

5-22-2000

Columbia Chronicle (05/22/2000 - Supplement)

Columbia College Chicago

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MAY 22, 2000

THE COLUMBIA CHRONICLE PRESENTS

G2000

CAREER GUIDE

GET
ONE

EVERYTHING YOU
NEED TO KNOW FOR
GETTING A JOB
...AND KEEPING IT.

On-Campus Recruiting 2000

KERI KURLINSKI
Career Planning & Placement

The Career Planning & Placement Office recently hosted arts and communications employers to four days of on-campus recruiting. This year approximately 120 Columbia students and recent graduates interviewed with 33 companies for dozens of professional positions in various fields. These included graphic and web design, radio, television, fashion design, retail management, marketing, writing and media sales.

Companies who recruited at Columbia this spring included CNN, JTC Advertising, March First, Shure Incorporated and WLS-TV. Second interviews with several students are already underway and two students have already accepted job offers from companies.

Preliminary plans are underway for next spring's recruiting event, where the sign-up

process will be done online. For the first time ever, employers, students and alumni will be able to register online. In addition, registered students will have their approved resume automatically forwarded to employers posting positions for which students are qualified.

Career Advisors will still be approving each resume that is submitted and will provide personal feedback to students.

If you missed out on the on-campus recruiting this year, don't worry...there are many attractive professional positions posted right now in the Career

Resource Center and on the office's web page. The

Career Resource Center is open all summer and Career Advisors are available to help with your job search. The Career Planning & Placement Office is located in Suite 300, 623 S. Wabash Ave. Or check us out at www.colum.edu/student-life/careerplanning/.

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Getting Great References

JERI CALLE
KPMG LLP

Whether you are applying for an internship or a permanent position, the importance of having notified your references cannot be underestimated. Most prospective employers will contact these references and ask them a battery of questions. They need to be prepared to support you, to give you that added push that will separate you from the rest of the pack.

As you decide who will be on your reference list, remember to ask yourself two important questions:

1) How close is your relationship with the person you're asking for a reference?

While it is important to get an honest appraisal of your qualities, it is also important to give an

positive impression of yourself. Be sure that whomever you ask is prepared to praise your best qualities. A lukewarm interview could sink your job search.

2) Is your potential reference likely to make an impact?

Think of your list of references as a kind of personal Board of Directors. Whose name and title would you like to have recommending you? Professors are good sources of recommendations. Anyone who has acted as your direct supervisor in a work-related environment is also a good choice.

Be careful, though. Avoid sacrificing depth for titles. A short form letter from your Senator will carry much less weight than a long conversation with the

executive director of the non-profit organization you volunteered for last summer.

If you are asking for a written recommendation, give your references ample preparation time. To make their task easier, be sure to supply them with your resume, transcripts, list of activities, and anything else that speaks to your background, employment and academic history. This will assist them in writing a thorough recommendation, and/or speaking about you on the phone with a potential employer.

Anywhere that you have done exceptional work is your best bet. Choose judiciously. A great list of references is a key component of a successful job search.

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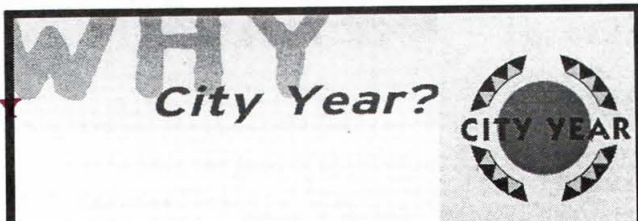
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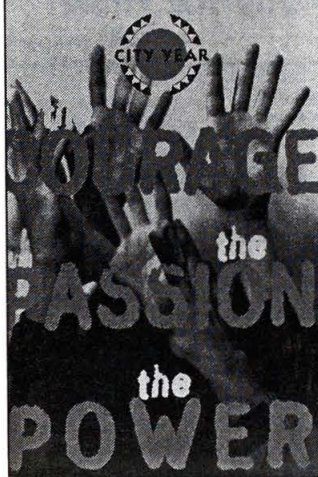
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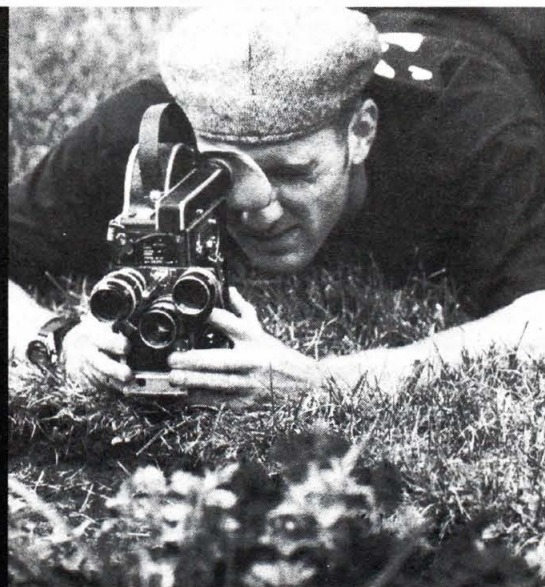
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C O L U M B I A C O L L E G E C H I C A G O

Columbia Alumni Network: Ready, Set, Go!

