

The Career Journal

Caring about your future... Promoting success!

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Welcome Back To Western and to Spring Semester!

By: Mardy Ashe,
Director of Career Services
and Cooperative Education

The last few years have proven to be a challenge for new job seekers. With a struggling economy, fluctuating stock market, and few jobs available, job seekers have gotten discouraged. Students seem to be willing to remain students a little longer while the economic situation corrects itself, increasingly choosing graduate school over entering the job market. Continuing your education is certainly an option, but it is not the only one anymore. Recent economic reports, from December and January, indicate a stronger stock market beginning at 2004, greater consumer spending during the holidays (greater than expected) and a new unemployment rate of 5.7, the lowest in 14 months. These indicators are, at least, signs of a growing economy and an improving labor market.

Regardless of where you are in the process of choosing a major or developing a career, we can assist you. Our two career counselors, can help you with decisions about your major, critique your resume and/or cover letters, discuss your job search, practice interviewing, and stay up to date on hiring practices. We offer three career fairs this semester, where you can talk with employers about part-time, full-time jobs and internship/co-ops (note the *Calendar of Events*), and an Etiquette Event to help you practice building good first impressions.

Employers tell us that in addition to education, past work experience, preferably in your major field, is a key factor in hiring. These directly related experiences are available to you **BEFORE** you graduate through departmental internships and the experiences provided by the Cooperative Education program. Check with your academic advisor or a staff member in the Career Services...

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Rethinking Liberal Arts Skills in the New Economy*

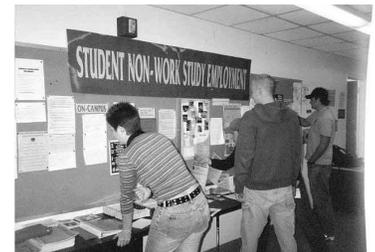
By: Dr. H. Gibbs Knotts,
Assistant Professor in the
Department of Political Science & Public Affairs

Growing evidence suggests that liberal arts graduates can compete effectively for jobs in the current information-based economy. New economy employers covet the skills of liberal arts graduates and scholars have recently provided evidence that the generic nature of liberal arts creates "greater longevity" and facilitates "continued, lifelong learning in the face of labor market changes" (Giles & Drewes, 2001, p. 7). According to retired Dartmouth President James O. Freedman, "A liberal education is what teaches people how to write and how to think and makes them much more valuable in the job market over a 40-year career" (Rimer, 2003, B7).

New economy employers value core liberal arts skills, including written communication, oral communication, creativity, critical thinking, and theoretical thinking. In addition to core liberal arts skills, students should develop research design and data analysis skills. These skills are critical for managing information in the new economy. Students should also develop general business skills. Whether working in the public, private, or nonprofit sector, students should understand basic accounting, finance, and management principles. Students should know what skills are needed in the new economy and take courses where they can develop these skills (see Table 1).

While liberal arts majors have many valuable skills, private sector employers sometimes hire business majors, overlooking potential employees with liberal arts degrees. Therefore, students should market new economy skills to potential employers. Students should work with the career services personnel to identify potential employers. Students..

Rethinking continued on page 3



Welcome... "This is the start of a new calendar year, academic semester, and perhaps, the beginning of your major/career search."

Rethinking... "A liberal education is what teaches people how to write and how to think and makes them much more valuable in the job market over a 40-year career."

See page 2 for Table 1

Located on the first floor of the Graham Building.

Hours of operation:
Monday - Friday,
8 a.m. - 5 p.m.

Phone: 828-227-7133
Fax: 828-227-7344.

