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FOR THE
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STUDENT

California State University
Stanislaus



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TAKE ADVANTAGE OF THIS YEAR'S JOB TRENDS

by Matt Ferguson
CEO, CAREERBUILDER.COM

You've made up your mind. You're going to stop procrastinating, update that résumé and (finally) look for a new job. So what should you expect? Smooth sailing and a fast and easy job search? Or long months of applying to countless jobs and waiting for just an interview?

- Are you applying to jobs that suit your skill set?
- Is your résumé showing quantifiable results?
- Does your cover letter tell the employer why you're the best fit for the job?

- Is it a job seeker's or an employer's market?

Last year, the job market showed resilience amid economic uncertainties and produced more than 1.3 million new jobs, according to the Bureau of Labor Statistics. This year, plans for hiring are tracking below last year's projections, but the economy still points to continued job creation.

Employers are cautious, anticipating a slower, but still steady hiring environment in the new year. CareerBuilder.com's "2008 Job Forecast," conducted by Harris Interactive, tracked projected hiring trends for this year, surveying 3,016 hiring managers and human resource professionals in private sector companies. Here's what they found:

- 32 percent of employers plan to add full-time, permanent employees this year, down from 40 percent who planned to do so last year;
- Just 8 percent plan to decrease full-time staff levels this year, while 47 percent expect no change;
- 21 percent of employers plan to increase their number of part-time employees this year, down from 23 percent who expected to do so last year;

continued inside >

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>TAKE ADVANTAGE OF THIS YEAR'S JOB TRENDS, continued from cover

- And, 6 percent plan to decrease part-time head count this year, while 58 percent expect no change.
- In addition, nearly one in five employers report it typically takes them two months or longer to fill their open positions and 40 percent say they currently have open positions for which they can't find qualified candidates.

WHAT DOES THIS MEAN FOR YOU, THE JOB SEEKER?

We've analyzed the data to give you eight ways employers are trying to make sure they attract and retain qualified employees—that is, ways they can find you (the qualified candidate), get you to accept a job offer, and grow you into a dedicated, hard-working employee who will be an asset for the long term.

No. 1: Bigger paychecks Continuing an existing trend designed to attract and keep top talent, employers plan to offer more lucrative compensation packages in the coming year. Eighty percent of employers report their companies will increase salaries for existing employees this year, similar to last year; and 56 percent of employers expect to increase salaries on initial offers to new employees, up from 49 percent last year.

What you can do: Do your homework and brush up your negotiation skills when you are ready to talk salary.

No. 2: More flexible work arrangements Sixty percent of employers report they currently offer flexible schedules to employees and 39 percent plan to provide more flexible work arrangements this year such as: alternate schedules (come in early and leave early or come in later and leave later); compressed workweeks (work the same hours, but in fewer days); telecommuting options; summer hours; job sharing; and sabbaticals.

What you can do: If your salary offer isn't as high as you hoped or your

employer can't give you a raise, perhaps you can negotiate a flexible schedule, saving you commuting time and transportation costs.

No. 3: screening candidates via the Internet

To ensure they are recruiting the right talent, more employers are leveraging the Internet as a vehicle for screening potential employees. Forty-five percent of employers report they use online search engines and social networking sites to research job candidates and 19 percent say they are likely to start using or increase their use of these resources to research job candidates this year.

What you can do: Make sure there's nothing in cyberspace you wouldn't want a potential employer to see. Do an online search of your name. Check your pictures on Facebook and MySpace.

