LinkedIn: A Tool for College Students

Students who utilize MACC’s online eRecruiting system at http://macc.experience.com are automatically connected to LinkedIn, the world’s largest professional network, where over 150 million members build and engage their professional networks. Look for a workshop on this topic at your campus in the fall.

Adapted from an April 2012 article in ‘Career Convergence’, the National Career Development Association’s newsletter, by Laurie Haskell and Kayla Krupnick Walsh

Over the last few years, LinkedIn.com has added wonderful features for students to use to better understand potential careers and help them develop a professional online presence, but very few students actually know how to fully put LinkedIn to use.

Connecting Academics to Career

Students are concerned about how a college education, and its corresponding financial burden, will eventually lead to a career. LinkedIn has an app for that. Because students have the ability to post their projects on their LinkedIn profile (through box.net, slideshare and other apps) and describe them, LinkedIn is a tool to see how skills learned in college can be applicable to the real world. The project section could include research papers, business analyses, technical presentations, or even animated movies. Talking about projects and their connection to the world of work also helps students acquire a professional vocabulary for their academic skills. Through searching profiles of professionals, students can translate their “reading” skills into language (evaluating, analyzing, investigating) that an employer will find valuable. Another way to connect academics and career is for students to view profiles of people in their field and recognize what projects and skills those professionals have under their belt. From this, students get a sense of what skills they still need to develop and can use this knowledge when selecting courses or topics for future projects or research papers. In this way, students can begin to see that they can build skills an employer will value while still in school.

Career Exploration

LinkedIn has become a place to explore a career path. Students can do a “people” search using a keyword such as “accounting” in the main search box and view profiles of people in that field. They can view an individual’s career path and see the various job titles and responsibilities in the field. If students are completely lost and unsure of what to do, the LinkedIn Skills tool is a great jumping off point. Students can enter one skill that they enjoy, “writing” for example. This tool provides students with a list of related skills (proofreading, editing, fact-checking, blogging), a sample of professionals with “writing” in their profile, a description of the skill, and the relative popularity of the skill. Students who are interested in particular companies can also view the most common skills of employees in that organization. Through this tool students can discover potential careers and a career path related to their passion or interest.

LinkedIn Builds Self-esteem

Many students have a hard time envisioning their future professional selves and often underestimate what they can offer a potential employer. A well-written resume can boost a job seeker’s self esteem and confidence; a good LinkedIn profile can do this even more so. Students can conduct career research on LinkedIn. They can study profiles of entry-level, mid-level, and senior-level professionals so that they can see what career progression looks like. By looking at these real world examples, they can easily see that everyone starts out at the same place they are now – the beginning. Students can build their profiles from the ground up, utilizing the profile sections especially geared for students (courses, projects, volunteer work, and activities). When done well, with the help of a career counselor, students can have LinkedIn profiles that look as good as experienced professionals. Furthermore, this process of building a LinkedIn profile (con’t on p. 6)
Twenty three MACC students received New Traditions Scholarships and grants totaling $7,107.44 in the Spring 2012 awards ceremony held on the Main campus on March 19, 2012. Two students received Displaced Homemaker Fee Waivers from the state of Missouri valued at $3,032.44. Five MACC Institutional Awards were awarded, valued at $2,100. These are renewable awards valued at $300 each for two students in their fourth consecutive semester, and $500 each for three students in their second semester. Since the criteria were changed in Fall, 2012, students are now eligible for two semesters instead of four as in the past, but the amount was raised from $300 to $500 per semester. Sixteen MACC student received scholarships that were awarded from eight private contributors totaling $1,975.00: PEO KJ Chapter, Beta Sigma Phi - Preceptor Laureate; Business Women of Missouri Moberly and Huntsville, Carolee Hazlet, G. E. Capital, Moberly Ladies Auxiliary to the VFW Post 2654; and the New Traditions Advisory Committee.

No photos were available for the following MACC New Traditions scholarship recipients: Anna Failor, pre-OTA, Moberly, recipient of the Beta Sigma Phi - Preceptor Laureate scholarship, represented by Joyce Riley; and Melissa Wieszhaus, AA, Kingdom City, recipient of the New Traditions Advisory Committee scholarship, represented by Carolee Hazlet.

