Hi everybody I'm Monica. I just want to thank you all for being here and just to give you a little backdrop on why we're doing this today is because we've gotten a lot of feedback on people wanting information on career development so with that we decided to come up with some skills to help you all utilize your professional skills. So today we have four speakers we're going to be presenting and when they're done presenting what we would like to do is break the audience up into four groups with each speaker in each group and during that time that gives you an opportunity to ask questions of the speaker and kind of get to know your colleagues and do some networking. With that being said we're only working with under an hour at this point so if you have any questions if you could just save your questions until you're in your desired group that would be great just so we can give everybody the allotted time they need to do their presentations. So without further delay I guess we can go ahead and jump right in and our first presenter is going to be Nicolle Skalski from Career Services.

Ok right so most of us hear about Career Planning, right? So my presentation is about unconventional career planning, which is what I love, because I'm kind of the fly on the seat of your pants kind of gal. Adventurous and maximizing happenstance and you guys are going to find out what that is and the EPS model which is the model that we use in Career Services here at Walden. So that will hopefully help you with students as well. So if I were to ask you all 15 years ago, ten years ago, even five years ago did you know that you would be in this role at Walden now? Any of you? No. So when we were young what am I going to do with this major? What am I going to be when I grow up? That long-term career planning, Granted this is just one theory and I tend to embrace it again but that is my personality, we didn't really have the time to plan that far, plan that far out because life happens right? So this is a geographical map sort of my life and career. So I was born and raised in inner city Detroit and actually I'm missing Dallas, Texas. I actually went to Dallas my first year and then went to school in North Carolina because my family moved there, ended up studying Journalism, but in Detroit I did all chemical, biological and when I got to college they're like you want to do Pre-med or Engineering? Nothing, I was like no way! Went to Communications, moved to DC, had a boyfriend at the time. A lot of mine have to do with relationships and moving. So I'm trying to get you as the career path is not really linear and this is just one concept it’s geographical. I quit my job, moved to Mexico, ended up meeting my
husband, lived there 15 years and then came back to Minneapolis. People were like, how did get from Mexico to Minneapolis? Because my parents lived here and I kind of wanted a family support network. Did I know I was going to get hired to work at Walden a year later and be here eight years? No way. Okay, so this point is career plans we'd like to think of it as straight linear upward mobility but it just doesn't happen that way it's more like reality on the right it's kind of like a crazy ball of wax, or yarn, or like Angie told me kind of a candle in the wind. You know it has to do with relationships, and the economy. When I moved up here the market crashed, it took me over a year to get a job right. So that's what's bringing me to the happenstance. I did not make this up this is actually, he's a PhD in Psychology at Stanford and it's one of my favorite career books. I have it, this is Dina's book actually, she's the one who lent this book to me several years ago when I first started with career development and it is called “Luck Is No Accident Making the Most of Happenstance For Your Career” and they really talk about embracing change, unpredictability, the complexity of life and just getting engaged in activities and meeting people. You just never know what it is going to come of it like the CBC, like did you know Molly when you join Walden that you would be leading this group? No. And meeting all these amazing people, right? So, creating your own luck by engaging in a variety of activities and following through and really seizing and following patterns on those activities and many times instead of sitting down with taking career assessments at the college office you're really going to find more about what your interests and passions are by engaging in activities that's the bottom line. Okay, so I call it unlocking the treasure chest of opportunities and again this is John Trumble from this book and I have a reference at the end or you guys can come up and look at it you don’t have to write it down. Okay, so one story I have to tell with it and Dina shares it with me this is a really touching story of an EDd alumus who works with Career Services she was unemployed for over two years to the point literally of almost homelessness so it's very touching story this is recent. She was having a very challenging time finding a job she had quit her previous job in education to be a 100 percent caregiver for a family member could not get back into the market. Dina encouraged, we encourage informational interviews. I have to go faster, if not, I would explain what that is, informational interviews. The woman one day was driving a few hours away she set up an informational interview at a local university she was driving on the road, and as she was driving on the side of the road she remembered that a longtime friend who was a pastor and his wife lived nearby. She decided to pick up the phone literally on the road and call them to see if they were available for dinner and they were. Happenstance. I mean this is a busy pastor and what is the coincidence that they would be available. After the informational interview, she had dinner with the couple again they were friends, they were available, they started talking about what the church was involved with it turns out that they were involved with an agency that has to do with stopping human trafficking. That just opened her lightbulbs in her head she was really passionate about getting involved she contacted the agency got informational interview with them and ended up landing a job. So that's it really, that's basically the gist of my whole presentation. EPS is our model- experience, people, story. So it's really embracing experiences, meeting new people, and we all evolve as professionals and individuals and that's based on Hermina
