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What does your future hold?



Photo Illustration by Cassandra Shie/Herald

WESTERN KENTUCKY UNIVERSITY

PRESENTS

CAREER EXPO 2000

LOOKING FOR A JOB? AT THE CAREER EXPO 2000, YOU'LL HAVE THE CHANCE TO MEET EMPLOYERS HIRING FOR FULL-TIME, PART-TIME, SUMMER AND INTERNSHIP POSITIONS. WHETHER YOU ARE LOOKING FOR YOUR DREAM JOB OR JUST EXPLORING THE JOB MARKET, YOU DON'T WANT TO MISS THIS EVENT!

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Employers attending WKU Career Expo 2000

(As of Sept. 25)

Employer Name	Employer Description	Area(s) of Recruiting Interests
Ablest Staffing Services		Any major
Agriliance	Marketer of agronomic inputs & services	Agriculture, Agronomy, Agribusiness
American Express Financial Advisors	Comprehensive financial planners	Any major
Aramark Uniform Services	World's largest managed service company	Accounting/Finance, Management, Marketing/Sales
Auditor of Public Accounts	Public accounting	Accounting/Finance, MBA/Other Graduate Programs
Austin Peay State University	Comprehensive university graduate programs	Communications, Education, Liberal Arts, MBA/Other Graduate Programs
Baird, Kurtz, & Dobson	Regional public accounting firm	Accounting/Finance
Bank of Louisville	Locally managed bank	Any business major
Becker Conviser	CPA review course	Accounting/Finance
The Berry Company	Yellow Page Advertising	Advertising/Public Relations
Boone County Schools	Public schools	Education majors
CAI Personnel Search Group	Management recruiters & HR consultants	Accounting/Finance, Communications, Computer Science/CIS, Engineering/IT, Health Occupations/Nursing, Management, Marketing/Sales, MBA/Other Graduate Programs
Camping World, Inc.	National retailer of RV camping accessories	Accounting/Finance, Advertising/ Public Relations, Communications, Computer Science/ CIS, Liberal Arts, Management, Marketing/Sales
Cargill Steel & Wire	Industrial Sales	Communications, Liberal Arts, Management, Marketing/Sales
Caritas Health Services	Community Hospital, Psychiatric Hospital,	Home Health Agency, Fitness Clubs, Health Occupations/Nursing, Sciences/Math, Psychology
Carroll County Board of Education	Looking for great teachers	Education majors
Central State Hospital	Progressive adult psychiatric facility	Health Occupations/Nursing, Psychology
Christian County Schools	Public schools	Education majors
Clayton County Public Schools	Providing excellence in education	Education majors
Commonwealth Health Corporation	Healthcare services	Accounting/Finance, Computer Science/CIS, Health Occupations/ Nursing, Marketing/Sales, Recreation
Community Alternatives of Kentucky	Supporting people with developmental disabilities	Education, Health Occupations/Nursing, Management, Recreation, Human Services Field
Comptek PRB Associates, Inc.	System/software engineering	Any major
ConAgra Poultry	Integrated poultry processing plant	Any major
Country Oven Bakery	Frozen dough manufacture	Health Occupations/Nursing
Covenant Health	Acute care hospitals integrated system	Education
Daviess County Public Schools	Public School System	Sales-Home and Small Business, Nashville, TN positions only.
Dell Computer Corporation	Leading direct computer company	Any major
Department of Criminal Justice Training		Any major
Deutsche Bank		Any major
Drury Inn	Hotel	Any major
Eckerd Youth Alternatives	Wilderness-based therapy for at-risk youth	Any major
Enterprise Rent-A-Car		Accounting/Finance, Advertising/ Public Relations, Communications, Education, Hotel/ Rest.Mgmt, Journalism/Broadcasting, Liberal Arts, Management, Marketing/Sales, Recreation
Federal Correctional Institution	Medium Security Federal Prison Manchester	Health Occupations/Nursing, Rest. Mgmt, Recreation, MBA/Other Graduate Programs
Fastenal Company	Distributor of industrial/construction supplies	Any major
Fruit of the Loom	International basic apparel company	Computer Science/CIS
Gallatin County Schools	Rural school district-1,500 students	Education, Sciences/Math
Greater Louisville Inc.	Your link to Louisville careers	Any major
Green River Correctional Complex	Medium security adult male institution	Any major
Greenview Regional Hospital	HealthCare	Health Occupations/Nursing
G-UB-MK Constructors Parsons/Williams/Washington	Joint Venture	Accounting/Finance, Engineering/IT
Hamilton-Ryker	Complete human resources company	Accounting/Finance, Advertising/ Public Relations, Communications, Management, Marketing/Sales, HR
Harding, Shymanski & Co., Inc.	CPA and consulting firm	Accounting, MBA
Holland CPAs, PSC	Certified public accounting, business services	Accounting/Finance
Hopkins County Schools	Modern, progressive, innovative school district	Education
Humana, Inc.	Most trusted name in healthcare	Computer Science/CIS, Engineering/IT
Hyatt Regency Louisville	392-room luxury hotel	Hotel/Rest.Mgmt, Management
Indiana State University	Masters & Doctoral Programs	Any major
Jewish Hospital	Hospital-all areas	Health Occupations/Nursing
John Hancock Financial Services	Insurance and investment sales	Accounting/Finance, Management, Marketing/ Sales, MBA/Other Graduate Programs, Business Education
Kenton County Schools	Public School	Any major
Kentucky Farm Bureau	Property & casualty insurance	Any major
Kentucky State Police	Recruiting office for state police	Any major
Kraft CPAs	Audit, Tax/Accounting services	Accounting
Law Engineering & Environmental Services	Consulting	Engineering/IT, Sciences/Math
LifeSkills Inc		Any major
Lin-Gate Hospitality Group	Hotel development, management company	Hotel/Rest.Mgmt., Management, Marketing/ Sales
Louisville Presbyterian Theological Seminary	Theological Seminary	Graduate Programs
Mammoth Cave National Park	Natural & cultural resource preservation	Education, Management, Recreation, Science/ Math, MBA/Other Graduate Programs
Medco Center of Bowling Green	Nursing Facility	Health Occupations/Nursing
MetLife	Call center services	Any major
Morgan County Schools	Public School System	Education
Nashville Area Chamber of Commerce	Middle Tennessee's largest business federation	Any major
Nashville General Hospital		Health Occupations/Nursing

