How to Successfully Navigate a Career Fair
With the Fall Career Fair quickly approaching (October 25, 2012), students should be aware of techniques about how to prepare for, to network, and follow up with employers. *Continued on page 3*

Peer Career Mentors Introduced
The 2012-2013 Peer Career Mentors consist of a group of highly motivated and successful student leaders on campus. *Continued on page 4*

Securing a Job With Amazon
Joe Gramley, one of the 2012-2013 Peer Career Mentors, tells us about his time working with Amazon.com. *Continued on page 7*

The Partnership Between Academic Advising and Career Services
WCU provides many resources on campus that assist students in successfully choosing a major and course load that will prepare them for their future career. This article explains how Academic Advising and Career Services work together for student success. *Continued on page 10*

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Pathway to Intentional Learning, Career Development Guidance in the eBriefcase  BY MICHAEL DESPEAUX

Every student knows Blackboard as a one-stop resource for course and academic support, and now it serves as a host for WCU’s useful and robust eBriefcase, a personal repository for specimens of student’s best work and a place to showcase key competencies and learning accomplishments. Among these things, students should include career development tasks such as résumés and goal statements. Students will see an entire section or “module” in their “My eBriefcase” dedicated to career guidance. In the Career Services module at the top of My eBriefcase, students will see a welcome page for Career Services and a three-circle Venn diagram with the heading “Pathway to Intentional Learning.”

In life, and also in college, people often think of their growth and development, or path, as being in a straight line toward some kind of destination or end goal. While some things, like a course of study, are indeed on a continuum (eventually one earns a degree), career development can be more convoluted. Sometimes priorities, life circumstances, interests, and opportunities shift. Occasionally, as a student changes a major or develops a sharper focus on some area of interest within one, she must explore a slightly different path or take new action to become ready and marketable for a particular career. Hopefully, even new or seasoned professionals will continue to explore their
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 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
E-mail your résumé (cover letter, too!) to mdespeaux@wcu.edu or mashe@wcu.edu and make an appointment to discuss it!

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 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 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 multiple recruitment events every year, including Fall WCU Career Fair & Grad School Day, Health Services Career Fair, Etiquette Dinners, Summer Jobs and Internships Fair, WCU Career Fair, Etiquette Reception, & Education Recruitment Day.
How to Successfully Navigate a Career Fair  BY S ARAH ALSPAW

WCU offers several career fairs throughout the year which give students the opportunity to meet employers who are currently seeking students to fill internship and full-time positions with their companies. These events are not just for seniors looking for a job after graduation; they are important for students of every class to attend. Students are given the opportunity to take stock of job opportunities, to get a clearer picture of the requirements for specific jobs, to pursue summer internships, or to make themselves known within an organization. Career fairs are like speed-dating. Students have a very short amount of time to make a good impression for the employer so that he or she will remember you after all of the students seen that day. Students need to prepare for the Career Fair before they arrive.

Pre-event

The résumé
You'll need to review and update your résumé if you hope to catch the eyes of employers at the fair. The Career Services office offers résumé consultations, along with our peer career mentors (see the back page for full schedule and locations). Make sure that you do not wait until the day of an event, or even the week of, to get assistance on your résumé. Appointments with our career counselors fill up quickly, especially around the date of any Career Fair.

Knowing which companies are there
One great feature of WCU career fairs is that there is a list online of all of the employers planning to attend. You can access that list on Jobcat to see who is coming to the fair and begin to plan accordingly. It would be advantageous for you to create a custom résumé for each employer to whom you intend to speak. Also, a few companies will allow you to plan for an interview the day of the event if you contact them first.

This online database of employers attending the career fair also gives you the chance to reflect on what exactly you will say when you meet the employer. Do some background research on the company, what they do, what position they are seeking to fill, the job description for that position, what values the company holds, and their specialties. Also, think about how you will fit into that organization and what skills that you have or what classes you have taken that would make you a good candidate for the position. Make sure that you are able to articulate this information when you approach the table.

The Day Of...

The clothes
Would you wear jeans and a T-shirt on a first date to a nice restaurant? No? Well, you shouldn’t wear them to the career fair either, or to any job interview for that matter. Everyone attending the career fair should be wearing business professional, which consists of a suit, and for men, a tie. Please see the article “Appropriate Attire for the Jobseeker and Professional” (page 8) for assistance in deciding what is and what is not appropriate for the career fair.

