What Do Employers Want?
Skills employers look for in college grads

Internships Galore!
The best way to gain experience

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Calling all public policy gurus! If you’re looking for some inspiration as to how to go about obtaining a career in this fascinating field, then Rob Kuhlman should be your new role model. As a recent Purdue alumnus who graduated in 2012 with a double major in History and Political Science, Rob is quickly climbing his way to the top. He is currently employed with C-SPAN, a non-profit cable network that broadcasts federal government proceedings and public affairs programs. Rob works on the production of the daily morning show, which is a position that interests him greatly. “I really enjoy being able to learn about different policies first hand from Congressmen, journalists, and experts.”

An average day for Rob at C-SPAN begins at five in the morning and revolves around making sure the morning show is a success. “I create video elements or graphics for the Washington Journal that airs live every day from seven to ten in the morning on C-SPAN. During the show I take calls from viewers who have questions or comments for our on-air guests. After the show I take part in a daily planning meeting where upcoming segments are debated.” Rob feels that it is an incredibly rewarding job. He believes he never would be where he is today if it weren’t for Project IMPACT, an organization whose goal is to connect Purdue students with top government officials, journalists, and media executives. “After graduation I came to Washington D.C. with the Project IMPACT trip and was able to get a job working on a congressional campaign in Indianapolis” Rob says. “During the height of the campaign season I was offered a job with C-SPAN as a production assistant covering the election. I now work on C-SPAN’s daily morning show.” Rob had lots of advice for current Purdue students, but most notably he stressed the importance of utilizing your networks and connections. “The Purdue family is a great network and has been a great advantage for me so far in my career. The Purdue family is a great network and has been a great advantage for me so far in my career.”

He also discussed the importance of taking risks when it comes to one’s career, and he encourages students to not be afraid of stepping outside of their comfort zone. “It was a very hard decision to leave campaigning in my hometown and move out to Washington with no permanent job or place to live” he said. “In hindsight it was well worth the risk and I was able to overcome many of the obstacles that came along with moving to D.C. through reaching out to other Purdue folks in the area.”

By Maureen Corbett
In college, we spend year after year honing our skill sets in our majors by learning processes and program techniques. While these qualifications will make a potential employer take notice of you, they will not necessarily get you the internship or job in the long run. Many employers believe that these technical skills can be taught to employees, but that soft skills are the most important. So what are these soft skills? Think things like critical thinking that promotes efficient problem-solving and the analysis of data and outcomes, effective communication to benefit client relationships, knowledge of integration that allows an employee to focus on all perspectives of an issue, and global awareness in understanding differences in cultures, customs, languages and traditions. Yet, these are only just a few.

A recent survey (2012) of 225 employers issued by Millennial Branding and Experience Inc., a research and consulting firm in Boston, finds that the skills employers are looking for directly correlate to the skills that are the hardest to find (see attached picture). Dan Schawbel, managing partner of Millennial Branding and author of Me 2.0: 4 Steps to Building Your Future, “explains employers are looking for three main traits in this economic climate: communication skills, the ability to work in a team, and a positive attitude.” Nonetheless, don’t discredit your classes and projects because of this. All of your work has allowed you to hone these soft skills like effective communication, strategic thinking, and teamwork through group projects and classroom interactions.

Another way to catch an employer’s eye is through experience such as internships. Companies expect that a student to have at least one to two internships prior to graduation. Many of these will be unpaid, but they are crucial as several of the top companies currently hire out of internships alone. This means that those students who are fortunate enough to sink an internship position may very well have their foot in the door for a future career.

According to Internship Finder, the most desired internship qualities vary depending on the position, but many companies look at grades (average of 3.0 or higher), potential demonstrated by Corinne Feight.
Internship Map

Where can LA students find career opportunities? All over the map!

- **New York, NY**
  - Creative Services Intern
  - Digital Marketing
  - Marketing Intern

- **Washington, DC**
  - Community Manager
  - Public Policy Intern

- **Bannockburn, IL**
  - Bakery & Specialty Marketing
  - Marketing Strategy

- **Chicago, IL**
  - Motion Graphics Designer/Animator
  - Internal Consulting

- **Yellowstone National Park, WY**
  - Summer Internships

- **Phoenix, AZ**
  - Probation Intern
  - Fashion Editorial Intern

- **Boston, MA**
  - Summer Intern

- **Johnston, RI**
  - Editorial Intern

- **New York, NY**
  - Creative Services Intern
  - Marketing Intern

- **San Francisco, CA**
  - Digital Media

- **Seattle, WA**
  - Market Research Intern
  - HR Intern

- **Everett, WA**
  - HR Intern

- **Dallas, TX**
  - Event Marketing
  - Communications/Internet Marketing

- **Irving, TX**
  - Sales Development

- **Austin, TX**
  - Social Media
  - Social Media Marketing
April Calendar

LinkedIn - Career Networking
Wednesday, April 3
5:30pm - 6:30pm
ME 1052

Hire Big 10 Virtual Career Fair
Tuesday, April 9 - Thursday, April 11
Click here for more info!

