

New Career Resource Available to Help You Explore Careers and the Job Market

Spring 2017



The Office of Career & Internship Services is pleased to announce the arrival of *Career Coach*, an online career resource. If you ever wanted a quick assessment of your work interests and see how those relate to careers, as well as local and regional jobs, you don't need to go any further than *Career Coach*. This program will allow you to research careers and provide you with information about the educational requirements, the job outlook, wages, and the training and education required to pursue these jobs. Finally it can show you the current, real-time job openings available for the career you wish to pursue. These are all valuable considerations when deciding on a major or career.

you better decide on a career that will be fulfilling and bring you happiness and joy. So what are you waiting for, come to the Office of Career & Internship Services and let us show you how *Career Coach* can help you discover the career that is right for you.

To check out the program, go to <https://sunyorange.emsicareercoach.com>.



SUNY Orange Office of Career and Internship Services

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Middletown Campus
George F. Shepard Student Center
Room #227

Monday through Friday:
8:30 a.m. to 5 p.m.
call for evening appointments

Newburgh Campus
Please call for hours

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Organizational Ability

A critical skill employers want

According to the National Association for Colleges and Employers (NACE), one of the most important transferrable skills a worker can possess is the ability to organize. It ranks up there with communication and interpersonal skills. Companies need workers who can stay organized and focus on the project at hand. Organizational skills include planning, time management, scheduling, coordinating resources, meeting deadlines, and prioritizing. Good organizational skills can save a business owner time and can reduce redundancy; it allows a person to balance tasks efficiently and effectively. A person with good organizational skills plans ahead and prioritizes actions and activities in a way that helps them achieve goals.

Maintaining strong organizational skills can reduce the chance of developing poor work habits such as procrastination, clutter, miscommunication and inefficiencies. If business systems are not properly organized, tasks pile-up, paperwork gets lost, and valuable time is spent finding information that should be readily available.

From Career Lost, to Career Found, to Dream Job... in just 6 Months!

You could say Ami Cruz was totally lost when it came to knowing what she wanted to do for a career. And making matters worse, she was about to graduate from SUNY Orange, and was feeling a lot of pressure to get things figured out prior to going on to a 4-year school.

She had explored psychology. She felt that there was something stirring inside of her related to psychology, but this never advanced to anything resembling a real passion, and she had begun to think that it really wasn't for her. Then she thought maybe speech pathology. After taking some courses in the field she again determined that this wasn't it.

Then, she made a decision that ended up changing everything for her. Prior to starting her final semester before graduation in December 2016, she enrolled in a Career Planning course offered through the Office of Career and Internship Services, for the Fall 2016 semester.

After determining that she wanted to try the marketing field, she interviewed at Media Vision Advertising in November, was quickly approved by the owner to do an internship, and began there in December of 2016. By March of 2017, she had completed the internship, discovered her passion and secured a full-time job. In fact, she skipped the entry-level step and started as a Project Manager, well above the entry level.

"It couldn't have gone better," she says. "My internship involved creating a mock client and then designing a total package for this client, including a strategic marketing vision, campaign planning, logo, graphics, media buys and advertising. You could say I took a journey through virtually every aspect of what they do at Media Vision."

It was a journey that certainly paid off. By the time she completed her internship, James Danella and the



Here's a list of tips that can help you organize your work life:

- Make a bullet-form list of daily and weekly tasks
- Prioritize the items on the list
- Break larger tasks into smaller steps and accomplish smaller tasks first
- Divide the tasks throughout the week or month
- Stay focused, concentrating on one thing at a time
- Review your progress daily and weekly; make adjustments as needed
- Set deadlines



(l to r) Ami Cruz working with James Danella, owner of Media Vision Advertising

Media Vision team felt that she fit in very well with them, and didn't want to lose her. "I knew this was someone with the kind of talent, drive and work ethic that I wanted in my business," he says.

The money that Ami earns will go to very good use. She still intends to pursue a Bachelor's, and probably a Master's, and is happy to be able to earn at a higher than entry level rate, in order to be able to fund her education faster. And this invaluable hands-on work experience is sure to serve her extremely well in the future.

