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Perspective: College of Business

BY DR. CHRISTOPHER PRATT

Western's [College of Business](#) focuses on the career and life preparation of our students in every major, every classroom, and every other learning experience. This priority is reflected in our vision, mission, and values statements, all of which were approved by the faculty on November 14, 2008.

According to our vision, we will be a leading educator of high-performance, innovative, and leadership talent, prepared to meet tomorrow's business and the region's evolving development needs.

Within our mission statement, we pledge to graduate our students who are business ready to meet the needs of industries, markets and institutions. Graduates will achieve their high-performance and

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An Introductory Note

The Career Journal newsletter seeks to provide relevant, timely content to students and alumni as they develop or implement their career goals. Last year, we focused on the [QEP](#) and related learning experiences that contribute to these goals.

This year, in the face of a daunting economy, we discussed [graduate school](#), networking, and job searching during a recession. This issue showcases how [different programs](#) around Western are preparing students to compete and succeed in the job market of tomorrow. Several faculty members contributed articles written from their perspectives that discuss various programs and some of the career preparation that takes place within their colleges.

Western students can make the most of their education by making curricular, co-curricular and career decisions that are consistent with their interests, abilities and values, and by partnering with faculty and with career center professionals. If we can provide additional information, resources, or support, I hope any student, parent, or member of the alumni will contact us at 828-227-7133. For more information, visit us at <http://careers.wcu.edu/> or Western's main site at <http://www.wcu.edu/>.

Sincerely,

[Michael Despeaux](#)

CAREER SERVICES PROGRAMS FOR SUCCESS

Students and Alumni: Take advantage of the many services we offer!

JobCat, MonsterTRAK, and Localjobs.com

Internet-based recruiting systems on our website that include jobs as well as opportunities to post a resume 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.

Resume Critiquing Service

Email your resume (cover letter, too!) to mdespeaux@email.wcu.edu or mashe@email.wcu.edu and make an appointment to discuss it!

Career Services INFORMATION

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The CAREER JOURNAL is a publication of the Office of Career Services and Cooperative Education at Western Carolina University.

*Publisher: Michael Despeaux
Editor: Brandy Kiger*

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. Visit them at <http://careers.wcu.edu>.

Career Services Website

Our website offers links, articles, event calendars, job search tools, directories, videos and DISCOVER, a computer-aided guidance program to help you in your career decision. Available at <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 18-20 [recruitment events](#) every year, including the Career and Graduate School Expo, the Allied Health and Nurses' Career Day, Spring Job Fest, Summer Job Fair, Engineering, Math, and CS Fair, Construction Management Fair, Education Recruitment Day and multiple etiquette-development events.

Want to get on the career path?

Use JobCat.

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

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

Perspective: College of Health & Human Sciences

BY DR. JAMES R. SCIFERS

As the economic status of the country remains uncertain, graduates from programs in the [College of Health & Human Sciences](#) continue to prosper. The College includes the Departments of Criminology and Criminal Justice, Communication Sciences and Disorders, Physical Therapy and Social Work; along with the Schools of Health Sciences and Nursing. The [School of Health Sciences](#) contains programs in Athletic Training, Clinical Laboratory Sciences, Emergency Medical Care, Environmental Health, Health Information Administration, Nutrition & Dietetics and Recreational Therapy.

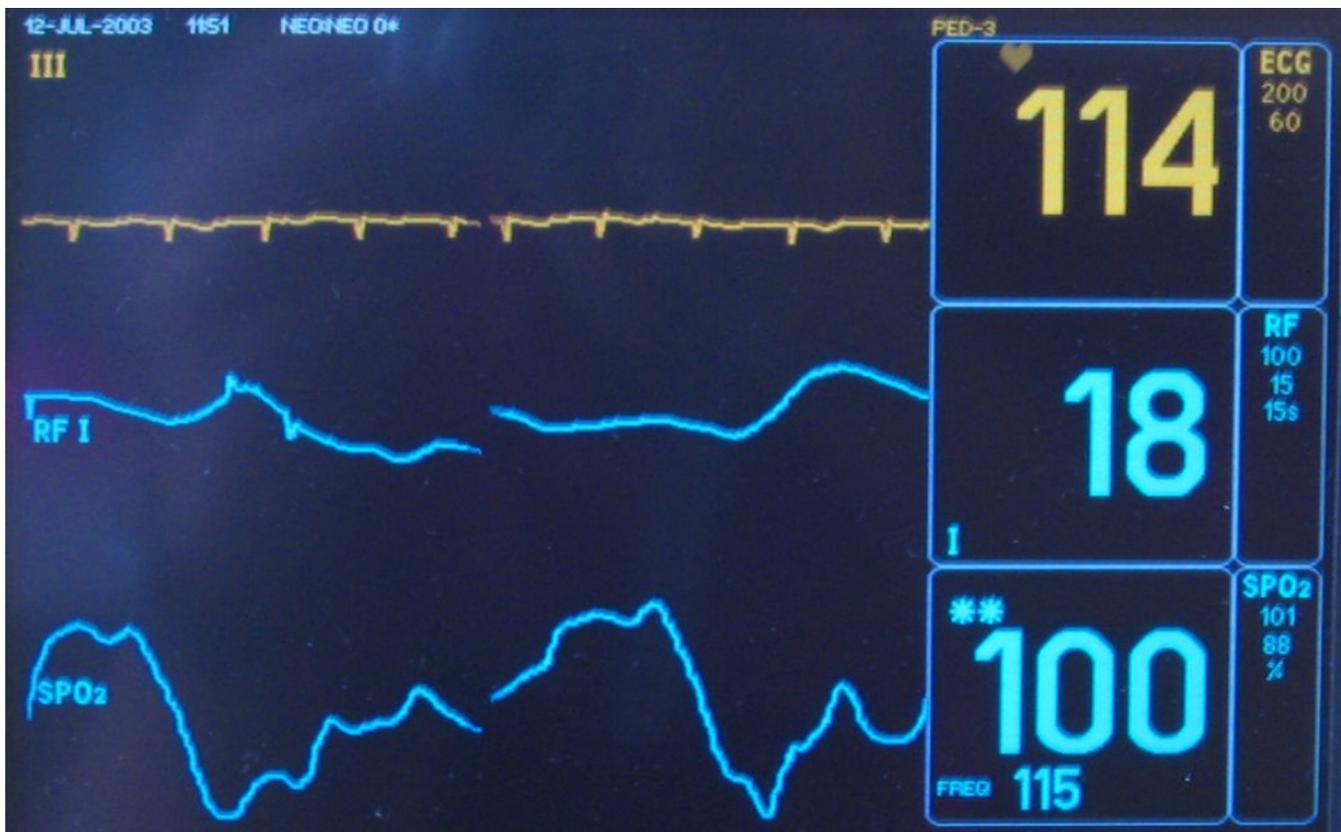
Graduates of the College's programs pursue careers in health care fields with excellent job forecasts. Already the largest employer, it has been predicted that the health care industry will generate an additional three million new positions between 2009 and 2016. This growth will account for approximately 20% of all new employment opportunities in the next decade.