No. 4: Rehiring retirees

Nearly 30 percent of employers say they are concerned over the loss of

FROM THE CBA STUDENT SUCCESS CENTER

by Samuel A. Touma
SSC COORDINATOR

Dear Business Students:

This edition of the CBA *Business News* will enhance your job searching skills and offer career opportunities based on your degree concentration. The information and articles included in this newsletter should be used as a tool to assist you in obtaining employment. The best advice that I can offer, as it relates to job searching is "be proactive". Apply for many jobs at a time, perfect your resume (see the Career Services Center for assistance), and be prepared for your interviews. To prepare for an interview you should re-read the job description of the job you have applied to and understand its duties. Research the company online to learn about its history and the products/services it provides. Allow yourself enough time to get to the interview on time. Dress professionally. This means for males wear a dress shirt, tie, and slacks or a suit. For females, a blouse and slacks or skirt would be appropriate. You want to make a good first impression. Don't wear jeans, t-shirts, or sneakers. Make sure to take out your gum before going into the interview. It is important to speak clearly and articulate. Give a firm handshake when you enter and exit the room and don't slouch when seated. I wish you all the best in your educational and professional endeavors.

WHAT ARE MY OPTIONS?
CAREER OPPORTUNITIES BY CONCENTRATION

intellectual capital at their organizations as a large number of baby boomers approach retirement age. Twenty-one percent say they are likely to rehire retirees from other companies this year. An additional 14 percent plan to provide incentives for workers at or approaching retirement age to stay on with the company longer.

What you can do: If you are nearing or at retirement age but want to keep working, make sure your skills are up-to-date and learn which skills are easily transferred to different roles.

No. 5: Diversity recruitment

When asked if there is a particular segment of diverse workers they plan to target more aggressively this year, employers pointed to Hispanic workers, women, African-American workers and mature workers. Almost half of employers said, in addition to English, Spanish is the most important language for bilingual hiring.

What you can do: Make sure to highlight your diversity or language fluency. Search sites tailored to diversity hiring like [empleosCB.com](#) and [Cbaanetowork.com](#).

No. 6: Freelance or contract hiring

Employers are turning to freelance or contract workers to help support business initiatives as they monitor their pace in recruiting permanent employees. 31% of employers anticipate

working with freelancers or contractors this year.

What you can do: Search job boards using keywords like

“freelance” and “contract.” Put your résumé on freelance-specific sites like [Sologig.com](#).

No. 7: More comprehensive health care benefits and special perks

In light of rising health care costs, 19 percent of employers report their companies plan to offer more comprehensive or better health benefits to employees this year. One in 10 employers plan to offer more perks

and wellness programs.

What you can do: Keep your benefits package in mind when you are weighing a job offer. Calculate the worth of the benefits available to you and take advantage of as much as you can so you don't leave any money on the table.

No. 8: Career advancement

Employers are taking action to carve out career paths for employees. One in four employers (26 percent) plan to provide more promotions and career advancement opportunities this year.

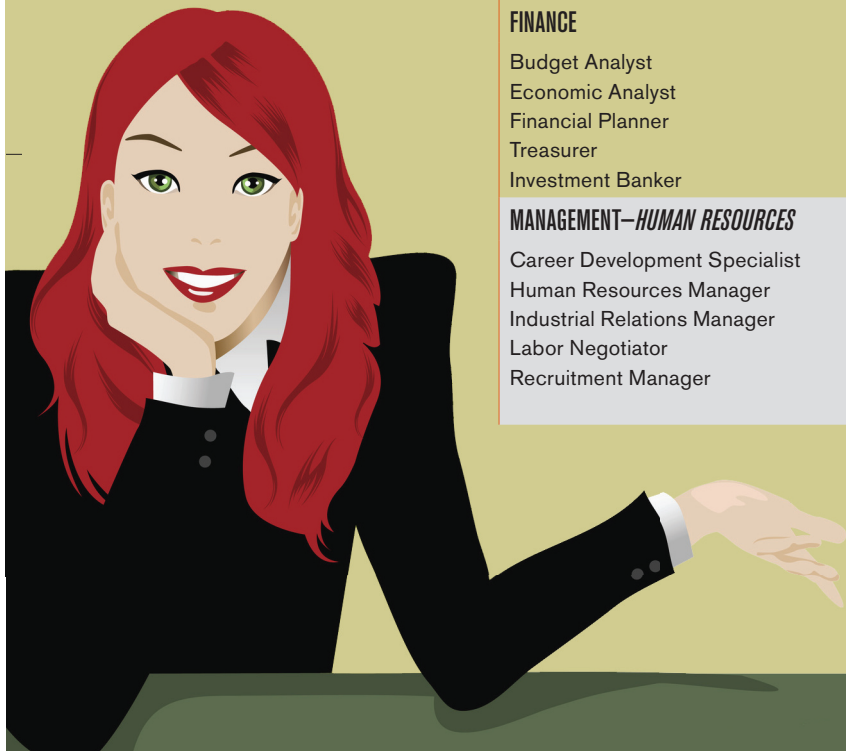
What you can do: Ask about tuition reimbursement and training opportunities. Ask the hiring manager how he or she sees where the role will lead in five, 10 and 20 years.



