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FROM THE CAREER CENTER:
Welcome to the Spring-Summer 2011 Career Center Quarterly: Career & Employment Trends Updates for Faculty. Below is recent information regarding job market trends and related economic news, both regionally and nationally. In this edition we are also highlighting the health sciences industry. This newsletter is published quarterly through the Career Center. If you have information you would like posted in this newsletter, please contact Thom Rakos, rakosyt, or Diane Reed, reed, with that information. We hope you find this information helpful for you and your students.

DID YOU KNOW...
We Can Come To Your Class to present information on resumes, job searching, networking, interviewing, and much more. Build us into your syllabus, contact the Career Center to schedule a presentation or complete the Career Cafe form.
Questions? Contact us at 2-3174 or careercenter@uncw.edu.

Career Center Resources
• CareerSearch: A database of over 4 million organizations. A searchable database by industry, location & keywords. Contact names, addresses, phone numbers & other key company information
• Internships.com: Everything students need to find, apply and get an internship
• Writing Recommendations: Resources to help you write those recommendation letters: http://www.uncw.edu/stuaff/career/writingreferences.htm

NATIONAL EMPLOYMENT NEWS & TRENDS:
Claims for Jobless Benefits Up 27,000 Last Week
Associated Press, April 14, 2011
More people applied for unemployment benefits last week, the first increase in three weeks. Still, the broader trend points to a slowly healing jobs market.
The government says applications for unemployment benefits rose 27,000 to a seasonally adjusted 412,000 for the week ended April 9. That left applications at their highest point since mid-February. Applications near 375,000 are consistent with a sustained increase in hiring. Applications peaked during the recession at 659,000.

"The picture we still get — even with this one-week pop — is that the labor market is getting better," said economist Joel Naroff of Naroff Economic Advisors. "The unemployment claims trend over an extended period of time is positive."

Read complete story from NPR
SEAWORK:

Do you know of students and alumni seeking jobs or internships? Do you want access to the Career Center’s online resume and job posting system?

Contact us and we will create an account for you. You will be able to view all jobs in the system (part-time, full-time, and internships).

www.myseawork.com

WHO WOULD YOU HIRE?

INTERVIEW STREAM

Conduct an online practice job interview using your own webcam or one in the Career Center.

1. Create a free account in seconds
2. Choose your interview questions
3. Respond to questions from your online interviewer
4. Review your interview online and email it to others for feedback

We encourage faculty to consider adding this activity to your class syllabus as a requirement or for extra credit as appropriate.

As a faculty member, you also can pre-select a set of ten questions for your students. Once a student completes their interview, they can email you a link to their recorded responses for your review or evaluation.

Create your account at http://uncw.interviewstream.com

NATIONAL EMPLOYMENT NEWS & TRENDS:

Top 20 World’s Most Admired Companies 2011

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<thead>
<tr>
<th>Rank</th>
<th>Company</th>
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<th>Company</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>11</td>
<td>Wal-Mart Stores</td>
</tr>
<tr>
<td>2</td>
<td>Google</td>
<td>12</td>
<td>IBM</td>
</tr>
<tr>
<td>3</td>
<td>Berkshire Hathaway</td>
<td>13</td>
<td>General Electric</td>
</tr>
<tr>
<td>4</td>
<td>Southwest Airlines</td>
<td>14</td>
<td>Walt Disney</td>
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<tr>
<td>5</td>
<td>Procter &amp; Gamble</td>
<td>15</td>
<td>3M</td>
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<tr>
<td>6</td>
<td>Coca-Cola</td>
<td>16</td>
<td>Starbucks</td>
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<td>7</td>
<td>Amazon.com</td>
<td>17</td>
<td>Johnson &amp; Johnson</td>
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<td>8</td>
<td>FedEx</td>
<td>18</td>
<td>Singapore Airlines</td>
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<td>9</td>
<td>Microsoft</td>
<td>19</td>
<td>BMW</td>
</tr>
<tr>
<td>10</td>
<td>McDonald’s</td>
<td>20</td>
<td>American Express</td>
</tr>
</tbody>
</table>

Read complete story. Resource: CNNMoney - Fortune

Employers Grade Today’s Graduates

Employers give today’s students an A+ in resume writing, but a C- in interview preparation and knowledge of the company, and a F in maturity, career direction, ability to articulate their skills, professional demeanor, and realistic expectations of the work world.

