

# WEEKLY UPDATES & NEWS FROM CAREER SERVICES

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PLEASE HELP US PROMOTE THESE OPPORTUNITIES BY FORWARDING THIS INFORMATION TO STUDENTS, ANNOUNCING THEM IN CLASSES OR MEETINGS, AND DISCUSSING THEM WITH ADVISEES AND STUDENT EMPLOYEES. MORE SERVICES AND RESOURCES CAN BE FOUND ON OUR WEBSITE. PLEASE CONTACT US IF WE CAN OFFER ANY OTHER INFORMATION, SERVICE, OR SUPPORT.

## CAREER SERVICES AWARDED A \$500 INTERNSHIP/CO-OP SCHOLARSHIP!

The Office of Career Services has awarded a one-time scholarship of \$500 to a student to help her cover expenses for her summer 2015 internship. The winner of the scholarship, Sydney Alexis Wearing from Raleigh, NC, is a junior pursuing a double major in forensic science and chemistry with a minor in forensic anthropology. She will be interning at the North Carolina Crime Laboratory in Raleigh. Although Alexis will be working primarily in evidence control, she will have the opportunity to explore toxicology and drug chemistry as well. Looking forward to making connections with other interns and supervisors, Alexis is looking for confirmation that this is the path that she wants to pursue. She wrote, “this summer will be the beginning of a new chapter for me, and I can’t wait to see how it ends!”



**ANNOUNCING A POWERFUL NEW NETWORKING TOOL!!! JOIN WESTERN CAROLINA UNIVERSITY'S [LinkedIn](#) PAGE AND GAIN ACCESS TO THE CAREERS AND LOCATIONS OF 25,916+ ALUMNI!**

We can all now search data of all alumni affiliated with WCU and see where they live and work, what they do, what they studied, and what they are skilled at. All the data is connected – by clicking on “Asheville,” or on a specific major, or on a specific occupation, or on an individual employer, a LinkedIn user can now see all the profiles associated in order to send an inquiry, correspond, or connect. The implications are exciting for networking, finding internships and externships, and searching for jobs! Read more about this feature in the [Chronicle of Higher Education](#).

The screenshot shows the LinkedIn profile for Western Carolina University. The header includes the university's name and location (Asheville, North Carolina Area). Below the header is a navigation menu with 'Home', 'Notables', 'Students & Alumni', and 'Recommendations'. A large banner image shows a scenic view of the university campus and surrounding mountains. Below the banner, there is a section titled 'Explore Careers of 25,919+ Alumni'. This section is divided into two columns: 'Where they work' and 'What they do'. Each column contains a horizontal bar chart with three entries and a 'more' link circled in red. The 'Where they work' chart lists Wells Fargo (156), Mission Health (114), and Buncombe County Schools (109). The 'What they do' chart lists Sales (2,813), Education (2,685), and Operations (2,530). Below the charts is a 'General Information' section with a brief history of the university.

Where they work	Count	What they do	Count
Wells Fargo	156	Sales	2,813
Mission Health	114	Education	2,685
Buncombe County Schools	109	Operations	2,530

[more](#) [more](#)

**General Information**  
Western Carolina University was founded in 1889 to bring higher education and career opportunities to

## STUDENT SUCCESS (ACADEMIC, CAREER, & LIFE) PREDICTED BY SIX EXPERIENCES!

A recent blog article, "[COLLEGE IS WORTH IT IF YOU HAVE THESE SIX EXPERIENCES](http://qz.com/384713/college-is-worth-it-if-you-have-these-six-experiences/)," provides lots of encouragement for students at WCU, where a high level of faculty-student interaction, undergraduate research, civic engagement and service learning, and experiential learning achieved in internships and senior projects are institutional priorities.

“Graduates who strongly agree they had the following six experiences in college—which Gallup refers to as the “Big Six”—perform markedly better on every measure of long-term success compared with graduates who missed the mark on these experiences:

1. a professor who made them excited about learning
2. professors who cared about them as a person
3. a mentor who encouraged them to pursue their goals and dreams
4. worked on a long-term project
5. had a job or internship where they applied what they were learning
6. were extremely involved in extra-curricular activities

“Graduates who hit the mark on experiencing the “Big Six” are significantly more likely than those who didn’t to strongly agree college prepared them for life outside of college, to be considered “thriving” in all five elements of well-being and to be engaged at work. And the percentage of those who finished their degree in four years or less is significantly higher among those who experienced the “Big Six” than among those who did not...”

