



Message from the Director...

Welcome to the Spring 2009 edition of "Career News" the Virginia State University (VSU) Career Services newsletter. It is our desire, through this medium, and other outlets to keep you informed as to the activity of the Career Services office. And while this year has been affected by a poor economy, the 2008-2009 academic year has gone relatively well. Surprisingly, employers continue to contact us on a daily basis expressing interest in recruiting for internship and full-time placement candidates. One of the many positives we experienced during the year was the unprecedented number of internship placements. Other unit accomplishments include: the selling out of the annual career fair for the second straight year; the continued growth of the VSU Business and Industry Cluster program; the addition of the Career Services website to the VSU Alumni Association website; the completion of a Career Services annual report (see VSU website); receipt of generous financial and volunteer time contributions from Cluster members and other employers and the establishment of a cadre of Career Services student volunteers (Career Services' Ambassadors).

The staff and I extend a heartfelt thank you to the employment community, University administration, student body, faculty, staff and alumni for your support! Going forward, please feel free to contact us with any questions or ideas!

-Rodney G. Butler

Mission

The mission of Career Services is to assist students in obtaining the most benefits possible from their college education through satisfying career placement upon graduation. All of the programs and services offered by Career Services are designed to facilitate the career development of students by exposing them to career planning, career options, decision-making skills, occupational information and reinforcement of appropriate work skills and attitudes.

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Career Services CAREER NEWS

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SPECIAL ANNOUNCEMENT(S)

Virginia State University
Career Services will host its
39th Annual Career Fair
Thursday,
October 15, 2009
Daniel Gymnasium
10:00 a.m. - 3:00 p.m.

This event is open to all students and alumni who are seeking full-time and internship positions. It's a great opportunity to learn more about various industries and current hiring trends. The fair is designed to provide an opportunity for students and employers to interact with one another in an informal setting.



JOB FAIR

Business professional attire is required.

Bring several copies of your résumé. For more information regarding this event, call (804) 524-5211.

Proper Business Attire

By Lydia Ramsey

Do you ever wonder where all the dress rules have gone? Depending on when and where you are on any given business day, the words "distant past" might come to mind. It's difficult to decide if people don't know what to wear to work or if they have lost sight of the relevance of appearance to professional success.

The Queen of England is reported to have told Prince Charles, "Dress gives one the outward sign from which people can judge the inward state of mind. One they can see, the other they cannot." Clearly, she was saying what many people are reluctant to accept; that people judge us by the way we dress. In all situations, business and social, our outward appearance sends a message.

Try going to a busy restaurant at lunchtime. Look around you at what people are wearing and see if you don't make judgments about who they are, their line of business, their personalities and their competencies. Think about how you feel when you are dressed in your usual business attire as opposed to casual dress. Your choice of business apparel speaks to your professional behavior and credibility. It is important to understand how to dress for business if you wish to promote yourself and your organization in a positive manner.

How you dress depends on four factors: the industry in which you work, the job you have within that industry, the geographic area in which you live; and most importantly, what your client expects to see.

Proper Business Attire for Men

In men's clothing, fashion does not change significantly from season to season but proper business attire is about being professional and not about being fashionable. It's about presenting yourself in a way that makes your clients feel comfortable and confident with you. Dressing for success is still the rule. The professional businessman should keep in mind these few points when deciding what to wear to work.

