

EMD@SH

SOCIETY OF TECHNICAL COMMUNICATION JMU CHAPTER
OFFICIAL NEWSLETTER



Image courtesy of Emma Friedman.

IN THIS ISSUE

PAGE 1
LETTER FROM THE PRESIDENT

PAGE 2
JMU STC LEADERSHIP

PAGE 3
HOW TO: RESUMES & LINKEDIN

PAGE 4
INTERNSHIP ROUNDTABLE

PAGE 5
WRTC INTERSHIP PROCESS

PAGE 6
IMOVE & PHOTOSHOP

PAGE 7
ABOUT INNOVATION SERVICES

PAGE 8
LINKEDIN & LINKEDIN PHOTOS

PAGE 9
SALARY BENEFITS & NEGOTIATION

PAGE 10
IMOVE & PHOTOSHOP

PAGE 11
INTERVIEW SKILLS & ELECTIONS

A MESSAGE FROM THE PRESIDENT

by *SASKIA BEITZELL*

I am thrilled to be your STC President for the 2017-2018 school year. After participating as a member of STC last year and getting to know the immediate past president, Morgan Howell, in classes, I was inspired to lead in her footsteps. With a new faculty advisor and a new executive board, we are well on our way to a successful fresh start of our STC year. Coming from the drawing board, I am confident in my fellow officers' ideas and plans for you this fall and spring. At an executive meeting in early September, Chris Tramontana (our VP) and I, discussed the best dates, times, and topics to bring to our meetings. We aim for every meeting to have meaning and purpose for people of all majors and years at JMU. Our plan for fall semester included a resume and LinkedIn presentation by Drew Savage at Career and

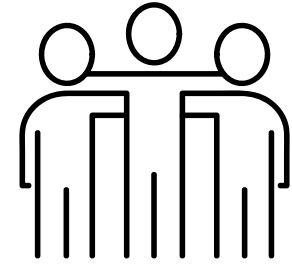


Image courtesy of Emma Friedman.

Academic Planning, a round table discussion with Cindy Allen and students who completed a WRTC internship, and a workshop with Debbie Pugh from Innovation Services on basic photography skills and iMovie editing. Our plans for the spring include interview question prep, professional headshots, negotiating benefits and an etiquette dinner. We aim for all attendees to acquire valuable information for personal and professional development. I hope you'll join us for these meetings and I look forward to a great year.

"WE AIM FOR EVERY MEETING
TO HAVE MEANING AND
PURPOSE FOR PEOPLE OF ALL
MAJORS AND YEAR AT JMU."

— SASKIA BEITZELL,
PRESIDENT



EMD@SH

Publication Editor: Emma Friedman

JMU STC OFFICERS

Fall 2017- Spring 2018

President

Saskia Beitzell

beitzesa@dukes.jmu.edu

Vice President

Christopher Tramontana

tramonct@dukes.jmu.edu

Treasurer

Jacqueline Battaglia

battagjp@dukes.jmu.edu

Secretary

Karina Calderon

calderki@dukes.jmu.edu

Public Relations Manager

Emma Friedman

friedmej@dukes.jmu.edu

Chapter Advisor

Dr. Angela Crow

crowad@jmu.edu

Web Designer

Laura Baird

bairdlr@dukes.jmu.edu

Web Designer

Cecilia Valdez

valdezcd@dukes.jmu.edu

HOW TO: RESUMES AND LINKEDIN



Presented by Drew Savage, savageac@jmu.edu
 Career and Academic Planning
 October 17th, 2017

by *EMMA FRIEDMAN*

How To: Resumes and LinkedIn helped students learn how to format resumes and fill them with suitable content. Savage also spoke about creating a LinkedIn profile to act as full online CV's, or digital portfolios.

Resumes should be tailored to each job, and aspects of the job should be articulated through a resume holder's experiences. The format of the resume depends on the type of job and general preferences of those in professional fields. High school experience should not be put on a resume past junior year of college at the latest. Be concise and use strong action verbs.

It is important to have a LinkedIn photo that appears professional. You can stand out by also adding a cover photo. Make connections with people you know in professional settings, and ask bosses or supervisors to write brief recommendations for your page.

SAVAGE BIO

Drew Savage is a liaison in CAP to the College of Arts and Letters, and to the HART School. Interest areas include student affairs and academic advising.