How to approach a table
Some of the tables entice many students to come speak with them. How exactly do you approach a table that is surrounded by people? If you have taken our advice and made a list of potential employers you’d like to meet, you can explore some of the other tables and come back to that particular employer when it is a little less crowded.

However, that may never happen, so sometimes you may need to wait until the employer has a chance to speak with you. While waiting, take a look at the literature and items placed on the table, and do not check your phone or express impatience.

If the table is free and clear or you’ve waited until your chance to speak with the employer, approach the table and with a firm handshake introduce yourself and look directly into the eyes of the employer.

The proper handshake
The proper handshake can make or break a good first impression. Your handshake should be firm, but not too firm, and should last between three and five seconds. This is a skill that is important when making a good impression for the rest of your life, so you may want to practice with a friend to perfect it.

What should you say?
You may only have a few minutes to speak with this employer, so what should you say? If you researched the company ahead of time, now is the time to use that knowledge. Tell them who you are, your major, and why you are interested. You probably already thought of how to strategically focus your résumé to make you appealing for this position, so use some of that information to present to the employer. Describe your experience, skills, goals, and interests and relate them to how you would possibly contribute your skills to this company.

Follow up
By following our advice and preparing beforehand, dressing professionally, and making a good impression the day of the event, you more than likely received the card of an employer, or maybe even received an invitation for an interview.

If you received contact information but didn’t schedule an interview, you should email them as soon as you can. Write this email much as you would a cover letter. Remind the employer when and where you met, remind them why you’d be a good fit for the position, restate your intention and interest in working for that company, and state that you’d be available for an interview. Be sure to thank them for talking with you!

To prepare for the interview
The Perfect Interview program offers a great opportunity to practice basic questions you

Continued on page 10
Meet The New Career Peer Mentors  

BY SARAH ALSPAW

This photo essay introduces the 2011-12 peer career mentors (PCMs). Already successful in their own majors and on their own way toward a career, PCMs engage with our students as role models and as mentors. Career Services gave the PCMs specialized training in résumé-building and editing, interview preparation, finding on-campus and local jobs through the student employment office, writing cover letters, navigating the career development resources found on the Career Services Web page, and inviting students to Career Services events such as career fairs and etiquette dinners. Because these students serve as campus role models for the students they are helping, we asked each of them what he or she hopes to gain from this position.

ELIZABETH BIELE

Elizabeth Biele is from Charlotte and is a senior majoring in communication sciences and disorders with a concentration in related pre-professional courses. She plans on becoming an audiologist so that she can help people of all ages hear and lead them to appropriate services that they may need to accommodate their hearing or speech disabilities. She is the president of the Whee Sign ASL club at WCU and is a member of the National Student Speech Language Hearing Association and the National Honor Society. She is fluent in English and American Sign Language and she participates in service-learning projects as well as giving back to the community through volunteer work. She also is an office assistant for WCU’s Disability Services.

Quote: “As a peer career mentor, I not only will gain valuable experience building communication skills and developing my leadership to be part of a team at Western Carolina University, I believe it will help me better my communication skills with my peers and gives me that opportunity to help other students in a positive light and hopefully help with getting them on the right track to their future. This will help me give ideas of how to prepare myself for my future career as a graduate student and audiologist.”

JOE GRAMLEY

Joe Gramley is a senior engineering and technology major from Winston-Salem. He is in the Honors College and Tau Alpha Pi National Honors Society for engineering and technology. Joe has earned the Eagle Scout award and is involved in the national Eagle Scout fraternity, Epsilon Tau Pi, on campus. This past summer, Joe participated in a facilities engineering internship with Amazon.com and has set goals to start a successful career in the engineering field as soon as he graduates.

Quote: “I think that being able to start a career doing something that people love and enjoy doing should be the ultimate goal of finishing college. That being said, joining the job market can be a challenging and sometimes frightening adventure. Having job and interview experience, I would like to help students as much as I can to prepare them with a quality résumé and interviewing skills that could surely benefit their future career goals as well as helping myself gain practical résumé and people-oriented skills.”

“"I can say that everyone needs to be as prepared as possible in order to effectively compete for those top job positions.”

JERRY GOODNIGHT

Jerry Goodnight is from Salisbury. He is double majoring in secondary social science education and history, with a minor in political science, and expects to graduate in the fall of 2013. He is a North Carolina Teaching Fellow and has been on the Dean’s List numerous times. He is a member of the Pride of the Mountains Marching Band, the Cathouse Band that performs at basketball games, the Mountain Winds community band, and the College Republicans, and is involved in numerous intramural sports, tutoring and other service opportunities.

