Welcome back to VCU Business! Our theme for this issue is “The Fall Recruiting Season: Be Ready”. In developing the theme for this issue of Career Coach, I thought about the tune by the Byrds, *Turn Turn Turn* - “To Everything there is a season; And a time to every purpose, under Heaven”. In the pursuit of your professional education, you have or will learn about the intricacies and operations of business – from research and planning, to business plans, to successes, to failures and much more. I encourage you to be ready and apply this discipline and professionalism to this season of your career planning and job search.

On July 24, 2012, I read these bullet points in a trade publication article:

1. 1 out of 5 college graduates are finding work - and not necessarily in their desired career field (This is higher for business students – about 2.5 out of 5).
2. Tens of millions of Americans are either unemployed or underemployed.
3. An overwhelming majority of employers state they can’t find the talent they seek.

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How can this be? How can graduating students not be finding employment when employers cannot find the talent they are seeking? There is obviously a mismatch somewhere.

VCU Business provides employers with targeted opportunities to build brand on campus and recruit talented students. More companies in a wider range of industries are participating in more events, including our upcoming career fair on September 27, 2012.

It is a fact that there is a season that companies recruit at business schools to fill full time positions with a scheduled summer start date. This time is what we call “THE FALL RECRUITING SEASON”. For you, this Fall Recruiting Season has begun.

The responsibility now shifts to you. It is best to be seeking employment when employers are looking to hire. Will you prepare and compete in the employment arena? Will you be one of the 20% to 50% who will be successful? Here are some recommendations to help insure your success in this endeavor:

- Take advantage of the Career Preparation Life Cycle, Mock Interviews, and Resume Express.
- Take advantage of 4 Altria Presents Workshops – Keys to Interview Success; Resumes that Get Results; Networking; and Winning Presentations.
- Take advantage of Informational Interviews, Mentors, employer coffee breaks and information sessions.
- Take advantage of RamsRecruiting and Darlene’s Blog.
- Research the companies and their positions.
- Insure that your personal information including your voicemail message, facebook and LinkedIn pages are appropriate.
- Dress appropriately for the Career Fair and have an updated, approved resume with you.

Approximately 85% of employers’ full time positions for business students will be filled by the end of 2012. Will you align your career preparation activities with employers’ recruiting efforts? Will you prepare – or will you wait to get started?

**MARK YOUR CALENDAR!**
**SEPTEMBER 27, 2012**

Fall VCU Business Career Fair
Nearly 50 companies will be represented!

**CAREER CENTER STAFF**

Mike Eisenman
Director

Darlene Ward-Thompson, MBA, MEd
Assistant Director, Counselor for Marketing, Accounting, Information Systems majors.

Mary K. Blair, M.A.
Counselor for Administration/Management, Economics, Real Estate, Finance, Human Resources majors.

Nora Baldacci, PHR
Quality, Planning and Performance

Jessica Sutton
Administrative Coordinator

Julie Rockafellow
Office Assistant

Newsletter Editor & Layout Coordinator: Jessica Sutton
ME, Inc. — Selling Yourself and Your Ideas!
Wayne Slough, Assistant Professor of Marketing

With all the work, the sacrifice, and the investment you are making as a student in securing your business education and degree, isn’t it important for you to be able to represent yourself accordingly in the marketplace, wherever you go, and whatever you do? Of course it is. One could reasonably argue that no single skill is more important to you now, when you transition into the workforce, and as you navigate your career, than selling yourself.

Meetings are commonplace and you will participate in scores of them throughout your professional career. It can be uncommon to find a meeting participant who effectively makes his or her points, is memorable, and who accomplishes what he or she set out to accomplish! The purpose of this article is to provide you with some tips on how to sell yourself both wisely and effectively. To illustrate, let’s examine how you can present yourself within the context of a meeting — before, during, and after.

Before the Meeting (the Interview, the Call, or the “Pitch”) Make sure you are prepared. Know in advance who will be participating as well as their reasons for participating in the meeting you will be attending. All business people have ideas, issues, or problems they wish to have addressed — as will you!

A few minutes in pre-meeting research on your part will put you way ahead of your competition in terms of knowing what both you and others will want to accomplish in the meeting. To the extent you arrive prepared with possible suggestions or solutions for others, you will set yourself apart. Why? It is simply because so few prepare in this manner. People usually are too focused on their own concerns.