LINK TO [ARTICLE](http://qz.com/384713/college-is-worth-it-if-you-have-these-six-experiences/): <http://qz.com/384713/college-is-worth-it-if-you-have-these-six-experiences/>

Here is yet more evidence that we need to keep on doing the things that we do, and more of them. Professionally, in the first person, this article could be a "This I Believe..." essay based on anecdotes I see or hear daily, not to mention practice and preach. Good news is that these things are easily gained or achieved at WCU!



### College is worth it if you have these six experiences

One-quarter of US college grads are not thriving.

THEATLN.TC

**NEW ALUMNI DESCRIBED THEIR SUCCESS IN AN APRIL 24 CAMPUS PRESENTATION!**

2014 graduates Becca Bleich and Devan Lalas started a successful entrepreneurship venture, Rafiki Kenyan Imports, LLC and shared their experience with current students who may be interested in a similar venture. They gave their presentation in the UC Theatre on Friday, April 24<sup>th</sup> from 12:15-1:15pm. This presentation was sponsored by The Department of Anthropology and Sociology and the College of Arts and Sciences.

**GOT YOUR DEGREE?  
NOW WHAT!?**

**REBECCA BLEICH & DEVAN LALAS**

**PRESENT:**

*"If you don't define success,  
it will gladly define you."*

**2014 WCU Graduates and Owners of Rafiki Kenyan Imports, LLC**

**APRIL  
24**

**12:15-1:15PM  
UC THEATER**

A one hour conversation about social entrepreneurship, a dream in motion, and the **VALUE** of your degree.

Sponsored by:  
The College of Arts and Sciences  
The Department of Anthropology and Sociology

**RAFIKI KENYAN  
IMPORTS, LLC**

## STUDENT EMPLOYEE OF THE YEAR!

The Student Employment Office in Career Services sponsors an annual Student Worker of the Year competition in which each department on campus may nominate one student worker. This year, 14 students were nominated. A panel of judges reviewed each nomination and chose this year's winner. Please join the Student Employment Office in Career Services in congratulating WCU's Fourth Annual Student Worker of the Year, Claire Lippy.

### 2015 Student Employee of the Year Winner Announced



Claire Lippy, a Junior Nursing major from Stone Mountain, Georgia, has been named Western Carolina University's fourth annual Student Worker of the Year winner. Lippy, an outdoor program guide with Basecamp Cullowhee, has made her passion for the Great Outdoors a major part of her college experience at Western.

"I love being able to get outside and learn more about outdoors activities and meeting other people who also share similar interests," she said of her time working with Base Camp. "I love building a sense of community among the people on our trips." In a typical semester, she helps lead between five and ten outdoor trips with Base Camp, ranging from white water rafting, kayaking, rock climbing, caving, skiing, backpacking and hiking.

Being a student worker at Western Carolina has helped her become more involved with the school and community. "I think being a student worker brings a closer tie to the university. I'm able to meet a variety of people and I have a better sense of

involvement. There's definitely a lot to be learned in any job on campus," she said.

A full article about Claire, as well as a list of all nominees, can be found on the [Student Worker of the Year](#) page, along with information on the competition.