Quote: “I wanted to be a PCM because I had a feeling that this kind of opportunity would enhance and advance my own career goals as a rising teacher in North Carolina. It would help me to transition from the mind of a student to the mind of a teacher and make the transition to the classroom a little bit easier for me. It is also an opportunity for me to help my peers in their classes or in their future goals, and I love any opportunity to help others succeed.”
**DANIELLE LACROIX**

Danielle Lacroix is pursuing a psychology degree with a minor in social work. She is from Wingate and is expected to graduate in May 2013. She is a sister of Alpha Xi Delta and has been involved in internships at Dragonfly Forest Autism program and also with the Jackson County Family Resource Center. She hopes to one day work with patients suffering from substance abuse and other addictions.

**Quote:** “I decided to become a peer career mentor because I love helping people figure out their futures. I like finding solutions to others’ situations and helping them achieve their best. Because I will become a teacher, I want to refine my skills in these areas so that I can better help other students to become successful.”

**SADONNA SMITH**

SaDonna Smith serves as the graduate intern for the Career Services office for the fall 2012 semester. She is currently pursuing her master of education in college student personnel and holds her graduate assistantship in the Academic Advising Center. SaDonna is originally from Asheville and in May 2011 she graduated from the University of North Carolina at Charlotte, where she earned her bachelor of arts in Africana studies with a minor in women and gender studies. She will be working with the peer career mentors this semester as well as performing other tasks in order to gain valuable experience in career services and further her professional development in the student affairs field.

**Quote:** “I am looking forward to interning with career services this semester because I think it will really add to my skill set and professional development as a whole. No matter what specific avenue in student or academic affairs I pursue in the future, I believe that it will always be a part of my job to help students move forward towards their career goals.”

**KELSEA MARTIN**

Kelsea Martin is from Burlington and is pursuing a degree in elementary education with a minor in psychology. Kelsea is a North Carolina Teaching Fellow and a member of the leadership team at the Baptist Campus Ministry. She plans to graduate in May 2014; after graduating, she may pursue a master’s degree, become a teacher at a school in a low-income community, or do missions overseas.

**Quote:** “I wanted to become involved as a PCM because I wanted to be a part of helping fellow Catamounts get the most out of their college experience. I was not aware of everything Career Services office had to offer, and I want to assist students in using the resources they have but might not be aware of. Also, I believe the PCM program will help me grow as a student and give me more resources and tools I would not have been exposed to otherwise. Working and talking with many different students will help me in my future career, and I am very excited to see what this year will bring!”

**SARAH STOKES**

Sarah Stokes is a 2013 candidate for a bachelor of social work and has double minors in leadership and conflict resolution. She is from Snellville, GA, has been on the Dean’s List for the past six semesters, and is a member of the Honor’s College. Sarah serves as the vice president of campus relations for Alpha Gamma Delta and is the recognition chair for Relay for Life. In addition to working with the peer career mentors, she works as a resident assistant in Harrill Hall.

**Quote:** “I wanted to be a PCM because I know the benefits the job has for me and my peers. Working well with others is a large aspect of my future career, and this position will benefit me greatly. Not enough students know about all that the Career Services office has to offer, and I want to help educate my peers on all of the resources they have right on campus. I would love to see as many Catamounts as possible have a job after they graduate, and PCMs have the ability and resources to help this happen.”

**SANDRA YANKAH**

Sandra Yankah is a junior majoring in psychology and sociology with a minor in marketing. Sandra is a resident assistant and an Academic Success Program peer mentor. She has lived in more than seven countries or states because of her father’s job in the U.S. Army. The longest she has ever lived in one place is the seven years her family spent in Germany. She speaks three languages and really enjoys learning new things and keeping up with current events. She enjoys reading a lot of news blogs in her free time and recently became interested in business and economics after observing the effects of the changing economy.

**Quote:** “I want to become a peer career mentor because I want to help my peers be more successful while also gaining skills that will help me as I pursue my own career goals.”
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!

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**FOCUS 2**

This fall, we replaced our online Discover program with the FOCUS 2 Online Career planning and Major Exploration System. Customized with the majors offered at WCU, students’ assessment results can be matched to career options and majors or programs. FOCUS 2 provides students with another tool to help guide themselves through a reliable career and education decision-making model and helps them choose their majors and make informed decisions about their careers.

1. **Career readiness:** FOCUS 2 assesses students’ involvement and introduces activities that support career and education decision-making.

