

Fall 2012

Thanks!

During this holiday season we are reminded to reflect on our many blessings. The Career Services staff would like to acknowledge and thank the many people we serve and work with throughout the year.

We are thankful to the students who come and frequent our services. You allow us to help prepare you for the world of work by providing you with up-to-date career development information.



We are thankful to the faculty who invite us to their classroom to present career information. You provide us with an opportunity to reach many students all at once.

We are thankful to the employers who hire our students, provide internship opportunities, and participate in various career development activities. You make an enormous difference in the lives of our students.

We are thankful to our colleagues who help us reach out to students and who encourage them to use our services. You are critical to our success.

We are thankful to the administration for your support of our Office. We would not be able to do what we do without your faith in us.

Best wishes to all for a blessed and peaceful holiday season.

Your Career Services Team



SUNY Orange
Office of Career and Internship Services

www.sunyorange.edu/careers
careers@sunyorange.edu
(845) 341-4444

Middletown Campus
George F. Shepard Student Center
Room #227

Monday, Tuesday, Thursday, Friday:
8:30 a.m. to 5 p.m.
Wednesday:
8:30 a.m. to 7:30 p.m.

Newburgh Campus
Please call for hours

Effective Teamwork

Organizations require people who can work in teams. Learn what you can do to improve your team working skills.

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Internship Update

Read advice five employers share with students interested in pursuing internships

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Featured Employer

Focus Media is the fastest growing public relations/marketing firm outside of New York City. See what it takes to work for a public relations firm.

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Career Advice

Career Services' staff provides tips for career success.

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Upcoming Events

Read about upcoming activities and workshops that are scheduled for the spring semester.

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Effective Teamwork – a critical skill employers want

Employers expect their employees to work in teams. Effective teamwork is ranked among the top five competencies employers seek in college graduates, according to the 2011 NACE employer survey. Yet recent college graduates often report that among the most difficult challenges, when adjusting to career from college, was the demand for group work. They frequently are uncomfortable in a team environment and uncertain about the role they should play. This is not unusual when we consider that success in school is usually based on individual effort and rarely are students engaged in team activities or projects, accepting team sports. Thus team work is a foreign concept to many new graduates and it is understandable that team work feels unfamiliar.

William Coplin, in his book *10 Things Employers Want You to Learn in College* concludes that many students do not like



working in teams. This is not surprising in a society that values individuality and competition. Team work requires us to relinquish control, to work towards common goals by building consensus.

How then can college students gain experience working in teams?

⇒ Become part of a sport team, play competitively or join an intramural league. You will quickly learn how each member supports the others on the team. You will discover your strengths and how they complement the rest of the team.

⇒ Participate in co-curricular activities, join a club or civic organization, and consider volunteering your services. Working with others will enhance your communication skills and provide you with opportunities to take on a leadership role.

⇒ Complete an internship. Working in your chosen field will not only expose you to professionals who can serve as mentors, but will help challenge your critical thinking skills and allow you to contribute creative solutions to difficult problems.

⇒ Consider taking a class *Small Group Communications* and learn the mechanics of how to work in groups. Learn how to interact more effectively and how to resolve conflict.

Internships: An employers' perspective

On October 16, Petra Wege-Beers, Director of the Office of Career & Internship Services at SUNY Orange, moderated an employer panel at the New York State Cooperative & Experiential Education Association at West Point. Employer participants represented ShopRite Supermarkets, Independent Living, Inc., Frontier Communications, Orange Regional Medical Center, and Enterprise Holdings. All five employers have worked extensively with interns and were happy to share their experiences and recommendations.

Employers shared that during the



interview process students show a lack of awareness of particular job requirements. They suggest that students not only research company information but also the job specifications and requirements. The interview is designed to determine how well candidates will fit into the corporate culture, whether they show the interpersonal skills needed to get along with coworkers and supervisors, and how receptive they are to listening and learning. Employers advise that an interview should always be followed up with a thank you note.

Once the student has secured an internship, the wise intern will observe and listen to other more experienced co-workers and supervisors, identifying mentors along the way who will be available to the student even after the internship has ended.

According to the employer panel most students are academically prepared for the actual job tasks, but lack commitment and dedication.

Employers appreciate students who show initiative, are willing to take on additional tasks, and show a genuine interest in the organization. These individuals are more likely to be hired after their internship ends and will receive positive recommendations. Students are advised to conduct themselves professionally, to avoid the office gossip, and to treat co-workers and supervisors with respect.

Employers require their interns to familiarize themselves, and comply with, the organization's cell phone and computer usage policies, as well as HIPPA rules and regulations at medical facilities. Adherence to safety requirements is essential in manufacturing and communication firms. Violation of these procedures, regulations, or policies can result in dismissal.

SUNY Orange students interested in pursuing an internship should contact Angela Colonna, Internship Placement Specialist, at the SUNY Orange by calling 845-341-4408.

