FROM THE CAREER CENTER:
Welcome to the Spring 2012 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 internship learning outcomes. This newsletter is published quarterly through the Career Center. If you have information you would like posted in this newsletter, please contact Thom Rakes, rakes, or Diane Reed, reedd, with that information. We hope you find this information helpful for you and your students.

CAREER CENTER EVENTS:
Your MAJOR Decision - Exploring Majors & Careers
Assess your career interests, work values and skills, and explore their connection to academic majors and careers. Register to complete your assessments, then join other students to check out your related career fields. [Pre-registration required through your SeaWork account. $5 assessment fee, payable by credit card through SeaWork; cash or check in the Career Center office.]
Tuesday, April 10
5 – 6:30p.m., Fisher University Union, Long Leaf Pine Rm

NATIONAL EMPLOYMENT NEWS & TRENDS:
Hiring up 10.2 Percent
Employers responding to the NACE Job Outlook 2012 spring Update report that they will hire 10.2 percent more new college graduates in 2011-12 than they did in 2010-11.

<table>
<thead>
<tr>
<th>Recruiting Year</th>
<th>Total # of Hires</th>
<th>Avg # of Hires</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>29,237</td>
<td>190</td>
<td>10.2%</td>
</tr>
<tr>
<td>2010-11</td>
<td>26,529</td>
<td>172</td>
<td></td>
</tr>
</tbody>
</table>

That’s a slight increase over their initial projection—9.5 percent—and marks the second consecutive year in which employers have adjusted their hiring expectations upward. Hiring is up in all regions. Employers in the West report the biggest increases; in fact, most of the employers in this region expect to increase their college hires or maintain college hiring at last year’s levels.

<table>
<thead>
<tr>
<th>College hiring by region</th>
<th># of Hires 2011 (actual)</th>
<th># of Hires 2012 (projected)</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>9,589</td>
<td>10,221</td>
<td>6.6%</td>
</tr>
<tr>
<td>Southeast</td>
<td>4,120</td>
<td>4,861</td>
<td>18.0%</td>
</tr>
<tr>
<td>Midwest</td>
<td>11,456</td>
<td>12,343</td>
<td>7.7%</td>
</tr>
<tr>
<td>West</td>
<td>1,364</td>
<td>1,812</td>
<td>32.8%</td>
</tr>
</tbody>
</table>

For more information on recruiting, majors in demand, skills employers seek, and fall employer recruitment, read the full research study by NACE: Job Outlook 2012: Spring Update, March 2012.
### STATE / REGIONAL EMPLOYMENT NEWS & TRENDS:

**NC Positioned to be Leader in Nanotechnology:**

The power of the extremely small is getting very big in North Carolina. Leaders from around the world will converge this week at the American Tobacco Campus in Durham for the annual Nanotech Commercialization Conference. It’s fitting North Carolina is hosting this conference. With its rich mix of life-science leadership, intellectual fire power flowing from our universities, a history of major public investment in the sciences, and an ever-growing reputation in nanotechnology, the state is a serious international player in all things small. “If executed in a timely fashion, North Carolina will garner its well-deserved share of this trillion dollar market.” No small potatoes for our state’s economic future.

To read the full article, visit [http://www.newsobserver.com/2012/04/01/1968253/nc-positioned-to-be-leader-in.html](http://www.newsobserver.com/2012/04/01/1968253/nc-positioned-to-be-leader-in.html)

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### Major Confusion

Confused about your academic major? Don’t know how to change your major? Attend this event for information, resources and on-site consultation to help you answer those questions and more.

Cosponsored with University College & the Registrar’s Office.

Tuesday, April 17
Wrightsville Beach Room 2017, Fisher Student Center

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### Get in the Game - Job Coach Clinic

Drop in for help with all your job search needs.

**Workout Stations:**
- Resume & Cover Letter Review
- Job Interviewing & Professional Attire
- Job Search Strategies
- Using Social Media for Job Search
- Job Networking Cards

Wed, April 18
2-4:30 p.m., Career Center, Fisher University Union 2035

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### N.C. Jobless Rate Drops to 9.9 Percent

A "less bad is good" mentality resurfaced among economists Friday after the state's jobless rate dropped below double digits in February for the first time in 14 months. The N.C. Commerce Department reported the rate was 9.9 percent, down from 10.2 percent in January.

Still, "it will be a long time before we stop talking about bad news in North Carolina job markets," said Andrew Brod, a senior research fellow for UNC Greensboro's Center for Business and Economic Research. "Of course, we can’t know for sure whether this is a blip or a sign of better times to come. "But we know that the national economy has been slowly getting better and we’ve been waiting for the state economy to follow suit," Brod said. "Maybe it’s finally beginning to happen."

There was a net gain of 8,300 jobs in the state during February, including 5,600 in government — the bulk of which were federal jobs. There was also a net gain of 1,900 in leisure and hospitality services and 1,600 in professional and business services.

Helping Students Develop Internship Learning Outcomes

As we approach the summer internship season, you probably are asked by students to help them develop appropriate learning outcome objectives for their upcoming summer experience. Such statements are inherent with internships for academic credit, but also are important for non-credit internships. The purpose of internships is to enhance the skills the student learned in the classroom, gain a perspective of a work environment, and benefit from a mentor or supervisor’s experience and advice.

Learning outcomes identify what the student plans to learn from the internship experience. These objectives are not a list of tasks to be performed, but rather specific concepts they will better understand and insights they hope to acquire. For each outcome or objective, there will be a list of strategies or tasks to be performed to help achieve that learning outcome.

One approach for writing Learning Outcomes for Internships is to identify the skills the student plans to develop during the internship, followed by the actions planned to help further develop that skill, and how this learning outcome will be evaluated. For example:

1. Skill To Be Developed:
2. Why do you think you should develop and/or improve upon this particular skill?
3. How do you plan to accomplish this? What tasks will you complete to develop this skill?
4. How will your achievement of this goal be measured and/or evaluated?

For additional faculty resources, click to this site:
http://www.uncw.edu/career/facstaff.html

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If you have economic information from your academic area you would like posted in the Career Quarterly, please email it to Thom Rakes, rakes, or Diane Reed, reedl