- ◆ Choose a conservative suit in navy, black or gray either pinstripe or solid. The quality of the material speaks as loudly as the color and can make the difference between sleaze and suave.
- ◆ A solid white or blue dress shirt with long sleeves offers the most polished look. The more pattern and color you add, the more the focus is on your clothing, rather than your professionalism.
- ◆ Ties should be made of silk or a silk-like fabric. Avoid the cartoon characters and go for simple and subtle if you want to enhance your credibility.
- ◆ Socks should be calf-length or above. Make sure they match not only what you are wearing, but also each other. A quick glance in good light before heading out the door can save embarrassment later in the day. Check for holes as well if you'll be going through airport security and removing your shoes.
- ◆ Shoes should without question be conservative, clean and well polished. Lace-up shoes are the choice over slip-ons or flip flops. Don't think for a minute that people don't notice shoes. Many people will look at your feet before your face.
- ◆ Belts need to match or closely coordinate with your shoes. Once again, quality counts.
- ◆ Keep jewelry to a minimum. In a time when men sport gold necklaces, bracelets and earrings, the business professional should limit himself to a conservative watch, a wedding band and maybe his college ring.
- ◆ Personal hygiene is part of the success equation. Freshly scrubbed wins out over heavily fragranced any day of the week. Save the after-shave for after hours, but never the shave itself.
- ◆ The finishing touch for the business man is his choice of accessories: briefcase, portfolio and pen. When it comes to sealing the deal, a top of the line suit, a silk tie and a good pair of leather shoes can lose their affect when you pull out the ball point pen you picked up in the hotel meeting room the day before.

Internships suffering with economy

By Ashley Corinne Killough

It's that time of year -- when students tweak their resumes and mail applications by the dozens, all in hopes of landing that perfect summer internship. But with companies laying off employees by the thousands, paid internships often become the first victims of the cost-cutting axe.

Dr. John Boyd, director of Career Services at Baylor University, said he hasn't seen internship markets this tough in a long time. "And I think we're going to see this trend continue throughout the year," Boyd said. "Texas has been somewhat insulated, but that insulation is wearing thin." Boyd points to the decline in the number of companies registered for Baylor's February 18 internship/job fair, which will have around 60 companies, compared to last year, which had 125. "A lot of companies have backed off. They're uncertain. There's a great concern as to what is going to happen in the short term," Boyd said.

Several financial companies, consulting firms, and banks will be among the missing at the upcoming career fair.

Walgreens Company, the nation's top intern employer, hired an estimated 7,350 interns in 2008, down from nearly 8,000 interns in 2007, according to CollegeGrad.com. On the other hand, the number of the company's entry-level positions increased by about 600 in the same time period. Coming in at second with the most interns, PricewaterhouseCoopers selected approximately 2,550 applicants, compared to 2,676 in 2007.

Boyd said that while some in the business sector are limiting internship offers, the engineering, science, and technology fields remain the strongest. He also credited the accounting industry as one that's remaining relatively stable. "But even the Big Four accounting firms are laying people off," Boyd said. "These are tough times, and, personally, I don't think, right now, we're able to see the end of it."

Don't get discouraged, though, Boyd said. Opportunities still exist -- it's just going to take some extra work.

He recommends that students talk with professors in their departments, who might have connections or advice on internships, and start perfecting their resumes and honing their speaking skills in preparation for the internship fair. Professional attire and demonstration of credibility are a must, Boyd said. "They should be on the top of their game plan and be prepared with an elevator

speech on what they could bring to the table," Boyd said. "They must come across as distinctively competent because the competition is going to be severe."

Plainview senior Lindsay Collins spent hours doing research last year while looking for an internship, one that was required for her fashion merchandising major. "I knew I wanted to intern at a magazine, so I found ones I was interested in and worked really hard to find out who to get in touch with about internships because they weren't advertised," Collins said. After sending in her resume and work samples, Collins flew to New York for an interview with *Seventeen* magazine, after which the magazine offered her an internship. "It was unpaid, but it was worth it because of the experience," Collins said. "And it looks good on my resume." Despite her high-profile internship, Collins, who graduates in May, said she's not having as much luck job-hunting. "No one is hiring. Everyone is cutting jobs," she said. "I've applied to nearly 15 companies, and I finally just heard back from one."

Many students are experiencing similar lulls as they seek out internships. And when supply falls and demand rises, the competition stiffens.