Hi everyone, my name is Brian Timmerman the director of the Writing Center and have been for 10 years and recognize a lot of you and at Walden it can sometimes be difficult to recognize. I'll start off with presentation first which lovely picture of me, and secondly moving on I have no idea why I'm up here talking about career development. I am with two career professionals, Mandy has been like a hiring manager for like eight years, I have no business talking to you on this stuff. Okay, so keep that in mind. I just had a lot of anxieties about writing, okay that's what I thought I'd bring to you guys today is talking about things as been a prospective employer uh what sort of writings hang-ups do I see when somebody submits a cover letter, and I'm like "why don't you know why write!" Okay, so I'll go through some super fun grammar mechanics terms; jargon, colloquialisms, for those of you familiar with it. Some of you might not remember necessarily what anthropomorphism means. Some of you might not know what a dangling modifier means and I thought maybe I could point them out and then yeah, you're gonna be done and other more professionals could be in my place. So, first, jargon what do we mean by jargon? Jargon is the kind of language in which somebody tries to present themselves as some sort of academic that they truly are not. When I used to teach in the University of St. Thomas almost every paper that I read had a statement like the one the top "I have a plethora of experience...” No, you don't! You are 18, okay? You have many experiences and that's fine, okay? So the idea if you want your ideas that you're presenting to whomever, that's the smart component of what you're trying to present, not the stupid language that you're trying to cover up, okay. Another example is, “it is my desire to...” No, it's not you just want to, okay, especially when you’re applying to jobs, you don’t desire a job, I desire to stay home, I desire to play video games, I only want a job. HR representative right here! The other kind of variation is doing that
gross “downsizing” verbiage and things like that. So “I was excused when McDonald’s decided to right-size their employee-to-restaurant ratio”. People see through that when you use acronyms to try to inflate your importance at your previous place of employment when you then applying for a new job. Moving on the colloquialisms or is called “Dude-bro” talk. dudebro talk is just simply like hang out there and trying to talk to someone really casual. “I'm so fox talking about blah blah blah” No! We're not friends, I have so few friends and those few friends don't even talk to me like that. Where they say, “I would regularly get on my soapbox and let my supervisor I know that we needed additional funding.” No, I would regularly explain to my supervisor that we need additional funding, okay? This is about being a professional in a professional environment which clearly, I’m exhibiting now through my behavior. Uh passive voice, so you are probably familiar... uh the passive voice is just kind of like Yoda speak, right? You bury your subject somewhere in your sentence. You never identify the subject in your sentence so “Someone could say it was determined that I was the most qualified to blah blah blah.” It was determined...who made this determination, you have to identify who did the determining in the sentence, right? My supervisor determined...HR determined...whomever. Another example “An academic support consultant is something that I've always wanted to be.” No. You've got to do it yourself at the beginning of that sentence. “I have always wanted to be an academic support consultant” Then is always the one I like where somebody uses passive voice to hide some sort of affairs and career record when they say “It was decided that I would no longer be working the university”. Somebody made that decision you just don't want to say who it is. Okay, but when you use that sort of passive voice people do kind of take that you have something to hide than not identifying the subject of who is doing what, right? Subject, verb, right? I like how I just grunted at the end of that sentence; I really pushed that home, nice. Anthropomorphism, this might be more my hang-up. Anthropomorphism is when you give something a human-like characteristic that is not human. Okay, “the company promoted me.” Okay, the company can’t promote anybody like they're humans that work within a company. Let’s say my boss promoted me, my supervisor promoted me. Again, this is kind of nuanced I think it would be totally common to see “the company promoted me blah blah blah” but grammatically it is incorrect. “Walden inspires students.” Walden is a surreal entity in a sense, right? It's us that inspire students, it is faculty inspire students, right? So, identify them in your sentence. This is the one thing that we see with papers at the Writing Center, “Research has suggested that” I've got one minute left.