These new positions will include employment opportunities in acute care and rehabilitation hospitals, long-term care facilities, senior centers, home health, out-patient centers and physician offices. With seven of the twenty fastest-growing occupations in the health care field, graduates are having an easy time finding well-paid positions. The outlook for salaries in health care is also promising, with an expected 22% increase through 2016.

While the nursing shortage grabs most of the national headlines, almost all of the health professions programs are experiencing a shortage of qualified employees. This correlates to excellent employment opportunities for students upon graduation. Data collected over the last three academic years shows a nearly 100% placement rate (in either the professional field or graduate school) upon graduation for alumni from programs in Athletic Training, Clinical Lab Sciences, Communication Sciences and Disorders, Environmental Health, Nursing, Nutrition & Dietetics, and Physical Therapy. Other health care programs in the College boast placement rates far in excess of 50% upon graduation.

One reason for the continued growth of health care is the large number of baby boomers who remain active into retirement. This increase in aging population means more health care needs for the country. Couple this trend with an aging health care provider population, and the need for qualified health care professionals is astounding. Of course, all employment projections are dependent upon the macro-economy. However, the long-term outlook for the health professions appears to be bright.

For more information about the [College of Health & Human Sciences](#), contact the Office of the Dean at 828.227.7271 or visit the College on-line at www.wcu.edu/2215.asp.





Perspective: College of Fine & Performing Arts

BY DR. WILL PEEBLES

In Walt Kelly's comic strip *Pogo*, the main character remarks, "We are confronted by insurmountable opportunities." While not at all the topic of strip, the statement seems to me to be true of the [fine arts graduate](#) in the job market.

Unlike those who major in business or nursing, students in the arts rarely have the experience of going to a job fair to interview with companies who have come specifically to hunt for graduates with a [Bachelor of Music](#) or a [Master of Fine Arts](#) degree. The closest parallel in the arts to the traditional job fair experience is probably for those who have pursued education degrees; their rigorous and relatively inflexible academic programs have prepared them for a particular slot in society—one that is well known and for which very clear avenues for job searches are well established and well understood.

But for the student with a bachelor's degree in the fine arts, the situation is quite different. In addition to earning degrees that typically have allowed much greater freedom in the selection of courses and therefore may be less well understood by employers, these graduates are also entering fields in which many people without those degrees are already successfully working. For these graduates, the ability to make their case, to persuade a potential employer of their value, becomes critical. Organizational skills, clear presentation of a well-conceived portfolio, and the ability to communicate one's accomplishments without sounding conceited are of great importance. For such students, a good internship experience may provide both a necessary introduction to the workplace and the foundation of a network of references and leads for jobs.

While arts graduates may have an initial disadvantage in having an educational background that does

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Perspective: College of Arts & Sciences

BY DR. NIALL MICHELSON

The world has witnessed one of the most amazing political years on record and one of the most depressing economic periods. At these times it is natural to consider the value of a college education and specifically the value of a college degree in the [College of Arts and Sciences](#).

When economic times are tough, many look for something that is valued across the academic landscape. Students in the [College of Arts and Sciences](#) gain knowledge in the specific field of their majors, but also gain knowledge and skills that are widely applicable. In a world of uncertainty, having a

wide range of knowledge and skills is beneficial. Business corporations value college graduates who are adaptable, who are able to work in teams, and who have strong communication skills. In the economy of the 21st century, we are bound to see old forms of employment replaced and entirely new ones created. In that fast-paced and dynamic environment, having a solid base of knowledge in a field coupled with research, writing, and analytic skills places graduates in a position of competitive advantage.

