FROM THE CAREER CENTER:
Welcome to the Winter 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 internships. 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.

NATIONAL EMPLOYMENT NEWS & TRENDS:

Hard Times: Not All College Degrees are Equal

The question, as we slowly dig out from under the wreckage left by the Great Recession, is unavoidable: “Is college worth it?” Our answer: “Yes, extensive research, ours included, finds that a college degree is still worth it.” A Bachelor’s degree is one of the best weapons a job seeker can wield in the fight for employment and earnings. And staying on campus to earn a graduate degree provides safe shelter from the immediate economic storm, and will pay off with greater employability and earnings once the graduate enters the labor market. Unemployment for students with new Bachelor’s degrees is an unacceptable 8.9 percent, but it’s a catastrophic 22.9 percent for job seekers with a recent high school diploma—and an almost unthinkable 31.5 percent for recent high school dropouts.

Here are some of our major findings:
2. People who make technology are better off than people who use technology.
3. In general, majors that are linked to occupations have better employment prospects than majors focused on general skills. But, some occupation specific majors, such as Architecture, were hurt by the recession and fared worse than general skills majors.
4. For many, pursuing a graduate degree may be the best option until the economy recovers. But, not all graduate degrees outperform all BA’s on employment.

The full report: Hard Times, College Majors, Unemployment and Earnings: Not All College Degrees Are Created Equal is available online at http://cew.georgetown.edu/unemployment.

The Georgetown University Center on Education and the Workforce is an independent, nonprofit research and policy institute that studies the link between individual goals, education and training curricula, and career pathways.
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CAREER CENTER EVENTS:

Seahawks + Social Media =SUCCESS!
Join Career Center staff and alums who use social media for career and job success and learn the tricks of the trade! Discover how "The Big 3" - LinkedIn, Facebook, and Twitter - can have a positive impact on your internship and job search. Hands-on training provided.
Thursday, February 16
6 - 7 p.m., CIS Building Trading Lab, 1st floor

Internship & Job Fair
Job fair for all majors. Wide variety of employers and industries. Check SeaWork for list of employers.
Professional attire required.
Wednesday, February 22
12 noon - 3 p.m.
Burney Center

Multicultural Employer Panel
Learn from and network with multicultural employers from the Wilmington community in industries such as healthcare, government, small business, and large corporations. Informational employer panel will be followed by a networking reception. Cosponsored with UNCW Office of Diversity & Inclusion.
Wednesday, February 29
6 - 8 p.m.
Warwick Center

STATE / REGIONAL EMPLOYMENT NEWS & TRENDS:

NC Economic Outlook: Gray
John, Murawski, The News and Observer
Here are some of the projections Harry Davis, an economist at Appalachian State University, made at Tuesday’s Economic Forecast Forum, along with the most current data:

- Prediction: U.S. jobless rate at end of 2012 will be 8 percent.
  - Current: U.S. jobless rate in November 2011 was 8.6 percent.
- Prediction: N.C. jobless rate at end of 2012 will be 9.3 percent.
  - Current: N.C. jobless rate in November 2011 was 10 percent.
- Prediction: U.S. economic growth for 2012 will be 2.25 percent; N.C. economic growth for 2012 will be 2 percent.
  - Current: U.S. economic growth in the first three quarters of 2011 was 1.25 percent; Davis did not have corresponding data for the state.
- Prediction: N.C. will gain about 40,000 jobs in 2012.
  - Current: N.C. has gained about 21,000 jobs in the first 11 months of 2011.

Economists are predicting a sluggish economic recovery for North Carolina and nation in 2012, toning down their forecasts after several years of overly optimistic predictions that widely missed their mark. Still, any scrap of positive news was enough for Gov. Bev Perdue. Speaking at an annual economic conference in Durham, she said it’s the best news she’s heard in years. "For the first time since I’ve been governor," Perdue declared, "I feel very hopeful."

But in the area most people care about - the job market - the experts have a grim outlook. Economists and business executives who offered their annual prognostications at the Economic Forecast Forum don’t expect dramatic improvements in the state unemployment rate this year. The yearly economic forecast confab is sponsored by the N.C. Bankers Association and the N.C. Chamber.

Despite the small improvement, some business leaders emphasized the positives. That’s called leadership, suggested another speaker, Bob Ingram, a general partner at Hatteras Venture Partners and the former CEO of pharmaceutical giant GlaxoSmithKline. Ingram said leadership is about showing what could be, not what is, and motivating others to improve. "If we stress the negatives, it becomes a self-fulfilling prophecy," Ingram said.

Here’s what was said:
On the jobs picture: Harry Davis, an economist at Appalachian State University, said the state will add 40,000 jobs this year. "High unemployment will persist for a long time," Davis said. "Most economists think we’ll live with it for quite some time."
On the state’s economic growth: The state will not see the same level of growth as the nation because it still relies heavily on manufacturing, a weak sector. "Everything is moving in the right direction," Davis said. "It’s just moving slower than we’re used to."
About long-term unemployment: "After you’ve been unemployed for a year, you’re just about unemployable," Davis said. Many unemployed people have the wrong skills for the jobs that are being created in technology and other fields, he said. The only way to change that is by re-training workers.
**Education Job Fair**
School districts from throughout the region with opportunities in P-12 teaching. Professional attire required.
Monday, March 12
Burney Center
11 a.m. - 3 p.m.
Principal & District HR Panel:
11 a.m. - 12 noon
Student & School Districts
Networking Reception: 12 noon - 1 p.m.
Education Job Fair: 1 p.m. - 3 p.m.

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**Resume Coach**
Get a game plan for your resume and cover letters. Tips on format and content.
Wednesday, March 21
10 a.m. – 3 p.m. Randall Library Lobby

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**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.]
Thursday, March 22
5 - 7 p.m., Fisher University Union, Azalea Coast 2001A

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**NEW RESOURCES:**

**CAREER EXPRESS LANE**
Monday - Friday, 2:00-4:00 p.m.
Wednesday/Thursday, 9:00-11:00 a.m.
Have a simple question for us? Need a quick resume or cover letter checkup? Career Express Lane may be right for you. Career Express Lane is an opportunity for you to visit our Career Center at your convenience. Much like the express lane in a grocery store, Career Express Lane is for “one item” and is not meant to last for an extended period of time. If we feel your particular needs should require an appointment, or if you have a series of questions that will require more time and exploration, we will schedule one for you.

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**COMING SOON:**

**careershift**

job hunting & career management solutions

- Search, select and store job listings from all job boards and all company job postings.
- Get up-to-date contact information, including e-mail addresses, for millions of companies.
- Access in-depth information about contacts and companies posting jobs.
- Record, save and store your correspondence history records automatically.
- Create personal marketing campaigns, including unlimited resumes and cover letters easily, and save them to access, print or e-mail.
- Manage your confidential CareerShift account securely from any computer 24/7, to update & maintain your organized and recorded job search.

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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, reed, by Friday, March 16, 2012.