

## INSIDE THIS ISSUE

- 3 LinkedIn: What Do I Do Now?
- 3 Check Out Our Upcoming Career Fairs on March 13, 14, and 19
- 4 Maintaining Professional Boundaries in Social Media
- 5 The Face Behind the WCU Facebook Page
- 5 Welcoming the Newest Member of the Career Services & Cooperative Education Team
- 6 Generating Positive Content in Social Media
- 6 Thank You Notes: Email or Handwritten?

### LinkedIn: What Do I Do Now?

Now that you've created a LinkedIn account, how should you proceed? This article gives tips about how to optimize your LinkedIn page.

*Continued on page 3*

### Maintaining Professional Boundaries in Social Media

In the information age, there is an increasing need to draw professional boundaries and understand the laws surrounding privacy of information featured on social media websites. *Continued on page 4*

### Generating Positive Content in Social Media

Utilizing features offered on various social media websites may give you an advantage when job searching. *Continued on page 6*

### Thank You Notes: Email or Handwritten?

With the emergence of technology, email is often replacing handwritten thank you notes. Read this article to see statistics about the preferred method of contact by employers. *Continued on page 6*

*The Office of Career Services and Cooperative Education is a unit of the Office for Undergraduate Studies*



## Building a Professional Image Through Social Media

BY SARAH ALSPA W

We all know the importance of making a strong first impression with the company where we hope to secure a position; however, with the emergence of our social media, we may not be making our first impression in person any longer. Because employers have the option of searching for you online before your initial meeting, they can gauge many things about your personality based on what you allow to be posted.

How would you like to be perceived? That is the question you should be asking yourself when beginning to manage your online presence. Although everyone should maintain a professional image, some may choose to show more personality, which may depend on the field that you are entering. If you are entering the travel and tourism field for example, it may be acceptable to have appropriate pictures of yourself on vacation or at a social event, whereas in some fields, it may be perceived differently.

There are two steps for managing your online presence: eliminating negative content and creating positive content. This means managing your image on all social media websites including, but not limited to, Facebook, LinkedIn, Instagram, Pinterest, Twitter, Google+, YouTube, Flickr, Reddit, and Tumblr with many more arising on a regular basis. If you are unsure about your current image, do an Internet search of your name and see what comes up.

According to the Goodwill Community Foundation, "approximately 40 percent of employers currently use social media sites to recruit or screen potential employees, so maintaining an

*Continued on page 7*

## Looking For More Advice?



Previous issues of Career Journal can be found at our online archive. More advice and resources are just a click away.

[wcu.edu/6663.asp](http://wcu.edu/6663.asp)

## Career Services' PROGRAMS FOR SUCCESS

STUDENTS AND ALUMNI: TAKE ADVANTAGE OF THE MANY SERVICES WE OFFER!

### JobCat & Other Job Searching Services

Internet-based recruiting systems that include jobs as well as opportunities to post a résumé and sign up for interviews.

### Career Counseling

If you have a career concern that you would like to discuss, call for an appointment with a career counselor.

### Career Testing

If you are having difficulty making a decision about a major or a career, we offer career testing and interpretation.

### Cooperative Education

Co-op is a program that allows you to work in your career or major field and receive directly related experience and credit while you are still in school.

### Résumé Critiquing Service

E-mail your résumé (cover letter, too!) to [mdespeaux@wcu.edu](mailto:mdespeaux@wcu.edu) or [mashe@wcu.edu](mailto:mashe@wcu.edu) and make an appointment to discuss it!

### Student Employment

Need some cash? The [student employment office](#) can help you find a part-time job. We offer listings for on-campus as well as off-campus employment. View them at [careers.wcu.edu](http://careers.wcu.edu).

### Career Services Website

Our website offers links, articles, event calendars, job search tools, directories, videos and FOCUS-2, a computer-aided guidance program to help you in your career decision. Available at [careers.wcu.edu](http://careers.wcu.edu).

### Interviewing Skills Assistance

You can participate in a mock interview and improve your skills through our online [Perfect Interview Program](#).

