

February 9, 2015

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#### OFFICE HOURS

Monday - Friday  
8:30AM – 5:00PM

#### WALK-IN HOURS

Monday - Friday  
3:00PM – 5:00PM

#### FOLLOW US ON...



#### GET LINKEDIN

With over 4,000 profiles registered in the Rollins Alumni group, LinkedIn is regarded as a powerful Rollins professional network tool. This group is

## UPCOMING IN CAREER & LIFE PLANNING

### Where Your Work Matters: Jumping into Post-Graduate Service Programs

**Tuesday, February 10, 12 – 1:30 p.m.**

*Galloway Room, Mills Memorial Hall, Rollins College*

Wondering what comes next after graduation?

Want to do work that makes a difference?

Whether you are a first-year student or completing a graduate program, it is never too early (or late) to learn about the various service opportunities available after graduation. Join Career & Life Planning and JUMP as they host a panel discussion with representatives from AmeriCorps, Catholic Volunteers in Florida, City Year, Peace Corps and Public Allies. Refreshments will be provided.

### Work It Wednesday: Work on Purpose

**Wednesday, February 11, 4 – 5 p.m.**

*Bieberbach-Reed, Cornell Campus Center, Rollins College*

Work on Purpose: Find your passion! Go beyond a job, find meaning in your life! Explore exciting career paths where your Head + Heart = Hustle!

### Gannon Graduate Health Science Programs Information Table

**Thursday, February 12, 11 a.m. – 2 p.m.**

*Cornell Campus Center (inside), Rollins College*

Gannon University – Florida Campus is a newly established branch campus located near the central gulf region of the state in Ruskin, Florida. The university will be offering various Graduate Health Science programs, with a main focus on our Occupational Therapy Doctorate program. The OTD program is an entry-level doctorate that is well matched for undergraduate students majoring in Biology, Pre-Med/Health, and Psychology.

### Bloomingdale's Information Session

**Friday, February 13, 11 a.m. – 1 p.m.**

*Bieberbach-Reed, Cornell Campus Center, Rollins College*

The Bloomingdale's Executive Development Program (EDP) is your first step in developing your leadership skills to successfully manage multi-million

open to both students and alumni. [Join the group!](#)

dollar businesses. Our developmental curriculum provides the skills and confidence needed for you to lead a team of professionals in our stores. As an EDP, you will serve as a leader to cultivate a team that is intuitively responsive to the needs of our upscale clientele. You will learn how the store team works to maximize sales opportunity by leveraging our core values (People, Service and Loyalty). After the successful completion you will be promoted to lead and inspire our store professionals to achieve business results.

### **Camp Merrie-Woode Information Table**

**Tuesday, February 17, 11 a.m. – 1 p.m.**

*Bieberbach-Reed, Cornell Campus Center, Rollins College*

Camp Merrie-Woode is a traditional, girls' summer camp in the mountains of North Carolina. We are looking for summer camp counselors who have a passion for working with kids and being part of a team. We are particularly interested in summer camp counselors who have experience and interest in music instruction and technical theatre, as we have a number of key positions available in these areas.

### **Making To Think with Aithan Shapira**

**Friday, February 20, 7 p.m.**

[RSVP](#) by Tuesday, February 17

*SunTrust Auditorium, Rollins College*

Rethink the role of art-making and arts education beyond aesthetics and rather as an in-depth practice in the skillset essential for navigating our growing global culture of rapid change and uncertainty—practice in active observation, agility, failing fast, confidence in uncertainty, and effective risk-taking. This unique approach to leading change dissects the practice of making. Unpack how artists like Jackson Pollock or David Hockney evolved into the giants we recognize through the challenging perception, resourcefulness, thinking differently, and testing the ability to change. Leave looking at art, leadership, the world, and yourself a little differently.

## **WORKSHOP SERIES**

**Check out our upcoming sessions to get excellent resume writing and internship search tips from staff members in the Center for Career & Life Planning. You do not have to sign-up, just plan to attend a session that works for you!**

### **Resume & Linked In: Build Your Personal Brand**

*Center for Career & Life Planning, 170 W. Fairbanks Building, 1<sup>st</sup> Floor*

**Tuesday, February 10, 2 – 3 p.m.**

Thursday, February 19, 12:30 – 1:30 p.m.

Monday, February 23, 1 – 2 p.m.

Thursday, February 26, 12 p.m. – 2 p.m.

### **Internships: Gain Experience to Get Ahead**

*Center for Career & Life Planning, 170 W. Fairbanks Building, 1<sup>st</sup> Floor*

Monday, February 9, 12:30 – 1:30 p.m.

Wednesday, February 25, 12:30 – 1:30 p.m.

Thursday, March 19, 12:30 – 1:30 p.m.

### **Job Search: Achieve Success After Rollins**

*Center for Career & Life Planning, 170 W. Fairbanks Building, 1<sup>st</sup> Floor*

Monday, February 16, 4 – 5 p.m.

