



PROFESSIONAL DEVELOPMENT WORKSHOPS 2014-2015

Obtaining a college degree is the first step to your new career. Join us to learn how to successfully navigate your job search and professional career.

Branding "You"

What are advertisers hoping to do when introducing a new product or idea? They tell you how they are different than their competitors. You have unique skills, talents and backgrounds that you need to "sell" to a potential employer; your unique brand. Learn how to create and communicate your brand.

Writing an Effective Resume

Effective resume writing goes beyond telling potential employers about your previous jobs or graduation date; it is one of your best marketing tools. Recruiting or hiring managers may only glance at your resume so you need to capture their attention right away and let them know why you would be an excellent candidate for the job. Learn how to move your resume to the top of the pile! Must register and send in a draft resume prior to workshop.

Networking

Many people think networking means asking someone for a job. Networking is really about building relationships over time and nurturing those relationships. Learn to identify your networks and use those contacts effectively.

Job Search Techniques

Finding a job today goes beyond networking face-to-face. Social media plays a large role. Job boards, ads, and recruiters are all helpful tools, but staying organized and having a systematic plan are also important. Learn how to navigate the job market.

Communication and Interviewing Skills

Whether conducting a job search or in a job, communicating effectively and clearly is essential. Your nonverbal (body language, dress), verbal, and written communication all convey thoughts and attitudes. Learn how to build positive relationships and communicate with confidence.

Dressing For Success

It may sound cliché, however, your appearance sends a message. Is it the right message? Learn what is and is not appropriate dress for your career and how to look professional and polished without spending a lot of money.

