

PM 597: Working with the USC Career Center Week Five

Part I

Hi. My name is Denise Johnson. I'm the Career Services Manager at USC's Career Center. Today we're going to be talking about the career services that are available at USC.

Today we're going to talk about the mission statement of the Career Center at USC, ways that we can help you explore opportunities to really discover what it is that you want to do once you leave the university, some different ways to connect with both employers as well as alumni, some annual key dates that happen every year on our campus, and some next steps that you want to really make sure that you're engaged in in order to maximize the experience that you have at USC.

The mission statement of the Career Center here at USC is to provide exceptional career services to the entire Trojan family. We work with all majors, all GPAs. You don't have to have a particular GPA to come in and use the Career Center. We also work with both undergraduate and graduate students as well as recent alumni. For example, if you graduate in 2014, you have three years to use our services after you graduate.

One of the ways that we can help you explore different types of careers within the Career Center is through career counseling. We offer two different types of appointments within the Career Center. We offer a 10-minute walk in or drop in appointment as well as 30-minute appointments.

Your 10-minute walk in appointment would be best fit if you had a quick question about an interview or just something that you wanted to know off hand, whereas a 30-minute appointment is going to be something that's more structured for you, more in depth. If you really wanted to go over your resume or your cover letter or if you wanted to talk about some questions that you might get or that you have received at an interview, we can do that through a 30-minute appointment.

We also offer different types of assessments. Currently we offer the MBTI, the Myers-Briggs Type Inventory Assessment as well as the Strong Interest Inventory. Both of those assessments basically take a look at what you like, what you don't like, how you get along with people. Just different ways for you to look at where your strengths lie and what careers might be a good fit for you. While neither of those assessments actually boils it down to, this is going to be your career, you're going to be an X or whatever, it does give you an idea of things that you might want to be looking at for later down the road.

The other option of working with a career advisor or career counselor, is actually working through the career development process. What is it that you like to do? What are your skills?

What are your talents? What are your abilities? How best can you utilize those in an employment area?

The other way that we help you explore is through our workshops and events. We do multiple workshops every semester on cover letters, resumes, interviewing, networking, negotiating, social media, you name it, if it's career related, we're probably offering a workshop on that. We also do different events every semester.

Currently we do Explore@4 panels where we basically bring in industry professionals in particular industries. They sit on a panel and talk about what it's like to work in that industry. It's a question-and-answer period as well where the audience can ask questions of the representatives from particular companies and industries and then actually network with them when that panel concludes.

Additionally every semester we offer a Diversity Networking Mixer where we bring in companies to just do what that title says. Basically it's networking in a mixer type environment so you're able to talk to people and meet many employers as well as alumni through that setting.

Finally we do have an online and web-based resource site through connectSC which is our main online job portal. Some of the things in terms of resources that we would offer you would be Vault, GoinGlobal, CareerBeam, and CandidCareer. Most of those are going to be located through our resources tab on connectSC. As long as you go into them through connectSC, you won't have to be paying any types of fees. Some of the sites, if you go in through the main web-the worldwide web, you just hit their website, they'll ask you to join or to join membership. USC has already paid for that for you, but the only way you can access that is through logging into your connectSC account and going to the resources tab.

Additionally one of the ways to help connect you to employers and alumni is through our Trojan Career Network. The Career Network is basically made up of alumni that want to talk to you about their jobs or their industries within a USC setting.

Typically for the Career Network, all you would do is log into your connectSC account, click on the Career Network tab, type in a keyword based upon what you want to look at--maybe it's health care, maybe it's finance, maybe it's marketing--then up will pop all of the alumni who have graciously volunteered their information for you to contact for informational interviews. The Career Network is specifically for information gathering only. We do not allow you to reach out for jobs through the Career Network.

Internship Programs is another area where you can really connect with alumni as well as employers. The Career Center's actually on two different levels in the Student Union building. Our main floor is basically where the majority of our counseling and advising happens. Our second level is additional counseling and advising, but that's also where we have our employer

relations area, our employment area and we actually have 15 interview rooms for our on-campus recruiting area which I'll talk about in a minute.

Internship Week happens every semester, typically a week and a half after the Career Fair, where we bring in employers in different panels for different industries to talk about what it's like to specifically work at that company or in that industry. These panelists will address exactly what questions students want answered as the students ask them. It's a very relaxed environment where students can ask questions that they would not ask typically at a Career Fair.

