

April 6, 2015

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#### CONTACT US

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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

### Seniors, are you Ready to Launch?

**Thursday, April 9, 5:30 – 8:00 p.m.**

*Dave's Down Under, Cornell Campus Center*

A Conversation for Graduating Seniors

- Stressed out about graduation?
- Wondering where to start?
- Increase your confidence as you approach this next level in your life!

Join us for Pizza, Ted Talks, & Group Discussion!

**RSVP to [amwilliams1@rollins.edu](mailto:amwilliams1@rollins.edu)**

Sponsored by: The Lucy Cross Center for Women and Their Allies & The Center for Career & Life Planning

### Student Employment Appreciation Week

#### Student Employee Coffee Break

- Monday, April 13, 8:30 -10:30 a.m., Darden Lounge, Cornell Campus Center

#### Creativity Break

- Tuesday, April 14, 12:30 – 1:30 p.m., Bieberbach-Reed Room, Cornell Campus Center

#### Professional Image Project

- Wednesday, April 15, 4:00 – 5:00 p.m., Bieberbach-Reed Room, Cornell Campus Center

#### Make Your Strengths Work for You!

- Thursday, April 16, 12:30 – 1:30 p.m., Bieberbach-Reed, Cornell Campus Center

#### Raffle Winner Announcements

- Friday, April 17 by 5:00 p.m.
- 5 - \$5 Starbucks gift cards
- 3 - \$25 Target gift cards
- 2 - \$50 Visa gift cards

### Information Table: [Dillard's Executive Development/Career Program](#)

**Tuesday, April 14, 11a.m. – 1:00p.m.**

*Campus Center, Bieberbach-Reed side*

Currently, Dillard's is recruiting for two programs:

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

1. The Executive Development Program, a 6-9 week paid internship during which students learn how a major retailer operates.
2. The Executive Career Placement program, for graduates who are looking to utilize their degree at an executive level, right out of college! This is a salaried job, at a Store Executive level, beginning as a Sales Manager in one of our stores, then continuing along a career path in continued Store Management, or working in our Buying Office or in a corporate position.

### **Rollins Housing: Summer 2015 Academic Internships**

*Interested in participating in an internship in Orlando this summer but don't have a place to live?*

**Deadline: Monday, April 27 by 5:00PM**

A small number of on-campus residence hall rooms are available to students enrolled in the College of Arts & Sciences or the College of Professional Studies who are planning to participate in an internship for academic credit during Summer 2014. These rooms are available on a first-come, first serve basis and will be offered at the regular summer housing rate (approx. \$100/week).

Interested students should e-mail the following information to Jessica Rager in the Center for Career & Life Planning at [jrager@rollins.edu](mailto:jrager@rollins.edu) no later than **April 27, 2015** in order to request a room for this summer.

1. Name
2. R-Card Number
3. Internship Site
4. Dates of Internship (e.g., June 1<sup>st</sup> - August 3<sup>rd</sup>)

*\* Students must submit their Academic Internship Registration Form to the Career Center via FoxLink and have all items completed on their Registration Checklist before room requests will be forwarded to the Office of Residential Life.*

*\*Once Residential Life has received your information, they will send you a Summer Housing Agreement via e-mail that you will need to complete and submit before your housing is confirmed. Questions? Please call the Career Center at 407-646-2195*

### **Deadline: Summer 2015 Academic Internship Registration**

**Tuesday, April 28, 5:00 p.m.**

Although it's still about a month away, don't forget, the deadline for all A&S/CPS and Hamilton Holt students to register to receive credit for a Summer 2015 internship is **Tuesday, April 28 by 5:00 p.m.** Students should register for an academic internship course by submitting a registration form via FoxLink. The Academic Internship Registration Form is located in the left-hand column under the appropriate student tab (A&S/CPS Student or Holt Student). If you have questions regarding the status of your registration, use the "Checklist" feature available via the registration site on FoxLink. All of the items on your Checklist

should be marked complete before the deadline. If your internship position has not been pre-approved to receive academic credit, please follow the instructions on the "Internship Approval Instructions" handout.