Students who study a subject that interests their intellectual curiosity

are more likely to learn more and earn a higher grade point advantage as compared to students who are majoring in something they do not enjoy studying. The economy of the 21st century rewards those college graduates who have developed skills that can transfer from one type of activity to another.

Departments in the College can be divided into three categories: Natural Sciences and Math, Social Sciences, and Humanities. Departments in each of these categories embrace a hands-on approach to education. They feel that students learn best and enter the workforce with the most valuable skills

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when they learn through experience. The departments actively promote internships, study abroad opportunities, simulations, and class-based field trips. Each of these enriches the students who take advantage of them and can add a valuable dimension to their resumes. Potential employers and graduate and professional schools recognize the enrichment that these educational opportunities provide.

For majors in the Social Sciences and Humanities, there are opportunities to develop a minor specialty in another field. This opens up possibilities to augment their understanding of a relevant field of study. Many of these majors allow students to earn two majors without exceeding the normal 120 credit hour requirement. Successful completion of two majors shows potential employers or selection committees the breadth of intellectual



interest along with evidence of its depth.

Degree programs offered by the College of Arts and Sciences include the following:

Natural Sciences and Math

Biology: Students receive hands-on experience in the laboratory and the field in real research situations enhancing the educational experience. Programs provide a solid basis for success in a variety of careers in the field of biological and for post-graduate education.



Chemistry: Students will be able to demonstrate to employers their research abilities and familiarity with a variety of instrumentation. Basic scientific methods and theories provide a strong foundation for graduate work.

Computer Science: The job demand for computer science graduates is strong in all areas of computing and across the country.

Environmental Science: Students use their knowledge to protect the environment, including identifying and abating or eliminating sources of pollutants that affect people, wildlife, and their environments.

Forensic Science: WCU forensic science graduates are prepared for a wide variety of careers such as government crime lab analyst, homeland security specialist, intelligence community professional, biotechnology analyst and industrial chemist.

Geology: Students will study a wide range of geosciences topics, such as stream restoration, coastal hazards and processes, origin of the Southern Appalachians, plate tectonics, wetlands, hydrology, contaminated sediments and water, landslides, and climate history.

Mathematics: Virtually every area of the job market employs people with a

mathematics background. Graduates from this program have taken jobs in finance, geophysics, consulting firms, insurance companies, and public schools.

Natural Resource Conservation & Management: Faculty develop classes that are highly field-oriented and students spend considerable time working in outdoor settings.

Humanities

English: Students who study in this area have professors who share a wealth of scholastic, corporate, and organizational experiences and encourage them to think critically, communicate effectively, and make the connection between studies and professional aspirations.

Philosophy and Religion: Students will develop skills in reading critically, writing persuasively, and speaking bravely about different ways of understanding the world. All these skills are crucial to success in careers and graduate school.

Communication: Whether your passion lies in broadcasting, broadcast sales, human communication, journalism,



public relations, or organizational communications, the communication faculty will help you develop that passion into your life's work.

WHERE ARE THEY NOW?

Want to know what College of Arts and Sciences students are doing after graduation? Check out the list below!

- Martha Stewart Omnimedia, NY
- WCNC TV NBC TV, Charlotte, NC
- Star 94 FM, Atlanta, GA
- CBS Radio Group, Charlotte, NC
- IBM System Sales, Atlanta, GA
- Kiss 95.1, Charlotte, NC
- The Mounaineer Publishing Company, Waynesville, NC
- Free-lance Television Stage Manager
- Clear Channel Group, Asheville, NC
- CBS Radio Group, Charlotte, NC
- Katz Media, NY
- Star 104.3, Asheville, NC
- Clear Channel Group, Columbia, SC
- President Stress Free Productions, WLOS ABC TV, Asheville, NC
- Katz Media, Atlanta, GA
- Clear Channel Total Traffic Network, Charlotte, NC
- Armed Forces Radio and Television
- CNN Marketing and Promotions, Atlanta, GA
- WRAY TV, Raleigh-Durham-Fayetteville, NC
- Clear Channel Group, Greensboro/Winston-Salem/High Point, NC
- Hagemeyer North America, Philadelphia, PA
- WOXL Saga Communications Asheville, NC
- NASA, Houston, TX
- Asheville Radio Group/Saga, Asheville, NC
- Communications, 1010 WINS News Radio New York, NY
- Public Relations Director American LeMans Racing Series Atlanta, GA
- WPBF TV 15 ABC TV West Palm Beach, FL
- Clear Channel Communications Raleigh, NC
- WXII NBC TV 12 Greensboro/Winston-Salem/High Point, NC
- WLOC ABC TV, Asheville, NC
- Hot 98.1 FM/1073 JAMZ Cox Radio, Greenville, SC
- Turner Broadcasting, Atlanta, GA
- Master Control Operator, Sinclair Broadcast Group, WLFL TX 22 Raleigh, NC
- Sportswriter, Sanford Herald, Sanford, NC
- TAMA Broadcasting, Savannah, GA
- CBS Radio, Charlotte, NC
- Recruiter, Army Reserve
- Laboratory Technician, Cherokee Hospital
- Physician, Wake Forest Hospital
- Police Officer Franklin North Carolina,
- Professor, University of Memphis, TN
- Attorney, IS Forest Service
- Bilingual Middle School Teacher, Carrboro, NC
- Junior Appalachian Musician Instructor, Blowing Rock, NC
- Archaeologist, FL
- Accountant, Hendersonville, NC
- Archaeologist, TN
- Archivist, Asheville, NC
- GIS Tech/Archaeologist, AZ
- Physician, Winston-Salem, NC
- Professor, India
- Archaeologist, AZ
- Archaeologist, AL
- Museum Curator, SC
- Lobbyist, Lawyer, Legislative Assistant on Education Committee in the House of Representatives, Washington, DC
- State Senator of North Carolina
- Director Community Table, Sylva, NC
- Hydrologist, Stream and Wetland Restoration and Management
- Geological Hazard Specialist
- Environmental Scientists
- Petroleum Mining and Energy Companies
- Secondary School Teachers
- Universities and Museums
- National Laboratories
- Private Environmental Consulting and Engineering Firms
- NC DENR
- NC DOT
- Natural Resource Land Manager
- Forester
- Wildlife Conservationist
- Soil Conservationist
- Remote Sensing and GIS Specialist
- Conservation Groups
- Land Trusts
- NGOs
- Academic Advisor, WCU, Cullowhee, NC
- Administrative Assistant, Cherokee Studies Program, WCU, Cullowhee, NC
- Residential Director, WCU, Cullowhee, NC
- Professional Basketball Player, Germany
- Police Officer, Gastonia, NC
- Jackson County DSS, Sylva, NC
- Haywood County DSS, Waynesville, NC
- Child Life Specialist
- Professional Basketball Player, Europe

