

The Career Journal

Power Your Mind!

Caring about your future... Promoting success!

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Career Success at Western

By: Michael Despeaux
*Career services coordinator
and career counselor*

Spring has arrived, and no doubt most of you have begun dreaming of upcoming plans, whether they include vacations, freedom from responsibility, graduation, summer employment, or your first real job. Spring may be said to represent new life or a new beginning. In fact, no matter where you are in your journey through Western, this season should be a formative time in which you finish planning and begin to implement your very next step toward choosing, developing, or starting your career.

In our first *Career Journal* last October, you received a comprehensive description of our mission and services and learned about the extensive career counseling and testing we provide first or second year students who are in the process of choosing a major. You also read about last year's Co-op of the Year recipient, Christopher Gaunt, and how his experience shaped his options and opportunities for the future. In our January edition, you were apprised of our upcoming career events and on-campus interviews. An article by Dr. Gibbs Knotts described how you may articulate and transfer the skills you developed in liberal arts majors or liberal studies classes and be competitive in our new economy. Both editions, like this one, listed upcoming dates and deadlines from JobCat and other sources. You can read archived editions of *The Career Journal* on our website, <http://careers.wcu.edu/>.

During the short time remaining this academic year, I encourage you to

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Etiquette at a Glance

By: Jessica Elwell
Career services graduate assistant

On Tuesday, March 3, career services organized an etiquette reception in the Hospitality Room in Ramsey. Employers and students were invited to come. The etiquette reception gave students an opportunity to talk with employers to discover what they were looking for in a potential employee. Not only did those students benefit from the employers' business wisdom, but also they became more familiar with the employers with whom they would interview with at the *Spring Job Fest*.

Walking around the etiquette reception, I was able to observe how students and employers interacted with each other. Most students seemed to be unsure of how to approach employers. One student even asked, "How can I tell the employers from the students?" At first, students seemed to feel out of place, but, as the reception progressed the students seemed more sure of themselves, especially about approaching their fellow students and hopeful future employers. To help the students be more successful, Western Carolina handed out pamphlets on *Tips for a Successful Reception*. (Table 1) These employers, knowing how it was once to be a prospective employee, also helped make students more comfortable with their surroundings.

Not only did students get the chance to talk one-on-one with employers but as a closing, employers were invited to share what they thought made the biggest impression on them. A consensus among employers informed all partici-

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Success...

"Following these steps will help you develop or reach for your career goals..."

Etiquette...

"confidence, knowledge, experience, courtesy and an overall good demeanor made the biggest impression on the employers."

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- ◆ **Press release**
- ◆ **Table 1: Tips**

We are located on the first floor of the Graham Building.

Hours of operation:
Monday - Friday.
8 a.m. - 5 p.m.

Phone: 828-227-7133
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For information go to:
<http://careers.wcu.edu>

Press Release

Written by College Grad.com

PHILADELPHIA, PA--(BUSINESS WIRE)--Feb. 24, 2004--CollegeGrad.com, today announced the Top 500 Entry Level Employers for 2004. The list represents more than 120,000 jobs for the graduating class of 2004, with a substantial 12.9% increase in hiring versus 2003.

"Entry level hiring is taking a very positive turn in 2004," said Brian Krueger, President of CollegeGrad.com. "We are seeing a large increase in the number of entry level jobs available in nearly every discipline. While the market is still very competitive, the jobs are there to be found for those who take the time to do the research."

Employers listed in the survey results, which are posted at www.CollegeGrad.com/topemployers, are hiring as many as 6500 new grads and as few as 10. But large or small, respondents have expressed their commitment to hiring entry level college grads.

Other employers also note the value of new college hires. "We consider graduating students to be a wealth of talent and energy who are dynamic and in-touch with current events and trends," said Steven Jungman, National Recruiter at Mattress Firm, Inc.

"In terms of the technology and engineering sectors, we have been anticipating a marketplace rebound given this year's increased hiring of co-op students," said Maureen Crawford Hentz, Director of Career Services at Wentworth Institute of Technology.

The CollegeGrad.com survey results names Enterprise Rent-A-Car [an employer at Western's March 3 *Spring Jobfest*] as the #1 Entry Level Employer for 2004 with 6,500 projected entry level hires. "As we continue to grow, we will be seeking to hire motivated, college-educated employees who will be trained to provide exceptional customer service at the front line of our company's local operations," said Marie Artim, Corporate HR Manager for Enterprise. "The so-called 'jobless recovery' is not an issue at Enterprise. We're not just creating great jobs, but great careers."

This all spells good news for the Class of 2004. "When grad school is not an option and moving back in with the parents is definitely not an option, the good news is that there are still many entry level positions available," said Krueger. "Just do the research."

