

LANDING A BIG JOB AFTER GRADUATION!

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2016

*on campus*



## **HOW TO USE HBCUCONNECT.COM TO SNAG AN INTERNSHIP**

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**ANOTHER ISSUE FULL OF  
OPPORTUNITIES FOR HBCU STUDENTS!**

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### LETTER FROM THE PUBLISHER

Sometimes the easiest thing to do while being a student is to imagine yourself settled into a cushy lifestyle, fancy car, lavish house all supplied by an amazing six figure salary with a stable career to match.

Sounds like a dream doesn't it? But what exactly are the steps to ensure that you get yourself in position to find the perfect company to intern for and have the perfect career post-graduation, while you are a current student? With a three step simple strategy you can have it all and then some. What you have to do is Research Internship Opportunities, apply for those that are a fit for you, interview and land the job!

Sure, sometimes it takes time and effort to find, apply and interview for multiple opportunities, but you can do it. Just stay focused, get your grades right and be a boss!

In this issue of HBCU CONNECT On Campus Magazine, we have put together some articles that should help you out in your college career, and as always, we are including some opportunities for you to take advantage of right away.

Remember to spread the word and share the opportunities with a friend, and connect with us (and network with other HBCU Students) online at [www.hbcuconnect.com](http://www.hbcuconnect.com)!

*Will Moss*

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# HOW A YOUNG HBCU GRAD LANDED A BIG COMPANY JOB!



By Eddie Francis

**When you don't have the hook-up, landing a job isn't easy. When I think of it, most of my jobs came through someone in my network.**

Don't get me wrong, I did impress folks in my networks enough for them to recommend me for positions. But it's much more satisfying when you beat out other candidates based only on your résumé and being the bomb in interviews. Recently, I met a young professional who did just that.

Brandi Biagas earned a spot in Staples' national Business to Business Sales Specialist January 2016 training class. What makes her interesting is she graduated from Xavier University of Louisiana in 2015 with a degree in biology minoring in communications, and her résumé shows an impressive college science background. Conventional wisdom among recruiters and hiring managers says that a science graduate may not be the best fit for sales but Brandi defied that wisdom. I wanted to know how she beat the odds.

**EDDIE: You had a cover letter that nicely explained why you thought you would be a great fit for the job. What was your thought process in writing the letter and did you get any help?**

**BRANDI:** The only help I received was my mother telling me that I needed to have a cover letter. Since I never bothered to make one before, I went online to look up some examples. My thought process while I was writing the letter was, 'How can I show interest, give a small rundown of my credentials, and grab their attention at the same time?' I did my best to convey that in my cover letter, which was actually super easy because this training position was exactly what I envisioned for myself in order to move to the next level of my sales experience. If the position is exactly what you're looking for and you know you'll make a great fit for the company, making the cover letter comes naturally.

**EDDIE: Your degree and résumé clearly point to your science background. What did you tell your interviewers when they asked you why you were interested in sales?**

**BRANDI:** I explained that while my passion for science was very strong throughout my tenure at Xavier, I also branched out and took a minor in communications which allowed me to be exposed to a different set of possibilities that I wouldn't have had as a 'normal' biology major. I also mentioned that out of the various part time jobs I had while at Xavier, my favorite was working as a sales associate in retail. It was at this job that I recognized my affinity for people, so I loved and excelled at it from day one.

**>>Continue reading this article on [HBCUConnect.com/magazine](http://HBCUConnect.com/magazine)**

# TOP 50

1. Monster.com
2. Walgreens
3. Premier Health Partners
4. Kellogg Company
5. CNH Industrial
6. Cardinal Health
7. Department of State
8. Scottrade
9. FDIC
10. Infosys Limited
11. VHA Home
12. NextEra Energy
13. Fiat Chrysler Automobiles
14. Bristol Myers Squibb
15. Oracle
16. J.P. Morgan
17. Amazon.com
18. IBM
19. Staples
20. Resources for the Future
21. Academy for Urban School Leadership
22. P&G
23. TriHealth
24. Kipp Foundation Charter Schools
25. Collin College
26. Contra Costa Community College District
27. Disney Worldwide Services, Inc.
28. Propel Schools
29. The Washington Center
30. I CAN SCHOOLS
31. Milton Hershey School
32. Charlotte School of Law

