



MNYCCPOA POST

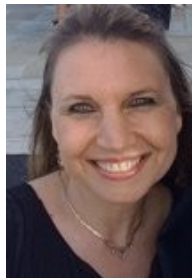
Spring 2013

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GIVING BACK TO THOSE WHO GIVE SO MUCH

Editorial



by Laurie Joseph,
Job Placement Counselor/
Associate Professor,
Nassau Community College

I was especially touched by the veteran speakers' presentations at the Winter MNYCCPOA Program, *Career Counseling for Veterans*, held on January 18, 2013. The important message that was given by all the speakers was that we can help to make the quality of life better for veterans on our campuses. In our roles as career services professionals and as members of our college communities at large, we can make a difference in helping them to succeed.

Just how does their status as student veterans impact their college experiences? How does it affect their GPA and their graduation rates? Many of them come to our college campuses with characteristics that are very different than our civilian students. Their values and identities are shaped largely by military culture -- a highly ordered and highly authoritarian living and working environment.

As they enter our college campuses, student veterans may be experiencing a wide array of emotional, mental, physical and academic factors. Some of these factors, like the highly debilitating PTSD, can greatly impact their GPA, their college experiences and their ultimate academic outcome-- obtaining that degree. And, with many veterans feeling the tug of family obligations, the strains of financial burdens along with the weight of their academic and work responsibilities, their stress can be enormous.

Veterans have returned home recently from serving in Iraq, and more and more will be returning home from Afghanistan. Many of them will be using the educational benefits that they have earned through the Post-9/11 GI Bill. We, as Career Services professionals, can make a special effort to help them along. We can help them find a sense of belonging while they are here in college. We can help them to feel not so alone. We can make referrals, share our resources and encourage them to interact more with faculty outside of the classroom. Also, helping them to identify the person (or people) on campus that can assist them with many of their special needs is important. We can also help them solve some of the problems they face by providing extra support, extra time and extra encouragement to them.

SPOTLIGHT ON:**Granted.com:
One-stop shopping for job seekers**

By Laurie Joseph

In July of 2012, I received an E-mail about an exciting new site which boasted 15,000 + internships and 10,000+ entry-level jobs. I immediately started referring the students and alumni that I assist in the Job Placement Office at Nassau Community College to it. The feedback that I got was that it was a very helpful resource, and extremely user-friendly. I thought that it would be interesting to learn more about the company, and was fortunate to be able to speak with its founder and CEO, A. Harrison Barnes, Esq. (by phone, since he is located in Pasadena, California).

I asked Mr. Barnes to tell us about Granted.com.

"Granted.com was launched in July, 2012, although the core technology (in terms of the job finding) has been going on for ten years. We are like a search engine, like Google, but we are actually a job research company called the Employment Research Institute with 300 employees. Granted.com is powered by the Employment Research Institute. We take jobs in different forms electronically and manually. We research them in all different companies, from many different sources and then display them. Our technology allows us to pull jobs off other pages. Most listings come from employer sites, but also from other job sites, newspapers and blogs. We then verify and organize the data for quick and efficient job searching."

Then he described the advantages of using Granted.com for job seekers.

"The technology allows job seekers the ability to access an online resume submission feature, where they can upload resumes, apply to recruiting agencies and a variety of companies and organizations. They can also sign up to receive job alerts."

Fees are not charged to job seekers or employers.

"Granted doesn't make any money right now. Employers don't pay to be on Granted.com. There are no advertisements. We're also free to job seekers. I've spent tens of millions of dollars developing the research."

Mr. Barnes comments on where he believes the jobs are right now.

"Healthcare is always a busy area. Also, we are seeing a lot of information technology and engineering jobs. Geographically, right now we are seeing growth areas in states like North Dakota and other places where you don't expect to see a lot of activity."

He started out in the legal field, and that is what led him to the employment field.

"I went to the University of Chicago and then the University of Virginia Law School. I clerked for a federal judge and then one of the best attorneys in the country. But I was unhappy practicing law. When I quit the law firm, I was asked to take a few months first to talk to recruiters. All of the jobs were on job sites back then. I found 1000 jobs myself and started developing a database. Then I started a legal recruiting firm named BCG Attorney Search (which is still in business) that is based in Los Angeles and has offices around the country."

This C.E.O. has several major goals for the company.

"Our research is very helpful to people because it is comprehensive and it's free. We need to get the word out as best we can. There are millions of employers out there. It's important to me to put the research out there for the people."

According to Rachel Yen, editor at the Employment Research Institute which includes Granted.com, the word is spreading. "Over 80,000,000 jobs were posted since our beginning, and monthly visits often exceed 6,000," Ms. Yen states. "As you can see from the statistics, Granted.com is growing exponentially as a powerful resource in the recruitment and job search field."