Featured Employer:

FOCUS MEDIA

Focus Media located in Goshen, NY is a marketing and public relations firm founded in 2002 by Josh Sommers. This multi-faceted communications organization specializes in public relations, marketing and advertising, crisis management, market research, design and Web page development. The company recently earned two national awards from Graphic Design USA and was named the fastest growing public relations firm in the East in 2011 by PR Week magazine. The organization employs 17 people; including award-winning journalists, marketing executives and graphic designers.

Recently, Petra Wege-Beers, Director of the Office of Career & Internship Services at SUNY Orange, met with Mr. Sommers, President and CEO of Focus Media to learn about the marketing/public relations business and to gain insight into how students can get started in this very competitive industry. Industry specific work experience is essential in order to be considered for employment and Mr. Sommers champions internships which will provide students with this critical experience. To gain the most benefit from their internships students will take advantage of every learning experience their work site offers. They will go the extra mile and give 110%, embedding themselves firmly in the organization. Successful students will demonstrate a positive attitude, high energy level, initiative and motivation. Mr. Sommers shares that smart interns will get to know the people in the organization and begin to establish a professional network which they can consult with once they are looking for employment.

Mr. Sommers explained that his firm seeks out well rounded professionals who understand multiple disciplines and can tackle varied assignments. In order to be considered for employment, excellent communication skills, both written and oral, are absolutely necessary, as is the ability to present oneself in a professional, competent, and confident manner. Communications, marketing, and public relations majors are well advised to begin their own blog which offers them the opportunity to demonstrate their writing skills. Students must begin to build a portfolio and be prepared to submit it along with their resumes and cover letter when applying for positions in the creative field. Mr. Sommers spoke emphatically about the need for applicants to separate themselves from the pack considering that Focus Media receives between 60-100 applications for every one opening. He is surprised how few applicants will not check on their application status once they have submitted a resume. The individual who follows up will stand out and will have a far greater chance to be called for an interview. The agency values assertive employees, individuals who can build relationships and network effectively.

When asked about the most rewarding aspect of his work, Mr. Sommers sites partnering with other organizations to help them succeed, and the opportunity to affect public policy as the most worthwhile activities his firm engages in. He describes the marketing/public relations industry as a fast-paced, intense, fun, creative and demanding industry where highly focused, confident, and committed people can excel.

Important Advice from your Career Services Team

Make the most of internships

Internships can be viewed as extended interviews by employers! Look for ways to make a difference in your internship. Show initiative in the tasks you are requested to perform. Your initiative can open other opportunities.

Angela Colonna
Internship Placement Specialist

Don't burn your bridges

Make certain that the people you give as references will provide you with a positive reference. To that end, always leave your employer on a positive note so that you can use them as a reference in the future. You may also wish to stay in touch with former employers and make them a part of your professional network.

Petra Wege-Beers
Director

Be prepared for job interviews

Nothing will close a door faster than a lackluster interview. Learn everything you can about the organization. Use resources such as books and online websites to familiarize yourself with common interview questions. Prepare your answers. Even if you are not interested in the position, interview anyway. It's good practice, and the more you practice, the better you will get!

Dorian Tondo



focusmedia



Workshops

The following workshops are brought to you during the spring semester by the Career Services staff. They will be held on both the Middletown and Newburgh campuses.

- *Business Etiquette*
- *Getting Ready for The Job Fair*
- *Writing Winning Resumes*
- *The Art Of Interviewing*

For more information on dates, or to register, please visit our web site

www.sunyorange.edu/careers

or call
(845) 341-4444

FREE Career Webinar Series

The Career Center provides access to top career authors and experts. This webinar series will share with you the latest information on how to organize and execute a job search, build a network, interview tips, and how to land that job!

Attend one presentation or all

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| 11/7 | Mark Anderson | How to Find the Work You'll Love |
| 11/14 | Stever Robbins | How to Plan and Live an Extraordinary Life |
| 11/21 | Jenny Blake | Life After College – Start Preparing Today! |
| 11/28 | Daniel Seddiqui | Learn the 5 Essentials to Finding Work |
| 12/5 | Julie Bauke | 7 Mistakes That Screw Up Your Job Search |
| 12/12 | Andrea Nierenberg | Non-Stop Networking Will Change Your Life |

All Career Webinars are held on Wednesday's at 3:00PM, on both the Middletown and Newburgh Campus. Middletown webinars will be held in room 227 of the George Shepard Student Center. Newburgh webinars will be held in room 210 of Kaplan Hall.

All webinars and workshops are open to all students, alumni, and community members at no charge.

CONGRATULATIONS...

Congratulations to the four winners of our Career Labyrinth gift cards. The winners are...

Kadeesha Green, Kassandra Lewis,
Omar Walker, Selena Wiltshire

CAREER BLUNDERS

Never lie on a job application; tell the truth from the start. While embellishing on resumes may seem harmless, not telling the truth in the beginning of a work relationship can be an absolute fast path out the door.

ANNUAL JOB FAIR 2013

Thursday, April 11

1:00 PM – 5:00 PM

Middletown Campus
Physical Education Building
East Conkling Avenue, Middletown, NY

For more information regarding the Job Fair, please call us (845) 341-4444 or check our website at www.sunyorange.edu/careers/jobfair.shtml