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 New England Financial Financial services
 NexTime, Inc.

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 Opryland Hotel & Attractions
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Career Expo 2000 to give Western students, alumni job, school opportunities

By Christy Harrison

Western's Career Expo 2000 is sort of like those ever-present upcoming exams — approaching more quickly than expected. But this event, unlike dreaded tests, can be looked at in a purely positive light.

The first annual university-wide career fair, to be held Tuesday, Oct. 3, from 2-6 p.m., will feature at least 125 companies, graduate and professional schools and public school systems looking for teachers. It also combines the previously separate job fairs of several academic departments at Western.

All Western students and alumni are encouraged to attend the free event, which is being sponsored by the academic deans of each department, the Office of the Vice President of Student Affairs and the Career Services Center.

Judy Owen, director of the Career Services Center, emphasized that opportunities for part- and full-time positions, co-op and internships will be available, so virtually any student or job-seeking graduate will benefit from attending.

For students who have not yet chosen a major, employers have been asked to be prepared to talk with students about career

Career Services offerings

Located on the second floor of the Cravens Graduate Center, the Career Services Center offers a variety of services.

Career advising

Counselors advise and assist students and alumni gain a better understanding of their interests and abilities and how to apply them in choosing and pursuing a career. Assistance includes individual counseling and administration and interpretation of the following interest inventories.

The COPS Interest Inventory provides job activity interest scores that are related to occupational clusters and are keyed to college majors and sources of detailed job information.