Internship placement programs, third-party firms that match an applicant with a company, are seeing a 15 to 25 percent increase in interest over a year ago, according to *The Wall Street Journal*. Programs like the University of Dreams and Brill Street & Co. find both paid and unpaid internships for students according to their interests and talents -- but for a price that could range in the thousands. "I wouldn't rule those programs out, but I'd be very careful and do a lot of research," Boyd said. "There are some reputable placement programs out there, but many of them are costly. Sometimes it's worth the cost. That's a determination each individual has to make."

Boyd said the internship hunt may be more stringent than usual this year, but the intrinsic value of paid or unpaid positions can go a long way for a student's future. "It's not too late to get started," Boyd said. "But I wouldn't waste another day. The time is fast approaching."

-Ashley Corinne Killough is a staff writer for The Lariat at Baylor University.

Proper Business Attire (continued from page 2)

Proper Business Attire for Women

When women entered the workplace in the 1970's and 1980's in greater numbers than ever before and began to move into positions which had traditionally been held by men, many of them believed that they needed to imitate male business attire. The result was women showing up at the office in skirted suits or coordinated skirts and jackets with tailored blouses finished off with an accessory item that looked very much like a man's tie. Happily those days are gone. While the business woman may now wear trousers to work, she does it out of a desire to appear professional and at the same time enjoy the flexibility and comfort that pants offer over skirts. Her goal is no longer to mirror her male colleagues.

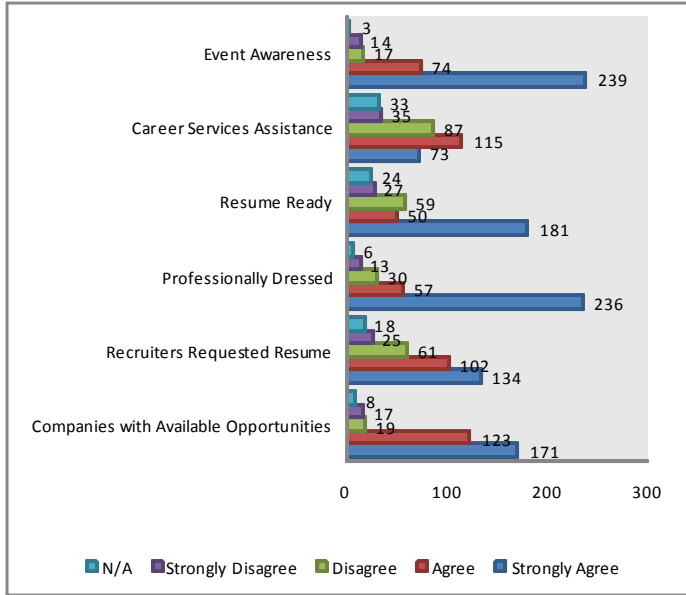
The same overall rules apply to women's work attire as apply to men's. Business clothing is not a reflection of the latest fashion trend. A woman should be noticed for who she is and her professional skills rather than for what she wears. Her business wear should be appropriate for her industry and her position or title within the industry.

- ◆ Start with a skirted suit or pants suit for the most conservative look. A skirted suit is the most professional. With a few exceptions, dresses do not offer the same credibility unless they are accompanied by matching jackets.
- ◆ Skirts should be knee-length or slightly above or below. Avoid extremes. A skirt more than two inches above the knee raises eyebrows and questions.
- ◆ Pants should break at the top of the foot or shoe. While Capri pants and their fashion cousins that come in assorted lengths from mid-calf to ankle are the latest trend, they are out of place in the conservative business environment.
- ◆ Blouses and sweaters provide color and variety to woman's clothing, but they should be appealing rather than revealing. Inappropriate necklines and waistlines can give the wrong impression.
- ◆ Women need to wear hose in the business world. Neutral or flesh-tone stockings are the best choices. Never wear dark hose with light-colored clothing or shoes. Keep an extra pair of stockings in your desk drawer unless the hosiery store is next door or just down the street from the office.
- ◆ Faces, not feet, should be the focal point in business so choose conservative shoes. A low heel is more professional than flats or high heels. In spite of current fashion and the sandal rage, open-toed or backless shoes are not office attire. Not only are sandals a safety hazard, they suggest a certain official agenda.
- ◆ When it comes to accessories and jewelry, less is once again more. Keep it simple: one ring per hand, one earring per ear. Accessories should reflect your personality, not diminish your credibility.
- ◆ Business attire is different from weekend and evening wear. Investing in a good business wardrobe is an investment in your professional future. For those who think it's not what you wear but who you are that creates success, give that some more thought. Business skills and experience count, but so does personal appearance and that all-important first impression.