G. E. CAPITAL SOLUTIONS
Left to right: Dr. Evelyn E. Jorgenson, President; Leslie Redding, G. E. Capital Representative; Meredith McCannon, AA, Kirksville, Recipient; Patricia Twaddle, Director, Career and Placement Services; Susan Brouk, Director, Career and Technical Programs
Not present for presentation: Elizabeth Akers, AA, Williamsburg; April Duncan, Raychelle Love, AA, Queen City; Jessica Powers, BOE, Columbia; Ashlee Wertz, AAT, New Bloomfield

BUSINESS WOMEN OF MISSOURI
HUNTSVILLE CHAPTER
Left to right: Dian Spurgat, Business Women of Missouri-Huntsville Chapter; Tiffany Webster, PN, Macon, Recipient; Patricia Twaddle, Director Career and Placement Services; Susan Brouk, Director, Career and Technical Programs

MACC INSTITUTIONAL SCHOLARSHIPS
Left to right: Dr. Evelyn E. Jorgenson, President, MACC; Micah Graviett, A.D.N., Moberly, Recipient; Melissa Minnis, PN, Moberly, Recipient: Marcia Dodd, ACC, Moberly, Recipient; Susan Brouk, Director, Career and Technical Programs, MACC. Not present for presentation: Tiffany Detjen, PN, Middletown; and Stephanie Ley, WLD, Moberly
SPRING 2012
NEW TRADITIONS SCHOLARSHIPS

MISSOURI ASSOCIATION OF FAMILY AND COMMUNITY EDUCATION
Left to right: Dr. Evelyn E. Jorgenson, President; Heather Owens, pre-OTA, Moberly, Recipient; Bonnie Kisor, Representative; Patricia Twaddle, Director, Career and Placement Services; Susan Brouk, Director, Career and Technical Programs
Not present: Wendi Bentley, MKT, Moberly

CAROLEE HAZLET SCHOLARSHIP
Left to right: Dr. Evelyn E. Jorgenson, President; Heather Kindle, BOE, Armstrong, Recipient; Carolee Hazlet, Representative; Patricia Twaddle, Director, Career and Placement Services, Susan Brouk, Director, Career and Technical Programs

PEO KJ CHAPTER
Left to right: Dr. Evelyn E. Jorgenson, MACC President; MACC; Kerri Bunch, AA, Moberly, Recipient; Patricia Twaddle, Director, Career and Placement Services; Susan Brouk, Director, Career and Technical Programs

LADIES AUXILIARY TO VFW POST 2654
Left to right: Dr. Evelyn E. Jorgenson, President; Elaine Avery, President, Ladies Auxiliary to VFW Post 2654; Debbie Gibson, AA, Marceline, Recipient; Patricia Twaddle, Director, Career and Placement Services; Susan Brouk, Director, Career and Technical Programs
Not Present: Jamie Byrd, AADN, Auxvasse
SPRING 2012 NEW TRADITIONS SCHOLARSHIPS

MACC students can apply for New Traditions scholarships by phoning the Career and Placement Services department at (660) 263-4100 ext 11232 between 8 am - 5 pm weekdays or ext 11319 between 8 am - noon.

Scholarships are awarded to degree-seeking MACC students enrolled in the New Traditions program in good academic standing.

Eligibility criteria also include one or more of the following:
- Pursuing a career dominated by the opposite gender
- **Displaced homemaker**: divorced, widowed, disabled or unemployed or under-employed spouse
- Single parent
- Disability
- Limited English proficiency
- Economically disadvantaged

BUSINESS WOMEN OF MISSOURI-MOBERLY CHAPTER

Left to right: Dr. Evelyn E. Jorgenson, President; Edith Beamer, Business Women of Missouri-Moberly Chapter; Jo Ancell, Business Women of Missouri-Moberly Chapter; Michelle Gehring, AA, Moberly, Recipient; Patricia Twaddle, Director, Career and Placement Services; Susan Brouk, Director, Career and Technical Programs

DISPLACED HOMEMAKER FEE WAIVERS

Left to right: Dr. Evelyn E. Jorgenson, President; Sara Harman, ECE, Salisbury, Recipient; Kyleene Powell, A.D.N., Moberly, Recipient; Susan Brouk, Director, Career and Technical Programs; Patricia Twaddle, Director Career and Placement Services
MACC STUDENT WINS BREAKING TRADITIONS AWARD

For nineteen years, Breaking Traditions has honored outstanding students who have chosen specific career and technical education programs based on their interests and abilities, and who have not let their gender influence their career decisions. Outstanding educators who are teaching in a non-traditional career program and who are supportive of nontraditional students are also recognized. Nontraditional means occupations in which individuals from one gender comprise less than 25 percent of the individuals employed in that occupation or field.

State winners of this award receive scholarship offers from every Missouri Community College and from Linn State Technical College. In addition, each state and regional winner will receive a scholarship from the Friends of the Missouri Women's Council on behalf of the Missouri Women's Council.