## EMPLOYERS FOR HBCU STUDENTS

33. Symantec
34. Achievement First
35. Boston Public Schools
36. Bucknell University
37. Fresno Unified School District
38. FBI
39. Teachers College
40. Delaware County Community College
41. MDRC
42. Azusa Pacific University
43. Kern Community College District
44. Community Unit School District 308
45. St. Jude Children's Research Hospital
46. Polk State College
47. Nebraska Wesleyan University
48. Unilever
49. Johns Hopkins Health System
50. Saint Mary's College



# Taking Your Campus Organization to the Next Level

By Eddie Francis

Almost every time a campus organization gets new members, proclamations of "running the yard" abound. This is especially true of Greek chapters. Almost every organization wants to plant its flag of visibility and achievement on campus but do the members know how they are going to make it happen?

Student organizational success can also easily translate to a winning resume. The trick is to get results out of the process then record those results on the resume. If you really want to get your campus organization to the next level here's what I suggest:

**1. Be realistic.** Every successful organization gets a commitment from each member to do the boring stuff—organize, plan, commit, and work together. If you don't see that kind of effort from the members, running the yard is only a wish.

**2. Set goals.** The leadership of your organization is tasked with creating a vision then deciding how that vision is going to be implemented. The general membership provides input on making things happen. The goals should be S.M.A.R.T.—specific, measurable, attainable, relevant, and time bound. For example, if you have a membership of fewer than 10 members, trying to plan three events that require a lot of overhead and physical work in one semester isn't S.M.A.R.T.

**3. Build your budget.** More student organizations wind up having bad years because they fail to pay attention to their finances. If your group is in a crunch, like many groups, plan fundraisers and appeal to alumni members or campus faculty or staff for guidance. It is much better for an organization to keep their calendars simple with lost-cost or no-cost events that will mean something to fellow students while taking pressure off the group's wallet.

**4. Plan relevant events.** I always tell my fellow Greeks to plan events that are relevant to the aims of their respective fraternities and sororities. The same goes for any student organization. Students respect organizations whose events stand for something. Also, respect your peer organizations by planning with them and not against them. It is understandable if two events fall on the same date by accident but deliberately attempting to destroy another campus organization's event is classless.

**5. Promote your achievements!** People won't know that your organization has done anything if you don't tell them anything. This is where social media comes in very handy. And PLEASE make sure that your social media manager can write. Nothing is more embarrassing than an organization's credibility being compromised because the social media manager can't spell, write, or treats the account as if it is his or hers. Remember, most of your peers use social media to judge people and organizations.

**6. Recruit the right students.** Recruiting the right students means approaching students who take school seriously and reflect what your organization stands for. If they take school seriously, there is a good chance they take themselves seriously, which will translate into taking the organization seriously. Never recruit for numbers; recruit for quality.

>>Continue reading this article on [HBCUConnect.com/magazine](http://HBCUConnect.com/magazine)

# \* Campus All Stars \*



FULL NAME: Lawrence Malloy

COLLEGE: Fort Valley State University

LOCATION: Warner Robins, GA

MAJOR: Mass Communication

CLASS: 2016

EMPLOYMENT: Student Government Association Executive Secretary at Fort Valley State University

# \* Campus All Stars \*



FULL NAME: Sheresia Gumbs

COLLEGE: University of the Virgin Islands

LOCATION: St. Thomas, VI

MAJOR: Mathematics

CLASS: 2017

EMPLOYMENT: Communications Intern at University of the Virgin Islands - Office of Public Relations

Lawrence Gaston Malloy is the Executive Secretary for The Fort Valley State University Student Government Association. He is a Mass Communications Major with a concentration in Public Relations and a minor in Agricultural Education. His hometown is Warner Robins, Georgia. He seeks to assist others in building and promoting a positive brand within themselves and in their community.