Featured Employer:



Media Vision Advertising

"You're Only as Strong as Your Weakest Link"

James Danella, the owner of Media Vision Advertising, learned some valuable lessons playing national-level competitive volleyball. Chief among them, he says, is the knowledge that "you're only as good as your weakest link." This understanding set him on a journey to become a world-class mentor, a goal he has clearly achieved.

James began his career in marketing and media as a Production Assistant. To say he started at the bottom is an understatement; he did everything from running errands and getting coffee to cleaning up behind the elephants in the Ringling Brothers Circus when his company did a TV shoot at one of their shows in Madison Square Garden.

James worked his way up to the top and eventually became a respected and accomplished Director/Producer. Working out of New York City, his work took him literally around the world. One of the projects that he remembers most fondly was producing the Para-Olympics in Australia.

He founded Media Vision Advertising in 2002, 15 years ago, and they have established a reputation as one of the area's premier marketing and advertising companies. Their local clients include some of the area's most respected businesses such as the Orange County Chamber of Commerce, Walden Savings Bank and Royal Pools and Spas. Their scope of services runs the gamut from brand identity and strategy, to print, radio and TV advertising, to web design and interactive media production.

James attributes a major component of his success to working collaboratively with both his clients and his staff

members. In house, he and his team work together literally on anything and everything that is done at Media Vision. James is passionate about the business and equally passionate about mentoring and developing talent.

Thus it's no surprise to find James working closely with the Office of Career and Internship Services at SUNY Orange. He's always eager to take Marketing and Business majors under his wing, and he firmly believes that "the internship is for the benefit of the intern, and our role is to groom, educate and train."

At the moment, Media Vision finds itself without a SUNY Orange student intern. However, this is a "good" problem: the reason for this is that his last student intern, Ami Cruz, was hired for a full time job, and began working as a Project Manager at Media Vision at the conclusion of her internship in March. Soon, James will take on another SUNY Orange student and begin the cycle once again. Another fortunate student will be provided with a wonderful hands-on learning experience in preparation for a career in the business. And, perhaps, eventually, with a full time job at Media Vision!



Important Advice from your Career Services Team

Hone your skills and increase your chances for employment

While you attend college seek out opportunities that will help you develop leadership, teamwork, communication, as well as interpersonal skills. These are critical skills to acquire since these are the skills employers seek in graduates. Develop the skills and be able to provide examples of how you have used these skills at school, work, at an internship, or volunteer position.

Petra Wege-Beers
Director

Internships turn into jobs

According to a recent survey by the National Association of Colleges and Employers (NACE), over 50% of student internships result in a full-time job offer. With stats like that the questions isn't why do an internship; the question is why wouldn't you do one?

Donald Green
Assistant Director

Networking for career success

Through networking you get to create your own personal Board of Directors. The idea of having a board of directors helps you to include those individuals you trust and rely on for advice on various issues. They can help give you different perspectives about your career exploration and job search.

Jamie Gutierrez
Career Liaison

Grow and learn new skills and abilities....

It is a recipe for disaster to stay focused on your existing skills set. We must embrace new talents, abilities and areas of focus. The business world changes rapidly, and we need to keep ourselves current, adaptable, and open to change to remain being valuable in the marketplace.

Dorian Deblasio
Program Assistant

Job Fair 2017



Job Fair 2017 was a great success thanks to the employer community and the job seekers who joined us on April 13th.

Stop by our Office for additional employment leads

CAREER BLUNDERS

Many employed individuals focus on what they want from the job, and not what the employer expects. Knowing what is wanted and expected from you on the job is just as important as what you expect to gain. You need to be clear on what your employer expects and make sure those expectations are met.



Earth Day

Visit our table during Earth Day
Friday, April 21st in Newburgh
Thursday, April 27th in Middletown
from 10 a.m. – 2 p.m.
to learn about green career options.

Upcoming Events

The Office of Career & Internship Services is pleased to announce the last workshop of the Spring semester

LinkedIn

Learn how to create an effective LinkedIn profile and how to use this site for professional networking opportunities

The workshop will be held on both the Newburgh and Middletown campus.

Workshops are free and open to everyone.

Check our website

www.sunyorange.edu/careers

for the latest information on workshop dates and for other upcoming Career Services activities.

845-341-4444