Have two or three specific objectives established very clearly in your mind before the meeting begins. The point is to be deliberate, planned, and purposeful. Know exactly what it is you want to accomplish in the meeting. In a thoughtful way, work to get these 2-3 things (objectives) done before you leave the meeting! A post-meeting gauge of your effectiveness in selling yourself will simply be to check the meeting results against your established meeting objectives and desired goals. Note also that a huge part of being remembered, and invited back, is the degree to which you can help others in accomplishing their own objectives.

During the Meeting Follow a few basic rules of courtesy and professionalism. Deliberately approach those you don’t know. Make and hold

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eye contact. Smile. Extend a warm, firm handshake. Introduce yourself, stating your name slowly and clearly. Audibly repeat the name of each person you meet as you meet them saying, for example, “Nice to meet you, Mr. Smith”. If someone doesn’t immediately offer you their name, simply ask them for it, then repeat it back slowly and clearly, ensuring you’ve pronounced it correctly. Dale Carnegie said “Remember that a person’s name is to him or her the sweetest, most important sound in any language.” It is absolutely true.

If you are about to be interviewed, or in any selling situation, always ask permission to (1) be seated, (2) ask appropriate questions, and (3) take notes. By so doing, you will stand out as being courteous and professional. You will also arm yourself with two invaluable tools. Well asked questions help us learn what is of greatest importance to the other person(s) in the meeting. Taking brief notes demonstrates, in a noticeable way, professionalism and attention to detail. Doing so will also help you later recall important details, perhaps otherwise forgotten. This could be just the “difference maker” that helps you get the job, make the sale, or impress the boss. Be assured many will overlook these common sense actions.

Particularly in interviewing or true selling situations, always ask for the order! Do not leave the meeting until you have asked the decision maker, directly, for “the order” (what it is you want, or are trying to sell), or for instructions on “the next step.” Too many opportunities are lost simply because no one asked! Decision makers are accustomed to being asked to do something. Note that the worst you could hear is “no!” The alternative answer is what makes the world go around! You may not get that “yes,” however, unless you ask for it!

Before leaving the meeting, briefly summarize the substance of the conversation and discuss expectations or action items (agenda) for the next meeting. Do this while everyone is still at the meeting. By doing so, you demonstrate leadership, your ability to summarize and speak extemporaneously, and also to focus on the task at hand. These skills will be invaluable to you and, not surprisingly, come highly rewarded in the marketplace!

AFTER the Meeting

At your earliest post-meeting opportunity, review and refine the notes you took during the meeting.

Make a plan to follow up on the commitments you made during the meeting. If no one was assigned the role, take it upon yourself to provide participants with a summary of meeting “minutes.” If your meeting was of an interview or a sales call, be certain to write (not email, not voice mail) the person(s) with whom you met to congratulate and/or thank the individual(s) for meeting with you. If appropriate (and it usually is), express your enthusiasm for what you accomplished together as well as for the next opportunity.

Finally, and most importantly, follow up! If a reason for your next interaction with the person(s) was not established in the initial meeting, create one! It is so important to follow up no matter what, particularly in interview or selling situations. Always follow through. Many don’t!

Remember, there is no harm of thinking of yourself as ME, Inc. It is a critical life/professional skill to be able to sell yourself. No one else is going to do it for you. This discipline will play a significant role in achieving your career goals. Get started NOW!

“One could reasonably argue that no single skill is more important to you now, when you transition into the workforce, and as you navigate your career, than selling yourself.”

GRIGGS’ TRIVIA CORNER

Walter Griggs, Jr., J.D., Ed.D, Professor

1. When the School of Business held classes in the Ginter House, what animal was frequently seen on the lawn?
   A. possum
   B. cat
   C. dog

2. Why is there an iron fence with points behind Founder’s Hall?
   A. A donor gifted VCU with a civil war era iron fence.
   B. The points are to keep birds from sitting on the fence.
   C. Founder's Hall was once a women's dorm. The fence was to keep men from getting into the women's dorm.

3. Where on our campus did an alleged spy for the Soviet Union live after World War II?
   A. The current site of the 7-11 next door to Snead Hall.
   B. In a house where the Student Commons is now located.
   C. The Anderson Gallery.
EMPLOYER SPOTLIGHT

Affinion Loyalty Group (ALG)

At Affinion Loyalty Group (ALG), we have over 30 years of experience implementing loyalty programs and marketing services for the leading financial institutions, hotel and airline companies, and automotive manufacturers. As a result, our products touch one in every three Americans. Headquartered in Richmond, Virginia, ALG is the loyalty division of Affinion Group, the global leader in customer engagement.