These are some of the findings of the 40th annual “Recruiting Trends” survey conducted by the Collegiate Employment Research Institute at Michigan State University. National, Southeast and North Carolina data were presented in a special program in Chapel Hill, NC, on April 18th.

National, regional and North Carolina employers all see the current employment outlook for Bachelor graduates at “fair to good” in their specific industries. Interestingly, the strongest job markets, particularly in the Southeast U.S., are found in large organizations (more than 4,000 employees) and in very small companies (9 and fewer employees). Forty-four percent of the North Carolina employers who responded to the survey indicated that they recruit All Academic Majors (98 of total N=223). Twenty-three percent recruit all Business Majors, 18% recruit all Liberal Arts Majors, and 17% all Technical Majors. The most active recruiting sector for North Carolina is Professional Scientific Services, followed by Information Services. The biggest decline in recruiting from last year is in Education. If you expand the view to the Southeast region, other strong employment sectors are Agriculture, Construction, Wholesale, Administrative Services, Hospitality Services and Health Services.

The top average starting salaries for new bachelor-level graduates from employers in the Southeast region include Computer Science ($46,504), Nursing ($45,200), Management Information Systems ($44,802), Physics ($44,293), Finance ($43,053), Mathematics ($42,768), Chemistry ($42,744), and Accounting ($40,688).

To see the complete Recruiting Trends report, click to this link: http://www.ceri.msu.edu
Suggested Guidelines for Writing Student References
Written References
1. Provide a written reference only if a student has given your name as a reference.
2. When you prepare reference letters, be factual; do not editorialize. Avoid vague statements.
3. Direct the response to the particular person who requested the information.
4. If a “to whom it may concern” reference letter is requested, document that this is the type of reference requested and that the student takes responsibility for disseminating the letter to the proper persons.
5. Relate references to the specific position for which the person applied and the work that the applicant will perform.
6. Avoid giving personal opinions or feelings; however, if you make subjective statements or give opinions because they are requested, clearly identify them as opinions and not as fact.
7. If you give an opinion, explain the incident or circumstances upon which you base the opinion.
9. State in the reference letter, “This information is confidential, should be treated as such, and is provided at the request of [name of student or applicant], who has asked me to serve as a reference.” This gives justification for the communication and leaves no doubt that the information was not given to hurt a person’s reputation.
10. Don’t include information to indicate individual’s race, color, religion, national origin, age, disability, citizenship status, sex or marital status.

STATE / REGIONAL EMPLOYMENT NEWS & TRENDS:
Unemployment Rates Decrease Across NC in February
RALEIGH — Unemployment rates decreased in 93 of North Carolina’s 100 counties in February. Rates increased in one county and remained the same in six. Rates declined in 93 counties when compared to the same month last year.
Read complete story from ESC of North Carolina

Analysts: NC Economy Poised for Growth:
North Carolina may have been severely hit by the recession, but the state is well-positioned for growth, according to the economics group of Wells Fargo Securities. Bank analysts identified key industry groups by looking at employment-growth patterns over the past two decades. The sectors that showed the highest growth in that time frame are likely to do so again once expansion starts, members of the Wells Fargo Securities team say. North Carolina matched Georgia in having a regional competitive advantage in 21 industry groups, only one step behind Florida, which had 22.
Read Complete Story from Charlotte Business Journal

North Carolina’s Investment in Life Sciences Has Paid Off Big:
More than 58,000 North Carolinians work in our 538 life science companies… investment within a state that provides exceptional support and infrastructure. Our state’s 30-year commitment to increasing life-science employment has proven valuable. The bioscience jobs we’ve recruited and grown pay an average of $75,000 a year. That’s almost double the earnings of the private-sector worker statewide.
Read Complete Story from charlotteobserver.com

Suggested Guidelines for Writing Student References, cont’d:
11. Before disclosing educational information covered by FERPA (e.g. student’s transcripts, GPA, grades, social security number, etc.), you must obtain the written consent of the student. Failure to obtain such consent may constitute a violation of FERPA.
Verbal References
1. Do not disclose information regarding a student’s education record without the written consent of the student.
2. Informal “lunch” discussions or “off the record” telephone conversations with prospective employers regarding a student’s performance should be avoided unless the student is aware of the discussions and has given approval for such conversation.
3. Information given should be factual, based upon personal knowledge/observation of the student through direct contact with the student.
4. If any employer contacts faculty and advises the faculty that a student has given permission for the faculty member(s) to give a verbal reference, verification of this permission should be obtained from the student before giving any information to the employer. Such verification can include a copy of the student’s signed employment application listing the faculty as a reference, or a verbal confirmation by the student, followed by written confirmation.
5. In addition, those giving verbal references should follow “Written Reference” guidelines 2 through 10 (excluding guideline 4).

