

College Avenue

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transitioning into
careerhood
do's and don'ts of interviewing

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CSU retention rates
at an all-time high

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Tips to make your
application stand out

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Letters to the editor

As the magazine produced by CSU students for the CSU and Fort Collins community, we would like to extend an invitation to our readers to submit letters to the editor ranging from 50 to 150 words with your feedback on the magazine. This is your magazine, and we would like to know what you think of the content, design or anything else. All letters to the editor must be typed in a word document and attached to an e-mail, which should be sent to collegeavenue@collegian.com.

Mission statement

College Avenue is a magazine produced and operated by CSU students. Our mission is to serve the CSU and Fort Collins community with engaging and informative coverage of relevant topics. Our staff is dedicated to providing balanced and accurate reporting as well as visually stimulating design and photographic elements. We also seek to provide an outlet for entertainment with the opportunity for audience interaction and feedback. Above all, we strive to maintain journalistic integrity through professional excellence.

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College Avenue Magazine
CSU Lory Student Center Box 13
Fort Collins, CO 80523
(970) 491-1687
collegeavenue@collegian.com

College Avenue Staff

Editor in Chief

Logan Martinez

Managing Editor

Ricki Watkins

Features Editor

Amanda Zetah

Photo Editor

Anne-Marie Kottenstette

Copy Editor

Kelsey Contouris

Digital Editor

Josephine Bush

Senior Reporter

Nicole Leicht

Senior Photographer

Lauren Martin

Reporters

Nicole Beale

Marissa Isgreen

Hannah Woolums

Alexa Phillips

Kelsey Shroyer

Devin O'Brien

Sydney Izienicki

Photographers

Anne-Marie Kottenstette

Lauren Martin

Joe Tiner

Megan Racozy

Designers

Whitney Hackbarth

Alison Bleser

Nicole Wagner

Jessica Hayes

Adviser

Neill Woelk



So, for the past four years I have been thinking, "Yeah, I got this whole getting a job thing." Then comes six months ago (I am graduating in May), and I have an onset of complete and utter panic. OH MY GOSH, will I get a job? What will happen if I don't? Must. Start. Sending. Cover letters and resumes out right now! And, for a few weeks, I did. I sent out one after another and got one or two responses here and there, but only one interview came out of it for an internship (which I am most definitely in love with). Then, after starting my capstone class this semester, I saw what everyone else was working with and soon realized that there is still a lot that I had to learn about applying in style. Luckily, this is a great guide to help all of my fellow freaking-out colleagues with finding a job out there in the big bad world. On page 7, there are some great tips to think about when getting dressed for an interview, while on page 14 there is a list of internships that offer good experiences. For the cherry on the pie, visit our cover story on page 11 for a do's and don'ts list of what to do on the day of an interview. Good luck out there; I know I need it.

How to **Stand Out** in a Crowd of Applicants

By Josephine Bush
College Avenue Magazine

Graduation both closes a huge chapter in one's educational career and represents a time in life to define one's self in the professional world.

Landing a job in one's field out of college can be difficult, so standing out from a crowd of applicants becomes extremely important. According to Jack Kennedy, journalism and technical communications professor at CSU, personal branding is one of the best ways to stand out.

"The very first step anyone should seriously take a look at is branding themselves, as if you're marketing yourself," Kennedy said. "What are your strengths you can bring to any career choice or a new job? This means everything from your resume to your personal blog, social media presence and any other materials you can share with a potential employer, should have your own personal style, matching your personality with a look across the board."

The world has changed from one where employers would ask for a list of accomplishments to a world where employers are more interested in well-rounded college students. According to Kennedy, employers are seeking people with great interpersonal skills developed from positions of leadership and individuals who have worked with a team to accomplish an ultimate goal.

"College life is very much about working for your GPA, your grades...but teamwork is highly valued indeed in business," Kennedy said.

When someone enters the business world, not only are employers seeking employees who are self-reliant, but they also want people who work well with others to meet a deadline, complete a proposal and do a job as a team, thereby enabling the company to grow as a whole.

Outside of group projects in the academic

setting, it may be best to join organizations and clubs in order to build strong communication and teamwork skills.

On top of building how you work with a group, it is also important to be comfortable with and proficient in giving oral presentations.

"Any line of work you go into, even engineering, you will have to be able to present your ideas in a proposal and openly communicate your ideas in a way to get your point across," Kennedy said.

Today, social media holds such a presence in our world that it is important to know how to use it, but businesses still want standard skills, such as basic oral communication.

According to Kennedy, "A number of organizations, and leaders of them, love to have the familiarity that students bring to the table with social media, but most businesses are still based on having standard skills, such as having the ability to write clearly."

Standing out comes with experience in your field and presenting yourself in a light in which you want to be perceived.

"Businesses are not impressed by a mere degree," Kennedy said. "College is like a high school degree today. It is expected and it won't make you stand out."

Rather, it is what you do with your degree and what types of experiences you have on top of your degree that matter. For instance, internships and work experience show depth and real world application of skills.