Mr. Barnes also has his own blog (hbarnesater.org). In this blog, Mr. Barnes lists job market data and shares his own insights into the job market and job hunting process. Here he gives advice on resume writing and interviewing and shares resources with his readers. It is definitely worth reading and following, whether you are a Career Services professionals or a job seeker.



SPOTLIGHT ON:

A CORPORATE COMMUNITY PARTNER.....
NORTH COAST FINANCIAL GROUP
– A MetLife Office

by Laurie Joseph

"Our firm is a family. We get out into the community and help others."

Jacqueline McDermott, Talent Acquisitions Director
North Coast Financial Group – a MetLife Office

Just as most of us associate the cute little Peanuts character Snoopy (created by the late Charles M. Schultz) with the worldwide leader in insurance services, Metropolitan Life Insurance, we associate financial services positions with number crunching all day long and in-depth financial analysis. But at North Coast Financial Group, a MetLife office located in Roslyn and Garden City, NY, their career opportunities offer so much more.

Jacqueline McDermott is the Talent Acquisitions Director for the North Coast Financial Group, one of MetLife's local offices. She oversees all of the agency's recruiting efforts. Besides recruiting tasks like interviewing students and potential new hires, Ms. McDermott goes to meetings with reps and helps them to develop their skills and best practices. She also spends a good deal of her time on new business development -- networking with groups to find new business and maintaining existing community relationships.

Although calculation and estimation skills are required for the agency's financial representatives to perform needs analyses, job candidates for these positions must like working with people, have strong customer service and sales abilities. Ms. McDermott looks for candidates that like to help others. An entrepreneurial spirit, the ability to communicate well and a strong desire to succeed is also needed. Additionally, they will need to complete their Series 7 and Series 63 (Investment and Life and Health Insurance registrations and licenses). Financial service representative positions can possibly lead to other areas within MetLife, which include field management, corporate management, recruiting, training, financial planning or investments.

North Coast is piloting a new Financial Services Team Associate Program (T.A.P.), which brings together several individuals who have different strengths and back-

grounds working under the leadership of one manager. For instance, one team can have a member who is brought in to do sales (who will open and close accounts), another who is largely analytical and another to network. After receiving the necessary licenses and registrations, team members get to test drive their careers with their manager.

The North Coast Financial Group has been recognized for its excellence many times and has received several awards. It recently was named *Met Life Firm of the Year* and received the *MetLife Good Business Practices Community Award*. Its Managing Director Frank Scalse received an award from the organization, The Advancement of Industry and Technology for his commitment to developing Long Island communities. The agency is frequently involved with fundraising efforts for local charitable organizations. It sponsors community networking breakfasts throughout the year, and presents *Blue Ocean Strategy Seminars* taught by Mr. Scalse.

In keeping with the tradition of excellence that makes MetLife a top insurance and financial services provider, Jacqueline McDermott brings so much dedication and commitment to her job at North Coast. She has been with North Coast since 2005, and before that, another agency within Met Life (from 1998 – 2005). Ms. McDermott began in the Human Resources field recruiting with Northwestern Insurance (from 1989 – 1998). She believes that although it is quite challenge balancing work and home, having both a career and a family, it is important to be disciplined, set goals and to have effective time management skills. She also believes that it helps to bring your family into different aspects of the business, so they can feel like a part of it.

MetLife products and services include securities products (through MetLife Securities) and of course life insurance (through the Metropolitan Life Insurance Company). Ranked 34 on the 2012 Top Fortune 500 Companies List, it continues to remain a global insurance leader, and has been around for over 140 years. Last year North Coast Financial Group grew, and entered a merger with two other MetLife agencies. They continue to hire qualified and highly-motivated applicants. Interested candidates should go to www.Northcoast.metlife.com and complete an online application. Jacqueline McDermott can be reached at jmcdermott@metlife.com or (516) 686-7005.

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Stumbling Towards Clarity

by Hope Lovell Newman

As career counselors, we do critical work in helping people figure out who they are, what motivates them and what they value. Without this help, many people flounder and choose a career by falling into something without taking the time to look inwards to see who they are. At age forty, I have finally found a career that fits me completely. However, it took me a long time to get here. I want my clients not to struggle the way that I did, and I believe there are many ways to help them. There are questions we can ask and simple assessments we can give to help people.

When I was growing up, I got a lot of positive attention from teachers for my writing. I wrote articles for the school newspaper, the literary magazine and the local newspaper. I always thought that whatever I did for a living, it would involve writing. I loved to write and secretly I wanted to be a writer, but thought that would not work as a career since I knew it was hard to get published. (This was back before the internet opened up the worlds of publishing, blogging, etc.) Besides writing and acting, in high school, I was a peer counselor, co-led the human relations club, did tutoring and was on student government.

