SAVE THE DATE!

Rollins Career & Internship Expo 2015
Thursday, March 26, 2014 ~ 12:00pm - 3:00pm
Alfond Sports Center

Rollins career centers invite all current students and alumni to attend the annual Career & Internship Expo on Thursday, March 26th in the Alfond Sports Center. This event consists of approximately 60 organizations offering full-time positions, internships and part-time employment. Each organization will have representatives available to discuss opportunities. Please review the growing list of attending employers via the Rollins Career & Internship Expo 2015 page on the CLP website.

Rollins Career & Internship Expo is NOT just for Rollins seniors and alumni, but for all first-year students, sophomores, juniors and graduate students too! It is an opportunity to network with employers, learn more about different career fields, and possibly take an important step toward getting a job or an internship. Expo also provides a chance for students to research different companies they may want to work with someday.

Review the Rollins Career & Internship Expo 2015 highlights and details below:

- Dress in professional attire and bring 10 or more copies of your resume.
- Network with over 60 recruiters from diverse organizations and industries offering internships, part-time jobs as well as full-time opportunities. (Access employer list here. Updated daily!)
- Upload your resume to the Rollins Expo Resume Book(s) through R-CareerLink for greater exposure.
- Enter a raffle for the chance to win 2 FREE tickets to Universal Orlando.
regarded as a powerful Rollins professional network tool. This group is open to both students and alumni. Join the group!

- Door Buster Prizes: $10 Panera gift card to first 25 Rollins students and alumni that sign-in.

**Expo Prep Programs you should plan to attend:**
All Expo prep sessions held in 170 W. Fairbanks (unless otherwise noted). For a complete schedule and details of all Expo 2015 Workshops, check the Career Center Calendar.

**Resume & LinkedIn Programs**
- **Thursday, March 12th: 12-2 p.m.** Resume & LinkedIn Blitz (Olin Lawn; Rain Location: Darden Lounge)
- **Friday, March 13th: 1 – 2 p.m.** Resume & LinkedIn: Build Your Personal Brand
- **Tuesday, March 17th: 4 - 5 p.m.** Resume & LinkedIn: Build Your Personal Brand
- **Wednesday, March 25th: 2 – 5 p.m.** Drop-In Resume Critique Bar

**Expo Prep Programs**
- **Thursday, March 12th: 3 – 4 p.m.** Job Search: Achieve Success After Rollins
- **Wednesday, March 18th: 4 – 5 p.m.** #Work It Wednesday: Are you ready for Expo? (Bieberbach-Reed)
- **Thursday, March 19th: 12:30-1:30 p.m.** Internships: Gain Experience to Get Ahead
- **Monday, March 23rd: 11 a.m. – 1 p.m.** "Got Questions" information table (Campus Center)
- **Monday, March 23rd: 1 – 2 p.m.** Internships at Expo Workshop
- **Tuesday, March 24th: 11 a.m. – 1 p.m.** "Got Questions" information table (Campus Center)
- **Tuesday, March 24th: 12:30 - 1:30 p.m.** Insider's Guide to Expo Workshop
- **Wednesday, March 25th: 11 am – 1 p.m.** "Got Questions" information table (Campus Center)

*All Expo Prep workshops are open so no need to pre-register, just pick the date and time that works for you and come join us!

**Expo Perk:**
**Rollins Expo Resume Books**
**Deadline: Thursday, March 26th by 5:00PM**
The Center for Career & Life Planning will compile three different Rollins Expo resume books which will be made available online to every employer attending the Career and Internship Expo. All students and alumni of Rollins are invited to post a resume in one of these online books. Employers attending the expo will be able to search these books to look for candidates to fill internships and part-time jobs, full-time entry level positions, and full-time experienced positions. The deadline for
submitting your resume online for the resume books will be Thursday, March 26, 2015. Any resumes submitted for the resume book by this date will be distributed to employers who attended Career & Internship Expo. To upload your resume, please follow the instructions on the Rollins Career & Internship Expo 2015 page under “Resume Books”.