## 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*

**Monday, April 6, 1 – 2 p.m.**

**Friday, April 17, 1 – 2 p.m.**

**Tuesday, April 21, 12:30 – 1:30 p.m.**

### Internships: Gain Experience to Get Ahead

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

**Wednesday, April 15, 12 – 1 p.m.**

### Job Search: Achieve Success After Rollins

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

**Thursday, April 9, 12:30 – 1:30 p.m.**



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

## R-CAREER BLOG

### How to Use LinkedIn to Get Calls From Recruiters by Joshua Waldman

*Submitted by Anne Meehan, Director of Career Development for the Center for Career & Life Planning*

I was in my car, headed to a client meeting in the north part of Las Vegas when my phone rang. An unknown number. Interesting. "Hi. This is Scott from XYZ Solutions and we found your profile on LinkedIn. We're looking to hire 5 new sales reps in the next month or so and wonder if you are open to other opportunities." This was the first of many such calls, all from different recruiters

when I was working at Cisco back in 2007. At that time my network size was about 300. I knew almost everyone in my network. And there were no recruiters in my first degree. LinkedIn was much smaller, I'd estimate their network wasn't larger than 10 million (it's 330 million today).

The draw for them was very simply that I work at Cisco. These recruiters were sourcing candidates from the big brands for their own contracts and relying on Cisco's better judgment to help them determine who a good candidate might be.

The problem is that [most people don't work at big brands](#). So most people are missing out on this kind of easy attraction for recruiters. Another problem is LinkedIn has gotten crowded, but many people haven't adapted to the new situation. If you would like to start receiving random phone calls from recruiters in your field, read on.

### **A Case for Adding As Many Recruiters in Your Network as Possible**

If you are still rejecting invitations to connect, or you still feel that connecting with strangers is not the right way to use LinkedIn, please read my case for being more [flexible with who you connect with](#). Adding recruiters to your network does several interesting things.

First, understand that [93% of recruiters are using LinkedIn](#) to source. That means they are actively running searching to fill roles. Those search results show up in order of connection (no one knows for sure the secret algorithm used by LinkedIn, we know keyword density, keyword placement, number of recommendations, picture and degree of connection all play some role). So just by having more recruiters in your network, you increase your chances of actually appearing on one of their search results pages.

Second, you are helping them with their jobs. When a recruiter gets assigned a role to fill, they will look at their database of A or B candidates. If that database is old, exhausted or just not in alignment with the current assignment, they will source for more. The tool they use to fill those lists is LinkedIn. So when you send a connection request to a recruiter, you have given them another name to add to their A list, which is their primary asset for doing their job.

Before you start inviting recruiters, make sure your profile is in good shape. Head on over to [ProfileGrade.com](#) to test your profile, then follow the steps to improve it.

### **How to Find Recruiters in Your Field**

I got an email from a [blog reader](#) who told me that he has IT recruiters, Medical recruiters and Science recruiters in his network, but none in PR, Communications and Marketing.

How would he even begin to find the right recruiters to add? Here's how.

1. Open up the [advanced people search](#) feature on LinkedIn.
2. Filter by location. This is a key variable. Make sure it's where you want to work, not just where you live.
3. Filter by industry, current company (if you are targeting).
4. Add these keywords, try out "Recruiter" or "Talent Acquisition" or "Sourcing".
5. Optionally, add role specific keywords like PR, or Communications and see how that affects search results.

For paid LinkedIn subscribers:

- Filter by "Interested in...Potential Employees".
- Filter by Function...Human Resources.
- Join groups for recruiters and then filter your advanced search to include those groups.

In general, start off with as many filters and variables as you can. Then gradually lift them to grow your list size.

If nothing pops up, maybe [recruiters in your industry don't hang out on LinkedIn](#).

