



# CAREER INSIDER

## *Alumni Networking Panel*

Marketing, Management and Communication students gathered earlier this month in the DeNaples Center to network and listen to alumni share their experiences at the Marketing, Management & Communication Alumni Networking Panel. After an introduction from Cheryl Collarini of Career Services, the alumni spoke about their experiences and journeys throughout their careers. Alumni present included: Jason Huffsmith ('04), Erica Alunni ('05), Joe Fasula ('97), Deborah Kolsovsky (90), Debra Hedrick ('92), Dave Mehall ('06), Sandra Snyder ('93) and Jeff Chirico ('96). The alumni offered advice and suggestions to the students. They each shared their personal experiences about entering into the "real world" and offered suggestions. After the panel, students were able to talk with the alumni personally. All of the alumni accepted résumés from students and were willing to stay and talk with the students individually.



## *Letter from the Director*

As we enter the spring season now is the time to focus on your career plans. We have the resources available to assist you with every phase of your career development. We want you to know we are here to serve you. If you have questions about your major or are trying to decide what career path best fits your interests and values, come see us! Do you need to update your resume or what to practice your interviewing skills? Schedule an appointment for some assistance. Are you writing a personal statement for graduate school? Drop by for some advice. Looking for a summer job or after graduation employment? We can help! We have many workshops and events taking place this spring. Check out our website at [Scranton.edu/careers](http://Scranton.edu/careers) to stay informed of upcoming events and access valuable information regarding your future. Spring is a great time to renew your efforts to reach your career potential. As you are enjoying the warm weather and beauty of our campus, take a walk up to Career Services. We can help you with your plans!

Connie McDonnell

### *Contact Career Services:*

Walter Ciszek Hall  
1120 Mulberry Street  
Phone: 570.941.7640  
[www.scranton.edu/careers](http://www.scranton.edu/careers)

*Look for the Career Services  
Website link on the Student  
Tab of the my.scranton web  
page!*

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### **Career Services Week!**

**April 12-19**

Keep your eyes open for Career Service events throughout the week, and make sure to attend our **Career Services Carnival on April 16th from 3-6!** Talk to employers, play games, and enter to win prizes!

## ***Backpacks to Briefcases Dining Program a Success!***

The Office of Career Services and the Alumni Society of The University of Scranton recently sponsored the 13<sup>th</sup> annual "Backpacks to Briefcases" program held on Thursday, evening, March 4, 2010.

Approximately 60 students and staff members were in attendance for the program which was presented by Mr. Brian Crawford, Director of Dining at East Stroudsburg University.

Attendees were taught the *finer points* of dining etiquette through the experience of a meal which included appetizers, soup, salad, sorbet intermezzo, dinner, and dessert and coffee or tea. Mr. Crawford explained the proper way to conduct oneself in the presence of potential employers during those times when the interview may take place over a meal. Everything from how to fold your napkin to how to use the various utensils was covered, and students had the opportunity to interact with Mr. Crawford throughout the evening to discuss questions they had about the dining process, inclusive of cell phone etiquette, proper passing of condiments and seasonings, and various other questions that came up during the course of the meal. There were even some great tips presented on "damage control" – what to do when you accidentally spill your drink all over your host, or how to tell someone they have food stuck in their teeth, etc.

The experience was both educational and entertaining, and

the feedback from the students was quite positive. The program is offered every Spring Semester and is one of our most popular student programs. For those of you who missed it this year, we encourage you to give it a try next year. You'll learn some valuable lessons about dining with a potential employer that could quite possibly make all the difference in your being offered the job!

*About Mr. Brian Crawford:*

Mr. Crawford has been an employee in the Campus Services Division of the ARAMARK Corporation for the past twenty years. He has held several different positions including Catering Director, Food & Beverage Director, and Regional Marketing Program Manager.

He has also been involved in the creation and coordination of events for important government officials such as U.S. presidents, foreign dignitaries, and state governors. Additionally, Brian has had the pleasure of organizing events for film and music celebrities. He has been conducting the "Backpacks to Briefcases" program at The University of Scranton for the past eight years.