[Laughter]

Research can’t suggest anything; researchers can suggest something, right? Like a sheet of paper cannot suggest anything. So, we're going to cruise through these...parallel construction...is there anything funny that I wrote in there? I won't deal with that. Misplaced modifier, Okay, okay so this is kind of a non-committal sort of clauses, right? So someone could say “I almost exceeded expectations for every objective in my performance review” that can mean one of two things right. With this misplaced modifier because “I almost succeeded expectations for every objective in my performance review” makes it unclear if the person was close to exceeding expectations but never exceeded those expectations, right? Or
if they exceeded expectations for almost every objective in their performance review. You guys see the difference? And how that clause kind of sits up there and makes it unclear which one it belongs to and what sort of performance you’re talking about. The last one only because it's so topical is my favorite it's the dangling modifiers which I call the “The Ghost” or the “Sean Spicer”. Note how we don't know what the subject is in this clause, right? “After consulting with the professionals in the Career Center, it was easy to find your posting.” We don't know who found the posting, right? We don't know who that is. But this is my favorite, because Sean Spicer is the best. “After meeting with the president, Rosenstein’s recommendation was to terminate Director Comey.” Okay? Who met with the president in this comment right? We don't know! Was it Rosenstein and the president? Rosenstein recommended that? Or after the meeting with the president, Kushner asked Rosenstein about Director Comey? Do you see what I mean and how that language you're clearly not get, you can't identify the subject or who the clause belongs to and who the modifiers belong to. We don't know what you're saying which is obviously a challenge. I'm sure I’m out of time. Molly says I’m out of time. Thank you very much.

>>Monica:

Thank you, Brian, and now next we have Angie Lira from the Writing Center, Career Services, sorry.

>>Angie:

No that’s ok. So today I am going to share with you three very easy ways that you can improve your LinkedIn experience. So, for those of you who are not familiar with LinkedIn, LinkedIn is the world’s largest professional networking site. It has more than 500 million members in over 200 countries around the world. And just on those numbers alone I’m guessing that many of you, if not all of you have a LinkedIn account. But what I have noticed is that people love to make their LinkedIn profile and then promptly forget about it for months at a time and that's a shame because it's a very useful tool. In fact, according to a recent Jobvite survey, 87% of recruiters use LinkedIn as part of their hiring process. So as the creator of LinkedIn Reid Hoffman said “if you can get better at your job you should be an active member of LinkedIn because LinkedIn should be connecting you the information, insight and people to be more effective.” So, the number one way that you can improve your LinkedIn experience is to improve your branding. So, what do I mean by your brand? That's a way that people perceive you so I want you to imagine that a stranger is looking at your LinkedIn profile. What is that LinkedIn profile saying to them? What do the pictures say to them? What does the headline say to them? I was recently at residency and a gentleman came up to me and asked me to look at his LinkedIn profile and I was like, “Wow! This is nice!” He had this lovely suit on and a blue tie, a little American flag pin and he was in standing in front of this lovely big building with all these flags and I was like, “Wow! It almost looks like you're running for office.” and he got this big smile on his face and he said “I am!” and that's perfect LinkedIn synergy. When what you want to show people is what you're actually showing them and so make sure that you're showcasing your relevant skills and abilities as some of
you know LinkedIn runs on algorithms. So when they’re suggesting jobs, contacts, or groups for you, they're basing that information on what you share about yourself. So, it behooves you to add those things. So, we all know Nicolle Skalski, our illustrious speaker, she is a good example of what a good LinkedIn page should look like. Her professional profile picture, a background photo that speaks to her personality. This is a marketplace in Mexico, I believe. She wants to kind of reiterate that she is a global person, bilingual, she's very colorful and you also want to look for a searchable headline. So, when somebody is searching a LinkedIn like a recruiter, per se, they are going to be putting in you know aspects of your job and the only thing that's going to show up when they get those search results is your name, your photo, in that headline. So, it's very important that the headline speaks to what you want to do not necessarily what you're doing now. And then obviously a summary that highlights your expertise. So, the next thing that you can do to expand your or improve your LinkedIn experience is to widen your net by adding more connections. It’s simple, more connections equal more information. When I linked in with Molly, I'm not just linking in with her, I'm going to be able to see her connections and her connections’ connections. So, adding just a few more people to your network is going to give you much, much more information. And don't just limit yourself to your professional contacts. Think about adding family, adding friends, your grocer, adding your bartender. That bartender’s cousin could be your next boss - you don't know until you start linking people in. A lot of people are hesitant at add more contacts but I always kind of look at it this way, is it a person that you would do a favor for? Would you introduce them to somebody or would you give them a piece of information? Now I personally would do favors for lots of different people so I have a lot of people in my network but that is kind of a guideline you can think about. Adding more connections is easy, all you have to do is go to “my network” and LinkedIn will automatically suggest people that you probably know. If you want even more connections simply add your email address and they will come up with those connections for you by searching your email. So, I want to tell you a story about Mark. Mark is a typical job seeker, he's been sending out applications and hearing nothing back and this is familiar to anyone who's ever looked for a job. He can't get noticed so he identified a potential employer and he even identified a hiring manager, Adam. And he knows he wants to get Adam’s attention but he doesn't. Luckily, he's pretty active on LinkedIn and he takes good advice and adds family and friends to his network and a map suddenly appears. To get to Adam all he has to do is contact his sister's husband's brother's wife who is friends with a recruiter who used to work with Adam. Now this is something that might seem far-fetched you but it's really not because that blonde one is me. Not only did we get him to Adam, he got an interview and that’s something he never would have been able to do without LinkedIn because that probably wouldn't have come up over Christmas dinner. Now the final things I want to tell you is that LinkedIn is a powerful research tool. Most people do not like to network but a lot of people like to research and that is where LinkedIn is most powerful. And you can use it for research by joining groups, following influencers, and using the alumni tool. Join groups on areas of interest so for example if you're interested in higher education there are tons of those groups and then make sure that you post, like, and comment in those groups to make more connections and find more opportunities to engage.
Also, you can follow influencers. If you see a post in your newsfeed on LinkedIn that you like if you click “follow” you're going to get more post like that and if you actually click on these little ellipses you can go to “improve my feed” and it's going to scan through and offer you more suggestions of people like that or people that you might be interested in. So, you're getting tons of relevant career information into your newsfeed at all times. This is probably one of the coolest features on LinkedIn that most people don't know about and it's the alumni search. How many of you have used the alumni search? A couple. So, if you go to your previous alma mater you can actually find out all of the alumni on LinkedIn, where they live, where they work, what they do, and what programs they were in. So, if you wanted to know what schools are most likely to communications undergrads from St Cloud State, go Huskies, then you can actually go on LinkedIn and find that exact information out and it's a wonderful tool. Thank you.