## JOB OUTLOOK: COLLEGE HIRING TO INCREASE 9.6 PERCENT!

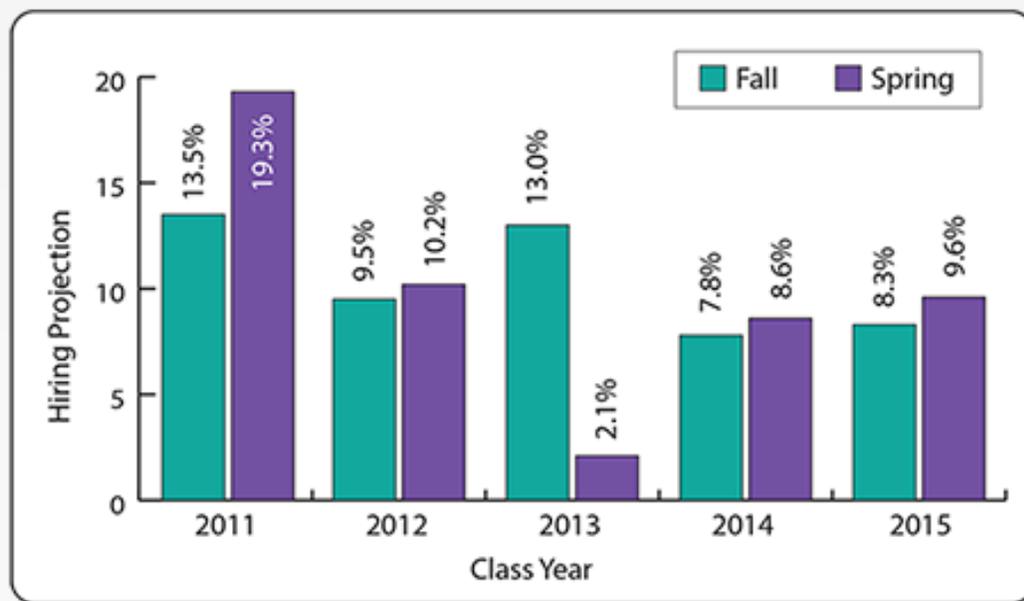
April 15, 2015

Consistent with our increase in on-campus recruitment this spring at WCU, NACE reports a positive national trend:

“Employers are nudging up their initial hiring projections for this year’s college class as they now plan to hire 9.6 percent more new graduates from the Class of 2015 for their U.S. operations than they did from the Class of 2014, according to NACE’s Job Outlook 2015 Spring Update.

Employers responding to the Job Outlook 2015 survey last November indicated that they planned to hire 8.3 percent more college graduates this year than they did last year. (See Figure 1.)

Figure 1: Job Outlook hiring projections, 2011 - 2015\*



In addition to the gains in overall hiring reported in the Job Outlook 2015 Spring Update, more than 55 percent of respondents are planning to increase their individual hiring numbers, up from 46 percent in the fall. (See Figure 2.)”

Figure 2: Hiring plans

Job Outlook	Percent Increasing Hires	Percent Maintaining Hires	Percent Decreasing Hires
Spring Update 2015	55.9%	11.8%	32.2%
Job Outlook 2015 (Fall 2014)	46.4%	45.9%	7.7%
Spring Update 2014	48.4%	22.2%	29.4%

Source: Job Outlook 2015 Spring Update, National Association of Colleges and Employers

Click [HERE](#) to see more!

## **CATAMOUNT SPOTLIGHT ALUMNI SHADOWING PROGRAM A SUCCESS!**

On March 31, Career Services partnered with Alumni Affairs to carry 20 students to Atlanta where they shadowed professionals in accounting, investment management, law, Fortune 500 and 200 corporations, marketing firms, law enforcement, school administration, music therapy, construction management, engineering, small business, hospitality and tourism, and the wine industry.

Many thanks to all faculty who nominated students for this successful, fifth annual program. Next year, look for an expanded program for which students may apply without having been nominated, and possibly an expansion to Charlotte, where we have a growing and energetic alumni presence.

Complete lists of both student and alumni (and friends) participants can be found here: <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/alumni-career-services/alumni-job-shadowing.asp>



## **CAREER FAIRS WERE A SUCCESS!**

More than 100 employers came to campus between the Summer Jobs & Internships Fair on March 24th and the Spring Career Fair on March 25th. They represented education, nonprofit, business, banking and finance, law enforcement, STEM, hospitality and tourism, and many other industries, and many are interested in all majors. Over 700 students didn't miss out on this great opportunity to talk with potential employers and to network, but if any student wasn't able to attend, they can see the list of employers here and still contact them about employment possibilities:

- **Summer Jobs and Internships Fair:** [https://wcu.experience.com/stu/cf\\_registered\\_employers...](https://wcu.experience.com/stu/cf_registered_employers...)
- **Spring WCU Career Fair:** [https://wcu.experience.com/stu/cf\\_registered\\_employers...](https://wcu.experience.com/stu/cf_registered_employers...)