2. **Self-assessments:** These provide reliable and research-based assessments of students’ work interests (Holland code), personality, values, skills, and leisure interests. Students’ assessment results are matched to occupations and supporting majors at WCU.

3. **Career exploration:** Detailed, current descriptions of more than 1,200 occupations and featuring more than 600 videos. Tools include a job board, occupation search, and suggestions for majors matching student interests.

4. **Online career portfolio:** Summarizes students’ assessment results with their preferred majors and careers and personal comments/rankings, goals, and achievements.

5. **Action planner:** Students plan career-relevant experiences including their courses, internships, study abroad, and volunteering.

6. **Counselor reports:** The FOCUS 2 website will provide complete access to students’ results.

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**Pathway to Intentional Learning**

Continued from cover

interests as they evolve and mature. For these reasons, every skill needed for every step of progress should be maintained and honed for use again, rather than discarded and left behind.

Notice that our Pathway for Intentional Learning, while definitely not linear but not quite circular, overlaps. Students begin to explore a career by identifying their interests and choosing a congruent major, develop it by setting goals and taking tangible steps during college to gain relevant co-curricular and workplace experience, and then become ready and marketable by honing skill sets and launching effective job searches. But these phases, while in sequence, require students to revisit earlier steps and apply consequent knowledge, skills, or experience in subsequent points along their pathways. Seniors must be able to clearly articulate their purpose and passion identified and researched during the exploration phase and realized through hard work. They will certainly capture career development experiences such as service learning or internships on their résumés, and they will talk about these things in an interview. Hopefully, they will apply related skills well into the future as they transition into entry-level professional jobs, or graduate programs. In the modern workplace, as people change jobs and sometimes reinvent themselves, many will need to exhibit the adaptability and resourcefulness to do it all over again.

The three sequences described in the Pathway to Intentional Learning diagram in Blackboard link to suggested steps within each phase, complete with interactive resources such as our FOCUS 2 program, the PerfectInterview program, career event calendars, and many more useful tools or information on the Career Services website. Please take a tour, and contact us if we can provide information or personal assistance or support.

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**Alspaw and Despeaux Present at College Personnel Conference**

In October 2012, in Durham, Sarah Alspaw and Michael Despeaux of WCu’s Career Services presented “Mobile Peer Mentoring: Creatively impacting career development with scarce resources” at the North Carolina College Personnel Association’s annual conference. After recognizing a need through self-assessment, a formal external review, and WCu’s QEP objectives, and in the face of scarce resources, increasing and diverse expectations, and accelerating need for our services, Career Services created a mobile peer career mentoring program. Alspaw and Despeaux explained how the program was created by showcasing the effectiveness of peer mentoring as shown in the literature and discussing its potential as analyzed through structural, human resource, political, and symbolic lenses (Boiman & Deal, Reframing Organizations). They further showcased how the program has helped WCu students achieve our QEP objectives of enhancing communication skills, integrating knowledge, and clarifying purpose and values. Participants discussed similarly creative and effective ways to address their campus and personnel needs through the selection, training, and partnership with student staff.
SECURING A JOB WITH AMAZON:
The Importance of an Internship
BY JOE GRAMLEY

Sometime over the last Christmas break, I was sitting in my room back at home. I had always heard that the January through March time period was a great point in time to begin searching for high-quality internships. As an engineering student, it seemed important to me to gain some valuable experience in a major-related work environment before I try to enter the work force for good, or at least that’s what I had heard over and over from different professors. To be honest, at that point in my college career, I knew nothing about internships, companies, interviews, or really anything career-related. So, as any hopeful junior (or sophomore) would do, I started my wide search of online job sites and company career websites searching for that “really cool” job that probably every other student in the country wanted. I stumbled upon the Amazon.com website and, out of curiosity, looked at their internship opportunities posted and sent in my application. Knowing absolutely nothing about what types of internships they offered or if they had any relation to engineering, I still applied, and quite honestly, expected nothing of it.

Low and behold, at the end of April, I was already talking to a few different companies that I had met at one of the career fairs on campus when I received an email from Amazon.com. The email was in response to an internship that I applied for, although I had forgotten. They asked me if I was still interested, and knowing how large of a company it is and just the sheer fact that everyone on the planet has heard of it, I said sure. The job was a facilities engineering internship, whatever that meant. But I did a phone interview anyway and, the next week, I received a job offer with some serious benefits and a solid monthly pay.

