

COLLEGE AND CAREER FAIR
APRIL 13, MACC ACTIVITY CENTER, 10 AM –1 PM

IN THIS ISSUE:

College and Career Fair	p. 1
Me, Myself and Inc. <i>Brand and market yourself For career success</i>	p. 2
Part-time job opportunity For students	p. 2
College Central Network	p. 2
Linked-In Know How	p. 3
New Traditions Scholarships and Grants	p. 4
Upcoming Events	p.4

WEDNESDAY, APRIL 13
• 2016 •

College & Career

• FAIR •

Wednesday, April 13, 2016

10 AM - 1 PM

MACC Activity Center
1010 College Avenue, Moberly, MO

Drop by the 2016 College & Career Fair and visit with over 60 exhibitors. Find your next job or talk to the university you'll be attending after graduation. Get dressed up and dust off that resume. It's time to find your future!

 MOBERLY AREA COMMUNITY COLLEGE
Real Life. Real Knowledge. Real People.

MACC.EDU/CAREERFAIR | 660.263.4100 X.11332

**CAREER AND
PLACEMENT SERVICES**Moberly Area Community
College101 College Avenue
Moberly, MO
65270-1304Rooms C02 and C21
MACC Career Center
(660) 263-4100
(800) 622-2070Patricia Riely
Ext. 11232

patricit@macc.edu

Elaine Avery
Ext. 11319

elainea@macc.edu

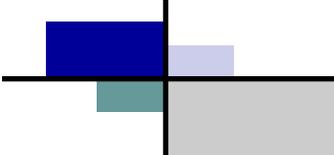
www.macc.edu

<http://www.macc.edu>

Check out our web page for more information and a list of exhibitors:

<http://www.macc.edu/careerfair>

This event is free and open to the general public, job seekers, career changers, MACC students, and high school juniors and seniors



ME, MYSELF, AND INC.

Brand and market yourself for career success

from *Career Central Advice, College Central Network*

Part-time Job Opportunity for Students

"Why should I hire you?"

For a job seeker, the answer to this recruiting question is probably the same reason why some choose Nike footwear, Starbucks coffee, or an Apple computer over some other product choices — because, like certain brands, YOU bring value that fills a need better than anyone else. If you were a box of cereal hoping to end up at the checkout, you would have to first grab the shopper's eye from among the other boxes and brands on the shelves, then convince him why you're the best thing since sliced bread so he'll put you in his cart. You begin by building YOU, the Brand.

YOU are the product.

Brands are important. By filling NEEDS and adding VALUE, they create a sense of certainty, consistency, and credibility, which translates into user security, comfort and loyalty. A home security company doesn't just sell alarms; it also promises peace of mind. As a job seeker, you are your own CEO. You create and you maintain your own brand of services. This identity articulates the benefits you offer an employer. Included are your credentials, experience, and actions that help build a profile and reputation that are unique to you. All brands have reputations. A positive reputation keeps people coming back...

Know Thyself

To describe yourself, you must first know yourself. Building YOU, the Brand, begins with asking, "What is my purpose? What qualities and characteristics do I want people to remember? What achievements make me proud? What is my passion?" You are a package deal. Enthusiasm is as important as experience. Monitor your appearance, how you speak, your resume, your choices, how you handle pressure and time, how you behave. These all contribute to how recruiters perceive, connect, and relate to You.

Create positive PR

Visibility is essential for brand awareness. Promote yourself effectively by interacting with teachers, associates, and the community. Attend events, assist with projects, volunteer, intern, mentor. Keep your online presence (your digital footprint) clean. Have a strategy and campaign to market yourself. Network to develop relationships. People like to be associated with winners; that's the power of the Brand. Business cards are the most common means of conveying information and your sense of style. And don't forget your 30 second elevator speech. Sometimes, no matter how well you brand yourself, some folks like Coke over Pepsi. It doesn't mean one is better; it might just be personal preference. So don't allow yourself to get discouraged!



MidwayUSA is looking for part-time **Shipping & Receiving Warehouse Associates**

responsible for working in all areas of their climate controlled warehouse to receive and inventory product and to complete customer orders.

MidwayUSA has hours available that work well for students or anyone looking for PT employment. They are looking for employees who:

- Are dependable and hard-working with a positive attitude
- Can work a minimum of 24 hours weekly, which will include at least one weekend day.
- Can lift items up to 70lbs.
- Can pass a thorough background and drug screening
- Starting wage for this position is \$10.75/hour, with an opportunity for an increase after 90 days.

Benefits include:

- A tuition assistance program
- Flexible scheduling
- 401k eligibility
- Employee Discount Program

<http://www.midwayusa.com/jobs-in-missouri>

Check out **College Central Network** at www.collegecentral.com/macc

This web site sports half a million job postings geared for college students and new graduates and hundreds of articles to assist you with a successful job search. You can also post resumes and portfolios & search for internships.