See the Expo link for further details including what to wear, how to prepare and the updated employer attendee list!

**Careers in Community Organizing for Social Justice**

**Wednesday, March 11, 8:00 p.m.**

*RSVP at [www.thedartcenter.org/march11](http://www.thedartcenter.org/march11)*

The Direct Action & Research Training (DART) Center will be hosting a webinar on Wednesday, March 11 at 8pm EST to discuss careers in community organizing with Agnes Scott students and alumni interested in uniting congregations and working for social, economic and racial justice.

**Senior Night: Alumni Career Network**

**Wednesday, March 18, 6:00–8:00 p.m.**

*Reeves Lodge (6-7pm) and Frank & Steins (7-8pm)*

Join the Alumni Relations and Career & Life Planning teams to learn about Rollins’ Alumni Career Network, how to network with alumni, as well as how to grow your career network. Seniors will gain access to other career resources and tips during the workshop style program in Reeves Lodge as well as connect with alumni during the networking reception at Frank & Steins.

**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, 1st Floor*

- **Thursday, March 12, 12 – 1 p.m.**
- **Friday, March 13, 1-2 p.m.**
- **Tuesday, March 17, 4 – 5 p.m.**

**Internships: Gain Experience to Get Ahead**

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

- **Thursday, March 19, 12:30 – 1:30 p.m.**

**Job Search: Achieve Success After Rollins**
Social Media Marketing: Things to Be Taken Care of by Bruno Errett

Submitted by Julia Larson, Assistant Director of the Center for Career & Life Planning

With growing exposure in the Social Media space, the differentiation between constructive & destructive activities online is getting thinner & weaker. It so happens that you give your full effort towards structuring valuable content for your audience and suddenly discover that the same idea is already available across different platforms.

Attracting audiences towards your material is another challenge ahead.

Social Media Marketing is all about being participative with your audience and lightly tread into an engagement platform without being intrusive. To make your audience hooked on to your content is not an easy task. While it is an art to make your posts interesting and enjoyable to read, there are a few things you should practice to maximize your efforts in Social Media Marketing. The following are some of the most important ones that you should not miss.

Do Not Be Critical

Be gentle while participating in a conversation with your audience. Never criticize participant’s input even if they are the most stupid comments on earth. In this situation, the response should be “Thanks for your valuable comment and let me explain...” Further, try to rephrase what they said or modify it a little and say...
something meaningful. This also has an advantage: If others see that even the worst commenter on earth was rewarded for participating, the more intelligent ones will definitely get encouraged to participate and contribute to the discussion.

**Originality of Content**

Be sure not to post the same content by rephrasing it again and again.

1. Successful writers do not re-write existing articles in different words; rather they provide a whole new perspective to an idea with completely fresh content.
2. Try to maintain originality in your posts.
3. Try to make each and every post valuable to readers.
4. Read a lot. There is no shortcut to learning & mastering the art of writing good content other than consuming a lot of the same. Reading will broaden your horizon and will help you to come up with innovative ideas whenever you start writing something.
5. Interesting content: If your contents are able to generate interest in your readers, you ought to have a constant flow of audience traffic towards your site.

**Do not Spam/Bacon**

Do not ever engage in social spamming. Spamming prepares you to see your Social Media Marketing Campaign die a quick death. Not only you lose your credibility, but all your efforts may not as fruitful. Social spamming isn’t limited to offering irrelevant links on social sites; posting promotional comments (with or without links), Digging or Stumbling posts on popular topics that are in no way related to your site, even sending automated Direct Messages on twitter are considered spammy or spamalicious practices. Avoid automation of your Social Media efforts: Be thoughtful, generous and spend your time wisely in healthy & constructive participation with an audience.

**Review Your Content Before Posting**

Use Spell Checker. As simple as that!

