

# SCPS OCM Career Corner

## Office of Career Management Newsletter

New York University School of Professional and Continuing Studies

Fall 2010 • Vol. I, Issue I

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## OCM Adjunct Staff Spotlight: Michael Robinson

Michael Robinson is one of the newest members of the NYU-SCPS Office of Career Management team. Michael volunteers on Friday afternoons and work with students on their job search and other career management issues. He also conducts some of the career management workshops; and starting in the fall, Michael will be an adjunct faculty member teaching a class on how to develop a portfolio career. Michael joined the team after he completed the NYU-SCPS Career Planning and Development certificate program in early 2010.

Michael has always been passionate about career management. In 2002, he was coping with a career that he no longer enjoyed and it was undergoing consolidation. He worked in financial services doing marketing and communications and after 8 years in investment banking he decided it was time for a change. Not knowing how to move forward, a good friend suggested he get a career coach. Michael met an independent career consultant that help him realize his passion for marketing and influencing customer behavior as well as understanding his desire to manage initiatives that had a beginning, middle and an end.

With the help of his coach he repackaged his skills and transitioned into a senior marketing role at Polo Ralph Lauren. Michael worked with Mr. Lauren's son, David, and helped him develop a brand planning practice that assisted in identifying marketing, advertising and communication opportunities, aligned marketing strategies with business objectives and created transparency between distribution channels and retailers.

In 2008, Michael acknowledged his interest in career management. Still working with his coach on an "as needed" basis, he realized that he wanted to share his success and experience in career transition and development. Michael assisted Polo Ralph Lauren with a talent integration project in South East Asia.

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*Since the change in structure of social networking sites, there has been a rise of adult users.*

## Social Networking: Adults Can Do it Too!

By: Samantha Amazan and Pamela Weinberg

With the rise of social networking sites soaring, many people are left asking if they should hop on the new communication bandwagon. From the beginning social networking sites were populated by the teens and young adults, therefore leaving the rest of the population lacking in the online social movement. Seeing an untapped population, new social networking sites, like *LinkedIn*, was developed to cater to the professional adult population, while the other established sites that catered to the teen and young adult populations, like *Facebook*, changed their formats to encourage adult interaction.

Since the change in structure of social networking sites, there has been a rise of adult users. According to a study collected by Pew Research, within a three year span (2005-2008), there was a 27 percent increase in adult users. Of that 27 percent, a decent 57 percent was in the 25 to 34 demographic and an impressive seven percent was 65 and older.

These statistics will change as time goes on due to the teens, and adults, that grow up and hang on to their social networking sites for personal or professional purposes.

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## About the Office of Career Management

The Office of Career Management (OCM) provides students in the School of Continuing and Professional Studies (SCPS) with tools, guidance, and assistance in their career development and job search process. Our mission is to help ensure lifelong career success.

## New York University School of Continuing and Professional Studies

### Office of Career Management

#### Administration

**Emily Westerman**

Associate Director

**Samantha Amazan**

Social Media and Marketing Coordinator

**Vladimir Veras**

Coaching Coordinator

#### Adjunct Staff

**Charna Flanzer**

Career Coach

**Diana Martinez**

Career Coach

**Michael Robinson**

Career Coach

**Nicole Israel**

Career Coach

**Joseph Simmons**

Career Coach

**Linda Stone**

Career Coach

**Pamela Weinberg**

Career Coach



## A Message From Associate Director

Welcome to the Office of Career Management. Located within the School of Continuing and Professional Studies our mission is to provide supplemental career programming and services that are customized, accessible and convenient for the SCPS degree student population and alumni. We are also committed to providing career services support and resources to students who are enrolled in a SCPS certificate program and our “Dedicated Learner” population. We hope our newsletter will provide valuable advice, tools and information to assist you in your career transition or advancement.

Our team feels very fortunate to be in a role where we can provide support and resources to empower SCPS students to reach their professional goals, even in these challenging times. We strive to provide a welcoming and supportive environment for all our student populations, and encourage students to take advantage of our in-house and online career resources. The OCM team looks forward to supporting you in the 2010-2011 school year.

Wishing you much success in all your personal and professional endeavors.