After submitting your application, go the extra step by calling the company to follow up, write an email or a hand-written thank you card.

"You need to find a way to connect personally," Kennedy said.

Brand Yourself

Create a style that is yours that says, "I'm sophisticated, but outgoing," or "I'm conservative, but thoughtful." Whatever it is, let it be you and let it be known.

Act the Part

If you want to be known as an intelligent, outgoing do-gooder, be that person every day. If you are who you want to be every day, your actions will become habits and you become your dream person.

Be Creative

People want your creativity to further the development of their organization. Share your ideas, branch out and always speak up, even if you're at the bottom of the totem pole.

Get a Hobby

Your voice matters, and while your degree speaks to your academic accomplishments, your hobbies speak to your intelligence, voice and reason.

Tell Your Story

Almost every interview starts with, "Tell us a little about yourself." Do not answer: "I don't know where to start..." This shows that you haven't thought about it, and we all know you have because you've lived your story. Your story needs to be specific to the job, showing how your life has led you to where you are today.

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Building Your Resume

By Joe Tiner
College Avenue Magazine

In today's competitive job market, employers are looking for anything that sets a potential employee apart from the rest. A well-written and put together resume can be just that.

One thing you need to understand is that when employers conduct a search, they are looking for candidates who best suit the job description. That is why you need to clearly present your qualifications for the job on your resume. Market only

the skills that apply to the job. You want to show potential employers you are the best fit.

As for content, use bulleted lists to show information like job duties, skills and other experiences. This helps make the information easy to read and scan through.

When formatting your resume, keep a consistent font and point size scheme. Also, make sure your resume and your cover letter match in formatting and style.

You should not list references on the resume; they will only take up valuable space. If the employer wants to know more, they will ask for references, so there is no need to include them ahead of time. Inform the references ahead of time about when they may be expecting a call, who will be calling and what company they work for.

To find more information about creating a resume, contact the CSU Career Center.

Quick tips to build a resume:

Content

- Include keywords from the job description.
- Use simple bulleted phrases.
- Include any skill that can be applied to the specific job.
- Avoid personal pronouns such as I, me, we, you and they.
- Be consistent in your use of tense in a job description, such as present tense or past tense.

Formatting

- Arrange sections and bullets by how important they will be to the prospective employer.
- List experiences in chronological order or on basis of functionality (e.g., list experiences by skill set provided).
- List the most related experiences toward the top.
- Maintain formatting consistency from top to bottom and between the cover letter and portfolio.

Dress to Impress

Tips to Impress Potential Employers

By Nicole Leicht
College Avenue Magazine

Dress the Part

Some work cultures are formal, while some are more laid-back. Take note of this, and make sure your interview attire matches or goes a little above the company dress code you're hoping to work for. So, for a predominantly business-casual workplace, you should go all out, but for a casual workplace you can get away with wearing a more business-casual ensemble. The goal is to fit into the work environment while standing out enough to get noticed – in a good way.

Classics Conquer All

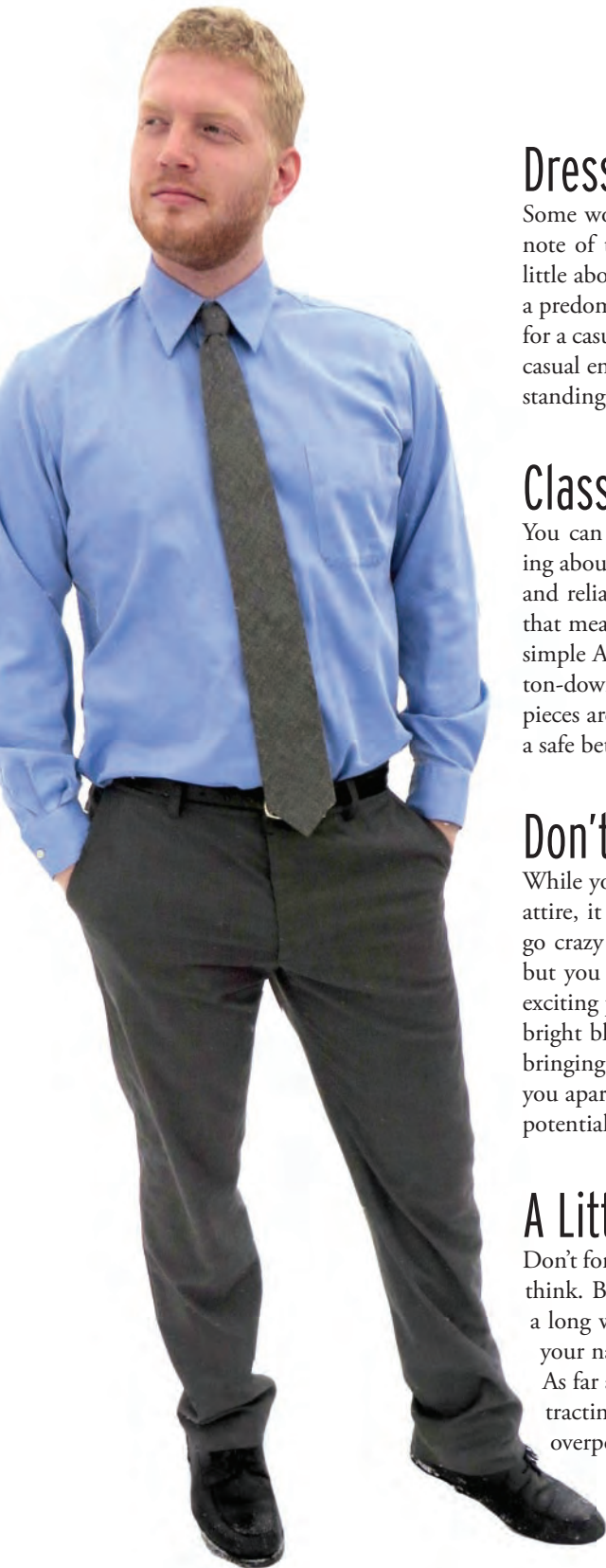
You can never go wrong with the classics. I'm talking about those closet staples that are still as flattering and reliable now as they were five years ago. Ladies, that means button-downs, trousers, pencil skirts or a simple A-line dress. Fellas, look no further than a button-down, trousers and a blazer or jacket. These simple pieces are easy to dress up or down accordingly and are a safe bet for any interview.