Thank you for your assistance in making these events a success!

## **PROMOTE THE PEER CAREER MENTOR OPPORTUNITY TO EXCEPTIONAL STUDENTS POSITIONS OPEN UNTIL FILLED!**

Students should apply to be considered for one of the best jobs on campus, providing peer mentorship and career support as a member of our mobile PCM staff. If you know an exceptional student who demonstrates the skill and purpose to serve in this role, please encourage them to apply! Log into JobCat and view the position under on-campus student employment: <https://wcu.experience.com/stu/home>

## **PEER CAREER MENTORS!**

Our Peer Career Mentors offer students on-location guidance and support from their Mobile Mentoring Station at locations across campus. They can critique resumes or help a student begin one, teach students how to search for jobs, showcase resources like Perfect Interview and Focus 2, and help research careers.

Please look for their yellow table, and refer students to the PCMs for help with any of these tasks.

The schedule of locations for our Peer Career Mentor station can be viewed here: <http://www.wcu.edu/WebFiles/Spring2015PCMTTableLocations.pdf>

## **NEW CAREER JOURNAL!**

Please enjoy and share our newest edition of the Career Journal!

Current Edition: <http://www.wcu.edu/WebFiles/15-177CareerJournal.pdf>

Archives: <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/career-journal.asp>

## **RESUME & COVER LETTER ASSISTANCE**

In addition to seeking peer assistance, students can also make an appointment to see a career counselor to tailor a resume for a particular job or internship. It helps us help more students if they build a draft based on solid examples and sound practices. While there are many effective styles of representing information on a resume, many templates are not helpful, often creating locked or rigid documents with cumbersome formatting that discourages customization and the addition of more experience or new things. Here is some basic information and a sample document to help students

get started, and Career Services would be pleased to deliver workshops or speak to whole classes about the process:

<http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/information-for-students-and-alumni/resumes-cover-letters/index.asp>

[http://www.wcu.edu/WebFiles/PDFs/RES\\_CL\\_CV\\_On\\_Resume\\_Writing.pdf](http://www.wcu.edu/WebFiles/PDFs/RES_CL_CV_On_Resume_Writing.pdf)

## **SPRING NON-WORK-STUDY STUDENT EMPLOYMENT**

For new students or those still looking to find a job on campus, positions are posted when they are made available, as well as plenty of information about the steps necessary to get hired, off-campus jobs, and a link to Financial Aid's information about new work-study positions. Both students and employers can go here to access information and view options:

<http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/student-employment/index.asp>

## **NACE FIRST DESTINATION SURVEY**

Career Services will be able to gain more specific information using our own Destination Survey after transitioning JobCat from our current service to a much more robust platform called Symplicity this summer (more on that soon!), but we can provide a preliminary report describing May 2014 graduates across the board (nationwide). For example, 69.7% of bachelor's degree recipients are either working full-time or in continuing education. Enjoy this aggregate information, and look for more soon!

## **ON-CAMPUS STUDENT EMPLOYEES GAIN WORKPLACE SKILLS**

While WCU is not this model of "work college," this article touches on the benefits that we attach to student employment, especially when it relates to the major and/or career goals. <http://chronicle.com/article/A-College-Puts-Students-to/190175/>

According to Carrie Hachadurian, WCU's Student Employment Specialist in Career Services:  
*"There's no doubt student employment plays a critical role in helping students develop these important skills in preparation for the real workplace. Students who work while attending college are developing vital professional development skills, regardless of the type of work they are doing. Some may be honing basic skills such as arriving to work on time, developing strong work ethics, improving communication between coworkers or supervisors, and establishing important problem solving skills in a changing and dynamic environment. Others are enhancing skills they may already have in a field which ties closely to their field of study and will improve their chances of full-time employment in their field shortly after graduation."*

## **ALUMNI (AND FRIENDS) SPEAKERS FOR STUDENTS AND THE CLASSROOM**

Because of our unique relationship with so many constituent groups with similar interests in our students, Career Services often encounters alumni and employers who are interested and willing to speak about their fields and experiences as well as faculty who seek perspectives from beyond-classroom settings. We are happy to connect these parties and build a list of potential speakers. We are also glad to collaborate with Alumni Affairs to identify a speaker on almost any topic. Please visit our Alumni Career Services page for more information, and please steer professional alumni our way for this purpose and to receive an invitation to recruit on campus and host internships or externships!