-Lydia Ramsey is a business etiquette expert, professional speaker, corporate trainer and author of "Manner That Sell - Adding The Polish That Builds Profits".

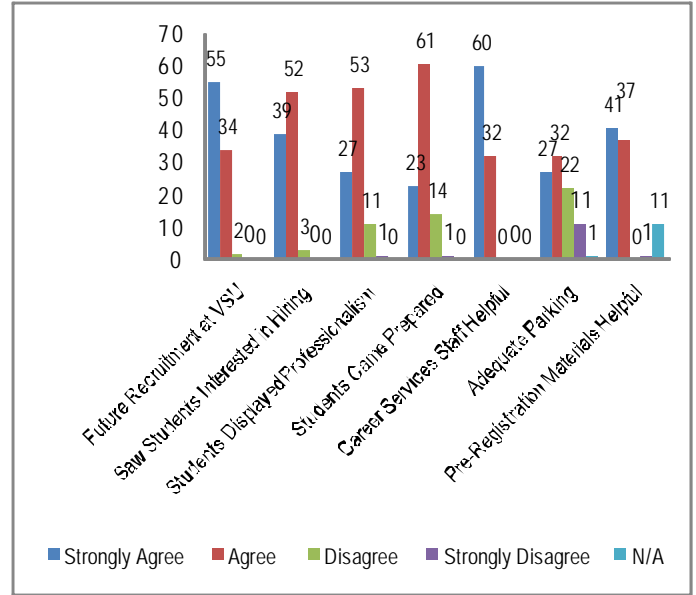
Career Fair Survey Results (Student)

The 38th Annual Career Fair brought in a record number students and alumni for a total of 728 registrants. Of the 728 attendees, 347 completed the survey, for a student survey response rate of 48%.

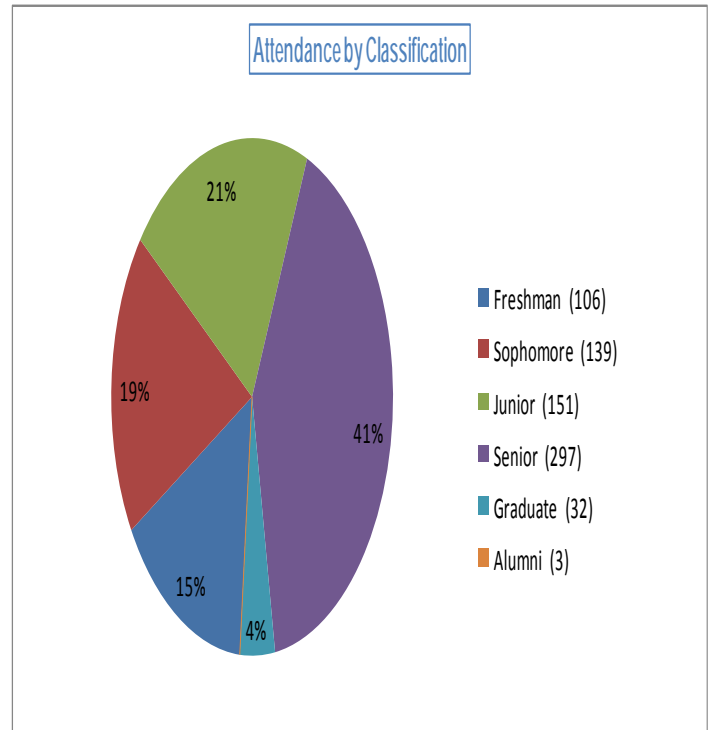
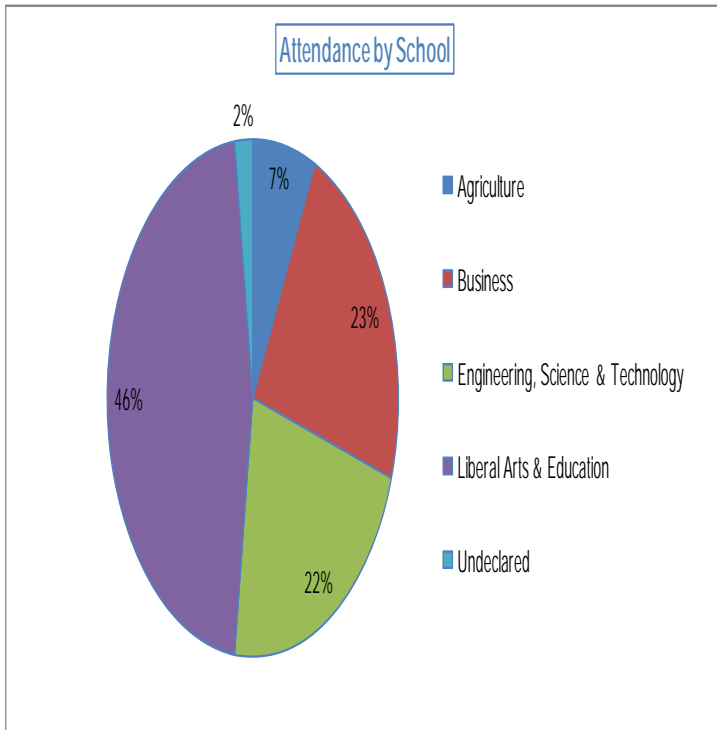