I took the job still not knowing very much information about where I would be or what exactly I would be doing. It turned out that I was placed in a building in Northern Kentucky about 10 minutes from the heart of Cincinnati. Just the fact that I was about to move 430 miles to a place called “Erlanger, Kentucky” and live in a Residence Inn for the next two months was a real eye-opener. It turned out to be a really cool place to live and in a way it was a fantastic opportunity to get over any nervous feelings and attitudes and become a more outgoing person, because I knew that I would not know a single person or place to go for nearly 400 miles.

The actual internship was structured in a really neat way to which no student with other internship experience with whom I have spoken can relate. Usually, when you think of an internship, especially for engineering, number crunching and making coffee comes to mind. This is almost the opposite of what I experienced at Amazon. The fairly new company strives to avoid a “project-oriented” internship program where instead they focus on team leadership and strong managerial training. This type of program was great; I had a great mix of opportunities in very different environments. I worked in a series of three different “fulfillment centers” (warehouses), each being completely different regarding what they handled and how they operated. As a facilities engineer, I was able to work with, and learn, from a wide variety of people to develop my own management and leadership style which would prove to be effective in that type of hectic environment, as well as apply technical skills learned from college courses.

Nothing that I did was like a question out of a book, but I had the necessary knowledge to apply principles and practices to solve very important problems that would cost the company a great amount of money.

Just in the last week or so, I received a job offer for full-time employment as a facilities area manager starting next summer, in June, right after I graduate. It’s such a cool and outstanding feeling to be talking with a recruiter from the company, working to juggle a base salary, and picking from multiple benefit packages, all while just starting my senior year of college.

I try to imagine how things would be different if I had never sent in that one application and résumé to Amazon. Other than the fact that I now have a very good job offer, I still learned skills and things as small as what it is like to work in an office on a chaotic warehouse floor as a manager. These types of things cannot be taught in a class. They are skills that can only be developed with personal experience and an opportunity to be in a place where you are forced out of your comfort zone and have to adapt to survive. With or without a job offer, having an internship has taught me skills that I can take back and apply to any job or school project in my future.

I strongly urge everybody to take the time to sit down and write the best résumé and cover letter that you can, always be networking, and keep your eyes and ears open for any potential internship or job.

My internship turned out to be a truly awesome experience, but it would not have been possible without sending in that one application back in January and hoping for the best. I urge everybody not to stay in your comfort zone. I tried something new and my summer still turned out to be a blast. This just goes to show how influential and important having an internship can be.

I’m proud of what I was able to accomplish over just one summer. You may never know what opportunities are out there today, and who knows, you just might end up doing something you never considered and love it.

Joe Gramley is a senior engineering and technology major from Winston-Salem.
Appropriate Attire for the Jobseeker & Professional
CAREER SERVICES & COOPERATIVE EDUCATION | WESTERN CAROLINA UNIVERSITY

When applying for a job in any industry, it is important to sustain a positive appearance. Maintaining good hygiene and wearing the appropriate attire may make you a more desirable applicant. Different industries and different companies have varying ideas about what is and is not appropriate so observing the culture and environment of the industry will help you make suitable choices.

BUSINESS PROFESSIONAL
This style is appropriate for interviews, meeting with a client, business networking events, and other important meetings where you will be working directly with people.

Women Do:
• Conservative and modest apparel are appropriate for business professional attire.
• Wear your hair away from your face. If your hair is longer than shoulder length it needs to be pulled up completely into a neat pony tail or bun.
• Maintain good overall hygiene with washed and combed hair, and groomed and short finger nails.
• Wear makeup, but keep it conservative. Although encouraged, you are not required to wear make-up. You want to look your best, especially in fields where you are marketing yourself as well as the product (ex., sales, marketing, law, etc.).
• Wear conservative closed toed heels, no more than 2 inches high.
• Wear skin-colored, translucent hose. (Nothing opaque or colored, with no holes or designs.)
• Suits are appropriate for these settings. Modest neutral pant and skirt suits are both appropriate.
• Stick to neutral colors: black, brown, grey, navy. (Red is not appropriate.)
• Conservative jewelry. Stud earrings, small gold or silver chains, pearls, and conservative watches. General rule of thumb for rings is limit one to each hand (two for engagement and wedding ring finger).
• Wear a nonscented antiperspirant or deodorant.

