



THE MISSING "LINK" TO YOUR CAREER SUCCESS

BY: MELISSA BROGAN

Regardless of industry, major or background – networking is the missing 'link' to the ultimate goal of finding your career success.

Pairing academic achievements with earned experiences is only half of the way to your dream job. What frustrates many new graduates is finding the right job opportunity. The good news is, whether you realize it or not, you're always networking – in both the obvious of places and the unexpected.

One tool that many young professionals are utilizing is a social networking site called, LinkedIn (www.Linkedin.com). Here are some quick and practical ways to put LinkedIn to work for you and one way to keep it from hurting you in the future.

The old adage, "You never know who you're going to bump into," exists for a reason. Remember to send the "invitation to connect" to individuals after you've met. Once you get in the practice of sending a follow up message, it's easy to stick with it. It could be a critical contact meeting at a Reds game or grocery store or as glaringly simple as connecting with your fellow classmates. In five years you'll be established cohorts that could benefit from staying in touch.

TIPS FOR USING LinkedIn

BY: CARA CROSS

Once your resume is updated, use similar verbiage for your profile on LinkedIn. There should be continuity, specifically with regards to your title, responsibilities and time periods. Ask someone to proofread your profile before posting it.

Post a professional photo.

Reach out to professors, supervisors and mentors and ask for a recommendation. Along the same lines, recommend those who have been part of your education or professional experience and have made a lasting impact on your career.

If you are job seeking, use the "share an update" box to make your network aware that you are seeking. For example, "Energetic marketing professional with exceptional leadership experience seeking an exciting employment opportunity."



Utilize the "Network Activity" feature. It's the Facebook cousin of "News Feed." Take it a step further and link it to your other social media accounts like Twitter or Facebook. This is a great way to establish a professional, online presence. Post articles on your areas of interest, pose questions for discussion or share job / volunteering opportunities.

See who's viewing you! More often than not, visitors to your LinkedIn page leave a footprint, making a good reason for you to visit, message or contact them.

'Tis better to give than receive. Networking, like friendship, is a two way street. Introduce others, give (deserving) recommendations of others and share information with your network that they'd be interested in. Better yet, join groups in your areas of interest to share information and stay up-to-date on key issues – perfect for preparing for an interview.

Be mindful of your online presence. You're building your personal brand one contact, posting and group at a time...but nothing can totally replace good 'ol fashioned face-to-face networking. Be sure to use LinkedIn and other resources as ways to enhance your relationships, not replace them. Organizations like the Chamber of Commerce (www.CincinnatiChamber.com), Legacy (www.LegacyLeadership.org) and many local non-profits have great young professional events to attend.

Melissa Hornsby Brogan is the Human Resources and Marketing Advisor at Barnes Dennig and a 2001 Graduate of the College of Mount St. Joseph.

To increase your visibility, make connections with fellow students, professors, co-workers, supervisors, mentors, or other contacts. Be selective when making connections. Your network is a reflection of you!

Another effective way to make yourself more visible is to join groups. There are several local groups that are active on LinkedIn: Hype Cincinnati, Cincinnati USA Regional Chamber, College of Mount St. Joseph Alumni, Linked Cincinnati and the College of Mount St. Joseph Career & Experiential Education Center group.

Preparing for an interview? Research the interviewee on LinkedIn as you might find a helpful conversation-starter.

Use the "jobs" tab to search for positions or research companies by visiting their page or the profiles of their employees. You can even "follow" a company to receive updates.

Want to do some informational interviews or research on a specific type of career paths? Search by keyword or seek out the connections of a contact. Some company profiles will have information on a "typical career path" of their employees.

DRESS TO IMPRESS

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BY: CARA CROSS

Wavering on what to wear the first day on the job? Not sure how to dress for an interview?

According to Matt Thomas, Employee Development Manager at Ohmart/VEGA Corp., "When candidates are dressed professionally, it means that they are better prepared, have thoroughly thought through the process, want to set their best foot forward, care about their professional appearance, and are taking the opportunity seriously. A professionally dressed candidate is respecting my time and I appreciate that."

Knowing how to make a great first impression can be confusing. Clothing stores do not make it easy these days-endless choices and expensive price tags prevent many students from making the right clothing decision. Your Career Center is here to help!

HERE ARE SOME WAYS THAT YOU CAN KNOCK YOUR EMPLOYER'S "SOCKS OFF!"

- 1 Ask! When you are speaking with the hiring manager about parking, time and date, bring up the subject of interview attire. "I am really enthused about the opportunity to speak with you further about my background. What is appropriate attire for an interview at your company?"
- 2 When in doubt, go conservative. This is especially true for you, ladies! If there is a question if an article of clothing is low-cut or too short, it probably is!
- 3 What's the difference between business professional and business casual? Business professional typically refers to a suit. Business casual would be nice pants and a dressy shirt (button-down, collared shirt for the men/sweater, button-down or dressy shirt for women).
- 4 Suits are a large investment. Plan ahead. You will begin interviewing for co-op jobs as early as your sophomore year. Save up some extra money or ask for a suit as a gift.
- 5 Take note of how your supervisors and co-workers dress. Dress like the person in the position that you would like to have someday.
- 6 Remember that every day you report to work, you are making a lasting impression. While wearing sweats to class is acceptable, appearing sloppy while at work is not. Go the extra mile to iron your clothes, fix your hair, shine your shoes, etc. If you show that you care about your appearance, employers will know that you care about your job.



Nick (left), Junior, Graphic Design major and Molly (right), Senior, Communications major model business professional dress - appropriate for an interview.



Corey (left), Sophomore, Athletic Training major and Brittany (right), Senior, Communications major model business casual dress.



CareerWATCH

CAREER & EXPERIENTIAL EDUCATION CENTER
SEPTEMBER
OCTOBER
NOVEMBER

Career Center Open House 15

Wed. SEPTEMBER 15
11:30 am-1 pm
Seton Center 120

Grad School Workshop 29

Wed. SEPTEMBER 29
5 pm-6 pm
Corona Room

CEEC
Fall
CALENDAR
of EVENTS

Follow us on:



College of Mount St. Joseph
Career & Experiential
Education Center



msjcareercenter

Resume Rush 5

Tues. OCTOBER 5
9 am-4 pm
Seton Center 120

Coffee on Co-op 13

Wed. OCTOBER 13
9 am-11:30 am
Administrative Lobby

Make a Difference Day 23

Sat. OCTOBER 23

Health Sciences Career Fair 26

Tues. OCTOBER 26
11:30 am-1:30 pm
Theater Lobby & Gallery

Connect TO YOUR future 4

Thurs. NOVEMBER 4
11:30 am-1:30 pm
Dining Hall/Corona Room

Job Search Workshop 9,10

Tues. NOVEMBER 9
5 pm-6 pm
Wed. NOVEMBER 10
12 pm-1 pm
Corona Room

Service Learning

3rd SATURDAY of the month:
Habitat for Humanity

Watch for emails from
Sr. Mary about other great
service events!

CAREER & EXPERIENTIAL
EDUCATION CENTER

QUESTIONS?
Contact: Cara Cross
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