Best,

Emily Westerman, M.A.

Associate Director

SCPS-Office of Career Management

For more information regarding our career coaching, workshops, and events please visit: [www.scps.nyu.edu/careers](http://www.scps.nyu.edu/careers)

## TIPS AND HELP

### Moving Forward after Job Loss

- **Take a step back to re-evaluate and re-assess.** Is there some other career path you have always dreamed about? If you have been contemplating a career change, job loss could be a catalyst for putting that thought into action.
- **Consider going back to school.** Taking a course is an excellent way to upgrade and broaden your skills and expertise. This step can also provide an outlet for expanding your network and building new relationships
- **Consider temporary, consulting or contract work.** Interim work assignments can be a great way to build your skill set, make valuable connections, get paid and stay busy while looking for your next permanent situation.

### Getting Your Feet Wet in a New Field

**Volunteering:** Volunteering can be a valuable venue for testing a new career direction. You can develop relevant skills to market to potential employers within a new area of interest. Volunteering is also a good way to expand your professional network.

**Cultural Immersion Programs:** Cultural Immersion programs provide an opportunity to learn in depth about another culture and master a foreign language. This program provides a new skill that could increase your marketability in fields like healthcare, social work and international affairs

**Job Shadowing:** Spending a day or week “shadowing” a person who is established in a role you are exploring is a fantastic way to see the reality of that position. It enables you to observe and ask the questions necessary to evaluate a particular job or career path based on your own interests, values and personality. With job shadowing, you can better determine if a certain position would be good fit for you.

**Informational Interviewing:** Informational interviews can give you the opportunity to learn about the pros and cons of a specific career. An informational interview is a one-on-one chance to get as much information about a career from a industry insider. It can be done in person or over the phone.

**Join a Professional Association:** Most, if not all, professional associations are industry specific. Although some associations require you to already work in that specific field, many others are more lenient with their rules. In many cases you can still attend events and programs, without becoming an official member. Most benefits an association offers are extended to members only and membership frequently includes a discounted price for events and programs.

**Explore a Vocation Vacation:** *Vocation Vacation*® offers a hands-on immersion experience under the tutelage of expert mentors. Check out [www.vocationvacation.com](http://www.vocationvacation.com) for more details. ♦

## Quick Fixes—Resume and Cover Letter

Presenting Your Work Experience...*The Glossy Effect*

Highlight your accomplishments to create a resume that demonstrates your transferable skills and competencies.

**RECALL** – *Think about assigned projects and your daily responsibilities.*

**RELATE** - *When writing about an accomplishment, think about the action you took and the result and/or impact the accomplishment made.*

### TOP 5 RESUME MISTAKES

1. Spelling and grammar errors
2. Missing email and phone information
3. Using passive language instead of “action” words
4. Not well organized, concise, or easy to skim
5. Too long

**Don’t forget...**

When preparing your cover letter remember to:

- Address each letter to a specific person
- Use solid action verbs to describe your accomplishments and achievements.
- Proofread letter carefully – a second pair of eyes is very helpful.
- Keep it to one page.

## **OCM Adjunct Staff Spotlight: Michael Robinson**

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Having spent a little time in Hong Kong, Michael realized he was a true New Yorker and decided it was time to come back to NYC. He left the company in July 2009 and started his studies at NYU in fall.

Further, in the summer of 2009, Michael started a project management consulting company. Leveraging his professional network, he landed two long-term strategic communication projects at PepsiCo.

Today, Michael continues to work with his corporate clients on a part-time basis so he can spend time establishing his own career coaching practice, a mentoring circle for other career management professionals and volunteering and teaching at NYU-SCPS.

For more information on these courses and other OCM courses, please call 212-998-7200. ♦

## CAREER SPOTLIGHT CORNER

### SCPS Student Spotlight

Name: **Angela Tsuei-Strause**      Job: **Associate Director, Career Services—Parsons The New School of Design**  
 Course: **R48.9221—Deciding on a Career in Art and Design**

After taking one of our department's continuing education courses, Angela Tsuei-Strause landed an ideal position at Parsons The New School of Design. Having a fashion background really helped Angela stick out in the class and ultimately gain the interest of instructor Angie Wojak. Their interactions in class lead to a chance hiring for a position in Angie's department. "I thank Angie all the time for teaching that class. Without it, I wouldn't have met her and known about new career paths. In particular, I would not have known about taking my past experiences and parlaying them into a position in arts administration."

