



Building Bridges

A publication by Pepperdine University's Graduate School of Education and Psychology
Career Services Office

VOLUME 2, ISSUE 2

SPRING 2011

CAREER FAIR TIP

Make a good first impression—students and alumni will base their opinion of your organization on YOU!

Representatives must be knowledgeable, assertive, friendly, and sincere.

INSIDE THIS ISSUE:

CAREER FAIRS
PAGE 1 & 3

PROFESSIONAL
DEVELOPMENT
PAGE 2

AN ACTIVE
PROFESSIONAL
PAGE 3

RESOURCES
PAGE 4

Don't Miss Pepperdine University's GSEP 2011 Career Fairs: Pathways of Purpose, Service, & Leadership!

West LA Career Fair: Friday, February 11, 10am - 2pm

Irvine Career & Practicum Fair: Tuesday, February 22, 1pm - 4pm

RSVP Today: <http://gsep.pepperdine.edu/career-fairs/rsvp>

Career Fairs: More Than Just Hiring

By: Brian Tyler

One of the most consistent challenges for organizations of all sizes and missions is finding the best qualified people to help accomplish their goals. Creating an effective recruitment program is costly and time-consuming, but it is a required investment to stay competitive in today's economic climate. Committing a few resources throughout each year to develop relationships with recruiters, universities, and job-seekers can create a smoother transition when employment opportunities arise. Employers and job-seekers agree that career fairs are among the most efficient means of recruitment and relationship building. There are many reasons to make career fairs a consistent part of one's recruitment strategy, whether actively hiring or not.

First, career fairs offer a more effective means of connecting job-seekers and employers than almost any other forum. Local newspaper and trade magazine listings have given way to the internet, which comes with its own perils for organizations seeking skilled employees. Advertising positions on Monster, CareerBuilder, or Craigslist at first seems like a great idea, until Monday morning when a three-digit number appears next to your Outlook Inbox. Sifting through this sea of resumes and phone calls can be, for the most part, a waste of time; many of the applicants seemed to have ignored the "minimum requirements" you specifically bolded and placed exclamation points after. But more targeted sites do not yield any results; your position remains available and the perfect candidate is either unaware of it or lost in the shuffle. Career fairs, however, often serve to target eager, capable job-seekers who look a lot different in person than on paper, providing employers with a first look at candidates. Everyone is there with mutually beneficial goals, including matching individual talent and education with organizational needs and developing relationships in one's field.

This leads to the second great highlight of career fairs: they are all about relationships. The scope of career fairs extends far beyond one employer and one potential employee. Employers have a chance to mingle with many other professionals in the field. Certainly, they may be perceived as competitors at the career fair, both seeking similar applicants, but having partners in the field and expanding one's or an organization's network is essential for continued growth in a community. Career fairs provide a place for organization members to congregate and learn about one another's needs and opportunities. Additionally, career fairs may be hosted by any number of organizations, but universities in particular are anxious to develop relationships with employers. Strong partnerships with universities producing well-qualified individuals in a particular field means employers have access to a consistent pool of skilled applicants. Relationships that extend beyond the career fair might place an organization ahead of others when opportunities and applicants become available! *(continued on page 3)*

Professional Development of Today's Generation: The Why & The How

By: Yas Djadali, Assistant Director of Career Services



Why Make Professional Development a Priority?

When asked the question, "What do you want from a new hire?" most employers will agree that passion for the job, commitment to the organization's mission and goals, high productivity, and quality results are among the top most "Most Wanted." In other words, they want staff members who are engaged in their work.

So as employers, how do we create a work environment that inspires, motivates and challenges our staff from their initial on-boarding through their continued tenure? Especially when times are tight and pay raises aren't always an option. Not to mention, the world of work is increasingly integrating a generation who thrive on staying relevant and making an impact.

It starts with the individual:

1. Take the time to conduct an initial assessment of what your employee's individual strengths, areas of growth, and motivations are. Ask them how they like to receive feedback.
2. Create a learning plan each quarter or once a year, engaging your employees in the goal setting process to build new skills/ knowledge and identify opportunities for project leadership.
3. Delegate to strengths, from small tasks to large projects. The more your employees are doing what they do best, the more confident they become in their ability to contribute and make a difference. And the more they will enjoy what it is they're contributing!
4. Establish regular check-ins. Set aside intentional time to see how your employees are adjusting, to discuss the status of projects, to identify where additional support is needed, and to provide them with a space to ask questions and discuss concerns.
5. Implement quarterly reviews and feedback sessions. Have your employees self-assess how they are doing, and provide them with concrete feedback, both positive and constructive. Allow this to be a mutual process: Ask your employees what you could do more of, less of, or continue doing as a manager/supervisor.

There's No "I" in Team:

In today's world of work, where teamwork has become an ideal and a necessity, taking the time to grow a cohesive team is essential to your organization's success. It creates a cohesion where new ideas are exchanged, communication opened, productivity increased, efficiency enhanced, and accountability shared.

