I never intended to learn about marketing. It wasn’t that I didn’t like marketing—I just knew nothing about it. Regardless, I walked into the Ivy Tech Marketing Department on the first day of my externship with a positive attitude. The incentive was that I would be able to put the five-day experience on my resume and also have a project to add to my writing portfolio.

I had an excellent and enthusiastic supervisor who changed my outlook on marketing. Andrew Welch, Assistant Director of Marketing and Communication, also taught an online journalism class which I took during the summer, so it was interesting to actually meet him in person.

On my first day, I took a tour of the Ivy Tech Coliseum campus, as well as the newer North Campus. The college is in the process of building new student and technology centers, as well as fixing up an older building on the North Campus. I soon found out it would be my assignment to write a story for both the student newsletter, The Courier, and the faculty/staff newsletter, oh three, about the changes.

The next day, Ivy Tech hosted “Harshman Hallapalooza” an event where students, faculty and staff volunteered to paint Harshman Hall, one of the older buildings on campus. Many also helped landscape the new Student Center. It was my job to interview people and collect quotes for the newsletters’ story.

During the week, I also shadowed Andrew in a few meetings and met with other people who worked at Ivy Tech. Very quickly, I realized that he is constantly busy. Some days it seemed like his phone would start ringing the second he arrived.

Marketing is not an easy job, and it’s not just sitting at a desk.

On my fourth day, I was able to observe a Marketing Staff Meeting. The team is comprised of four people, and it was interesting to see how the staffers went around the table and talked about what they were working on. It was an informal, yet professional meeting.

I walked away from my externship, after day five, with much more knowledge. Externship with the Ivy Tech Marketing Department was not my first choice; however, it turned out to be for the best. By being exposed to a career I knew nothing about, I ended up learning more than if I would have been sent to my first choice.

People asked me the difference between an intern and an extern. And, to be clear, an extern is nearly the same as an intern, except an extern is there for a lot less time. Overall, the externship program turned out to be the perfect ending to my busy summer.
Meet the NEW Graduate Intern

By: Kara Gregory

My name is Kara Gregory and I am the new Graduate Intern working with Career Services. I am currently pursuing a Master of Counselor Education degree with a concentration in school counseling at Indiana University-Purdue University Fort Wayne. I received my Bachelor of Science degree in Youth, Adult and Family Services from Purdue University-West Lafayette, in December 2007.

As an intern with Career Services, I hope to learn more about the higher education structure, career counseling techniques and theory, confidence in the interview process, networking strategies, and much more. I believe the experience I am receiving through my internship is valuable and is helpful for me as I try to decide what type of work environment I enjoy working in. I have an interest in working with high school students, as well as college students. I hope to learn if the higher education setting is where I am most comfortable during this internship.

I am eager to learn and develop the skills an effective counselor needs to be most helpful to their clients. I am excited to be working in a setting where I can combine my education with practical hands-on experience. I look forward to this journey, and to helping in any way possible.

Let me know if you’re looking for an internship, need help with a resume, or just need a listening ear. My door is open!

Career Services & Web 2.0

By: Karen Obringer

Have you heard! IPFW Career Services has launched into…

“THE FUTURE!”

We started with the establishment of a Facebook group in 2007, which evolved into a Page. The Facebook Page allows us to post career tips, invite “fans” (we have 274) to events, and we can even link our blog to the notes section!

Speaking of the blog… Christina Mosteller-Hall set up the blog page in 2008 utilizing Google’s Blogspot application. Some past blog postings have included: “Interview Preparation Advice from Frank Costanza,” “LinkedIn & Upcoming Career Fair Information,” and “Want Some Numbers to Back up That Career Search?” (JobTitled & OOH websites). Check out our blog for some insight and helpful resources.

We also recently jumped on the Twitter bandwagon. Our followers number 154, and growing. We tweet about local happenings, like a local RV maker who’s adding jobs, area job and volunteer fairs to check out, job/career advice, and so much more. Follow us, and we’ll follow you too!

Next step: Join NING to establish a mentoring database and connection platform.

We’re on Facebook @ www.facebook.com/ IPFWCareerServices
Check out our blog @ www.ipfw.edu/career/blog
Follow us on Twitter @ http://twitter.com/ IPFWCareer

We’re also expanding our services utilizing technology. Our distance resume critiques will be improved using audio bites to explain suggestions, and mock interviews can now be burned on a cd thanks to our office web cam and mic. Also, look for an instructional video on using JobZone to be posted this fall!
Alumni Spotlight Success!

By: Karen Obringer

What does a Business Finance major have in common with a SPEA Criminal Justice major? Give up... they were both interns with the Indiana State Senate General Assembly! Steve Truong, a Finance major, and Mike Brown, a Criminal Justice major, have at least one thing in common— they both want to work for the government and knew internships were a great way to start. They also entered into the internship as IPFW Alumni!

