career chatter

Spring 2011 Issue

Director's Welcome

Welcome to the Spring Edition of Career Chatter. This semester is flying by pretty quickly. I hope that you are taking advantage of the numerous programs and offerings of The Career Center.

As many of you already know, Loyola hosted the Maryland Career Consortium's Career Fair last month. This fair, which is one of the largest in this region, broke the record books by having the largest number of employers and candidates ever in attendance. Upon looking at the list of attending employers, you will see that this fair offered a variety of employment and internship opportunities. If you missed the fair, visit our website www.loyola.edu/ thecareercenter/ and you can still access the list of employers.

Keep in mind that The Career Center wants to help you gain the "competitive edge". We will continue to offer various programs that will give you the opportunity to network/connect with employers and get valuable information Best of luck to you, when applying to graduate/professional school. The "Mark Your Calendar" section of this newsletter will give you an idea of some of the upcoming events of note.

In addition, it is important to frequently check our website www.loyola.edu/thecareercenter, Hounds4Hire http:// loyola.experience.com, NewsHound, or our Center for updates and to check out additional career events.

Hopefully by now, you have picked up the Career Action Plan for your class year to be sure you are on track. If not, stop by as soon as possible so you can get started! Whether you are searching for an internship or a job or planning to attend graduate/professional school after Loyola, The Career Center staff is available to help you succeed. So don't delay - stop by the Center to register for workshops and to schedule a meeting with a career advisor to talk about your career plans. We look forward to working with you in meeting your personal and professional goals. If you have any questions or concerns, please contact us at (410) 617-2232 or thecareercenter@loyola.edu

Dr. CreSaundra Sills, Director

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Mark Your Calendar

*** Walk-In Resume Critique every Wednesday from 2-4pm ***

*Ask the Princeton Review, Monday, March 29th, 6:00pm - 7:30pm, Register at PrincetonReview.com/events

*Interviewing for Success, Part I, Tuesday, March 29th, 3:05pm and Wednesday, April 13th, 1:00pm

*Interviewing for Success, Part II, Monday, April 4th, 3:00pm and Wednesday, April 13th, 6:00pm

*Special Walk-in Days, Monday, April 11th, 10:00am - 4:00pm

*Farewell to Seniors, Thursday, April 28th, 9:00am - until doughnuts run out!

*Internship Challenge, Need a summer internship? Find out more by emailing InternshipChallenge@loyola.edu

*On-Campus Recruitment Program, See Hounds4Hire for interview and employer presentations schedule.



The Career Center Online









Hounds4Hire ♦ Twitter ♦ LinkedIn ♦ Facebook

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Meet Your Student Workers

What Have you Learned from The Career Center?

CAITLIN SPRATT

- ◆ Class of 2011: Marketing
- "The importance of branding yourself, networking, and effectively writing cover letters and resumes."



PATRICIA ALON

- ♦ Class of 2013: Communication
- "I have received a lot of help searching for internships and have learned the importance of networking with employers and other people."



STEPHANIE SADAPHAL

- Class of 2011: Speech-Language Pathology
- "I learned how to write a professional resume and personal statement.
 Also, I gained insight into the graduate school application process by meeting with career counselors."



KATIE MAFFETONE

- ♦ Class of 2013: Speech Language Pathology/Audiology
- "How to build a strong skill set to obtain that dream job, how to find the right graduate school, and valuable insight into the professional world."



CAROLINE CURRAN

- ♦ Class of 2013: Speech-Language Pathology
- "I have learned how to create a professional resume and that there are so many resources (workshops, practice interviews, resume critiques) to take advantage of right here on campus that will help in preparing for life after graduation."



MATT COMO

- ♦ Class of 2011: Business
- "The Career Center (TCC) has taught me everything I need to know to be successful in the world! TCC is an invaluable resource to Loyola students."



Succeeding in Your Internship

By: Jennifer Rowley, Internship Coordinator

You've heard the old cliche, "you only get out of it what you put into it." This is a very true statement. The following is designed to provide you with meaningful and practical tips and strategies that will assist you in making the most of your internship experience.