Career Fair Survey Results (Recruiter)

There were 73 exhibitors represented at VSU's 38th Annual Career Fair. Many of the organizations were represented by 2 or more recruiters for a total of 153. The total number of surveys completed was 99, for a recruiter survey response rate of 65%.



Attendance Summary



Career Services receives a gift of \$2,000.00 from Northrop Grumman



(l to r) Mr. Rodney G. Butler, Director of Corporate & Government Relations/Career Services (VSU); Dr. Robert L. Turner, Jr., Acting COO/VP for Development & University Relations (VSU); Mr. George Whitted, Senior Human Resource Representative (Northrop Grumman) and VSU Alumnus.

Career Services receives a gift of \$1,000.00 from retail giant, Wal-Mart



(l to r) Mr. Harry Eisaman, General Transportation Manager (Wal-Mart); Mr. Gilbert Chestnut, Maintenance Manager (Wal-Mart); Mr. Rodney Butler, Director of Corporate & Government Relations/Career Services (VSU); Mr. Derrick Thomas, Regional Transportation Manager (Wal-Mart); and Mr. James E. Sheck, II, Operations Manager (Wal-Mart) and VSU Alumnus.

Enterprise Rent-A-Car contributes...

The Business & Industry Cluster Scholarship Endowment Fund receives \$5,000.00 from Enterprise Rent-A-Car.

Annual Graduate Survey Results (2008)

The graduate/career survey in conjunction with the senior exit interviews for the class of 2008 took place on Thursday, April 17, 2008 through Saturday, April 19, 2008. Career Services conducted a survey of its May 2008 graduates to determine employment offer acceptance, salary and placement rates. According to VSU's Registrar Office, the total number of degrees awarded in May 2008 was 450. Of the 450 graduates, 259 responded to the survey, for a response rate of 58%. Of the 259 respondents, 85 have reported employment offers/placements, for a placement rate of 33%. Of the 259 respondents, 34 graduates have been accepted to or will be attending graduate school, for a graduate school attendance rate of 13%. Additional placement data is available on pages 6-10 of the Career Services Annual Report.