Truong, who graduated in December 2007, and Brown, in December 2008, didn’t give up hope when they saw an internship opportunity online for the Indiana General Assembly with either the House or the Senate. They interviewed for and were offered positions with the Senate, and accepted the opportunity to join General Assembly 116. When asked why they pursued an internship, both answered emphatically, networking and to gain experience that employers look for in a candidate.

Networking is exactly what they did, too! Not only did they get to see how the legislative process works from the inside-out, but they also wrote constituent letters for Senators, collaborated with the communication and duplication departments, organized bill packets for Senators, prepared and wrote the reports for committee meetings, and developed extensive verbal and written communication skills. Truong even stated that “the (IPFW) Communication classes were a big help” in preparing for this internship. Brown agreed and also stated that his education at IPFW increased his critical thinking skills, adding that “IPFW helped prepare me for the job world.”

While at the internship, Brown and Truong had to perform many seemingly daunting tasks, but it exposed them to the legislative process in a way not known to every citizen. They also had the pleasure to meet and work with many elected officials, like Governors and State Senators. Brown stated that, “while IPFW taught me what I know, this internship led me to who I know.” These connections don’t mean much without hard work and determination, though, which are the keys to many doors opening.

Since graduating and completing the internship experience both have continued to stay involved in the political arena. Brown continues to intern for the Indiana State Senate while attending events whenever possible to continue networking. Truong received a job offer as a Duplicating Assistant with the Indiana State Senate.

When asked what advice they would give current students they both repeated a previous theme: NETWORK, NETWORK, NETWORK! “Networking is a part of success” which increases your chances for job opportunities says Truong. College students should stay involved with their career interests through student organizations, non-profit volunteering, or local organizations.

Online Social Networking

By: Christina Mosteller-Hall

Your Online Impression

Popular online social networking sites like MySpace, Facebook, Linked-In, and Twitter are gaining more and more users every day. Your public profile on these websites can have either a positive or negative impact on your impression to future employers. We caution you to use the sites wisely and take into consideration the Good, the Bad, and the Ugly of social networking.

The Good

- A professional profile on a business-targeted site like Linked-In can help you network with important people in your field.
- Staying in touch with friends, classmates and former co-workers online can really boost your in-person networking potential.
- Creating a professional blog (relevant to your major, career, volunteer experience, internship, or a cause about which you’re passionate) can show you’re both knowledgeable and enthusiastic.

The Bad

- Logging in at work can get you into big trouble if it’s against company policy. It can also reduce productivity, which can make you vulnerable to lay-offs.
- Having friends that are members of inappropriate groups or who post negative comments can make you look bad.

The Ugly

- Pictures or posts about drinking, drug use, or lying about being sick from work can get you fired.
- An unflattering public profile can cause an employer to hire another candidate over you!
Employers will help students by providing them with career information, job search advice, and referrals. Students will also benefit from advice regarding internships, co-ops, and permanent employment. Employers can also just talk to those students who are unsure of the connection between their major and the real world.

**Speed Dating? NO! Speed Networking**

Speed dating or speed networking? For those of you who are more interested in a career than a romance, mark your calendars for this popular networking event.

On November 11th from 6-9pm, IPFW students will have the opportunity to network with a variety of employers and community members in a short period of time at the **Network Now - Speed Networking Event**.

Employers will help students by providing them with career information, job search advice, and referrals.

Students will rotate every 20 minutes to connect with 30 different employers/alumni. Thus, students will meet more people and have more business contacts than they would at a typical lunch or dinner event.

This event will be at the Fort Wayne Country Club. Students and employers can register in KT 109 or online at [www.ipfw.edu/career/employer/corporate.shtml](http://www.ipfw.edu/career/employer/corporate.shtml). Space is limited to the first 30 students and first 30 employers/alumni.

This event has been financially supported by IPSGA. There will be no cost to students or employers.

Thank you IPSGA! So, get ready to network and fall in love with a career!

**Some networking benefits:**
- discover new job opportunities
- develop professional relationships & references
- gain a full understanding of the world of work
- meet professionals in your field who have already “made it”

**Our Corporate Sponsors**

Our corporate sponsors are instrumental in helping Career Services increase their career library resources and equipment, market their services, and provide essential programs for students and alumni.

They help make the Career Development Month career panels a success. Check out what’s offered throughout the month of November!

Each of the corporate sponsors (left) have demonstrated a dedication to the Fort Wayne community and IPFW through financial support and giving of their time and talents. For more information on becoming a Corporate Sponsor, go to: [www.ipfw.edu/career/employer/corporate.shtml](http://www.ipfw.edu/career/employer/corporate.shtml)

Our Corporate Sponsors for 2009-2010 fiscal year are:
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- [www.westpointfinancialgroup.com](http://www.westpointfinancialgroup.com)
- [http://rapp-agency.com](http://www.ipfw.edu/career/employer/corporate.shtml)

We would like to thank them for their support and participation.