In the 2012 Breaking Traditions contest, MACC student Jason Bunce, Moberly, was recognized as the Region II Post-secondary male winner. Jason is pursuing an Associate of Applied Science degree in the Medical Lab Technology (MLT) program at Moberly Area Community College’s Advanced Technology Center located in Mexico, MO. Jason was nominated by his instructor, Kristine Hayes, MLT Coordinator.

Mr. Bunce’s advice for students considering non-traditional majors was, “A person's gender should never be a determining factor in choosing a career path. If you choose a career field based solely on the idea that women and men are inclined to doing a certain job, you are limiting your options. Everyone has the right to work in a career field that provides a sense of personal satisfaction, pays competitive wages, and matches an individual's abilities and talents.”

In his student essay, Bunce wrote, “Entering the medical laboratory program has given me the skills and talents to be successful and make a difference in this profession. An occupation in this nontraditional field will give me a better opportunity for advancement and future job security. It’s very important not to stick to gender stereotypes when choosing a career. Working as a medical laboratory technician is a way for me to push against those stereotypes.”

Ms. Hayes’s reason for nominating Mr. Bunce for this award wrote, “Jason is bright, funny, easy going and works hard at learning his newly chosen profession. He will be an asset for any laboratory he works for in the future and a great representative of MACC's MLT program and the quality student we aspire to put through our program. I also feel that he would represent the profession well as the face of what laboratory medicine is moving towards.”

Last year's state student postsecondary/adult winner Stephanie Ley, Moberly Area Community College, Welding and Metals Technology, will continue to receive a $500 per semester scholarship throughout the 2012-13 academic year provided via the MACC New Traditions scholarship program.

Sponsored by the Department of Elementary and Secondary Education (DESE), the Missouri Center for Career Education (MCCE) and the MCCE Career Education Coordinators, the Breaking Traditions awards are an excellent opportunity for students, career-technical programs, educators and schools to receive recognition and statewide publicity. Special thanks go to the instructors who took time to complete nomination forms for their outstanding students.

For more information and a complete list of State, Regional and Honorable Mention winners, please check the Breaking Traditions website at www.breakingtraditionsmissouri.org
LinkedIn (continued from p. 1)

can be truly transformational – when a student starts with nothing and creates a complete, professional looking profile with work samples and a list of skills, the student can actually feel better connected to the future professional he or she wants to become.

Gaining Access to Professionals and the Professional World Like Never Before

With over 150 million members, including executives from every Fortune 500 company, students can interact in the same space as CEOs! Students can join groups and engage in online discussions, participating in LinkedIn Answers by either asking questions or providing answers. Students can ask questions to get information and data for research papers and academic projects. There is always a professional willing to respond, once again solidifying that connection between academics and career. LinkedIn’s News feature helps students stay informed about what professionals in their fields are reading. Together, these features simulate a “virtual” informational interview, and could also enhance job interview preparation. Most students today are already comfortable living and communicating in this online world.

Insight into the Future

LinkedIn.com has become much more than just an online networking tool. LinkedIn connects academics to careers, provides new methods of career exploration, helps to build self esteem, and provides valuable insight into their future professions.

UPCOMING EVENTS

OFF-CAMPUS SCHEDULE FOR FALL 2012

Career Counseling by appointment
660-263-4100 ext 11232

FREE services include vocational assessment, academic support, and applications for grants and scholarships through the New Traditions program.

<table>
<thead>
<tr>
<th>Columbia</th>
<th>Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, 8/10</td>
<td>Wednesday, 8/1</td>
</tr>
<tr>
<td>Thursday, 8/30</td>
<td>Thursday, 9/27</td>
</tr>
<tr>
<td>Thursday, 10/11</td>
<td>Thursday, 10/25</td>
</tr>
<tr>
<td>Thursday, 11/8</td>
<td>Thursday, 11/29</td>
</tr>
<tr>
<td>Tuesday, 12/13</td>
<td>Friday, 12/14</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hannibal</th>
<th>Kirksville</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 8/2</td>
<td>Tuesday, 8/14</td>
</tr>
<tr>
<td>Thursday, 9/20</td>
<td>Thursday, 9/13</td>
</tr>
<tr>
<td>Thursday, 10/18</td>
<td>Thursday, 10/4</td>
</tr>
<tr>
<td>Thursday, 11/15</td>
<td>Thursday, 11/1</td>
</tr>
<tr>
<td>Monday, 12/17</td>
<td>Thursday, 12/6</td>
</tr>
</tbody>
</table>