

Career Pathways

Your Path to a Brighter Future

March 2012
Volume 2, Issue 6

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2012 Employability Skills Conference

The 2012 Employability Skills Conference, hosted by Career Pathways and Student Success, on Friday, March 9, was a successful exploration of how to be a stand-out applicant in a tough job market. Forty-nine students from a variety of degree areas are now better prepared to send professional correspondence, handle tough interview questions, manage their social media and become excellent communicators.



Students filled the Miller Building Lecture Hall for the opening session of the Employability Skills Conference.

After registration and a light breakfast, students and staff filed into the Lecture Hall of the Miller Building on the Melbourne campus for an informative and motivational Keynote speech by Russ Riddle, professional speaker for the Zig Ziglar Corporation. Mr. Riddle enlightened the

audience with tips on how to be a person who gets noticed for being exceptional during the interview and beyond.

Riddle emphasized that employees and potential employees need to be likeable, demonstrate an excellent character, be

lifelong learners and communicate effectively. An acronym he used to describe the perfect job candidate was that they need to “ROCK”. ROCK stands for: Real, Optimistic, Cognizant and Knowledgeable.

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CPI Locations & Times to Serve You in March

Career Pathways serves all four Ozarka sites.

The Melbourne office is open Monday through Friday from 8 a.m. to 4:30 p.m. Brandy Shell is available daily to assist you with your CPI needs and questions.

Lindsay Galloway is at the Mountain View office four

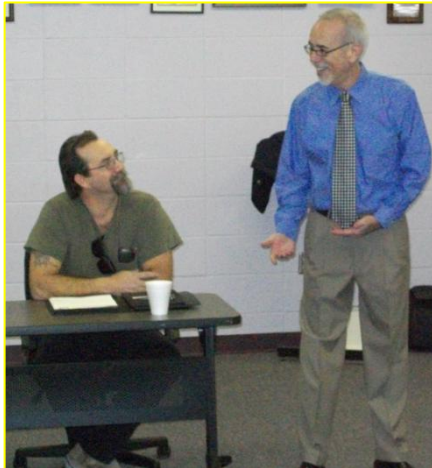
days per week to serve your CPI needs. Her hours are Monday through Thursday from 8 a.m. to 4:30 p.m.

Kendra Smith is available to assist CPI students four days a week in the Ash Flat office. Her hours are Monday through Thursday from 8 a.m. to 4:30 p.m.

The Mammoth Spring office is open Wednesdays by Kim Lovelace from 9 a.m. to 3 p.m.

Note: The Melbourne Career Pathways office is now located in the Administration building.

2012 Employability Skills Conference – Cont'd from page one



Larry Smith, a student of Ozarka's Automotive Service Technology program listens to Russ Riddle's lecture on Magnetic Communication.

further explored his earlier point about being an effective communicator. He informed each of his three sessions about how the spoken word is translated by the recipient based on their choice of words, tone of voice and body language. He suggested that each persuasive exchange include an introduction of your point of view, an assurance that you understand your audience's perspective and finally your appeal for whatever is to be



Students gave breakout sessions their rapt attention.

accomplished. This structure is based on Aristotle's format for speaking effectively with three forms of rhetoric: ethos (credibility), pathos (motivation) and logos (logic).



Russ Riddle, from the Zig Zigar Corporation, emphasizes the importance of body language in communication.

Student Success presented a session on Interview Skills, featuring a mock interview between Mickey Freeze and Kay Atkins and a plethora of interview tips on appropriate dress, making a positive impression, preparing for an interview, handling tough questions with confidence and sending thank-you notes to the interviewers.

The day continued with breakout sessions with the following topics and presenters: Magnetic Communication with Russ Riddle, Interview Skills with the Student Success staff, Projecting Professionalism through Communication with Lindsay Galloway of Career Pathways and Six Degrees of Separation with Kendra Smith of Career Pathways.



Posing prior to the conference is: Student Success Coordinator, Mickey Freeze; Program Director for Arkansas Career Pathways Initiative, Dr. Karon Rosa; and Ozarka Career Pathways Director, Kim Lovelace.

Russ Riddle's "Magnetic Communication" sessions



Shannon Jacobs was having fun playing charades during Lindsay Galloway's session on professional communication.

Nobody cares how much you know, until they know how much you care.

Theodore Roosevelt



An employer panel gave students insight into available jobs in the community.

