

The Michelin® Career Center at Clemson University – a Division of Student Affairs

Summer 2009 Edition

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You'll notice that we're trying out a new newsletter format! We hope that you like it and that it's easy to read. You'll have an opportunity to share your comments about this newsletter in the survey linked at the end of this edition.

Emerging Trends in Career Services

According to a study by Farouk Dey (University of Florida) and Matt Real (University of Louisville), the future of Career Services will be evolving in the next decade. The Career Center paradigm moved from focusing on “placement” in the 1940’s and 50’s, to a focus on “career planning” in the 1960’s, 70’s and 80’s. In the 1990’s, “networking” became the focus of Career Centers as information technology came into play. Currently, Career Centers are focusing on “social networking” with many services available on-line. The study predicts that the trend for Career Centers from 2010-2015 will be on “global networking” with most services on-line. Also, the constituents served, currently students/alumni, parents, employers and faculty/staff, will begin to include community members as well. So what is the Michelin® Career Center doing to keep up with these trends? We have an enormous amount of information available to our constituents via our web-site so that they can access information 24/7. And we’re also incorporating social media into our marketing strategies. We have started a Facebook page for students to promote career events, let students know when employers’ on-campus interview sign-up schedules are available, and give updates on Hot Jobs. These are jobs that have also been posted on the student homepage of ClemsonJobLink. We are also exploring other social media options such as starting a blog that could be available to both students and employers, and announcing important information via Twitter. It’s important to us, however, to maintain the personal relationships that we build through one-on-one counseling appointments and group presentations. We’d like to know how you are using social media in recruiting. Please take a moment to complete the short survey at the end of this newsletter to give us your feedback.

Emerging Trends in Recruiting

Does your company have a corporate video? How long ago was it updated? According to The Fluid Group, producers of *Recruiting 2.0: A Beginners Guide to Using Social Media for Recruiting*, people today, especially Gen Y’ers, want a “real, honest look inside a company or department from the people on the front line.” They like to see anything that “provides an air of transparency” in the recruitment process. By showing a glimpse into the daily life at the company, candidates can get a better idea of whether it would be a good fit. Consider showing actual workspaces, potential colleagues, the cafeteria, what’s in the neighborhood, city, etc. The video can not only be linked from your corporate web-site, but can also be available on YouTube, Facebook, through blogs, and other social media sites. This is free advertising for the company and, if done well, can create a huge impact through viral marketing as students spread your message to their peers.

New Career Events at Clemson

For Fall 2009, the Michelin® Career Center at Clemson University is offering 2 separate Career Fair Events. Please see the descriptions below to learn more about these events.



TechConnect Career Fair

Sept. 15 & 16 (choose 1 day)— By popular demand, the Michelin® Career Center is offering a career event designed for those organizations recruiting candidates for Engineering, Science, Construction Science, and Architecture positions. Our hope is that recruiters will see more qualified candidates at this targeted event.

Connect2Business Career Fair

Sept. 17 — In response to overwhelming student requests, the Michelin® Career Center has designed a career event for non-technical majors. This event is for those organizations recruiting candidates from the areas of Business and Liberal Arts.

Registration Fees:

For-Profit Organizations	\$600
Non-Profit Organizations	\$200
Sponsorship	\$1200

Any for-profit organization wishing to recruit at BOTH events may do so at a reduced rate of \$1000 (normally \$1200 for separate registrations).

Any non-profit organization wishing to recruit at BOTH events may do so at a reduced rate of \$300 (normally \$400 for separate registrations).

Registration will open July 1, 2009 (Because Clemson's fiscal year ends on June 30, we cannot accept any monies prior to July 1 — sorry for any inconvenience). An open registration announcement will be sent out closer to July 1.

For questions on these fairs and registration, please contact Leah Hughes at leahh@clemson.edu.

If you would like to be a sponsor for one of these events, please contact Deb Herman at dherman@clemson.edu.

Company Web-Sites Most-Used and Most-Influential Resource for Finding Jobs, Networking Most-Helpful Activity

From the NACE Spotlight, published on April 29, 2009

Company web sites were the most-used and most-influential resource for identifying potential employers and finding jobs, according to preliminary results of NACE's *2009 Graduating Student Survey*. Still, among students who used an activity or resource, networking was the most helpful.

Ninety-two percent of students responding to the survey use company web sites to find jobs. Using job postings on web sites (87%), networking (86%), career fairs (83%), and job postings through career centers (82%) were also popular activities.

Meanwhile, 76% of students found networking helpful for finding a job, followed by job postings on a company web site (72%), the company web site itself (69%), and company representatives and job postings through the career center (both 64%). On the other end, company podcasts (25%) and virtual career fairs (32%) were the least helpful for students looking for jobs.

In terms of influence in identifying potential employers, the top 5 at this point are employer web sites, company representatives, parents, job-search web-sites, and spouses/partners.

To date, more than 32,000 students have responded to the survey, including more than 15,000 graduating bachelor's degree seniors.

Michelin® Career Center Statistics

8823	# of students who used ClemsonJobLink in 2008-2009
4655	# of students who attended the Career Fairs in 2008-2009
4.37	employer rating (out of 5) for on-campus recruiting at the Michelin® Career Center (08-09)
8	Ranking in the 2009 Princeton Review Ranking of Best Colleges

Calendar of Upcoming Events

Summer I session	May 19-June 23	Fall on-campus recruiting dates	Sept 21-Nov 20
Summer II session	July 1-Aug 5	TechConnect Career Fair	Sept 15 & 16
August graduation	Aug 8	Connect2Business Career Fair	Sept 17
Fall Semester Begins	Aug 19-Dec 11		

Don't forget to give us your feedback through this quick survey (a clickable link is also in the email text that was sent to you with this newsletter): http://www.surveymonkey.com/s.aspx?sm=3dX17n7kF3tPFuqr_2fMI_2fqg_3d_3d