

The Career Connection

Office of Career Management Newsletter



New York University School of Professional and Continuing Studies

Summer 2011 • Vol. I, Issue 3

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**Congratulations
NYU SCPS
Spring
Class of 2011**

OCM Counselor Spotlight: Joe Simmons



Joe Simmons, Career Coach and independent consultant.

Joe Simmons, Career Coach in the SCPS Office of Career Management, has been working with adults in transition since 2000. As Assistant Director of Education Advisement and Prep Programs in the SCPS Center for Career, Education and Life Planning, he helped individuals considering graduate, undergraduate, and professional certificate programs to discern options and map out educational plans to enhance their careers. Joe currently helps SCPS's adult learner population to identify and clarify career goals, articulate an action plan, and prepare persuasive materials that are more likely to get noticed.

In addition to career coaching, Joe is active as a professional singer and independent consultant for liturgical music programs throughout the United States. Prior to his affiliation with the School of Continuing and Professional Studies, he served as an adjunct faculty member in the Tisch School of the Arts Department of Drama and Associate Director in the graduate Department of Performance Studies. Besides Joe's career coaching skills, his artistic background enhances his ability to create believable mock interviews and provide detailed feedback on everything from the content of a student's responses to their communication style. Also, his experience as an independent consultant enables him to more effectively help students considering starting their own businesses.

Joe's coaching style involves asking challenging questions and collaborating with students to determine actionable steps toward their goals.

If you are a degree/certificate seeking student and wants to set up a career coaching appointment with Joe, please contact our office at 212-992-3228♦



Don't get rejected for a job opportunity or a promotion by being abhorrent.

How to Self-Promote Without Being Unpleasant

When it comes to self-promotion, people take one of two approaches:

- Self-congratulate to the fullest
- Humbly go through life

Unfortunately, there isn't a happy medium between the mentioned approaches. There is a fine line between boosting up your professional image, or that of your business, and coming across as self-absorbed. Achieving a middle ground is possible...if done the right way. Remember, promoting yourself is one of the best ways to advance your career.

Here are some do's and don'ts of self-promotion.

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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

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Career Coach

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Career Coach



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

A Message From Associate Director

A heartfelt congratulations from the NYU-SCPS Office of Career Management to our **May 2011 graduates**. I had the pleasure of attending the graduation on Monday, May 16th and I want to wish all our recent graduates much continued success in all their professional endeavors. We are here to support you in any way we can as you move forward so please keep in touch with us and schedule appointments with a **SCPS Career Coach** whenever your needs dictate. We also hope you will continue to attend our career workshops and special events.

The SCPS Office of Career Management continues to provide supplemental career programming and services that are customized, accessible and convenient for the **SCPS degree student population and alumni**. We are excited to continue to build on, and enhance our partnerships with SCPS program areas, student clubs, and the SCPS Office of Alumni Relations to co-sponsor and collaborate on special career events including alumni panels, mentorship programs, industry panels, and student-alumni networking events and are looking forward to continue to offer **valuable and innovative programming** to meet the needs of our specific student populations.

We are also committed to providing career services support and resources to students who are completing **professional certificates and our "Dedicated Learner" population**, and encourage students with these designations to take advantage of **two complimentary career strategy sessions** each semester they are enrolled in classes. We hope our newsletter will also 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. 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**. We are looking forward to **moving to 7 E. 12th Street in mid-August 2011** and invite students and alumni to take advantage of the resource room at this location that will house all our handouts and resources.

The OCM team looks forward to supporting you in the 2011-2012 school year and beyond.

Best,

Emily Westerman, M.A.

Associate Director

SCPS-Office of Career Management

TIPS AND HELP

10 Jobs of the Future

1. Cyber Security Specialist

Cyber security is a growing industry. Knowledgeable professionals who can protect websites and expose hackers will be a hot commodity in the coming years.

2. Genetic Counselor

Genetics are advancing at a rapid rate. Doctors can now run tests that will predict genetic conditions, and soon, parents may be able to choose the sex of their unborn children. With the help of genetic counselors, families can educate themselves on available genetic technologies and options.

3. Organic Food Farmer

Organic food currently occupies about 10 percent of the food and beverage market -- and it's only going to increase. As a result, more organic farmers and producers will need to improve organic farming techniques and grow the food.

4. Medical Records Administrator

Medical records are at the forefront of innovative technology, with a strong push to digitize medical records. An increased number of medical researchers will be needed to help transition records from paper to digital, and to be able to navigate records quickly for patients.

5. Mobile Application Developer

Remember car phones? You know, the equivalent of a cell phone, except that you could only use it in the car and it was the size of a brick? With the development of phones like the BlackBerry, Android and iPhone, the mobile media industry is continually progressing. An increased number of developers will be needed to help develop applications, in addition to combating security and compatibility issues.

6. Robotics Technician

Robots are becoming more commonplace and they don't run on their own. Technicians will be needed to build robots, maintain them and keep them from malfunctioning.

