Many of life’s failures are people who did not realize how close they were to success when they gave up.

THOMAS A. EDISON
(1847 - 1931)
Help is on the way

KSU resources available for students

BY SUSANNE SANDERS
(WORDS)

Some students may wonder where their years of technology fees have gone. They have paid them each year but are still not sure exactly where they are being spent. Since graduation is approaching, and students are getting ready to go out into the real world, they should be aware of a place on campus full of resources called the Career Services Center.

Located in Kennesaw Hall, Career Services can assist graduates in numerous free ways. Building a resume is no small task, said Karen Andrews, Director of Career Services, but we can help you build a sharp one. They have several tools to help such as resume builder, which can help in creating a professional resume that will stand out to employers.

Starting in the fall of 2003, graduates will be able to create an online e-portfolio. This is designed to help students reflect on classes they have taken over the years so they can answer questions like, Why did I have to take that course? It sort of forces students to see the relevancy of [general education] courses, said Andrews.

Other things graduates might find helpful are the career development tools offered at Career Services. Interviews are critical, stressed Andrews. Mock and video taped interviews are very helpful for graduates to get practice and to help lower anxiety levels about interviews.

By visiting the Career Services Center, graduates can find out about great opportunities for internships, summer jobs, volunteer work, co-ops and career related experience opportunities as well as posted, full-time professional careers.

Graduates need to look at internships and co-ops because if an employer likes you, they will want to keep you, Andrews strongly suggested.

If graduates are unsure about what they want to do or what kind of job they are looking for, they can get individualized counseling to help develop strategies for counseling or advice. After a graduate has posted their resume, they can search for jobs from the job-hunting such as OwlTRAK. This useful tool assists graduates in creating and posting resumes for employers to view, setting up on-campus interviews and contacting alumni for comfort of their own home, said Andrews. We are a good connection and can serve as a liaison between students and employers.

For more information about the Career Services Center, contact Karen Andrews at (770) 423-6555 or at kandrews@kennesaw.edu.

MOMENTUM Magazine is a special supplement of The Sentinel newspaper and is published by the KSU Office of Student Publications in cooperation with the Communication department. MOMENTUM Magazine is produced by the students of COM 4405, Organizational Publications, 2003. Due to limited space, only some student’s work found its way into this publication. Rest assured, however, that all students in COM 4405 lent a hand. All aspects of this magazine, including reporting, writing, editing, layout and design, is conducted by the following students:

Atkinson, Frank William
Baxter, Mary Y
Bergman, Colleen K
Buck, Jeremiah Raymond
Chase, Leah M
Cobb, Laura Beth
Crane, Lamancha D.
Dipurna, David M.
Droge, Susan Lynn
Freeman, Chad Ryan
Harrison, Adelitha Talitha
Lindner, Ashleigh B.
Martin, Janet Sheronn
McCurdy, Matthew T
Moffit, William Shawn
Paden, Michael Jerome
Patton, Rachel Ann
Quigley, Joseph Matthew
Sandlin, Megan Elizabeth
Spruell, Bradley Thomas
Thomas, Jennifer Leigh
Torres, Patricia L
Vorhoff, Annette Evelyn
Waters, Eron Mae
Worley, Susanne Elizabeth

Correspondence should be sent to the attention of the Managing Editor, MOMENTUM Magazine, at ebonza@kennesaw.edu. All comments and opinions expressed in MOMENTUM Magazine are those of the student staff and are not intended to represent the ideas or views of the student publications staff or its advisors. They do not reflect the views of the KSU faculty, staff, administration, student body, KSU student media board, or the Board of Regents of the university system of Georgia. Kennesaw State University is an equal opportunity educational institution and is an equal opportunity/affirmative action employer.
The KSU Alumni Association was founded to maintain relationships with the alumni of KSU. Members of KSUAA can enjoy many programs such as public speakers, postgraduate assistance, library and research information, campus and athletic events, as well as travel excursions. The goal of the organization is to influence students and alumni to maintain school spirit and tradition.

800 due paying members.

Barco’s job with alumni affairs is to maintain the membership dues program, KSU has funded trips to New York, Italy, and Spain for bonding with alumni and to cultivate relationships. Barco said, “We are friend raisers.”

KSUAA is involved in funding for the educational accomplishment for an over-achieving junior and senior. Gifts from alumni help give others with financial needs a chance to gain higher education.

Keena Ellis, a senior in communications, said, “I believe KSU will do good things that I would be proud of.” Ellis will be graduating in May, and she does not have a problem with paying the $25 annual fee. “At first I would say no, but when I think about it, $25 isn’t a lot of money,” said Ellis.

Members receive The Summit, an informative publication put together by the KSU Office of Public Relations. The publication consists of achievements and career successes of KSU alumni.

Other benefits of being a KSU alum are access to the KSU computer lab, use of the Intramural and Wellness Center, the right to vote in alumni elections, and to serve on the association’s board of directors. In addition to the individual benefits, memberships assist in the support of Homecoming, reunions, special events, Student Alumni Association, student programs, special publications, scholarships, and in maintaining all of KSU’s alumni names, addresses, and biographical files.

The Alumni Association’s office is located in the Student Center, room 156. Office hours are 8 a.m. to 5 p.m. Monday through Friday. Barco, an administrative assistant, Myra Morgan, and a part time clerk staff KSUAA.

Tips on creating a good resume

LAURA COBB

Upon graduating college, the first thing a student needs to start his or her job search is a good resume. Before a student gets his or her chance to make a good impression in the interview they must make a first great impression with your resume to even get your foot in the door. But, what does a good resume consist of?