2012 Employability Skills Conference – Cont'd from page two

Lindsay Galloway, from Career Pathways, conducted her breakout session on the topic of professional communication. She discussed the proper methods for making and answering phone calls, leaving voicemail messages and composing e-mails. Lindsay included a section on creating effective cover letters and offered many helpful suggestions on putting together a polished resume that gets noticed. She also suggested students review their choice of e-mail address and social networking profiles for professional use.

Kendra Smith, also from Career Pathways, presented a breakout session on networking entitled "Six Degrees of Separation." She discussed the concept of six degrees of separation and its implication that the modern world, especially since the advent of social media, is a small world. One section of the presentation addressed the precautions students should take to guard their reputation so that potential employers will not view them negatively prior to an actual meeting. The final section offered suggestions on how to properly use the network of peers, family, co-workers and fellow members of the community to procure and secure job prospects.

A delicious lunch was served by the Culinary Arts

Department in the Miller Building Lobby after the breakout sessions. This served as a time for students from all four Ozarka sites to meet and greet one another in a pleasant and engaging atmosphere. Door prizes were distributed to diners at the conclusion of the meal.

The final event of the 2012 Employability Skills Conference was an Employer Panel, featuring representatives from several potential employers in the area. Paul Miller represented Paul Miller Motors for the automotive and business students in the audience. Jamie Clever represented the US Forestry Department/Blanchard Springs Caverns to the various disciplines present. Kim Skidmore of Community Medical Center was there to discuss opportunities for the nursing and health information management students.

Mary Beth Thomas, from Jo Jo's Catfish Wharf, discussed what their restaurant was looking for in an applicant from culinary arts. Brandy Shell, whose husband from Arkansas Department of Parks and Tourism was not available to attend, directed students to the employment opportunities posted every Friday on the state parks website.

Each member of the panel addressed questions from

the audience and remained after the panel discussions to privately answer further questions from students and exchange business cards.

Career Pathways and Student Success are pleased that the conference was a success, and plan to utilize the suggestions offered by student evaluations to make next year even better!



Career Pathways was honored to have the Program Director for AR Career Pathways, Dr. Karon Rosa in attendance for the conference.

A goal properly set is halfway reached.
Zig Ziglar



Smiling faces were in abundant supply at the 2012 Employability Skills Conference at Ozarka College.

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Career Pathways is a state-funded program that can assist eligible students with the academic and financial obstacles that they may face while going to school. CPI offers the following services:

- Tutoring
- Counseling
- Academic Advising
- Kuder Interest Inventory
- Career Readiness Certificates
- Resume Building
- Interview Skill Building
- Job Search Assistance
- Tuition & Fee Assistance
- Gas Cards
- Childcare Assistance
- Book Loan Library

Your Path to a Brighter Future



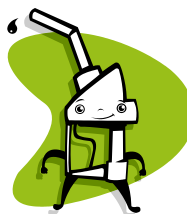
Our website is full of useful information, handy references and current (printable) documentation. Visit us at www.ozarka.edu/blogs/careerpathways or visit Ozarka.edu and go to the Student pull-down menu and select Career Pathways. E-mail us your questions (and job updates) at careerpathways@ozarka.edu. We're always glad to hear from you!

April Gas Card and Book Giveaway Dates & Details

Gas cards will be distributed **April 2nd through 6th** on the Melbourne campus, **April 2nd through 5th** at the Mountain View site, **April 2nd through 5th** at the Ash Flat site and **April 4th** in Mammoth Spring.

To receive a \$25 gas card in April, CPI students must submit an attendance sheet for March 1st through 31st, a verification form for employment for the same time frame and a receipt for the previous month's gas purchase (if applicable). A MapQuest must also be on file confirming the student drives at least 15 miles per week to school. Students who receive a gas card will also receive blank forms to submit the following month.

Spring Break is scheduled for March 19-23. No classes will meet during that week, but the campus will be open and the Career Pathways offices will remain open. If you need anything during Spring Break, please stop by or call.



The CPI Book Loan Library spring book giveaway is scheduled for **April 2nd through April 6th** at all four Ozarka sites.

All students are invited to stop by a Career Pathways

office and peruse the selection of used, out-of-edition textbooks. There is no charge for these texts: simply select your book(s) and sign a form indicating the book title and number selected.

Among the selection for spring 2012 are several LPN and RN books which recently went out of edition. These books are not current for the classroom, but would make excellent reference materials for study. See you then!