Be sure to read your contents at least once for spellings and once for purpose of writing before posting them to make sure it does not contain any careless mistake.

Errors can make your audience lose trust over your content. On the contrary, you can become a good comedian rather than being taken seriously! A new feature by a popular company providing Social Media Management Tool’s takes care of misfired & reputation staking spelling mistakes. You should also make your content easy to understand. Create short, crisp sentences easy to understand.
If you’re a smart job searcher, you have probably researched everything there is to know about resumes, cover letters, interviews, and all of the other job-searching basics. But you might not be as familiar with the newest member of the job search family: social media. Sure, most people know how to use social media in their personal lives, but it actually has a lot of power to make (or break) your job search. 

Studies have shown that 92% of companies are using social media for hiring—and that three out of four hiring managers will check out a candidate’s social profiles. So how can you tap into the power of social media (and avoid the pitfalls)? We’ve gathered all the tips you need to use every platform out there to your advantage. And if you want to learn even more? Sign up for our five-day email class on landing a job using social media.

General Social Media Job Search Tips

1. Get Everything Squeaky Clean

We hope you know this one already, but we have to mention it. Make sure any public information on your various profile is super clean. This doesn’t just mean profanities and party pics—you should also consider removing articles that are politically divisive or could be considered offensive, posts that are super random, long rants on a certain topic, and the like. SimpleWash is a great tool that can help you search your feeds for things to delete.

2. Don’t Have an Account on Everything
Being “active on social media” doesn’t mean opening an account on every platform possible. Quite the opposite in fact! It’s much better to have a well-crafted, up-to-date account on one or two platforms than to have a bunch of accounts that haven’t been touched in years. Every job seeker should have a LinkedIn account, and a Facebook or Twitter to show that you’re a real person doesn’t hurt. Beyond that, consider what’s really important for your industry. Social media guru Lily Herman walks you through the steps of figuring out what’s important here.

3. Use Your Real Name
It can be tempting to pick a punchy nickname or handle when making your profiles but, as much as possible, use your real name. This both looks more professional and means that people will be able to find your profiles when they search for your name. If you have a common name or often go by a nickname, at least choose a consistent name you’ll use across platforms, and try to have your real name somewhere on each account.

4. Keep Your Image Professional and Consistent
You should have a clear, friendly, recent, and appropriately professional image to use across all platforms. Not sure what “appropriately professional” means? Take a look around at what the people in your industry are wearing (or try out PhotoFeeler), to see how competent, influential, and friendly your photo makes you look.

5. Get Your Personal Branding Down


CAREER RESOURCE HIGHLIGHT

Preparing for Career & Internship Expo
A Student Resource provided by the Center for Career & Life Planning

Do you have a few last minute questions about the Career & Internship Expo? Want to know which employers will be attending? How should you prepare for the Expo? Our counselors will be available to answers and questions and address any concerns you have prior to the upcoming Career & Internships Expo coming up on March 26th. Stop by our table at the campus center and ask one of our career counselors!

UPCOMING EVENTS & DEADLINES

Summer 2015 LIVE. LEARN. INTERN Program
Applications deadline is March 17, 2015
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. Students will earn between 3 and 9 credits and are guaranteed an internship in the fields of public policy, international affairs, journalism, communication, business, or the nonprofit sector. More information on our programs may also be found online at www.DCinternships.org. Over 70% of students receive scholarship awards of the basis of financial need and merit. Get more information on this program, and apply at: http://www.dcinternships.org/live-learn-intern/

Life After Rollins: Reflections from a Rollins Alum
Tuesday, March 17, 12:30 p.m.
Cornell Social Sciences Building, Room 230, Rollins College
Graduation can be both an exciting and daunting time – exciting because of the sense of accomplishment one feels at having earned a much worked for college degree; daunting because the extensive possibilities that lay before you – though exciting – seem endless and challenging to navigate. Dr. Christina (Hoffman) Babbitt, a 2003 International Relations graduate of Rollins College, returns to campus to talk about her time at Rollins and the path she has taken since graduation. From internships in Washington, D.C., to volunteer work in Thailand, and graduate research in Eastern Africa, each experience and challenge has played a unique role in shaping who she is today.

