

CAREER JOURNAL

Published by the Office of Career Services and Cooperative Education
A Unit of the Office for Undergraduate Studies

INSIDE THIS ISSUE

- 1 Dear Students
- 2 Programs For Success
- 3 Business Ready
- 4 Photo Essay: Making A Difference Through Internships
Bobby Willover
Heather Hollifield
Shaadia Moore
Alex Montgomery
Will Kapakos
Kelly Huffman
- 10 Liberal Arts Degree Tips
- 10 Government Internship Program
- 11 WCU's Online Community
- 12 Spring Career Events Calendar



Career counselors Mardy Ashe and Michael Despeaux speak with families and prospective students at WCU's November Open House campus-wide Information Fair.

PHOTO ESSAY: Making a Difference Through Internships

In this edition, we highlight students across the campus who have or are completing an internship or co-op through Western Carolina University. For more information on how you could participate in an internship or co-op, please contact Mardy Ashe or Michael Despeaux in Career Services at (828) 227-7133 or log on to our webpage.

[PHOTO ESSAY Continued on page 4](#)

Spring Career Events Calendar

Wanting to improve your resume, learn proper rules of dinner etiquette, or attend an upcoming career fair? Plan your next semester and look at our Spring 2010 Calendar Events. You definitely don't want to miss what we have planned for you.

[SPRING EVENTS Continued on page 12](#)

Dear Students,

In this edition of the Career Journal, you will notice that two articles seem to target distinct groups of students, perhaps some that you may perceive as very different on any campus. The first piece by Gibbs Knotts, "Tips for Turning A Liberal Arts Degree Into a Career in Business," discusses how students of the liberal arts may be successful in multiple fields, including business. In the other article, "What Does It Mean To Be 'Business Ready'?", Joseph Long describes how our College of Business specializes in helping its students become Business-Ready in our new century and even in this economy.

Fortunately, at Western, we want you to fully engage in your learning, and we encourage that you move beyond your own curriculum to take advantage of courses in other colleges, apply knowledge in your community through service and in co-ops, develop communication and leadership skills, and integrate these experiences to become successful graduates and stronger citizens.

Here's my point – it is certainly true that liberal arts majors may achieve success through marketing the strong core analytical, research, and communication skills described in Dr. Knott's article; for the same reasons, business degree seekers and students in the Kimmel school, Health Sciences, and Fine and Performing Arts should value the benefits and learn to articulate skills learned from the courses they take within the social sciences, liberal arts, natural sciences, and humanities. In addition to strengthening these skills, they gain perspective and knowledge that relates to their roles in history, humanity, and society.

[DEAR STUDENTS Continued on page 3](#)

CAREER SERVICES PROGRAMS FOR SUCCESS

Students and Alumni: Take advantage of the many services we offer!

JobCat & Other Job Searching Services

Internet-based recruiting systems on our website that include jobs as well as opportunities to post a résumé and sign up for interviews.

Career Counseling

If you have a career concern that you would like to discuss, call for an appointment with a career counselor.

Career Testing

If you are having difficulty making a decision about a major or a career, we offer career testing and interpretation.

Cooperative Education

Co-op is a program that allows you to work in your career or major field and receive directly related experience and credit WHILE you are still in school.

Résumé Critiquing Service

Email your résumé (cover letter, too!) to mdespeaux@email.wcu.edu or mashe@email.wcu.edu and make an appointment to discuss it!

Career Services INFORMATION

828-227-7133 | <http://careers.wcu.edu>

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Editor/Photographer: Whit A. France-Kelly*

Student Employment

Need some cash? The [student employment office](#) can help you find a part-time job. We offer listings for on-campus as well as off-campus employment. View them at <http://careers.wcu.edu>.

Career Services Website

Our website offers links, articles, event calendars, job search tools, directories, videos and DISCOVER, a computer-aided guidance program to help you in your career decision. Available at <http://careers.wcu.edu>.

Interviewing Skills Assistance

You can participate in a mock interview and improve your skills through our online [Perfect Interview program](#).

Career Days and Recruitment Events

Career Services offers 18-20 [recruitment events](#) every year, including the Career and Graduate School Expo, the Allied Health and Nurses' Career Day, Spring Job Fest, Summer Job Fair, Engineering, Math, and CS Fair, Construction Management Fair, Education Recruitment Day and multiple etiquette-development events.

ATTENTION PRIORITY ALERT

WANTED

- . Looking for a career mentor?
- . Interested in becoming a mentor?
- . Know someone who should be a mentor?