Take a look and see how Angela changed her career path by taking the first step and registering for a continuing education course.

**Q: Why did you decided to take "Deciding on a Career in Art and Design"?**

A: I have a BFA and after graduation, I veered away from being a professional artist. After several years of working as a fashion buyer and merchandiser, I realized I needed to see what else was out there that may be more directly related to my love of the arts. My sister received a catalogue from NYU and suggested I take the class. I was reluctant to start looking into careers as it seemed daunting to me, but with a bit of persuasion I signed up.

**Q: What did you get the most out of the class?**

A: This class taught me that networking and getting out there really work! If you are open to new opportunities and put yourself out there, you never know who you'll meet and what new prospects may come up. I also learned through Angie's extensive handouts with resources and teachings that there is a huge support network out there for those who want to pursue new careers.

**Q: Was it beneficial for your career development? Why or why not?**

A: Yes. As a participant in Angie's class, I not only learned about careers in the arts, but also realized that Career Counseling is a great position to pursue.

**Q: Name one thing you learned from the class that you didn't know previously.**

A: The most important thing I learned is that there is a breadth of art related career paths. Depending on your personal background you may need to pursue more education, networking, or rework your resume, but it's definitely doable. ♦

There is an array of professional social networking sites available to the adult population. With a majority of the sites free for membership, you can join as many as you see fit. Some sites offer a partial membership for free and an exclusive membership upgrade, for a small fee, that lets you use special applications and services to enhance your online social presence. Keep in mind that a lot of the free sites are just as comprehensive as the sites you pay for a membership upgrade.

#### LinkedIn

One of the most talked-about social networking sites, *LinkedIn* promotes connections amongst your peers on a professional level. LinkedIn is frequently used by executive recruiters and human resource personnel to fill openings in their companies or for their clients. Instead of showcasing your favorite band and photos, this site showcases your employment history, education, and professional skills. Connections are made by asking co workers or friends, to join your network. The more people you know, and the more people they know, the more networking opportunities there are for everyone in your network. Another benefit to *LinkedIn*, is the recommendation component. A past or current co-worker can write recommendations for you based on your past positions or services. These recommendations can help set one job applicant apart from another. One of

the most helpful features on LinkedIn is the "search" feature. This allows the user to search for jobs by industry name, company name or employee name. For more on *LinkedIn*, visit [www.linkedin.com](http://www.linkedin.com)

#### Facebook

*Facebook* was originally marketed to the students as an online information/photo sharing haven. Recently, *Facebook* broadened their horizons and opened up to anyone that wishes to sign up. The new change allowed people, from many different age groups, an opportunity to network using this popular tool. Through Facebook, one can maintain communication between ex-

**Employers use social networking sites for recruitment and background information on possible employees. Maintaining a professional appearance is wise.**

classmates, friends, and co-workers, as well as joining groups according to personal, educational, and professional affiliations. Facebook is useful for posting links to relevant articles, blogs and videos that pertain to your career, and can help create a professional place for potential employers to visit. For more information on *Facebook*, visit [www.facebook.com](http://www.facebook.com)

With employers now using social networking sites for recruitment and background information on a possible employee, it is wise to maintain a professional and visible appearance on these sites. ♦

## CAREER CENTRAL

### Career Q & A

#### Transferable Skills with Charna Flanzer

**Q: What does “transferable skills” mean?**

**A:** By definition a transferable skill is any talent, skill or capacity you have developed, acquired or naturally possess which can be applied in a new and/or different way; (e.g. Currently a Teacher, transitioning to a Corporate Trainer)

**Q: How can a person best determine which of their skills are most transferable when exploring a career transition?**

**A:** To be successful in a career transition, you need to describe your skill set as it relates specifically to the job description. It's very important to site accomplishments in your career and or life experience which correlate as directly as possible to the position you are transitioning into. Note, I did not say only reference skills acquired in a paid position. One acquires transferable skills in all aspects of your life; paid employment, volunteering, school, travel, life experience, etc.

