



Recruiting Tomorrow's Leaders Today

An employer newsletter from the Michelin® Career Center



- Fall 2011 Edition
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The Michelin Career Center at Clemson University
Neil Burton, Executive Director
Deb Herman, Director of Employer Relations and Recruiting

Blending Co-op and Career Services

In July, Clemson brought the Michelin Career Center and the Cooperative Education Program under one roof to make counseling, advising and interviewing more convenient for students and employers. So far the results have been uniformly positive. The number of students requesting career counseling is up 19%, the number of students seeking co-op assignments is up 6%, and the number of employers seeking co-op students is up 21%. We've heard from students that having everyone together makes life a little simpler, and we've heard from employers that having co-op, intern and full-time interviews in the same place reduces confusion and allows for greater flexibility.

With all the positive outcomes that have resulted from this merger, there are still opportunities ahead of us. Clemson wants to provide every student with a chance to "engage" what is being learned in the classroom. The hope is that by encouraging students to utilize what they are learning in practical ways, the classroom knowledge they've acquired will become less theoretical and more applicable, and therefore graduates will leave Clemson better prepared to make an immediate difference in their professional lives. Clemson has set some lofty goals with regard to these engagement experiences, but that's okay: excellence isn't obtained in the pursuit of the ordinary, anyway.

We'll be working hard to help achieve these engagement goals, but our primary concern will be providing exceptional service to our students and employers; everything else is secondary to this expectation. Thank you for your patience as we continue to blend our systems and procedures, thank you for your feedback as we try new approaches, and thank you most of all for your support of our efforts and our students. We appreciate the relationships we've developed with you, and we look forward to working even more closely with you in the future.

Neil Burton,
Executive Director

Spring 2012 Career Fair has changed to 2 days!

Date: January 24th and 25th, 2012
Time: 12pm-5pm both days
Location: Littlejohn Coliseum

Registration Fees:
For-Profit Organizations- \$600
Non-Profit Organizations- \$200
Sponsorship- \$600 for MCC Corporate Partners,
\$1200 for all other organizations

Any for-profit organizations wishing to recruit at both events on the same day may do so at a reduced rate of \$1000 (normally \$1200 for separate registrations).

Any non-profit organization wishing to recruit at both fairs on the same day may do so at a reduced rate of \$300 (normally \$400 for separate registrations).

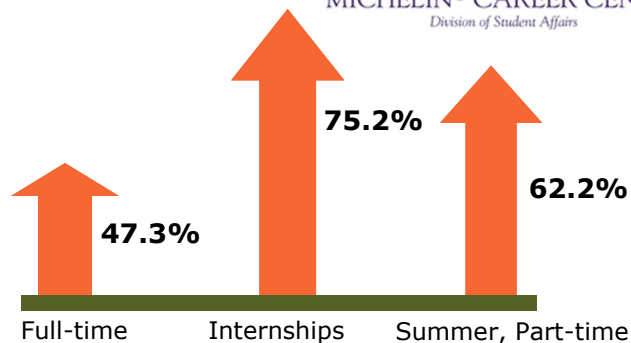
The benefits of being a sponsor...

- Website recognition on the Michelin Career Center's website with your organization's logo and direct link
- Acknowledgement of your sponsorship in the Tiger newspaper and on all Career Fair publicity
- Premier location at the Career Fair and special parking location- Invitation to participate in the following pre-fair events: "Resume Blitz", which involves reviewing and critiquing student resumes before the Career Fairs, and/or "Inside Edition: how to Prepare for the Career Fairs" workshops, which involves tips for students about the "Do's and Don'ts" of Career Fairs, and other on-campus events
- Option to attend both days of the fairs

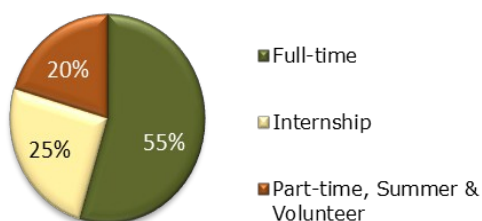
Questions? Please contact: Deb Herman (for sponsorships) at:
dherman@clemson.edu or Leah Hughes
(for fair information) at: leahh@clemson.edu

Spring 2011 in Review...

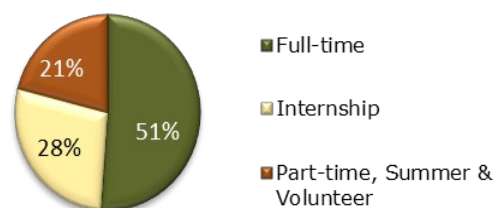
This past spring, there were over 2,800 job postings on ClemsonJobLink, which reflects a **57.3% increase from Spring 2010!** Note how much each area increased on the chart to the right. However, on the graphs below, you'll see that the distribution of the areas did not vary much from year to year. There was a slight decline in full-time positions, and a small increase in internship positions.