**Brought to you by WCU's Office of Alumni Affairs,
Family Association, and Career Services.**

For more information regarding our 2010-2011 Career Mentor Program, please contact Mike Despeaux or Mardy Ashe in the office of Career Services.

Want to get on the career path?

Use JobCat.

1. Log in to JobCat at careers.wcu.edu
2. Complete a personal profile
3. Upload a résumé
4. Submit your online application by the deadline.

JobCat is updated with new jobs almost every day, so check for updates regularly!



DEAR STUDENTS Continued from page 1

Conversely, students in the liberal arts, fine arts, sciences, health sciences, engineering and technology who aspire to careers in business or really any organization would benefit from core COB courses such as accounting, management, computer information systems, marketing, or finance. After all, you eventually may manage people, information, or budgets. You, too, can take steps to become “business ready.”

College can be a place where some students simply gain credentials and specific knowledge; however, Western is the kind of University where you can craft an education, one that spans disciplines and prepares you for a future that demands versatility, broad skills, and an *eagerness* to learn and exceed expectations. Think about courses, minors, service opportunities, internships and co-ops, related campus involvement, and other activities that support your goals. Practice these skills now, and show that eagerness through the choices you make.

Sincerely,

Michael Despeaux,
Career Counselor & Career Services Coordinator

What Does It Mean To Be “Business Ready”?

by Joseph Long, Director of Undergraduate Affairs/Instructor of the College of Business

From the beginning of human history and as far as we can see, there have always been four jobs: pioneers, innovators, entrepreneurs, and intrapreneurs. These four jobs have always added value to society and always will. Aside from being a business process, innovating, pioneering, entrepreneurship, and intrapreneurship are human processes of change and development that are responsible for everything we are and everything we will be.

The College of Business is committed to helping students create their own brand and become “Business Ready.” Too often, students think of themselves as just the sum of their education and work experience. Being “Business Ready” requires a much broader understanding of what education is. Education includes more than classes, semesters, and a diploma. Education and becoming “Business Ready” includes all the skills and abilities developed as students complete their studies. Understanding what it means to be a pioneer, innovator, entrepreneur, or intrapreneur is part of the process, but so are traditional skills like networking and an understanding of diversity, ethics, and global issues.

“BUSINESS READY” Continued on page 11



MAKING A DIFFERENCE THROUGH INTERNSHIPS

Photos and Essay by Whit A. France-Kelly

Across campus, students at Western Carolina University are taking part in co-ops and internships to gain experience while applying academic knowledge and supplementing academic credits with opportunities for professional development. Here, we highlight students who have or are completing an internship or co-op through Western Carolina University.

Bobby Willover, English Literature



Bobby sorting and shelving new additions to the Special Collections office.

Bobby Willover, from Fort Myers, FL, is working toward a bachelor's degree in English, with a concentration in literature, and a minor in professional writing. Bobby interned this past summer at WCU's Hunter Library and was responsible for researching and completing the collection of Josefina Niggli for the Special Collections Office. He was also responsible for creating a comprehensive bibliography of all of her work. After graduation in the spring of 2010, Bobby plans to attend graduate school for Library Science and continue to work in an English-related field.

"I had an excellent experience [during my internship]. I learned a great deal of new skills which I was able to apply to the classroom. I would tell students to 'go for it.' It helped me to gain a perspective of the problems and struggles I would face in my future career. It also taught me new research methods and how to work through collaborating with teams."

NEXT PHOTO

Heather Hollifield, Interior Design



Heather, selecting patterns for her next design.

An interior design major and art minor, Heather Hollifield of Candler worked with Henson Building Materials during the past summer. While interning there, she worked under the leadership of kitchen and bath designer Tamar Stillwell and assisted with clients' orders. While interning, she was able to work with custom installs and was responsible for showing clients design options for their home or business. After graduation, she hopes to work for Henson Building Materials and would like to stay in the field of creating custom kitchens and baths for clients.

"There is a lot about kitchens that I didn't realize. I enjoyed working within the field and learning more about it. I love kitchen and bath. Being able to do an internship in kitchen and bath really helped me. I hope to stay in that field once I graduate. I am much more knowledgeable especially, with the products, and learned so much more than I ever expected."