**Q: What is the best way to articulate transferable skills on your resume?**

**A:** The best way to articulate transferable skills on your resume requires you be both introspective and realistic in learning who you are. This may sound outlandish, but I believe many of us know our cars or our computers better than we know ourselves! One exercise I use with my clients is as followed:

Write down everything you do in your current and former job. If you are having trouble doing this, try it this way - write down everything that would not happen if you were out of work for a week! Another enlightening exercise is to ask your best friend to write a bulleted list to include how they describe you and what they perceive your marketable skills to be.

**Q: What are some suggestions for increasing your repertoire of transferable skills to increase marketability during a career/job transition?**

**A:** My two best suggestions for acquiring new skills is to volunteer and to do pro bono work. Free is a powerful and enticing word in this economy and serve both parties well.

**Best wishes for success and fulfillment in your career!**

*Charna Flanzer is a career coach for the Office of Career Management. If you are an SCPS Degree/certificate-seeking student and would like to set an appointment with Charna, please call 212-992-3228.*

### Career Q & A

#### Conducting an Effective Job Search with Joe Simmons

**Q: Is time an important factor? If so, how much time should be allotted for a job search?**

**A:** Yes, definitely. Job search is a job in itself, so you want to aim to spend 30-35 hours a week on it if you're not currently employed or 15-20 hours a week if you're working full time.

**Q: Should people stick to job search engines like Monster or Career Builder to send out resumes? Why or why not?**

**A:** If you consider job search as a food pyramid, high traffic websites like

*Monster and Career Builder are “fats and sweets.” In other words, they can be helpful in a well balanced job search, but don't make them the center piece. Resumes can get lost in the shuffle in these high volume websites. You're better off looking for targeted websites for the field you are interested in. Visit the [OCM website](#) for some website options. You also want to avoid conducting your entire job search online. It's important to meet people face-to-face and tell them what you're about and what you have to offer.*

**Q: How do you keep up morale during a job search?**

**A:** Stay involved. Don't retreat into yourself. Volunteer in industries with relevance to the field you are interested in. For example, if you are interested in Fundraising, try helping a nonprofit raise money. While you continue to apply for jobs, keep making contacts in your field through professional associations, *LinkedIn*, acquaintances, and other resources.

**Q: If you can sum up how to conduct an effective job search in 5 steps, what would they be?**

**A:** Before you conduct a job search you want to know yourself (interests, values, abilities) and research possibilities in the field you are interested in (look up companies and jobs on websites such as [ONET](#), the [Occupational Outlook Handbook](#), and the [Riley Guide](#)). In doing this first you have narrowed your possibilities down to something specific. This is an important precursor for when you begin a job search. Once you have that, you can start the steps below:

**1. Formulate Your Elevator Pitch**—It will tell people who you are, what you bring to the table, and what you want to do.

**2. Build and Work Your Network**—Networking is a critical component to job search. In fact, 80% of people get their jobs that way. So try cultivating your network by joining professional associations, creating a *LinkedIn* profile, or find people who do what you want to do and ask for an informational interview. You never know who you'll meet that will make an impact on your career, so tell as many people as you can about what you are looking for. Also, networking is a two-way street, so think about how you can help the people in your network.

**3. Look for Job Search Websites that are Specific to Your Interests**—For starters, visit the [OCM website](#). It includes lists of job search sites for different industries.

**4. Write a Resume and Cover Letter that Really Markets You**—Rather than simply providing a Hiring Manager with a list of tasks that you performed in your jobs, think of your most significant accomplishments and how those impacted the workplace.

**5. Remember There is Help**—Take advantage of resources that can help you. Start off by making an appointment with an OCM Career Coach to help you formulate a pitch, create a strategy, prepare for an interview, and put your best foot forward in a job search.

**Q: What piece of advice would you give job seekers?**

**A:** Do your best to stay engaged with your passion because, ultimately, that's your key to success.

*Joe Simmons is a career coach for the Office of Career Management. If you are an SCPS Degree/certificate-seeking student and would like to set an appointment with Joe, please call 212-992-3228.*