Perspective: The Kimmel School of Construction Management & Technology

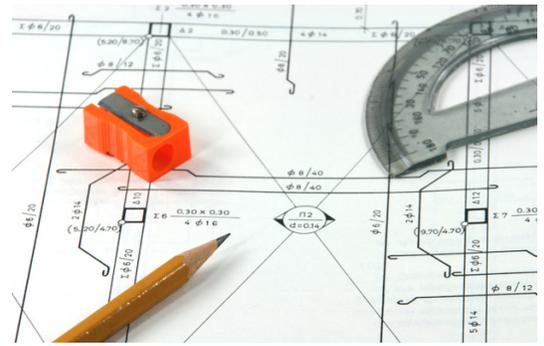
BY DR. WES STONE

The Kimmel School at Western Carolina University houses two departments that cover a wide range of disciplines – **Engineering & Technology** and **Construction Management**. Further breaking down Engineering and Technology, it is composed of three different programs – **Engineering Technology (ET)**, **Electrical and Computer Engineering Technology (ECET)**, and **Electrical Engineering (EE)**.

Taking a sharper focus on just **Engineering Technology**, it is a program with approximately 100 majors on campus

and roughly the same number in a distance program. ET majors experience a challenging curriculum that tests their analytical talents in the classroom, as well as their hands-on abilities in the laboratory. Several of the focus areas in ET include:

- high-speed machining and laser machining,
- 3D computer modeling and rapid prototyping,
- advanced automation and manufacturing processes,
- product design and development,



- Six Sigma quality systems and engineering, and
- engineering materials and polymer science.

ET students find themselves operating lab equipment that ranges from injection molding machines to CNC lathes (computer numerical control), from fused deposition modeling to laser

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Perspective: The Kimmel School of Construction Management & Technology

BY DR. BRAD SIMS

Construction Management majors are still getting positions even in a slower economy. Students in the construction management program focus heavily on the business skills that will make them successful project managers in the construction and related industries. The program includes some basic technical classes and some basic design courses, as well.

While in the past many students went into commercial or large scale residential construction, the market has changed to have more needs in highway, power plant, infrastructure, industrial, utilities, and wastewater treatment construction. In a March 2009 Yahoo Education article, construction was listed by the Government Stimulus Program as the #1 needed career. It is true there are fewer jobs as the economy slows, but since construction and related industry employs about 7 million workers and accounts for nearly 10% of the US gross

domestic product, it still is one of the better careers to obtain a position in after graduation, with an average starting salary of \$45,000 per year.

The **Construction Management degree** not only prepares students for entry-level management positions into construction markets such as commercial, mechanical, electrical, highway, marine, residential, and facilities management but construction-related employers as well. These construction-related employers can be the vendors that sell supplies, the software industry that has specialized construction programs, the construction equipment rental industries, and land development; some students also obtain advance degrees in finance, insurance, and law. It is truly a well accepted degree across the construction and related industries.

Students should enhance their degree with work experience where possible.

The construction management program requires one full semester of industry work experience, but students should look to build their resume with additional work experience or minors where their interest lies. One company hiring construction management majors is a national accounting firm where students that may choose an accounting minor would have a great advantage for employment. A master's degree in construction management with several years work experience can even lead to teaching.

In this slow economy, students will need to get back to the basics of seeking employment as in the previous US recessions. That means working closely with WCU Career Services, but also working hard to research potential companies to contact, finding companies that you may visit in person, networking in professional associations and online, seeking out relevant career fairs and

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German and **Spanish**: Students who study these programs enjoy plentiful opportunities both in and out of the classroom to develop communicative skills in the target language in the four skill areas: listening, speaking, reading, and writing. Students are prepared for careers within international businesses & banks, embassies, political organizations, federal, state, and local governments, health services agencies, public and private schools, professional language schools, universities/study abroad programs, law enforcement agencies, and travel/hospitality industries.