Do Not:
• Do not wear anything considered “trendy.” You want to stick to a more classic style.
• Do not wear perfume. You do not want to trigger the allergies of the employer.
• Do not wear strong colors of nail polish or make up. Conservative and neutral is best.
• Do not wear flats. (Except if medically you cannot wear heels.)
• For more formal industries do not mix and match a suit. Most suits can be purchased as a set.
• Do not wear something too low cut, or a skirt that is too short.
• Conservative patterns should be worn on undershirts. Avoid animal print.
• Do not wear too much jewelry. No dangling earrings, large necklaces or chunky bracelets.
• Do not wear body piercings or multiple ear piercings. Maintain a natural hair color (no abnormal colors such as blue or green) with matching roots.
• Do not show tattoos and body art.

Men Do:
• Classic style is best.
• Polished lace-up shoes.
• Plain neutral socks that match the suit. The belt should match the shoes.
• Have groomed fingernails.
You can mix and match suit jackets and pants depending on the casualness of the industry; however we recommend buying suit sets.

- Wear a conservative tie.
- You can wear a conservative watch, class ring and wedding band.
- Wear a nonscented antiperspirant or deodorant.

Do Not:
- Do not wear cologne. You do not want to trigger the allergies of the employer.
- Do not wear body piercings or ear piercings. Maintain a natural hair color (no abnormal colors such as blue or green).
- Short hair is best for men. Shaved or well-groomed facial hair is needed.
- Do not wear a bowtie.
- No argyle or strong patterns on the socks.
- Do not show tattoos and body art.

**BUSINESS CASUAL**

This style is appropriate for everyday office wear, social networking events, and for other less formal events. This section is more subjective and if you are unsure, decisions can be made based on the culture of the industry of that office. Look around at colleagues for guidance.

Women Do:
- Conservative and modest apparel should still be maintained; however there is a bit more leniency than in business professional.
- Wear your hair away from your face.
- Maintain good overall hygiene, with washed and combed hair and groomed fingernails.
- More makeup can be worn in this category, but still keep it conservative. Although encouraged, you are not required to wear makeup. You want to look your best, especially in fields where you are marketing yourself as well as the product (ex., sales, marketing, law, etc.).
- Wear conservative shoes that are comfortable in an office setting. Heels, flats and boots are allowed as long as they are not uncomfortable or too flashy.
- Tights and hose can be worn but are not required.
- Wear slacks or skirt. Stick to neutral colors but with a bit more flexibility. Skirt should not rise higher than an inch above the knee.
- Tops can have patterns but maintain a high collar.
- Jewelry can be worn but avoid wearing too much. When in doubt keep it conservative.
- Wear a nonscented antiperspirant or deodorant.

Do Not:
- Do not wear too much perfume. Clients and colleagues may have allergies.

**Do Not**:
- Do not wear bright fingernail polish. Keep your nails short and clean.
- Do not wear jeans unless in an industry that calls for it.
- Casual Friday does not give permission to wear whatever you want. Khakis or a nice pair of jeans are appropriate, as well as appropriate tops. Avoid T-shirts or anything too short or low cut.
- Do not wear heels that you cannot walk in.
- Do not wear body piercings or multiple ear piercings unless expressly given permission. Maintain a natural hair color (no abnormal colors such as blue or green) with matching roots.
- Do not show tattoos and body art.

Men Do:
- Classic style is best.
- Loafers and lace-up shoes are acceptable.
- Plain neutral socks that match the suit. Belt matches the shoes.
- Have clean hands and fingernails.
- You can mix and match suit jackets and pants depending on the casualness of the industry.
- Wear a conservative tie. Bowties can be worn in certain office cultures but keep an eye out and take a cue from colleagues.
- You can wear a conservative watch, class ring and wedding band.
- Wear a nonscented antiperspirant or deodorant.

Do Not:
- Do not wear too much cologne. You do not want to trigger the allergies of the employer.
- Do not wear jeans or tennis shoes unless in an industry that calls for it.
- Casual Friday does not give permission to wear whatever you want. Khakis or a pair of nice jeans are appropriate, as well as appropriate tops. T-shirts are not appropriate.
- Do not wear body piercings, or ear piercings. Maintain a natural hair color (no abnormal colors such as blue or green).
- Short hair is best for men, unless given permission by employer to maintain long hair.
- Maintain shaved faces or groomed facial hair.
- Do not show tattoos and body art.

**Other Things To Avoid**:
- Bring breath mints to maintain good breath. Avoid eating malodorous meals.
- Avoid smoking after you’ve dressed for an interview or an important meeting. You may not be able to smell the smoke on yourself but other people will, and that will have a negative impact.