### Career Days and Recruitment Events

Career Services offers multiple [recruitment events](#) every year, including Fall WCU Career Fair & Grad School Day, Health Services Career Fair, Etiquette Dinners, Summer Jobs and Internships Fair, WCU Career Fair, Etiquette Reception, & Education Recruitment Day.

## Career Services INFORMATION

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# LinkedIn: What Do I Do Now?

BY SARAH ALSPA W

When first creating a LinkedIn account, the program will prompt you to fill in certain parts of your profile to “complete” it. Completed profiles are 40 times more likely to find positions on

LinkedIn than incomplete profiles, so if you are using LinkedIn for job searching, it would be advantageous to fill out as much of the profile as you can.

## Features of LinkedIn:

**Summary:** This section can be written much like a cover letter, describing your current position, a short summary of your past work and education experience, and an explanation of goals. If you are seeking a position, listing the types of positions you are seeking can be advantageous for employers looking at your profile.

**Experience:** If you uploaded your résumé into the system, this section would have been filled in for you. Make sure that this section highlights the skills you’ve gained through your past work experiences, citing examples of the utilization of theories learned in the classroom into practical applications. For example a student with teaching experience may list “utilized behavioral modification and reward techniques to manage classroom behavior.”

There are several sections that you can choose to add into your profile. A few examples consist of “Honors & Awards,” where you can list membership in the Honors College or an honors fraternity, any scholarships you’ve won, or any national awards obtained such as the Eagle Scout or Girl Scout Gold Award. “Publications” is a great section, especially for students in the hard science disciplines or anyone who has published in a journal. Links can be added into those sections so that employers can have an example of some of the research you’ve conducted. The “Organizations” section allows you to list any clubs on campus that you’ve been a part of and gives you a chance to highlight leadership experience. If you have a student membership with any national organizations or professional associations (which we highly recommend) you can list this here too.

There also is a section for you to list courses that you have taken, and you can choose to list just a few related courses or anything you have taken that may enhance your candidacy for a job.

## Endorsements versus recommendations

Recently a new feature has been introduced on LinkedIn called “Endorsements.” It is a one-click stop for anyone to endorse that another person possesses a skill in some area, be it “organized,” “data driven,” or “Facebook.” You can have up to 50 different skills or expertise listed on your page, and individuals basically give you an electronic thumbs-up when choosing to endorse you.

Additionally, recommendations can be written on your site by employers, past colleagues, or classmates. It takes time for someone to craft a recommendation, so it is very impressive to collect them on your site.

## Requesting to join someone’s network

The default message that is sent when you request for someone to join your professional network is “I’d like to add you to my professional network” and your name. When you are trying to add someone into your professional network, especially someone that you do not know personally, make sure that you personalize the message, indicating why you desire to make a connection with this individual. Understand that you are making a professional request, so remember to stay courteous (even if the individual for some reason chooses not to accept your request), and it is very important to use proper spelling and grammar.

## Personalize your URL

On LinkedIn, you are given the opportunity to customize the URL of your website. We recommend using your first and last name with no spaces. This places your LinkedIn profile higher on the search results when someone searches for your name. It will end up looking like [www.linkedin.com/in/\\_\\_\(your name\)\\_\\_](http://www.linkedin.com/in/__(your name)__). This makes it easier for you to reference your URL in your email signature (being so much shorter), which is one effective way of creating contacts on the website.

LinkedIn, along with any other social media outlet available today, is constantly changing and requires the social media savvy to keep aware of the changes. Currently, LinkedIn is one of the foremost social media outlets for professional connection, but could at any time be overshadowed by emerging trends and software. The information listed in this article is current and relevant at the moment, but explore this and other websites for yourself, familiarizing yourself with what each site has to offer.

## Spring 2013 Career Events

### Summer Jobs & Internships Fair

Wed., March 13 | UC Grandroom, 1–4 p.m.

*Please visit the following website for a list of registered employers that will be attending the fair:*

[http://wcu.experience.com/stu/cf\\_details?fhnd=5994](http://wcu.experience.com/stu/cf_details?fhnd=5994)

### Etiquette Reception & How To Network

Wed., March 13 | Blue Ridge Conf. Center, 6–7:30 p.m.