Tip: you can save your searches and come back to them later!

[Read more.](#)

Blog Post: Waldman, Joshua. [Internet]. 27 March 2015. How to Use LinkedIn to Get Calls From Recruiters. Available from <http://careerenlightenment.com/how-to-use-linkedin-to-get-calls-from-recruiters>

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

## SOCIAL MEDIA TIPS



## 6 Seemingly Innocuous Things You Post That Could Derail Your Career

Posted on [the muse](#) by Molly Triffin

Relationship expert Blaire Allison was ecstatic when she was recruited to co-host a Florida radio dating show and answer callers' questions as "The Love Guru." She'd aced the first round of interviews and even taped a trial segment, which the producers loved. That's why what happened next came as such a surprise.

She was in the editing room, mapping out the show, when her co-host was suddenly called away for a meeting. Upon his return, he informed her that the job offer was being rescinded. When Allison pressed him for more information, he revealed that her social media footprint was the source of contention. Allison ran an event planning business on the side, specializing in playful, semi-racy girls' nights out for birthdays and bachelorette parties. But when the radio station's conservative director stumbled across some PG-13 event photos she'd posted online, he decided hiring her wasn't worth the risk of losing advertisers. "I was upset—I really wanted that job," Allison says. "I was also surprised because I thought the pictures were just innocent fun—there was no nudity or obscenity." Think this disappointing experience couldn't happen to you?

Well, as it turns out, [it's actually quite common](#)—especially in media and tech companies, where the internet is an integral part of the office culture. In fact, in a recent [Jobvite survey](#), 55% of recruiters admitted to reconsidering candidates based on their social media profiles. "A lot of people put things out there without realizing the ramifications," says David Blacker, a Tampa-based 20-year veteran headhunter and founder of [Venerate Media Group](#), a company that provides social media and PR services. "The internet is a living, breathing entity that goes on indefinitely, and assessing a candidate's social media presence is one of the top things recruiters do." To help you from getting burned by an internet blunder, we've rounded up six social media behaviors that could alienate a recruiter during your job search. Learn why they send the wrong message—and what you can do instead to come out looking supremely hireable.

### Recruiter Confession #1: Badmouthing Employers or Co-workers

If you think Sunday night Twitter rants ending in "#hatemyjob" are harmless enough, think again. Gossiping about colleagues or your company—even former ones—is a major turn-off for potential employers.

Need some proof? A 2014 [CareerBuilder survey](#) found that 36% of hiring managers have passed on a candidate for this very reason...[Read more.](#)

Blog from: Triffin, Molly. [Internet]. 6 Seemingly Innocuous Things You Post to Social Media That Could Derail Your Career. Available from: <https://www.themuse.com/advice/6-seemingly->

[innocuous-things-you-post-to-social-media-that-could-derail-your-career?utm\\_source=Sailthru&utm\\_medium=email&utm\\_term=Daily%20Email%20List&utm\\_campaign=6%20Seemingly%20Innocuous%20Social%20Media%20Posts%20That%20Could%20Derail%20Your%20Career](http://innocuous-things-you-post-to-social-media-that-could-derail-your-career?utm_source=Sailthru&utm_medium=email&utm_term=Daily%20Email%20List&utm_campaign=6%20Seemingly%20Innocuous%20Social%20Media%20Posts%20That%20Could%20Derail%20Your%20Career)

## CAREER RESOURCE HIGHLIGHT

### **Tips for Helping Students Create an Effective Career ePortfolio**

**A Student Resource provided by the National Association of Colleges and Employers (NACE)**

Would you like to learn how to create an ePortfolio that would expand your online presence or redirect it to work for your benefit? NACE provides tips on how to create a favorable presence online that resonates positively with employers. Check out this resource by clicking [here](#) and learning why ePortfolios have become so useful in today's job search.

## UPCOMING EVENTS & DEADLINES

### **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.***