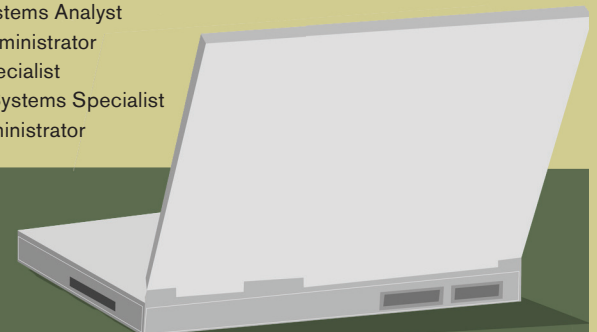
DO YOUR HOMEWORK AND BRUSH UP YOUR NEGOTIATION SKILLS WHEN YOU ARE READY TO TALK SALARY.

such as bonuses, discounts, company cars, stock options, free child care, educational reimbursement, transit passes

Actually there isn't just one right answer. But this chart will give you a rough idea of some of the careers you might expect from a single concentration. The reality is, you can do a lot with your degree, no matter your area of focus. The options are actually quite endless!



<p>ACCOUNTING</p> <ul style="list-style-type: none"> Public Accountant Auditor Controller Cost Accountant Income Tax Accountant 	<p>AGRICULTURAL BUSINESS</p> <ul style="list-style-type: none"> Industrial Production Manager Farm Business Manager Ranch Business Manager Agricultural Marketing Manager Agricultural Finance Manager 	<p>MANAGEMENT</p> <p><i>Strategy/Entrepreneurship:</i></p> <ul style="list-style-type: none"> Family Business Owner/Manager Small Business Owner/Manager Franchised Business Owner/Manager Non-Profit Organization Founder
<p>FINANCE</p> <ul style="list-style-type: none"> Budget Analyst Economic Analyst Financial Planner Treasurer Investment Banker 	<p>GENERAL BUSINESS</p> <ul style="list-style-type: none"> Administrative Analyst Bank Manager Business Manager Management Consultant Office Manager 	<p>MARKETING</p> <ul style="list-style-type: none"> Brand Manager Product Developer Merchandiser Purchasing Agent Marketing Researcher
<p>MANAGEMENT—HUMAN RESOURCES</p> <ul style="list-style-type: none"> Career Development Specialist Human Resources Manager Industrial Relations Manager Labor Negotiator Recruitment Manager 	<p>MANAGEMENT—INTERNATIONAL BUSINESS</p> <ul style="list-style-type: none"> Banking Manager Economic/Financial Consultant Foreign Branch Officer Import/Export Agent International Marketing Manager 	<p>OPERATIONS MANAGEMENT</p> <ul style="list-style-type: none"> Capacity Scheduler Plant Manager Operations Manager Inventory/Materials Manager Production Manager Quality Manager
<p>COMPUTER INFORMATION SYSTEMS</p> <ul style="list-style-type: none"> Website Administrator Business Systems Analyst Database Administrator Software Specialist Information Systems Specialist Network Administrator 		



GO BEYOND YOUR DEGREE TO GET THE SALARY YOU WANT

WHEN IT COMES TO SALARY, YOUR MAJOR CAN MAKE A BIG DIFFERENCE...

by Lynda M. Bassett
MONSTER CONTRIBUTING WRITER

When people ask you what your college major was, they want to know about more than your interests. What they really mean is, "How much money do you make?" Indeed, when it comes to salary, your major can make a big difference.