Don't Get Lost in the Crowd

While you should maintain an air of professionalism with proper attire, it won't hurt to give yourself a little edge. I'm not saying go crazy and wear your favorite band T-shirt under that blazer, but you can definitely experiment with some bold colors or an exciting print if the environment calls for it. Ladies, try pairing a bright blouse with a neutral skirt and blazer. Fellas, think about bringing out a printed tie. Adding in these little details will set you apart from the rest of the crowd and keep you in the front of potential employers' minds.

A Little Bit Goes a Long Way

Don't forget the little things. Details matter more than you might think. Being well-groomed and accessorizing well will take you a long way. So, take some time to make sure your hair is neat, your nails are trimmed and your clothes are clean and pressed. As far as accessories go, try to avoid anything too flashy or distracting. You want to impress yourself upon the employer, not overpower them with your presence.





A Literal Run Into Fate: A Story of Networking

By Alexa Phillips
College Avenue Magazine

My hands shook; my head was an emotional mess. The worst of the worst happened; I hit a car. Not all turned out bad — yes, I had a hefty bill to pay — but I got my first taste of networking.

As college students, we hear the word “networking” all the time, but what does it really mean? In the simplest terms, it’s making connections with professionals in career fields. That’s not wrong, but networking can be interpreted differently depending on who you ask. Some say it’s making the connections with the right people, while others say it is turning to professionals to gain job insight. There is no right answer; networking encompasses a variety of methods to get to where we want to be in

our careers.

How could hitting a car turn into networking? Simple: the owner of the car just happened to be retired journalist Bob Burdick, former editor-in-chief of The Rocky Mountain News. If that’s not coincidental, I don’t know what is.

I now had a name — a name that could open up some doors for me as I moved forward into college and my journalism career. Months later, I met Burdick and a colleague of his, Rob Reuteman, a professor of news writing, as well as a former business writer for The Rocky Mountain News. I would consider this my first real networking experience: talking with two journalism professionals to get their opinions on what it takes to break into and

make it in the industry.

To Burdick, retired or active professionals can offer insight gained through their experiences and thereby provide effective shortcuts to help prepare young professionals in their fields.

That’s exactly what happened next. Burdick gave me the name of Suzanne Brown, a fashion journalist for The Denver Post in the hopes that I could potentially shadow her to see what my potential career choice entailed. I followed through and shadowed her a few months later, and needless to say, I began to look forward to my career goal even more.

“It is important to ask questions though, so you obtain information you need, not merely what someone

thinks you need,” Burdick said.

Reuteman, on the other hand, believes that so many aspects of life happen because of who we know, not what we know. In many cases in today’s society, this is how dream jobs are achieved: by making the right connections with the right people.

“Students must bridge that gap, must cast a wide net, and effective networking will get them where they need to be,” Reuteman said.

How can you begin networking? Join career-oriented organizations. Volunteer. Talk to as many people as you can in as many different situations as you can. You never know who (or what) will open up the right doors for you.

6 Crucial Questions

to Ask Employers During an Interview

By Amanda Zetah
College Avenue Magazine

1 Would you like to see my references, resume, cover letter, etc.?

This question is especially important because you are in an interview to market yourself. If employers have not asked you previously to submit a list of references, cover letter, or resume, now is your chance to show it to them. It will showcase your skills and will help them see you as a vital asset to their team, so don't be afraid to ask!

2 What does a typical day/week look like for someone in this position?

You are interviewing the employer as much as they are interviewing you. A job interview is basically a test to see if you will be a good fit and if they will fit your needs in return, thereby ensuring a smooth transition into the company. The best way to figure out if this job is a good fit is to ask what a typical day in the life of an employee is like. Is everyone holed up in their cubicle all day? Are there daily conference calls? Back-to-back meetings? These are the things you want to find out sooner rather than later.