7. Simulation Engineer

There's a simulator for nearly everything these days, from surgeries to flying to drinking and driving. As more simulation-based technologies follow suit, engineers will be required to help out.

8. Social Media Manager

Social media is the new "it" profession. It started with Facebook, Twitter and LinkedIn and has expanded to many other platforms. Organizations are now employing social media managers to oversee their online communities and enhance/protect the company brand.

9. Stem Cell Researcher

Although it's a controversial topic, stem cell research is gaining ground. If this continues, more researchers will be needed to develop cures for diseases, genetic enhancements, and the other information these cells may potentially hold.

10. Sustainability Officer

Sustainability has become a concern around the world and also among businesses. Since the executive suite may not have time to learn all there is to know, organizations are hiring eco-savvy individuals as "sustainability officers." These folks will find, research, and implement eco-friendly policies to benefit the organization. ♦



Job Search for the Recent College Graduate

Your Resume

Fact—Most recruiters spend less than a minute looking over a resume, so make sure that your most important and relevant skills and experiences stand out.

Five most important skill sets and experiences employers are looking for from new grads.

Skill Sets:

- Strong written and verbal communications
- Technical skills
- Project management
- Research
- Math

Experience:

- Internships
- Part-time jobs un another area or field
- Volunteer work
- Class work
- Involvement in school organizations

Your Interview

Most common slip-ups entry-level job candidates make in interviews.

- Going to the interview with no knowledge of the company
- Acting entitled
- Dressing inappropriately
- Not asking good questions during the interview
- Forgetting to turn off your cell phone before the interview

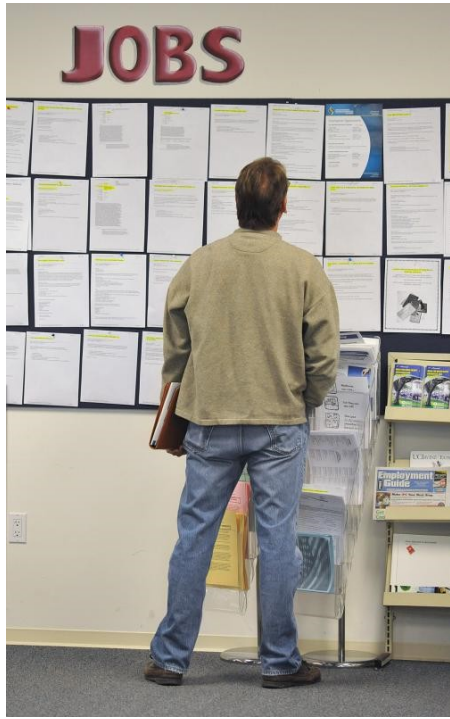
Your Attitude

Stay positive and make sure you show that enthusiasm during your search. Try focusing on creating value in your life even outside of your job search. Start a blog. Take some classes. Join a networking group—find activities that will add value to your resume and life.

Your Approach

It's proven that you will get more leads in your job search if you vary the approach. As a supplement to your job search, try using social media and in-person networking. If your job search hits a stagnant point, look for a job outside of your preferred industry. ♦

CAREER CORNER



OCM Job/Internship Board

Ask and you shall receive...

OCM has finally developed a online job/internship board for NYU SCPS degree and certificate students.

Our office will post any and all job and internship opportunities that pertain to our students in the related industry program.

We are premiering our restricted job/internship board on *LinkedIn*. Using this social media site as a platform gives us control on who views our information. Only NYU SCPS degree and certificate students will be allowed access to our job/internship board through approved access provided by our office.

To request access to our job/internship board, visit our group page on [LinkedIn](#) and request to join. On LinkedIn, search for "NYU SCPS Office of Career Management" in the groups section.

Once you are a member of our group, we suggest that you check our job/internship board once a week to see what new position has been posted.

Request to join today!

How to Self-Promote Without Being Unpleasant

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DO focus on results

The key to self-promotion for a job-seeker is to focus on situations and results. Remember employers care about results more than anything else. So on your resume replace your job duties with your job accomplishments. During an interview, try to make it a point of asking not just what the employer wants accomplished, but why. If it's a specific situation briefly describe a similar situation and talk about the results you obtained.

Going on and on about yourself is a terrible self-promotion tactic. No one wants to listen to someone ramble on about themselves during a conversation.

DO sing the praises of others

By talking up a co-worker's role in your accomplishments, you can simultaneously remind your bosses of a success you had. Subtly promoting yourself in this way builds your reputation up as a team player by genuinely complimenting a co-worker.

DON'T monopolize conversations by talking about yourself

Going on and on about yourself is a terrible self-promotion tactic. No one wants to listen to someone ramble on about themselves during a conversation. So pay attention to your talking-listening ratio. Try not to dominate conversations or start most conversations with "I". Try not to change the topic to yourself. Instead, engage people and add information about yourself when necessary.

DO get others on board

Get testimonials from people who know you and your work. Put them up on your website or in your portfolio. Show people how good you are by letting other people talk about you. These tactics are particularly useful if you don't like to promote yourself or feel sleazy doing it.