No matter what you majored in, the news is good for the class of 2007: The job market has improved, and both hiring and salaries are on the upswing. But there are "certain majors that translate into higher-paying jobs," says Sunny Ackerman, regional director for Manpower Professional.

ENGINEERING, FINANCE, MATH & SCIENCE PAY OFF THE MOST

"Anything in engineering, especially in the fields of civil and petroleum, is really hot right now," Ackerman says.

John Challenger, CEO of Challenger, Gray & Christmas, agrees, adding that along with engineering majors, "finance and technology graduates usually get paid more than liberal arts majors. Anybody who has an orientation toward math, science and engineering -- those jobs are in great demand."

What's even more encouraging is that these hot jobs are also pulling in higher entry-level salaries, Ackerman says. "In these fields where employers are having trouble filling positions, it's likely that salaries are on the rise as companies become willing to fill the gaps," she adds.

If you work in certain industries, like healthcare, you'll start out with a lower salary but see an increase after you gain specialized skills and about five-plus years of experience. People who go into sales may start at about \$30,000 to \$40,000, but they end up earning "well into six-figure salaries" based on commission and experience, says Challenger.

TIME IS ON YOUR SIDE

According to PayScale, an expert on salary issues and data compensation, in 2005, economics majors were offered about \$40,000 a year to start. Engineering majors brought home entry-level salaries of about \$55,000, while English majors pulled in about \$30,000 the first year.

After five to nine years' experience, those who majored in English saw an increase to about \$50,000 a year. Economics majors can expect to make about \$66,500. Engineering leads the pack, with salaries of about \$70,000 five to nine years after graduation.

For any career, 10 or more years after college graduation is peak earning time. At this point, the economics majors have caught up with electrical engineering majors; the difference in average total compensation is not statistically significant.

English majors have also made gains. While the low end of the salary scale is still much lower than it is for engineers, the top 25 percent of English majors earn incomes "just as good or better than half of the



engineers," says Joe Giordano, founder and vice president of product development at PayScale.

IT'S MORE THAN YOUR MAJOR

But even more than your major, your career choice and how you pursue it will determine your income, Giordano says.

Bill Coleman, senior vice president of compensation for Salary.com, agrees. "It's not just about the major," he says. "It's about the person, the ability to solve problems, the way you sell yourself and your skills."

To increase your earning power, start by researching the industry and then writing a great resume and customized cover letter. "These recruiters go through piles and piles of resumes," says Coleman. "You need to make sure you use their terms, their keywords and their lingo. Make it easy for them. Tell them what they want to hear."

GET REAL-WORLD EXPERIENCE

Whether it's volunteer projects, internships or even work-study jobs, there is no substitute for real-world experience on your resume. Not only does it give you something to talk about intelligently, Coleman says, but it also gives you a "broad understanding of the workplace at large" and shows that you know "how to manage schedules, how to take direction, how to give input and how to be an employee." And it can ultimately bring you more money.

According to Ackerman, to get experience, you may have to work outside your field of interest. Another tactic is to look for a temporary or contract job. "It gets your foot in the door, offers experience for your resume, and networking and mentoring opportunities," she says.

**The news is good for the class of 2007:
The job market has improved, and both
hiring and salaries are on the upswing.**

HIGH-PAYING JOBS FOR GENERALISTS

by Paul W. Barada
MONSTER SALARY AND NEGOTIATION EXPERT

Where are the good jobs for people who don't have specialized degrees in fields such as medicine, engineering and law and don't know how to do advanced coding in five different computer languages?

In other words, what kinds of good-paying jobs are out there that can be performed by the generalist—someone with a typical liberal arts degree in English, geography, history or any one of the hundreds of other majors colleges and universities offer that aren't exactly job-friendly?

The best place to turn to see what's out there is the US Department of Labor's Bureau of Labor Statistics (BLS). It lists most, if not all, of the generally accepted job titles and the mean annual salaries accompanying them.

