



CAREER SERVICES

Discover your purpose....
Create your destiny!

Career Corner

September / October 2009

September Events

Community Service & Internship Fair • Wednesday 9/2 • 4-7pm • Forum

Resume Writing Workshop
Wednesday • 9/9 • 12-1pm • Smith House

Graduate School Info Table
Thursday • 9/10 • 10am-2pm • Pub

Social Scientific Systems, Inc. Information Table • Tuesday • 9/15 • 11am-1:30pm GLAR

McDaniel College Graduate School Fair
Tuesday • 9/15 • 4-7pm • Forum

Graduate School Admissions Workshop Wednesday • 9/16 • 12-1pm • Smith House

Graduate School Info Table
Thursday • 9/17 10am-2pm • GLAR

Interview Workshop Wednesday 9/23 • 12-1pm • Smith House

UAG, School of Medicine
Wednesday 9/23
Info Table • 11a-1:30pm • Smith House
Info Session • 2pm • Smith House

Graduate School 101 Symposium
Thursday • 9/24 • 11:30am-5pm • Loyola University, Timonium Campus

Right at Home Information Table
Tuesday • 9/29 • 11am-1:30pm • GLAR

Graduate School Info Table
Tuesday • 9/29 • 2pm-6pm • GLAR

FRESHMAN CAREER SUCCESS

Not sure which major to choose?

Need more in-depth advice about you career path?

Want to get a jump start on locating internships and jobs related to your career goals?

Join the **FRESHMAN CAREER SUCCESS** program!

As a member, you'll receive:

- ▶ An assigned career counselor to work with throughout your freshman year
- ▶ An individualized Career Action Plan
- ▶ A chance to win a \$50.00 McDaniel Bookstore Gift-card

Sign up at www.mcdaniel.edu/5408.htm Click the *Freshman Career Success* link

Job/Internship Fairs

For a list of upcoming job/internship fairs, go to:
<http://www.mcdaniel.edu/5726.htm>

For help preparing for job/internship fairs go to:
<http://www.mcdaniel.edu/5738.htm>

For tips on how to dress for a fair go to:
<http://www.mcdaniel.edu/5734.htm>

Read the rest of the newsletter for other Fall events!

Many Students Pick a Major Based on Limited Knowledge

Too many of today’s college students are choosing their majors “based upon an average level of knowledge and awareness concerning possible careers associated with these majors,” according to a recent study in the *Journal of Information Systems Education*.

The study, which was intended to examine why so few students major in information systems, questioned 303 students who were enrolled in an introductory business course for freshmen at a large university in the Midwest.

One key finding of the study: While students tended to rate their knowledge and awareness of “more traditional” business majors (e.g. accounting, finance, management) as higher than their knowledge and awareness of other business majors (e.g. information systems, insurance), “none of the perceived knowledge and awareness levels were very high,” according to the study’s authors.

Among the researchers’ conclusions: “It appears these students are not receiving, or are ignoring, the career information and advice they should have received in high school.”

Source: Kent A. Walstrom, Thomas P. Schambach, Keith T. Jones, and William J. Crampton (2008). “Why Are Students Not Majoring in Information Systems?” *Journal of Information Systems Education*, 19 (1) (Spring), pp.43-54.

A Resume Without A cover Letter Doesn’t Fly with Most Execs

According to a recent survey by Office Team, students who think they can skip the cover letter when applying for a job—especially when they do so online—should think again.

The survey questioned 150 senior executives from large companies across the United States. 86% of them said cover letters are “very to somewhat valuable.”

“submitting a resume without a cover letter is like shaking hands when meeting someone for the first time,” says Dave Willmer, executive director of Office Team. “Those who aren’t including a cover letter with their resumes are missing an opportunity to make a good first impression and set themselves apart from other candidates.”

Source: Office Team June 25, 2008 news release

For assistance with choosing a major and exploring occupations, visit Career Services during our walk-in hours or visit us on the web to schedule an appointment!

Top 10 Jobs Employers are Having Difficulty Filling in 2009

Manpower, Inc. released the results of its fourth annual talent shortage survey, revealing that 30% of employers across the globe continue to struggle to fill positions available despite the global economic downturn. “In an environment where companies are pressured to shift their mindset to think more strategically and creatively about how to do more with less, the same approach is being applied to how they manage their talent,” said Jeffrey A. Joerres, Chairman and CEO of Manpower, Inc. “employers are looking for ways to accelerate their business strategy with fewer people. It’s this specificity of skills required in the individuals that employers are now seeking that is creating a sense of talent shortage amidst an overabundant pool of available workers.”

The top 10 jobs that employers are having difficulty filling across the 33 countries and territories in 2009 are:

- | | | | |
|---------------------------------|----------------------------|-------------|----------------------|
| Skilled Manual Trades | Sales Representatives | Technicians | Engineers |
| Management / Executives | Accounting & Finance Staff | Laborers | Production Operators |
| Administrative Assistants / Pas | Drivers | | |

Employers having the most difficulty finding the right people to fill jobs are those in Romania (62%), Taiwan (62%), Peru (56%), Japan (55%), Australia (49%), Costa Rica (48%), and Poland (48%). In the Americas, the survey shows that 36% of the region’s employers are having difficulty filling positions due to the lack of suitable talent available in their markets.