According to Christine Stacker, Staffing Manager for Ketchum Communications, “a good resume is one that is easy to read with font size no smaller than 10. I don’t recommend using fancy italics and we prefer that it be no longer than one page.”

The standard format for a resume consist of four parts which are objective, employment, education and skills. Although David Johnson, CEO and General manager for Strategic Vision Inc, said “objective resumes went out in the mid1990’s, I don’t like to see objectives because they can be too narrow. I also hate to see hobbies on a resume because that is not important in the work place. It is important to list what skills you have, especially any computer skills you have because that can make the difference between you and someone else applying for the job.”

Most companies look for previous experience relative to that field, whether its job experience or academic experience. For entry level jobs they look for experience through internships and organization membership. For previous job experience it is important how long you stayed with each job.

If you are a KSU student, a great way to get advice on your resume is at the career services center. They will help you write and proofread your resume for free.

Career services has a package of papers to help students make a good resume. Here are several general characteristics of a good resume:

- Include your complete address, phone number and Email address so that the employer can easily reach you.
- Look organized. Have a balanced and centered text.
- Be printed on white or off-white quality paper.
- Be concise and easy to read.
- Use action verbs.
- Avoid abbreviations.
- Accurately state your abilities.

ARE YOU READY TO GO ABOVE AND BEYOND?

BY SUSAN DROEGE

The semester is rapidly drawing to a close and you have no plans for the summer or what will you spend your summer doing the ordinary or the extraordinary? Will you stand still or move forward? Will life continue day to day or will it be exceptional?

The job market looks bleak these days but there are opportunities to have a career, not merely a summer job. How about a job in the Air Force Reserve? For those not quite ready to graduate or those not certain where to go from there, the Air Force Reserve is a great “part-time” job.

According to Master Sgt. Littleton, recruiter for the Air Force reserve, “right now there are openings for aircraft mechanics, air transportation specialists, medical service technicians, communication maintenance technicians to name a few.”

The Air Force Reserve provides opportunities for tuition assistance, competitive pay, the chance to have a career not merely a job and the feeling one has when serving their country.

Master Sgt. Littleton said, “The requirements for enlistment include taking an aptitude test as well as a physical. Once accepted there is a requirement for every member of the Air Force to participate in basic training which is approximately six weeks long. Following basic training, technical school provides the training specific to the career field you choose when enlisting.”

After completely basic training and technical training Air Force reservists return home to continue with their everyday lives and have a requirement of training one weekend each month and two weeks during the year for annual training. The pay is based on the amount of education you possess when you enlist. For instance, if you have just begun your education at KSU, yet have a minimum of 25 credit hours you would earn $172.00 before taxes for a weekend of work.

Success is not the result of spontaneous combustion. You must set yourself on fire.

REGGIE LEACH

Nothing is really work unless you would rather be doing something else.

JAMES M. BARRIE
(1860 - 1937)
“Seven seconds and the interview can be done”

BY DAVID DIPUMA

It could only take seven seconds at an interview before a prospective employer has made a decision on hiring or not hiring. The National Research Institute reports that in 75 to 95 percent of the cases, the decision not to hire an applicant is made within the first tow or three minutes. A prospective employer looks at everything including posture, handshake, hygiene, and most important how the interviewer answers questions. Unless they have taken a course in interviewing most college graduates are not prepared for everything that is to come during the interviewing process. The Career Services Center at Kennesaw State University can help with this type of preparation.

“Many people do not know that we have an interviewing service, I have only interviewed 15 people this semester.” Lori Trahan, Assistant Director at the Career Services Center, helps students with a program called Mock Interviewing. This program is a one-on-one videotaped practice interview designed to strengthen all of the interviewing skills mentioned above.

“After my interview I got to sit down and watch the videotape of my interview. I noticed so many things that I did not realize. I did not know that I had this nervous habit of crossing my legs over and over. The mock interview was very helpful,” said Susan Grahan, a senior marketing major.

“This mock interviewing helps hone your interviewing skills. This way you do not sit in front of your interviewer with a blank stare on your face. You learn how to answer questions and how to sound more professional,” said Trahan. If it only takes two minutes to leave a first impression, practice is important.

The Career Services Center is here to help you get past those awkward moments.

Class teaches interviewing basics

BY ERON WATERS

“Pulling up in the parking lot, I knew there was a small orange stain on the front of my white shirt. I didn’t have a change to go home and change, and didn’t think the guy interviewing me would notice,” Erica Moore, a KSU junior said.

“After talking in circles for a few minutes, and discovering the job I was interviewing for currently belonged to this woman, I decided to go back to my car and look in my planner where I wrote the man’s name down. The interview itself didn’t go much better. “Nobody wants to go through what I did in this interview,” said Moore.

“It’s really not hard to prepare for an interview,” said Dreama Berner, senior communication student at KSU. “The interviewing class has really helped improve my interviewing skills and just have a better understanding of how they are supposed to work.” Berner is referring to Interviewing 3315 in the Communication department. “The class is only offered in the spring semester and it fills up quickly,” said Sabrena Parton. Parton explained this class covers the 16 types of interviews, but focuses on employment interviews and performance appraisal interviews.

Berner said the class covers the basics of interviewing: the do’s and don’ts, when to do what and how to do it. “There are some very basic concepts of interviewing that we just don’t think of,” Berner said, “and this class helps identify them.”

For example, avoid wearing pastel colors. Don’t order alcohol or smoke on an interview even if the interviewer is doing so. “These things are key points,” Parton explained, “and so many people just don’t know them.”