*Cost: \$10; cash, check, or declining balance accepted. Make reservations before March 8 in Career Services, 205 Killian Annex.*

### Spring WCU Career Fair

Thurs., March 14 | UC Grandroom, 1–4 p.m.

*Please visit the following website for a list of registered employers that will be attending the fair:*

[http://wcu.experience.com/stu/cf\\_details?fhnd=5996](http://wcu.experience.com/stu/cf_details?fhnd=5996)

### Education Recruitment Fair

Tues., March 19 | UC Grandroom, 9 a.m.–12 p.m.

*Please visit the following website for a list of registered employers that will be attending the fair:*

[http://wcu.experience.com/stu/cf\\_details?fhnd=5997](http://wcu.experience.com/stu/cf_details?fhnd=5997)

# Maintaining Professional Boundaries in Social Media

BY SARAH ALSPAW

Deciding whether to friend employers or colleagues is a decision that you will need to make when entering your career. Maintaining professional boundaries is important for maintaining a healthy work-life balance and developing privacy. The decision of where you'd like your professional boundaries to be drawn is your own, but understand that as you enter your first position you may be creating precedence.

When you secure a position, remember if you are given a computer or laptop from the company, you hold no privacy on that computer and the company has the right to monitor what websites are being viewed and what information is saved on the computer. Individuals have been fired for misuse of their company computer, so be aware of the policy of your employer.

With the ever-evolving expectations created in the digital age, especially the ability to be contacted at any moment in time, drawing professional boundaries becomes especially important when attempting to balance work and life responsibilities. Deciding when

and how you are going to allow yourself to be contacted is important for maintaining personal and emotional health.

Finally, does a company have a legal right to ask for your Facebook/social media website password? The evolving laws surrounding this question are different in every state, so be aware of the laws in the state in which you are applying. You may be wondering what you should do in a state where an employer is legally allowed to request your passwords, and this depends on a few things. First of all, you can politely refuse, which could sound something like, "I'd prefer to keep my private and professional life separate; it is important to me to maintain professional boundaries." If the employer insists, you will have to either comply or seek other employment. Don't be spontaneous: carefully consider your choices, and remember that finding a job is easier when you already have a job.

WFMY-TV, a CBS affiliate out of Greensboro, N.C., recently reported on this issue, stating: "[We] asked attorney David

Freedman for his take on the legal liability. 'You have every right to say, "I don't want to give that information to you. I'm not giving you my Facebook password." And the employer can say, "That's great. I respect your privacy, I'm not going to hire you,"' said Freedman. Freedman said in North Carolina, that's perfectly legal. He said it's not discrimination for an employer not to hire an employee who won't turn over their password. He said it's actually more like protection for employers, who want to know who they're hiring. 'I'm an employer. I don't necessarily want to know everything about the people who work in my law firm, but I certainly would be very fearful of them having something on Facebook that would create an embarrassment for both them and for my firm,' he said."

Again, the decision is your own. You will need to weigh your personal privacy versus the need for employment and make the decision that best fits into your current place in life.

The Career Services office is currently offering the following presentations for any student organization on campus, free of charge, to help develop the students professionally.

## APPROPRIATE ATTIRE

Informing students of how to dress in both business professional and business casual attire and how to identify when each look is required for what context. This features clothing guidelines for men and women.

## JOB SEARCHING

This presentation briefly touches on how to write a résumé and cover letter, where students can look for a job after they graduate, and what resources are available to them through the Career Services office to assist with job searching.

## RÉSUMÉ & COVER LETTER WORKSHOP

This workshop can be customized to meet the needs of its audience. For the first and second year students, it can focus on creating a first resume to be used as a repository for present and future activities. For students who are ready to apply for internships and jobs, it can expand in focus on strategy, answer more job-specific questions and improve existing documents.

## SUMMER JOB PREP

Looking for a job this summer? This presentation explains the avenues for searching for a job close to Cullowhee, or if you are staying in your hometown for the summer.

## INTERVIEW SKILLS & PREPARATION

This workshop will assist students in their preparation and practice for interviewing. The PerfectInterview program will be demonstrated as a resource.

## CAREER DEVELOPMENT RESOURCES AT WCU

This presentation is designed to provide an overview of our services and a description of the ideal steps a student should take toward his or her career development during college. Actual resources will be described or demonstrated, including career counseling, FOCUS 2, résumé assistance, job search tools, PerfectInterview, and career fairs and events.