Source: ManPower.com, May 28, 2009 press release. Complete results of the survey can be found at www.manpower.com/ResearchCenter

Best Careers for Bi-Lingual Asian Americans

by Cindy Jeon

Today the top companies in the fastest growing fields are making a concerted push to seek out bi-lingual Asian Americans. Among them are industry-leading companies like Bayer, GSK, Ford, State Farm, Allstate and KPMG. What accounts for the strong interest in bi-linguals? The most important factors include the need for businesses to outsource internationally both products and services and the evolution of increasingly sophisticated marketing strategies that target immigrant populations as keys to revenue growth.

The ongoing business booms in countries like China, India, Korea, Vietnam and the Philippines — as well as the robust Asian immigration rates — mean that opportunities for bi-lingual Asian Americans abound in every industry. What follows is a brief list of fields experiencing the highest growth in demand for bi-lingual professionals.

Insurance/Investment/Financial Services

Nowhere is trust more important than in money matters. Nothing is more essential to building trust than the ability to communicate fluently in the client's native language. Corporate giants that deal in insurance, investments, mortgage lending and other financial services know that in a mature economy with a low population growth like the U.S., success hinges on winning new customers among fast-growing immigrant populations. Recruiting Asian Americans fluent in both English and in their parents' native languages are key components of the growth strategies of companies like State Farm, Prudential Securities, Allstate, Bank of America, Washington Mutual and many others.

Nurses/Medical Technicians/Assistants

Hospitals in today's American cities have trouble keeping up with the demand for health-care personnel who can communicate with immigrants with limited English-language ability, especially where precious seconds can mean the difference between life and death. The demand for bi-lingual Asians in the healthcare field will remain robust for years, if not decades, to come.

National Security/Diplomatic Corps

9/11 showed the U.S. the importance of understanding the mentality and tactics of foreign powers, both hostile and friendly. The biggest weakness of U.S. intelligence has been a shortage of analysts and agents capable of monitoring and interpreting foreign-language public and private communications as well as maintaining meaningful dialogue with the governments of other nations. The big push to correct that deficiency has U.S. intelligence organizations like the NSA, CIA, FBI, DIA, Naval Intelligence, as well as the State Department, conducting ongoing recruitment efforts toward bi-lingual Americans, especially of Middle Eastern and Asian nationalities.

Securities/Investment Banking Analysts

Investors are constantly seeking out the best possible returns, no matter where in the world the investment is located. Major investment firms are always seeking out analysts capable of conducting overseas due diligence, then reporting back their findings in nuanced English. This field offers bi-lingual professionals with exceptional analytical and verbal skills some of the largest paychecks available in the corporate world.

Political/Charitable Fundraisers

Just as in the corporate world, politicians and social leaders have recognized the importance of tapping into the interests and resources of new Americans to tip the balance in favor of their parties or causes. People who can speak to immigrants in their own language and understand that group's social landscape and protocols are invaluable to winning support from increasingly important segments of the community. This is an excellent career track for those with the ambition of entering politics.

Outsourcing Engineers/Branch Managers

In the old days American companies sent executives with little or no cultural knowledge or language ability to head up overseas offices, arrogantly relying on a combination of local staff and translators to make up the cultural and linguistic deficit. More recently, U.S. companies have joined the international trend of seeking out bi-cultural and bi-lingual executives to run overseas offices rather than relying on clumsy makeshift arrangements.

Continued on page 4

Bilingual Asian Americans *continued*

Real Estate Brokers/Salespeople

No financial decision is more important or personal than buying or selling a home. The ability to reassure someone that you understand the many concerns that go into that decision is a big advantage in winning a client's trust. Combine that with the fact that since the 1980s Asians have been the most important ethnic segment in buying homes in growth markets like Orange County, Los Angeles, San Jose and Houston.

Lawyers/Paralegals/Investigators

The growth of international business transactions and increasing multi-cultural contacts create an insatiable demand for lawyers and paralegals with the ability to communicate and fact-find in two or more languages.

Certified Court Translators

As the number of lawsuits involving either international or multi-cultural parties multiply, so has the demand for competent translators. Court-certified translators are needed not only in those relatively small percentage of cases that go to trial but in the far larger numbers that go through the discovery process, frequently involving witnesses with limited English ability.

Source: <http://www.asianlife.com/magazine/view/articles/id/645838794>

Career Services Info

Hours of Operation

Mon.—Fri.....8:30am-4:30pm

Tuesday.....8:30am-6pm

For appointments, visit

www.mcdaniel.edu/5402.htm

Click *Talk to a Career Counselor*

Walk-In Hours

Tuesdays.....3pm-6pm

Wednesdays.....9am-4pm

Email

career@mcdaniel.edu

Phone

410-871-3305



Link of the Month



<http://www.collegecentral.com>

McDaniel's Job and Internship database

Create your account today!