There are many ways to prepare for interviews. The Career Consulting Corner, found on-line at www.careecc.com, has helpful hints stemming from its own research. “Research the company and the position if possible,” it suggests.

Parton explained this is important to show the interviewer you really are interested in the job, and your knowledge will also serve as a springboard for questions. CCC and Parton both stress the importance of role playing, dressing appropriately and being prepared to adapt you experience to the interviewer and his or her company.

According to CCC, the interviewing process is a two-way street. “The interviewee should go into the situation with a list of questions they have about the company and the job itself,” Berner said. One of those questions, Parton explained is “How is performance appraised? This question shows that you are on your toes. And by having a list of three to five questions, the interviewee shows they are really interested in the job and have expectations themselves.”

Unfortunately, interviewers are usually not prepared going into the interview, Parton said. “Most have little or no training on how to conduct them.” Parton tells her classes that it is seldom interviews are conducted in the most effective manner. Research shows the interviewer usually dominates the conversations, doing 80 percent of the talking, while the interviewee’s comments make up only 20 percent of the dialogue. “This is why it is so important that the interviewee listen intently,” Parton said.

“When they do have a chance to talk, they need to be able to summarize why they are best for that position.”

“Class this gives students an advantage over many of the people they will be competing with for jobs,” Berner said. She said they learn random, quirky interviewing facts that will help tremendously. Things like “wearing navy blue portrays the qualities of competency and credibility… the main trait interviewers are looking for is whether or not they think you’ll fit in… when called for an interview, it has already been determined that you are qualified for the position…and female interviewers tend to think more favorably of interviewees who wear perfume or cologne, while male interviewers tend to think less favorably of these people.” Parton said.

“Every Kennesaw student should take this class,” Parton said. “It doesn’t matter what your major is, everyone can get something out of it.”

Writing an effective query letter

BY JEREMIAH BUCK

A query letter is an important material for any journalist especially freelance writers. A query letter is the editor’s gateway into a person’s writing style. The query letter offers the editor information about a particular story. But more importantly, it offers information about you.

As a freelance writer, the query letter is often the first contact you have with the editor. According to John Hewitt of the Writers Resource Center, “A well-written query letter helps prove to an editor that you are qualified to write the piece.” A formal query letter is important to show the editor you can sell your piece and more important yourself.

The first step in writing a successful query letter is to know your market. According to Hewitt, “You should study the publications and addressee to the proper person. “The most important part about the ehook of the letter is you should have no spelling or grammatical errors,” said Hewitt.

Your query letter should be interesting and specific. Hewitt said, “Your query letter should be a fresh idea.” Your letter should not be more than a page and you should specify the length of your paper. According to Hewitt, “The length should be appropriate for that publication.”

It is important for your query letter to persuade your audience. “This is where you sell yourself, present writing samples, any awards you have won, should publications that have published you before,” said Hewitt. You should respond promptly when your query letter is accepted.

“If you accomplish these steps you have written and attention grabbing query letter,” said Hewitt.
“You may be disappointed if you fail, but you are doomed if you don’t try.”
~ BEVERLY SILLS

“How a non-profit organization can kick-start the heart”

BY ASHLEIGH B. LINDNER

As corporate America fights to win back the trust of consumers, some graduates are finding true peace of mind with organizations that truly care about their cause. Whether the recent boom in employment in non-profit organizations is due to the economy or is just pure coincidence seems to be irrelevant. The fact is more and more graduates are tapping into a career that is meaningful and rewarding. They are working for a cause they believe in.

In a recent study conducted by the Independent Sector, non-profit organizations currently employ 10.9 million workers. There are more than 45,000 non-profit organizations nationwide. That’s quite a strong growth rate when comparing that to 22,088 in 1980 and 37, 571 in 1993.

Public relations manager for the Atlanta Humane Society, Katherine Christenson, said, “After graduating from the University of West Florida I took a job with a major financial investment firm. The problem was, I was bored and the job just wasn’t rewarding to me. I felt like I had to do something more important. Working for the Atlanta Humane Society gives me peace of mind. Knowing I’m helping place animals into loving homes allows me to sleep better at night.”

Christenson has been managing the public relations department at the shelter for 5 years now, and says, “You don’t get rich, but your soul sure does. I have a much more hands on experience with what I am doing now. It’s all about selling your message and getting your cause out there.”

Some studies show that numbers volunteering and applying for jobs at non-profits quickly rose after Sept. 11. People may be looking for jobs where they feel they can help others and truly make a difference in the world. Kristen Wright, director of recruitment support for Teach for America, a non-profit organization focused on education, said, “Applications tripled this year. We had more than 3,000 applications compared to last year’s 1,100. I think Sept. 11 had a lot to do with that.”

However, according to a study conducted at University of Southern California, graduates are looking for any job they can get with the way the economy is right now and non-profits provide stability. Certainly there are professions that can provide stability throughout a troubled economy. For instance, donations to health related issues, religious organizations and educational causes are among the most popular.

Tricia Grindel, a public relations professor at Kennesaw State University, worked for non-profit organizations most her life. “I felt more passionate about my work when working at a non-profit organization. Every day I went to work was another day I had a chance to help someone,” said Grindel. Grindel worked for AIDS Atlanta, a non-profit that sponsors prevention programs and comprehensive services for people living with HIV/AIDS, for almost nine years. “The personal involvement in the work and the relationships and friendships built in such work environments is unforgettable,” said Grindel.

Between 1995 and 1998, charitable giving by individuals to non-profit organizations increased by over $10 billion annually, according to the most recent study conducted by Independent Sector. The study also found that the entire non-profit sector represented 9.3 percent of all paid employees in the U.S. in 1998.