For example, if an entertainment panel is happening and the student asks, "What am I really going to be doing for you? Am I really going to be getting coffee every day?" The reply may be something like, "You know what? You're probably going to get coffee a couple days a week, but you're also going to be able to sit in some creative meetings, you're going to be able to do script coverage, you're going to be able to avail yourself to people on the lot for informational interviews, and you're probably going to learn something about the area that you're working in for your internship." It's a much different environment as opposed to a Career Fair where you're trying to sell yourself and not ask questions that you should already know.

Additionally we offer the First Generation Mentoring Program. What that program is it's a program where we pair first generation college students with USC alumni who were also first gen. It runs the entire academic year; it's an application process to be involved in the First Gen Mentoring Program. The applications are available online typically in late August, early September. Students will apply for this, there will be an interview process, and if selected they will be paired up with an alumni mentor and they will do various things within the mentoring program for the course of the academic year.

Additionally, we have two summer programs. One is the Global Fellows Program, and the other is our Dream Dollars Scholarship Program. The Global Fellows Program is a program that we implement every summer where we send roughly 20 students from USC to Asia for eight weeks in the summer to intern with an Asian company. There is no language requirement for this internship program, but it is very competitive.

Again, we do have applications that are available in early September and they're due in late November, early December. There is an interview process and if selected, once you become a Global Fellows, then there is a vetting process where they will pick an employer for you to intern with, and then you'll go spend eight weeks during the summer interning for that Asian company representing USC.

Finally we offer the Dream Dollar Scholarship. The Dream Dollar Scholarship is actually a scholarship for students that have internships in either the government or non-profit sector. If you do have an internship in government or non-profit, you can apply to the Dream Dollar Scholarship. It's also an application process. You would apply, I believe, early in the spring

semester, and then you would have an interview, and then you would be notified whether or not you are accepted and received your scholarship.

Additionally we offer Career Fairs twice a year, once in the fall and once in the spring semester. If you're serious about getting a job, you would throw on your suit, get multiple copies of your resume, and come ready to sell yourself at the Career Fair.

In order to come to the Career Fair as an employer, employers must have either one full-time employment opportunity or an internship opportunity that's available. We do not allow employers to come to the Career Fair just to market their company or what they do or their industry; they must have some type of employment option available in order to register for our Career Fairs.

Additionally, connectSC, you will find, is the portal to everything that you need to know throughout the Career Center. Basically this is our job listing database that is open to employers as well as other offices on campus that want to list positions for students. Whether those are full time job opportunities, experience jobs, summer internships, work study, non-work study jobs, co-op jobs, they're all going to be found through the connectSC portal.

Additionally, we have On-Campus Recruiting, otherwise known as OCR. OCR takes place in both the fall and spring semesters and is only open to both undergraduate and graduate students. You must be enrolled in classes at USC as either an undergraduate or graduate students to utilize our OCR.

Finally we have our Information Sessions. Those are going to be solo sessions for employers. They will come in the evenings from either five to seven or seven to nine and talk specifically about their company, what their company can offer you and how you can most benefit by working at their company. We find that these are all ways that you can really help develop more connections with both employers as well as alumni at USC.

Part II

Additionally, we offer different career center events every semester. Typically, the career center events that we feel are key are on-campus recruiting events which actually start in early September and run through mid-November as well as picking up again in January through mid-April.

If you want to go through on-campus recruiting in the January spring semester day, please know that typically our on-campus recruiting begins roughly the third day of classes. You want to be on connectSC in December and throughout your winter break, looking for jobs and applying to internships and full-time opportunities as they come up through connectSC for January recruitment.

Additionally, career fairs happen every September and every February. Typically, they run from about 10 to 2:30 on Trousdale Parkway so if you're serious about getting a job, you're definitely going to bring your suit, wear that to campus and make sure you have your resume ready to go to meet with our employers that are looking to hire you.

Companies that come to our career fairs must have an internship or a full-time job opportunity available. This is not something that we let them come and market their company. They must have some type of employment available for students and alumni in order to come to the career fair.

Internship week happens late September through early October, and then it will happen again in early to mid-February where we bring in panels of representatives from different companies and different industries that are offering internships. The internship week takes place pretty much in the Churchill presentation room which is one of our presentation rooms in the basement of the student union building as well as in the new Ronald Tutor campus center, that's directly across from the career center.

Finally, we also offer career fest which happens in late January at various campus locations. What career fest is basically where we partner with other clubs and organizations as well as departments on campus to offer somewhat of a career symposium regarding different types of industry events as well as knowledge-driven workshops that students might find interesting.