I had been in Japan the summer between junior and senior year of high school, and the trip made a big impression on me. I enjoyed living in Japan and being exposed to a completely different culture from the suburb in which I was raised. When I returned, I started tutoring ESL students.

Back in 1990, when I entered college at Brown University, I had no idea what I wanted to study, much less what I wanted to do when I finished. I had many different interests, and Brown had few distribution requirements. Practically every class sounded interesting to me. I was not really thinking ahead. I liked learning for its own sake. I was never very practical (like many with an NF temperament). I decided to major in Comparative Literature to combine Japanese and my interest in literature. I chose to study Japanese not because I thought it would lead to a job, but because I wanted to keep in touch with my host

family in Tokyo. If I had thought about what was motivating me, which was not just an interest in Japanese language but my need for affiliation with people I had met, this would have been a helpful clue about how a career that centers on relationships with people suited me best.

Every winter during college, I stressed about where I would spend the summer break. I ended up spending my summers learning Japanese. Senior year of college, I had no idea what to do when I graduated. I considered working in publishing because I loved books. I considered public relations because I thought it would use my writing skills. I considered going to graduate school in Japanese Studies and becoming a professor of Japanese Literature. I wanted to “do something” with my Japanese. I also considered going to law school, because I had been on the Mock Trial team in high school. I remember attending the “Unfocused Seniors Workshop,” sponsored by Career Services. I don’t remember what we discussed. However, I found an old copy of an MBTI in which I was an “ENFJ.” I don’t remember anyone explaining to me its significance.

I spent my senior year writing an honors thesis on a modern Japanese woman writer. I translated several of her stories. It was a ton of work; I enjoyed writing it, but it brought me no closer to understanding what to do when I graduated. Around April, a professor of Japanese asked me what I was doing the following year. I told him I did not know. He told me that Brown was allowed to nominate someone for a Ministry of Education scholarship. It sounded great—another chance to live in Japan and study—this time on someone else’s dime.

I applied for the scholarship, but did not know if I got it. Then, I moved to Washington D.C. and commenced a full scale job search. Like many job seekers, I followed every lead I could find in any field that sounded interesting. I probably applied for anything that mentioned the word, “writing,” in the job description. I remember applying for a job to write at some magazine for the Defense Industry. The interviewer stared at my résumé, then looked up at me, “So, you like Sushi?” he asked.

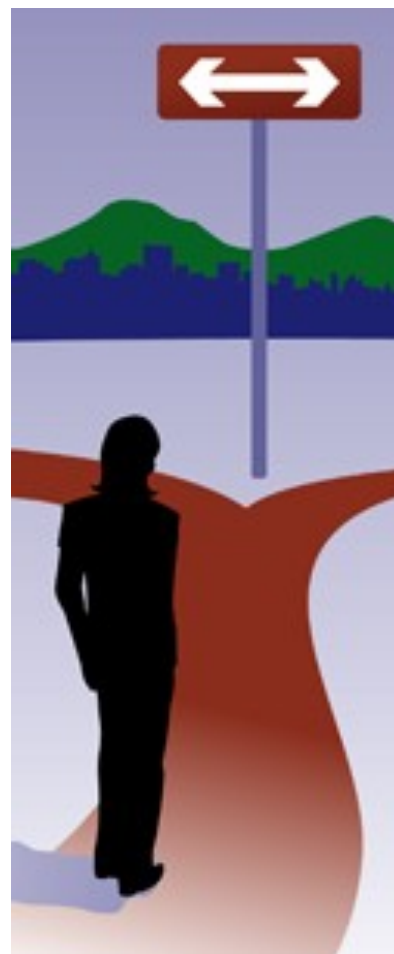
Stumbling Towards Clarity continued...

Eventually, I called the Embassy of Japan to see when I would find out the outcome of the scholarship application? The woman I spoke to on the phone told me there was an opening there. I applied for the job as the assistant to the Counselor for Public Affairs and got it. Eventually it turned out that I won the scholarship, so I quit and moved to Japan for eighteen months. When I got back from Japan, I went to law school but then left. This was a huge mistake that could have been avoided. I also went to graduate school in Japanese Literature. I worked in Japanese television production, insurance, and public relations.

What I missed when planning my career was how incredibly social I am. If a career counselor had looked with me at my success stories, the same skills of helping and communicating with people appeared over and over. I had no plan for my overall career after college. Like so many people, I was deeply confused about who I was and what I wanted in life. I wanted to be happy, but I was not sure what made me happy. School made me happy. It did not occur to me that school was supposed to get me to a career.

If someone early on had explained the significance of my MBTI preferences (ENFJ) and Holland Code (SAE) along with my skills, I think it would have made a huge difference. As career counselors, we must not merely test but give feedback to people. We need to ask them if the results make sense and how. I believe it is important for high school and college students to take the time to look inwards and consider their strengths and weaknesses, rather than be swayed by the latest occupational fashion or external factors. It behooves us as career counselors to help students understand who they are so they can make decisions that bring them closer to a career that matches their personality, interests, values, skills, and abilities.