Produced by the students of COM 4405, Spring 2003

MOMENTUM. A Special Sentinel Graduation & Career Insert
USAJOBS increases ease in a federal job search

BY ANNETTE VERHOFF

People often believe that working for the government is too formal. That’s not necessarily true anymore. Louise McCullough worked for different federal agencies for 35 years, and has seen the stiffness melt away. “When I first started working as a data machine transcriber, we had to refer to everyone as ‘mister’ or ‘misses,’ no matter how long you knew somebody. Government offices are rarely like that anymore.”

Marinelle Teasley is a graduate from Kennesaw State University who chose to go with a government position. “I was a non-traditional student trying to get my degree after my three children had already grown and left the house, and hadn’t been solidly in the workforce for years.” She applied to her position with the Veteran’s Hospital in Atlanta. “It was meant to be a starting position to get some experience before going out into the ‘real world,’ but I liked the job so much I decided to stay with it.”

Searching for a government job has long been viewed as a complicated and unfruitful process, involving a lot of work with very little feedback. In an effort to increase the federal recruitment pool, the Office of Personnel Management has developed USAJOBS.

USAJOBS is a three-step process to ease searching for a job in government employment. These listings include not only federal jobs, but also state, local, and some private sector occupations. It includes jobs ranging from full-time positions for graduated students to part-time or temporary positions for those still in school. A number of jobs may also apply directly to a student’s area of study.

The first step is to do the look at the jobs available. USAJOBS provides an inventory of job vacancies around the world and factsheets detailing them. The directory is updated and available to use 24 hours a day, seven days a week. Resume development is available as well as on-line submission, but most jobs will need an application that can also be downloaded from the site. The website can be accessed at www.usajobs.opm.gov.

Step two is obtaining the vacancy announcement, also available through USAJOBS. This announcement gives the information about the job posting from what the requirements are to what forms are needed to submit a name for the job. It will also tell the job seeker if relocation is necessary for the job.

The last step is following the instructions on the application. Most jobs can be applied for with the Optional Application for Federal Employment or with a personal resume if the applicant prefers. When using the federal form a request may be made for a resume, and more specialized forms may be required for more specialized jobs.

Why not look for a rewarding job?

BY ADELITHA HARRISON

In today’s materialistic world, most people want a job’s reward to be monetary. The average college student’s goal is to find a “good job.” Scott Warfel, graduating senior said “a good job is one that pays the big bucks.” This sentiment seems to be shared by the majority of college students in Georgia. Marcie Mulkey, sophomore student said “the cost of living is expensive, I am going to college so that I can support myself.”

The cost of living is an important factor to consider, but most students prefer to avoid non-profit organizations when considering their career. Non-profit organizations vary in annual profits, but all share a common bond. These organizations are in business to support humanity. All of these jobs are rewarding to their employees. Beacon of Hope director, Tracey Casale said “I love waking up and going to work each day because I know that me being at work is making a difference in a crisis pregnancy’s woman’s life.” She went on to say “I have never worked in any other field that made me feel so fulfilled as a person.”

Non-profit organizations are available in a wide area of interests. Non-profit organizations assists everything from wild life to health problems to broken homes. Anyone can find a non-profit organization that makes them feel fulfilled and needed. Non-profits are also wonderful places for non-traditional students. Jin Davis, founder of Graduation Images, started the business by taking candid shots at local colleges in his hometown on the outskirts of Chicago. People instantly saw what a fine photographer Davis was and how naturally he was able to take the candid shot of graduates. Davis quickly learned how special the candid photographs were to graduates and their families.

Davis named the company after his maternal grandmother, and with the help of two of his closest friends, John and Brenda Narducci, the company was born. In 1973 the three photographed two suburban colleges graduations in Chicago. Today over 1,600 colleges employ their services. Davis will be taking over a third of graduates candid photographs per year.

John Narducci, president, is entirely unconcerned about image. Narducci said, “My approach to business is practical. Both feet on the ground. I am motivated by being honest and truthful, and I don’t pretend to be something I am not.” In 1998 the company received the Benchmark award from the Iowa Secretary of State and the Iowa Better Business Bureau awarded the Integrity Award the following year.

Chappell’s website allows graduates to easily obtain and view their proofs and place orders. There have been security issues with using the last name, so photographers Davis will be given certain numbers before they are able to access their photographs. “I’m proud that each year we are committed to improve on the best effort that we gave the previous year,” said Narducci. “That’s our primary goal.”

Get happiness out of your work or you may never know what happiness is.

ELBERT HUBBARD (1856 - 1915)
A

ssistant Director of the Career Services Center, Pauline Jones, has worked for KSU for four years now. According to Jones, “the Career Services Center provides the link between students and employers. We teach students how to market themselves in the real world.”

Jones has seen good and bad interviews. According to Jones, “The best interview I have seen was where the student had a lot of research on the company. This student knew their strengths and weaknesses, and related them to the position they were applying for. They also gave examples of these. The student had gotten together a list of questions based on their research to ask the employer. The student had body language, and very effective eye contact. They projected a certain energy level. The worst interview I saw was where the student did not have to be seated. They sat down and slouched in the chair. They were not very professional, and they took up too much space. They were saying things like yo yo and yeah. It was not very impressive and they did not get the job.”