<http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/alumni-career-services/alumni-classroom.asp>

## GRADUATE INTERN TIES WHAT EMPLOYERS SEEK TO WCU'S INSTITUTIONAL LEARNING OUTCOMES

Our graduate intern from the College Student Personnel program, Thom West, is writing an article for the upcoming Career Journal that ties current research regarding skills employers seek to our own five learning outcomes that all our academic and co-curricular programs help students achieve. The national data isn't encouraging, but the implication of his study is that we are putting our energy in the right direction to help students succeed in the workplace. Here is a teaser!

<http://www.wcu.edu/about-wcu/institutional-learning-outcomes.asp>

How do these Institutional Learning Outcomes tie with the data provided by the AACU? There proves to be a great deal of overlap between WCU's Learning Outcomes and the areas preparedness that employers are looking for, as shown in the graph.

Learning Outcome #1:

"Locating, Organizing, and Evaluating Information"

Learning Outcome #2:

"Critical and Analytical Thinking"

"Analyzing and Solving Complex Problems"

Learning Outcome #3:

"Written Communication"

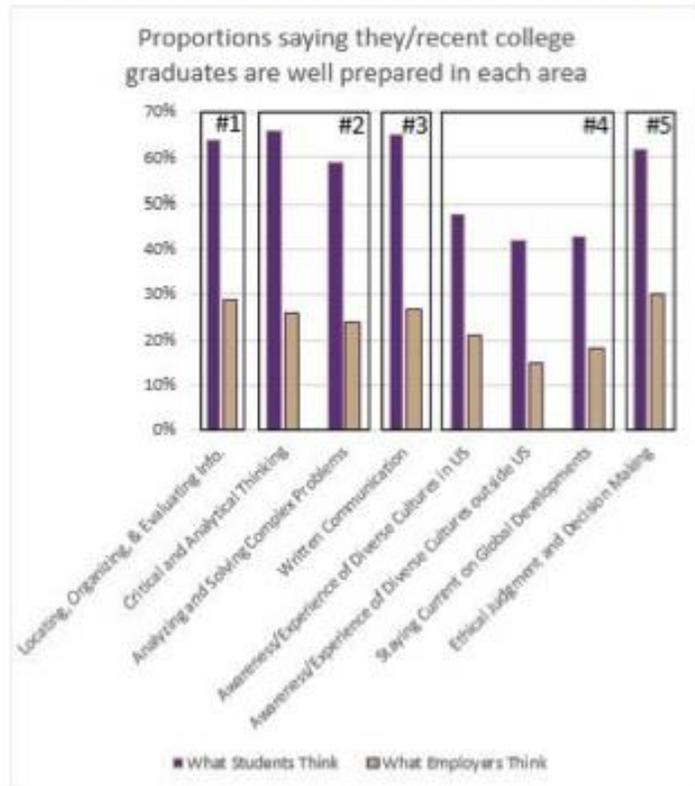
Learning Outcome #4:

"Awareness and Experience of Diverse Cultures inside and outside the US"

"Staying Current on Global Developments"

Learning Outcome #5:

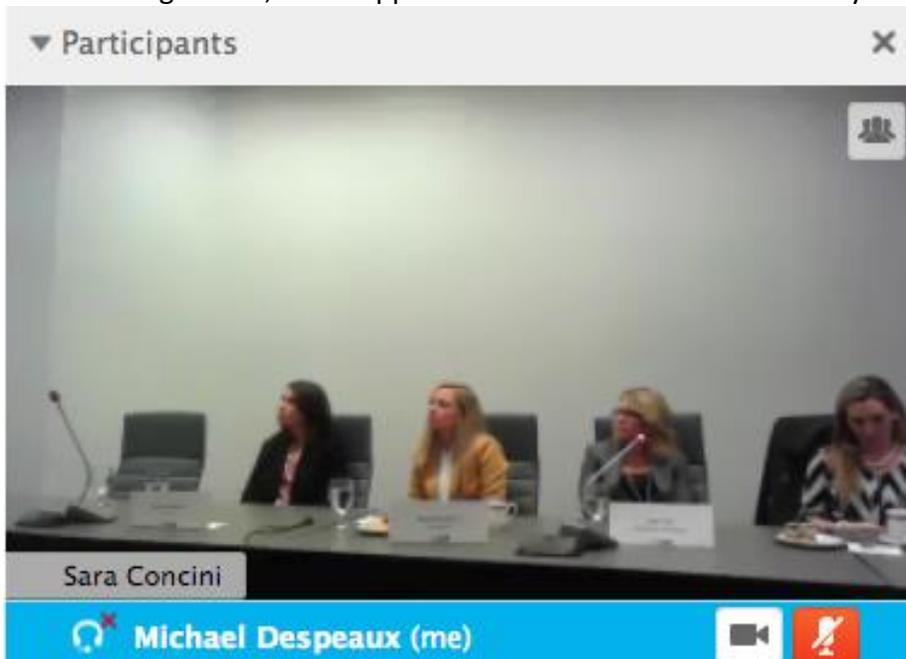
"Ethical Judgment and Decision Making"



## REPORTING TO YOU FROM NCACE

Last week, I participated in a “Coffee and Conversations” web-based meeting with other career services professionals and corporate recruiters, sponsored by the North Carolina Association of Colleges and Employers (NCACE). In addition to learning from the employers who recruit our students here on campus, such discussions help us keep up with trends and issues that influence our program and our students. In no particular order, here are some points from the day, some new and some timeless but worth repeating:

- Students must be mobile! It is OK to be transparent about long-term location goals, but successful candidates are willing to move for opportunity.
- Employers continue to value career fairs, but they also appreciate targeted opportunities to reach students, such as speaking in your classes or holding an information session in an academic building. Then, students are the most engaged and prepared.
- Students should understand the technology a company uses to recruit. Most larger companies use their websites.
- LinkedIn is extremely useful. If a student meets a recruiter at a fair or is interested in a particular company, she can “follow” them on LinkedIn, receive timely announcements, and prepare for an interview.
- On resumes, campus and community involvement such as leadership and service show that students are committed to developing themselves and are ready to grow professionally.
- On resumes, describing class projects and team-oriented accomplishments is the next-best thing to related experience.
- On resumes, students should show any accomplishments using technology.
- Resumes should have targeted objectives, identifying the company and what they can contribute in a job there.
- Resumes should include key words taken from the job description and employer website.
- At career fairs and in recruiting, employers value a wide range of different majors and backgrounds, IF the applicant can describe the benefit they offer.



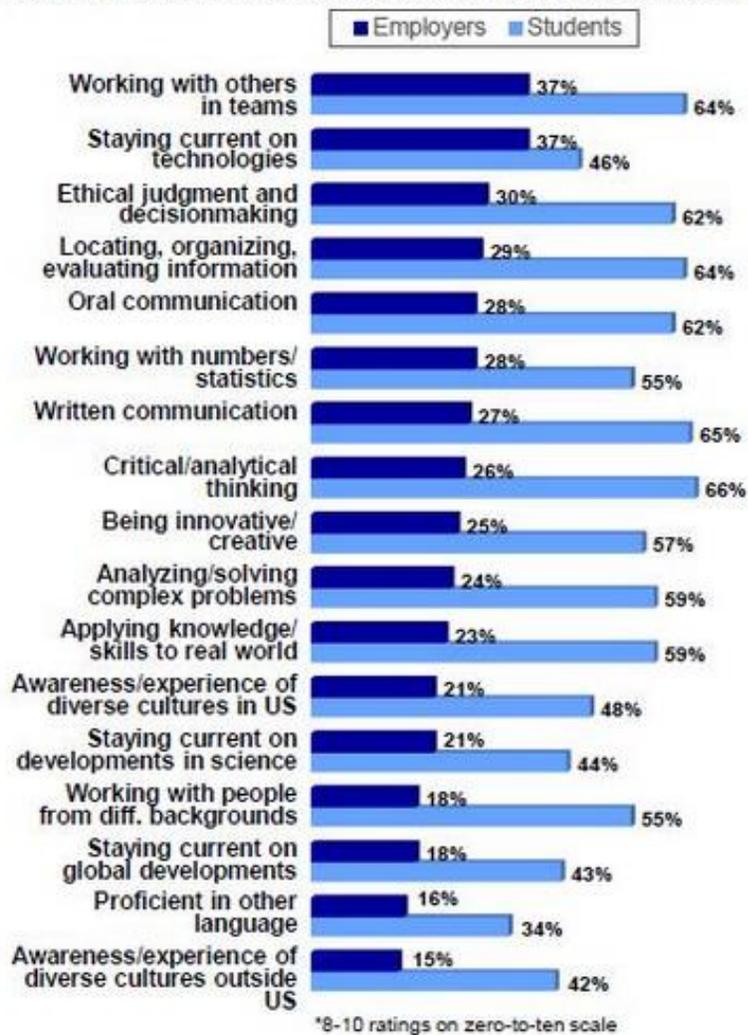
## STUDY FINDS GAP BETWEEN STUDENTS' AND EMPLOYERS' PERCEPTIONS OF CAREER PREPARATION