Before You Start

- Contact your supervisor to confirm the start date and hours you are scheduled to work, and where you should report on your first day.
- · Ask for directions, if necessary, and where to park.
- Confirm the office dress code, and if you will need identification for security purposes.

First Two Weeks on the Job

- Be responsible. Arrive a few minutes before your scheduled time.
- Observe your new environment. Make mental notes on the office culture in terms of how people address each other, how they dress, the interactions between co-workers, and between supervisors and employees.
- <u>Discuss details.</u> Meet with your supervisor to confirm when your workday begins and ends, lunch break, and the number of workdays per week, etc. If applicable, discuss any pre-planned dates that require you to take time off. It is suggested to keep these requests to a minimum.
- <u>Define or clarify job expectations</u>. Meet with your supervisor to review your job description or what type of projects and responsibilities you will undertake and his/her general expectations of you during this experience. You should also discuss what you hope to learn and how you will be evaluated.

Top Six Strategies to Getting the Most out of Your Experience

- <u>Be professional</u>. Arrive at work on time and resist the temptation to leave early. Respect the dress code.
- Attitude! Interns are highly valued when they are upbeat, enthusiastic, courteous, flexible, willing to pitch in, and learn new things.
- Immerse yourself. Learn as much as you can about the industry or organization you are working for. Read training manuals, contracts, letters, memos, press releases, etc; try to interact with people in different departments.
- Always do your best work. During those occasions when you are asked to do clerical or repetitive tasks, do so without complaining. Keep in mind supervisors need to know you are capable of small things before they can trust you with more important tasks.
- <u>Take initiative!</u> Seek out opportunities to learn. Volunteer to help with
 a project that interests you. Ask questions and take advantage of
 opportunities to sit in on meetings. Look for a mentor who is willing to
 provide you with guidance. If you are not finding enough guidance or
 direction, discuss concerns with your supervisor.
- <u>Network! Network! Network!</u> You are in a prime position to meet a variety of people at all levels and learn about their experiences and career paths. Take advantage of this!



Job Shadowing Article

By: Patricia Alon, '13

This past November I was able to participate in the Career Center's Job Shadowing Program as a part of National Career Development Month. I had the opportunity to shadow Samantha Hall, the Assistant Director of Communications at the Archdiocese of Baltimore. Studying communication and marketing, I knew this was a good fit for me. I had little knowledge about the Archdiocese, so going into this experience was definitely something new to me, but as usual I was excited to dive into this new experience.

The Archdiocese deals with the catholic school system in the Baltimore County area. With having previous experience interning at an upbeat marketing and advertising agency, this was a definitely a change of pace for me. My day began with lunch with Ms. Hall and learning more about her experience in the field of Marketing and Communication and her job at the Archdiocese. She had just started her job at the Archdiocese and like me, had worked at a large marketing agency. This made me feel more comfortable because I knew we were able to relate to similar things more easily. The Archdiocese's Communication department is constantly trying to find tactics to promote the quality of their schools' education to the families in the Baltimore County area. Ms. Hall had me read articles regarding the uses of social media in the promotion of Catholic schools. After reading this I had to give my feedback on this particular issue. The day ended with a meeting at St. Thomas Aquinas elementary school. Ms. Hall and I met with the principal and teachers of the school to discuss different tactics and ways to attract new members of the community to join the school. We thought of different ideas such as sending mailings home and promotion during Catholic Schools week as well. The meeting seemed to be very successful and the members of St. Thomas Aquinas seemed to be very satisfied with our ideas and goals.

Before I knew it, my day with Ms. Hall was over. After spending the day with her, I saw how passionate she was about her work and I realized I wanted to be just as passionate with my future career, so it definitely gave me the motivation to work harder in school. I was able to gain more knowledge about this field of work. I was also able to learn about the different types of work in the field of communication and marketing. I left my comfort zone and learned about different areas. Most importantly, I was able to network and make connections at the Archdiocese, which is very important especially in a competitive field such as communication. From this experience, I not only left with the chance to learn but was also offered an intern position for this semester as well. I am very grateful for the resources such as this The Career Center offers.