If you are interesting in booking a presentation for your student organization, please contact Career Services graduate assistant Sarah Alspaw by emailing [slalspaw@wcu.edu](mailto:slalspaw@wcu.edu) at least two weeks prior to the potential date of the event.



## The Face Behind the WCU Facebook (and Other Social Media Websites): Laura Huff

Laura Huff is the official coordinator for all electronic marketing for Western Carolina University. She is in charge of generating positive content for Western Carolina on Facebook, LinkedIn, Twitter, Pinterest, Instagram, and YouTube. She has created a WCU Administrators Facebook group and also contributes to the marketing blog teaching the professionals at Western Carolina who manage departmental Facebook groups how to create and manipulate content and utilize its features on this website to its fullest potential.

Laura acknowledged her student employee, Sam Wyman, without whom she couldn't do what she does. Many other departmental social media websites will have students assist with the management of their departmental pages, too.

Laura was instrumental in generating the content for this edition of the Career Journal, and the Office of Career Services and Cooperative Education would like to thank her for her advice and insight as we manage our own online presence and advise students on how to do the same.

You can find the websites managed by Laura by following the links below:

### WCU FACEBOOK

<http://www.facebook.com/westerncarolinauniversity>

### WCU TWITTER

<http://www.twitter.com/WCU>

### WCU YOUTUBE

<http://www.youtube.com/westerncarolinau>

### WCU ALUMNI LINKEDIN

<http://www.linkedin.com/groups?gid=159929&trk=group-name>

### WCU PINTEREST

<http://pinterest.com/wcucatamounts/>

### WCU GOOGLE+

<https://plus.google.com/u/0/b/101114405039932981345/101114405039932981345>

## Welcoming the Newest Member of the Career Services & Cooperative Education Team

My name is Carrie Hachadurian, and I am so excited to join the Career Services team as the new Student Employment Specialist for non-work-study employment on campus! In 2006, I graduated from Western Carolina University with a degree in English, concentrating in professional writing and journalism. Immediately after graduation, I worked as an arts and entertainment editor for The Mountaineer Publishing Company in Waynesville before transferring back to my alma mater in 2009 to serve as the administrative support associate for the Writing and Learning Commons.

While associated with the WaLC, I supervised six to eight office assistants per year and realized how important student employment is to cultivating a positive college experience. Not only have I seen my former employees grow in their individual fields, I have watched them develop into hard-working citizens who are better equipped to handle the job force upon graduating. With this experience, I am ecstatic to be in Career Services and look forward to helping students begin employment on campus. For further questions, please feel free to contact me at 828.227.3888 or [cphachadurian@email.wcu.edu](mailto:cphachadurian@email.wcu.edu).



## FOCUS 2

This fall, we replaced our online Discover program with the FOCUS 2 Online Career planning and Major Exploration System. Customized with the majors offered at WCU, students' assessment results can be matched to career options and majors or programs. FOCUS 2 provides students with another tool to help guide themselves through a reliable career and education decision-making model and helps them choose their majors and make informed decisions about their careers.

1. *Career readiness: FOCUS 2 assesses students' involvement and introduces activities that support career and education decision-making.*
2. *Self-assessments: These provide reliable and research-based assessments of students' work interests (Holland code), personality, values, skills, and leisure interests. Students' assessment results are matched to occupations and supporting majors at WCU.*
3. *Career exploration: Detailed, current descriptions of more than 1,200 occupations and featuring more than 600 videos. Tools include a job board, occupation search, and suggestions for majors matching student interests.*
4. *Online career portfolio: Summarizes students' assessment results with their preferred majors and careers and personal comments/rankings, goals, and achievements.*
5. *Action planner: Students plan career-relevant experiences including their courses, internships, study abroad, and volunteering.*
6. *Counselor reports: The FOCUS 2 website will provide complete access to students' results.*



## Generating Positive Content within Social Media

BY SARAH ALSPA

"Social networking" isn't just social; these websites can be used for positive networking with individuals in your field. Joining groups and staying active within those groups is a great way of making connections, making your name known within the field, and finding opportunities.

