The Importance of LinkedIn for Today’s Job Market

By Alana Albus, Director of Career Services

Now, more than ever, a LinkedIn profile is a must for those seeking employment. Employers are using it to take a ‘closer’ look at an applicant, often looking for things that will complement a résumé and offer some insights into the person they are looking to hire. As a job seeker, you can use this social networking site to your advantage by showcasing skills and talents that may not be on your résumé, highlight areas of expertise (including class projects or coursework research), and demonstrate your abilities in a different light…all for FREE! There is no need to upgrade to the “Premium” LinkedIn profile.

Join groups (found under the Interest tab) that are Muhlenberg affiliated or others in the career field you wish to join. Follow companies you want to work for so you know what’s happening. Comment or post an article. All of these tips can help you to start to create an on-line presence.

What else can you do? LOTS! You can search for jobs or internships. You can do company research. You can look at someone’s career path for leads to companies you may want to work for at some point. You can reach out to people who work in a field or an organization of interest to you. You can network. You can network. You can network. In today’s job market, networking is key. The important thing to remember is that you want to continually network; you want to grow your own personal contacts. Why? Because you want to be reaching out and connecting BEFORE you really need something. Ask for guidance; ask for an informational interview; ask to shadow a professional. You will be surprised at how much people really want to help.

LinkedIn offers free tips and advice on how to create a profile on the Help tab. Of course, The Career Center can also give you some guidance. Call 484-664-3170 to set up a time to talk. We can help you through this sometimes stressful, but necessary, social networking tool.

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The Wescoe News

HIGHLIGHTS

By Philip Howe, Director of Accelerated Programs

Although the day was damp and overcast on October 19, it didn’t distract from the events surrounding the 17th Accelerated Degree Program Commencement. Families and friends helped the graduating students celebrate an important day in their lives and closed out a week dedicated to their success that began with a dinner on October 15.

Earlier in October we welcomed the students from Cohort 15 into the program with an orientation on October 1. This Cohort contains students in Business Administration as well as students in the Supply Chain Management concentration.

Fall is always a special and busy time of the year for us, and we continued with our traditions with five capstone presentations. Two teams from Information Systems Cohort 05 presented their projects on November 5. The team of Nicole Bywater, Brad Carvallos, Earl Mack and Heather Stone-Hessinger partnered with Muhlenberg’s Tresler Library to evaluate, select and provide an independent recommendation for the replacement integrated library system/library services platform.

The team of Lauren Petrosino, Jason Jones, José Fernandez, Frank Wilson and Alex Khalil presented their case study that involved the creation of a web site for the Hellertown Water Authority. This site enables residents to pay their bills electronically, which was a key requirement of the client.

Two days later, Business Administration Cohort 06 presented two additional capstone projects. A team comprised of Cindy Brooks, Tanisha Heard, Tonya Lee and Kim Williams completed a project for the Community Action Committee of the Lehigh Valley that resulted in recommendations for excellence in customer service. The team of Jerry Crepezi, Daniel Wiener and Robert Brown undertook a project for the Lehigh Valley Military Affairs Council for the purpose of reinvigorating the visitation program for veterans.

Darcy Cicchicki presented her project on Dallas Little People, a day care school located in the Wilkes-Barre area. This project involved a marketing plan, the introduction of social media and the repurposing of a web site.

Quick Clips

September

Samantha Anglestein, ’07, Enrollment Outreach Manager, and Wescoe student Shelly Fasolka attended an outreach event at an Iron Pigs Game at Coca Cola Park.

Phil Howe, director of Accelerated Programs, attended the Leadership Conference of the Pennsylvania Institute of CPAs (PICPA) in Harrisburg. There were 250 CPAs in attendance.

October

Dean Jane Hudak presented the topic, “Managing Multiple Generations” for the International Association of Administrative Professionals at The Best Western in Bethlehem. Other staff members in attendance were Samantha Anglestein, Guro Sumanich and Allison Gramer. Both Guro and Allison were acknowledged as new members.

Molly Brown, Wescoe’s director of Marketing and Public Relations attended the annual Eastern PA Fall CUPRAP conference at DeSales University. CUPRAP stands for the College and University Public Relations Association of Pennsylvania.

Andrew Harter ’04 works at the Intelligence Agency of the U.S. Department of Defense. His current official title is Unifying Intelligence Strategy Executive Secretariat for the Office of Defense Intelligence Integration. Andrew is an expert on intelligence gathering and risk assessment. He is also an adjunct professor in Intelligence Studies at the American Military University and a director of the Security and Risk Management Association, a professional organization.