Apple Inc.

A job at Apple is unlike any other you’ve had. You’ll be challenged. You’ll be inspired. And you’ll be proud. Because whatever your job is here, you’ll be part of something big. Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced the new iPad, which is defining the future of mobile media and computing devices.


STUDENT ORGANIZATIONS SPOTLIGHT

DELTA EPSILON CHI is the college division of DECA. It is an international association of students studying management and entrepreneurship in business, finance, hospitality, marketing sales and service. Delta Epsilon Chi connects students with an expanded network of people who share similar interests. [www.deca.org](http://www.deca.org)

FINANCIAL MANAGEMENT ASSOCIATION (FMA) is an international organization for students studying Finance with an interest in corporate finance, banking, and investments. The goal of this organization is to facilitate interaction between industry professionals, students, and faculty. Activities during the academic year include speakers, field trips, fund raisers, and other trips and projects. [www.fma.org](http://www.fma.org)

For the full list of Business Student Organizations, visit: [http://www.business.vcu.edu/undergrad/current/675.html](http://www.business.vcu.edu/undergrad/current/675.html)

REPORT YOUR SUCCESSES... AND WIN!

Nora Baldacci, PHR

Congratulations iPad Winner! Not only did Wufala Duwiejuah win an internship, but his skills and hard work also led to a full-time job with the Marriott. But there’s more… Wufala reported his success via the VCU Business Placements and Post-Graduation Plans survey and won the random drawing for an iPad 3. Sweet!

You can win too! Current Students & Alumni: Tell us about your internship or job and maybe you’ll be the next prize winner. Report your success here:


Above: Dr. David Urban, Executive Associate Dean and Marketing Professor presents the iPad to Wufala Duwiejuah, BS Human Resources 2012.
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Event/Topic</th>
<th>Target Audience</th>
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<tr>
<td>Wednesdays</td>
<td>9:00am – 12:00pm</td>
<td>B1102 Snead Hall</td>
<td>Walk-In Appointment</td>
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<td>Altria Presents: Resumes that Get Results</td>
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<td>Behavioral Interviewing Workshop Guest Speaker from Altria</td>
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<td>09/13</td>
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<td>B1102 Snead Hall</td>
<td>Mock Interview Program Pre-Registered Participants Only</td>
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<td>09/19</td>
<td>10:00am – 11:00am</td>
<td>B2165 Snead Hall</td>
<td>How to Work a Career Fair Workshop Guest Speakers from Deloitte Consulting (morning) and Keiter Stephens (afternoon)</td>
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<td>09/24</td>
<td>9:00am – 4:00pm</td>
<td>B2165 Snead Hall</td>
<td>Business Resume Express No Appointments Required Multiple Employers</td>
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<td>10:00am – 3:00pm</td>
<td>Atrium Snead Hall</td>
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<td>09/27</td>
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<td>09/27</td>
<td>4:30pm – 6:30pm</td>
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<td>Goodyear Tire &amp; Rubber Company Information Session</td>
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<td>Apple, Inc. Information Session</td>
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<td>10/03</td>
<td>10:00am – 3:00pm</td>
<td>2nd Floor, Student Commons</td>
<td>University Career Fair</td>
<td>All Students</td>
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<td>10/04</td>
<td>1:00pm – 2:00pm</td>
<td>B2165 Snead Hall</td>
<td>Marketing Yourself for Success Workshop</td>
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<td>10/12</td>
<td>10:00am – 3:00pm</td>
<td>University of Maryland, College Park</td>
<td>MBA Career Quest Career Fair</td>
<td>Graduate Business Students and Alumni</td>
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<td>10/22</td>
<td>5:00pm – 8:30pm</td>
<td>The Jefferson Hotel</td>
<td>2012 Fall Etiquette Dinner Pre-Registration Required</td>
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<td>11/14</td>
<td>12:00pm – 1:00pm</td>
<td>E3229 Engineering East Hall</td>
<td>Altria Presents: Winning Presentations</td>
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Check out the current issue (Summer 2012) of business&main, the VCU Business magazine, to read a feature about the Career Center’s Etiquette Dinner.

2012 Fall Etiquette Dinner registration - coming soon on our website!