Spring 2010 Job Postings



Spring 2011 Job Postings

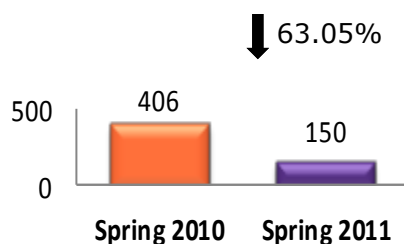


CHECK IT OUT!

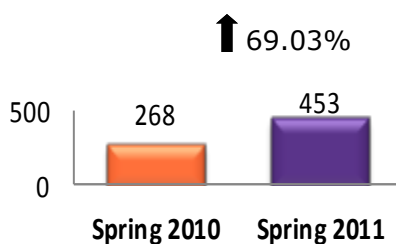
Spring 2011 brought over 330 more students to MCC to interview than in Spring 2010. The number of students who actually interviewed at the Career Center **increased by 27.65%** from the previous Spring.

Every college, with the exception of the CHEHD, saw increases in the number of students who interviewed on-campus. The below graphs reflect the numbers for each college as well as the percent increase for each one.

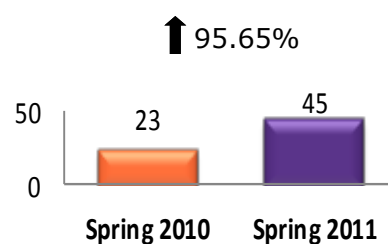
College of Health, Education, and Human Development



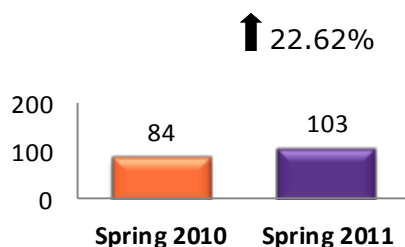
College of Engineering and Science



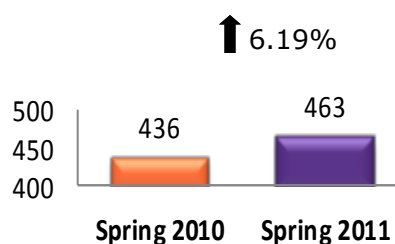
College of Agriculture, Forestry, and Life Science



College of Architecture, Arts, and Humanities



College of Business and Behavioral Science



Meeting Student Expectations:

Career Fairs, Information Sessions, and the Application Process



According to research, 65% of undergraduates say career fairs are worthwhile and 64% saw value in information sessions.

Top 3 Reasons they attend Career Fairs

1. To learn about positions that match their job interests.
2. To learn more about companies they are interested in.
3. To meet with employers' representatives

Top 3 Reasons they attend Info Sessions

1. To interact with recent hires
2. To interact with former interns
3. To interact with hiring managers

What do college students want and expect from an employer's online application process?

1. Having an easy-to-navigate job-search function
2. Being able to upload resumes without reformatting
3. Allowing applicants to save their online applications

Increasing Your Campus Brand Recognition

- Post jobs on ClemsonJobLink
- Schedule on-campus interviews through ClemsonJobLink
 - Make sure you receive information from the person in your organization who scheduled the interview (s); such as parking pass, schedule (s), directions and any other pertinent information
- Attend the career fairs each semester
- Participate in diverse event on campus
- Bring alumni back to campus with you for attending fairs
- Hire interns and co-ops for possible identification for full time hires in the future

Interesting Facts from NACE

(National Association of Colleges and Employers)

- Results from 20,000 participating seniors suggest a correlation between what students prefer in a job and an employer and the values and corporate culture they experienced through their internship experience.
- Employers report extending a job offer an average of 22.5 days following the interview. That's down from an average of 23.5 days reported in 2010 and 25 days in 2009, suggesting that increased competition for candidates fueled the drop.

According to NACE's 2011 Student Survey, 41% of seniors reported used some form of social media in their job search.

Just think of the benefits!

- A glimpse into your work environment
- Current recruiting event information
- Direct networking with potential job candidates

The following are the social media sites you can add to your *ClemsonJobLink* profile:

<https://clemson-csm.symphlicity.com/employers>

Facebook	Twitter	LinkedIn
Flickr	Picasa	YouTube

Spring 2012 Calendar

A look at what's coming up for Clemson students!

Spring Semester Begins	January 11	
2012 Spring Career Fairs	January 24 & 25	Littlejohn Coliseum (12:00pm-5:00pm)
On-Campus Recruiting	January 30-April 27	Michelin Career Center
Spring Break	March 19-23	
Final Exams	April 30-May 4	
Graduation	May 11	