[PREVIOUS PHOTO](#) | [NEXT PHOTO](#)

Shaadia Moore, Communications

From Gastonia, Shaadia Moore is currently interning with Western Carolina's Mountain Heritage Center this semester and is majoring in Communications with a concentration in Public Relations and minoring in Theatre. Shaadia is very involved on Western's campus in such groups as Campus Leaders Advocating Wellness, Student Government Association, Public Relations Student Society of America, and Catamount Communications. Responsible for mass emails, press releases, advertising, brochures, flyers, and other promotion for Mountain Heritage Day, Shaadia is also completing a benchmark study of similar heritage centers. After graduating, Shaadia hopes to attend Western for graduate school in Public Administration to expand on her bachelor's degree.

"I am currently working on a survey for DigitalHeritage.org blog, a website that gives users information about Mountain Heritage Day and the Mountain Heritage Center and allows students to blog about the center as a whole and as an actual website. For other students looking for an internship, explore your options. Another key is becoming involved on campus. It makes you ahead of the game and more marketable after graduation."

Shaadia working on an upcoming publication.



Shaadia in front of the Mountain Heritage Center located in the H.F.R. Administration Building.

[PREVIOUS PHOTO](#) | [NEXT PHOTO](#)



Alex Montgomery, English - Professional Writing

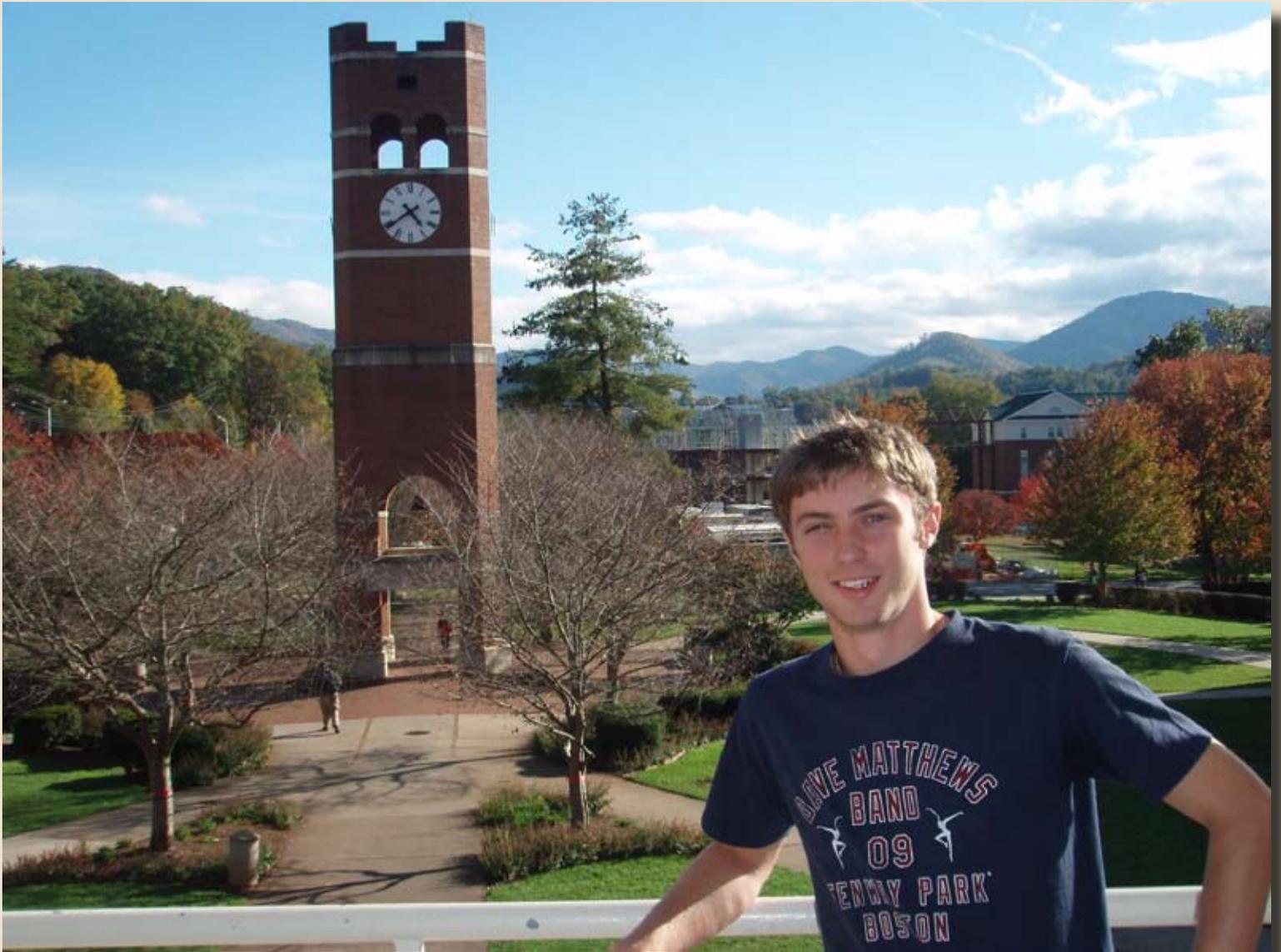
Alex Montgomery of Kenersville is majoring in English – professional writing while minoring in sociology and anticipates graduating in spring of 2010. Over the summer, Alex interned with The Kenersville News as an Intern Reporter and was responsible for interviewing people for human interest pieces, writing articles, and taking photos to accompany the articles. While interning, he also was able to apply techniques of proper layout and formatting. After graduation, Alex hopes to go to graduate school and work in journalism.