The COPES Values Inventory provides comprehensive measurement of those personal values which have a demonstrated effect on vocational motivation and values.

The CAPS Abilities Inventory measures abilities and correlates them with measures of interest scores of interest and values.

In addition, the center offers the computerized Cambridge Career Counseling System, which includes career assessment, selecting alternatives, career exploration, and career planning modules. This program is available in the center's Computer Lab, Cravens 204.

Job search counseling

Career Services Center counselors are available to assist students and alumni with the preparation and review of resumes, cover

Continued to Page 5B

opportunities within the companies.

"You don't have to be declared [in a major] to show up," Owen said.

This chance to ask questions and get information can be as valuable to one person as landing a job is to another, she said.

No matter what each person's goals are for the Career Expo, there is one all should share, according to Owen — "to reflect well on themselves and Western."

Professional dress, as well as multiple copies of a current resume to give to prospective employers, are standard for those seeking jobs of any kind.

Registration will take place at the door, at which time participants will be provided a list of employers and a name badge.

The Expo will be set up in

the Carroll Knicely Conference Center on South Campus at 2355 Nashville Road.

Red and white balloons will mark the entrance to the parking lot and also to the entryway leading to the conference center.

Parking will be available at the far end of the lot. A free shuttle will run from main campus to South Campus for those who need transportation.

Any questions about the Expo should be directed to the Career Services Center at 745-3095.

The Career Services Center web page has further information on the Expo, such as general tips on preparing for the job market.

Students undecided on a major may find the interest inventories and linked articles on majors and careers to be helpful. The site can be found at www.wku.edu/CareerServ/.

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WKU Career Expo
Tuesday
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Career Expo 2000 &
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Continued From Page 4B

letters and job application materials. Staff can assist individuals in locating company/ employer information and can provide information regarding jobs search techniques and strategies, help in preparing for employment interviews and by appointment, conduct and critique mock interviews.

Cooperative education/ internship opportunities

The center has a list of paid practical work experience related to a student's career and/or academic interest. Generally, credit for the experience may be received within each department.

Employment file

The center serves as a resource for collection, reproduction and dissemination of application. Copies of credentials are kept in individual student folders and/or electronically stored and are forwarded to potential employers and/or graduate schools at the request of the registrant or an employer. Hard copies of credentials are mailed for a fee.

Job vacancy information

Job vacancies listed with the center are listed on-line and can be assessed via Internet. Hard copies of listed positions, along with additional application information, can be found in binders in the center's career library, Cravens, 204.

On-campus employer interviews

Students and alumni can participate in campus interviews by registering with the center and then signing up for appropriate interviews.

Career fairs

The center sponsors several career fairs each year. The Nurses Career Day takes place in the fall. The Teacher Education Job Fair and the Nashville Area College to Career Fair both take place in the spring. The center works with academic departments' career events for their majors.

Student computer lab

A computer lab helps students in identifying careers of interest, preparing resumes and cover letters, practicing interview skills, researching job openings and employers, locating potential employers, accessing on-line job databases and other resources available via Internet.

Career library

The library contains resources pertaining to occupations, employers, employment trends and other related information. Employer information, along with Internet access to employer web sites is available in the Center Library, Cravens room 204.

Job search resources

Taped presentations and resource materials designed to help prepare individuals for the job search are available in the center. For a list of job search resources, go to www.wku.edu/CareerServ/frames/students/resourcs.htm#srchbks.

Alumni mentor network

Career Services maintains a database of WKU alumni willing to provide information about their career fields. For graduating students or alumni job seekers, mentors may also provide job search ideas or relocation information.

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The job market for the Class of 2001

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You have the good fortune of graduating at a time when the economy is strong and unemployment is low. Employers of all kinds are looking at new college graduates to meet their work force needs — even employers who might have preferred to hire experienced candidates.