2015 Alumni Achievement Award Recipient Meg Gilbert Crofton ’75
Tuesday, March 17, 5:00 – 6:30 p.m.
Bush Auditorium, Rollins College
2015 Alumni Achievement Award Recipient, Meg Gilbert Crofton ’75, President of Walt Disney Parks and Resorts Operations United States and France invites our students to join her in conversation about “One Leader’s Journey.” Meg has kept journals throughout her 35-year career with Disney and will share valuable insight and key learnings during her talk on Tuesday, March 17 at 5:00pm in the Bush Auditorium.

Green Jobs Expo at UCF
Wednesday, March 18, 9:00 a.m. – 1:00 p.m.
University of Central Florida, Student Union Room 218 ABCD, 12715 Pegasus Drive, Orlando, FL 32816
UCF will be showcasing green companies that are looking to recruit and employ a new generation of energy innovators at an upcoming job expo. The expo will include keynote presentation by Scott Minos, Senior Energy Technology Specialist from the U.S. Department of Energy and a formal introduction by Mr. William F. Merck II, Vice President for Administration and Finance and Chief Financial Officer
for UCF. A Green Jobs Panel will include UCF Sustainability and Energy Management, Florida Solar Energy Center, Orange County Environmental Protection Division, Florida Environmental Protection Agency, U.S. Green Building Council and Pur Energy. There will be a peer-to-peer networking breakout session with other green job sectors as well. Event is RSVP only and you can sign up HERE. Don’t forget your resume and professional dress is suggested.

**Central Intelligence Agency (CIA) Information Session**
**Monday, March 23, 5:00-7:00 p.m.**
**Cornell Campus Center, Bieberbach-Reed, Rollins College**
The CIA is Hiring!
Are you a Rollins College student looking for a career that’s more than just a job? The CIA would like you to consider joining our ranks. As an officer of the CIA, you would use your skills and educational background to protect the national security of the United States. We are looking to hire Rollins students for full time careers and paid internships!

Please consider joining us for an information session, where we plan to discuss our mission, career opportunities, student programs, and the application process. We look forward to meeting you!

**Peace Corp Workshop**
**Tuesday, March 24, 5:00 – 6:30 p.m.**
**Cornell Campus Center, Bieberbach-Reed, Rollins College**
The Right Person for the Right Job. The types of work Volunteers do are ultimately determined by the needs of host countries and the potential of a Volunteer to contribute to these needs and to the Peace Corps mission. There are a wide variety of Volunteer positions to fill. Attend this application workshop to speak with regional recruiter Chad Chernetto learn how your education, work experience, and hobbies will be considered for available programs. Bring your resume to receive personalized recommendations on how you can increase your competitiveness for Peace Corps service. List your questions and concerns to discuss the application process and to learn more about the Peace Corps experience. Our Southeast regional staff of recruiters all of whom served in the Peace Corps themselves can tell you what it’s really like to Volunteer, whether or not you qualify, and how to work through the application process. Peace Corps recruiters are your partners in the journey to becoming a Volunteer.

**The Holt Valuation Challenge**
**Registration deadline is April 12, 2015**
The Spring 2015 HOLT Valuation Challenge is offering you a chance to interview for paid internships and CO-OPs within Credit Suisse HOLT starting from January 2016! The challenge is evaluated entirely on your performance and is open to Bachelor, Master, MBA or PHD students from any university. Differentiate
yourself in a highly competitive job market and land a chance at an internship with one of the biggest names in the financial industry.

Your first step into the exclusive HOLT Community is to join the community on LinkedIn and get an opportunity to improve your finance skills beyond this Challenge. Discover and interact with new companies interested in hiring students with top skills. Register here.

**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.

*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.*