3 If extended an offer, when can I expect to hear from you?

Chances are, this isn't the only job you are applying for, and you need to know how long you will have between offers. If they aren't looking to fill the position for another three months, that's something to consider. Can you afford to wait that long, or will the bills start piling up? Don't be too eager and ask them right away if you've got the job. Just mention that you are looking for a rough timeline of events following the initial offer.

4 Can you describe this company's management style?

Every company works differently, and it is important to figure out the vibe of this workplace before you dive right in. Is it a more relaxed management style with casual Fridays and afternoon lunch dates? Or, is there a hierarchy of management where you have to get coffee for the CEOs and you are not allowed to overstep very strict boundaries? It's best to find this out as soon as possible so you know if you can work under this type of management style.

5 What do you enjoy most about working here?

The person interviewing you sees the day-to-day interactions and has been part of this company for a while (otherwise, they wouldn't be interviewing you). They know the latest work gossip, the ins and outs of the company and everything that you want to know. Don't press them for too much information just yet — just ask them what they love about this job to see if that's something you could learn to love as well.

6 Do you have any other questions for me at this time?

Always, always ask this question. They are probably just as nervous as you are and may have forgotten to ask you some crucial questions. In order to make the interview go smoothly, clarify any last questions before you close the interview. They will probably counter this with the exact same question. Make sure to follow up with a call to action, saying you will email or call them if you have any more questions later on.



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Do's
&
Don'ts
OF INTERVIEWING

RESUME

When building a resume, it is important to have consistent formatting with few bells and whistles. Stray away from templates built by Microsoft Word, and instead build one that suits your personality. For students majoring in art, there are options to build visual resumes, but for those of us in the less visual departments, stick to simple layouts. As far as the content is concerned, "Don't tell the whole story, tell the best story, and start it with a summary of the qualifications," said Dr. Cindy Christen, associate professor for public relations. Read page 6 for more tips.

WRITING A COVER LETTER

Do research on the company and try to tailor your cover letter to it. It is important to tell the employer what you can offer. "There is some reason you think you are good for that job; there is something you think you have to offer," Christen said. "Pitch your strengths, never apologize for your weaknesses."

WHAT TO EAT BEFORE

It is important to reduce anxiety and control stress before an interview. Try eating yogurt and nuts or antioxidant-rich foods like blueberries, cranberries, artichokes, apples and pecans. You should seek out whole grains, leafy vegetables and lean proteins like fish, white meat or eggs to help with mental alertness.

STATE OF MIND

Be confident when going into an interview. Know the skills you can offer and how they can be applied to the position. Know the company and why it is a perfect fit. Also, feel free to be a bit selfish. "You are gods and goddesses; get really selfish in terms of what job you want," Christen said. "The sky's the limit; believe in yourself."

WHAT TO CARRY

When carrying a tailored briefcase or purse, it is easier to keep those important papers organized. No need to fumble through a pile of resumes and cover letters for other applications (please, don't bring those along!). "Put thought into what you carry because you are probably going to have some examples of your work, your portfolio, resume, things like that," Christen said.

WHAT TO WEAR

Figuring out what to wear to an interview can involve throwing everything in your closet on the floor before finding the perfect outfit. Try to match your attire to the environment of the company. "Do your research on the firm and always dress a little bit nicer than the situation demands," Christen said. "It is possible to be too nice." For more tips on dressing to impress, check out page 7.

"You are Gods & Goddesses"

- Dr. Cindy Christen, Associate Professor for Public Relations, Journalism and Technical Communications Department

By Logan Martinez
College Avenue Magazine



RESUME

Don't misspell anything. At all. Ever. Know why? Because that resume will end up in the garbage, says every employer ever. Choose one font family and stick to it. "Something that doesn't work is big long chunks of paragraphs... Describe it in terms of concrete skills... You have a limited amount of my attention; hit me with your best shot," Christen said.

WRITING A COVER LETTER

Don't create a generic cover letter that can be sent to any company by simply changing the name it is addressed to. Again, don't misspell anything, or it will end up in the garbage. "Talking too much about what [you] want to get out of the job, versus what [you] can offer the employer, so 'I really want to learn...' they don't care," Christen said.

WHAT TO EAT BEFORE

Like a first date, avoid onions or garlic; you don't want to smell bad. Speaking of smelling bad, avoid broccoli, beans, and burritos; they cause flatulence problems and may cause stomach aches. Eating really sugary or fatty foods will cause a crash during the interview, and it may cause you to zone out. Showing up with chewing gum in your mouth is also a no-no. Just like speech class, spit it out before reaching the front door.

STATE OF MIND

Selling yourself short is not going to make the employer want to hire you, it is going to make them move onto another candidate. "Many, many students have said 'I will take anything,' but certainly that is not something you want to communicate in an interview," Christen said. Also, don't end every sentence like it is a question; employers need people who know what they want and how they can get it.