Brand New On-line Resources





(Click on the box above to access videos)

CareerSpots offers short, informative, engaging job search videos with expert career advice from leading employers and career services professionals.

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Taking a Bite out of the Big Apple!



By: Christopher Coyle '90

My name is Chris Coyle and I am the CEO of Mediasight, a software company that specializes in digital signage (cell phones to outdoor billboards), and the President of the NYC Chapter of the Loyola Alumni Association. I graduated from Loyola College in 1990 with a B.A. in Political Science and MBA in

Marketing in 1993.

During my undergraduate studies at Loyola, I worked for S.B. Woo, Lt. Governor of DE, Sam Beard, a US Senate Candidate from DE, and very briefly on the Vice President of the United States of America, Joe Biden's, first Presidential Campaign. My career was focused on something I truly loved. In 1988, before many of you were even born, my life drastically changed course and I began to pursue a career in the music industry. Talk about two completely different industries!

From 1988 until 1993, I worked in concert promotion at Loyola, Hammerjack's, the Baltimore Arena, the Capitol Centre and the Patriot Centre at James Madison University. What an amazing experience!

After graduating from my MBA program, I moved to New Jersey in 1994 to work at D.A. Music doing national sales and marketing. In 1997, I moved back to NYC and lived in Soho with my wife Elizabeth. I worked at two additional record labels before being recruited to work for one of the first online music companies. I helped take MCY public on Nasdaq in 1999. I eventually moved into music television, started my own consulting company-Emerald Isle Entertainment and was recruited again in early 2005 to go work in the wireless industry. I helped take Mobile Streams public on the AIM in London in early 2006. In 2007, I left Mobile Streams to take over business and corporate development at Muze. After Muze, I started a search engine company prominent people called Kevo and was just appointed CEO of Mediasight by Nova Capital, a Private Equity firm, on February 7th.

I mention the last 20 years of my life, because many of you will be graduating in May and heading out on your own journey. My career has gone from politics to music to new media to venture capital/private equity, from sales and marketing to content acquisition to business and corporate development to running companies. Along the way, my career has taken many interesting, unexpected and unplanned turns and I certainly hit my fair share of road blocks, disappointments and failures along the way. These challenges that we all face in life, became my biggest motivation to succeed and I was fortunate enough to convert them into my biggest opportunities. Being positive, patient and doggedly persistent have been my biggest assets.

Whether you are planning on moving to NYC after graduation or planning a career as a military or police officer, teacher or nurse, professor or priest, accountant or CEO, here are some suggestions for your career before and after you graduate from Loyola University Maryland.

Before Graduation

- Preparing for your career starts on your 1st day at Loyola. Enjoy learning and absorb everything you can from friends and professors. What you think you want to do when you enter Loyola may change by graduation.
- Speak with your professors about your career interests and visit The Career Center as soon as you get to the Evergreen Campus and then visit it as often as you can!
- Network with your friends, classmates and professors. You never know where this might lead.
- Internships in your selected field of interest are mandatory—not optional.
 Real practical experience is invaluable and without it, your employability is at risk.

- Network with your friends, your neighbors, fellow parishioners, friends of parents, fellow alumni, Loyola Board of Advisors and Directors.
- When interviewing, research the company and the person who is going to be interviewing you. Be prepared for your interviews and be passionate!
- Find out where the company has a need or a weakness and solve that problem or create a position for yourself to solve that issue.
- Focus on finding a job that you will love and forget about the 99% of companies who either don't respond to your application or hire you.

After Graduation/Getting a Job

- Work harder than any of your colleagues. Arrive early and stay late.
- Pay your dues and learn everything you can about your job, company and industry. Finding a mentor is extremely valuable for your career.
- You are going to face disappointments, failures and even an unstable boss in your career-everyone does. All that matters is how you handle it and how you get back up!
 - Your experience at Loyola has prepared you well for the next chapter in your life. Your Jesuit education is comparable to Georgetown and Harvard.