Thursday, March 12, 3 – 4 p.m.

View the [Career & Life Planning Calendar](#) for further details about upcoming workshops and events.

## **R-CAREER BLOG**



### **5 Personal Branding Tools for College Students**

*Submitted by Mackenzie Thomas, Marketing Assistant of the Center for Career & Life Planning*

Your personal brand is established and nurtured by you, whether online or offline. Start by reflecting on what is most important to you and your future. Be able to effectively share your passions, specialties and values in various ways. Don't make the mistake of thinking it's all happening online. Once you start networking or get that interview, your handshake and elevator pitch also have an impact on how people perceive you. Here are 5 tools to help you establish your personal brand:

#### **5 PERSONAL BRANDING TOOLS FOR COLLEGE STUDENTS**

##### **Create a powerful online presence.**

Young people can overcome a negative perception about their age and experience with effective use of websites and social media. Bune Tomlinson, a sophomore at Oklahoma City Community College and a freelance filmmaker, developed his keen interest in film and video production from an early age. Besides participating in film festivals and competitions, he began working as an intern in high school while starting his own freelance business. Bune developed his own website (bune.tv)

which demonstrates his capabilities and film projects. On LinkedIn, Bunee chose “Freelance Filmmaker” as his title instead of “student”. With the website and [LinkedIn profile](#), Bunee’s personal brand projects energy, confidence and creativity but not his young age.

Trudy Steinfeld, Assistant Vice President and Executive Director of Career Services at New York University, says “It often makes sense for a student to create a social resume. Many NYU students have their own website that is linked to their social media sites. Your personal website says who you are in a very interesting way. It might include video, photos and examples of other types of projects or work. Make sure it’s professional. Your social resume should contain relevant keywords. Also, link it to all your other social sites that are professional. If you have personal information make sure to use the privacy settings for each site.”

#### **Create a customized infographic.**

Infographics are extremely popular so why not use one for your resume? Joseph Catrino, Assistant Dean of Career Services at Quinnipiac University, says “Infographic resumes can be highly effective. Pull out five things from the job description that match your talents and make an infographic. Depending on the industry, this can be very impressive for a student to submit to a hiring manager. They will probably still need a traditional resume for HR or recruiting staff.”

#### **Be memorable with Business cards.**

Business cards are an important tool for college students. It’s a great way to support your [networking](#) activity and become memorable...[Read more.](#)

**Blog Post:** Long, Sandra. [Internet]. January 2015. 5 Personal Branding Tools for College Schools. Available from <http://www.blogging4jobs.com/job-search/5-personal-branding-tools-for-college-students/#80lhm23PyL3L4QOr.97>

*More articles like this on [R-CareerBlog](#)*

## **SOCIAL MEDIA TIPS**

### **How to Effectively Use Twitter as a Job Search Resource**

Posted on [Mashable](#) by Elisha Hartwig

### **How to Find a Job Using Twitter**

The live chat started with a general inquiry into how to use the Twitter platform for job searching. Most responses touched on being an engaging member of the industry in which you want to work, and contributing content to build a social following. NPR's Schmidt talked about Twitter as a job search resource during an interview with *Mashable*: "Through Twitter you can learn from your peers in whatever discipline you're in, or use it as a platform to share content so you can build awareness of you as a professional, and ultimately position yourself as a thought leader in a particular expertise. Because it is an open network, it affords the opportunity to do that in a very public way."

The following are some of the other themes that came up during the live chat.

- Follow the industry you are interested in, and participate in communities you care about.
- Don't just retweet what others are saying; create meaningful content that people care about. Be a thought leader.
- Use Twitter as a jumping-off point to your more detailed online profiles — a personal blog or LinkedIn profile, for example.
- Many companies have job-related Twitter handles. Following those is a great way to keep tabs on job openings, rather than searching the company's website.
- Build your network before you need it; engage with people who do what you want to do.
- Don't be overly professional. Twitter is a great way to showcase your personality and talk to people about your interests.

### **Benefits of Twitter Over Other Social Networks**

Twitter isn't the first social network someone typically thinks about when applying for a job, but it does have some unique advantages over other social platforms. The lack of barriers to connect with thought leaders was one of the most-mentioned advantages during the live chat.

- Twitter's openness makes it a useful platform for showcasing your talents, personality, style, and interests. Recruiters can get an idea of who you are, and if you would be a good fit at their company. It's not just transparency of candidates, but companies as well.
- It is great for connecting meaningfully with people and companies you don't already know, which is much more difficult to do on platforms such as Facebook and LinkedIn. You can develop a rapport with people you may not have access to in real life.

