

EMPLOYER NEWSLETTER

RIT
ROCHESTER INSTITUTE OF TECHNOLOGY
Office of Cooperative Education and Career Services
EMPLOYER NEWSLETTER
March 2008

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1. SPRING CAREER FAIR

Will be held on Wednesday, March 26, 2008 from 11:00 am to 4:00 pm in the Lucius R. and Marie Gordon Field House and Activities Center on the RIT campus. Optional on-site interviewing is available on Thursday, March 27th from 9:00 am to 4:00 pm. More than 500 employer representatives from 200 companies across the nation participated in the Fall 2007 Fair and more than 1,700 students attended this event. If you are interested in participating you can [register here](#). Please feel free to contact Lynn McGahey, Recruiting Coordinator at 585-475-5463 if you need any special assistance.

2. RIT APPOINTS NEW PROVOST

Dr. Jeremy Haefner, a veteran administrator and educator from the University of Colorado at Colorado Springs, has been appointed RIT's senior vice president for academic affairs and provost. President Bill Destler announced the selection on March 10. Haefner was chosen from a field of five.

"I am absolutely thrilled," states Haefner. "RIT's rich history, President Destler's laser vision for the future, the renowned faculty, its superb students, along with a strong community connection is a powerful combination for future success. Finding creative and innovative solutions to affect positive impact is my passion. My experience, values and goals are closely aligned with those of RIT."

3. GEN Y JOB SEEKERS SAY IT'S TIME FOR A JOB DESCRIPTION MAKEOVER

Experience Inc., the nation's leading provider of career services for college students and alumni, today announced results of its 2007 Job Description Survey, in which college students and recent grads agreed that companies do not do a good job communicating key information in their job descriptions. Experience (<http://www.experience.com>) polled jobseekers about job descriptions in an effort to help organizations better communicate with Gen Y candidates. Respondents felt that the following decision making elements were poorly communicated (rated fair to poor): reputation and ethics (54%), career advancement possibilities (55%) and professional training opportunities (64%).

"Our research shows that many organizations need to reassess how they write their job descriptions, changing from what companies want to a description that better explains how the position will benefit candidates. Providing information about career advancement, professional development and work-life balance will help employers stand out among the competition," explains Jennifer Floren, founder and CEO of Experience, Inc. With spring hiring heating up, now is the right time to revise job descriptions. To learn how to attract and retain the best college educated talent, download Experience's white paper, "It's Time for a Job Description Makeover." One hundred and seventeen students and recent grads from 35 different states reviewed actual job descriptions from five global companies across a variety of industries. Respondents evaluated these blind job postings based on their effectiveness in communicating the position, its requirements and benefits for prospective employees.

While 83% of respondents said that companies were good at describing the basic qualifications and responsibilities for the job and 72% said they do a good job explaining how a position fits with the applicant's skills, the results also show there is a clear gap between what Millennials value in a job and what employers include in their job descriptions. Many employers are missing a key opportunity to address the topics highly valued by these candidates which would make their organization stand out: company reputation and ethics, career advancement opportunities, and professional training.

For more information, visit www.experience.com

4. JOIN US IN A NEW GLOBAL PARTNERSHIP

RIT is looking to expand the opportunities for our students and graduates to broaden and enhance their global perspectives and experiences. The Work Abroad Program is designed to expand our employer partnerships to offer more international cooperative education, internship and other related work experiences. How can you partner with us? Please call our office at 585-475-2301 for more information.

5. RIT TO HOST POLLUTION PREVENTION INSTITUTE

Rochester Institute of Technology has been selected to host New York State's new Pollution Prevention Institute, a research and development center that will design and test green manufacturing methods and give technical support to businesses to reduce pollution. As it assists industry, the institute will help clean the environment by decreasing the use of toxic chemicals, cutting waste generation, decreasing exposure risks to workers and promoting more efficient use of raw materials and energy. For more information on this story please visit our website at <http://www.rit.edu/news/?v=46018>

6. RIT FORGES NEW PARTNERSHIP WITH DELPHI

Through the efforts of U.S. Congresswoman Louise Slaughter and New York's U.S. Senate delegation, RIT's Center for Integrated Manufacturing Studies has been awarded a \$2.75 million grant for a joint research project with Delphi Automotive that will assist Rochester in becoming a hub of the alternative-energy industry.