Cherokee Studies: WCU's campus is at the heart of the spiritual and cultural homeland of the region's largest Native American population, the Eastern Band of Cherokee Indians. Cherokee Studies

students have at their disposal one of the largest collections of Cherokee-related materials anywhere. The Cherokee Studies team is composed of experts from a variety of disciplines and backgrounds.

Social Sciences

Anthropology: Students study in three very active labs including the Human Identification Lab, Archaeology Lab and Archive, and Ethnography Lab.

History: Students and faculty form a strong community of scholars who seek to better understand the past and its implications for our future.

Political Science: Students are engaged in classes that focus on critical issues

facing the community, the country, and the world.

Sociology: Student community engagement is incorporated into many classes allowing many students to set up internships on a regular basis.

Western Carolina University's College of Arts and Sciences enriches students' quality of life through a good education.

For more information, visit the College of Arts and Sciences' website at <http://www.wcu.edu/607.asp>, and from there you can visit each of the departmental websites.

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innovative leadership potential through a curriculum emphasizing active learning, involving academic studies enhanced by practical experience gained from engagement opportunities with businesses, and economic and community development agencies in the region and beyond.

In pursuing our mission, the **College of Business** is committed to these values, all of which prepare students to succeed not only in the classroom but in their careers:

- integrity, respect, ethics, and trust;
- intellectual vitality, passion and curiosity;

- engagement, service and stewardship;
- globalization and innovation;
- diversity, inclusion and leadership;
- teaching, learning and scholarship; and
- excellence and continuous improvement.

Our efforts are directed at students seeking an education in business that is centered on developing the judgment skills, tools and experiences required for them to change their world.

The cornerstone of our educational programs is a commitment to a "business ready" learning environment that combines:

- career-focused academic studies;
- learning-by-doing skills obtained from developing solutions to real-world problems confronting local and global businesses and institutions; and
- a network of successful and active alumni and engaged business, government, and non profit organizations.

Our real-world learning opportunities prepare students to be ready to make a difference in their world.

The **Business Administration and Law** major develops students' understanding of corporate ethics, legal and regulatory compliance, as well as business skills and knowledge. The curriculum enables

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Perspective: College of Education and Allied Professions

BY DR. DAN GRUBE

The [Department of Educational Leadership and Foundations](#) offers eleven programs, including the B.S. Education for Secondary Education; the Masters of Arts in Teaching; the Masters of Arts in Education in Secondary Education; Community College Administration; and Supervision and Curriculum-International Concentration.

We also offer the Masters of Education in College Student Personnel; the Masters in School Administration; the Post-Masters Certificate in Public School Leadership; and the Doctorate in Education with concentrations in P-12 administration; P-12 curriculum and community college/higher education administration.

Each program is designed to address undergraduate or graduate level

education in the discipline with an emphasis on engaged learning in the field. All programs require specific internships, under the guidance and direction of experts in the field supported by their faculty who are active participants in their respective disciplines, to ensure application of the theory taught into the field of interest. Students report that the focus on moral and ethical behavior on the part of teachers and leaders in their fields is a positive expectation for ensuring that they are prepared to meet today's needs while preparing for tomorrow's challenges.

The [Department of Elementary and Middle Grades Education](#) offers degree programs for undergraduates and graduates, including programs for elementary education, middle grades

education, and reading licensure. The department resides in the fully accredited College of Education and Allied Professions and has fully embraced the Boyer model of scholarship as a means of supporting its commitment to the stewards of place model and integrated learning. As such, faculty utilize the scholarship of engagement to enhance student learning and fulfill its mission to the region. Our graduates are expected to meet the increasing demands of a highly diverse elementary and middle grades school population. Therefore, our faculty is committed to providing diverse experiences that add to the level of preparation of our graduates so that they can successfully teach in our rapidly changing society. It is our goal to prepare professionals who will contribute to the positive development of all persons, and to foster the development

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of effective schools for all children and youth.

In a program that highly values collaboration and diversity, our faculty teach general elementary and middle grades education and preferably content methods courses (mathematics, language arts, science, literacy, etc.) at the K-8 grade levels; develop and maintain an active research program in elementary/middle grades education or related field; have strong computer literacy knowledge, online teaching experience and interest in learning new technology skills; advise undergraduate, and master's students; and have specialty knowledge in student teacher internship supervision. The faculty in our department are responsible for providing local, state, and national service to the public schools and to the profession as

well as maintain and implement a strong research agenda.

Within the [Department of Human Services](#), the [Special Education Program](#) prepares future teachers to support the academic, social, and behavioral needs of children with disabilities. In this program students learn about child development and variations in student abilities, skills, and maturation, and to use that knowledge to plan, implement, and evaluate educational programs based on individual student needs, family input, and current research. Throughout the undergraduate program in Special Education, students are actively engaged in the study of exceptionalities and effective instructional strategies for students with disabilities. Students who complete this program enter the

teaching profession with a Bachelor of Science in Education (B.S.Ed.) degree and an A level North Carolina license to teach children with mild to moderate disabilities in Kindergarten through 12th grade. Students are well prepared to work with individuals with disabilities in several career options, such as public school settings, clinics and social agencies. Students also have an option of earning a license to teach children and youth who are gifted and/or a license to teach children and youth with severe disabilities.

