

## SIX REASONS TO GO TO COLLEGE TAKEN FROM TG'S ADVENTURES IN EDUCATION (AIE™)

### Higher Education = Higher Reward

Generations of Americans have used college as a ticket to a better future, not just in terms of money, but also in terms of a higher quality of life. That could mean job security, greater social mobility, or the ability to afford big things like a house. If you question whether college repays what you invest in time and money, read the research done by organizations like the College Board or the Pew Research Center. Every year, these groups release studies that show how a college education opens doors to a multitude of benefits, including the ones described below.

#### 1. Job opportunities

A higher education can prepare you for work, but also give you the flexibility to change jobs and job locations. What's more, your degree or certificate can act as a springboard, providing your career upward mobility.

#### 2. Security in a changing economy

Unemployment rates are lower for workers with a higher education degree. College gives you the foundation to adapt to changing business conditions throughout your life, so you won't get left behind. Another plus: If laid off, you're likely to find re-employment faster.

#### 3. More money

Economists say higher education comes with an earnings premium. What does that mean? For employers, a degree or certificate means greater expertise, something they're willing to pay more for. According to the Bureau of Labor Statistics, a person with a bachelor's degree can earn as much as a \$1 million more over a lifetime than someone with just a high school diploma.

#### 4. Stability for a family

Want to marry and have children? The better income you earn from a degree or certificate can prepare you to provide for the people in your life. Also, if you want the best for your children, including a future college education, you'll find that getting your own degree is a great investment.

#### 5. Better health

Research shows that adults with a college education tend to smoke less, watch their weight, and have access to medical care when they need it. Many employers offer medical insurance, which is a great advantage for maintaining your health and the well-being of your family.

#### 6. Community engagement

Get a higher education and you're more likely to be involved with your community at a local or national level. Studies show people with a higher education tend to vote more, volunteer for community events, and even donate to organizations that promote a better society.

<http://www.aie.org/plan-for-college/is-college-for-me/six-reasons-to-go-to-college.cfm> TG's Adventures In Education (AIE™) is a public-service website developed to help students plan and complete their journey through higher education. By providing free resources to students, parents, counselors, and educators, AIE encourages individuals to discover and pursue educational opportunities. AIE promotes a better tomorrow by preparing students and families for the adventure today.

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### CAREER & TECHNICAL EDUCATION SERVICES

Moberly Area Community  
College

101 College Avenue  
Moberly, MO  
65270-1304

Rooms C02 and C21  
MACC Career Center

(660) 263-4100  
(800) 622-2070

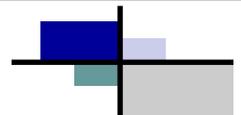
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<http://www.macc.edu>



## RESUMES

### Did You Know....



Your resume is a Marketing Document...yes, a "marketing" document that helps you stand out from the crowd and meets the employer's needs. The interview is your sales call and your resume is how you get there. The "buyer," aka employer, tells you exactly what they are looking for and you deliver by stating all of the requirements you match.

The average time spent by recruiters looking at a resume: 5 to 7 seconds.

76% of resumes are discarded for an unprofessional email address.

There is an 88% rejection rate when you include a photo on your resume.

68% of employers will find you on Facebook.

18,400,000 applicants found their job on Facebook.

10,200,000 applicants found their job on LinkedIn.

89% of recruiters have hired someone through LinkedIn.

8,000,000 applicants found their job on Twitter.

93% of recruiters are likely to look at a candidate's social media profile.

43% of job seekers have used their mobile device to engage in a job search with 7% of all job seekers conducting their job search online while in the restroom.

**Read more at <http://www.business2community.com/human-resources/25-fun-facts-resumes-interviews-social-recruitment-0975676#jg8dcOpRfwSr2fCS.99>**

## How Can An Interviewer Know in 90 Seconds if they will Hire You?

While the average length of an interview is 40 minutes, 33% of 2000 surveyed bosses indicated they know within the first 90 seconds if they will hire that candidate.

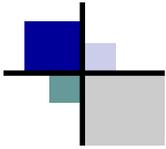
How can they make such a decision in less than 2 minutes? In the same survey, respondents noted the following nonverbal mistakes as some of the reasons why you may be eliminated during the interview:

- 70% indicated applicants were too fashionable or trendy.
- 67% indicated failure to make eye contact.
- 55% the way the candidate dressed, acted or walked through the door.
- 47% of clients who had little or no knowledge of the company.
- 38% was a tie – quality of voice and overall confidence; and lack of a smile.
- 33% for bad posture.
- 26% because the handshake was too weak.
- 21% for crossing their arms over their chest during the interview.

Check out **College Central Network** at [www.collegecentral.com/macc](http://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.





**new**traditions

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## New Traditions

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. Recipients will be recognized at the Scholarship Ceremony on Monday, November 7, 2016 in the Blue Room at 2:00 p.m.

Please contact Elaine Avery, Career Specialist, weekdays between 8 am—noon at (660) 263-4100 ext. 11319, or Sonda Stuart, Director of CTE Data & Student Success, ext. 11232, between 8 am and 5 pm if you have any questions.

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

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

## Updates at the Career Center



**Congratulations to Pat Riely on her recent retirement, June 30, 2016!!!**

**HEALTH FAIR  
WEDNESDAY OCTOBER 19, 2016  
ACTIVITY CENTER  
MOBERLY CAMPUS**

**COLLEGE AND CAREER FAIR  
TBA  
PARKADE CENTER  
COLUMBIA CAMPUS**

