

Career Chronicles

A Career Services Student Publication

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EDITOR:

MICHELLE K. PUTMAN

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RoadTrip Nation, on the Open Road to SLU

What happens when two Pepperdine students realize they don't know what they want to do with their lives? They plan a road trip. But this was not like any other road trip; it was a 17,000 mile trip around the country aboard a 31-foot, brightly painted RV, to interview over 70 leaders to learn how they got to where they are today.

But the trip didn't stop there. With the help of Merck, AT&T Wireless, Apple, Herman Miller Red, and their original sponsor, Jeff Taylor, the CEO of Monster.com, Mike and Nathan, accompanied by friends Brian and Amanda, hit the road again, armed only with a few digital cameras, a clunky, bright-green 1984 RV, and 2,000 Cliff Bars for sustenance. They road tripped across the country for 17,000 miles, driving the RV onto 20 college campuses and recruiting students to take part in over 80 interviews.

After recording feedback from those they interviewed, the participants in RoadTrip Nation now realize the necessity of focusing on individuality and self-construction rather than mass production.

Their mission is to convince students to define their own road in life instead of traveling down someone else's. In doing so, you can find the Open Road.



RoadTrip Nation will be visiting SLU students on October 9th, 10 a.m.-4 p.m. by the Simon Recreation Center. Bring the coupon attached to page 1 of this issue to enter a raffle for various prizes. Pizza and refreshments will also be served throughout the afternoon. The video of the trip will be viewed that evening from 5-6:30 pm in BSC, room 171. For more information about RoadTrip Nation, students may check out their website at www.roadtripnation.com.

Services We Offer

- ▶ Career Counseling Appointments
- ▶ Career Decision Making Classes
- ▶ Career Fairs and Special Events
- ▶ Career-related Work Experience
- ▶ Career Presentations
- ▶ Career Resources Library/lab
- ▶ Career Services Orientation (SLU 101)
- ▶ Webpages
- ▶ Credential Files
- ▶ Employment Opportunities / Job Postings
- ▶ ERecruiting (online database),
- ▶ Going Global
- ▶ Mock Interviews (videotaping available)
- ▶ On-Campus Recruiting (interviews)
- ▶ Reference USA
- ▶ Resume Critiques

Still to come this fall...

Fall Career Fair
Thurs. Oct 2,
12pm-6pm, BSC

On-Campus Recruiting,
Oct. 3-Dec. 2004
ARC

Roadtrip Nation
Oct. 9, all 10 a.m.-4 p.m.
by Simon Rec.
Movie 5-6:30, BSC 171

Deciding is OK
Nov. 11,
5pm-7pm, BSC

Raffle

RoadTrip Nation

Oct. 9, 2003

Name: _____

Phone: _____

Conducting an Effective Job Search: On Campus Interviewing

WHAT IS ON-CAMPUS RECRUITING?

Saint Louis University Career Services coordinates interviews for employers who choose each year to visit SLU's campus to speak with students about employment and/or internship opportunities. SLU has experienced a growth in recruiter interest in recent years, despite the fact that many companies have cut back on-campus efforts and focused on fewer schools for their college recruiting needs.

On-campus recruiting provides an excellent opportunity for students to connect with a wide range of employers and to gain valuable experience in the critical interview aspect of the job search process.

WHO ARE THE EMPLOYERS?

The majority of employers recruiting on campus represent big business, regional business, federal government, and education organizations. The kinds of businesses represented include a range of technical firms, major financial institutions, retailers, management consulting firms, and insurance companies.

WHAT TYPES OF JOBS ARE TYPICALLY REPRESENTED?

The majority of the opportunities available through on-campus recruiting are in the areas of sales, banking/finance, management consulting, information technology, retail management/buyer trainee programs, and insurance. Each year, employers make a substantial number of entry-level hires in these areas. The majority of internship interviews arranged through on-campus recruiting are conducted during the spring semester. Check eRecruiting listings frequently to see specific dates.

Many employers use on-campus recruiting to fill specific technical positions in departments such as engineering, accounting, sales, computer science, and finance.

Although fall recruiting is dominated by requests for technical and business majors, recruiting over the full academic year results in equal interviewing opportunities for liberal arts, education, commerce, and engineering degree candidates. It is important for liberal arts students and ALL students to keep in mind that on-campus recruiting is not representative of the opportunities in the work world in general, but only the employment needs in some of the larger industries.

HOW DOES THE ON-CAMPUS RECRUITING PROCESS WORK?

Employers recruiting at SLU use a "pre-selection" process for developing their interview schedules.

The pre-selection process involves the following steps:

- Students register with SLU by entering a student profile and resume onto eRecruiting
- Students electronically submit resumes to organizations of interest
- Resumes are forwarded to the company/organization for screening
- Students must regularly check eRecruiting to see if they have been selected for interviews
- Students sign up on-line for interview time slots that fit their schedules



The nature of this process places critical importance on developing a very professional and effective resume. We suggest that you get your resume critiqued by a counselor or peer advisor.

Students selected through this process interview with recruiters at Career Services. Most interviews are half-hour screening interviews, which can result in invitations for on-site selection interviews, usually at the employer's expense. Any student repeatedly submitting resumes and not gaining pre-selection for interviews should re-evaluate his/her resume. Many students have a difficult time communicating their strengths and uniqueness on paper. Therefore, an

appointment with a counselor may help in identifying better ways to represent yourself or other job search strategies that may prove more effective in arranging face-to-face contact with employers.