The [Birth-Kindergarten \(BK\) Program](#) prepares students to work with young children—ages zero through five years, with and without disabilities—and their families. The BK program provides students with a rigorous curriculum, plentiful resources, and a strong

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students to examine ethical dilemmas conscientiously in a professional manner, thus minimizing exposure to legal liability and adverse publicity. The program develops and reinforces writing skills in the context of research and information gathering, and also develops and reinforces oral communication skills, with a focus on conflict resolution skills. Problem-solving and analysis permeates all courses. The capstone class, Virtual

Law Office (VLO), replicates the working environment with each student logging billable and non-billable hours on a computerized time management system, performing pro bono service work, and engaging in continuing education, all in an effort to develop a professional identity. Projects of the VLO this semester include:

- Working with an entertainment



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Using Technology to Prepare for Your Job Search

BY BRANDY KIGER

Interviewing is an essential part of the hiring process. It allows employers to connect faces with names and credentials, ask questions, and ultimately determine whether a candidate is a good fit for the position. Even though they are the ones being asked the questions, candidates have a responsibility to the interview process as well. They should be researching the company, thinking about the kinds of questions they might be asked, and be prepared to ask their own questions. It is important that the

candidates for a job be aware of how the process works, and what kind of questions might be presented to them.

Career Services has purchased a subscription to [The Perfect Interview Online](#) program to ensure that Western Carolina students have every opportunity to be prepared for and successful at interviewing. By using this mock interview program, students can practice how they answer questions, and begin to anticipate the kind of questions

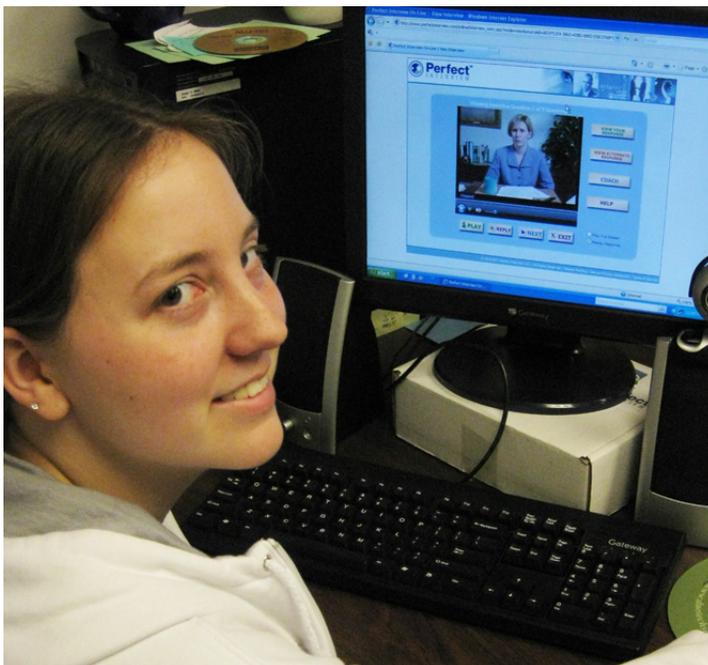
employers may have for them. The program is free to students, and can be accessed at <http://www.perfectinterview.com/wcu>. Students must create an account to use the program, and completed interviews will be uploaded and stored on the Perfect Interview server, where students can access them as needed.

While using Perfect Interview,

students are presented with questions that are typical of a real-life interview. The randomized questions are posed by an actor (on video), and students can respond by typing their answer, or by recording it via webcam ([Walmart \\$24.24](#)). Both ways of answering are valuable. By typing, students have to consider what they are saying to their employer and how they are phrasing their answers. The video option allows students to gain an understanding of how they present themselves through tone, body language, and other non-verbal cues. Students may then review their responses and forward them to their professors for class credit.

One of the key benefits of the program is that students can practice how they respond to a question. The practice mode in Perfect Interview lets students record their answers as many times as they choose, and if they get stuck, they can receive help from the Interview Coach and review modeled answers at the same time.

While only the generic version of Perfect Interview Online is available now, Career Services is in the process of collaborating with departments on campus to create customized interviews for individual majors. If your department is interested in creating a custom interview, please contact Mike Despeaux at 828-227-3891 or mdespeaux@email.wcu.edu for more information.



CONSTRUCTION

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online employment websites, and thinking outside the box to show potential employers how you are both motivated to work hard and bring problem-solving skills to add value to a company. The construction industry rewards hard workers with career advancement and higher pay and seeks to retain the best employees even in a slow economy. A career in construction management is one that most all employees continue with for the rest of their lives. See our website (<http://cm.wcu.edu>) for more details.

Best luck to your future,

Dr. Sims, CM Department Head



BUSINESS

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lawyer to help a local jazz band comprehend a recording contract;

- speaking at a conference on civic engagement;
- filing for a fraternity's non-profit status;
- working on articles for publication; and
- completing the 21-hour NC community mediation program.