What are you tweeting or posting on Instagram? Posting quotes from leaders within your field, or taking photos while working at an internship or volunteering can go a long way in winning the hearts of future employers.

Utilizing your LinkedIn status is a great way to post industry specific content that will catch the eye of the friends you've made in your field. Daily posts referencing related websites, news articles and current events, or asking questions is a great way to stay fresh in the minds of your contacts. Also, if you plan to attend a professional conference in your field, posting a status

inquiring if any of your contacts will be there is a great way to set up appointments, coffee dates, or even interviews while at that conference.

Participating in groups is a great way to get your name out there and to meet others in your field. LinkedIn offers many groups (some even associated with national organizations) that have ongoing discussions about trending information in that field. If you make informed, relevant contributions to the group discussions, you may receive contact requests from other members of the group.

Generating positive, proactive material for your social media network is the first step to setting yourself apart from your peers in the job market, followed closely by the intentional utilization of the resources provided by these websites. Mastering the art of social media utilization will set you up for success in the future.

## Thank You Notes: Email or Handwritten?

BY SARAH ALSPA

A recent survey by Accountemps of more than 500 HR managers at companies with 20 or more employees revealed that 91 percent found it helpful for a promising job candidate to send a thank you note following an interview. And according to Business Insider, "If you interviewed with multiple people, you need to send individual notes to each." However, with the immediacy that email provides, some jobseekers are choosing to send email follow-ups instead of paper thank you notes. Business Insider goes on to explain that "physical paper notes are a nice personal touch but aren't always necessary," noting that the survey reported 87 percent of respondents saying email is an appropriate method for following-up. "It's perfectly acceptable to ask your interviewers how they prefer to be contacted before leaving the interview," Business Insider reported. To be safe, many job seekers chose to continue using paper thank you notes. We recommend understanding the implications of each choice and discovering the preferred method of contact of the employer.

Want to get on the career path?

USE **JobCat**

1. Log in to JobCat at [careers.wcu.edu](https://careers.wcu.edu).
2. Complete a personal profile.
3. Upload a résumé.
4. Submit your online application by the deadline.

JobCat is updated with new jobs almost every day, so check for updates regularly!

# Building a Professional Image *Continued from cover*

active online presence will be especially important when searching for a job.”

The importance of managing your online presence will only continue to rise.

## **Negative content**

The term “negative” is relative and will to require you to make personal judgments about how you believe others will judge your content. Things that are culturally acceptable to be placed on your profile as a student are much different than things that are culturally acceptable when you become a working professional.

There are the obvious triggers – explicit photos or language, alcohol, and many other things – but there may be others that are not so obvious.

As with polite dinner table conversation, or during job interviews, you may wish to avoid politics, religion, or polarizing social issues on even a semipublic profile (such as large, loosely connected groups of friends). Avoid name-calling or any lack of civility during discussions, even on another person’s post, wall, or comment feed. Even if you are speaking about celebrities or public figures, harsh and judgmental language shows more negatively on you than it does the person you are complaining about.

One major mistake that can be made is speaking negatively about past employers or jobs. People often use social media as an outlet for frustrations; however, future employers will not be impressed if you speak negatively about your current position. Also, if your current employer sees what you’ve posted, you may be putting your job into jeopardy.

Keep an eye on what your friends post onto your profile. Just because you are savvy enough to understand what not to post, does not mean that all of your friends are as knowledgeable. This includes things that are posted directly onto your wall or things you are tagged in, including tweets, statuses, blogs, and pictures.

## **Positive content**

Allowing viewers to see your personality is not a negative; employers are checking your website to be able to catch a holistic view of you as a person, including your interests and involvement. Posting pictures of your Greek organization doing philanthropy, your friends helping out in the community, or you and your instructors at research conferences can



all give a positive image of yourself to future employers. Keep in mind what website you are posting though; Facebook is a great medium to post social pictures, where LinkedIn profile pictures may be more suited for pictures of you at professional conferences or working in an internship. Please see the “Not All Bad: The Positives of Using Social Media” article for other positive uses of social media.