Preparing for Graduate School
Thursday, April 4
5:30pm - 6:30pm
BRNG 2290

Just In Time Job Fair
Wednesday, April 17
10am - 3pm
PMU Ballrooms

Co-sponsored by Liberal Arts and Science Career Centers and Center for Career Opportunities

Interviewing Workshop
Tuesday, April 9
4:30pm - 5:30pm
ME 1052

LAST CHANCE. APPLY TODAY.

LACD Internship - Summer & Fall 2013
Seeking 5 interns for any of the following:
Marketing, Advertising, Branding, Social Media, Event Planning, Research, Video-Production

Send Resume & Cover letter to cla-careers@purdue.edu

CCO Media & Marketing Intern - 2013-14 Academic Year
Job Function:
Media Planning, Other, Public Relations, Writing/Editing

Apply online with your CCO Express account:
https://www.cco.purdue.edu/Common/CCOexpress.shtml
Interviews don’t end when you shake hands and walk out of the office anymore. Interviewers wait to see if you follow-up with them. There are two big steps to following up after an interview.

1. Send an email on the same day of your interview. Address the interviewer as “Mr. ___” or “Ms. ___”. Thank them for their time and mention something specific you talked about in the interview. This is especially great if there is a project you’re excited to get working on. I also like to refer them to my online portfolio again to check out my previous work within the email. End by offering them your contact information again in case they have any further questions.

2. Send a hand-written card within 48 hours of your interview. You don’t want the card to say the exact same thing as the email, so switch it up a bit. Again, thank them for taking the time to interview you. Mention something you’re excited to start on or something you enjoyed talking to them about. Make sure you finish your card with “Sincerely, [insert your name]”. Use neat handwriting that is easy to read and double-check your card and envelope for spelling and grammar mistakes.

Following up with both an email and hand-written card shows the interviewer that you are serious about wanting this job. It reminds them of who you are and what you talked about in the interview – remember that you probably weren’t the only one interviewing for that job. Following up helps you stand out from the other candidates. It also can be used to show that you are excited for a particular project you’d be working on or which client you’re most excited to work with. Many people send the email, but don’t bother with an actual card, so cards are another way to stand out from the crowd.

Even if you don’t get hired for the job, send a thank-you note! Tell the interviewer how much you appreciate their time. Make sure to mention that you’re still very interested in their company and to please keep you in mind for any future positions.

By Katy Claucherty

Internship Postings

The Office of Marketing and Media – Strategic Communications is looking for an intern for a 10-15 hour per week position.

The individual will assist Strategic Communications staff with developing content for Purdue Today, the University’s daily e-newsletter for faculty and staff. Responsibilities will include responding to client communications, conducting interviews, and writing news briefs and stories. Opportunities to work on the University’s college magazines and newsletters also may be available.

Coursework in journalistic writing and knowledge of Associated Press style are preferred but not required.

The internship is available for the 2013-14 academic year. It is requested that the individual be available to work two consecutive semesters and divide the 10-15 hours over 4-5 days per week.

Pay will be $8-$10 per hour.

Please send a resume and three writing samples to Valerie O’Brien, manager of internal communications, at vobrien@purdue.edu. Resume and samples are due by April 8.

St. Tom’s needs a Communications Intern

We are looking for people who have experience with advertising/marketing/public relations, graphic design, writing, event planning, social media, and project management skills. These two positions require around 10 hours a week of work. This internship requires a working knowledge of or an interest in learning about the “in’s and out’s” of St. Tom’s and PCS, a good attitude, strong work ethic, are flexible and a team player.

It is not necessary that these people major in communications, but having this background is a plus.

Apply here!
**AYC program highlights**

- Launch your career by gaining an international perspective, developing a professional or academic network in China, or conducting independent research.
- The AYC offers a monthly stipend of approximately $800 or 5000 RMB so you can enjoy a comfortable standard of living.
- Organized travel opportunities, including a cultural tour, are provided for participants free of charge.
- Travel allowance for your flights to and from China upon completion of the program.
- A full curriculum with teaching materials will be provided, and all participants will receive a full week of professional training before their classes begin.
- Full support including airport pickup, temporary host accommodation, teaching support, and 24/7 assistance is provided while you are in the field.
- Regular classes on Chinese language and culture to help you deepen your understanding of China.
- Light contribution - about 25 hours of educational activities per week.
- Field trips include but are not limited to the special economic zones of Guangdong, Fujian, Hainan, and the provinces of Guangdong, Anhui, Hebei, and Fujian.
- Placements are in public primary and secondary schools.
- Program benefits include free on-campus housing, medical insurance, and more.