WHAT TO CARRY

First off, be sure to carry something. Bring examples of your work and an extra copy of your resume just in case they didn't print one out. Second, don't carry a jumbled up pile of papers or an old, ripped up folder overflowing with papers. And third, "Coming in with a bulky purse or backpack looks bad," Christen said.

WHAT TO WEAR

Showing up to the interview with wrinkled clothes, messy hair or really tight clothing can turn off potential employers. For men, it is important to be groomed. For women, Christen suggests avoiding "Anything that is too ultra sexy or feminine, and that is, on some level, unfair. But, I think you want to be seen as a credible professional, and that is not usually the right approach."



Available Internships in Fort Collins

By Devin O'Brien
College Avenue Magazine

A part of the college experience is being an intern, working alongside professionals to learn more about the possibilities inherent in one's future trade and career. Fort Collins and CSU offer a variety of these experiences.

Morgan Library Marketing Communications Intern

The Morgan Library is offering a marketing internship. Those who fill the position work part-time during the school year and full-time during the summer. The intern will be in charge of the marketing and communications of the library, according to David Ramsay, director of strategic relations. They will also help coordinate events, programs and activities for the library. For example, current interns have been working on a program to raise awareness of the electronic advantages of a Poudre River library card. Interns will work with companies such as Disney and Apple during the course of the program.

Students are encouraged to gain real-world experience in marketing and multimedia, according to Ramsay. If interested in the position, keep an eye out for the posting on RAMWeb under Student Job Listings.



Library employee Ryan Malone points student Rebecca Nichols in the right direction. The Morgan Library is one of several organizations currently taking internship applications. Photo by | Megan Rakoczy

HP Computer Internship

Computer company Hewlett Packard offers a wide variety of internships at its Fort Collins location. These include positions in business analytics, software design, hardware engineering, marketing and finance opportunities.

HP's Fort Collins location hosts approximately 60 interns during the summer, with one-third of them continuing into the school year. Interns work alongside employees to design and market the company's products and services. Some of these internships have the potential to lead into a full-time position, said HP Business Systems Analyst Phil Neal in an email.

"We don't do coffee-getting," Neal wrote.

It is required that students be enrolled full-time. According to Neal, a high GPA and junior/senior level coursework are advantageous due to the competitive nature of HP's internships.

CSU Police Department Internship

According to the Employment Opportunities page on the CSUPD website, this internship offers opportunities that are "in accordance with internship course requirements... the interests of the intern, and the needs of the police department." Interns will work in several police department divisions so they can obtain "a comprehensive understanding of law enforcement," according to the police department's website.

To be eligible, students must be currently enrolled in the university, have a minimum GPA of 2.5 and be in good standing. Other requirements include owning a valid driver's license and not having criminal convictions or pending criminal cases on record. Interested students can contact Lt. Chris Wolf at christopher.wolf@colostate.edu, or call (970) 491-2312.

Princess Paradise Costume Internship

Princess Paradise, a local costume shop, is looking for someone who can multitask, has strong verbal communication skills, "a strong knowledge of sewing, fabrics, garment construction and patterns" and is skilled in programs such as Microsoft Office and Adobe, according to the store's post on internships.com.

Responsibilities of the internship include working with the design department, helping with fittings and photo-shoots, sewing costumes and "folding and organizing fabrics." The two unpaid internships with the costume company are available all year. People who want to apply are encouraged to send a resume and cover letter to princessrachaelb@gmail.com.

Research Blogger/ Videographer

The Office of the Vice President for Research and *The Rocky Mountain Collegian* have partnered to offer internship credits for videographers and bloggers that cover science and scientific research related to CSU and the Fort Collins area.

According to a notice put out by the Office for the Vice President of Student Research, the positions require 5 to 10 hours per week of work and entail creating detailed content published online on a biweekly or monthly basis. Interested parties should send an email to blogs@collegian.com.

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Taking Advantage of the Career Fair

By Kelsey Shroyer
College Avenue Magazine

Photo Courtesy of Today@Colorado State

There is an old rumor that your major doesn't matter — you will most likely end up with a job totally unrelated to your degree. There's nothing wrong with that, but it's not necessarily true. It is a mentality that we have developed as college students, and it is affecting the way we see our future.

Many students narrow their focus to one job without considering other career opportunities. Several resources on campus, such as the Career Fair, can help broaden our outlook on jobs.

Assistant Director of the Career Center, Summer Shaffer, said she believes the Career Fair provides unique opportunities for students.

"It's a neat opportunity I wish all students would participate in," Shaffer said.

College is probably the last time students will ever be sought out for careers.

With 12 different days, over 5,000 entrants, 200 employers and 3,000 interviews last year alone, CSU's Career Fair, supported by the Career Center, have been a huge success. CSU has become a

target school for companies interested in hiring recent graduates.

The Career Center has even had to increase the number of dates and fairs in the last two years due to the demand, according to Career Center Director Jeremy Podany.

"All these companies are coming to [your] backyard," Podany said.

CSU career fairs, over the years, have catered to all majors, though it may not seem like it.