## **Privacy settings**

For certain websites, it is possible to limit what can be seen by certain friends. Especially on Facebook, it has become easier than ever to pick and choose who will see what content.

However, it is still important that you manage what you or your friends post to your wall. Just because you’ve limited someone’s viewing does not clear you from paying attention to the content.

Due to the easy ability to take screen shots of your screen, people who are able to see the content on your wall can take a photo and repost it anywhere on the Internet.

Some people choose to create two accounts, one for personal use and one for

professional use. Other than the fact that this is a violation of the user agreement that you signed when you registered for your profile, this also does not protect you completely from individuals finding your account. Your account can be found by searching for your email address, city, university or other search parameters. Also, be aware that your facebook profile picture and cover photo are never private.

In conclusion, it is important to monitor and edit your presence on any and all social media websites. With the database that stores all of the information that you post onto Facebook into a long-term data drive, you wouldn’t want something that you did in high school or college to become an embarrassing exposé in years to come when you begin securing higher profile leadership positions.

Social media can be used as a powerful tool to positively influence your followers, subscribers, peers, and potential employers. With the ability to release any desired content on a whim, individuals must take care to understand the implications of releasing information into the Internet.

# ATTENTION PRIORITY ALERT: WANTED

- Looking for a career mentor?
- Interested in becoming a mentor?
- Know someone who should be a mentor?

Brought to you by WCU's Office of Alumni Affairs,  
Family Association, and Career Services.

For more information regarding our 2012-2013 Career Mentor Program,  
please contact [Mike Despeaux](#) or [Mardy Ashe](#) in the office of Career Services.

## Spring 2013 Career Events

### SUMMER JOBS & INTERNSHIPS FAIR

Wednesday, March 13  
UC Grandroom, 1–4 p.m.

Please visit the following website for a list of registered  
employers that will be attending the fair:

[http://wcu.experience.com/stu/cf\\_details?fhnd=5994](http://wcu.experience.com/stu/cf_details?fhnd=5994)

### ETIQUETTE RECEPTION & HOW TO NETWORK

Wednesday, March 13  
Blue Ridge Conference Center, 6–7:30 p.m.  
Cost: \$10; cash, check, or declining balance accepted.  
Make reservations before March 8 in Career Services,  
205 Killian Annex

### SPRING WCU CAREER FAIR

Thursday, March 14  
UC Grandroom, 1–4 p.m.  
Please visit the following website for a list of registered  
employers that will be attending the fair:  
[http://wcu.experience.com/stu/cf\\_details?fhnd=5996](http://wcu.experience.com/stu/cf_details?fhnd=5996)

### EDUCATION RECRUITMENT FAIR

Tuesday, March 19  
UC Grandroom, 9 a.m.–12 p.m.  
Please visit the following website for a list of registered  
employers that will be attending the fair:  
[http://wcu.experience.com/stu/cf\\_details?fhnd=5997](http://wcu.experience.com/stu/cf_details?fhnd=5997)

## Peer Career Mentor Mobile Mentor Schedule Spring 2013

The Peer Career Mentor Mobile Mentor Station can be found  
at the following location during the coinciding dates:

Monday through Thursday\*  
10:30 a.m.–2:30 p.m.

March 4–7	<b>Forsyth</b> <i>Main entrance</i>
March 11–14	<b>University Center</b> <i>Third floor near UC Grandroom</i>
March 18–21	<b>Killian</b> <i>Main entrance near Room 102</i>
March 25–28	<b>SPRING BREAK</b>
April 1–4	<b>Courtyard</b> <i>Between McAlister's and Starbucks</i>
April 8–11	<b>Killian Annex/One Stop</b> <i>First-floor atrium</i>
April 15–18	<b>(Tentative) Killian Annex/One Stop</b> <i>First-floor atrium</i>
April 22–25	<b>(Tentative) Killian Annex/One Stop</b> <i>First-floor atrium</i>

\*The Mobile Mentor Station will not open during official University holidays.



Find us on  
**Facebook**

Facebook is a registered trademark of Facebook, Inc.



WCU Career Services has a Facebook page!

Become a fan, and we can send you updates on  
Career Services and Co-Op Event happenings.

Find us online by searching keywords:  
"WCU Career Services" on Facebook.