For example, the law school sometimes does presentations on what the first year law school is like or what the first year practicing is like. Some of the other schools like Annenberg will offer a branding webinar or branding workshop. It enables all students from all majors and all different schools to kind of coordinate and gain more information that's provided from different schools on campus to help within the career process as well as it gives them additional opportunities to meet more employers as well as alumni.

One of the next steps that you want to make sure that you follow once you've come through the career center or even gone to our website is to make sure that you login and register on

connectSC. ConnectSC is our job portal, you will find everything that you ever wanted to know and more through going through connectSC.

If you look at the little red arrow on the screen, it's actually highlighting the student tab, so that's where you're going to register as a student. If you're an alum, you're going to register under the alumni tab, and if you're an alum who happens to be an employer or just an employer that happen upon this video, you're going to register through the employer tab to list your job for other USC Trojans.

One of the things that you need to make sure that you do once you get into connectSC is register and complete your profile. In order to access everything that is on the connectSC database, your profile on connectSC must be at least 80% completed. The first little yellow arrow at the top up here is talking to you basically about making sure that you get your profile done. If you don't get your profile, you're not going to be able to access first and foremost, the jobs in internships nor the resources tab so you really want to make sure that that happens.

Additionally, one of the services we offer as we talk about earlier in the beginning of the presentation was coming in for counseling appointment or an advising appointment. You'll noticed by the second yellow arrow here, this is where you're going to find out who is available and this how you're going to schedule your appointments for consultation or meeting with a career advisor. You will go online, click, let everybody know what you want to do, pick the date and time you want to come in and then you submit it and then the advisor or counselor will confirm that appointment and then you'll come in on that day at the right time.

Additionally, we want to make sure that you were taking ownership of your job search by utilizing the resources that we provided for you as well as attending workshops and events. Part of getting the job is the networking piece, is showing that you have the skill set, the communication skills, the ability to talk to people that you may not know very well to show yourself and to sell yourself for a job.

First of all, you really want to make sure that you're utilizing some of the resources that we have available for you. I've circled and yellowed the resource tab box because that's the screen that we're on right now. If you notice, the top, these screens over here on the side are basically going to show you just some of the over 50 different types of resources that we have available for you on the career center's website.

You want to make sure that you're highlighting jobs and internships here so that's the tab where you would go on to find an internship or a full-time job or a summer job, part-time job, on-campus job, work study, non-work study, you name it, it's here. You just have to make sure that you're utilizing the resources and you're looking.

Additionally, the event tab is going to give you all of the information about what employers are coming to campus, when their information sessions are going to happen, when you can come to the career fair, when the internships are. Even internships and opportunities that are not

USC driven, so if there is a career fair that's a virtual career fair that we know about, we're going to put it on our event tab. If there's a local non-profit career fair that we know that's coming up, we're going to put that on our event tab. That way, you have multiple ways to find out what's going on campus, what's going on outside of campus in order to maximize your overall job search.

Finally, one of the other things that you can do through our resources tab is actually do a mock interview online by yourself. Basically, what you would do is you would click on the mock interview tab. As long as you have a PC that has a webcam or some type of imaging system within it, you're able to select different and various types of mock interviews that you wish to do.

It would be something that you could record and then you could watch back for feedback, you could maybe send it to a faculty member to get some feedback on it but at least, you would be able to see what you look like in the interview process which is really important especially if you're going on multiple interviews, you're nailing the first round but you're not getting the second round. You really want to kind of find out why. You can actually do a mock interview here online and you're able to see how you answer questions, maybe you're doing some strange gestures during the interview or something like that that you don't know because you don't get to watch your interviews when you're in and at employer's office. The mock interview actually gives you a really great opportunity to see what you look like and gives you the experience of answering difficult questions.

Finally as you leave today, I really want to make sure that you understand that the career center is here to help you while you're a student as well as an alum. We really want to make sure that you reach us if you need to go through the career development process, if you have questions about what you want to do or how you're going to get to a particular place in your career, we can help you with these things.

We can also help you connect with industry people and alumni. We don't have a magic rolodex unfortunately so we can't randomly call up a company and say, "Hey, I've got a great person for you, you need to hire them," but we can teach you the skill sets where you'll be able to figure out who that person is and reach out with your own LinkedIn connection perhaps or your own networking connection.

We can help you definitely explore your job and internship opportunities as well as try to help you connect with employers and alumni as much as possible while you're here as an alum at USC. If you have additional information regarding some of the other services that we can offer you or you just want to explore a little bit more, feel free to go to our website which is careers.usc.edu and you'll find everything that you're looking for. Thanks for hanging with me.