## ***The Graduate School Process***

So the semesters left until graduation seem to be flying by and most of us are asking, "what's next?" If you want to develop clearer career goals, enhance your qualifications for job opportunities, or earn significantly higher salaries, graduate school might be the answer to that lingering question.

Choosing a graduate school is less about life and the social scene and more about the academic experience. Finding a graduate program that meets your specific educational and career goals is most important. To find out which program fits best, you should make personal connections. Talking to a faculty member or a current grad student in your program of interest can give you better insight into

the environment of the department. Not only will talking to faculty benefit you, but it will also give you a big advantage come decision time. By getting in touch with professors and making your interests and goals clear, it is more likely they will remember you while reviewing your application.

Two of the usual concerns while applying to graduate school are taking the GREs and writing your personal statement. The GRE is a standardized computer based test required for most graduate programs. Although they may sound much like the SATs, graduate schools tend to put more weight on your letters of recommendation, relevant experience, and your GPA than your GRE scores. There are

many readily available GRE test preparations to help you learn strategies to do well on the test. The statement of purpose is another crucial part of the application process. Graduate schools look for any activities, experience in school, work or your extracurricular life that highlights your abilities to succeed in that program. It is also a good idea to add unique, but relevant information.

The graduate school process might seem overwhelming, but Career Services can be a great resource for help! Schedule an appointment with a counselor to discuss your concerns!

-Ryan Mooney



## *Faculty Spotlight Dr. Jan Kelly*

Motivating students to find interest in learning about communication is a difficult task, but students say Dr. Jan Kelly has helped them build a passion for the field. Dr. Jan Kelly is a University of Scranton Associate Professor of Communication. She views the field of communication as intriguing and has enjoyed teaching at Scranton for more than 20 years.

"I find human communication behavior fascinating. The ability to communicate with each other is essentially human quality. We create and re-create our social worlds through our interactions with each other," Dr. Kelly says.

Prior to Scranton, Dr. Kelly received her doctoral degree from the University of Minnesota, her master's degree from San Francisco State University and her bachelor's degree from Pennsylvania State University. She is also the founder of the University's Students in Free Enterprise (SIFE) chapter which she currently instructs along with many other undergraduate courses.

Dr. Kelly takes great pride in the success of the SIFE team. The team was named Regional Champions for four consecutive years. This year's team will travel to Minneapolis next month to compete in the SIFE National Expo. When asked what one of her most rewarding moments have been at Scranton,

Dr. Kelly answered, "Seeing students in SIFE blossom into professionals." Dr. Kelly highly recommends SIFE to students planning to enter the communications field because it offers hands on experience.

She deems experience as the key component for obtaining a career. Dr. Kelly even suggests a minimum of two internships for all communication majors. Her ability to challenge and encourage students yields success for many students after graduation.

Dr. Kelly prepares her students for the hard work and realities that lie ahead by offering this advice to seniors:

"Communications is a very exciting, yet competitive field. You have to love what you do and you have to be prepared; always remember do your absolute best in everything you do."

-Jennifer King



## *The University of Scranton SIFE Team*

The University of Scranton Students in Free Enterprise (SIFE) team is made up of 25 sophomore, junior and senior students in a class run through the Communication Department. SIFE is open to any student on campus, in any major who has a desire to create educational outreach projects serving the campus community as well as local and national communities. Jan Kelly, Ph.D., the founder of the Scranton SIFE Chapter and Elaine Tweedy, Director of the Small Business Development Center on campus moderate the SIFE team.