1. Share the organization's vision with the team. Let them know how their work fits into the big picture. When possible, involve them in the vision-setting and goal identification process.
2. Set team norms. Check in periodically to see how these norms are being upheld, or if they should be revised. Display these norms for the team to see, as a continued reminder or prompt.
3. Hold regular team meetings, to establish a space for providing updates, asking for assistance, clarifying questions, brainstorming ideas, discussing concerns, and overall, reconnecting to one another and the shared mission of your organization.
4. Create opportunities for training and development, where your team can learn new skills together and benefit from one another's questions and experiences. Combine skill and knowledge building activities with team development exercises to continue cultivating cohesion.
5. Celebrate successes to honor hard work, recognize individual leadership and team accomplishments, release steam, and create an enjoyable work environment. Doing so also reinforces the importance of balance and is a reminder that work can be fun.

The Bottom Line?

If you believe your employees are your organization's greatest asset, show them that you are invested in their professional development and are willing to take the time to make it a priority. The payoffs? Increased commitment, productivity, and quality results. In other words, engaged employees, which ultimately result in better educated students and better served clients.

Career Fairs: More Than Just Hiring *(continued from page 1)*

By: Brian Tyler

Along these lines, a third opportunity presented by career fairs is the extension of a regular marketing campaign. They are an extremely efficient, inexpensive, and targeted means of advertising and familiarizing individuals with your organization. Whether you have job openings or not at any given moment, having a brand name that people recognize and think of as they advance in their careers is key to future growth and improvement. In a depressed economy with fewer resources at hand, this long-term strategy is sometimes the first to go because the benefits of a large human resources department do not appear on expense reports. But a short-term perspective does nothing for an organization's recruitment and retention of employees. Maintaining a consistent presence in the community can have dramatic effects on an organization's recognition and reputation, and career fairs are an excellent way in which to do this.

Similarly, it is in an organization's best interest to make itself available to hearing others' marketing efforts, specifically, applicants. Organizations that are on a constant hunt for new talent, even when not hiring, develop ties that are useful when a position suddenly needs to be filled. Meeting a highly skilled and qualified individual at a career fair means employers have someone they can pursue, rather than sifting through a series of resumes that come to them.

Finally, career fairs are excellent events during which organizations can meet a targeted group of motivated individuals face-to-face. This interaction can be so much more effective than trying to determine how someone will fit into an organization when looking at a couple sheets of paper or a computer screen. Career fairs can draw large groups of people and may even highlight a specific industry, increasing one's chances of finding that perfect candidate.

So when an opportunity appears for a local career fair, grab a colleague, poster board, and some business cards and be prepared to take your business to the next level – tomorrow's leaders are waiting!

Professional Development: What it Means to be an Active Professional in Your Industry

By: Mia Pierson

It takes hard work and dedication to become a professional in the industry of your choice; however, the work does not stop once you get a job. Joining professional organizations is a great way to stay active and connected in your field. Every field has its own professional organization such as the American Association for Marriage and Family Therapists (AAMFT) and Association of California School Administrators (ACSA). These organizations often offer great learning and networking opportunities to stay involved with your fellow colleagues.

Another excellent way to stay active is by participating in informal learning opportunities or workshops that can be offered through your place of employment. Many organizations have these workshops and will often refer to them as "Leadership Skills" or "Task Skills" workshops. You can never know too much in your field, so these types of opportunities should always be welcomed and taken advantage of.

Mentoring other colleagues can also keep one on their toes, in terms of staying informed and exchanging new ideas. Having a mentee can be helpful to both parties allowing each person the opportunity to learn from one another. It is always a kind gesture to assist others in getting to where they aspire to be; similar to the way others helped you on your professional journey.

Lastly, staying active can be as easy as speaking at different engagements or attending certain conferences in your line of work. Speaking at these types of events can not only help keep you up to date on what is happening in your field, but it is also a great way of increasing your visibility and enhancing your professional reputation among a network of colleagues.

Building Bridges

Pepperdine University Graduate School
of Education and Psychology

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Comments, questions, or concerns?
We'd love to hear from you!

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Have positions to fill?

Pepperdine University Graduate School of Education and Psychology, Career Services Department can help!

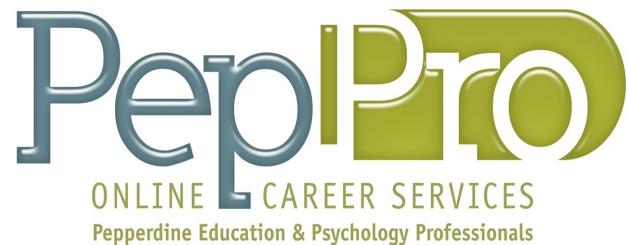
Our students come from a variety of master's and doctoral programs in areas such as:

Master of Arts in Education & EdD

- Education with Teaching Credential
- Administration
- Social Entrepreneurship & Change
- Learning Technologies
- Organizational Leadership

Master of Arts in Psychology & PsyD

- Marriage and Family Therapy
- Psychology
- Clinical Psychology



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