Carisa Schoemaker ’12 was recently promoted to International Compliance Specialist at Crayola LLC.

HIGHLIGHTS

By Amy Benninger, Web & Marketing Assistant

Focus on Alumni: Caitlin Stilin-Rooney ’11

By Amy Benninger, Web & Marketing Assistant

HISPANIOLA, the second largest island in the Caribbean, is comprised of two countries: Haiti and the Dominican Republic (D.R.). Despite their close proximity, the countries are culturally unique. One difference is the dialect; Haiti speaks Creole, a language derived from French, while Dominicans have their own language, derived from Spanish.

Haiti is a very poor country. Over the past century, Haitians have migrated to the Dominican Republic seeking a better way of life. Many were undocumented workers, but they were industrious people who found employment in the sugar cane plantations. Some had children after moving to the D.R., and those individuals born on D.R. soil were granted “birthright citizenship.”

In January 2010, Haiti experienced a devastating earthquake. In that disaster, 316,000 people were killed and thousands more were displaced and migrated to the D.R. In October 2010, there was an outbreak of cholera, killing another 8,300 people. In November 2010, Haiti was in the path of Hurricane Tomas, killing 10 people and worsening the cholera epidemic.

To make matters more difficult, in September 2013, the Dominican Government decided to change their constitution, revoking the “birthright citizenship.” This change will affect over 200,000 people who will become stateless, they are no longer Dominicans, and yet they are not Haitians.

The situation in Haiti is complex and challenging when one considers the devastation after a catastrophe, the outbreak of disease and the large number of Haitian descendants who find themselves stateless. How does one help?

This past spring, Caitlin Stilin-Rooney ’11 asked Muhlenberg College to hold a clothing drive to benefit the Haitian migrants in the D.R. Caitlin, a Religious Studies graduate always had a passion for travel. After graduating from The Wescoe School in 2011, she embarked on her first investigative journalism venture in Israel and Palestine. She then went on to work in New York for an art dealer and real estate investor to save money so she could assist a medical research team from the Methodist Hospital in Brooklyn. The goal was to gather data during a two-week climb to the base camp of Mt. Everest. Shortly afterwards, Caitlin moved to Nairobi, Kenya, where she worked for Dormans Coffee.

Her travels then led her to the D.R. With little money, Caitlin received sponsorship for six months and began working at Centro Bono, a Jesuit organization with offices along the D.R. border. After seeing the devastation from both the earthquake and hurricane, she knew she wanted to help in some capacity, so she became a consultant for ADOPEM. ADOPEM stands for The Dominican Association for the Development of Women and is also a savings and loan bank. Her job is to help those who are historically marginalized in financial literacy and credit worthiness and enhance their ability to become self-sufficient.

So, this takes us back to the clothing drive. Caitlin enlisted the help of Muhlenberg College and organized a successful clothing drive. She knew with the help of her friends at Muhlenberg she could help so many more people in need.

The boxes of donated clothing were transported from the United States to the D.R. free of charge with the help of friends and family along the way. Some of the clothing was given to needy people in Villa Solidaridad, Jimani. Jimani is a town in the D.R. that borders Haiti.

The rest of the clothing was divided between Alicia Milor and Immacula Desca, two leading members of COTEDEMI. COTEDEMI is an association of small businesswomen who were displaced by the 2010 Earthquake in Haiti. Rather than creating a donation culture in Jimani, ADOPEM and individuals like Caitlin provide financial literacy training to the women of COTEDEMI so they can become entrepreneurs and work towards financial independence.

According to Caitlin, “the women receive $25 worth of clothing per week, which they sell at local markets in Jimani. They keep a sales journal and before they can receive additional inventory, they have to put 50 percent of the profit back into the project.”

Caitlin is making a difference in the lives of the women of COTEDEMI. With her help, the women have doubled their monthly income in just six months. She is helping them to lift themselves out of poverty by teaching them basic economics.

Her contract with ADOPEM will end soon, but Caitlin plans to stay in the D.R. and help create a small business development center where she can continue her work. At 26 years old, Caitlin’s résumé is already packed with experience. But the help she provides is so much more impactful than an entry on a résumé. It is life-altering for the people of the island of Hispaniola.

Quick Clips

Samantha Anglestein

September

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Andrew Harter

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Do you have an idea for a future Focus feature? Send your news to Amy Benninger at abenninger@muhlenberg.edu