"I learned a whole lot and worked with a lot of great people. My internship gave me insight to the field and presented me with a frame of reference for the future. I learned a lot about how to write an article. Without my internship, my writings would not be where they are today."



[PREVIOUS PHOTO](#) | [NEXT PHOTO](#)

William Kapakos, Computer Information Systems



William Kapakos from Charlotte is majoring in computer information systems at Western Carolina and over the summer interned at Data2Logistics in Marlboro, MA after hearing about the opportunity from his older brother, who works for the company. William was responsible for assisting in website modifications, programming development, and web design. He also helped to bring "more of a global presence" to their existing webpage. After graduation in the spring of 2010, William hopes to continue expanding his knowledge of web design and possibly continue to work for Data2Logistics.

"My experience there was awesome. I enjoyed living up there with my brother. I learned a lot from my supervisor, Larry Reid, and suggest a co-op to any student. Find one in a geographic location you enjoy and go to Career Services for help along the way when applying."

[PREVIOUS PHOTO](#) | [NEXT PHOTO](#)

Kelly Huffman, Management

Kelly Huffman of Marion is a senior majoring in management and minoring in economics. After the recommendation of a high school administrator, she began to look for similar internships. Over the summer, she interned with McDowell High School and was given an opportunity to learn from hands-on experience what it is truly like to manage and work with different employees. Other tasks she completed while working in the high school were greeting visitors, assisting with daily mailings, and organizing and planning. Kelly credits her successful experience to many of her instructors at Western Carolina University and appreciates their involvement in the process. After graduation, Kelly wants to work for Sony after completing a master's degree in human resources.

"It was a wonderful experience. I loved the environment, the people. It was more like a family than a work environment, which is what I love. I learned a lot about finance and accounting because of always having to make Excel spreadsheets and Word documents, so it has greatly prepared me beyond what I learned in the classroom."

Kelly and her professor, Dr. Hollye Moss, Associate Professor of Global Management and Strategy.



PREVIOUS PHOTO

Tips for Turning A Liberal Arts Degree Into a Career in Business

by Dr. Gibbs Knotts, Department Head and Associate Professor of Political Science and Public Affairs

Just what are you going to do with that liberal arts degree? This is a common question facing liberal arts majors and a question that they need to be prepared to address. Fortunately, liberal arts majors have a number of options for meaningful, rewarding, and even financially lucrative careers. You probably know about opportunities in the public and nonprofit sectors but with hard work and careful planning, liberal arts majors can also have rewarding careers in the business arena.

Just ask Bob Thomas, a 1970 social sciences and history major from Western Carolina University. Mr. Thomas has had a long and

distinguished career in business, and he is currently chief executive officer for EIS Incorporated, a company that sells process materials, production supplies, and industrial motor repair products. Mr. Thomas recently visited Western Carolina University and offered a number of important lessons for students who want to work in business.

First, liberal arts students should not be afraid to take courses in the College of Business. Classes in accounting and finance are particularly useful, and students would be well-served to learn to read financial statements. The ability to navigate a balance sheet and an income statement will help

students be better prepared to speak the language of business.

A second way to increase your business IQ is to read popular business books. A quick look at the New York Times bestseller list for hardback business books includes a number of compelling reads for students aspiring to work in business. Examples include *Outliers*, by Malcolm Gladwell, a book that examines the factors that cause people to be successful and *The Accidental Billionaires*, by Ben Mezrich, an account of how two Harvard undergraduates created the social networking site Facebook.

