FROM THE CAREER CENTER:
Welcome to this special edition of the Career Center Quarterly. This newsletter features a summary of Recruiting Trends 2011-2012, which is a survey conducted by the Collegiate Employment Research Institute at Michigan State University. This newsletter is published quarterly through the Career Center, with the next regular edition coming out in January 2012. 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.

RECRUITING TRENDS 2011-2012:
For the 41st year, the Collegiate Employment Research Institute at Michigan State University has released the results of their recruiting trends survey for the coming year.

The college labor market continues to expand opportunities but at a more moderate rate than last year. Total hiring across all degrees will expand by 4 percent this year. The expansion is coming from a strong push at the Bachelor’s degree level, which will increase by approximately 7 percent, according to the 4,200 employers seeking full-time talent. This year’s market appears to be broader and a little deeper than last year, and shows a more consistent pattern of growth across industry sectors as well as by company size.

Uncertainty has lessened somewhat among these employers and is reflected in a higher intention to hire college students, approaching the optimism of 2007-2008. More confidence is leading more employers to increase their hiring targets. Still one-third have decided to cut their hiring goals for this year.

The college labor market, especially for Bachelor’s degree holders appears to be strengthening throughout all the country except the Northwest. (see graphic) The Southern regions will experience double-digit growth, along with the Great Lakes. Average BA hires per company remained about the same except for a large jump in the Southeast.

Nearly 40 percent of employers will be hiring candidates from all majors, seeking the best talent regardless of field of study. Computer science majors are still in strong demand in nearly every sector, and the supply of graduates will not be sufficient to fill all available positions. Accounting, most engineering disciplines, finance, and supply chain are expected to do well this year. Some of the strongest growth will be among marketing, advertising, and public relations; sales positions are increasing as well as related services to extend employer brands. Nursing, clinical laboratory scientists, human resources, chemistry, statistics, and mathematics are just some of the majors that will see more opportunities this year.

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INTERVIEWSTREAM
Have your students conduct an online practice job interview using their own webcam or one in the Career Center.

1. Create a free account in seconds
2. Choose the interview questions to have students respond online
3. Review interviews 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
Even with this improved job outlook, the competition will be fierce. Employer demand falls short of the supply of graduating students, who also are competing with other recent graduates for opportunities.

Professional and scientific services, manufacturing, finance and insurance, retail, and information services are all improving their hiring situation this year. No sector appears stronger than agriculture/food processing with an increase in hires of approximately 14 percent. While nonprofits expect to hire slightly more talent this year, concern over the lagging economy may stifle hiring later in the academic year. It is too early to tell how education will do, but school administrators are hoping to maintain current hiring levels. Major weakness has been reported in the government sector, especially among state and local government agencies. Their losses have been partially masked by hiring at the Federal level, but they are still having jitters about future budget reductions.

Starting salary levels are not predicted to change because 70 percent of employers have no intention of raising salaries. However, bonuses and commission-based salaries are creeping back.

The best job seeking strategies still depend on connections between faculty, students, career services professionals, alumni, parents, and hiring staff in organizations.

This year’s college labor market is moving very fast. Most companies will complete hiring by the end of fall term. Students who have started their job search early, are flexible, and can best express their skills and abilities by demonstrating how they add value to the organization, will be in the best position to seize opportunities in this job market. The best advice to students remains: Be Focused, Be Directed and Be Connected.

CAREER CENTER EVENTS, SPRING 2012:

SoACE Virtual Career Fair
Meet with employers in real time, live chat in their virtual booths. Check our website for list of registered employers. Sponsored by our regional professional group, the Southern Association of Colleges & Employers. 
Wed, February 1, Available Online

Resume Coach
Get a game plan for your resume and cover letters. Tips on format and content. 
Wed, February 15, 10a.m. -- 3p.m. Randall Library Lobby 
Wed, March 21, 10a.m. -- 3p.m. Randall Library Lobby

Kiss, Bow, or Shake Hands – Professionalism Around the World
In a growing global economy it is essential to know how to interact with those from another culture. Attend this interactive workshop to learn professional etiquette from around the world! Co-sponsored with International Programs office. 
Wed, February 15, 6:30 – 7:30p.m. Cameron Hall 132

Attend your LinkedIn Party
Gather your friends and come on over to your LinkedIn party! Learn about the power and impact this popular professional networking website can have on your internship and job search success. New to LinkedIn? You’re invited! Daily user of LinkedIn? You’re invited! Somewhere in between? You’re invited! You’ll be able to work live on your own LinkedIn account. 
Thurs, February 16, 6 – 7p.m., CIS Building Trading Lab, 1st floor 
Thurs, March 22, 6 – 7p.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. 
Wed, February 22, 12noon – 3p.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. Co-sponsored with UNCW Office of Diversity & Inclusion. 
Wed, February 29, 6p.m. -- 8p.m. Warwick Center

Education Job Fair
Meet with school systems from the region with opportunities in PK-12 teaching. Networking panel starts at 11:00, job fair starts at 1:00. Professional attire required. 
Mon, March 12, 11a.m. -- 3p.m. Burney Center

Your MAJOR Decision - Exploring Majors & Careers
Assess your career interests, work values and skills, and explore their connection to academic majors and careers. Pre-registration required through your SeaWork account. $5 assessment fee, payable by credit card through SeaWork; cash or check in the Career Center office. 
Thurs, March 22, 5-7pm, Location TBA

If you have economic information from your academic area you would like posted in the Career Quarterly, please email it to Thom Rakes, rakes@uncw.edu, or Diane Reed, reed@uncw.edu, by Friday, January 13, 2012.