LinkedIn Know-How

By **Valerie Neff Newitt** Advance HealthCare Network
<https://plus.google.com/+Advanceweb/posts>

It is common knowledge that social media - specifically the career-building prowess of LinkedIn - is a big plus for job seekers. But there's a fly in that intellectual ointment: Common knowledge is too often vague, even obtuse. So while you may realize that you need to adopt tried-and-true LinkedIn strategies, you may not have a clue as to what they are.

ADVANCE Healthcare Network is here to help. We canvassed a hefty number of career experts to identify specifics that will help you unleash the power of LinkedIn for your own job search. Because there are so many great ideas, we will offer the advice in digestible installments. This is the first one. Visit our site again soon for the next installments.

LinkedIn Tipster No. 1 is Cheryl Palmer, MEd, CECC, CPRW, a certified career coach with more than 20 years of experience in career development. As owner of Call to Career, her job-seeking strategies have been quoted in *The Wall Street Journal*, on CNN, on CareerBuilder and via other media outlets. But she offered the following insights expressly for *ADVANCE Healthcare Network* readers:

Complete your LinkedIn Profile. "Job seekers with well-developed profiles are 40% more likely to receive opportunities through LinkedIn than those with incomplete profiles," Palmer said. "An incomplete profile is a red flag to employers that you are not serious about representing yourself well online."

Demonstrate ROI in your professional summary. "Healthcare organizations are very familiar with the term 'return on investment' (ROI)," said Palmer. "But maybe you have never thought about demonstrating the ROI that a facility would receive by hiring you. So how do you do this in the profile summary?" Since space is limited in the summary, Palmer said you can include one or two of the following points, then give more details in the experience section:

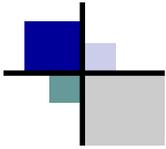
- A strong accomplishment statement
- A prestigious award or grade-point average
- A characteristic that differentiates you from others, or for which you are known in your field. (Do you excel in blood draws? Are you trained in Lean practices? Can you improve turnaround times in the lab?)

Target facilities where you want to work. "Network with hiring managers; cross reference their names on LinkedIn and Twitter to connect with them virtually," Palmer suggested.

Join groups on LinkedIn related to your field. "Reach out to people in those groups and ask them to join your network," Palmer said. "Regularly check the group updates to see who has posted interesting information; follow up with invitations to those who consistently share solid content. This will fill your network with people who are savvy about your field."

Check LinkedIn to see if anyone in your network is connected to a facility with a job opening you are interested in. Palmer suggested using the search bar at the top of the LinkedIn page, then clicking on "Companies" in the drop-down menu to search for an organization or facility name. "LinkedIn will then tell you who in your network works for that organization," said Palmer. "If some of the people who come up are in your second- or third-level contacts, ask your first-level connection to introduce you." That's what you call a virtual "foot in the door." *Valerie Neff Newitt is a staff writer. vnewitt@advanceweb.com.*





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**NEW TRADITIONS
 SCHOLARSHIPS AND GRANTS**

MACC's long-standing New Traditions program provides scholarships and grants from a variety of donors and three separate sources of funding. MACC offers five annual institutional awards valued at \$500 per semester and renewable for one semester. The application deadline for those awards is **April 1**: <http://www.macc.edu/financial-aid-types/scholarships>

However, there is also funding through state legislation that offers fee waivers for Displaced Homemakers and there are also privately funded New Traditions scholarships. Students who may have missed the deadline or were not selected for Institutional Awards can still apply for other scholarships and grants for the fall 2016 semester through the New Traditions program.

Interested applicants are encouraged to apply by phone. Please contact Elaine Avery, Career Specialist, weekdays between 8 am—noon at (660) 263-4100 ext. 11319, or Pat Riely, Director of Career and Placement Services, ext. 11232, between 1—5 pm.

CHECK THE CAPS WEBSITE FOR UPDATES, CAREER FOCUS WORKSHOPS AND OTHER EVENTS:

<http://www.macc.edu/services/career-placement>

UPCOMING EVENTS

OFF-CAMPUS SCHEDULE
 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.

Columbia

- Monday Feb.8
- Thursday Feb. 18
- Monday Feb. 22
- Monday Feb. 29
- Monday March 7
- Monday March 14
- Monday March 21
- Monday April 4
- Monday April 11
- Thursday April 21
- Monday April 25

Mexico

- Thursday Feb. 25
- Friday March 18
- Wednesday April 27
- Hannibal**
- Thursday Feb. 11
- Friday March 4
- Thursday April 14
- Kirksville**
- Thursday Feb. 4
- Thursday March 3
- Thursday April 7

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