>>Monica:

Thank you, Angie. And last but not least we are going to have Mandy from academic advising.

>>Mandy:

Mandy Olsen, Director of Academic Advising and I'm here to talk to you about what makes a great interview. I think what's great about me being the closer here in this presentation and that a lot of what you've heard already is going to tie right into hopefully getting an interview, getting in, and wowing the hiring manager. So I guess Brian kind of introduced the fact that I have a little bit of hiring experience but I have actually been interviewing since 2005. Prior to coming to Walden, I've been here for almost nine years, I worked at a non-profit where I did quite a bit of hiring. For home health aides as well as some other therapy sort of positions within a day treatment center but a majority my hiring has been in the past eight years. You would think it's majority of Academic Advisors, which it is, however I have sat on several different interview panels. Basically, this is to say, I hired high school students for positions and more recently interns in college. Up through I've been on the hiring committees for executive directors for different centers for Walden University as well as college program directors. Here's a little bit about what I'm going to talk to you about first taking charge of your career, what you really need to do even want to get an interview anywhere, how prepare for that interview, what you do during the interview, after the interview and then persisting with that. So, taking charge of your career, this is something that if anybody has worked for me I hold near and dear to my heart because I think we're all responsible for getting to where we want to be. Obviously, you guys are all here so you must have interviewed somewhat well to get your job at Walden but we can always work and improve in our different skills. So what I recommend doing at least once a year, and I can't take credit for this I picked this up at a conference that I attended, is write down what do you love about your job. What do you love about what you're currently doing in the organization you work for? Now question yourself, ‘is that position
here?” Is it here is it is it within my company, if it’s not or if it is “yes” what do what do I need to do to get there if “no”, what do I need to do to get to where I want to be in a position that I love. I think it's really important to evaluate and continue to evaluate what you need to do to get to where you want to be. Do you need more education, do you need a job shadow, are there specific trainings that you could take? We've got great resources here with MyLearn to be able to do that. Some of the other areas I think are really important to help take charge of your career are being proactive and letting other people know what you're interested in. If I could tell you how many times a hiring manager and I just got like two emails this week saying I have this position that's open do you have anybody on your team who's interested? Absolutely, I hope that I do because I hope that staff are telling their current supervisor or me or whoever they're working for what they want, where they want to go, what they want to do, what their goals are so that they can help get you there. Also finding a mentor is really important, it shouldn’t necessarily be your supervisor but somebody may be you respect and admirer who you can connect with and talk to. Networking, kind of like what we talked about before with Angie’s presentation about LinkedIn, it’s extremely important help get your foot in the door and then seek out co-workers and leaders who have moved up or have gotten positions that you might want to have someday or that you admire and figure out what they did to get there. So preparing for an interview I think the preparation is key to success and one thing as a hiring manager that I witness is I know within the first 20 seconds if somebody's prepared, if they've come in and they really want the job and they’ve done the research. So, you should get as much information as you can about the job or company that you're interviewing for there's so much out there on the web right now that you can find. You want to prepare your pitch so it's almost a guaranteed that you're going to be asked “Tell me a little bit about yourself your background and why you want this job?” Right? So, if you can't do that well why would they hire you? Anticipate questions about what you might be asked, practice those. I mean there's lots of things you can do with interviews now: you can like videotape yourself and get feedback on the web, you can you chat with your co-workers, hopefully off work hours, right to practice interviewing. Thinking about how you want to be portrayed is extremely important. They surveyed 2000 hiring managers in a survey that I found when I was doing research on this and 33% of hiring managers said that they knew within the first 90 seconds if they were going to hire a candidate just based on the first impression. So