TAKE-AWAYS

- Formatting tips
- What to include in position bios
- Include LinkedIn cover photo
- Be concise
- Tailor verbs from job app in resume
- Use professional photo on LinkedIn
- Send as PDF doc
- Make connections
- Don't overcrowd

INTERNSHIP ROUNDTABLE

Presented by Cindy Allen, allen2cj@jmu.edu
 WRTC Internship Coordinator
 November 7th, 2017



ALLEN BIO

Cindy Allen is a professor, Internship coordinator and minor advisor for the WRTC department.

TAKE-AWAYS

- Learn about internships in your major on major websites
- Reach out to connections
- Use Indeed or job websites to find positions
- Contact orgs that interest you
- Research the company before

by *CHRISTOPHER TRAMONTANA*

Internship Roundtable goals were for our guests and ourselves to connect with other students that have already secured or worked an internship at an internship seminar. Our fantastic members arranged numerous speakers to discuss their internships, with opportunity to connect and trade information afterward. Among the ten members in our club, only half have completed or secured internships.

Although this meeting may seem unimportant to a Business or Nursing major, anyone could find the importance of it. Our guest speakers have interned in a wide range of fields, including: accounting in D.C., photography in Ireland, sports in New York, and many more.

Employers are looking for experience in your field, so we all are looking for internships. The same processes are

being dealt with by students all across our country, so it doesn't hurt to learn more about internships. All JMU professors would be more than happy to assist you in your internship search. Talk to your advisor, classmates and professors, because networking now will prove beneficial in the long run.

WRTC Internship Process

Check Eligibility

In order to apply for a WRTC internship, you must meet the following requirements:

- > WRTC 300 completed
- > WRTC 301 completed
- > Junior or senior standing

STEP
01





STEP
02

Find an Internship

Think about what kind of experience you would like to have. Most companies are glad to have qualified interns. Think big and don't be afraid to ask.

Contact the Internship Coordinator

Email Cindy Allen to discuss your plans:
allen2cj@jmu.edu

STEP
03





STEP
04

Submit Paperwork

All required internship forms are available on the WRTC website. Internships **MUST** be approved before enrollment in WRTC 495 will be allowed.

Get Started on your internship!

Register for WRTC 495. Upload bi-weekly reports including logged hours to Canvas. More information is available on the WRTC website:
www.jmu.edu/wrtc

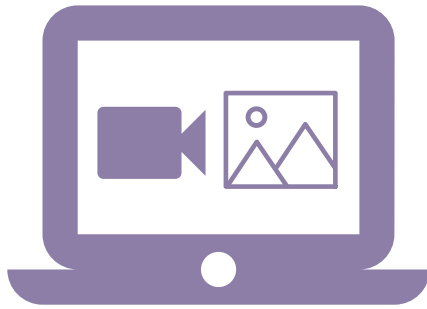
STEP
05



This infographic is from the JMU WRTC website.

IMOVIE AND PHOTOSHOP

Presented by Deborah Pugh, pughdg@jmu.edu
 JMU Innovation Services
 November 28th, 2017



by *KARINA CALDERON*

Our final workshop Fall semester, iMovie and Photoshop, focused on key features of both softwares, and contributed some beneficial resources to guide users. The presentation focused on basic skills within the software. We aimed to understand why we use each one due to varying capabilities, and the processes we must go through to complete work in each software.

When asked what resources Pugh found most beneficial for a beginner photo and film enthusiast, she advocated for her free, one-hour MADLab workshops. She also mentioned Lynda.com, a go-to site for when you need basic walk-throughs or you're just itching to program an Arduino board. Both resources are free for JMU students. However, if you're an aspiring Kubrick or Tarantino, she suggests a personal favorite, NoFilmSchool.com.

If you happen to find yourself in a rush and wanting to whip up something quick Lasso, Quick Select, Magic Wand, Crop, Clone Stamp and Content Aware, Eraser, and Test are the basic and most essential tools you need for a quick Photoshop session.

PUGH BIO

Deborah Pugh is Media Instruction Coordinator at JMU's MADLab for Innovation Services, teaching media skills, software, video and design.

TAKE-AWAYS

- Try new things, even outside the classroom
- Do not limit yourself, take on new positions and experiences
- Use free JMU resources
- Become proficient in computer and editing software for marketability

So, why is it useful to know how to use these programs? Pugh said, "Education does not live isolated from the world we live in. Never has that been more true than today...Having a fluency in technology takes one from being a consumer of media to a producer of it."

While she does acknowledge the in-class benefits of learning new technology, Pugh believes it's more than that; she believes in 21st Century skills. They are essential to the world of the college student and the "toolbox you bring to future employers."

ALL INFORMATION TAKEN DIRECTLY FROM INNOVATION SERVICES WEBSITE.