CIMS and Delphi will utilize the funds to assist the U.S. military in incorporating alternative-energy technologies into vehicle operations. The research will support the military's need to implement fuel-cell technology into their vehicle fleets, reducing costs, energy use and improving operation.

The project will also advance the development of local production of fuel-cell technologies. Full story available at <http://www.rit.edu/news/?v=45964>

7. CONTINUING PROFESSIONAL EDUCATION – AT YOUR FINGERTIPS

You know that RIT has a nationally recognized cooperative education program. You probably know that RIT is a top-rated university, consistently ranked by U.S. News & World Report and Princeton Review. Did you also know that an RIT education is available wherever your employees may be? With nearly 50 online graduate and undergraduate degree and certificate options, RIT is one of the oldest and largest institutions of accredited online learning. Campus or online, our education is of the same high quality delivered by the same faculty and offering the same student services. If you have an employee workforce education need, consider RIT as your partner. Find out more at www.rit.edu/online or call Kandice King at 585-475-5475 for details.

8. RIT NEWS

Here is the latest news from RIT—interviews, stories, and specials from RIT University News. To read the stories that interest you, just click on the headline below:

[PAETEC LEADS SPONSORSHIP OF INNOVATION AND CREATIVITY FESTIVAL](#)

Imagine RIT: Innovation and Creativity Festival is poised to become the new annual kickoff to Rochester's rich festival season. Imagine RIT, which will take place from 10 a.m. until 4 p.m. Saturday, May 3, on the RIT campus, is designed to demonstrate what can be accomplished when, as RIT President Bill Destler likes to say, "the right and left brain collide."

[RIT TO HOST PHOTOJOURNALISM EXPERTS](#)

RIT hosted the National Press Photographers Association's Northern Short Course, the premier conference in photojournalism, March 13-15. The 27th annual conference featured keynote speakers from the industry, portfolio reviews and hands-on workshops in such areas as multimedia, lighting, ethics, business practices, audio, video and marketing.

[BUSINESSWEEK LISTS RIT AMONG TOP UNDERGRAD B-SCHOOLS FOR 2008](#)

Competition among undergraduate business schools is increasing and the E. Philip Saunders College of Business at Rochester Institute of Technology has found its niche in achieving academic quality and a reputation for student success in the job market following graduation. The Saunders College placed #58 in BusinessWeek's third annual rankings of top undergraduate business programs from 96 business schools recognized across the United States. It's not only a first for RIT to be recognized in BusinessWeek's annual ratings, but RIT is the only college from the Rochester area included in the 2008 listings.

[RIT LAUNCHES MASTER OF SCIENCE DEGREE IN HUMAN COMPUTER INTERACTION](#)

Human-computer interaction, the study of design, evaluation and implementation of interactive computing systems to benefit the end user, is the focus of a new Master of Science degree at Rochester Institute of Technology. The degree, offered through RIT's B. Thomas Golisano College of Computing and Information Sciences, is available either on-campus or online. "Companies such as Google, Yahoo, Adobe and Oracle are looking for people with in-depth knowledge and skills in developing computing systems that people will enjoy using and want to use," says Evelyn Rozanski, RIT professor of information technology and a developer of the degree program.

9. RECRUITING UPDATES

Spring recruiting season is here. Please consider RIT for all your recruiting needs, co-op, full time, and career fairs. Our goal is that your recruiting experience will be of the utmost success. We recommend that you post early for specific jobs and majors. Positions with vague job

descriptions and listed for “all majors” won’t attract as many students. Try to review the resumes as you receive them and make decisions on suitability. The market is very strong right now for students and sitting on a resume of a qualified student for even a couple of days could mean that you would lose the best candidate to another employer.

You are welcome to recruit at RIT any time, however, we find that the most beneficial times for employers is April 7th – May 9th. To make arrangements for On-Campus Interviewing, call Lynn McGahey at 585-475-5463. Lynn will assist in setting up your schedule. Interviews are usually in 30 minute blocks, but we can also customize your interview schedule to your specifications. Our facilities include a dozen employer interview rooms and our Employer Business Center – complete with internet hook up and phone access.

****Please remember you may also **contact us at any time** to reserve premium on-campus recruiting dates or to list open positions.**

The Office of Cooperative Education and Career Services brings you this
Employer Newsletter each quarter. Please contact us at:

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<http://www.rit.edu/co-op/careers>

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We are always looking for feedback on our newsletter. If you have feedback, contact Lisa Monette, at lamoce@rit.edu with "feedback" in the subject line.