The [Department of Global Management and Strategy](#) offers two distinctive degree programs—the BSBA in Management at the undergraduate level, and the Master of Project Management at the graduate level. The undergraduate Management major equips men and women with the managerial knowledge and skills to be successful in myriad professions including human resource management, manufacturing management, banking, health care administration, retailing, and not-for-profit organizations.

The Master of Project Management is an on-line graduate degree program designed specifically for the working professional project manager. We strive

to be the preeminent comprehensive educational program for professional project managers, to advance the project management profession through teaching, research, and service, and to develop leaders in the project management profession.

Management faculty members possess outstanding academic credentials. Each is an expert in one or more of the following fields: production and operations management, supply chain management, project management, human resource management, industrial relations, interpersonal and group behavior, organizational theory, strategic management, or small business management.

All departmental faculty have engaged in full-time, non-academic work and keep current in the application and practice of their discipline. To extend education beyond the classroom, faculty members regularly engage students in application-oriented, hands-on work. Every faculty member is committed to excellence

in teaching, advising, scholarship and service. We value hard work, self-discipline, and academic and personal integrity.

The Accounting, Finance, Information Systems and Economics Department offers three distinctive degree programs — BSBA in Accounting, BSBA in Finance with one concentration in Banking and another in Financial Planning, BSBA in Business Computer Information Systems, as well as a minor in Economics. We also offer a Master of Accountancy degree.

Our undergraduate majors equip men and women with the knowledge and skills to be successful in a myriad of professions including public or private accounting, governmental and not-for-profit organizations, banking and other financial institutions, as well as a wide variety of information technology fields, from web applications, to network administration and applications and to system analysts.

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The Master of Accountancy degree is offered on site in Asheville on the UNCA campus designed specifically for the working professional.

We strive to be the preeminent provider of graduate education in accounting for people who may be changing careers or for people in the accounting profession interested in an advanced degree. Those students interested in licensure will be well prepared for the CPA examination.

Departmental faculty possess outstanding academic credentials. Each is an expert in his/her teaching field and many have been



actively employed in his/her teaching discipline. They bring real-world experiences into the classroom for

the benefit of their students. Many of the faculty maintain active contacts in their professional areas with business and professional organizations.

To extend education beyond the classroom, faculty members regularly engage students in application-oriented, hands-on work.

Every faculty member is committed to excellence in teaching, advising, scholarship and service. We value hard work, self-discipline, and academic and personal integrity.

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micro-machining, from 3D coordinate measuring machines (CMM) to hydraulic and pneumatic fluid power trainers, and from robotic automation lines to 3D solid modeling software. In addition to being active in the lab, ET students work on real-life industry topics through several avenues, primarily senior design projects and independent study projects. This engagement activity allows students to put their skills to use before entering the workforce; it provides them the opportunity to gain exposure to the challenges in industry; and it allows potential employers to get a "sneak peek" at the students who will soon be seeking employment.

The wide range of exposure for ET students prepares them for careers in manufacturing, technical sales, quality, design, distribution, and many related fields. Recent graduates have landed jobs in industries such

as automotive, aerospace, high-temperature coatings, high-pressure hydraulic pumps, electrical components, athletic wear, energy exploration, and many more. Those ET students wishing to further their education prior to entering the workforce have the option to pursue graduate study in WCU's Masters of Science in Technology (MST) program. The MST program is fed by ET undergraduates, electrical students from the other portion of the department, and students from other national and international institutions.

Feedback from employers of ET graduates has been strong, emphasizing that they are capable of hitting the ground running. They have the skills necessary to provide an immediate impact to the company, as



well as the capacity to adapt to new challenges. Beyond the ET program discussed here, there is a wide range of opportunities in Electrical and Computer Engineering Technology (ECET) and Electrical Engineering (EE) at WCU. The Department of Engineering and Technology is always open to tours for prospective students, parents, industrial partners, and other interested parties.

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background and valuable experience in working with young children and their families. In this interdisciplinary program, students learn from professionals from the fields of Counseling, Special Education, Early Childhood Education, and Elementary Education Programs. Students learn the skills needed to meet young children's social, emotional, physical, and intellectual needs from birth to kindergarten. Students who complete the degree are prepared to work with infants and young children in a variety of settings such as kindergartens, preschools, day care facilities and so forth.

The [Department of Health, Physical Education and Recreation](#) also has many options to choose from. If you'd like a career in outdoor life and recreation or wish to help young people improve their physical fitness, you'll find a home in WCU's Department of Health, Physical Education, and Recreation (HPER). Our

programs benefit from WCU's scenic location and close proximity to the Great Smoky and Blue Ridge mountains where many people work outdoors and enjoy access to biking, hiking, rafting, and other activities.

If you're interested in molding bodies as well as minds, giving students healthy habits for a lifetime, and mentoring tomorrow's athletes, WCU's [Physical Education \(PE\)](#) Program is the perfect fit for you. Our PE-teacher education degree program will prepare you to teach in elementary, middle, and secondary schools. The WCU physical education graduate is recognized by North Carolina school districts as being well prepared in all areas of gymnasium and classroom management. Our graduates can organize and administer intramural programs, coach varsity sports, and administer athletic programs in addition to teaching physical education, exercise, and dance. Outside of the academy, our

graduates also work in YMCA/YWCAs, community recreation programs, industry and corporate fitness, and in private clubs.