JERYL LEVIN
Director of Alumni Relations

Seniors wanting to get their careers off on the right foot will benefit from a new program designed by Columbia's Office of Alumni Relations. The Alumni Network offers networking events, workshops, career counseling, continuing education discounts and a host of discounts with area retailer, museums and restaurants specifically for Columbia alums.

But best of all, the network offers an opportunity to meet a diverse array of successful alumni involved in many different fields, from Internet entrepreneurs to news anchors to performance artists to advertising executives. The network

embraces the motto, "it's not only what you know, it's who you know," too.

"At Columbia, our lives are incredibly busy," says Alumni Board President Bill Cellini, a 1994 graduate

from the film and video department. Between working and classes, there's little opportunity to really meet other students from departments outside your own, Cellini said.

The alumni network reaches out to a diverse and talented array of graduates to build a common community that speaks to life after Columbia. People who share a common experience are more apt to help each other professionally, Cellini said.

The network will also help the college cultivate strong alumni involvement as it undergoes unprecedented growth. "This is a really exciting time to get involved in the school's future," adds Jeryl Levin, Columbia's Director of Alumni Relations, and a 1985 graduate of the fiction writing program.

The idea of the network struck a chord with focus groups convened last summer, including two such groups of graduating seniors. Many seniors wanted to see Columbia start an association that would provide social opportunities, career

enhancement, an alumni directory, a good Web site and other benefits. The Office of Alumni Relations responded by creating the network, which was launched in January 2000.

The network has grown to 100 members, with new applications streaming in daily. By January 2001, the alumni board hopes to have 1,000 network members.

A June 1999 California alumni mixer and a recent New York City alumni reception, both hosted by President Duff and the Office of Alumni Relations, attracted enthusiastic crowds. California alum have been doing a great job networking and supporting each other and a New York Alumni Chapter is now being organized.



PHOTO COURTESY OF ALUMNI RELATIONS OFFICE

Jeryl Levin, Director of Alumni Relations and Bill Cellini, President of Columbia's Alumni Board.

"It's not only what you know, it's who you know"

The Alumni Network Motto

Graduating seniors, who join the Alumni Network before June 1, 2000, will get a two-year membership for the price of one. A single year membership costs just \$40, and includes all of the career development opportunities listed above and other exclusive money saving discounts at area retailers like Brudno Art Supply, Facets Multimedia, Prairie Avenue Bookshop and the Jazz Record Mart, among the many others.

For more information on the Alumni Network, or to register for membership, contact Jeryl Levin in Columbia's Office of Alumni Relations at (312) 344-7472 or via e-mail at: jlevin@popmail.colum.edu.

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- _____ Tuition discounts at Columbia 2
- _____ The Alumni College, Continuing Ed designed and priced specifically for alums (debuts November 2000)
- _____ Networking events
- _____ Career counseling
- _____ Alumni business directory
- _____ Discounted travel services and tours
- _____ Other (All reasonable requests entertained. Please specify and we'll see what we can do.)

Tell us something we should know about you: _____

Resume & Cover Letter Tips!
From the Career Planning & Placement Office
Columbia College Chicago

1. In both the resume and cover letter, use action rather than passive verbs.
 Example: "I complete..." rather than "I am completing..."
2. Gear each cover letter toward the specific position and employer you are applying for.
3. Your resume should ideally be one page in length....two pages are okay if you have a longer story to tell.
4. Avoid large blocks of information in your resume. Employers will not read it.
5. Include your correct telephone number! Make sure you have an answering machine with a professional greeting on it. Include your email address, and check it every day!
6. Include your education, relevant work experience, and special skills on your resume.
7. Check your grammar and spelling. Re-check your grammar and spelling.
8. Remember, Illinois' postal code is "IL" and is abbreviated by "Ill."
9. The purpose of a cover letter and resume is to make the reader want to invite you to an interview. It is not to get a job....that is what the interview is for.
10. Demonstrate in your writing of the cover letter that you've researched the employer. Tell the reader exactly *why* you're interested in working with them.
11. See your Career Advisor in the Career Planning & Placement Office for valuable feedback before sending your resume out! Make an appointment by calling 312.344.7280
12. Good Luck!!!

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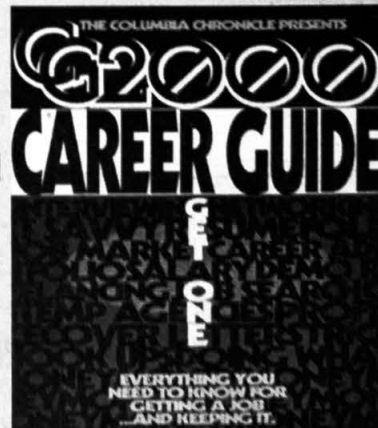
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