The most interesting and, to some extent, most distressing fact the data reveals is that there really aren't an abundance of lucrative occupational categories for liberal arts majors. What career paths are best for you and your degree in medieval history? Well, you either get an advanced degree in it so you can teach the subject you're passionate about, or you take the plunge into the waters of an uncertain job pool.

According to the BLS, the most lucrative jobs compatible with a less-than-specialized major

fall under:

- Real estate
- Management
- Business and finance
- Sales

Real Estate

In real estate, salaries start at modest levels but can gradually build into a great income. The BLS reports that real estate brokers had a median salary of \$58,720 in 2004. People with all sorts of backgrounds end up in this field.

Management

Hundreds of titles fall under the heading of "management" that don't necessarily require a degree in management. Of course, there are literally millions of managers in the workforce, and salaries vary greatly depending on the industry; a fast-food restaurant manager may make in the mid-\$20s, while an HR manager may make in the \$70s.

Business and Finance

Careers in business and finance are also available to those with obscure liberal arts degrees, although you may face an uphill battle competing for jobs against those who have degrees in business, finance and economics. Nonetheless, it's possible for a history major to land a job as a financial advisor, and financial advisors had an average salary of \$78,300 in 2004. Of course, you won't start at that kind of salary, but you can get there over time.



Sales

People in sales can earn anywhere from less than \$20,000 annually to well into six figures, which probably makes sales the most high-risk, high-reward pursuit. It probably holds the potential to be the most lucrative occupation for the liberal arts major who has the right skill set.

Other Options

Other generalist occupations with strong earning potential include communications jobs. For example, PR specialists had an average salary of \$43,830 in 2004. And in the area of office and administrative support, the mean salary is in the low \$40s. Interestingly enough, one of the better-paying occupational areas doesn't even require a degree at all. In construction, mean salaries range from the mid-\$30s to the high-\$50s.

Most other high-paying occupational fields, as defined by the BLS, require a specialized education. Just a few that deserve mention include accounting, architecture, IT, law and healthcare.

Qualities to Cultivate

So, with your brand-new degree in oceanography, what qualities will make you the most marketable for an entry-level real estate or sales position? Here's a partial listing of soft skills Don Straits, CEO of Corporate Warriors, suggests you develop:

- Initiative
- Self-confidence
- Leadership
- Compatibility with others
- Positive attitude
- Social skills/interests/involvement
- Integrity
- Communication skills

Liberal arts majors may be more numerous than dandelions on a spring lawn, but that doesn't mean your bachelor's degree is useless. It can mean, however, that making the transition from student to employee will involve brushing up on those soft skills. And it's safe to say that a college education will be a door opener, regardless of the occupational area you choose.

AMERICA'S TEN MOST WANTED WORKERS BY KATE LORENZ CAREERBUILDER.COM

ACCORDING TO MANPOWER, INC'S 2007 TALENT SHORTAGE SURVEY, THE FOLLOWING JOBS ARE MOST IN NEED OF QUALIFIED WORKERS RIGHT NOW. DUE TO HIGH DEMAND, PURSUING A JOB IN ONE OF THESE FIELDS COULD MEAN INCREASED PAY AND MORE BENEFITS FOR THOSE WILLING TO TAKE THE PLUNGE.

1 SALES REPRESENTATIVES **Qualifications:** A four-year degree with courses in marketing, leadership, communication, business and advertising. Excellent interpersonal and written communication skills are just as important as education and training. **Avg. salary: \$40,868**

2 TEACHERS **Qualifications:** Educational qualifications for postsecondary teacher jobs range from expertise in a particular field to a Ph.D., depending on the subject being taught and the type of educational institution. **Avg. salary: \$45,281**

3 MECHANICS **Qualifications:** Complete a formal training program in high school, or in a postsecondary vocational school or community

college. Some service technicians, however, still learn the trade solely by assisting and learning from experienced workers. **Avg. salary: \$43,760**

4 ENGINEERING TECHNICIANS **Qualifications:** An associate degree in engineering technology from a technical institute, vocational school or community college, creativity and good communication skills. **Avg. salary: \$47,759**