The Career Services offers free interview taping where the student has been at a real interview. Jones pretends to be the employer. I took advantage of this opportunity because Jones said it would help a lot and prevent the mistakes that people make in interviews. Jones and I walked in a room and she got the video camera ready to record. She found out that I want to be a loan officer so she was going to pretend to be an employer that hires loan officers. She asked me to go outside and knock on the door as if this was a real interview. I knocked on the door and she said to come in. I came inside the office and shook her hand and waited to be seated. I sat up straight in my chair and answered the questions as she asked them. I was a little nervous at first but after a while I forgot the camera was there. The questions lasted about twenty minutes. After the pretend interview she asked me how I thought it went, and we talked about the interview for a minute. Then we watched the tape together, and she would pause at

parts that I needed work on. I am really glad that I took advantage of the opportunity to do the free interview taping. The whole experience took about an hour. Jones was very nice and easy to work with. Her criticism is gentle and helpful. I am going to be more confident going in for interviews this summer because of the experience.

According to Jones, “KSU students can do a good interview by a) researching the employer (products, competitors), b) knowing their own strengths and weaknesses, and being able to articulate them well, c) practicing in front of family, friends, Jones in the free interview taping, d) follow-up after the interview with a thank you letter.

Dressed for success: getting ready for the interview

BY COLLEEN BERGMAN

id you know that a potential employer can make the decision whether or not to hire an interviewee in the first four minutes of an interview? The statistic reveals the importance of “first impressions,” and wearing the proper attire for an interview. Jennifer Worrell, a District Manager for Banana Republic, interviews many potential employees. She says, “I look for someone who is dressed for the part. Knowing what the dress code and environment is for the company is very important. You could have a terrific resume and lots of experience, but adapting and playing the part is crucial.”

Many individuals can have the crede atials but do they make a good first impression to even be a prospect for a potential employer? Keep in mind that meeting the criteria is only half of the equation, because making a lasting impression will give the edge over many other applicants. Bradley Richardson, a writer for a well known interviewing website called Monster.com says, “you are more likely to receive better service, command more respect and get what you want if you are dressed and speak appropriately for your surroundings” (http:// interview.monster.com). Having the knowledge and simple tips on the interview dress code can give someone the advantage over other interviewers.

Interviewing and attire are obviously very important because there are hundreds of websites that teach and provide knowledge on what women and men should wear in the constantly changing business world. Dr. Sabrena Parton, professor for the Communication Department, said, “having a professional or conservative attitude rather than a trendy or fashionable appearance is important.

Another interviewing specialist from Monster.com, Carole Martin, says, “whether you are interviewing at an internet company or a bank, it’s always best to keep your outfit on the conservative side. You’re giving the interviewer a picture of yourself, so make sure it reflects well on you.”

Here is a simple list to follow to make the best first impression on the interview.

Women:
Suit: consists of jacket and skirt, not pants- solid dark colors (avoid pastels)
Skirt length: should be right about the top of the knee
Blouses: should be cut simply with no lace or frills, contrasts the suit or is the same color as the jacket and/or the skirt.
Shoes: should wear the conservative pump and avoid strapped sandals or extremely high-heeled shoes.
Accessories: should keep it to a minimum and wear gold, silver or pearls.
Hosiery: should wear opaque, neutral or a color that matches the suit or jacket, but do not wear black.
Hairstyle: should be conservative and easy to manage, if it is past your shoulders you should pull it out of your face.
Makeup: should be natural
Perfume: should be used lightly.
Men:
Suits: should be blue, gray, or beige, patterned suits are acceptable.
Shirts: should be lighter than the suit, 100% cotton is best.
Tie: should be darker than the shirt, silk, and should be chosen carefully because they are one of the strongest symbols or respectability and responsibility.
Shoes: should be oxfords, slip-ons, or loafers, and should match your belt.
Handkerchiefs: should serve a decorative function and can add to an outfit.

Socks: should match the pants
Suspenders: should attach to the inside buttons of the pants and are completely optional.
Grooming: should be clean and well groomed, sideburns are not recommended in most fields. 

Bob Johnson, a veteran of the interview process in general. Carol Martin put it best when she wrote, “Just as not every date will end in a commitment or even a second date, not every interview will end in a job offer. Sometimes it just does not work, for whatever reason. Let go and move forward. There will be other dates and other interviews.” For additional information on attire for an interview, look at

Internships are more important than ever for college students

BY CHAD FREEMAN

With corporate cutbacks, bankruptcies and layoffs, it has become very important for college graduates to get some real world on the job experience. The best way to get this experience is by participating in an internship program. Pauline Jones, Assistant Director of Career Services at Kennesaw State University, said “doing an internship will give students the hands-on experience they need to have a competitive edge over other applicants.”

In order to help students develop work experience KSU offers a number of internship opportunities through the Career Services Center. Students must meet minimal GPA and enrollment status and, then, by completing their internship, can obtain credit hours towards their chosen major.

Internships are not simply handed out. Applicants must complete an interview with the prospective business and develop a resume. Students who need help with their resume can make an appointment with the Career Services Center with someone who can give them advice and feedback.

Todd Kahler, a junior as KSU, said that he gained valuable work experience by working in an internship position and feels much more confident when working into an interview. Kahler said he “finally has something concrete to put on his resume and has some important contacts through his employer.”

According to Jones, these contacts will play an important role when it comes time for students to look for a job. Jones said “80% of all jobs are obtained through networking.”

Employers who hire interns also benefit. Rick Sisson, Director of Operations for Blooming Cookies in Atlanta, said that he often hires interns because they offer new and innovative ideas that long term employees may not be aware of.” Sisson went on to say that one intern he hired, was so successful in developing a community based, public relations plan, he offered him a full-time position with the company.

