

The Big Picture

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Fall 2012

Key Words to Remember for each Academic Year:

Freshman Year

Exploring

Sophomore Year

Deciding

Junior Year

Experience

Senior Year

Job Seeking



Career Services is your
compass for career success!

Inside this issue:

<i>Traits of Fame</i>	2
<i>Major Indecision?</i>	2
<i>Resume Walk-in Service</i>	3
<i>Fall 2012 Career Seminars</i>	3
<i>Fall 2012 Career Days</i>	3
<i>Contact & Social Media Information</i>	4
<i>Your Social Media Image</i>	4

Know the Product and Know Your Customer

Know the product and know your customer...this is Business 101, right? This same philosophy applies to interviewing for a job. When selling a product, the salesperson knows the features and strengths of the product and how to communicate the ways that it best meets the customers' needs. When interviewing, apply the same strategy—know your strengths (the product) and how to communicate the ways that they best meet the employers' needs.

Now that you know the product, consider the other half of the equation: the "customer," or in the context of interviewing, your potential employer. Often, people don't bother to research the employer before the interview, resulting in a lost job opportunity. Knowing the organization's products or services, financial data, strengths, locations and facilities, industry outlook and major successes shows interviewers that you are motivated and have a genuine interest in their company.

Never walk into an interview without knowing your potential employer; do your homework. Just as a successful salesperson knows their customer's needs and can quickly relate their product to them, you as an interviewee must be able to relate your strengths to the employer's needs.

So remember, if you know the product and you know the customer, you should be successful in the interview. For assistance with interview preparation, attend a seminar hosted by the Career Services Office. ♦

Announcing the Newest Addition to Career Services:

INTERVIEW **STREAM**®

NEW for Fall 2012! Career Services now offers online interview practice for VSU students and alumni through InterviewStream:

- Tailor your interview questions to specific careers
- Record your answers with a webcam
- Review your responses on your computer
- Get feedback from a career counselor at Career Services

...All without getting off your couch! Contact the Career Services office for registration instructions and additional info. ♦

Traits of Fame

Ray McKinnon '81 – Theatre major
Debra Fordham '91 – Theatre major

Kip Moore '03 – Physical Education major
Tiffany Young '04 – Marketing major

What do these individuals have in common? They are all VSU alum and the epitome of Blazer success.

McKinnon is a successful actor, screenwriter, and director (*The Blind Side; O Brother, Where Art Thou?; Designing Women; The Accountant; Sons of Anarchy*). Fordham went from selling sandwiches in LA to writing scripts for *Scrubs, Murphy Brown, and Army Wives*. Moore was recognized for his performance on the golf course but is now known for his hit song *Somethin' Bout a Truck*. Young worked in pharmaceutical sales then lost her job and home due to an economic downturn. She's made a comeback though as the owner of the Pink Pastry Parlor (Atlanta bakery) and star of the reality TV show *Party at Tiffany's*.

What else do these alums have in common? The Traits of Fame: Drive and Persistence.

Success did not come quickly or easily for any of them. However, they each had a dream and were driven to do almost anything to turn it into a reality – even if it meant sacrificing financial security and relationships or taking on a low paying job just to get their foot in the door. Each was persistent. They did not give up at the first no or when life repeatedly knocked them down. They picked themselves up and kept trying. No, dreams don't always become reality but does that mean we shouldn't strive for them out of fear that we won't be successful? Would you rather look back and know you gave it your all or would you rather always wonder "What if...?" *The real failure is in not trying.* ♦

Major Indecision?

What a great country we live in! A country symbolized by freedom of choice; a country characterized by a wealth of opportunity. We are lucky to live in a country where education and experience are valued, and where we as students have the freedom to choose what we learn. Why, then, do we time-and-again, one student after another (year after year!) put off making educated decisions about which opportunities to pursue? Why is it so hard to stare in the mirror and ask ourselves to come up with an answer to the question "What do I want to be when I grow up?"