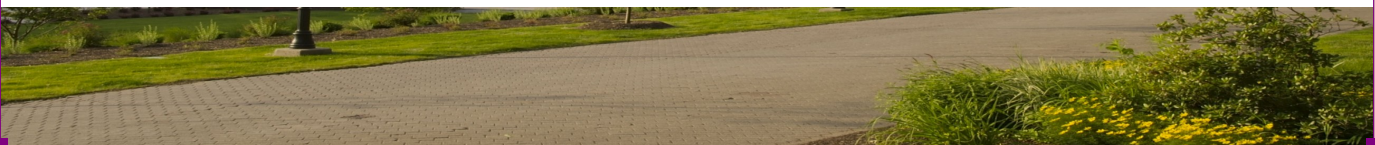
Some of SIFE's projects this year included Let's Can Hunger, a six month long hunger awareness campaign, collecting canned goods for local food pantries. Studio CEO was an interactive workshop for local Girl Scouts to learn about women in the business world. Ethics in Music Videos was an event on campus for students and community members to view the critically acclaimed "Dreamworlds 3" film about the portrayal of women in music videos. SIFE also created a "Money Talks" seminar targeting Freshman Seminar Classes about what affects credit scores and proper money management.

SIFE meets two days a week as a class to plan, implement and evaluate these projects throughout the semester. At the culmi-

nation of the Spring Semester, six students from the SIFE team present and are judged on a 24 minute multi-media summary of the projects they completed throughout the semester. On March 22, 2010, The University of Scranton SIFE Team traveled to Philadelphia for the SIFE USA Regional Competition. Competing against 35 other teams, Scranton SIFE was named a Regional Champion for its efforts, and will travel to Minneapolis, MN to compete against other SIFE USA Regional Champions from around the country at the SIFE USA National Exposition, May 11-13.

SIFE is an international-nonprofit organization that brings together the leaders of today and tomorrow to create a better, more sustainable world through the positive power of business. Founded in 1975, SIFE has active programs on more than 1500 college and university campuses in 40 countries. Through projects that improve the lives of people worldwide, the university students, academic professionals and industry leaders who participate in SIFE are demonstrating that individuals with a knowledge and passion for business can be powerful forces for change. For more information contact SIFE World Headquarters at 417-831-9505 or visit [www.sife.org](http://www.sife.org).

-Katherine Ritinski



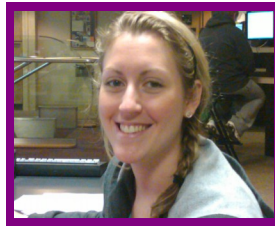
## ***The Roving Photographer***

*What are some of the challenges you have faced in seeking internships for the summer?*



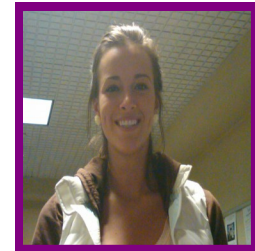
*A challenge I've faced is the availability of internships and competing with students from larger universities.*

**Annie Littlefield**  
*Senior- Communications*



*Finding a paid internship has been a challenge. Many companies are starting make their internships unpaid and target younger students who need college credits.*

**Mare McKeever**  
*Senior- Communications*



*With the current recession and high unemployment rates there are not as many available jobs, which means that more college students and graduates are searching for internships. This new competition has created a challenge for me and my internship search.*

**Kara Kilgallen**  
*Junior- Communications*

### ***Career Services Mission Statement***

*The University of Scranton Office of Career Services strives to facilitate the process of career choice by helping students and alumni focus on a personal sense of meaning and career direction consistent with their unique talents, aspirations, and vision for living.*

*Guided by the principles of Jesuit education and aware of the need to impart knowledge that has immediate and long-term value, our personnel assume the roles of advisor, teacher, and mentor.*

Office of Career Services  
Ciszek Hall 1120 Mulberry St. Scranton PA 18510  
Phone: 570.941.7640 Fax: 570.941.6294  
[www.scranton.edu/careers](http://www.scranton.edu/careers)

“Career Insider” is a publication of the Office of Career Services at The University of Scranton.  
Editor: Ryan Mooney  
Article submissions for the newsletter are encouraged. Please email [mooneyr2@scranton.edu](mailto:mooneyr2@scranton.edu) with contributions