ABOUT INNOVATION SERVICES

Innovation Services is a merger of staff, spaces, and initiatives focused on bringing creative technologies and expertise to the entire JMU community. Innovation Services is a collaboration of instructional designers, librarians, educators, technologists, and media specialists that provides:

- Support for faculty in the design and implementation of effective, creative pedagogies for teaching and scholarship in traditional, online, and blended environments
- Instruction in a variety of modes for faculty and students in the creative use of technologies
- Cutting edge facilities, equipment and support for the entire JMU community
- An environment that encourages experimentation, risk-taking, entrepreneurship, and community building

Contacts

Mailing Address:

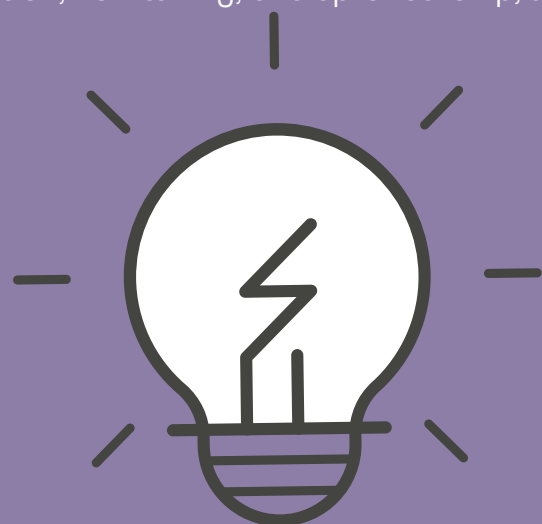
Innovation Services, MSC 1701
James Madison University
880 Madison Drive
Harrisonburg, VA 22807

Website: www.lib.jmu.edu/innovation

Telephone: (540) 568-7061

Email: innovation@jmu.edu

Staff Directory: <https://www.lib.jmu.edu/innovation/staff/>



LINKEDIN AND LINKEDIN PHOTOS

Presented by Drew Savage, savageac@jmu.edu
 Career and Academic Planning
 January 30th, 2018

SAVAGE BIO

Drew Savage is a liaison in CAP to the College of Arts and Letters, and to the HART School. Areas of interest: student affairs and academic advising.

TAKE-AWAYS

- Follow and like orgs in your field or of places you have worked
- Reach out to JMU Alumni for advice or opportunities
- Upload a cover photo so your profile stands out
- Include all professional experiences



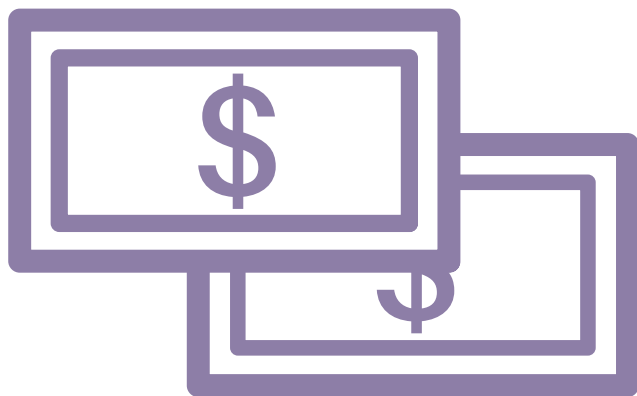
by *EMMA FRIEDMAN*

LinkedIn and LinkedIn Photos offered an opportunity for free professional headshots, a comprehensive understanding about how to sell yourself, and produce a successful profile on LinkedIn.

It is important to choose a professional profile photo, and to write a bio to tell potential employers what you are looking for. You should include a job title or university as a headline, which will also appear when your name comes up during a search and may signal potential employers to view your profile. Be sure to include skills and endorsements. Endorse others because they will mostly likely give you endorsements as well. Use LinkedIn to search for jobs, and see if any of your connections have worked at those companies as well. Reach out to connections for career advice and networking. And, maintain professional relationships longterm with people you meet in school or work.

SALARY BENEFITS AND NEGOTIATION

Presented by Elizabeth Pass, passer@jmu.edu
 WRTC Faculty Member
 February 13th, 2018



by *EMMA FRIEDMAN*

Salary Benefits and Negotiation focused on salary negotiation within the job application process, which includes what to do before an interview, before an offer, and after an offer.

Before an interview, do research about the company such as cost of living in that area, about company policy and about the position. Determine what makes you special so you can communicate those attributes to employers. Dress up, or above the organization's typical dress style, and come prepared to ask questions. Show excitement in both your verbal and nonverbal communication.