This study underscores the importance of helping college students maximize their professional and career development through internships, externships, service learning, and related leadership experiences, as well as other beyond-classroom opportunities to apply learning in practice and gain exposure to professionals and real workplaces. The good news is that WCU's institutional learning objectives and team efforts such as collaboration between programs and career services have made strides toward helping students here achieve many of these skills.

<https://www.insidehighered.com/news/2015/01/20/study-finds-big-gaps-between-student-and-employer-perceptions>

### Employers give college graduates low scores for preparedness across learning outcomes; students think they are better prepared.

*Proportions saying they/recent college graduates are well prepared in each area\**



## **INTRODUCING: ALUMNI CAREER SERVICES!**

On Friday, we launched a new resource to both better serve alumni and offer an easy-to-find, one-stop location to help steer their energy and desire to support our current students. Here it is! <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/alumni-career-services/index.asp>

"The offices of Career Services and Alumni Affairs offer a variety of opportunities and support for both alumni and students to help each other and pursue career-related goals. These offerings range from broad networking and affiliation to specific services and tools. They include formal and informal job shadowing, internship and job listing services and job searching assistance, guest speaking, career counseling and consultation, and on-campus recruiting. Our Alumni Career Services program is offered in partnership through both offices and seeks to enhance students' opportunities while strengthening Western Carolina University's network of alumni throughout the region, the state, and the world beyond."

## **REPORT! WCU CAREER FAIR & GRADUATE SCHOOL DAYS:**

**Over 75 employers and about 550 students attended on OCTOBER 22 AND 23!**

To see who recruited our students, follow these links:

[https://wcu.experience.com/stu/cf\\_registered\\_employers?fhnd=6802](https://wcu.experience.com/stu/cf_registered_employers?fhnd=6802)

[https://wcu.experience.com/stu/cf\\_registered\\_employers?fhnd=6803](https://wcu.experience.com/stu/cf_registered_employers?fhnd=6803)

## **CATAMOUNT EXTERNSHIPS: AN INNOVATIVE WAY FOR STUDENTS TO EXPLORE CAREERS, NETWORK, BUILD COMPETENCIES, AND GAIN EXPERIENCE IN THE EXTRACURRICULAR!**

Students at any point between their first college semester and graduation may now take advantage of a certificate-earning shadow experience designed to help them achieve a variety of career development outcomes. By completing 8-20 hours of purposeful shadowing in any workplace and submitting a competencies-observed and career-planning-based reflection form, students can explore areas of interest, meet professionals on-the-job, gain pre-internship workplace experience, and even support resumes and applications for certain graduate school applications. Like service learning, this could be a great class assignment for transition courses, new majors, or even Capstone classes or senior seminars. Go here to see how they may proceed: <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/catamount-externships/index.asp>

## IMPORTANCE OF GUIDING STUDENTS TO ESTABLISH PURPOSE AND PURSUE GOALS

This summary of a new book suggests how important it is for students to explore their interests, identify their values, explore careers during college, establish purpose, and focus energy on making good decisions about majors and gaining experience during college. Contact Career Services if you wish to use our tools and resources, and please refer students to our services and programs!