"You can still apply what you learned in college to a lot of different jobs," said Jamie Young, a senior communications studies major.

Although looking online at the list of companies attending the Career Fair may not reveal what job is out there for your major, flexibility is key. Many of the companies and fairs are catered towards certain majors, such as engineering, natural resources, business and teaching, but there are jobs available that need a little bit of everything.

"Students have to start thinking in

terms of, 'What am I interested in, what are the problems that I can solve and what are the issues I want to apply my skills to?'" said Carrie Pinsky, a Career Center program aide.

Articulating what skills you have and what kind of job you want can add value to a company and what the company can do for you. Pinsky's advice: talk to the companies and see what they're looking for. It can open your eyes to what you can do with your degree.

The career fairs don't just get students jobs either; they can help students find internships. Senior graphic design and marketing major Jessica Lederhos said she's gone to every one of the career fairs and the knowledge she gained was invaluable.

"It helped me get good at talking about myself," Lederhos said.

Podany emphasized that many students think that searching for jobs involves applying for jobs 80 percent of the time and networking 20 percent of the time, when in fact it should be

the other way around. Networking and meeting people face-to-face is what can get you a job later on. Lederhos even gained an internship experience from an all-majors Career Fair.

"It may be an internship, but it can translate into a future job," Lederhos said. "Networking is so valuable."

Companies want a person who is excited to come to work every day. Passions change throughout a lifetime and people go to school for a variety of reasons. Sometimes people don't always end up in the job they thought they would, and that's okay.

For unsure students, there are always career panels sponsored by each college. Alumni are brought in to talk about their experiences and how they got to their current job.

"It isn't always a straight line," Pinsky said. "But, be patient. You don't know until you try something."

“Students have to start thinking in terms of, 'What am I **interested in**, what are the problems that **I can solve** and what are the issues I want to **apply my skills** to?’”

– Carrie Pinsky, Career Center Program Aide

How to Make Your Social Media Go to Work for You

By Jessica Fish
College Avenue Magazine

You may have had a fun time at the party last night, but if your future employer saw it, do you think you'd get hired?

A Microsoft research study done in 2010 found that 70 percent of job recruiters say they turned down applicants solely based on information they found online. Four years later, online applicant screening is now mandatory in most companies' hiring processes.

"Social media is a primary vehicle of communication today, and because much of that communication is public, it's no surprise some recruiters and hiring managers are tuning in," said Rosemary Haefner, vice president of human resources at CareerBuilder, in an interview with Forbes Magazine. Moral of the story, they will look you up, and they will find those pictures. You know the ones I'm talking about.

So do we close all our accounts, delete all our photos and go into social hiding?

Actually, in such a media-heavy age, having no social presence is almost as bad as having a poor one. Being media savvy is now a major asset in the job industry. Most jobs require a certain level of media use, so being able to show your skills can make you an even better candidate.

Show Off Your Skills

If employers look you up and see your ability to properly manage websites and create multimedia instead of just drunken photos, not only does it keep you from getting the boot, but it promotes skills that they are looking for in an applicant. They may even

choose you over someone whose skills they haven't seen. It can be like a second portfolio. Many people even add their websites, blogs, LinkedIn accounts, multimedia and other social sites to their professional portfolios, directing their potential employers to what they want them to see and highlighting the positives of their media presence.

Network

Having hundreds of friends pays off. One of the best ways of using social media for the job search is networking. Our generation is really lucky; we no longer have to meet everyone in person to make a good impression. We just have to know someone who knows someone. There are now hundreds of sites like LinkedIn or BranchOut that connect students to professionals who might direct them toward potential jobs. It shows employers initiative and intercommunication skills.

Clean It Up

The trick is knowing how to promote yourself without exposing all your dirty secrets. It's time to take down those embarrassing photos and delete the inappropriate conversations, no matter how funny they may be. At least set privacy settings so your personal life stays personal. Don't become friends with coworkers unless you are fully prepared for the consequences. Your boss may not be your Facebook friend, but he/she is your coworker's, so he/she can still see those pictures of the two of you drinking and see you