LIBERAL ARTS DEGREE TIPS Continued on page 12

2010 North Carolina State Government Internship Program

by Lisa Flint-Morris, Internship Coordinator for North Carolina Department of Administration

The prestigious and competitive North Carolina State Government Internship Program is offering up to 65 paid summer internship opportunities in state government agencies, for undergraduate and graduate students of many disciplines. Applications are now being accepted for the Summer 2010 North Carolina State Government Internship Program, the 40th Anniversary year of the program.

A variety of professional internship opportunities are located across the state and are available to North Carolina residents studying at the undergraduate or graduate level, or in law school. Summer interns work full-time (40 hours per week) for a 10-week period at a wage of \$8.25/hour. Applications must be postmarked by January 20, 2010, for consideration. Applicants must meet the following criteria:

- Permanent resident of North Carolina,
- Currently enrolled at a college/university and continuing education in Fall 2010,
- Carrying a minimum of a 2.5 GPA on a 4.0 scale,
- Completed high school and subsequently at least the sophomore year of college (or the first year of community college) at the time the internship begins in May,
- And have not participated in the State Government Internship Program or an N.C. General Assembly paid internship in the past.

The 2010 N.C. State Government Internship Program booklet and an application form can be downloaded from our website at www.ncyaio.com. The booklet (available in PDF format) contains all program details, including a full listing of available internship positions and application instructions.

Thank you in advance for sharing our State's fine internship opportunities within your campus community. If you have any questions or concerns, please do not hesitate to contact the Internship Coordinator, Lisa Flint-Morris, at 919/807-4400 or lisa.flint@doa.nc.gov.

[Also contact Mardy Ashe or Michael Despeaux in Career Services at (828) 227-7133].



WCU's Online Facebook Community

by Whit A. France-Kelly

With the current trend of businesses, organizations, and other groups turning to social media to reach new supporters, Western Carolina University's office of Career Services joins the network of WCU Facebook community pages. On the social networking site Facebook, which has more than 300 million active members worldwide, users have multiple resources available at the click of a mouse. Services available on Facebook range from current local and world news, updates, photos, videos, and the ability to connect and reconnect with friends.

Fans and friends of Career Services receive up-to-date information regarding upcoming events on campus, news, and related articles pertaining to life after college and finding

the perfect job. Other features include insights on how to write a résumé, our Career Journal, and interview and job-hunting tips. With the emerging smart phone movement, mobile alerts can also be accessed.

On the Career Services Facebook page, users also see the presence of multiple resources in the WCU community including these sites: 'Western Carolina University'; 'WCU Alumni Association'; 'WCU Center for Service Learning'; 'The Western Carolinian'; 'WCU Multicultural Affairs'; and 'Hunter Library at Western Carolina University'. These are great resources for any student, alumni, parent or friend of the university.

Find us on Facebook

Facebook is a registered trademark of Facebook, Inc.

WCU Career Services has a Facebook page!

Become a fan, and we can send you updates on Career Services and Co-op Event happenings.

Find us online by searching keywords: "WCU Career Services" on Facebook.

Our goal is to have 1,000 fans by summer 2010. While on our page, feel free to leave a comment, and suggest us to other friends you have. Help us by logging on to Facebook, and join our fan club by searching "WCU Career Services."

BUSINESS READY

Continued from page 3

As each Western Carolina University student transforms into "Business Ready," the College of Business guides students through four main processes: discovering, synthesizing, designing, and communicating.

A student's discovery includes making new friends, exploring new ideas (locally and globally), and gaining an understanding of those things that make each student's life satisfying.

While discovering new friends, new opportunities, new skills, and new ideas, students will learn to synthesize, or pull together, all of their skills, abilities, knowledge, and contacts from classes, outside experiences, and global travels into a set of unique benefits that each student may offer to the world and future employers.

During this synthesis, students will begin to design their future goals. Courses within the College of Business major will provide students the opportunity to think about and visualize their strategies for personal success.

After the discovery, synthesis, and strategic design, students finalize their "Business Ready" education by creating a communications package that clearly defines their ability to add value to potential employers. The College of Business teaches that communication in the business world is much more than a simple resume, it is networking, understanding diversity, recognizing and confidently reacting to ethical dilemmas, and tackling issues on a global scale. It is imperative that students are able to establish their brand as unique and valuable. Students should ask themselves, and respond positively, that they can show up, step up, and demonstrate commitment.