Source: Principles for Professional Practice Committee, National Association of Colleges & Employers
HEALTH CAREERS:

There are other options within healthcare that are new to the industry or not as widely known. For example, the American Dental Association is proposing the addition of two new types of positions in the dental field. According to the ADA, “Community dental health coordinators are community health workers with dental skills focusing on education and prevention. Oral preventive assistants will support the dental profession by providing a variety of preventive services as well as patient oral health care education.” The focus on preventive services in the dental field is an increasing initiative that looks to provide more career options in healthcare.

INDUSTRY SPOTLIGHT: HEALTH CAREERS

The healthcare industry is expected to grow at record rates in the next 10 years. Experts predict that the field will generate close to 2.8 million jobs during this time period across a wide variety of healthcare industries. Factors related to this extreme growth include the growing elderly population, breakthroughs in medical technology, and the expansion of health insurance by the federal government.

Fastest Growing Healthcare Careers, 2008-2018

<table>
<thead>
<tr>
<th>Career</th>
<th>Employment Growth</th>
</tr>
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<tbody>
<tr>
<td>Home Health Aides</td>
<td>+48 percent</td>
</tr>
<tr>
<td>Medical Scientists</td>
<td>+40 percent</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>+39 percent</td>
</tr>
<tr>
<td>Athletic Trainers</td>
<td>+37 percent</td>
</tr>
<tr>
<td>Dental Hygienists</td>
<td>+36 percent</td>
</tr>
<tr>
<td>Dental Assistants</td>
<td>+36 percent</td>
</tr>
<tr>
<td>Physical Therapy Assistants/Aides</td>
<td>+35 percent</td>
</tr>
<tr>
<td>Physical Therapists</td>
<td>+30 percent</td>
</tr>
<tr>
<td>Occupational Therapy Assistants/Aides</td>
<td>+30 percent</td>
</tr>
</tbody>
</table>

Source: US Department of Labor

Although not to the extent of other healthcare careers, Nursing is still a growing profession and is in its 10th consecutive year of enrollment growth for baccalaureate nursing programs. The American Association of Colleges of Nursing (AACN) reports that according to a national survey of deans and directors from US Nursing schools that 65% of new BSN graduates had job offers at the time of graduation, which is significantly higher than the national average across all industries (24.4%). However, many aspiring nursing students are being turned away from educational programs. According to the AACN, nearly 52,120 qualified applicants were turned away from 656 entry-level baccalaureate nursing programs in 2010 primarily due to lack of faculty and availability of clinical placement sites.

Medical schools are facing a similar issue. Although many programs have increased class sizes and new programs have started up in the last few years, options for residency have not caught up to the demand of trained physicians. This is concerning due to the anticipated shortage of physicians, particularly in family practice, that is looking to be more serious than originally thought. The Association of American Medical Colleges predicts that there will be a shortage of 63,000 doctors by 2014 due to a variety of factors including health care reform, the population living longer than ever, and the fact that almost one third of existing physicians are expected to retire in within the next decade. If students can gain the proper training and education, medicine looks to be a promising career, particularly in traditionally underserved rural and inner city areas.


CAREER & EMPLOYMENT RESOURCES FOR HEALTH CAREERS

Healthcare Career Resource Center   Healthcare Jobs   National Association of Community Health Careers   LifeWorks
Health Education Jobs   What is Public Health?   Careers in Nursing   National Athletic Trainers’ Association

If you have economic information from your academic area you would like posted in the Academic Quarterly, please email it to Thom Rakes, rakest, or Diane Reed, reeddd, by Friday, August 19, 2011.

Career Center, Fisher University Union 2035, 910-962-3174, careercenter@uncw.edu, www.uncw.edu/career