Hope Lovell Newman, LMSW, graduated from Hunter College School of Social Work in 2011. She has been providing career counseling to graduate students at The New School and also maintains a small private practice.



Landing Your Job Through Social Media: Top 6 LinkedIn Profile Tips



by Arlene Newman

More and more, social media is playing an integral role in the hiring process. LinkedIn, a professional networking site, is used by many recruiters and companies to view potential candidates' profiles.

Did you know that a recent study found 73 percent of all hires made through social networks were via LinkedIn and 41 percent of employee referrals for jobs involved LinkedIn?

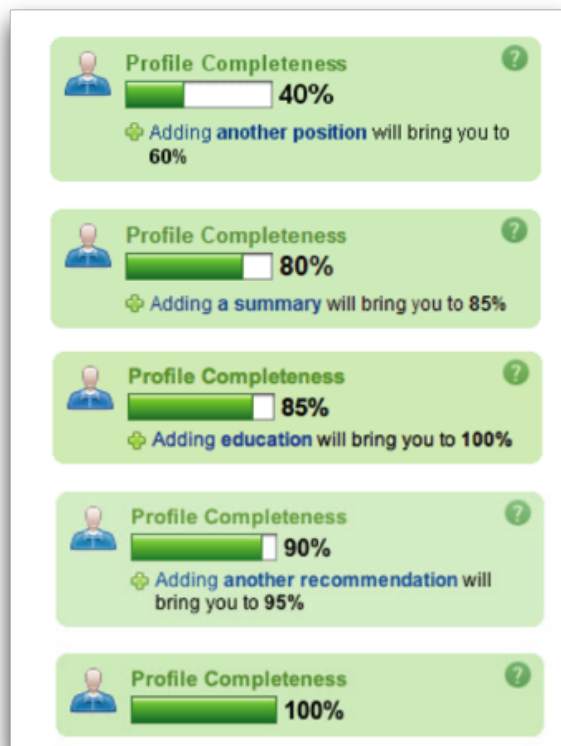
To stand out among the crowd, it is essential to have a professional profile that will catch recruiters' and hiring managers' attention.

To build an eye-catching LinkedIn profile:

1. Choose an appropriate profile picture - since a photo can say a thousand words, make sure your profile picture is a professional, high-quality head shot
2. Create a memorable headline - for people who view your profile, your headline should be a short, unforgettable way to explain yourself in a professional context
3. Complete your profile - make sure to list all your experience, institutions attended, honors and awards received
4. Use key words to fill the "Skills" section - select appropriate words that summarize your experience, skills, and areas of expertise to increase the chance of people finding you.
5. Start using endorsements - ask your connections to endorse the skills that you want to highlight to help support your personal brand
6. Join groups and become active - find target groups, start or join discussions, and write thoughtful comments

Remember, you must be active on LinkedIn and periodically update your information in order to stay on recruiters' and hiring managers' radar!

Arlene Newman is an associate member of MNYCCPOA and President of Career Bound Success, Inc. With more than 20 years of experience, Arlene coaches clients on resumes, interviewing, networking, personal branding, and negotiating competitive salaries. An adjunct professor at Baruch College, teaching Recruiting and Interviewing, and guest lecturer at 12 different universities in New York and Washington DC, Arlene coaches individuals on launching new careers. Arlene is also President-Elect of HR/New York, the 2000-member NYC chapter of The Society of Human Resources Management (SHRM).



CONFERENCE REVIEW: **The MNYCCPOA Winter Professional Development Program:** **Career Counseling for Veterans**

by Laurie Joseph

The MNYCCPOA Winter Professional Development Program: Career Counseling for Veterans was held at F.I.T. on January 18, 2013. Out of the four speakers, three are veterans themselves and all are truly dedicated and committed to helping student veterans succeed.



Sheats, Manager of Veteran Relations for American Corporate Partners, spoke about his not-for-profit organization which is based in New York and helps veterans across the country. American Corporate Partners offers two programs that assist veterans. The Mentoring Program pairs together veterans with volunteer mentors (who are private citizens) from participating institutions for a one-year period. Participating institutions normally contribute \$50,000 to participate. The money is given as a grant, from the participating organizations' foundations. It is both a local and a national program, with local mentoring meetings taking place mostly in-person and long-distance meetings conducted by phone, E-mail or Skype. Although it is not exactly an employment program, the mentors do help veterans transition into civilian life.

The mentors offer career advice and provide contacts to the mentees for networking purposes, which often does lead to employment. The mentees are given exit surveys at the end of the one-year period, and the results indicate that approximately 60% do get jobs or are waiting to begin jobs that they have lined up.