 Success is about 10% of what you know and 90% of who you know and what you do with those opportunities.
 You need to be prepared to take advantage of those situations. You never know when they are going to come again.

> The Loyola Alumni Association and its regional chapters (especially NYC) are here for every graduate of the University. Utilize this valuable asset.

Moving to NYC or the Surrounding Area

Whether you want to work for Goldman Sachs, CBS Television or Universal Music, realize it is extremely competitive. You are competing against the best and the brightest from the US and around the world who are looking to leave their mark on Wall Street or Madison Avenue.

 Living and working in NYC is extremely expensive. If possible, live at home until you can get established or consider moving to one of the boroughs with one of your friends or colleagues.

- Make it a priority to network with people who live in your building, belong to your gym or shop at the same neighborhood grocery store as you. In a city with 8M residents, you never know who you will run into.
- · And if you can make it here, you can make it anywhere!

Whether you graduated 10 years ago or about to do so in May or not until May 2014, whether you studied education, philosophy or political science at Loyola, and whether you plan to be a teacher, stock broker or scientist, every one of you will be **Selling!** You will selling yourself for your 1st interview and job, your next promotion, your company's product/services, your department's value to another division, an outside client and your future wife or husband. Embrace selling and the ROI (Return on Investment) from your investment into your education at Loyola University Maryland will pay dividends. Good luck and God speed!

Seniors Stay Connected to Loyola & The Career Center after graduation by logging onto The Online Community. For a preview click the link below:



Features:

Alumni Services ♦ Regional Programs ♦ Associations & Groups

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Resources for Finding a Job in New York City

Print Resources in the Career Resource Library:

- Big Career in the Big City: Land a job and get a life in New York By: Vicki Salemi
- New York Government Jobs By: Partnership for Community
- Newcomer's Handbook for moving to and living in New York City By: FirstBooks
- The Metropolitan New York Job Bank By: Adams Media
- Relocating to New York City and Surrounding Areas By: Ellen Shapiro



Career Fairs in New York City:

- National Career Fairs: nationalcareerfairs.com
- NY Job Source: nyjobsource.com/nycareerfairs.html
- NYCHires: nyc.localhires.com/job_fairs
- NACE: jobweb.com
- Diversity Expo: diversityexpo.com
- Fashion Career Expo: fashioncareerexpo.com
- NAACP Diversity Fair: psijobfair.com
- TechExpo Career Fairs: techexpousa.com

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Do Not Underestimate the Power of Networking

By Mary DeManss, Recruitment Specialist

Do not underestimate the power of networking. Most available job openings do not make it to the web because these opportunities are filled through "word of mouth" or making connections. Most job seekers do not find employment by sitting back and waiting for that dream job to be delivered to your desktop. You need to make some noise and let people around you know you are available during the summer or will be graduating in a few months and looking for employment.

Take the time to meet with a Career Advisor to discuss your career goals, to make sure that your resume is pristine and your interviewing skills are stellar. Don't be shy about talking to former employers, professors, alumni, neighbors, relatives or even the person who is on the elliptical next to you at the gym about yourself. Have your "30 second commercial" ready at all times and tell them about your educational background, the skills that you developed and your interest in securing employment. Find out who they know or any advice they might be able to give you.

Never leave a conversation without getting a business card or a name of another person or two to contact. Expand your network by actively participating in career fairs,



"Expand your network"

corporate presentations, on-campus interviews, and attending professional meetings/events. Successful networking requires that you build relationships with professionals so that they automatically think of you when they hear about a potential job opening. Join the Alumni Association before you graduate so that you can start networking with graduates regarding your short and long-term career goals.

HOURS OF OPERATION:

Monday-Thursday: 8:30-8:00pm

Friday: 8:30am-5:00pm

Summer/Breaks Monday-Friday: 8:30am-5:00pm



7,800

LU students and graduates are receiving the weekly jobs list.

Are You?

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