"The labor shortage is one of the big factors affecting the job market for new college grads," says Camille Luchenbaugh, employment information manager for the National Association of Colleges and Employers. "In many cases, employers simply can't find experienced people for their positions. As a result, they are more interested in new college graduates than was the case a few years ago."

Technology is also a big market factor, creating new products, new markets, and new opportunities. Many of the new opportunities are for people with related degrees (yes, that means computer science and engineering majors), but there are also a good number of other types of graduates who have the right mix of skills.

The job market for new college graduates as a whole looks promising — but it's not a guarantee that you'll get your dream job [or any job for that matter]. Your ability to launch your career depends on a number of factors, including your personal abilities, skills, and qualities. What you have to offer an employer is going to make a big difference in the quality and quantity of opportunities open to you. Your field of interest also plays a big role, of course, but so does your geographic location, your willingness to relocate for opportunities, and many other factors.

Basics

There are three basics you need to understand: competition, location, and your personal qualifications, expectations and goals.

Competition

If you have qualifications that are in high demand, but short supply, you're very lucky. The chances are that you'll find many opportunities and few other candidates competing with you. Instead, you'll be competing against the employer's image of the ideal candidate and will be measured against a list of skills and -qualities the employer believes are critical. This isn't as easy as it sounds; the job is not yours for the asking.

"The employment market is competitive, and there are more opportunities for new graduates," concedes Brian Gimlett, director of central personnel for MBNA, a financial services organization based in Wilmington, Del. "[As a result,] some think the job is theirs for the asking. The reality is far from that."

Few employers are willing to sacrifice their standards or hire a candidate they see as a potential personnel problem.

"The market is just red hot for some disciplines," agrees Bill Crumlett, director of human resources for Southwest Research Institute, a nonprofit, applied engineering and physical science research and development organization located in San Antonio, Texas.

"We make twice or three times the effort (today) to hire the same number of people we hired five years ago. But maintaining the quality of our staff is critical — and it's key to attracting [other]

good people."

Attitude is a critical factor in the interview process, according to Adrienne Maggio, senior human resource officer for PFPC, a global funds servicing company based in Wilmington, Del. "Students need to portray a willingness to learn and be a team player."

If you're entering a field where there are few opportunities and lots of candidates, you'll have a tougher time of it. You're going to face a lot of competition from other candidates for any job, and you'll also need to measure up to the employer's criteria. Don't give up: There are ways to make yourself competitive.

Most people fall somewhere in the middle of these extremes and are seeking jobs where supply and demand are roughly equal. You'll face competition [often fierce] from other candidates, but it's likely that you'll also have more opportunities to vie for and choose from.

Location

Regardless of your qualifications, where you plan to live and work has a major impact on the type and number of opportunities available to you. For example, there probably isn't much call for

a marine biologist in Iowa, nor will petroleum engineers find a lot to choose from in the dairy belt. Of course, many fields aren't tied to any one geographic area or even to a particular industry. If you've studied accounting or graphic design, for example, you'll find opportunities everywhere. On the other hand, if you want to work for one of the big accounting firms, or have your heart set on working for world-class advertising agency, you'll need to go where those organizations are located.

You

Although competition and location are critical elements, you are the single most important element in your personal job market. Your specific qualifications, skills, and attributes ultimately determine how you will fare in the work world. Your degree might get you an interview, but it won't get you the job. Employers have pretty high standards for their employees. It's not enough to "know your stuff" — employers look for good communication skills, flexibility, evidence of leadership abilities and more.

Continued to Page 7B

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Continued From Page 6B

"Along with technical expertise, candidates should be able to demonstrate strong interpersonal communication, and leadership abilities," says Odell Nickelberry, director of college relations for Abbott Labs, which manufactures healthcare and pharmaceutical products and is based in Abbott Park, Ill. "We look for candidates who are innovative and flexible and able to work in a team."

"It's very important to us that candidates demonstrate flexibility," says Laura Levine, program manager for college recruiting at America Online, a Virginia-based provider of interactive and e-commerce services. "Our environment is so nimble and quick — there is rapid change here. Our employees have to be able to deal with that."