it is extremely important and it's definitely 95% of your first impressions makes up how your dressed and what you're wearing so it's extremely important to even try on the outfit they are going to wear make sure that you're presentable. Practice your body language and your breathing and answering questions because all that plays such an important role you're interviewing and obviously prepare any documents that you might need resumes, references, and come with a pad of paper. It’s just crazy, I have 1 minute left and so much to do! Alright, during the interview obviously arrive early, make eye contact, I've already talked about those really important first impressions, sit up straight take your time, breathe, relax. I mean, I think it's okay to be nervous I see a lot of people in interviews who are nervous and that anyway means they want a job but you also don't want your nerves to take over that full interview enough they remember about you. Asking
questions: there are some great questions out there that you can look at later you'll get the slides. Then after an interview, I think it's extremely important to listen to your gut and as you left that interview how did you feel, how did you feel about people I interviewed with and the environment that you were in, the responses to the questions you asked that it feel right it feel like a culture in place that you want to work and where you can see yourself at? Make sure you thank them even if you don't want the job and walk out of there like, "That's not the right fit for me" people took time out of their days sit with you in an interview so whether it is your email, or you know a thank you or thank you written card. I love to get snail mail, so I appreciate that. Make sure you follow up. Let's say you are offered the job, you know really think about and do your research on is this salary market value and comparable for this industry, and I know that we at Walden try to come in with we do a lot of research on the candidate's experience and come forward with our best offer. But you want to make sure, as a candidate, that you're getting to that offer for what you're bringing to the table. Oh, the other one important thing I would say, too, if you didn't get the job ask why. Ask is there something that I could have improved upon or done better because I think that you learn from opportunities for positions that you didn't get and if somebody else got that job what skills did they have that you can help acquire to get a similar job in the future I think is really important. So it's my last slide so interview advice, insights, and tips. Be prepared, I already talked about that you know I think being honest, have a specific examples and knowledge is extremely important. Hiring for attitude and training for skill, and this might be something being a hiring manager I come from but I always feel like if I interview somebody with a positive attitude who comes with a smile on their face who shows they're a hard worker who's got great examples of perseverance, you know I prefer to hire great attitudes and hard work ethic and teach skill. Which I think there's a lot of teachable skills, I think experience is important but how you present, how you come and knowing where you want to be and where you want to go is extremely important. Developing your brand which Angie talked about also another great tip to be able to get an interview and then surround yourself with people who would have skills in areas of your opportunity for you to learn from. Taking initiative, you know showing passion, being accountable, stretching yourself, and working on your SMART goals. Then things to avoid, I know everyone is wondering why I have candy corns on the bottom, so I will end with a story. One of my most memorable interviews - I interviewed a young man who came in and was dressed impeccable in a suit, very professional looking and he came into my office and I had another interviewer who was helping me on the phone. He came and he sat down. It is around Halloween and I had a bowl candy corn sitting there. So we get started with the interview and the whole time he's eating candy corn, I mean from the beginning is chewing and answering questions and I just completely all I could think about was the chewing. I didn't hear what he said, all I could think, I'm like he's really hungry or really nervous. It just blew my mind that that you know sure if he came in before or after and is sitting there but during the interview and I know it's an extreme example but one that I want to leave you with that and sometimes their actions speak much louder than our words. In the research that I did too, 7% of hiring managers, 7% judged a candidate on what they said, 7% on whether they were going to hire you.
So, there's so much more in how you present yourself and how and how your dressed and that what you're saying although very important I believe is much lower when it comes to the first impression. Alright that’s all I got thank you.

[Applause]