Mentors conduct mock interviews and help veterans with the difficult task of translating their military skills and experience into job qualifications necessary for civilian

employment. "Most of these veterans have never been on a job interview," according to Mr. Sheats.

"They don't know what to wear or how to act, or how to answer some of the expected questions. There are currently forty three institutions participating, with more than 1,600 mentors and veterans currently paired. And, over 2,000 have already completed the mentorship program successfully". He then talked about why the programs are so successful. "When they were serving, they had a sense of purpose and meaning on a daily basis. The mentors give them the support they need to build their confidence that is needed to go forward in their job search."

American Corporate Partners also has an online advice program called AdvisorNet. This Q &A website is a network staffed by volunteers who are leaders in a variety of different types of businesses and organizations. These leaders answer veterans' questions and give advice about jobs, careers and also personal issues. It can be accessed at www.acp-advisornet.org.

Mr. Sheats talked a bit about his own background. "I served in the United States Army and worked as a commercial fisherman in Alaska after that. I then decided to go to law school and became a corporate attorney in NYC; but I disliked it. Now I am doing something that I love -- something that brings me a lot of joy," he said.

"We want veterans to become the leaders of corporate America in the future. They bring with them a unique set of skill, experiences, ethics and decision-making abilities," said Sheats. "American Corporate Partners also assists the spouses of military personnel killed or severely wounded in action. Veterans are dealing with many special needs. The best way to help them is by giving them a helping hand," he said.

Adam Grohman, the Director of Student Conduct and Community Education at LIU Post, is also the Director of their Veterans Services for the college. As a former member of the U.S. Coast Guard, Mr. Grohman spoke about what student veterans go through before they arrive

Career Counseling For Veterans (continued)

Adam Grohman, the Director of Student Conduct and Community Education at LIU Post, is also the Director of their Veterans Services for the college. As a former member of the U.S. Coast Guard, Mr. Grohman spoke about what student veterans go through before they arrive on a college campus, and what they go through when they arrive.

“One thing you keep your eye when you are serving in the military on is going home. The environment there is very different. For instance in boot camp, nobody is allowed to talk during mealtime,” said Mr. Grohman. “Upon leaving the military, you may have been told what you should be doing next, based on what you did in the military. But we don't want to pigeonhole anyone. We don't want to make any assumptions. It gets complicated,” he added.

Adam also talked a lot about the Post 9-11 G.I. Bill. “This bill provides funds for military personnel to transition to the college campus environment as they are transitioning into civilian life. Its benefits can also be passed down to dependents.”

Mr. Grohman believes that LIU Post is a very veteran-friendly campus, and cited specific recommendations for how we can make our campuses veteran-friendly.

- Determine what is already in place to assist them.
- Develop seminars and In-Service programs.
- Outline a vision, based on goal of the institution.
- Identify who is the point of contact for both student military members and student veterans.
- Provide a forum for them so they can feel connected (such as a Veterans Club).

“Student veterans are waiting to become leaders on your campuses,” said Mr. Grohman. “They bring a level of understanding of world events and reflection to the classroom environment. They should be made to feel welcome and at home”. He feels that all of the administrators and staff on college campuses need to engage and connect with the veteran student population.

Michael Knauer, a student veteran at LIU Post, also served in the U.S. Coast Guard.

“Veterans on college campuses are not looking for special treatment, but they are looking for proper treatment, the right treatment,” he said. He talked about the difficulty in adjusting. “Before you leave the military, you are given a program that helps you transition from military service back to civilian life. But when we get out of the military, we are getting out of a highly structured environment and going into a more self-sufficient setting, which is hard. What is missing in civilian life is the camaraderie. We need to be around people like ourselves.”

Michael serves as an officer of the veterans group Veteran Students United, which has 100 members on the LIU Post campus. He believes that it is important for this organization to be on college campuses in America. Through this organization, the veterans seek to establish and foster administrative support from college administrators. The organization incorporates student civilians on campus into their groups. It also has a mentoring program. “As a mentor for the group, I learn as much from them as they learn from me,” Mr. Knauer said. “We see everyone else around us moving forward,” he added. “We must go to school full-time all year round, which for us includes summers and winter breaks to collect Veterans benefits and it takes most veterans thirty six months to get a degree. This is very difficult,” said Michael.

Liv Wright, a career consultant, professional coach and the founder of Liv Wright Communications, works with veterans at Hunter College -- a widely known Liberal Arts school. Among the veteran population that she assists, many of them have served in Afghanistan or Iraq. A lot of the female student veterans served in non-combat administrative assignments. She spoke about military culture and how it differs from academic culture. She believes that we all need to learn about military culture. “Even our testing protocols (in academia) are outside of the military culture. Most of the tests within the military are multiple choice,” said Ms. Wright.