Eron Water, senior, completed an internship position with The March of Dimes and said “working for The March of Dimes has given [her] confidence in [her] abilities to perform in a professional position and has helped turn book knowledge into working knowledge.”

Students who are interested in getting an internship should contact the Career Services Center or get more information and find out which companies are looking for interns. Jones says that “it is extremely important” to get an internship and students should take advantage of the services provided by the Career Center.

People who work sitting down get paid more than people who work standing up.

OGDEN NASH (1902 - 1971)
Traveling after graduation

BY MARY J. YORK (BAXTER)

If graduation is on your to-do list this spring and the job hunt has got you down, then consider traveling in the U.S. or abroad. Taking a year off to travel is a great way to further your education, gain work experience and delay the 9-to-5 for at least another 12 months.

The present state of world affairs has impacted both domestic and foreign travel, according to a report from the Air Transport Association. “European reservations were down by 40 percent just two weeks into the war with Iraq.” But for many students the ideal is to travel out of country. Megan Sandlin, a Kennesaw State University senior, major, graduating this December, traveled with friends to Germany over spring break. “I felt very safe at all times in Germany and was only nervous about flying, which is natural regardless of war or not.” For her, the experience was a great way to relax and was an excellent opportunity to add life skills to the resume. Sandlin expected to go straight into the job market, but after the stress of school it seems that a post-graduation trip is what the doctor ordered. “I plan to either go backpacking in Europe, go lie on the beach in Jamaica or go to Australia.”

Students have a variety of resources to connect them with some exciting overseas opportunities or wherever they decide to go. The U.S. Department of State and the Bureau of Consular Affairs at http://travel.state.gov is a great place to start. Online tips, links, and information for students provide a complete checklist, from passport applications to current travel warnings for particular countries. The Bureau of Consular Affairs advises students to “avoid demonstrations overseas and other situation that may become unruly or where anti-American sentiments may be expressed.”

Co-op America’s Green Pages, www.coopamerica.org/travel, offers some ways that students can promote responsible travel. “Travel in a spirit of humility and with a genuine desire to meet and talk with local people,” states Co-op America. “Acquaint yourself with local customs. Be culturally sensitive, especially with photography; people will be happy to help you.”

To help ease the guilt that may accompany such leisure time it is possible to get a job in a bar, small shops and even farms around the world. Pay is minimal but can bring in some cash for your time spent.

Plus, it will help “demonstrate to an employer that you have learned and developed life skills, such as problem-solving and initiative,” said Emily Huns, career advisor with the University of London. “Where employers once saw a gap year as a worrying sign of deviance, most now welcome it.”

Sure that a year off is right for you? Once you calculate the risks versus the risks and determine that you need a break, then do your homework, be prepared and have fun. It just may be the best year of your life.

Do your research

MICHAEL PADEN, JR.

Knowledge is power. It is an oft-quoted, yet true statement and especially true regarding knowledge of a company. Job seekers who keep this in mind will gain a favorable advantage over others in the nip and tuck job industry. There are several ways to impress potential employers, but perhaps the best way to impress is to know a lot about the company he or she is interviewing for. Researching a company is a very important step to the job search and should be done prior to the interview as well as before accepting a job offer.

In the Orlando Sentinel’s Career Builder, Dr. Judith T. Evans, vice president of Right Management Consultants in New York said, “When people go into a company and show that they’ve done the research, it puts them in a very positive position.” He adds, “This is a very difficult job market and it’s important to have candidates who are well-grounded. Doing research needs to be a habit.” Doing company research provides a tremendous benefit to the job applicant because it enables them to ask intelligent questions when given the opportunity, normally at the end of the interview.

Cendo Career lists some things to find out which include finding out the usual salary range for the type of position; the full names of the presidents, CEO, CFO, etc.; the company’s competitors; their clients or customers and the locations of all operations or branches.

In today’s technology-driven society, it is as easy as ever to obtain company information. Even the most essential information about a company is easy to find. In many cases information can be found by simply typing information into a search engine. “Type the name of the company into a search engine and you’ll get volumes of articles related to the company,” says Don Sutaria, founder, president and career counselor for CareerQuest, an executive coaching firm in Union, NJ. Other ways to obtain company information include searching directories, local newspapers, national newspapers, business journals, industry journals and professional journals.

Publicly-held companies are required to file documents with the Securities and Exchange Commission. The annual report, in which most people are familiar, contains financial information about a company as well as a host of other things.

While doing research on a company before the interview process is essential, doing research after the job offer is equally important. Evans says job seekers should learn the name of their new manager and then research his or her qualifications by using the web, trade journals or word-of-mouth communication. It should also be noted that one should research the company to get an idea of its corporate culture before making a final decision. Sutaria mentions that doing research is such an important aspect of getting a job that one should postpone the interview or even postpone accepting a job offer until the proper research has been done.

Research may seem to be a big deal and it should, because it really is.

The Online Interview

BY KEN CRANE

The days of applying for jobs after seeing help wanted sign are over. At one time, job seekers use to find out through friends or by passing a place that potential employers were seeking qualified help. Those qualified applicants would then put in their resumes. Today, with the Internet, people can go to the job, speak briefly and politely to the secretary, get an interview, impress the potential employer, and show up for orientation in the coming week. Those are the days of old, the 1980s. Now, in the 1990s you get notified by using the web, trade journals and other sources.

Through networking I know that one should postpone the interview or even postpone accepting a job offer until the proper research has been done. Research may seem to be a big deal and it should, because it really is.