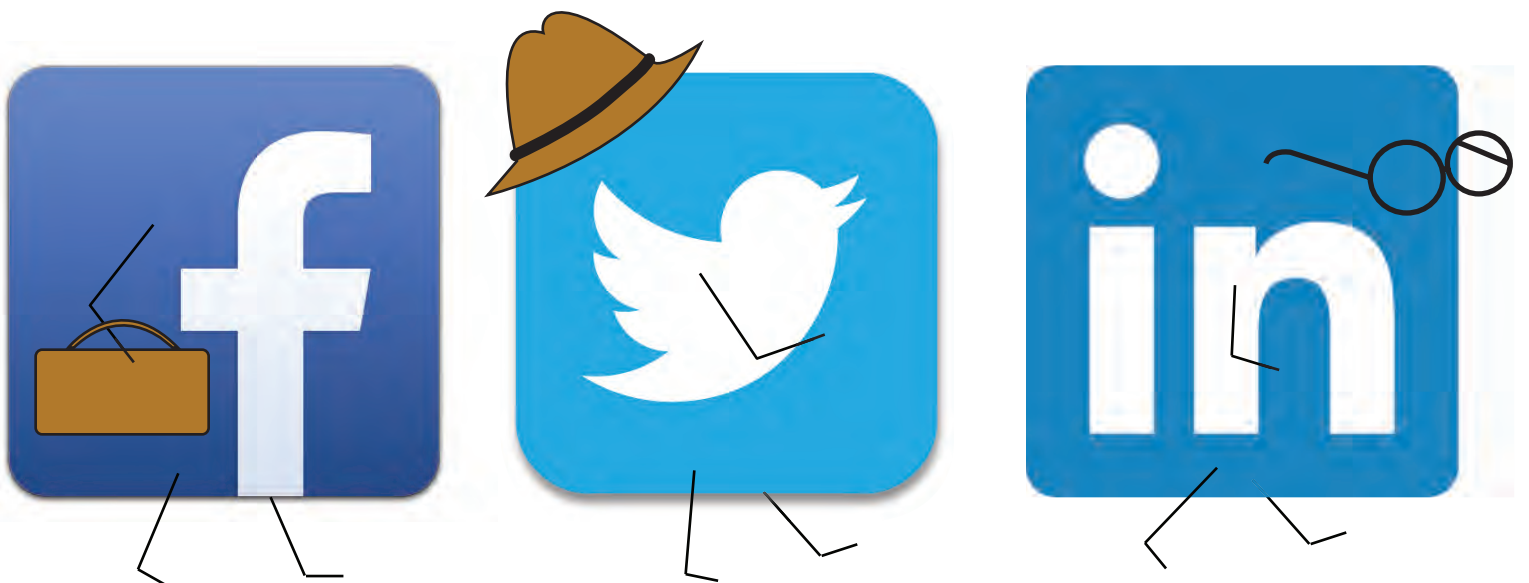
complaining about work. Some people change their name so that it isn't directly linked to them, (you can use your middle name instead of your last name) and others even have two separate accounts, one for the workplace and the other for social life.

Tame Your Tongue

Announcing all your opinions is also a dangerous game to play in the job market. Employers don't want to hire or keep people that are always complaining about work to the public, cursing up a storm or dropping thought bombs that could lead to public relations scandals. You need to always appear as the mature professional that they think you are, so personal Twitter accounts and blogs can get you into trouble. If you really feel the need to let it out for the world to hear, again, change your name, and don't use anyone else's. You either need to separate it from your professional identity or be willing to let it go; that is the price of getting a big-kid job these days.

Putting it All Together

The overall message is to be active in the media and to be connected, but also to be cautious of what you are portraying about yourself and who has access to see it. It can make or break a potential job opportunity and affect your long term career. Make your social media go to work for you, not against you.



The Gallery

A showcase of artistic photography presented in each issue by the College Avenue staff



Above by Whitney Hackbarth; below by Anne-Marie Kottenstette

Top right, left center and bottom right by Joe Tiner; right center by Anne-Marie Kottenstette





Above, right center, bottom left and bottom right by Kelsey Contouris; top right by Anne-Marie Kottenstette





CSU on the Rise: Retention Rates at All-Time High

By Nicole Leicht
College Avenue Magazine

A vibrant student body, a beautiful campus and strong academic programs, Colorado State University students have a lot to be proud of, and now we can add one more thing to that list. CSU's retention rates have hit an all-time high with almost 9 out of 10 students returning last semester. It's safe to say CSU is doing something right.

Achieving this success in retention rates was one of President Tony Frank's top goals. The university has never seen retention rates this high, nor has it had such a large increase in the short span of one year. These rates are so high that other schools have been contacting the university

asking how they accomplished such a sought-after feat.

The answer lies in CSU's Student Success Initiatives, according to the 2012-2013 "In Fact" publication, produced by CSU. The goal of the initiative is to maximize on students' potential and success. Academic support coordinators are helping students do so by giving them the tools and help they need to effectively transition into the university setting, explore degree paths and ultimately graduate.

Flash back to the beginning of freshman year. Do you remember the activities put on by the Orientation and Transition Programs? These activities are key in helping students

transition successfully into CSU.

"I believe that CSU's orientation programs truly do help in new students' transition to the University," said Julia Simons, a CSU orientation leader. "They get a day or two to see other students interacting with each other and their surroundings and are given an idea how they can become a part of our community."

From Ram Welcome to the First Year Mentoring Program, there are plenty of ways for first-year students and transfer students to get involved in the university community.

The CSU community is growing and striving to offer students opportunities to succeed.

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TAKE A BREAK FROM THE JOB HUNT.



Work Hard, Play Hard

Balancing Work Life and School Life

By Nicole Leicht
College Avenue Magazine

School alone can be a real struggle, then add work and you're dealing with a whole new game. Working while in school is a reality for many students. This balancing act is no easy task, but there are a few things students can do to make life a little less work and a little more play.

It's important to go into all school and work situations with realistic expectations.