DON'T use clichés or name-drop

Pretty self-explanatory. Let the research speak for you. There is no need for name-dropping.

DO use social networks

You should position yourself on social media sites as the go-to person in your area of expertise. Social media sites, like LinkedIn are great for showcasing testimonials.

DON'T force the topic

Allow it to come up naturally and address it in an authentic manner. Try to take the spotlight off you and onto your conversation partners. Find the common ground.

DO promote yourself by providing value to others

Promote yourself in the spirit of sharing and helping. You help someone and in return that person will help you.

DON'T inflate your achievements

There is a line between useful sharing and self-aggrandizing. Make sure that when you do talk about your own accomplishments, you do so objectively, and only give the facts. ♦



CAREER Q & A

Playing Up Your Uniqueness with Charna Flanzer

Q: What do we mean by uniqueness as it pertains to careers?

A: Webster defines uniqueness as “Being the only one of a particular type, and remarkable”. More simply put, we each have a different fingerprint, and we all possess individuality, distinctiveness, and originality. If we each look at a painting and write a description, no two would be identical. We each respond differently to like experiences and it is how we speak about our experiences which defines our uniqueness.

Q: How do I identify my uniqueness?

A: Here are a few techniques to assist you:

Journaling or writing - Allow yourself to be open and free with your thoughts and words. Remember, this is not a paper. It is an exercise to help tease out qualities about you. You are identifying experiences and thoughts which make you more interesting and marketable.

Having conversations with people you trust - Ask them what they see as your uniqueness. Be open to hearing their feedback. Remember what you perceive as ordinary or “nothing special” may well indeed be unique.

Often we downplay or negate traits or experiences we have had, and in fact undervalue ourselves in the process.

Q: How does this process help graduates, and job seekers alike, in the job market?

A: Being able to easily speak to your uniqueness is an asset and will significantly increase your chances to be hired. Employers are always looking to determine the “value added” factor. This is above and beyond the job description.

For example, foreign languages may not be a requirement, but it shows knowledge and exposure to other cultures, which is a plus, and an added value as an employee. Another example, working with the underserved population is not a requirement, but it shows compassion and speaks to your values. These are highly valued traits for a new hire.

Knowing your insights allows you to know your uniqueness. Continually cultivate and identify then for continued career success.

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.

Personal Branding with Pamela Weinberg

Q: What is personal branding?

A: A personal brand is how you define yourself to the world at large, and is in many ways synonymous with your reputation. It is the way others view you. Everyone has many qualities that make them unique and your honing your personal brand will help make those evident to those around you. Are you a writer? An expert? A marketing guru? Your Personal Brand is what you stand for—and what people think about as soon as they hear your name.

Q: How can I create a personal brand?

A: Here are a few things to consider in creating your personal brand:

- How do you present yourself publicly?: consider your goals for your “brand”. Getting a new job: getting hired as an expert; building your

reputation as a thought-leader in your field

- What would you like potential clients/customers/employers to think about when they think of you? An Innovator? An Expert? Tenacious sales person?
- How can you “be” that brand in reality: what key ideas/expertise do you want to convey?
- What’s your personal style? Are you a warm and friendly advice-giver; or have a hip or snarky tone? Are you known as self-confident or self-deprecating? Your style is an important part of your brand and should remain consistent.
- Uncover your point of difference from your competitors and market it.
- Study trends in your industry, learn about them and become an expert
- If you are not sure you are putting out the right message in your personal brand, or are at the beginning stages of building one, drafting a personal mission statement can help set the course for building the brand you want.

Q: How can I use personal branding in a job search?

A: By honing your personal brand, you will be able to set yourself apart from other candidates looking for jobs. Once you have defined your brand, promote it utilizing social media outlets such as *Facebook*, *LinkedIn* and *Twitter*. In addition, you may consider starting a blog within your field of interest, and/or becoming a contributor to other blogs within your chosen field.

Q: What is the best tool to use personal branding?

A: There are many wonderful ways to promote your brand, but *LinkedIn* and *Twitter* stand out as the two with the widest applications. *LinkedIn* is a professional network with millions of active users. It is also a recruiting database, connecting recruiters with users and their resumes. *LinkedIn* can be personalized as a tool to promote your brand by:

- Including your resume
- Summarizing your qualifications to promote your distinct “brand”
- Featuring recommendations from past employers/colleagues/industry leaders (great way to get endorsed by industry leaders)
- Listing groups in which you are a member (charitable groups, industry groups, alumni associations)
- Posting status updates vis-à-vis career highlights, speaking engagements, awards
- Including Links to relevant articles

Q: What advice do you have for recent grads creating their personal brand?

A: If you are just starting out, it is a good idea to “interview” friends, family members, colleagues, and professors to get a sense of what THEY think sets you apart from others. That is a good starting point for building your brand. In addition, create a personal mission statement which will help guide you and set a course with specific goals to building your brand. This is an ongoing process, and is expected to change and develop as you do. Click [here](#) for a website with a helpful personal mission statement section.

Pamela Weinberg 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 Pamela, please call 212-992-3228.