Table 1: *Tips for a Successful Reception*

- Exercise good manners and courtesy at reception.
- Make others feel comfortable.
- Remember to use "please" and "thank you."
- Turn your cell phone off or leave it home.
- Review rules for introductions: introduce the most important person first, the person with the most authority or status. Gender is no longer considered an issue here.
- Review the list of employers or names of people attending the reception.
- Read a major newspaper (all of it) so that you have something to talk about as a conversation starter.
- Eat something before the reception. Food is not the focal point, people are. Don't try to make a dinner out of a free reception.
- Don't make the hors d'oeuvres your first stop. Talk to people first before casually walking over to the refreshments.
- Carry your drink and hors d'oeuvres in your left hand. This will leave your right hand free to extend toward others, and it will keep your hand from being cold and damp from holding your drink.
- Don't try to carry both a plate of food and a drink at the same time.
- Don't just talk to people you know, the purpose is to build relationships with potential employers, not to visit with your friends.
- Walk up to groups of three or more to enter a conversation. Two people talking may not want to be interrupted.
- Ask for an employer's business card and have a place to put it...preferably a business card holder or a day planner.
- Watch how much time you are monopolizing with one person. Be thoughtful, your courtesy will be noted. Focus on making a networking connection, not building a lifetime friendship.
- Talk less and listen more. Ask questions. Encourage people to talk about themselves and their jobs.
- Send a thank you note to the person who invited you to the reception or to the person responsible for the reception! It shows good manners and character.



Career Services/Cooperative Education



Helping to make a difference in your future!

Success Continued...

follow through on the following career initiatives:

- ◆ **Develop your resume.** Use the resources on our website, come get it critiqued, and make an appointment with a counselor in our office if you need assistance.
- ◆ If you still need to declare a major, make an appointment with a career counselor to discuss career choices and **gain information that will help you choose a course of study.**
- ◆ Second and third year students – it's not too late to **find a co-op** or turn your summer job into one if it relates to your major! Go to http://careers.wcu.edu/coop_ed_students.asp and read all about it, and see us to get help.
- ◆ For all job seekers, including our alumni: JobCat lists many opportunities, including on-campus interviews, area jobs, co-ops, and entry level positions with prominent employers. All have deadlines! **Complete your JobCat profile, upload a resume, and check it regularly!** Go to <http://careers.wcu.edu/jobcat.asp>.

Following these steps will help you develop or reach for your career goals. Good luck with your decision-making or job search, and please remember to use your resources and come visit us at Career Services and Cooperative Education.

Etiquette Continued...

pants that confidence, knowledge, experience, courtesy and an overall good demeanor made the biggest impressions on prospective employers. Another good tip brought up by the employers highlighted for students that even though they might not get the position they were applying for, they should be sure to send a thank you note anyway. Some employers agreed that this gesture of gratitude would prompt them to put that applicant on the "top of their stack" for future available positions at their company.

Overall, the etiquette reception was a great success! Students seemed not only satisfied with the knowledge they acquired over the night's festivities but also grateful for the opportunity. Not to mention, they had a great time in the process.



For more information on any of these areas please go to... <http://careers.wcu.edu>



Job Cat & Monster Trek, Individual Conferences, Career Counseling, Student Employment on Campus, Cooperative Education, Career Testing Resume Critiquing Service, Career Days/ Recruitment Events, Job Listings, Career Library, Interviewing Skills Assistance, On-Campus Recruiting

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For more info go to
[Http://careers.wcu.edu](http://careers.wcu.edu)

Career Services Calendar



For more information: Check out the website at <http://careers.wcu.edu>

JobCat Monthly View: April 2004

IMPORTANT: In order to apply for any on-campus interviews, be sure to upload a resume onto JobCat before the deadline!

Saturday, April 3

Job Fair & Interview Day | Wayne County Public Schools, Name: Teacher Job Fair | Caldwell County Schools, Name: Educators Employment Fair

Monday, April 5

Panel & Mock Interviews | Creative Professions Career Day
Location: University Center (Communication, Art, Theater, Interior Design, Graphic Design and English Departments)

Panel Presentation, 11-12:30, UC Theater

Luncheon, 12:30-2, UC Multipurpose Room *Buy lunch tickets at Career Services*

Mock Interviews, 2:30-5 *Sign up through JobCat*

Job Fair & Interview Day | Central Hockey League
Name: 2004 Central Hockey League Team Job Fair

Tuesday, April 6

Application Deadline | University of North Carolina at Wilmington,
Job: Residence Coordinator

Harrahs Cherokee Casino & Hotel Career Fair, 10-5 in Hotel Ballroom

Wednesday, April 7

Application Deadline | US Department of Navy, Job: (Civilian) Security Specialist

Application Deadline | University of North Carolina at Wilmington,
Job: Coordinator of Transition Programs and Special Events

Friday, April 9

Application Deadline | Internal Revenue Service, Job: Criminal Investigation Special Agent

Monday, April 12

Application Deadline | Rollins College, Job: Interns - Sports Info Asst. | Job: Intern - Facility/Game Administrator

Wednesday, April 14

Interview - 4/14 Schedule | US Department of Navy, Job: (Civilian) Security Specialist, Location: Career Services - 1st Floor Graham
Application Deadline | NC Dept of Agriculture and Consumer Services, Job: International Marketing Specialist



Look for more April & May jobs on JobCat!

To apply for these jobs, you must: 1. Log into JobCat at <http://careers.wcu.edu> 2. Complete a personal profile
3. Upload a resume 4. Submit your online application by the deadline.

Note: This edition of The Career Journal was updated on April 1st. Please understand **JobCat will be updated with new jobs almost everyday**, so you should check for updates regularly! For current and complete information, please go to

<http://careers.wcu.edu/jobcat.asp>