At Western Carolina, students learn to apply their various "Business Ready" behavioral and situational skills both inside the classroom while earning their degree and outside of the classroom during internships. After graduation, students have skills and abilities that make them "Business Ready" and attractive to employers, business partners, and investors throughout North Carolina, the Southeast, and the global marketplace.

ology Art Biology Birth-Kindergarten Chemistry Communication Computer Science Education English Entrepreneurship Finance Geography German Health Information Administration History Hospitality and Tourism Interior Design International Business Management Marketing Music Nursing Nutrition and Dietetics Parks and Recreation Management Physical Education Political Science Psychology Recreational Therapy Social Work Sociology Special Education Spanish Accounting Anthropology

For more information about ...

What Can You Do With This Major?

Check out our website at:

<http://www.wcu.edu/6679.asp>

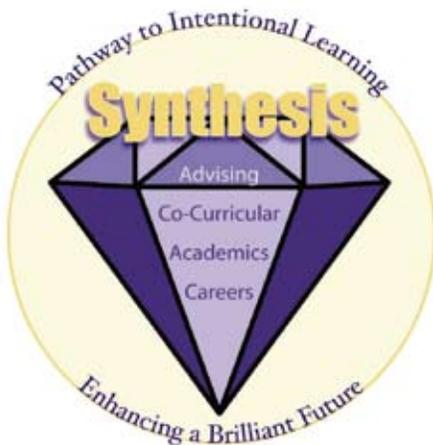
LIBERAL ARTS DEGREE TIPS

Continued from page 10

Third, liberal arts majors might consider starting in the sales department. For many, sales jobs have a negative reputation, reminding people of a bad experience with a used car salesman. But, as Mr. Thomas points out, business-to-business sales is much different and can be a great way for new employees to develop an understanding of the company's core business. Successful salespersons also create value for the company and can often lead to management positions.

According to Mr. Thomas, anyone considering a career in business should be flexible and be prepared to roll with the punches. Corporate mergers, downsizing, and other unexpected events require that workers to be able to readjust and operate in new environments. Students should also remember to balance professional and personal obligations and always remember to keep your career in proper perspective.

Liberal arts majors can make a successful transition to the corporate world but they will need to take some extra steps to make themselves more competitive. In addition to the tips outlined above, liberal arts majors should emphasize the core communication skills they have learned during their time in college. The ability to analyze and the ability to communicate (both orally and in writing) will go a long way to a successful career in any sector of the economy.



Spring 2010 Calendar of Events

February

- 16th** Physical Therapy and Speech Language Pathology Career Fair*
4:00 – 6:00pm, UC Grandroom
- 18th** Etiquette Dinner*
6:00 - 8:00pm, UC Grandroom
This event is intended to teach students the rules of proper dining and conversation in a formal setting. Attire is business casual. Tickets can be purchased at Career Services in 205 Killian Annex. \$
- 24th** Construction Management Career Fair*
9:00 am – 12:00 pm, UC Grandroom

March

- 10th** Teaching Opportunities for Non-Teaching Majors
& **11th** 3:30 – 4:30 pm, UC Catamount Room
- 16th** Summer Jobs and Internships Fair*
11:00 am – 2:00 pm, UC Grandroom
- Etiquette Reception*
5:30 – 7:30 pm, UC Grandroom
This event is intended to teach students proper networking at its best. Attire is business casual. If you are interested in participating, please visit Career Services or call 828.227.7133. \$
- 17th** Panel Discussion
4:00 - 6:00 pm, UC Theater
- 23rd** Education Recruitment Day*
9:00 am - 6:00 pm, UC Theater
9:00 am – 12:00 pm, UC Grandroom
- Science, Technology, Engineering, and Math (STEM) Career Fair*
Details TBD
- Corporate, Non-Profit, and Government Career Expo *
Details TBD

*For all Expos and Career Days

Business casual to professional attire is required. Students and alumni are encouraged to bring several copies of your latest résumé. We also suggest uploading a résumé into JobCat. If you need assistance with developing a résumé, please visit Career Services (205 Killian Annex) or schedule an appointment with a career counselor at 828.227.7133.

Lists of attending organizations and details about career events will be available at <http://careers.wcu.edu> and on JobCat. Lists will be updated as registrations are received.

\$ = There will be a fee for this event; cash, check, CatCard/student meal plan accepted.