source:** *Campus Career Counselor*, February 2015

"[The CDC was] very helpful! I recommend every grad student to come here"

## Discover Careers at NASA

The "Exploring Careers @ NASA" web site features a special section for college students and recent graduates who are interested in working for NASA.

Visit:  
[www.nasa.gov/audience/forstudents/careers](http://www.nasa.gov/audience/forstudents/careers)

## Careers for Music Lovers



[www.bls.gov/careeroutlook/2015/article/careers-for-music-lovers.htm](http://www.bls.gov/careeroutlook/2015/article/careers-for-music-lovers.htm)

# Leadership Trumps Participation in the Eyes of Prospective Employers

**The Employer:** Kate May, a recruiter for Hajoca Corporation’s Management Training Program.

**The Issue:** Participating in a club/sport is great, but taking on a leadership role is what really grabs the attention of prospective employers.

According to Kate May, there are a few ways to stand out from the thousands of other students who are giving their resumes to prospective employers. A high GPA, an internship, and part-time employment are among many line items students list on their resumes that can attract employers. However, one often overlooked tactic that students can start working on during their first week on campus, which will help them stand out from the crowd, is taking a leadership role in a club/group or on a sports team. She adds that the type of group doesn’t matter. What matters most is that you join early so you can have more tenure when a leadership role becomes available – i.e. when another student moves on, and that you are gaining experience with refining your skills and developing new ones that can be used later in the workplace.

*Leadership vs Participant* – Kate explains that taking on any leadership role within a group/sport (captain, president, VP, treasurer, committee chair) shows that you are willing to go above and beyond the standard member role. By doing more than the minimum, you also show that you are motivated to surpass what is expected at school – and that foreshadows how you’ll behave in the workplace. Taking on a leadership role is a great way to show a prospective employer that you are motivated, organized, and have good time management skills.

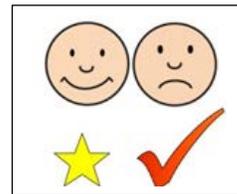
**Source:** *Campus Career Counselor, March 2015*

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## Body Language Mistakes Lead to Quick Job Interview Failure

In a study by CareerBuilder, more than 2,100 hiring and human resources managers around the U.S. were asked to identify the most serious body language mistakes that job seekers make.

1. Failing to make eye contact, was cited 65% of the respondents
2. Failure to smile, was cited by 36% of the employers
3. Playing with something on the table (33% of employers)
4. Having bad posture (305 of respondents)
5. Fidgeting too much in one’s seat, was cited by 29% of employers



“Acing the interview isn’t just about what you say in response to the interviewer’s questions. It’s also about what your body language says about you,” says Rosemary Haefner, VP of HR for CareerBuilder. “Employers are looking for those nonverbal cues to indicate a candidate’s level of professionalism and if they will be the right fit for the position.”

Forty-nine percent of the employers surveyed indicated that they know within the first five minutes and 90% indicated that they know within 15 minutes of an interview whether a candidate is a good fit for the position.

**Source:** *Campus Career Counselor, January 2015*

# Experiential Learning

## Five Frequently Asked Questions (FAQ's) About Internships

### 1. When's a Good Time to Begin Looking for Internships?

It's important to allow enough time to locate and apply for good internships. Internships in career fields such as finance, government, publishing, etc., often have application deadlines for summer, as early as November. It's advisable to begin looking approximately four months prior to when you actually plan on doing the internship. Many students begin doing internships during the summer following their first year of college. This gives them the opportunity to complete several different internships and a chance to learn more about various career options available as well as a way to gain additional knowledge and skills.

### 2. How Can I Find a Good Internship?

Working with a career counselor at your college; speaking with friends, family and faculty; networking with college alumni; reviewing career resources (books and online); checking out the classified ads to prospect for potential employers; and conducting informational interviews with alumni or professionals in the field are all excellent ways to begin looking for internships.

### 3. What Kinds of Internships are Available?

Internships are available in a wide variety of fields from both the private and not-for-profit sectors of the job market. Internships may be paid or unpaid, for credit or not-for-credit, and may be pursued spring, summer, or fall. Internships are considered any opportunity where you are able to train and get relevant work experience in a particular job or career field. Volunteer work can also be considered a form of internship, since you are getting exposure to working in a nonprofit work environment which is usually quite different from working in an organization for profit.

### 4. What's the Benefit of Doing an Internship for Credit?

There are many rewarding and worthwhile internships available and some of these can be linked directly with college coursework. Working directly with an onsite supervisor and a faculty sponsor can provide a rich learning experience that includes additional reading, writing, etc., related to the internship in addition to the experiential learning that takes place on the job each day. Internships for credit are listed on a college transcript and count towards the total number of credits required to complete a college degree. However, it is not necessary to do an internship for credit for it to be considered a valuable experience and it is not usually stated if it was completed for credit or not when included on the resume.

### 5. What's the Difference Between Credit Internships and Non-Credit Internships?

To receive credit for an internship, students will need to complete a minimum number of hours working at the internship site. It's important to check out the internship guidelines of the college prior to planning on doing an internship for credit. Students must meet specific criteria designated by a faculty member who will also act as their internship sponsor. Faculty will usually assign additional assignments to go along with the actual internship experience, such as a: journal, paper, and/or presentation that will help the student process the experience.

*Source: Retrieved February, 13 2009, from <http://internships.about.com/od/internshiptip1/tp/Internship-FAQ-s.htm>.*

# Industry Insights



**Major:** Sociology

**Careers to Consider & Median Pay:** Social and Community Health Services Manager

The median annual wage of social and community service managers was \$57,950 in May 2010.

