

**Daily  
Nebraskan**  
*Graduation Supplement*

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Misty Cotton, a senior music education major, throws away her books as she gets ready to graduate in May.


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## Center links graduates with jobs

### Director says students need services to target smaller firms

By Matt Woody  
Staff Reporter

A changing job market has made it necessary for graduating students to be more aggressive when searching for jobs, a UNL administrator said.

"The job market has changed," said Larry Routh, director of the Career Planning and Placement Center. "If there's one huge message to deliver, it's the world of work is changing a great deal."

"And the corporate giants that used to hire a lot of college graduates—the Fortune 500 companies—are not doing as much hiring now. It's more small and medium-sized organizations."

These companies, which Routh labeled the "middle market," have fewer resources to recruit at college campuses, so students need to make efforts to reach out to them.

However, students searching for jobs do not have to go at it alone. The Career Planning and Placement Center,

located in the Nebraska Union, can help in many ways, Routh said. The office, which he said helped thousands of students each year, offered assistance in locating and contacting potential employers, drafting resumes and arranging interviews with companies.

For \$15, he said, a student could enter into a referral service that the center managed.

The process begins with the student drafting a resume, which is then entered into a computer file and stored. Routh said resume writing assistance was available through the center.

Businesses contact the center, and Career Planning and Placement employees scan the files for students who fit each business' hiring criteria, he said. These students' resumes are then sent to the companies.

The process is simple, he said. The center sends out more than 6000 resumes a year.

The center also offers students help in preparing for interviews with potential employers. Routh said that for a successful interview, students should know their strengths and be prepared to talk about them.

With a little rehearsal, students can be very prepared for any interviews. The center arranges mock interviews to give students an idea of what an interview is like, he said.

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