5 MANAGEMENT/EXECUTIVES **Qualifications:** Vary widely, depending on the size of the organization, but usually include several years of experience within an organization, a bachelor's degree and, oftentimes, advanced degree. **Avg. salary: \$90,913**

AVOID THE TOP TEN RESUME MISTAKES

by Peter Vogt
MONSTERTRAK

Typos and Grammatical Errors ¹

Lack of Specifics ²

Attempting One Size Fits All ³

Highlighting Duties Instead of Accomplishments ⁴

Going on Too Long or Cutting Things Too Short ⁵

A Bad Objective ⁶

No Action Verbs ⁷

Leaving Off Important Information ⁸

Visually Too Busy ⁹

Incorrect Contact Information ¹⁰

¹Typos Your resume needs to be grammatically perfect. If it isn't, employers will read between the lines and draw not-so-flattering conclusions about you, like: "This person can't write," or "This person obviously doesn't care."

²Specifics Employers need to understand what you've done and accomplished. For example:

A. Worked with employees in a restaurant setting.

B. Recruited, hired, trained and supervised more than 20 employees in a restaurant with \$2 million in annual sales. Both of these phrases could describe the same person, but details and specifics in example B will more likely grab an employer's attention.

³Size Whenever you try to develop a one-size-fits-all resume to send to all employers, you almost always end up with something employers will toss in the recycle bin. Employers want you to write a resume specifically for them. They expect you to clearly show how and why you fit the position in a specific organization.

⁴Duties It's easy to slip into a mode where you simply start listing job duties on your resume. For example:

- Attended group meetings and recorded minutes.
- Worked with children in a day-care setting.
- Updated departmental files.

Employers, however, don't care so much about what you've done as what you've accomplished in your various activities. They're looking for statements more like these:

- Used laptop computer to record weekly meeting minutes and compiled them in a Microsoft Word-based file for future organizational reference.
- Developed three daily activities for preschool-age children and prepared them for a 10-minute holiday program performance.
- Reorganized 10 years' worth of unwieldy files, making them easily accessible to department members.

⁵Too Short Despite what you may read or hear, there are no real rules governing the length of your resume. Why? Because human beings, who have different preferences and expectations where resumes are concerned, will be reading it.

That doesn't mean you should start sending out five-page resumes, of course. Generally speaking, you usually need to limit yourself to a maximum of two pages. But don't feel you have to use two pages if one will do. Conversely, don't cut the meat out of your resume simply to make it conform to an arbitrary one-page standard.

⁶Objective Employers do read your resume's objective statement, but too often they plow through vague pufferies like, "Seeking a challenging position that offers professional growth." Give employers something specific and, more importantly, something that focuses on their needs as well as your own. Example: "A challenging entry-level marketing position that allows me to contribute my skills and experience in fund-raising for nonprofits."

⁷Verbs Avoid using phrases like "responsible for." Instead, use action verbs: "Resolved user questions as part of an IT help desk serving 4,000 students and staff."

⁸Information You may be tempted, for example, to eliminate mention of the jobs you've taken to earn extra money for school. Typically, however, the soft skills you've gained from these experiences (e.g., work ethic, time management) are more important to employers than you might think.

⁹Busy If your resume is wall-to-wall text featuring five different fonts, it will most likely give the employer a headache. So show your resume to several other people before sending it out. Do they find it visually attractive? If what you have is hard on the eyes, revise.

¹⁰Incorrect I once worked with a student whose resume seemed incredibly strong, but he wasn't getting any bites from employers. So one day, I jokingly asked him if the phone number he'd listed on his resume was correct. It wasn't. Once he changed it, he started getting the calls he'd been expecting. Moral of the story: Double-check even the most minute, taken-for-granted details -- sooner rather than later.