Career Counseling For Veterans (continued)

She also addressed the dilemma of how to get student veterans to show up at Career Services events.

“Tap into the peer leadership of the Veterans Club,” Liv said. “The interaction between student veterans (with other veterans) is very important. They need to share and they need to vent. The interaction between student veterans with other civilian students and the other student clubs is also important,” she added.

“It is important to find out the political culture of your campus as it relates to military efforts,” said Liv. She feels that in general, employers are in favor of hiring veterans. “They get individuals with training. They want to build on the investment that the U.S. government already made.” She cited companies that are widely-known for their veteran recruiting efforts. They include Disney, Walmart, Verizon, Prudential, Target and Chase.

She spoke of two programs that she is involved with that assists student veterans. The first is Four Block, a nation-wide program (which is in-part sponsored by CUNY). It is a program for student veterans, which allows them to connect with mentors from a variety of companies and organizations and prepares them for internships and the job search process. For more information, visit www.fourblock.com. The next is the PAVE Program (*Peer Advisors for Veteran Education*) which the Veterans Administration uses for field placements at city col-

leges like John Jay, Lehman and Hunter. The PAVE Program assists student veterans by providing advisors for them. The advisors help them to make connections and provide resources for them, for transitioning smoothly to campus communities. Further information can be found at info@paveoncampus.org.

Ms. Wright mentioned that the federal government has many jobs right now within the Dept. of Defense, for military veterans who might be seeking security positions and similar types of jobs.



Learning to
Better Serve
Those ★
Who Have
Served

Conference Review

MACCA Conference 2012: Multifaceted Approaches to New Career Realities

by Professor Connie Egelman
Nassau Community College

I had the pleasure and opportunity to attend the 42nd annual Middle Atlantic Career Counseling Association's Conference on December 5-7th at the Willow Valley Double Tree Resort and Conference Center in Lancaster, PA. As in years' past, a MACCA conference does not disappoint! This year's event was jammed packed with opportunities to hear four keynote speakers, attend a variety of concurrent sessions, roundtable discussions, an exhibitors' display and attend social and networking activities.

I'd like to share some of the highlights of the program along with some tips and resources that I learned about. Dr. Mark Taylor delivered one of the keynotes. A consultant and speaker recognized across the US and Canada, he is an expert on the generations, traits, developmental issues and learning outcomes of today's students. His presentation, entitled, "Multigenerational Career Counseling," focused on helping career counselors understand the generational cohort traits of each group, the implications of these traits on the delivery of career counseling services and methods and approaches most appropriate for members of each group.

When speaking of "Generation Next," those students born after 1981, he described them as being overprotected and entitled, customer service oriented, needing immediate service, having unrealistic workplace expectations and unwilling to "pay their dues." Self-esteem programmed, these students have a tendency to overrate their skills and expect to make it on talent not effort. Taylor stated that we have our work cut out for us with this population and need to help these students become more aware of workplace realities, to take responsibility for their actions and to understand that success is based on real effort and hard work. More information about Dr. Taylor, along with copies of his numerous articles is available at www.taylorprograms.com.

"Socializing the Job Search," Margaret Dikel's (Aka, author of The Riley Guide) keynote presentation, offered us an incredible amount of information about the use of social media in the job search process. Dikel presented us with a plethora of statistics regarding employers' use of social media, major social media pitfalls, and tips on how to use social media more effectively for a job search. You might be interested to know that 92% of re-

cruiters are leveraging social media to reach candidates and that 73% have successfully hired through social media.

Road Trip Nation provided another keynote presentation. Now in its 9th season on PBS, it is still growing strong. Road trip nation started in 2001 when a group of friends took a road trip to figure out their lives. Since then, it has evolved into a public TV series, an educational organization, and a movement of people who are defining their own Roads by resisting conformity and doing what they love.

They showcased the Roadtrip Nation Interview Archive, which is a low-touch digital career exploration tool that enables students to discover pathways specifically aligned with their interests and ambitions. Searching the archive either by theme or interest, students can become more self-aware of their interests, values and life goals, gain exposure to career pathways they may not have known existed, connect with mentors who have similar interests and related experiences and learn how to take ownership of their own learning experiences and careers through self-directed exploration.

Students can subscribe as individuals or there is an institutional option to join. To learn more about Road Trip Nation, and their college programs and the archive, you can visit www.roadtripnation.com.

Concurrent and roundtable sessions were aplenty ranging from hands on workshops on Navigating the Federal Employment Process to Engaging Student Athletes in the Career Development Process. Interspersed into the schedule was an exhibitors market, members showcase and social and networking activities. Next year's event is already booked at the Willow Valley Double Tree Resort in Lancaster and will take place from December 4-6, 2013. MACCA has a tradition of being a warm, friendly and enthusiastic association with a focus on providing excellent opportunities for professional development and networking amongst colleagues. If you'd like to learn more about MACCA or the upcoming conference (which is in the planning stages) please don't hesitate to call or contact me at connie.egelman@ncc.edu.