Here's a random fact: the National Career Development Association (NCDA) provides career counselors with training and resources to assist students with answering that very question, and they've been doing it for 100 years! That's approximately four generations of college students that career counselors have helped with career choices. And yet, students still go through one, two, or all of their college years without ever visiting their Career Services office.

Consider that about 85% of an entering freshman class will graduate late—as in after five, six, or more years of school—due to not making a decision about major choice or constantly changing majors. Do we really want to waste our time and money because we chose not to seek help from the Career Services office during our critical, prime-time decision-making period (a.k.a. freshman year)?

Not to mention, staying connected with Career Services during college has its perks. If we need help choosing majors that fit with our interests, values, and skills, Career Services can assist us with making that decision. They also help with building resumes, preparing for job interviews, and finding part- or full-time employment. Plus, they plan numerous career and networking events each year (hello, career fair!).

So, let's all exercise our freedom of choice! Choose to visit the Career Services office early for guidance on finding a major, setting short and long-term career goals, and establishing a plan for academic and career success. ♦

Resume Walk-in Service Continues!

Following a successful inaugural year, the Career Services staff is excited to continue the resume walk-in service for VSU students. Students can bring their resumes by the Career Services office and get some quick feedback on their resume drafts. For help drafting a resume, please see our Sections of a Resume packet available in our office or through our Web site. To take advantage of this service, come by the office during the following days and times:

Tuesdays
10:30 a.m. - 12:30 p.m.

Wednesdays
9:00 - 11:00 a.m.

Thursdays
3:00 - 5:00 p.m.

Please note: Walk-in services will be unavailable on Career Days.

**The only place success comes before work
is in the dictionary. ~Vince Lombardi**



Spring 2013 Career Development Seminars

Each semester the Career Services staff presents career development seminars to meet a variety of needs. Below are this semester's offered seminars. Detailed descriptions of each seminar are available on our Web site.

Attending Graduate School

Intro to InterviewStream

Dining Etiquette

Job Search: The Whole Story

Successful Interviewing

For dates/times and registration information visit our Web site or contact the office at 333-5942. Each seminar will last approximately one hour.

Upcoming Career Fairs: Employers from a variety of corporate and government industries attend the Career Expos to discuss employment opportunities for students and alumni. Likewise, school districts and other educational institutions attend the Education Career Day to recruit teachers and education professionals. Do not miss these opportunities for employers to come to YOU! Arrive early, dress professionally, and bring extra copies of your resume.

Spring Career Expo

Tuesday, March 26, 2013

10 a.m.-2 p.m.

University Center, Magnolia Room

Education Career Day

Thursday, February 28, 2013

10 a.m.-2 p.m.

University Center, Magnolia Room

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Like Us on Facebook!

Search: Valdosta State University
Career Services

Your Social Media Image

Whew! It's been a busy summer for Career Services on the World Wide Web. For starters, we are excited to have joined the Twitter-sphere (follow us for info on job opportunities and career events). But, we were floored to see the number of students who "like" us on Facebook grow by 25% from June to July!

Currently we're putting together a plethora of career-related information to share with you throughout the semester on Facebook and Twitter, and with that in mind we thought it would be good to share some tips on protecting your social media image.

- This still happens, so we still have to say it: **don't post pictures or videos of yourself doing anything inappropriate or illegal.** It's a safe bet a potential employer won't appreciate that picture of you on Spring Break in Panama City. You may even want to go back and "scrub" your social media history clean of anything suspect from years past.
- **Don't close the door in your own face.** If you tweet, "Bummer! Just BOMBED my midterms," or "Skipping class to go to the beach, who's with me?" an employer will doubt hiring you from the get-go. Keep it professional and keep it positive.
- **Do protect your social media image,** because no one else will. It isn't impolite to "untag" yourself from your friend's status update about "drinking happy hour margaritas like there's no tomorrow." Your friend doesn't get to determine what your profile says about you.

Don't forget to follow us on Twitter and like us on Facebook! We look forward to seeing you online and on campus. ♦