Know your limits. How much can you honestly take on before one area starts to lack? If school is your top priority, then look for a job that fits into your class schedule and has flexible hours to work with in case school-related things come up. In the case that work is your priority, try to plan your class schedule around your work hours and make

a real effort to attend class. It won't benefit you to be both a student and employee if you are not able to give both roles the amount of attention required.

The key to mastering both roles lies in time management. This skill is invaluable in conquering the work and school balance, as well as many other areas of life. Taking on both work and school is difficult and will require more time and energy than just one or the other, so it's important to utilize your time efficiently.

Make sure you are present at work and school; failing to do so will put you in a game of catch-up and leave you with more on your plate. Prioritize your tasks from there; make to-do lists and follow through with them. Procrastination is not your

friend.

Ashley Devers, junior business major and bookkeeper of Clean Bees, agrees with this. "Don't let yourself get behind. I have to make sure to stay ahead on my schoolwork so that things don't get too overwhelming," she said.

Plan ahead; set time aside for assignments and other important due dates. Making a plan of attack will allow you to balance your time with more ease. Don't let distractions hold you back; if you have a short attention span, make sure to remove yourself from the distractions and focus on the task at hand. If that means isolation, then do it, and look at it as some personal time.

Are you still not sure of your time management abilities? Luckily for

you, TILT offers multiple workshops on topics like time management, motivation/goal-setting and even concentration techniques. Classes are free and drop-in friendly, so what do you have to lose?

Realistic expectations and time management skills are beneficial, but the most important tip lies in your happiness. Balancing work and school would be much easier if you truly enjoy both. It's been said before, but there is some merit to the saying, "Love what you do and you won't work a day in your life." Choose a job that interests you and excites you and a major that challenges you and inspires you. Whatever you do, make sure you enjoy it, and you will achieve that ideal balance of work and play.



We Want His Job: Alumni of the Decade Values Entrepreneurship

By Abby Westover
College Avenue Magazine

From a young age, J.D. McCartney was excited to begin his career. Just a few short years after graduation from Colorado State University, he was named Alumni of the Decade and is thriving in his industry.

"I had big dreams, yet I didn't know where they would take me or how far," McCartney said.

McCartney, a 37-year-old Colorado State University alumnus, is making a name for himself as the co-founder of Xstatic Public Relations and as the new public relations director for the CFA Institute in New York City.

McCartney grew up in Papillion, Neb. At an early age, he pursued journalism and showed an interest in entrepreneurship.

"I started a neighbor newspaper for my block when I was 10 years old," McCartney said. "I used to type this make-shift newspaper on this old typewriter and my dad would print it off at work and then I would go around selling it for 10 cents."

McCartney was involved with student media in high school and looked for colleges in Colorado that offered

journalism.

"I felt like I'd like to be in Colorado; I've loved the space since I was a kid, and I felt really at home when I came to Fort Collins," McCartney said.

McCartney set out on his journey to Colorado to attend CSU, majoring in journalism and technical communications. After taking a combination of business and entrepreneurial classes, an interest in marketing sparked.

"I wanted to be a journalist, but I also loved the entrepreneurial side of things, which attracted me more to business and marketing," McCartney said. "Public relations was more for me, a perfect blend of mass communication and business strategy."

Graduating with a Bachelor of Arts in journalism and technical communication with a concentration in public relations, McCartney started on his path to success.

In 1998, McCartney began working at a PR agency in Denver; he soon left to start Xstatic Public Relations.

Xstatic Public Relations was co-founded by McCartney and Stacey Sepp, a CSU alumna, in 2004; the

company continues to thrive. After five years of growing Xstatic in Denver, McCartney branched out to the east coast where he stayed for two years, promoting the growth of the company in New York.

After years of hard work growing Xstatic with Sepp, McCartney was offered a position at the CFA Institute in New York as the public relations director. CFA Institute is a global community of financial professionals that assists others in education and ethics concerning the financial industry.

"We have members in 135 different countries," McCartney said. "It offered the chance to really gain a global perspective on my work."

McCartney expresses his gratitude for all the opportunities he has had and all the experience he has gained since he graduated from CSU.

Through his experiences in the world of public relations, McCartney said he has finally made his way to a job he enjoys.

"I spent 13 years in the PR agency world, and what I got to do in that time is sample a variety of industries

and see where my interests were," McCartney said.

In 2008, McCartney was awarded the title of Distinguished Graduate of the Decade by the CSU Alumni Association. His hard work and vast dedication not only received attention from CSU, but also made him stand out in CSU's equally impressive sea of alumni.

"I didn't realize the incredible level of talent and achievement that was present in the room; it was almost overwhelming to be a part of the group," McCartney said. "Everyone was there to basically make the world a better place and it just inspired me. It was humbling and really inspiring, and I will always be grateful to CSU for that experience, my education and everything it has given to me."

Success is just around the corner, and, as seen within McCartney's journey, it may not be easy, it may not always be what we dreamed, but, in the end, it will always be worth it.

"Find your niche, and be passionate about it," McCartney said. "Do what you love, and success will follow."

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