If you have any other questions, please speak directly with a career counselor at the Career Services Office on the second floor of the Killian Annex (One-Stop) building or call 828.227.7133.
The Partnership of Academic Advising and Career Services  

BY SADONNA SMITH

This article explains how WCU’s academic advisors, faculty advisors, peer career mentors, and career counselors collaborate to assist students with making difficult life decisions regarding what career path they’d like to pursue and what classes and extracurricular activities they could participate in to make them a viable candidate in the job market.

Career Services and Cooperative Education

Career Services’ mission is to “enhance WCU’s mission of teaching and learning by seeking to guide and support students and alumni as they gain self-awareness, define realistic choices, integrate major choice and academic goals with work experiences, learn and practice skills necessary for job/ career searching and pursue post-graduate jobs and work relationships with integrity and professionalism.”

Students at WCU can receive more in-depth assistance from the qualified career counselors in the Career Services office. Mardy Ashe (director) and Michael Despeaux (associate director) are available to meet with students one-on-one to revise résumés, evaluate their self-assessment tests, discuss career options and explorations, and provide expert advice on networking, job searching, and overall professional development.

Here are key Career Services partners in providing academic and career decision-making:

Academic advisors

The Advising Center plays a pivotal role in the success of incoming and current WCU students. Academic advisors work to increase the quality of the entering students’ transitions, decrease time to graduation, and advance rates of completion. Academic advisors accomplish these goals with their comprehensive knowledge of the academic and support programs at the university and with their thorough understanding of student development. An academic advisor is usually one of the first people an incoming student will meet. Students will complete “CatWalk” online so that their academic advisor can have a schedule for them at orientation. Advisors can be contacted during the summer if there are any pressing issues or significant changes that will affect their schedule. Incoming students can be new freshmen or transfers or those re-entering and who are undecided or who have declared a major.

Faculty advisors

Faculty advisors at WCU are faculty members whose responsibilities include advising students with declared majors. Although academic advisors are knowledgeable about all majors and the university’s requirements, a faculty advisor can provide more in-depth help. They may help students develop an eight-semester plan, discuss different requirements for the major, describe what sequence in which to take courses, and suggest careers and career paths for graduates of that major. In addition, students also can meet with their faculty advisors about scholarship or intern/co-op opportunities that would aid in their success in majors and career goals.

During WCU’s “Advising Day,” students should schedule an appointment to meet with their assigned faculty advisor to follow up on previous discussions and obtain the PIN number they will need in order to register for the following semester through MyCat.

Peer career mentors

Career Services reaches out to students through peer career mentors who provide assistance with career development on a peer-to-peer level. Mentors can help students with their job searches, review their résumés, offer interviewing tips, and teach students how to learn about careers in any major. Mentors reach out to the university about the services offered by Career Services to students, faculty, and staff.

Peer career mentors are scheduled to be on campus at various locations from 11 a.m. to 3 p.m. Monday through Thursday. Students, faculty, and staff are encouraged to stop by the peer career mentor table to get more information about Career Services. Without doing all the work for students, mentors can look over resumes at the table and provide students with tips on how to improve them; they also give the students valuable handouts and print resources. If a student is looking for an on- or off-campus job, information about what they can do with their major, or how to begin their résumé, the peer career mentors can help directly, inform them of other resources, or refer them to the Career Services office when needed.

Between their academic advisor, faculty advisor, peer career mentors, and career counselors, students at WCU can access and take advantage of many sources of career-related academic support. All they have to do is ask!

SaDonna Smith is a graduate intern for WCU Career Services and Cooperative Education.

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will face in an interview. You can film yourself answering questions and view your response. Its online coach will suggest prompts regarding how to answer, and there are examples of what your response may look and sound like.

Congratulations!

Congratulations! If you followed the steps in this article, you surely expanded your professional network and made a great impression on several employers. You’ve gained the basic skills required for a successful job search, and you are on the right path to locating and securing a job or internship. If you need clarification on anything you’ve read in this article, or if you want further explanation or advice on how to execute any of this advice, please call Career Services to set up an appointment with one of our career counselors. They will get you on the right track!
The Career Services office is currently offering the following presentations for any student organization on campus, free of charge, to help develop the students professionally.

**Appropriate Attire**
Informing students of how to dress in both business professional and business casual attire and how to identify when each look is required for what context. This features clothing guidelines for men and women.

**Job Searching**
This presentation briefly touches on how to write a résumé and cover letter, where students can look for a job after they graduate, and what resources are available to them through the Career Services office to assist with job searching.

**Résumé & Cover Letter Workshop**
This workshop can be customized to meet the needs of its audience. For the first and second year students, it can focus on creating a first resume to be used as a repository for present and future activities. For students who are ready to apply for internships and jobs, it can expand in focus on strategy, answer more job-specific questions and improve existing documents.

