



UNIVERSITY OF
SOUTH CAROLINA
AIKEN

THE EMPLOYER CONNECTION

THE CAREER SERVICES OFFICE EMPLOYER NEWSLETTER
SPRING/SUMMER 2007

RECRUITING 101: WAYS TO RECRUIT AT USCA

The Career Services Office at USCA recognizes that employers are unique. We strive to cater to each employer's individual recruitment needs. In general, there are several ways to recruit and network with USCA students and alumni.

Our most popular tool is **Pacer Career Connections**. This free online job board enables employers to post and maintain openings and review the résumés of USCA students and alumni with a few simple clicks. Along with posting the job announcement, ensuring that our office is aware of available jobs and internships is helpful. We can contact the liaisons from academic departments to help get the word out which often results in referrals from the faculty.

According to a recent survey from the National Association of Colleges and Employers, **on-campus recruitment** and **internship programs** tie for the top spot when it comes to the best means for college recruiting. Thankfully, USCA offers both of these options. We have several events that

bring employers to campus. Every fall, we invite employers to participate in a Career Panels program. This classroom based event gives students the opportunity to learn about different careers that relate to their coursework. It doubles as a casual networking opportunity too! In the spring, we host our Career Fair which is obviously the perfect time for networking and recruiting.

On-campus interviewing is quickly becoming one of the best recruitment tools we offer. It's simple. Work with our office to advertise openings, screen applicants, and schedule interviews. Then, just come to campus to conduct those interviews all at once. Milliken interviewed five students this past spring and hired two for their Barnwell Plant!

Getting involved with our Experiential Education program gives you the best chance to 'test drive' potential employees. What better way to make a hiring decision than to see that student in action!

Ready to recruit? Give us a call!



CAMPUS NEWS

- The Convocation Center is open! Several acts have already performed, and the May 2007 graduates were the first to celebrate commencement in style. Please visit:

www.uscaconvocationcenter.com



- USC Aiken is the #1 public comprehensive college in the South according to U.S. News & World Report's America's Best Colleges guide



COORDINATOR'S CORNER INTERNSHIP VS. PART-TIME JOB

What's the difference between an internship and a part-time job? This past year I sat down with over 150 students each seeking some sort of career related advice or assistance.

Many times, the student's number one concern was getting real work experience, and they didn't think they had many options. One might say they must get an internship or they'll never break into the banking industry. Another would be convinced that if they wanted something with pay, it would have to some sort of job. Fortunately, relieving those concerns were pretty easy.

I tend to view career development through rose colored

lenses and believe that almost any job can offer some form of skill development or enhancement. This can be especially true considering the student's major, work history, and class status. For example, a summer teller position may be just the ticket for a business finance major who has limited work experience. The student needing a paycheck to accompany their experience will realize that not all internships are voluntary. If fact, more and more employers are willing to pay to get the best candidates!

With employers, there are several considerations. We look at expectations the employer will have for the student, the tasks the student will perform, and the relationship of the position to academic majors. If the position ties directly to academics and gives students an opportunity to apply concepts learned in a classroom, it's usually an internship. If not, that's okay too. We have many students interested in part-time employment. The goal is making a good fit!



EMPLOYER SPOTLIGHT

GLOBAL SPECTRUM USCA CONVOCATION CENTER

On Friday, April 27 the USCA Convocation Center opened its doors officially with a ribbon cutting and dedication. Since then several music acts have performed on stage and May graduates were honored. Now, the circus is coming to town!

Managed by Global Spectrum, a Philadelphia-based facilities management company, the center is home to the USCA Pacer Athletics. It is Global Spectrum's responsibility to work with the university, USCA Athletics, local and national promoters, community leaders, and local vendors to bring in special events to the center. With extensive experience in booking shows, selling tickets, and ensuring that customers and promoters have a wonderful experience in the facility; the Global Spectrum staff is excited to use its resources in the entertainment industry, welcome many different events to Aiken, and invite the CSRA to enjoy them.

Global Spectrum manages over 65 facilities in the US, Canada and China, including the Colonial Center in nearby Columbia, SC, and is a subsidiary of the Philadelphia-based sports and entertainment firm Comcast-Spectacor.

Global Spectrum has already begun developing a relationship with the university and the community. Two

USCA students have been recruited as interns, or Project Coordinators. One of their many projects is the "Convocation Information Agency" or "CIA". The interns along with the director of sponsorship visited four high schools in Aiken and recruited ten high school students to join the "CIA". This group meets on a weekly basis and serves as an agency to help promoters with their advertising. The program has been a huge success thus far, as the students are enthusiastic about participating, and the promoters are very excited to have the help and creative ideas.

Daniel Webb is a senior Business Marketing major set to graduate in December. As the Convocation Center's first intern, he and his counterpart, Michelle Visny, are raising the bar! When asked to share his thoughts, Daniel stated "The internship... has been both enlightening and educational... [and] has also given me a chance to develop my management and leadership skills. I have had the opportunity to see how the marketing theories, concepts, and principles I learned in class are applied in the real world. ... This internship will be one of the most educational experiences of my college career. ... For the past several weeks I have been directly responsible for the marketing plan for this particular event. ... This internship will help me in many ways upon graduating from USCA. Combined with my education [and] the working experience I have received through my internship with Global Spectrum, ...I will be better prepared to enter the workforce. This internship has been a wonderful opportunity, and I would encourage everyone to give it a try."



QUOTES & NOTES

"Northwestern Mutual is always on the lookout for sharp students to join our team, either as Interns or as a full-time Financial Representatives. The USC Aiken Career Center assists us in finding those students, and as Director of Development, I truly appreciate their support."

~ Dawn Crawford, Augusta, GA



In May, NMFN hired USCA alumnae Amber Carter as a full-time Financial Representative. Amber moved right into her new position after training during the spring semester as a College Agent.

Sherwin-Williams was one of the 62 employers that attended our 2007 Career Fair. With two recruiters, they stayed busy most of the day. At least two May graduates were hired as Management Trainees.



Did you attend our last Career Fair? If so, please let us know if you hired students or alumni as a result!

STAFF

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

Aimee Carter, Coordinator of Experiential Education and Employer Relations
aimeec@usca.edu / 641-3533

Rebecca Shrader, Administrative Assistant
rebeccas@usca.edu / 641-3440

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