"Businesses are changing all the time," says Gimlett. "Candidates who think their work is going to be static are wrong. You have to be flexible if you want to be successful."

Most employers also look for some type of relevant work experience. "Industry experience is becoming really important. [Participating in] related internships gives students a great advantage," says Mark Bishop, manager of college relations and staffing support for Federal Express, a worldwide transportation firm based in Memphis, Tenn.

"We have a continuous learning environment, but we see a strong GPA and prior experience as an intern as important predictors of future success in the R&D business when we are looking at new graduates," says Crumlett.

Experience doesn't neces-

sarily have to be packaged as an internship. "I absolutely look for internship experience," says Maggio. "But I've also been impressed by students who took summer and part-time jobs in nonrelated areas, such as construction work, to meet their financial needs who were able to articulate what they gained from the experience."

You also need to have realistic goals and expectations for the immediate future. Look at what you can and can't offer employers. Have a great degree and a not-so-great GPA? You'll probably have to prove yourself, so don't expect to start at the top. Lack work experience? You may need to pay your dues and learn the ropes.

Your first job isn't likely to be your last. If you don't have the right mix of qualifications and abilities to get your dream job, look for ways to acquire them so that you can move up. Look at each position as a stepping stone, providing you with key skills and experience that will help you land the job you want. Even if you do get your dream job first time out, don't ignore opportunities to broaden your skills. You are entering the work world; here, those who commit to lifelong learning surpass those who limit their knowledge and skills sets. The fastest route to a dead-end job and lackluster career is to forego learning new skills.

Hot fields

Right now, anything technology-related is hot. Computer science, many of the engineering disciplines, information systems, and similar disciplines are attracting a lot of attention, but so too are graduates in many other disciplines.

"There's no doubt that students with technology-related degrees are generating a lot of interest among employers," says Luckenbaugh. "But we're seeing demand for new college graduates across the board. Many types of businesses are doing well, and they're looking for graduates in the business and liberal arts disciplines."

In addition, for many careers, your major isn't as significant as the qualities you can offer the company.

"We're open to all degrees," says Gimlett, who like many other employers, says he is more interested in a candidate's flexibility, communication and interpersonal skills, and integrity. "If a candidate has those, we can teach him or her the rest. Many of our most successful people don't have finance degrees," he notes, (Heads up, liberal arts majors: MBNA's director of investor and media relations majored in Russian literature.)

Moreover, technology is creating new opportunities for graduates in an assortment of disciplines — not just the technology-related fields, and shortages of candidates in some areas can mean more opportunities for other types of graduates.

"Because the labor market is so tight, many employers are looking at secondary majors if they can't find their primary major," says Bishop. For all types of graduates, developing some more technology skill can mean more opportunities.

In the technical fields, consulting firms, engineering services companies, computer systems design/ consulting/ programming firms, communications companies, electrical equipment manufacturers, and computer and electronic products and

manufacturers are among the most active in the marketplace.

Chances are, if you have a degree in one of the technical disciplines, you'll have a number of opportunities to interview with a variety of employers. Be wise: Your degree gives you a leg up on lots of other new graduates who didn't major in a "hot" field but isn't a license to conduct a haphazard or half-hearted job search. Don't be tempted to take shortcuts. Have a career counselor review your resume. Research employers before you decide to interview with them. Attend employer information sessions. Take part in practice interview workshops. It may seem like a lot of effort, but you'll be glad you did it.

If your degree is in one of the nontechnical disciplines, accounting service firms, consulting firms, commercial and investment banking companies, financial services firms, retailers, and educational services organizations are among your best bets. Thanks to the current state of the economy, there's a good chance that you will find a number of opportunities worth pursuing.

It's also a good idea to keep an open mind about what's out there. There are many interesting careers and opportunities that might not be apparent to you right now. Look for opportunities outside of what you thought you wanted, and don't let salary issues or status blind you.