On-Campus Recruiting at Saint Louis University will begin October 7. Check e-recruiting for details.

QUICK TIP

The Early Bird Gets the Job...

Business bosses, in a new survey, say the best time for a job interview is between 9 a.m. and 11 a.m. before the interviewer's responsibilities and daily stress begin for the day. So, if you are given the option to choose your interview time, the earlier the better.



What do the best companies look for when recruiting students for hire? At Southwest Airlines the answer is really quite simple.

"We hire for attitude and train for skills," says Dean Worker, recruiter for Southwest Airlines.

At Southwest Airlines where maintaining the corporate culture is dependent upon the loyalty and devotion of its employees, they choose to nurture their curiosity and encourage change and innovation. The key to fitting in at Southwest Airlines is not just how well you do the job, but how good your attitude is while you do it.

As a result of developing into a company that encourages its employees to embrace innovation and change and offers ironclad job security to good workers, Southwest has become an employer of choice. *FORTUNE* has consistently ranked Southwest Airlines among the top five of Best Companies to Work for in America, and according to the April 2003 issue of *FORTUNE*, Southwest is an employer of choice among college students. The academic research firm Universum, has also placed Southwest in "The 50 Most Desirable MBA Employers" list for the fourth consecutive year.

Secrets from the Other Side: Working for Southwest Airlines

Southwest is the nation's sixth-largest carrier in terms of revenue and passengers. At the moment, Southwest is the only major carrier making profit, even after 9/11. In fact, Southwest Received 243,657 resumes in 2002, and hired 5,042 new employees, never making a single cut back. The airline has achieved its success, thanks in large part, to some strategies they have implemented to keep costs down. Southwest flies only one type of plane (to keep maintenance and training costs down), turns over planes faster than the competition (ten minutes), runs lean on staff at all times, and skimps on in-flight frills. But Southwest's Keep-it Simple business strategy would not pay off without its motivated workers who take ownership of their work. Many employees own stock in the company, helping promote the "we're together" culture, which might help explain why you might see a pilot picking up trash in the cabin so the plane can board faster. "Titles don't mean much here," says Colleen Barret. "One thing we won't tolerate at Southwest is someone saying 'That's not my job.'"

If there is anything students can learn from the 35,000 individuals that work for Southwest Airlines, it is to work hard while maintaining a sense of warmth, friendliness, individual pride, and company spirit. Attitude is what owner Herb Kelleher was talking about when he said, "this Company is a daily celebration of great employees."



Check out who's Coming to On-Campus Recruiting

- AXA AAXA Advisors
- Abercrombie & Fitch
- BKD, LLP
- CBIZ, Business Solution of St. Louis
- Deloitte and Touche
- Edward Jones
- Enterprise Rent-a-Car
- Ernst & Young, LLP
- Famous Barr Department Stores (May Company)
- Federal Reserve Bank of St. Louis
- Flegel & Company LLP
- Grace Advisors
- KPMG LLP
- Mitchell Humphrey & Co.
- Monsanto
- Northwestern Mutual Financial Network-
Quality Group
- Rubin, Brown, Gornstein & Co. (RBG & Co.)
- Pricewaterhouse Coopers
- Stone Carlie & Company, L.L.C
- Woodbury Financial
- Youth Villages

Steps to take in Making a "Major" Decision



Step 1: Know Yourself:

Who influenced you most in your career thinking? What do you enjoy doing in your free time? What are your interests? Which work values are essential to you? What did you want to be when you were a

Step 2: Learn about the world of work:

Volunteer your time or work in an internship that interests you. Talk to family and friends about their jobs. Conduct informational interviews.

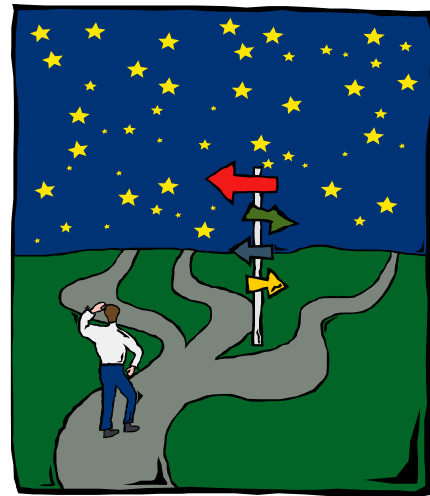
Step 3: Make a Balanced Decision:

Determine your long and short-term goals. Create a list of possible career options. Use your career priorities and goals as criteria to evaluate each alternative.

"I'd listen to him if I were you. He's pre-med."
I thought you were pre-law."
"Same thing."
-- *Animal House*, 1981

As the above quote demonstrates, college majors can be quite confusing. Then again, if you have a grade point average of 0.00 like John Blutarsky (Bluto in *Animal House*), it really doesn't matter what your major is.

If you're the type of student who has higher hopes for your college career but can't settle on a major, come check out Deciding is OK on November 11, 5 p.m.-7 p.m. in the Busch Student Center.



**Deciding is OK,
November 11, 2003**

Saint Louis University

Career Services

■■■■■■■■ your path to success

Career Services

Academic Resource Center,
3840 Lindell Blvd., Suite 110
St. Louis, MO 63108
E-Mail: careers@slu.edu
Website: careers.slu.edu
Phone: 314.977.2828