**Summer Job Prep**
Looking for a job this summer? This presentation explains the avenues for searching for a job close to Cullowhee, or if you are staying in your hometown for the summer.

**Interview Skills & Preparation**
This workshop will assist students in their preparation and practice for interviewing. The PerfectInterview program will be demonstrated as a resource.

**Career Development Resources at WCU**
This presentation is designed to provide an overview of our services and a description of the ideal steps a student should take toward his or her career development during college. Actual resources will be described or demonstrated, including career counseling, FOCUS 2, résumé assistance, job search tools, PerfectInterview, and career fairs and events.

If you are interested in booking a presentation for your student organization, please contact Career Services graduate assistant Sarah Alspaw by emailing slalspaw@wcu.edu at least two weeks prior to the potential date of the event.

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In an effort to offer a unique opportunity for students to integrate curricular and career experiences, observe and develop workplace skills, and network, the offices of Career Services and Alumni Affairs are partnering with alumni for the third year in a row. We will repeat a highly successful alumni networking day first made possible in 2011 by a QEP grant, during which current WCU students shadow WCU alumni for a whole day on the job. This year, to increase the opportunity for more students and with the added purpose of cultivating a strong group of local alumni mentors, we will expand the program to include the Asheville area.

On March 7 and 21, 2013, we will take selected students to Atlanta and Asheville, respectively, and according to the best match we can find. To apply, students must be nominated or recommended by a program director, instructor, or adviser. Students must have earned at least 30 hours of course credit prior to January 2013 and meet the high standards described on the attached form. The deadline for nominations is 5 p.m. Nov. 30.

Faculty and staff members can learn more about nominating students who stand out and who will most benefit from the opportunity by contacting Michael Despeaux at mdespeaux@wcu.edu. This opportunity is open to all outstanding students. We can’t promise to match every student, but the nomination itself will be an honor and an acknowledgement of merit.

Students interested in this program or other shadowing possibilities are encouraged to contact Career Services to learn more.

Alumni shadow experience nominations due by Nov. 30

We are still developing our placement opportunities for this year. In the past, Atlanta alumni hosts were available in the fields of business (both small and Fortune 500), mechanical and electrical engineering, broadcasting, law, physical therapy, social services, criminal justice, marketing, private and public school administration, sales, arts and graphic design, nonprofit, health care, government, and computer science.

Here is an article describing the inaugural program: magazine.wcu.edu/2011/06/bright-lights-big-opportunity/

And here are a summary and assessment data: wcu.edu/12288.asp

WCU students shadowed alumni in Atlanta in March 2012
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 2012-2013 Career Mentor Program, please contact Mike Despeaux or Mardy Ashe in the office of Career Services.

Fall 2012 Career Services Events

Fall Graduate & University Career Fair
Thursday, Oct. 25
UC Grandroom, 2-5 p.m.

Health Sciences Career Fair
Tuesday, November 6
UC Grandroom, 4-6 p.m.

Spring 2013 Events

Etiquette Dinner
Tuesday, February 19
UC Grandroom, 6-8 p.m.

Summer Jobs & Internships Fair
Wednesday, March 13
UC Grandroom, 2-5 p.m.

Etiquette Reception
Wednesday, March 13
Blue Ridge Conference Center, 6-7:30 p.m.

Spring WCU Career Fair
Thursday, March 14
UC Grandroom, 2-5 p.m.

Education Recruitment Fair
Tuesday, March 19
UC Grandroom, 9 a.m.-12 p.m.

Peer Career Mentor Mobile Mentor Schedule Fall 2012

The Peer Career Mentor Mobile Mentor Station can be found at the following location during the coinciding dates:

Monday through Thursday*
11 a.m.-3 p.m.

August 27-31 Courtyard
September 4-6 University Center
September 10-13 University Center
September 17-20 Forsyth
September 24-27 McKee
October 1-4 Killian Annex/One Stop
October 8-11 Stillwell
October 15-19 FALL BREAK
October 22-24 University Center
October 25-(Fall Career Fair) University Center
October 29 Health Sciences Building
October 30-(Advising Day) Killian Annex/One Stop
October 31-November 1 Health Sciences Building
November 5-8 Killian
November 12-15 Library
November 19-20 Belk
November 26-29 Courtyard
December 3-6 Killian Annex

*The Mobile Mentor Station will not open during official University holidays, but will be open on Advising/Reading Day.

Find us on Facebook

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.