Editor's Note:

Connie has been a longtime member of the association and currently serves as president of MACCA.

Book Review: by Laurie Joseph
Life after Graduation:
Your Guide to Success

By Terry Arndt & Kirrin Coleman
Second Edition, 2012
Life after Graduation, LLC.

When I picked up this short 127-page paperback, I thought that most of the recommendations given would be about succeeding on-the-job, with instructions on how to climb that all too familiar ladder to career success. However, I quickly saw that most of the lessons taught in this book are those that a life coach/financial planner would share with most individuals looking to make the right choices as they embark into their future. Therefore, I believe that this book actually has a much broader audience to appeal to. Rather than helping just recent grads, it can serve as a helpful guide to college graduates and workers of all ages.

Beginning with budgetary and money matters, there are recommendations on fulfilling your financial obligations as well as your non-essential wish list of purchases that most of us can only hope to make. Debt and student loan basics, tax matters, the reality of identity theft in today's society and raise requests are all dealt with in an easy-to-understand manner.

Ways of ensuring overall life satisfaction are also discussed. Finding your path to happiness, learning how to prioritize your goals and meet your unmet personal goals were all addressed. The pointers on on-the-job success that are given include: time-saving tips; understanding organizational culture; how to dress to impress, watching your nonverbal signals; going above and beyond (what is expected) and your online image.

Finally, several ways of giving back to your alma-matter are also cited. They include: planning/participating in alumni events; sharing your expertise by becoming an alumni mentor and helping to raise funds in planned fund-raising events (like the annual fund), rather than just writing a check. The career advancement potential of doing this (through networking) and the personal fulfillment of helping others along the way are also described.

Considering that most students don't receive any kind of (personal or professional) financial management instruction while they are in college, I believe that this type of

advice is long overdue by the time they graduate. Readers will be able to see how the advice shared in this highly informative book can benefit them in their personal and professional lives.

I highly recommend Life after Graduation: Your Guide to Success, not only for our students and alumni, but for Career Services Offices' career library collections. It is available on Amazon.com for the affordable price of \$17.70.

CONFERENCE REVIEW:
The NWICI 2012 Student
Communications Career Conference

by Laurie Joseph



The annual New York Women in Communications Foundation Student Communications Career Conference was held on November 17, 2012 at NYU's Kimmel Center. Close to three hundred students and young professionals attended this day-long event, which featured two keynote presentations, nine breakout sessions and the final presentation, *Secrets to a Successful Job Search*.

Giving the breakfast keynote address was author Kate White, formerly the editor-in-chief of Cosmopolitan Magazine, who shared her motto for success, "go big or go home". The luncheon keynote Jenna Wolfe, from NBC's *Today Show* and *Weekend Today*, spoke of the importance of remaining true to oneself. Leaders from top media organizations (such as the New York Times, Hearst, BBC News, Essence and People) spoke at the breakout sessions on a wide variety of media career areas on panels which included *Fashion and Beauty Media* and *Digital, Social and Mobile Media*.

Secrets to a Successful Job Search panelists were unanimous in stressing the importance of interning and networking. The speakers offered conference attendees a chance to learn about the dos and don'ts of looking for work in the media field from human resources experts. The moderator of this final panel was Delia Camasca, who is currently a Career Coach, Recruiter and Talent

NWICI 2012 Conference (continued)

Acquisition Specialist. Ms. Camasca, formerly the Manager of Campus Relations at NBC Universal, talked about just how competitive NYC is, as the #1 market in the country. She shared her own personal story of perseverance and how important it is to effectively keep in touch with previous professional contacts. “Be cautious about social media posts because employers do look at them,” she said. “Be careful about what’s put on them and who you are friends with”. She went on to say that employers have rescinded job offers based on what they have seen. “Check LinkedIn on a daily basis, as 90% of all recruiters are using this social media tool to find talent,” said Ms. Camasca.

Panelist Alexis Bressler, a Human Resources Specialist at Macmillan, made some excellent recommendations. “Overdress when preparing for an interview -- even if it's for a fun company. Also, post resumes on both employer sites and job sites. Using targeted job boards or web sites such as Bookjobs.com and mediabistro.com are extremely helpful,” she added.