**The ideal candidate**

- Insider of a bachelor’s degree or higher by June 2013.
- Shares the Ameson Foundation’s goals of international cooperation.
- Native English speaker.
- Possesses the adaptability needed to live and work abroad in a religious context.
- Passionate, motivated, and self-disciplined.
- Willing to teach students between the ages of 6 and 15.
- Able to act as a cultural ambassador for the U.S.

**LOW COST OF LIVING MEANS YOUR MONEY GOES FURTHER**

The program offers a monthly stipend of 5000 RMB (about $800), which includes free on-campus housing and a travel allowance for your flights to and from China after successful completion of the program. With many of your daily expenses covered, your stipend is almost entirely disposable income.

The cost of living in China is much lower than in the U.S.; the average salary for a recent graduate from a top Chinese university is between 2000 and 3000 RMB. With meals and taxi fares starting at around $1.5, the AYC stipend allows participants to maintain a comfortable standard of living while enjoying the ample enrichment opportunities provided by the program.

**APPLICATION DETAILS**

Any native speaker of English holding a bachelor’s degree or higher by June 2013 may apply; there are no age or experience restrictions. A qualified applicant will be a patient, responsible and resilient person who can adaptively respond to the challenges of culture shock. A “Non-Criminal Record” from the police office nearest to your place of residence is required for finalists.

Priority will be given to complete applications received by March 31. To start the application process, visit our website at

http://ameson.org/yc/apply
Marketing: Social Media Coordinators:
Our Social Media Coordinator will understand the value and mission of our websites (primarily HereIsMyCoupon.com) and appropriately represent this business in the social media space. The ideal candidate must have familiarity with major social sites and services; deep personal engagement in social media; and experience pitching bloggers and driving traffic through organic (non-paid) means.

- Create content to disseminate on social networks, aggregation websites, message boards, fan sites and more
- Actively work to identify relevant audiences for our community campaigns
- Refine and accelerate our existing social media strategies on Facebook, Twitter and more
- Monitor social media best practices and provide proactive recommendations
- Develop link exchanges and ongoing relationships with appropriate partners
- Track the effectiveness of campaigns in daily and weekly reports
- Monitor day-to-day social media conversations; and keep up-to-date with emerging social media platforms and opportunities
- Identify new trends in social media.

This may lead to a full time opportunity based upon our overall success.

Graphic Designers (Print/Web and Audio/Video):
Whether it is working on web sites, on-line learning, slide shows, print, or promotional pieces, image is a crucial part of the business package. Designers must be able to realize new visual concepts for all aspects of our company to reflect the professionalism of their content and medium.

- Create HTML pages utilizing Dreamweaver and CSS for our newest commercial website (hereismycoupon.com) and client websites through aediswebdesign.com
- Design sales materials, press releases, training products, book proposals, and training materials
- Create new products for ReadySetPresent.com, PPT templates, presentations, products, manuals, articles, advertisements and newsletters
- Utilize a wide range of programs Quark, Adobe CS4 Suite, PowerPoint and many others
- Utilize audio and video software to create promotional pieces and products.

A fast paced creative challenge to expand any portfolio with meaningful projects/work.

OPENINGS: Graduate, undergraduate students as well as professionals in transition.

HOURS: 24+ hours per week (flexible schedule throughout the year).

COMPENSATION: Stipend of $100.00 monthly. Compensation contingent upon quality of work, and revenues actualized.

Potential equity, contract work, part-time and/or full-time employment upon completion.

CREDIT: Yes. We always encourage and support applicants seeking academic credit.

BENEFITS: Hands-on experience; real work; involvement and participation; build your resume and portfolio; explore your potential and more.

REQUIREMENTS: All interns must have: excellent communication and organizational skills; ability to work independently and in teams; follow through; computer skills; Internet knowledge and experience.

SEND RESUME AND COVER LETTER TO: interns@aeschwartz.com
Type in Subject: Summer 2013.

Located south of Boston in Stoughton, Mass. Accessible by public transportation, having a car is preferable.
Get Connected to LACD

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College of Liberal Arts
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clacarer@purdue.edu

www.cla.purdue.edu/careers

Distinguish yourself

 APRIL 2013

[Image: Group of students standing in front of Purdue University sign]