**Employers:** Harford Community Action Agency, Maryland Communities United, United Planning Organization, and Rolyn Companies

**Job Outlook:** Employment of social and community service managers is expected to grow by 27 percent from 2010 to 2020, faster than the average for all occupations. Growth is expected because increases in the aging population, increases in demand for substance abuse treatment, and overall population growth.

Social and community service managers need at least a bachelor's degree and some work experience. However, many employers prefer candidates who have a master's degree.

**For More Information:**

<http://www.socialworkers.org/>

<http://www.socialworkmanager.org/>

Occupational Outlook Handbook: <http://www.bls.gov/ooh>

O\*NET Online: <http://www.onetonline.org/>

**Major:** Education

**Careers to Consider & Median Pay:** Textbook Representative

The median annual wage of wholesale and manufacturing sales representatives, technical and scientific products was \$73,710 in May 2010. The median annual wage of wholesale and manufacturing sales representatives, except technical and scientific products was \$52,440 in May 2010. Most sales representatives earn a combination of salary and commissions or salary plus bonuses.

**Employers:** Pearson Company, Discovery Communications, Sage Company, Walter Klumer Company

**Job Outlook:** Employment of wholesale and manufacturing sales representatives is expected to grow by 16 percent from 2010 to 2020, about as fast as the average for all occupations. Employment growth for sales representatives is expected to follow the economy as a whole. Employment opportunities should be best in independent agencies, which operate on a fee basis and represent several manufacturers rather than buying and holding the product they are selling.

**For More Information:**

<http://www.mrerrf.org/>

Occupational Outlook Handbook: <http://www.bls.gov/ooh>

O\*NET Online: <http://www.onetonline.org/>

# Job Hunting Advice



## Etiquette Tips....

Digital communication is rapid and allows us to make contact from anywhere. We fire off emails quickly. That's also how we read them.

The higher a person is in an organization, the shorter the email response. Some shift through hundreds of emails a day. So if you plan to email your CEO or VP and he/she gives you a one sentence response instead of the paragraph-by-paragraph, thoughtful analysis you were craving, it's not personal. It's a time thing.

Most people don't read every word in an email, they skim it. So be sure to write emails with that in mind.

- 1) State your purpose early.
- 2) Mention attachments early. (As soon as you type, "attached," attach the document so you don't forget.)
- 3) After you draft it... half it. Eliminate excess words.

Etiquette is about being attentive to others, so when you write, write with the other person in mind.

*Brought to you by the  
Culture and Manners Institute*

## Social Media Job Search Strategies

A recent article on the Business News Daily website offers a comprehensive look at how college students/grads and other job hunters can tap into social media.

“Social Media Success: A Guide for Job Seekers” notes that standing out in today’s job market goes beyond simply having social [media] accounts. You need to use those accounts to your advantage and have a strong personal brand on display when – not if - a hiring manager finds you,” the article stresses.

The piece goes on to offer specific tips on making the most of LinkedIn, Twitter, Facebook, and Google+ during the job search.

Visit: [www.businessnewsdaily.com/7728-social-media-job-seeker-guide.html](http://www.businessnewsdaily.com/7728-social-media-job-seeker-guide.html)

## Job Search Tips for International Students

The recently released update of the book, *Power Ties: The International Student’s Guide to Finding a Job in the United States* is aimed at international students who want to land post-graduation jobs in the U.S. with H-1B sponsorship. The book covers the most common mistakes international students make in their U.S. job searches and offers a detailed path toward success. Learn more about the book at: [www.powerties.net](http://www.powerties.net)

## How to Succeed at Campus Job Fairs

“5 Ways to Ace the Spring Job Fair” a recent article on the *U.S. News & World Report* web site offers college students a step-by-step guide to impressing recruiters at fairs. It encourages students to review in advance which employers will be participating in the fair, develop a plan for approaching them, and follow up with them afterwards, among other actions.

“Don’t take the on-campus career fair lightly,” notes the article’s author, Robin Reshawn. “Those students who make a professional first impression, seem engaged, and follow up afterwards always do best during this process.”

Read the article at:  
[money.usnews.com/money/blogs/outside-voices-careers/2015/03/12/5-ways-to-ace-the-spring-job-fair](http://money.usnews.com/money/blogs/outside-voices-careers/2015/03/12/5-ways-to-ace-the-spring-job-fair).

## DID YOU KNOW?

The Career Development Center also helps Bowie Alumni!!!

That’s right! We offer a wide range of services including:

Job Search Assistance  
Resume and Cover Letter Reviews  
Face-to-Face and Telephone  
Counseling  
Career Assessments....and more!

### Mission

The mission of the Career Development Center is to guide students and alumni through all phases of the career planning and decision-making process, and help them to develop, evaluate and implement comprehensive career and educational plans that will prepare them for success. DREAM IT. PLAN IT. LIVE IT.

### Services Provided

The Career Development Center provides a wide variety of resources designed to meet the career development and employment needs of Bowie State University students and alumni.

- Choosing a Major Assistance
- Exploring Occupations & Careers
- Internship & Cooperative Education Search Assistance
- Graduate & Professional School Research & Preparation
- Internship / Job Listings
- Resume & Cover Letter Help
- Individual Appointments
- Online Career Tutorials
- *Bulldogs4Hire* Job & Internship Database
- On-Campus Interviewing with Employers
- Workshops & Seminars
- Wednesday Walk-In Hours
- Career Resource Library with Computer Stations
- SIGI 3 Career Planning System (By Appointment)
- Class / Group Presentations
- Job Search Assistance



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<http://www.bowiestate.edu/campus-life/the-career-development-center/>