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A Note From the Director...

Welcome Back to returning counselors and faculty, and for those of you who are new, we hope you find our monthly Career Newsletters interesting and filled with valuable career and job search information. A few links we’ve added to our website include “Three Steps to Choosing Your College Major,” “One Minute Job Search Videos,” and a five-step “Preparing for Your Job Search” guide. These can be found on our homepage at www.parkland.edu/careercenter in the What’s New box on the right. Feel free to forward our newsletters to students, friends, and family, and please let us know if we can provide additional assistance or information throughout the year. Have a terrific fall semester!

Sandy

Accounting Tops List of Most Sought After Majors This Year

Among employers who hire new college grads for entry-level jobs, accounting is the most sought after major this academic year, according to a recent survey by employment website CollegeGrad.com.

The employers surveyed for the website’s “500 Top Entry-Level Employers for 2008” projected that accounting graduates will comprise 23 percent of entry-level hires this year. Accounting grads will also constitute 30 percent of internship hires and 24 percent of master’s-level hires, the survey found.

Rounding out the top five majors that employers say they’ll hire this year:

1. Accounting (23 percent of entry-level hires)
2. All Engineering (13 percent of entry-level hires)
3. Marketing (11 percent)
4. Computer Science (10 percent)
5. Business Administration (9 percent)

Article Leads Liberal Arts Majors to Career Answers They Need

Next time you get that ubiquitous liberal arts question - “What can I do with a major in that?” - refer your student to a handy article that appeared in the Winter 2007 edition of Occupational Outlook Quarterly.

“What Can I Do With My Liberal Arts Degree?” is a data-filled goldmine of information. Did you know, for instance, that salaries for liberal arts majors have continued to rise over the past three years?

The article addresses not only the why of the liberal arts degree, but the how - as in how to get a job.

Network!

Many professionals will tell you that the most important part of being successful in your career is not always what you know but also who you know. Meeting with professionals in fields that interest you can help you make better decisions and get an edge on the competition.

Ask friends, family, neighbors and colleagues for a referral. Check with faculty, the Career Center, community service agencies, or professional organizations. Scan the Yellow Pages, newspapers and journals.

Once you have a list of contacts, ask to schedule an appointment for gathering information about their field of work. If questioned, indicate clearly that you are not applying for a job at this time but merely gathering information to help you make better decisions.

Although not ideal, be prepared to conduct an interview over the phone—sometimes the person might say, “I have some time right now…what did you want to ask?”

Resume Tip of the Month...

Creating a Career Objective

Although resume “objectives” are optional, most employers prefer a statement letting them know what type of position or area of specialization you are seeking. Your objective gives a focus to the resume and your entire job search. It should be broad enough to cover any suitable employment yet specific enough to give an element of sound career direction to your resume. If you are seeking employment in several different areas, consider writing an objective and/or resume for each area.

An alternative to this is to omit this category from your resume and relate this information through the cover letter, however the problem with this approach is that cover letters and resumes often get separated.

Interview Tip of the Month...

“What Did You Learn?”

This is one of my favorite interview questions…actually, this is one of my favorite “life” questions. As students approach their job search (or mom and dad’s checkbook each semester) it’s a good idea to consider what you’re learning in college and how it relates to workplace skills.

Employers like hearing EXAMPLES and ma and pa are likely wondering 1) if you’re going to class 2) if you’re learning anything and 3) is it going to help you get a job so they can start planning their trip to Bora Bora.

Refer to page 2 in the March ’08 newsletter for ideas on marketing the skills you’re acquiring in the classroom. [http://www.parkland.edu/careercenter/documents/PDFCareerCenterNewsletterMarch.08_000.pdf](http://www.parkland.edu/careercenter/documents/PDFCareerCenterNewsletterMarch.08_000.pdf)