Annual Graduate Survey (2009)

The class of 2009 graduate survey and the financial aid exit interviews will be conducted on Thursday, April 23rd (9 am—2 pm); Friday, April 24th (9 am—2 pm); and Saturday, April 25th (9 am—12 pm) in room 200 of Foster Hall. The preliminary results of the 2009 graduate surveys will be available in June.

Recent Full-time Offers Extended and Accepted

Ms. Diana Collins
Accounting, December 2008
Auditor, United States Army Audit Agency

Mr. Ricky Evans
Business Management, May 2008
Aramark, Account Executive

Ms. Sarah Spencer
Accounting, May 2009
Auditor, United States Army Audit Agency

Ms. Whitney Arnold
Business Management/Human Resources, May 2009
Virginia College Savings Plan

Ms. Alyssa Bell
Accounting, May 2009
Virginia College Savings Plan

THE INTERNSHIP PROGRAM

“LEARNING IN ACTION”

Student Interns

FALL 2008 – SPRING 2009

<u>Name</u>	<u>Major</u>	<u>Employer</u>
Jermell Anderson	Computer Information Systems	VSU, A&F
Erica Archer	Computer Information Systems	VSU, Office of the President
Whitney Arnold	Business Management/Human Resources	VA College Savings Plan
Alyssa Bell	Accounting	VA College Savings Plan
Chynease Bryant	Accounting	The Balm in Gilead
Nakeya Byrd	Business Management	Walt Disney World Resorts
Ira Lee Coleman, Jr.	Accounting	VSU, A&F
Ocha Crenshaw	Hospitality Management	VSU, A&F
April Crowder	Accounting	VSU, A&F
Crystal Crowder	Accounting	VSU, A&F
Monica Davis	Computer Information Systems	VSU, A&F
Joe Allain J. Dollete	Manufacturing Engineering	VSU, A&F
Robert K. Epps, Jr.	Business Management	VSU, A&F
Samuel Eboweme	Accounting	Liberty Tax Service
Charles Foster	Criminal Justice & Psychology	VSU, Office of the President
Eldewins Hayes	Accounting	VSU, A&F
KeVauhn Hightower	Unknown	Walt Disney World Resorts
Jamison J.C. Johnson	Computer Information Systems	VSU, A&F
Davona Kelly	Accounting	VSU, A&F
Amanda S. Lee	Accounting	VSU, A&F
Eric Middleton	Unknown	Walt Disney World Resorts
Antoine Morton	Computer Information Systems	2 nd Chance Home Loans, Inc.
Candace Patterson	Accounting	Liberty Tax Service
Amos Pierre	Computer Engineering	VSU, A&F
Michael Tucker	Manufacturing Engineering	VSU, A&F
Dwayne Waddey	Computer Engineering	ADNET/FAA
April Wiles	Computer Information Systems	VSU, A&F
Brandon Williams	Business Marketing	Nationwide Insurance Company

Upcoming Events

April 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13 ♦	14	15	16	17	18
19	20	21 ♦	22 ♦	23 ♦	24 ♦	25 ♦
26	27	28	29	30 ♦		

May 2009

Sun	Mo	Tue	We	Thu	Fri	Sat
					1 ♦	2
3	4 ♦	5	6	7	8	9
10	11	12	13	14	15	16 ♦
17 ♦	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Event Details

- ♦ 4/13 - Defense Logistics Agency-DSCR; Campus Interviews
- ♦ 4/21 - Walt Disney Presentation
- ♦ 4/22 - Walt Disney Interviews
- ♦ 4/23 - 4/25 - Class of 2009 Graduate Survey/Exit Interviews; Foster Hall, Room 200
- ♦ 4/30 - Spring On-Campus Recruitment Ends
- ♦ 5/1 - VSU Business & Industry Cluster; Spring Meeting
- ♦ 5/4 - Spring Semester Classes End
- ♦ 5/16-17 - Commencement Weekend

Save the Date!

Thursday, October 15, 2009 - Virginia State University's 39th Annual Career Fair

Friday, October 16, 2009 - Virginia State University Business & Industry Cluster Fall Meeting