WCU's [Parks and Recreation Management \(PRM\)](#) Program will prepare you for jobs in the leisure service and tourism industries, as well as with land agencies such as the National Parks and U.S. Forest Service. Students in the program earn a Bachelor of Science (B.S.) degree in Parks and Recreation Management.

The field of parks and recreation offers graduates a wide range of career options in community recreation, outdoor leadership and instruction, commercial and resort recreation, and recreation resource management.

FINE ARTS Continued from page 4

not fit them for an obvious slot in the social mechanism, the properly prepared arts graduate also has one overwhelming advantage: for four (or more) years, he or she has been listening to people, honing critical thinking skills, learning to make connections between disparate ideas, and learning to envision something new and to turn that vision into reality. It should be no surprise, then, that arts graduates tend to move higher through the ranks once they do find employment, or that they are often more highly-valued by colleges of law or medicine than more narrowly focused students in pre-law or pre-med programs.

For all arts graduates, however, one thing is common: to be successful, the graduate must first see the world as a source of opportunities and then to employ all of their critical and creative resources to discover and make the most of those opportunities.



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The department also houses the [Center for Information Technology and Assurance \(CITA\)](#). The Center for Information Technology and Assurance (CITA) was organized in the Fall of 2008. CITA's main purpose is to promote information assurance instruction and to expand educational opportunities for students using direct engagement with regional business and industry. Students have had unique opportunities to enroll in internship-type courses. In one course, three students produced the draft of a booklet, "How to Improvement Your Business' Computer Security." Three students, in another CITA initiative, are studying advanced security applications with network routers.

CITA's Graduate intern had the opportunity to conduct demographic research and to organize a computer security seminar through Western's Outreach Center to provide instruction on computer security for business and government agencies. The seminar involves professors from the Computer Information Systems program and Business Law. Other students who are working on special projects with local business and industry and government agencies gain experiences that used Learning Assurance Contracts. Student



learning is assured by jointly agreeing upon competencies to be gained.

Technology, enhanced instructional opportunity, flexibility, innovation, real world experience and information assurance are all part of the CITA

The [Center for Entrepreneurship and Innovation](#) offers two undergraduate degree programs and a graduate program—the BSBA with a major in Entrepreneurship, the Bachelor of Science in Entrepreneurship (BSE) and the Master in Entrepreneurship. The Entrepreneurship major equips graduates with skills in the core business disciplines of management, accounting, finance and economics. As students progress through the program they are provided the context for applying those skills in an integrated approach to manage small to medium size enterprises that do not have the functional structure of large corporations.

The BSE degree offers a slightly reduced College of Business core curriculum with the same level of entrepreneurial, but offers the students the unique opportunity to specialize in a cognate of their choosing that enables them to complement their comprehensive background in business and entrepreneurship with foundation in a field that gives them the practical aspects of their area of interest.

The [Master in Entrepreneurship](#) is an on-line graduate degree program designed specifically for the working professional who either already owns his / her own business or is planning to do so. This nationally ranked program provides graduates with a solid foundation in the creation, growth, management and sale or succession planning for small and medium sized enterprises and a significantly enhanced probability of success when they manage their own businesses.

Entrepreneurship faculty members not only possess outstanding academic credentials, but they also have extensive experience in the business world, having

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started or managed entrepreneurial ventures for at least seven years, and in some cases providing consulting services to businesses. Each is an expert in one or more areas of business, including strategy, finance, accounting, innovation and creativity, marketing and advertising.

All departmental faculty members remain engaged in both academic work and directly involved with businesses in the region to remain current in the application and practice of their discipline. Faculty members regularly engage students in application-oriented, hands-on work with businesses in western North Carolina. Every faculty member is committed to excellence in teaching, advising, scholarship and service. We are dedicated to ensuring the best possible educational experience in entrepreneurship.

The [Department of Marketing and Professional Selling](#) offers an undergraduate BSBA degree with a major in Marketing with an emphasis in professional selling. The mission of the department is to promote excellence in fields of marketing and professional selling and move Western Carolina

University to the forefront in marketing education and training.

The [Center for Professional Selling](#) is a unique aspect of the Department. The Center is located in the Center for Applied Technology, a state-of-the-art facility designed to provide an excellent educational opportunity for students desiring to pursue a career in the area of professional selling and sales management. The goal of the Center is to provide students with an integrative educational experience to prepare them to be leaders in the field of professional selling. Western Carolina University is the only university in North Carolina to offer a specialization in professional selling.

The classes in the Department of Marketing and Professional Selling are designed to advance integrity, critical thinking, problem-solving, and communication skills among Western Carolina University students. Students are given the opportunity to gain real-world experience through interaction with businesses and by participating in regional and national sales competitions.

All of the marketing faculty possess ex-

ceptional academic credentials along with significant experience in business, which is used to provide students with an excellent learning opportunity. Our faculty stress the importance of real world applications rather than simply teaching from a textbook. The faculty utilize case studies and experiential learning techniques to provide students with the knowledge to solve complex business problems. We want our students to be “business ready” to meet the challenges in the 21st century.

The Department of Marketing and Professional Selling adheres to the mission of the College of Business to produce distinctive leaders through an innovative curriculum that incorporates active engagement with local businesses and the community. Our curriculum incorporates the core values of the [College of Business](#) of integrity, strong ethical values, an appreciation for diversity, intellectual vitality, and a passion for excellence.