6TRUCK DRIVERS-FREIGHT **Qualifications:** Valid driver's license, clean driving record and demonstrated ability to handle machinery. **Avg. salary: \$43,053**

7DRIVERS-DELIVERY **Qualifications:** Valid driver's license, clean driving record. **Avg. salary: \$29,870**

8ACCOUNTANTS **Qualifications:** Professional certification or licensure, a master's degree and proficiency in accounting and auditing computer software. **Avg. salary: \$52,940**

9CONSTRUCTION LABORERS **Qualifications:** On-the-job training or completions of formal apprenticeship programs. **Avg. salary: \$40,658**

10MACHINE OPERATORS **Qualifications:** Completion of an apprentice program, on-the-job training or participation in a vocational school, technical school or community college program. **Avg. salary: \$30,176**

THERE ARE OVER 600,000 COLLEGE GRADUATES IN CALIFORNIA

WHAT'S YOUR EDGE?

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THREE MUST-ASK INTERVIEW QUESTIONS

by Joe Turner
MONSTERTRAK

Interviewing can be a gut-wrenching process. Most books on how to interview list hundreds of questions you need to be ready to answer, but few talk about the questions you need to ask.

Take more control at your next interview by asking some pointed questions of your own. Here are six must-ask questions and why you should know the answers.

1. What happened to the person who previously did this job?

(If a new position: How has this job been performed in the past?)

Why You Need to Ask: You need to know any problems or past history associated with this position. For instance, was your predecessor fired, or was he promoted? Is this a temporary position or brand-new? The answer will tell you about management's expectations and how the company is gearing to grow.

2. Why did you choose to work here? What keeps you here?

Why You Need to Ask: Although you may like this company, you're an outsider. You need to find out what an insider has to say about working there. Who better to ask than your interviewer? This also forces the interviewer to step out of their official corporate role and answer personally as an employee and potential coworker.

3. What's our next step?

Why You Need to Ask: This is your closing and the most important question to ask at the end of the interview. You need to know what happens after this point. Many books advise asking for the job now, but most people may feel too intimidated to bluntly do so. And with more candidates already scheduled for interviews, the company is not likely to make you an offer yet. You may also need to do some additional research on the company, making it too early to ask for the job.

A good compromise: Take the lead and set a plan for follow-up. You'll also be able to gauge the company's enthusiasm with the answer. Don't forget to ask for your interviewer's direct phone number and the best time to call.

WHAT TO REMEMBER

As a job seeker, the key to a good interview is to find out as much about your potential employer as possible. Asking these six questions will not only make you appear more committed as a candidate, but will also give you better insight into both the challenges and opportunities that may lie ahead for you.

[As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their careers. He makes it easy for anyone to find and land the job they really want—all on their own in the shortest time possible.

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STUDENT SUCCESS CENTER

A one-stop resource for business students, the center facilitates the educational and career goals of all business students. It provides multiple student services including academic advising, career information, and scholarship information.

For more information, contact Samuel Touma at 209.667.3864 or email: stouma@csustan.edu

California State University
Stanislaus

College
of Business
Administration

MEET THE FIRMS NIGHT

SPRING JOB FAIR

THURSDAY, FEB 28, 2008
EVENT CENTER 6-8 P.M.

IN ORDER TO ATTEND, STUDENTS MUST
RSVP AND SUBMIT A "POLISHED" RESUME
BY 5 P.M. ON MONDAY, FEB. 25TH.

YOUR RESUME WILL BE REVIEWED BY THE
RECRUITERS. MAKE AN APPOINTMENT WITH
THE CAREER SERVICES CENTER AT 209.667.3661
TO HAVE YOUR RESUME EVALUATED FOR PROPER
FORMAT AND CONTENT. THEN E-MAIL YOUR
RESUME TO THE CBA STUDENT SUCCESS CENTER
TO: STOUMA@CSUSTAN.EDU

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A GREAT OPPORTUNITY TO MEET LOCAL EMPLOYERS
AND SEE WHAT CAREER OPPORTUNITIES
THEY HAVE AVAILABLE.

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AMERIPRISE FINANCIAL, NUMMI,
TARGET, INTERNAL REVENUE
SERVICE, DOLE, KRAFT FOODS,
NORTHWESTERN MUTUAL
FINANCIAL, AND MORE.