Take a few days to consider an offer, and be sure to get that offer in writing including salary, start date, job description and benefits. Do not bring your personal life into negotiations, and keep calm and controlled. Never lie or bluff about other offers. Avoid conflict and be loose and friendly in interviews; these may be your future colleagues.

PASS BIO

Elizabeth Pass is a professor in WRTC, who focuses on production of online and web settings to prepare students for industries in communication.

TAKE-AWAYS

- Research the company, come with questions
- Dress above company average
- Use specific examples
- Do not disclose past salary or give first number
- Do not negotiate until you have an offer in writing

RECRUITMENT SAVVY

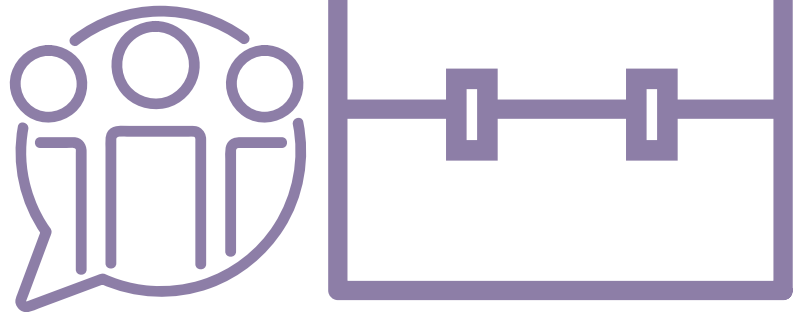
Presented by Tiffany Griffin, griffin.tiffany@gmail.com
 Accenture, Digital Consulting
 April 13th, 2018

GRIFFIN BIO

Tiffany Griffin is a JMU Alumna WRTC major and Technical Communication concentration working as manager at Accenture.

TAKE-AWAYS

- Be specific describing interdisciplinary majors
- Networking is essential
- Have a portfolio or work examples to show employers
- Develop an elevator pitch
- Utilize connections



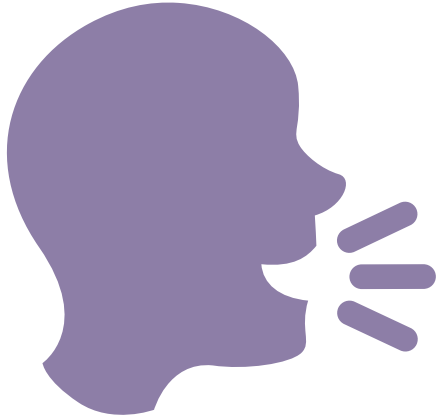
by LAURA BAIRD

This presentation discuss various ways one can become career and recruitment savvy. Griffin had insightful words of wisdom for current WRTC students in regard to networking, resumes, and interview tips. Namely, Griffin recommended that students network with others by utilizing LinkedIn, attending meet-ups, and making use of one's own connections with friends and acquaintances.

When applying for a job, it is crucial to show "real work." One should be able to include tasks or assignments they accomplished that made an impact or difference for another individual or organization. Additionally, Griffin gave fantastic advice on how to describe WRTC's broad, interdisciplinary nature. She suggested that students "develop a 30 second elevator pitch." Students within WRTC should be able to quickly describe what specifics they would like potential employers to know about WRTC, and the particular strengths and skills they have to offer.

INTERVIEW SKILLS AND ELECTIONS

Presented by Venus Miller, millervs@jmu.edu
Career and Academic Planning
April 17th, 2018



by *EMMA FRIEDMAN*

Interview Skills and Elections addressed the interviewing process, including tips for before, during and after an interview. Elections were held for STC positions next school year.

To prepare, research the company, and practice talking to yourself in a mirror or record yourself and listen back. Have three to five questions prepared, research the person interviewing you if possible, and confirm the time and date of your interview.

Maintain eye contact and practice a firm handshake with potential employers. Address them by name, and ask them how they prefer to be addressed. Bring a copy of your resume to the interview, and be sure to eat a full meal beforehand to be attentive and excited. Provide succinct examples of your experiences to answer questions, and send a follow up thank you email or letter to help them remember you and show you are interested in the job.

MILLER BIO

Venus Miller is the Career Readiness Coordinator and a Career Advisor for JMU Career and Academic Planning.

TAKE-AWAYS

- Try to connect and share experiences
- Make eye contact and practice firm handshaking
- Come prepared with questions
- Research company and interviewer
- Prepare camera and sound for online interviews
- Send thank you email or letter
- Show excitement