- It's easier and more convenient for a recruiter to reply to your tweet than to pick up the phone. Twitter facilitates quicker responses...[Read more.](#)

Blog from: Hartwig, Elisha. Mashable. [Internet]. How to Effectively Use Twitter as a Job Resource. Available from: <http://mashable.com/2013/02/09/twitter-job-search/>

## CAREER RESOURCE HIGHLIGHT

### Email Scams Offering Job Opportunities

**A Student Resource provided by the Center for Career & Life Planning**

Have you encountered emails from sources offering jobs? Have you wondered if these were legitimate job opportunities? Recently, several Rollins students have contacted the career center concerned about emails they received through their Rollins student email address that offered job opportunities but turned out to actually be scams. We want to help educate you on resources/tips that can help you to avoid these scams. Check out [this handout](#) to receive more information on how to avoid these scams.

## UPCOMING EVENTS & DEADLINES

### Rollins Summer Camp & Conferences

**Now accepting applications**

**Applications due by Friday, February 27**

Rollins Summer Camp & Conferences is pleased to announce we have opened the hiring process for summer 2015! All of our summer staff positions are posted on the Rollins jobs website at the following link: [Rollins Staff Jobs](#). We will be hiring the following positions for this summer: Summer Day Camp Counselors, Specialty Counselors (including Swimming, Sailing & Canoeing, and Tennis Counselors), Summer Day Camp Instructors, and Summer Event Coordinators. If you know of someone who would be interested in one of these positions please have them apply online and list your name, position, and department on their application as a reference. Interviewing for summer staff will begin in March.

### U.S. Department of State Student Internship Program

**Now accepting applications, Deadline is March 2, 2015**

This program offers U.S. citizen undergraduate and graduate students the opportunity to participate in 10-week, unpaid internships that provide intensive educational and professional experience within the environment of America's principle foreign affairs agency. The unpaid internships are available at many of the over 270 U.S. embassies, consulates and missions to international organizations around the world, as well as at the Department

of State in Washington, D.C. and other locations throughout the U.S. Participants gain first-hand, hands-on experience, and learn the realities of working in – and with – Foreign and Civil Service professionals who are at the forefront of America’s diplomatic efforts. As an unpaid intern, you may have the opportunity to:

1. Participate in meetings with senior level U.S. government or foreign government officials;
2. Draft, edit, or contribute to cables, reports, communications, talking points, or other materials used by policy makers in furthering U.S. foreign policy objectives;
3. Help organize and support events, including international and/or multi-lateral meetings and conferences on critical global issues;
4. Contribute to the management and administration of the Department of State and America’s foreign policy; and
5. Engage directly with U.S. or foreign audiences to promote U.S. foreign policy and improve understanding of U.S. culture and society.

So consider spending your Fall 2015 with the U.S. Department of State, witnessing and participating in the formulation and implementation of U.S. foreign policy, working closely with the U.S. diplomats and civil servants who carry out America’s foreign policy initiatives. You’ll not only have an experience of a lifetime, you may even earn educational credit.\*

### **National AmeriCorps Program Public Allies Central Florida**

**Now accepting applications**

**Application Deadline is June 15, 2015**

National AmeriCorps Program Public Allies Central Florida is accepting applications. This is a full-time, paid apprenticeship at a nonprofit organization, where young adults:

- Create, improve and expand services that benefit children and youth
- Promote economic development, improve education and address other local needs by working at local nonprofit organizations
- Leadership Development: training opportunities to observe, interact, and learn from civic leaders across Central Florida.

Benefits include earning a \$1,500 monthly stipend, upon graduation, receiving a \$5,550 education award that also applies to some student loans, and Healthcare & Childcare. To learn more about this opportunity and to apply [click here](#).

### **The Earth Institute Columbia University and Columbia School of International and Public Affairs (SIPA)**

**Now accepting applications**

The Earth Institute and the School of International and Public Affairs are now accepting applications for a Master of Public Administration (MPA) program in Environmental Science and Policy at Columbia University. The application deadlines for the one-year MPA in Environmental Science and Policy program are approaching: **January 15** (fellowships consideration) and **February 15** (final deadline). All applicants who apply by January 15, 2015 will be eligible for the Dean's Fellowship – a full-tuition grant and internship – as well as for numerous partial fellowships. Our program stands apart in its one-year structure, which makes for an intensive learning experience that saves students both time and money, and allows graduates to re-enter the workforce better prepared to meet the increasing demands on leaders. In [this video](#), a few of our 700 alumni speak about the program's transformative power on their sustainability careers. For any questions please contact Sarah Tweedie at [st2745@columbia.edu](mailto:st2745@columbia.edu).

### **Summer 2015 LIVE. LEARN. INTERN Program**

#### **Now accepting applications**

DCInternships.org is now accepting applications for our Summer 2015 LIVE. LEARN. INTERN. Programs in Washington, DC. Each program includes academic credit, a guaranteed internship placement and fully furnished housing in the heart of Washington, DC. Get more information on this program, and apply at: <http://www.dcinternships.org/live-learn-intern/>

***New events are always being posted! Visit the Career & Life Planning Calendar for a complete schedule of workshops, networking events, and recruiting sessions being offered during Spring 2015.***