"New grads should avoid seeking or accepting a position strictly for monetary reasons," says Nickelberry. "Under such circumstances, job satisfaction is likely to be short term."

"It's important to examine every opportunity fully in terms of type of work, day-to-day activities, level of responsibility, and so

forth," agrees Bishop. "Students should be looking for what is a good match for them and try not to get caught up in the status of some jobs or some employers."

Now is the time to look for opportunities to gain experience that will further your career. "Some of the best opportunities are in out of the way places," says Crumlett. "New graduates can get great experience by being open to relocation early in their careers."

Sometimes peer or professors point you in a certain direction, but you need to be honest and realistic about what you want," advises Maggio. "For the long term, if you have a good education base, don't limit yourself. You can cross industries. Go back to school and get a master's in a complementary discipline. Manage your own career."

Stand out from your competition

Employers agree: The best way to stand out from your competition is to research the companies you hope to interview with.

"The most important thing students can do is thoroughly research companies they're interested in," says Gimlett. "Research will help them mold their resume and cover letters, give them the ability to ask good questions in the interview, and increase their confidence in interviewing. The better prepared they are for the interview, the better they will do."

"Students should make every effort to learn about the company or industry from 'insiders' through informational interviews and by participating in internships," says Bishop. "It makes the student better pre-

Continued to Page 8B

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Platforms:

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Continued From Page 7B

pared for the interview and shows initiative and dedication."

Research is also the key to determining if an industry or company is for you. "I appreciate it when students have done their homework and know they're interested in our company," says Maggio. "It says they are focused. I've interviewed students who haven't 'fine-tuned' their career search—they're open to everything. That's okay for an interview for an internship, not in the final interview process."

Furthermore, failure to research can be a real blunder. "I've interviewed candidates who didn't bother keeping up with business trends, including some candidates who didn't even know that we [AOL] were merging with Time-Warner," says Levine.

In addition, technology has raised employer expectations about your ability to learn about them. "There are innumerable Internet resources now available to graduates," says Nickelberry. "They can gain significant information about potential employer's history, financial performance, work culture, and career path opportunities."

Finding out about the company's culture is also important. "Whether you like your job or not has a lot to do with culture, not just nature of the job," says

Levine.

You can also stand out by showing enthusiasm and interest in the company. "That's very attractive to a hiring manager," says Crumlett. Again, the first way to show interest is to give evidence that you have researched the company.

Research and enthusiasm together are a powerful combination. "Believe it or not, students can make a very strong impression at a career fair—can stand out among the thousands of others—by researching the company and making it clear to the recruiter that they sought out the company booth," says Bishop. "That kind of enthusiasm and interest stands out."

Showing initiative also makes employers stand up and take notice. "I was impressed by the candidates who taught themselves HTML," says Levine. "They knew it would enhance their skills on the job even though it wasn't part of the job description."

Start here

There are lots of employers looking for new graduates to fill their workplace needs, but don't sit back and wait for them to come to find you. Seek them out. Take an active role in your job search. After all, this is your life.

Start with your campus career center. Find out about employers scheduled to conduct

interviews on your campus. Ask for information on any job or career fairs your school is sponsoring. Check out the job postings. And be sure to visit your career center's web site for pertinent information. Above all, you'll find expert advice and guidance at the career center that can help you conduct a successful job search.

You're lucky to be graduating at a time when the job market is strong, when opportunities are available, and when employers are interested in new college graduates. But don't let luck rule your job search. Make finding a job your job, and take advantage of the help that's available to you right now on campus at your career center. The payback is well worth the effort.

Nowadays, few people remain with one employer for the life of their career, and your first job is not likely to be your last. Moreover, you—not your parents, career counselors, or bosses—are responsible for the success of your career. It's important that you invest in yourself and your career by taking every opportunity to expand your skills and gain new ones so that you'll be ready and able to compete for new career opportunities. Good luck.

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