For information go to:
<http://careers.wcu.edu>

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Table 1. New Economy Skills and Courses

By H. Gibbs Knotts, Assistant Professor

New Economy Skills	Courses for Enhancing New Economy Skills
<p>Core Liberal Arts Skills</p> <ul style="list-style-type: none"> • Written Communication • Oral Communication • Creativity • Critical Thinking • Theoretical Thinking 	<p>Traditional liberal arts courses with written and oral components. Courses in history, English, performing arts and communications may be particularly beneficial. Philosophy and political theory classes can develop theoretical thinking.</p>
<p>Research Design Skills</p> <ul style="list-style-type: none"> • Data Collection • Hypothesis Development • Questionnaire Construction • Issues of Validity and Reliability 	<p>Social science research courses. Research design skills usually covered in the first semester of a two-semester research sequence.</p>
<p>Data Analysis Skills</p> <ul style="list-style-type: none"> • Qualitative Analysis • Quantitative Analysis • Descriptive Statistics • Hypothesis Testing • Crosstabular Analysis • Bivariate Statistics • Multivariate Statistics 	<p>Applied mathematics and statistics courses and discipline specific statistical analysis courses. Courses in policy analysis may be particularly beneficial.</p>
<p>Computer Application Skills</p> <ul style="list-style-type: none"> • Spreadsheet Applications • Social Science Statistical Software • Geographic Information Systems Software 	<p>Social science statistical analysis courses, computer information systems courses, and geography or public administration courses for Geographic Information Systems skills.</p>
<p>General Business Skills</p> <ul style="list-style-type: none"> • Accounting • Finance • Management 	<p>Basic business courses. Public administration courses for public sector accounting, management, and finance.</p>



For more information on any of these areas go to: <http://careers.wcu.edu/>

JobCat & MonsterTrak
Individual Conferences
Career Counseling
Student Employment on Campus
Cooperative Education
Career Testing

Resume Critiquing Service
Career Days/ Recruitment Events
Job Listings
Career Library
Interviewing Skills Assistance
On-Campus Recruiting

Career Services/Cooperative Education



Helping to make a difference in your future!

Welcome Continued...

Rethinking Continued...

Cooperative Education Office about these critical programs.

Need a job on campus? Our office also lists non-work study student jobs. These jobs are currently posted on the Job Board located at the 1st floor of the Graham Building. Later this year we hope to post all on-campus jobs (work study and non-work study) on a student employment web site that is currently being developed.

Great things are happening at Western and in the Career Services/Cooperative Education Offices. Check out our website <http://careers.wcu.edu> to find a listing of our services and especially JobCat and MonsterTrak, if you are looking for current job listings in the southeast. JobCat also contains all of the on-campus recruiting schedules and how to sign up for an interview with one of the many employers who visit our campus.

We invite you to stop by our offices anytime at 1st floor Graham Building or call us at 828.227.7133 to discuss questions and/or concerns you might be having about your career.

should also attend campus career fairs and seek advice from faculty members with professional backgrounds. Students might also consider meeting with community leaders, seeking out professional organizations, and pursuing informational interviews with prospective companies. Liberal arts majors should also become familiar with the language used in business and emphasize new economy skills whenever possible. Resumes should also include research proficiencies, the types of research conducted, and computer skills.

Finally, students should highlight the core liberal arts skills of written and oral communication. New economy organizations need people who cannot only collect information but who can explain research findings. Students should emphasize their presentation skills on resumes and during interviews.

References For article 2

- Giles, P., & Drewes, T. (2001). Liberal arts degrees and the labor market. *Perspectives on Labor & Income* 13(3), 27-33.
Rimer, S. (2003, Feb. 19). Justifying a liberal arts education in hard times. *The New York Times*, B7
*A longer version of this article was published by the author in the 2002 *NACADA Journal*, Volume 22, Issue1, p. 26-31.

Creative Industry Career Day

Feb. TBA, 2004

This event is a great opportunity for Communications, English and Graphic Design students to hear a panel discussion with some of the industry's top professionals. Students will learn trends in the industry, techniques for breaking into the job market, etc.

Spring Job Fest

March 3, 2004 - Ramsey Center Auxiliary Gym, 9 am - 5 pm

Graduating seniors and grad students have another opportunity to attend a career fair in the morning and interview with companies in the afternoon. This is an excellent occasion for employers to talk about their organization and to recruit for permanent, part-time, co-op and internship positions.

