



THE EMPLOYER CONNECTION

THE CAREER SERVICES OFFICE EMPLOYER NEWSLETTER
FALL 2007

THE STUDENT PERSPECTIVE

Our office spends a lot of time explaining to students why you, the employer, do what you do. For students, this can be tricky. So, what about understanding students? Hopefully this short article will give you a better idea of the student perspective on internships and job hunting.

Why do students pursue internships? While this may be obvious information, it is interesting to note that students and employers are definitely on the same page when it comes to internships. According to a 2007 report by Intern Bridge, the top three reasons for interning are to gain real work experience, build their résumé, and learn new skills. Others are to have a fun and entertaining summer or semester, earn credit, and complete interesting and challenging tasks. Additionally, just over 71% of the interns surveyed believed their employer fully valued their work, and these students plan to share their experience with friends.

What are students learning from internships? The report from Intern Bridge asked interns to indicate what they learned. Com-

municating, listening, taking direction, problem solving, and decision making made the top five. Others included leadership, teamwork, and critical thinking.

How do students search for jobs? The National Association for Colleges and Employers (NACE) took a survey in 2006 of graduating students and alumni. Unfortunately, students are not always looking for jobs in the same way you look for potential employees. The top five ways students job search are: internet, career website, corporate website, job postings on career website, and job postings on corporate website. Unfortunately, networking and participating in internships or co-ops doesn't make that top five. In contrast, NACE reported in their 2007 Job Outlook that the top three recruitment tools used by employers are on-campus interviewing, employer's internship programs, and employee referrals.

This is just a peak at the students' perspective. There is more information like this out there. NACE online would be a great place to start! <http://www.nacweb.org/>



CAMPUS NEWS

USCA is once again ranked as one of the best baccalaureate colleges by U.S. News & World Report. This marks the 10th year of recognition. Read more at http://www.usca.edu/news&events/usnews_2008_aug.htm.



COORDINATOR'S CORNER COFFEE, COPIES, AND COMPETENCE

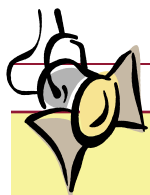
My husband, an engineer, drinks about a pot and a half of coffee every morning. The rule in his office is whoever empties the pot makes a new one. Due to his oversized coffee mug, it is usually him. Smart! On any given day, you can find me filing paperwork or making copies in the midst of many other higher-level tasks. It's just all in a day's work.

As a general rule, we do what we need to do to get the job done. Fortunately many of the employers hosting our interns put this idea into practice. The stereotype

of interns as Starbucks delivering, copy center wiz kids seems to be fading away. Students are so capable, and employers are putting their skills to good use.

I invite you to take an inventory of the special projects you have piling up, those pie-in-the-sky ideas that you just haven't had time to address. Can you put an intern to work? Of course you can. Perhaps they can pick up the slack while you take time to flesh out ideas or finalize important matters. Students are savvy researchers with fresh ideas and motivated spirits. They want to get their hands dirty while working in their field of study.

Coffee smells good but the aroma of sweet success is better! Intern anyone?



EMPLOYER SPOTLIGHT



Unfortunately, today's world is constantly threatened. Whether by natural disasters like Hurricane Katrina, rampant fires in southern California, or inexplicable tragedies such as the shootings at Virginia Tech; preparedness is of utmost importance. Thanks to Global Emergency Resources, products, solutions, and support are available to a wide variety of organizations. According to their website, "Global Emergency Resources [GER] is committed to improving the readiness and availability of critical business resources and key personnel. [They] are prepared to help communities, government agencies, and independent companies succeed in protecting, deploying, and recovering their most vital assets during any threat or disaster scenario. [Their] staff has proven expertise in Health Care, Information Technology, Aviation, Emergency Operations, Security, Safety, Public Health, and Business Continuity. If preparedness is a concern for your organization, [GER] stand ready to support your needs!"

Over the summer, GER developed an internship program and hired three college students from the local area, one from USCA. They wanted to give these students an opportunity to apply textbook knowledge to the "real" business world. When asked about their program, Jim Fisher, Director of Special Projects, stated

"We designed a training program merging the technical training of our software application, HC Standard, and the separate but equally important communication skills needed to communicate with potential clients. The initial training was two weeks in length, but sessions on marketing, selling, and technical use of the application lasted the entire eleven weeks of their experience. The training staff was extensive as our CEO, COO, VP of Sales and Marketing, and VP of Engineering Software all participated. ... [W]e were developing with these interns a 'corporate culture' which ... was necessary to be inclusive in their training... We believe it worked because we learned and they learned... truly a win-win outcome."

All three interns are maintaining their placement for their senior year in anticipation for full-time employment with GER when they graduate! John Speer, senior USCA Business Major, is currently serving as an Account Manager. When asked about his experience, he stated, "[GER] is a company that seeks professional individuals to be a part of their team and achieve its business goals. Interns are treated with the same respect and expectations for performance as every other employee. [GER] views the assets used to develop and support ... their interns and full-time employees as a fundamental piece of their success. By investing in their team, the management ... believes they are investing in the future of one of [the] most important components of their business. This environment provides interns the privilege to develop personally and professionally, while contributing to the company in significant ways." To learn more, visit them online at www.GER911.com.



QUOTES & NOTES

When asked to comment on USCA Interns, GM of the **Aiken Professional Baseball** team, Bradley Bell, stated:



"The students and interns from USCA have been a vital part in helping our organization grow. The students have met and exceeded all expectations. We feel that the Foxhounds are a good hands-on learning experience that will assist the students in their future endeavors. Without USCA and their students, the Foxhounds wouldn't be where they are today."

They have hired 5 interns since their inaugural season in Spring 06.
Go Foxhounds!

Don't forget about **Pacer Career Connection**, USCA's online job posting tool. **Post jobs and search résumés for free!!**

STAFF

Corey Feraldi, Director
coreyf@usca.edu / 641-3280
* Experiential Education

Leslie Cobb, Administrative Assistant
lesliec@usca.edu / 641-3440
* Job postings and general information

Visit us online: www.usca.edu/careers

The Career Services Office

471 University Parkway ♦ Box 17 ♦ Aiken, SC 29801

Phone: 641-3440 ♦ Fax: 641-3652

Located in the Robert E. Penland Administration Building, Suite 107