The web is also a way of gauging how much to ask for from employers. It is a way to view what kind of salary others in a potential field are making. This allows a bright applicant to go into an interview knowing how much to ask for. In addition, networking is also available. Job-seekers can go on and talk to others about anything related to present and future employment. It is said that networking is the number one way people have found jobs. Dashler said, “I would use it again to find a new position. Otherwise, who has time?” The online liaisons provide a win-win situation.
Involuntary terminations: Expect the unexpected

BY JANET S. MARTIN

No job is guaranteed. That's right — after all the interviews and mailing tons of resumes, the truth hurts, but let's be practical about the real world.

Maybe you love your job so much that you brush off rumors that the company is in trouble. Or maybe you despise your job enough that you pay no attention to anything other than getting through the day.

Are your sitting back thinking this would never happen to me? You could be right, but is better to be prepared for the unthinkable just in case you are wrong. Denial has a powerful draw when you're facing the end of a job that you may have thought would be yours for years to come.

Now, wake up and smell the pink slip!

"Even if you’re doing well and things seem peachy in the workplace, it’s never a bad idea to pay attention to hints that your job may be in jeopardy and get prepared," said There Droste of MSN Careers.

Layouts or involuntary terminations are never easy but they are not the end of the world. If your company is going through a reduction in workforce or if your boss is giving you a hard time, they may eventually fall your way. The key to your success is to be one step ahead of the executioner.

When facing this situation, the good news is you haven’t been laid @off yet. But its time to prepare.

Roberta Matson, local HR Consultant, suggest that as a rule of thumb on the first day of your employment that you update your resume. “We know how important it is to have an updated resume ready to go in case something happens, but how many of us really keep our resumes updated at all times?” said Matson.

While updating your resume, be certain to make a copy of the training program you developed or that successful marketing campaign you spearheaded and update your portfolio.

"Make a copy because during a layoff, it is not uncommon for employers to allow you to return to your desk. For safety reasons your items are gathered and delivered to you," said Matson.

Now ask yourself, “If my job were to disappear tomorrow, how are my finances?”

A good rule of thumb is not to spend everything you earn. Now is a good to tighten you belt and add money to your savings while you are gainfully employed. 1.87 million people were out of work for more than 26 weeks as of February 2003, compared with 629,000 in February 2000.

The average length of time between jobs for all workers has lengthened from 13 weeks to nearly 19 weeks.

“Get your priorities straight now,” said Liz Pullium Weston, Personal Finance Consultant. “A job lost can be devastating, but it doesn’t have to be a disaster.”

Weston suggests you prepare to list. In the first one list your bills and other spending in order of importance. Then prepare a list and write “If I Lose My Job,” Top items on this list should be rent, utilities, car payments and insurance.

Overall, its important that you remember to recognize the difference between something that truly threatens your job security and something that may actually turn out to be a bad week or month.

Regardless of the circumstances on your job—good or bad, always prepare for the unexpected lapse of employment.

Getting fired is nature's way to telling you that you had the wrong job in the first place.

HAL LANCASTER, IN THE WALL STREET JOURNAL

Are jobs really that hard to find?

BY MICHAEL PADEN, JR.

There are many factors that contribute to employment opportunities including population trends, education and training and industry trends. Changes in population influence the demand for goods and services. An example is the increased demand for health services due to a growing and aging population. According to the U.S. Department of labor, the U.S. population is expected to increase by 24 million over the 2000-10 period at a slightly faster rate of growth than during the 1990-2000 period but slower than over the 1980-90 period. Continued growth will mean more consumers of goods and services, spurring demand for workers in a wide range of occupations and industries.

Education and training requirements play a major role in employment opportunities. The U.S. Department of Labor states employment opportunities requiring at least a bachelor’s degree are expected to grow 21.6 percent and account for five out of the six fastest growing education or training categories. America’s CareerInforNet lists the fastest growing occupations requiring post-secondary training or an associate’s degree as follows: 1) computer support specialists, 2) desktop publishers, 3) medical records and health information technicians, 4) physical therapist assistants and 5) fitness trainers and aerobics instructors. Education and training is also essential in obtaining a high-paying job. This is apparent in the fact that of the 50 highest paying jobs; only two do not require a college degree. For jobs requiring post-secondary training or an associate’s degree, the highest paying are 1) nuclear technicians, 2) dental hygienists, 3) computer specialists, 4) aerospace engineering and operations technicians and 5) electrical and electronics repairers, powerhouse, substation and relay.

From a general standpoint, most see the overall employment opportunities today as being gloomy. Karen Andrews, Director of Career Services at Kennesaw State University describes today’s employment outlook as being poor. She says that there is a case of very little mass hiring and that it is significant because companies are not coming out to career fairs like they used to because they are not interested in hiring just one person. She also mentions that the career fairs held at Kennesaw State are down 30 to 35 percent with similar figures prevalent across the country. However, she does offer hope for the present employment situation. “You can still get employment, but you have to network and really pursue it. And don’t wait until you graduate to start looking because the slow and imperceptible road kill.” The type of industry also plays a vital role in employment opportunities. The U.S. Department of Labor states that service-producing industries including finance, insurance and real estate are expected to account for approximately 20.2 million of the 220 million new wage and salary jobs generated over the 2000-10 period. Opportunities for computer related occupations have surged in response to rapid growth in demand for computer services. In fact these jobs account for eight out of the 20 fastest growing occupations in the economy. Andrews said that nursing, education, and to a lesser extent, accounting were fields that are still doing relatively well. America’s CareerInforNet lists registered nurses ninth on its list of occupations with the most openings in Georgia.