<https://www.insidehighered.com/news/2014/09/02/new-book-blames-colleges-many-college-graduates-difficult-adjustment-adulthood>



New book blames colleges for many college graduates' difficult adjustment to adulthood...

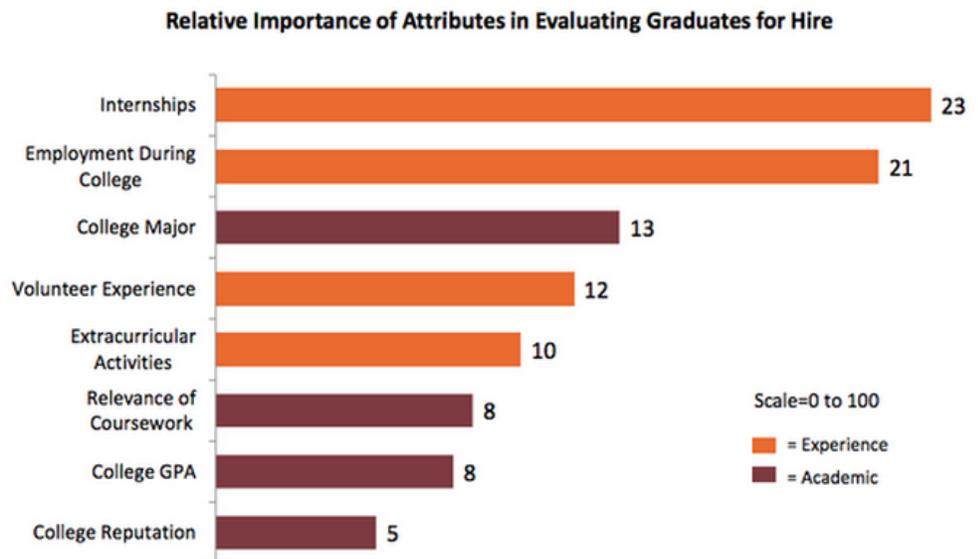
Josipa Roksa, co-author of *Aspiring Adults Adrift*, will discuss the book on "This Week," Inside Higher...

INSIDEHIGHERED.COM

## EXPERIENCE IS NUMBER 1!

This data published last week in the Atlantic emphasizes the increasing value of all things experiential — including internships/co-op, student employment, externships, and service learning. <http://www.theatlantic.com/business/archive/2014/08/the-thing-employers-look-for-when-hiring-recent-graduates/378693/>

## What Employers Want



Chronicle of Higher Ed

## **SUPPORTING THE FINISH IN FOUR CAMPAIGN**

Here is a Reporter article detailing how Career services and allied offices and programs will collaborate with each other and faculty across the curriculum to support the initiative titled “Finish in Four” set that will begin next year and will intensify Western Carolina University’s emphasis on and support for helping students graduate in four years. Here is the article: <http://thereporter.wcu.edu/2013/11/finish-in-four-campaign-to-launch-in-fall-2014/>

## **SHOWCASING: FOCUS 2**

FOCUS-2 is an online, interactive system that combines self-assessment, major and career exploration, and career decision making. If a student needs help better understanding how his or her interests, values, and abilities may help identify a major or career path, taking the five assessments in FOCUS-2 is a great place to start. Referring the student to Career Services for additional help interpreting the results is always a good idea. FOCUS-2 may also be used to research salaries, job duties, related study, and job outlook for any career. Faculty and staff may also register for and access FOCUS-2. Log into FOCUS-2 here: <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/information-for-students-and-alumni/focus-2.asp>

## **ONLINE CAREER SUPPORT**

Off-campus students, graduate students or any student at Biltmore Park, distance learners, alumni, or students at home between sessions can still access all of our services, not just on the website but online in real-time. Students may "meet" with a career counselor online using GoToMeeting! GoToMeeting allows you to view our screen, talk and see video, follow our pointer to different resources, and even review their resumes. To schedule a GoToMeeting event, they will call 828-227-7133. Students will be given a meeting time and directions and will receive an email at that time directing them how to join the meeting. To access online career support, go here: <http://www.wcu.edu/academics/campus-academic-resources/career-services-and-cooperative-education/onlinecareersupport.asp>