Summer Job Fair

March 17, 2004 - University Center Lawn, 11 am - 2 pm

This event is a perfect time to recruit students who will not graduate until August and/or looking for summer employment on or near the WCU campus. Regional businesses, campus and University departments set up booths to recruit summer help. Students are not required to sign up for this event, but are encouraged to bring copies of their resumes. (Rain Location - UC Grandroom)

Education Recruitment Day

March 23, 2004 - Ramsey Center, Auxiliary gym 9 am - 12 pm

School systems attend this annual event to search for teachers and other school staff. Students and alumni will bring their resumes. Career Services also posts school jobs on JobCat, so they may also register in the program to view these positions.

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For more information on anything you see in the newsletter go to

[Http://careers.wcu.edu](http://careers.wcu.edu)

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Career Services Calendar



Power Your Mind!

For more information:

Check out the website at <http://careers.wcu.edu>

JobCat Monthly View: January thru March of 2004

IMPORTANT: In order to apply for any on-campus interviews, be sure to upload a resume onto JobCat before the deadline!

<p><u>Thursday, January 26</u></p> <p>Application Deadline NC State University Job: Assistant coach- volleyball</p> <p><u>Tuesday, January 27</u></p> <p>Application Deadline UNCG Job: Student Services Manager I</p> <p><u>Thursday, January 29</u></p> <p>Application Deadline National Science Foundation Job: Student Biologist</p> <p><u>Friday, January 30</u></p> <p>Application Deadline College of Charleston Job: Counselors</p> <p>Application Deadline Institute for Humane Studies Job: IHS Journalism Internships</p> <p>Application Deadline UNCW Job: Career Development Counselor #1729</p> <p><u>Saturday, January 31</u></p> <p>Application Deadline Mountain Area Support Services, Inc. Job: Group Home Managers</p> <p>Application Deadline Rockwell Automation Job: Manufacturing Engineer</p> <p>Application Deadline Cherokee KOA Job: Marketing Manager</p>	<p><u>Sunday, February 1</u></p> <p>Application Deadline Department of the Navy Job: Civilian Financial Management Career Opportunities</p> <p>Application Deadline Spoleto Festival USA Job: Arts Internship</p> <p><u>Tuesday, February 3</u></p> <p>Application Deadline Wayne Community College Job: Webmaster, Technical Support Specialist</p> <p><u>Friday, February 6</u></p> <p>Job fair & Interview Day Western Virginia Public Education Consortium</p> <p><u>Friday, February 7</u></p> <p>Job fair & Interview Day Western Virginia Public Education Consortium</p> <p><u>Thursday, February 12</u></p> <p>Career Day US Department of Health & Human Service</p> <p><u>Friday, February 20</u></p> <p>Job fair & Interview day American Marketing Association-Atlanta Chapter</p> <p><u>Saturday, February 21</u></p> <p>Interview day Middle Georgia Reg. Educational Svc. Agency</p>	<p><u>Friday, February 27</u></p> <p>Application Deadline Mint Museum of Art Job: Internship Program</p> <p><u>Monday, March 1</u></p> <p>Application Deadline NIEHS Job: Summers of Discovery Program</p> <p><u>Wednesday, March 3</u></p> <p><i>SPRING JOB FEST</i> Resume submission and Application Deadline February 25 (PS)</p> <p><u>Monday, March 15</u></p> <p>Application Deadline NC Aquarium on Roanoke Island Job: Internships</p> <p><u>Tuesday, March 16</u></p> <p>Job fair & Interview day Walton County Schools</p> <p><u>Wednesday, March 17</u></p> <p><i>SUMMER JOB FAIR</i></p> <p><u>Tuesday, March 23</u></p> <p><i>EDUCATION RECRUITMENT DAY</i></p>
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To apply for these jobs, you must:

1. Log into JobCat at <http://careers.wcu.edu>
2. Complete a personal profile
3. Upload a resume
4. Submit your online application by the deadline.



This addition of The Career Journal was updated on January 26th. Please understand **JobCat will be updated with new jobs almost everyday**, so you should check for updates regularly! For current and complete information, please go to

<http://careers.wcu.edu/jobcat.asp>



WCU Alumni Tower