ONLINE PROFILE: [WWW.HBCUCONNECT.COM/MEMBER/715585](http://WWW.HBCUCONNECT.COM/MEMBER/715585)

As the Communications Intern at the Office of Public Relations, I work very closely with the University's webmaster to create and edit webpages. I also have administrative duties such as answering the phones, greeting walk-ins, and regularly updating the University's bulleting boards.

ONLINE PROFILE: [WWW.HBCUCONNECT.COM/MEMBER/1968358](http://WWW.HBCUCONNECT.COM/MEMBER/1968358)

## \* Campus All Stars \*



FULL NAME: Barney Mutumha  
COLLEGE: Huston-Tillotson University  
LOCATION: Austin, TX  
MAJOR: Business Administration  
CLASS: 2016  
EMPLOYMENT: Assurance Intern at Ernst & Young LLP

Barney Mutumha is a junior at Huston-Tillotson University, majoring in Business Administration with a concentration in Accounting. He plans to graduate in May, 2015, and currently maintains a 4.0 GPA. He currently serves as the President of the National Association of Black Accountants chapter at HT. He is also a University Ambassador and WEB DuBois Scholar, and a Peer Writing Consultant. He

ONLINE PROFILE: [WWW.HBCUCONNECT.COM/MEMBER/1939494](http://WWW.HBCUCONNECT.COM/MEMBER/1939494)

## \* Campus All Stars \*



FULL NAME: Jasmine Williams  
COLLEGE: Fayetteville State University  
LOCATION: Fayetteville, NC  
MAJOR: Biology  
CLASS: 2016  
EMPLOYMENT: Receptionist/Laboratory at East Carolina Medical Associates

My accomplishments would be completing a phlebotomy course the summer of 2015 to help me with patient care hours when applying to graduate school. Once the course was completed I was able to work in the laboratory at East Carolina Medical Associates to apply my knowledge of phlebotomy to the working world.

ONLINE PROFILE: [WWW.HBCUCONNECT.COM/MEMBER/1976721](http://WWW.HBCUCONNECT.COM/MEMBER/1976721)



**We all know finding an internship can be a hassle!** With all the competition and companies to choose from, this can sometimes lead you down a confusing path. HBCUCONNECT.COM is taking the load off of your shoulders and helping you out by providing you with a ton of great internship opportunities specifically for HBCU students on our website. By visiting [www.hbcuconnect.com/internships](http://www.hbcuconnect.com/internships), creating a profile and uploading your resume, you are on your way to finding the perfect internship that will enhance your experience in preparation for your future career.

While many college students tend to focus on having fun during the school year in their down time and in the summer time rather than overloading their already hectic course load, other students are hard at work preparing for their future, post-graduation. Many are interning at various companies to gain hands-on experience in their chosen field. Much like researching the benefits of a job, you should also know the benefits and advantages of having an internship.

- 1. Experience in your selected field or major.**
- 2. Internships help you get a good full-time job after you graduate.**

- 3. Internship experience can help you get into grad school.**
- 4. You can get paid GOOD MONEY during your internship experience!**

As much as the applicant needs to meet the requirements of the internship, the internship should also meet your requirements as an applicant. Researching the internships also helps you to gain knowledge of the internships that strike your interest and helps you to nail a possible interview. A few key factors and questions that you should consider when looking at internship opportunities would be:

- 1. Location** – Is it local, Are you willing to travel, will the employer cover the expenses for travel?
- 2. Duration** – How long does the internship last and when does it start/end?
- 3. Payment** – Is it paid or non-paid.
- 4. College Credit** – How many hours will you receive, how are they calculated, who monitors hours.
- 5. Industry** – does this industry suit my major, will I gain the right experience for my career choice, will I meet the right career professionals

Once you have completed your research on the internships that match your requirements you should begin to tailor your resume to fit the internship that you are applying for. Apply for the internship with all requirements and nail the interview by being positive, having a can do attitude and demonstrating your knowledge and personality!



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