Jobs are out there. However, it is left up to the individual to get the necessary education and training and hope that the industry they are pursuing is booming. Are jobs really that hard to find? Not really.
Networking works

BY MICHAEL PADEN, JR.

The Rochester Women’s Network page defines networking as a time-honored process of using cordial alliances and information referrals to further one’s professional advancement and success. In layman’s terms, networking is interacting with people who can offer information, advice and guidance. Networking basically involves contacting friends, colleagues and others who might offer insight to job leads or information on other particular interests a person has. In essence, networking is a long free flowing canal of information. It is a networking is a long free flowing canal of information. It is a network of people who can offer information, advice and guidance. Networking basically involves contacting friends, colleagues and others who might offer insight to job leads or information on other particular interests a person has. Networking may seem to be an exhausting process of continuously trying to meet people, especially to those who consider themselves laid-back. However, the benefits of networking are plentiful. Networking is also one of the many benefits of networking which include having access to jobs that never get advertised; getting interviews ‘ahead of the pack’; having a greater ability to shape the job on offer and the opportunity to talk to key people to research the market and understand where opportunities might lie. Networking, in sum, gives a person an earlier chance at an opportunity in which they can shape and influence the attributes of a job that they deem important. Networking sounds like a good thing to do, but what are ways people can network? Networking is about building and maintaining relationships with people, seeking advice and making sure that information is obtained from many sources. Networking sounds like a good thing to do, but what are ways people can network? Networking is about building and maintaining relationships with people, seeking advice and making sure that information is obtained from many sources. Bullock suggests asking parents, fellow church members, people known from affiliations with organizations, friends and even parents of friends. Mindtools. Com mentions starting with ex-colleagues, mentors and previous managers, friends, career staff at schools or universities, teachers or professors, parents and parents’ friends. It also adds to think about people who know the industry of particular interest, including journalists and writers in industry magazines who often are knowledgeable and offer good advice. These people should be contacted and informed of one’s job interests. Wetfeet.com writes that while a telephone call will usually suffice to set up a meeting with friends, family, colleagues and acquaintances, an approach letter, followed by a phone call to set up an appointment is usually a more effective and appropriate means of contacting the likes of professionals working in one’s particular field of interest. Wetfeet.com writes that while a telephone call will usually suffice to set up a meeting with friends, family, colleagues and acquaintances, an approach letter, followed by a phone call to set up an appointment is usually a more effective and appropriate means of contacting the likes of professionals working in one’s particular field of interest. While networking is often seen only as a tool used by people seeking a job, the opposite is also true. Companies recognize the need for employees many times before they create a formal job specification or resort to placing ads in the newspaper, the Internet, or as a recruiter to bring in candidates. Before they do these things, they often informally seek information from people within the organization who know qualified, available people. Wetfeet.com writes that a company’s current employees are among the best sources of referrals and that many firms report that 40 percent to 70 percent are filled by candidates referred by staff members. Moreover, companies view such candidates more favorably than those brought in through other methods because they already know something about the organization and have a personal connection with it. While networking is essential in today’s job search, it is also something that should be handled with care. The Rochester Women’s Network page offers some don’ts for networking that should be considered which include not to push up on someone who is not interested or able to speak; not asking personal questions of questions of money; not overstepping time limits; not asking for a job and not becoming a pest, continually calling the contact for advice and referrals after the initial meeting, among other things. With all of the above mentioned, the most important don’t, perhaps, is to don’t forget “It’s who you know.”

The Senior Year Experience

BY MEGAN SANDLIN

As graduation approaches and a new group of seniors head into their final year, questions of “am I prepared for the real world” or “how do I prepare for life after college” inevitably pop-up. These real-life anxieties realized, one ponders what can prepare college seniors for navigating the rigors of the world and the job market. There is help out there to minimize some of the stress.

The Kennesaw State University Senior Experience Program is a beacon of help in a stress-filled time for seniors. The SYE Program is an elective course called Senior Seminar (KSU 4401) that serves as an institutional capstone course. Dr. Joan Dominick, director of the Senior Year Experience program, said that SYE “prepares students for university life, by letting them know what they need to do after graduation, as well as helping students utilize on-campus resources like the Career Services Center and CAPS.” SYE’s design is to stimulate the students’ reflection process, by putting focus on college learning experiences through projects such as portfolio building. From this, a “Best of Show Portfolio/Public Portfolio” is developed. The portfolio focuses on preparation for career, graduate school and the student’s role as in the local, national and global arenas, as well as service to their community.

In the Senior Seminar course, students, in addition to the development of a portfolio, will design their own professional resume, practice interviewing and business etiquette, discuss graduate school and the application process, collaborate with peers and interact with experienced faculty and build connections with the alumni for the future. The course provides a sense of structured closure to the undergraduate experience, while preparing for the transition from student to working citizen. Senior Seminar also strives to have students utilize the many resources available, particularly on campus, to prepare them for post-college life. Based on a visit to the website, Mary York, Communication major going into her senior year, said “taking the class as an elective is definitely something I will consider as I head into my senior year. The web site gives some syllabi examples and it appears that setting goals is an important aspect of the course. That is definitely something I would like to be more disciplined about.”

The course also has led to the creation of a website for students not only in the class, but for those who are considering it and to serve as a tool for seniors not taking the course. The website contains information about the Senior Seminar course, as well as information that serve as a resource for all seniors.

Never continue in a job you don’t enjoy. If you’re happy in what you’re doing, you’ll like yourself, you’ll have inner peace. And if you have that, along with physical health, you will have had more success than you could possibly have imagined.

JOHNNY CARSON (1925 - )