Lauren Finn, Human Resources Associate at BBDO, believes strongly in demonstrating enthusiasm and stating how you have been a team player. “Show that you are not going to be selfish. Make sure that the questions you prepare for the interview are not self-serving. Many of the questions job candidates should ask should be more about the culture of the company,” she said. This advice was in keeping with the corporate culture at BBDO, where employees are expected to have a “we, not me attitude”. Like Ms. Camasca, Ms. Finn also said that job candidates should use LinkedIn regularly, and make sure that their profiles are up-to-date and professional. (Ms. Finn uses LinkedIn to do a lot of her own searching for job candidates.) “For effective networking, use professional organizations and on-campus clubs. Also suggested considering everyone that you meet as a potential networking op-

portunity, as your lead could come from anywhere,” said Ms. Finn. She admitted that she does appreciate a hand-written thank-you note following an interview. “Candidates should follow-up after an interview without stalking.” This final comment earned her quite a few laughs from the audience.

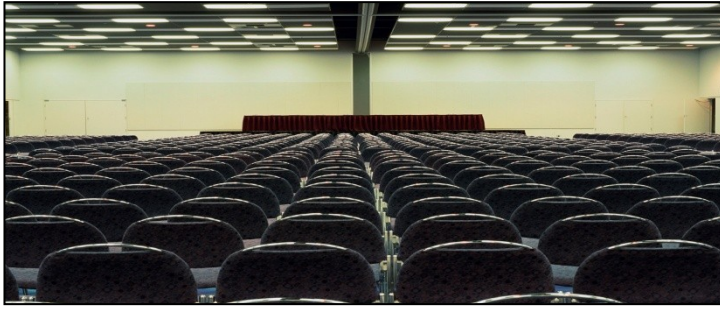
“Remember the manners that your parents taught you,” explained Dolly Krishnaswamy, Social Media Recruiting Coordinator at TTS Staffing. “Say thank you back to the interviewer and do not put in random stuff or fluff. Sending resumes via Facebook, LinkedIn, Twitter and email is in, and faxing and snail mail is out,” she advised. “Sell yourself and demonstrate confidence by showing that you are your comfortable at the interview. Maintain strong eye contact,” said Ms. Krishnaswamy.

Conde Naste's Director of Human Resources Adam Goldberg shared what he looks for in candidates. “I look for concise and consistent resumes; they should quantify the work a candidate is doing. It is important to show the impact of all of your projects and the end results,” he said. He also explained how he and other human resources professionals utilize applicant tracking systems to find top candidates. “We use key word searches to narrow down the applications we receive”. He had several interview tips which included doing your research and not just reciting a mission statement back to the interviewer. “Practice some problem-action-results examples,” he explained. He also shared some recommendations for moving up within an organization. “Internships are great feeders for entry-level positions. Network with people from all different departments (during an internship and after) and then keep moving yourself horizontally or vertically, through the people you know”.

Besides this annual conference, NYWICI offers numerous opportunities for college students including: student memberships; internships; networking events; a scholarship program and a mentoring program. For more information about the organization, contact www.nywici.org.



UPCOMING CONFERENCES



The Spring 2013 MNYCCPOA Meeting will be held on Friday, May 3, 2013. It will be hosted by Google; more details TBA. The morning topic will be, “Emerging Technology Tools for Career Counselors” and the afternoon program will be the presentation of the Alva Cooper Awards.

The annual NACE Conference and Expo will be held on June 4-7, 2013 at the Orlando World Center Marriott in Orlando, Florida. For more information go to www.naceweb.org/2013-conference/.

PROFESSIONAL AFFINITY GROUPS

Participation in Professional Affinity Groups (PAG) offer members an opportunity to engage in the MNYCCPOA community and network with colleagues. Members of the Professional Affinity Groups connect with each other on the PAG Discussion Boards to discuss specific issues within the career services profession. The groups may also contribute topics and articles to our newsletter MNYCCPOST and provide suggestions for our programs. To become a member of a PAG, please log-in under Member Resources and subscribe to the PAG Discussion Board of interest: <http://mnyccpoa.shuttlepod.org/>

Groups:

Career Counseling
Directors
Internships/Co-Op
Employer Relations

Marketing Career Services
Career Services and Technology
Volunteer/Community Service
Students and Young Professionals

ARTICLES WANTED:



You too can be a contributor to MNYCCPOST. Articles on all career-related topics are sought. In particular, we always look for conference reviews, book reviews, website reviews and articles about best practices and innovative programs. Submissions should be sent to: Laurie.Joseph@ncc.edu.

The Alva Cooper Awards

The Alva Cooper Awards Committee establishes guidelines for judging criteria, makes recommendations regarding award categories and eligibility and selects the recipient(s) for this prestigious award.

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Communications

Members of the Communications Committee are responsible for connecting the MNYCCPOA community through MNYCCPOST, social media, member emails, and the MNYCCPOA website.

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Newsletter

MNYCCPOST is published three times per year, and solicits articles for inclusion in the newsletter.

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This committee publicizes the work of the organization and its members to the professional community and the press, serves as part of the editorial staff of MNYCCPOST, handles special correspondence and assists in publicizing the Alva Cooper Award.

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