ALUMNI CAREER NETWORK

Want to network with professionals in your career field? Search our database of over 100 McDaniel graduates from a variety of career fields who give back to McDaniel students by sharing information about their work and offering career guidance and advice. Log on to *GT Job Connection* and get connected today!

www.mcdaniel.edu/5684.htm



Resources of the Month

The 50 Coolest Jobs in Sports

Jobs for Travel Lovers

Career Opportunities in the Music Industry

News Briefs



Nursing Shortage Has All But Disappeared—For Now

According to a recent article in the Wall Street Journal, America's decade-long shortage of nurses has essentially disappeared. The recession has compelled many nurses who has previously left the field to return and others who had planned to retire to stay put.

Source: *The Wall Street Journal*, June 12, 2009

Article Highlights the Basics of Pursuing a Federal Job

"Landing a Federal Job" describes where to look for government job openings and how to apply for them.

Read the article at: online.wsj.com/article/SB124433814488491757.html

Economic Stimulus Package Offers Potential Opportunity

"Stimulus Jobs for New College Grads" focuses on six "main areas of investment" within the package: healthcare, alternative and renewable energy, education, roadways and bridge infrastructure, small businesses, and government. Read the article at: career-advice.monster.com/job-search/company-industry-research/stimulus-jobs-entry-level-grads/article.aspx.

Top Entry-Level Employers for 2009

Despite difficult economic times, 2009 faces the second largest projected increase in entry-level hiring according to CollegeGrad.com. Verizon Wireless tops the list with plans of hiring more than 13,000 new grads. A full copy of the list can be found at http://www.collegegrad.com/topemployers/2009_entry_level.shtml.

DID YOU KNOW?

Career Services also helps McDaniel Alumni !!!

That's right! We offer a wide range of services to all McDaniel alumni including:

- Job Search Assistance
- Resume and Cover Letter Critiquing
- Individualized Counseling
- Career Assessments
-and more

Visit www.mcdaniel.edu/5410.htm

Occupations to Consider

Construction Careers

www.buildingcareers.org/career

Astronomy Careers

<http://aas.org/education/careers.php>

Careers in Nondestructive Testing

www.ndt-ed.org/Careers/careers.htm

Newspaper Careers

<http://careerpronews.bridges.com/explorer/browse/et/newsjobs/main.htm>

Careers in Parasitology

http://asp.unl.edu/index.php?option=com_content&task=view&id=13&Itemid=27

McDaniel College Graduate School Fair

Tuesday, February 15th
4-7pm • Forum

Come see how McDaniel College's Graduate and Professional programs can help you with your career goals!

For more information go to:
<http://www.mcdaniel.edu/6121.htm>

STUDY ABROAD FAIR

Monday, September 21st
11am—2:30pm • Forum

Come learn about
McDaniel's study abroad opportunities and
JAN Term trips!

Sponsored by the International Programs Office

September is GRADUATE SCHOOL MONTH

October is NATIONAL DISABILITY AWARENESS MONTH

November is NATIONAL CAREER DEVELOPMENT MONTH

For a list of programs and events, visit www.mcdaniel.edu/6121.htm

ANNOUNCEMENTS



who's coming to campus!

For information on employers visiting campus, go to: <http://www.mcdaniel.edu/5733.htm>

Tuesday, September 15, 2009 11am-1:30pm
Social & Scientific Systems, Inc. GLAR

Tuesday, September 29, 2009 11am-1:30pm
Right At Home GLAR

Extreme Makeover Resume & Cover Letter Edition

Wednesday, October 7, 2009
4pm-7pm Kriel Lounge

Bring a typed copy of your resume and/or cover letter to receive feedback.

McDaniel College Community Service / Internship Fair

Wednesday, September 2nd
4pm-7pm ▪ Forum

Connect with organizations that are seeking student interns and volunteers!

For more information go to:
<http://www.mcdaniel.edu/6121.htm>

ASSESSMENT MANIA

WEDNESDAY November 2, 2009
4pm-7pm KRIEL LOUNGE

FREE career assessments!
Take a career test to discover occupations and majors that match your interests.

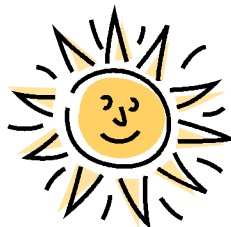
ACTIVITIES FAIR

Tuesday, September 8th
11:45am-1:15pm

FORUM

Explore the many student clubs and organizations McDaniel has to offer.

Sponsored by the College Activities Office



Project Runway: Dress for Success

Tuesday
November 17, 2009
9am-6pm Smith House

We're giving away FREE professional clothes!



Confused about what major to pursue? Don't know what you can do with your current major?

Check out e-DISCOVER an online career guidance system. Visit Smith House to obtain a User's Token.



We're on Blackboard!

Click the Career Services link!