



1-2013

January 2013 Newsletter

Career Center, Illinois Wesleyan University

Follow this and additional works at: https://digitalcommons.iwu.edu/ccenter_newsletter

Recommended Citation

Career Center, Illinois Wesleyan University, "January 2013 Newsletter" (2013). *Career Connections Newsletter*. 26.

https://digitalcommons.iwu.edu/ccenter_newsletter/26

This Article is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

CAREER PROFILE

a look at life outside Illinois Wesleyan University

Name: Todd Zoellick, '00

Majors: History/Political Science
Minors: English/Business

President-Transit Pro Logistics
President-Zoellick Enterprises

Children's Book Author

Todd Zoellick is an IWU alumnus from the class of 2000. He has worked as an attorney, educator, and policy/operations expert for various schools and districts. One of his bigger jobs was with the United States Department of Education as the Deputy Regional Secretary for six Midwest States. I will not give away too much of his story because he does have a lot to tell to you fellow readers. Here's what he had to say about his job history, time at Wesleyan, and beliefs about Entrepreneurship.

Can you give a brief background on what you did after IWU?

I went to school at Chicago-Kent College of Law and practiced law for a few years as a tax attorney specializing in state and local taxes. In my free time I worked with education policy issues, which stemmed from my passion for education. I was involved in working to influence education policy and electing individuals who would be change-agents for education.

In 2005, President George W. Bush was re-elected to a second term and appointed a new Secretary of Education, Margaret Spellings. The administration was in the process of assembling a new team, and my name came up a few times from a variety of individuals as someone who would be able to fill an open position as a Deputy Regional Secretary for six Midwest states at the U.S. Department of Education. I was appointed by the President and worked in that role for about three and a half years. My main duty was to be the "eyes and ears of the Secretary and President on all educational issues in the Midwest." Six to seven days of the week I traveled to meet with teachers, principals, superintendents, business leaders, governors, and members of Congress. I was talking with anyone who touched education. My role

was to explain the U.S. education policy and also give them the opportunity to tell me what was or wasn't working. I would then take that information back to D.C.

In 2009, my position ended with the change of administrations. Rather than going back into the practice of law, I decided to utilize my knowledge and experience acquired from the Department of Education and create an education consulting firm, which would work with school districts throughout the country. This company had several divisions including traditional education consulting, speaking/writing (including my children's books), and the practice of law. In an effort to expand my consulting practice, I began partnering with other groups to provide education consulting services to school districts and expand my impact on students and teachers.

In March of 2012, I was asked to be the president of a new company called TransitPro Logistics, which is a school transportation logistics company that helps school districts optimize their transportation systems. TransitPro Logistics utilizes its full range of

management services to partner with districts to provide the safest, most cost effective transportation solutions. One of the great aspects of this company is that our work with school districts saves them significant dollars that can then be utilized for other programs for the school district, including teaching and learning.

Where did the inspiration to write children's books come from?

I had been encouraged by friends and colleagues for years to write children's books. The push to actually begin writing came from a literacy conference where I was the keynote speaker during my tenure at the U.S. Department of Education. I was disheartened by some of the poor quality children's literature available at the conference. I decided that I would follow the suggestions of my colleagues and attempt to contribute some quality children's literature that parents and teachers could enjoy with students. *Daniel Harrington Fairbanks the Third and the Dog that Wouldn't Bark* was released in 2009, followed by the second book, *Daniel Harrington Fairbanks the Third and the Great Camping Adventure*, in 2010. The third book, *Daniel Harrington Fairbanks the Third and a Day on the Farm*, was recently released in October 2012.

It's apparent you've ventured off into different companies and areas of work. What are some of the benefits of being an entrepreneur? (continued, page 3)

People have different interpretations of what an entrepreneur is, so this question can be answered in different ways. I envision an entrepreneur as someone who looks at the world differently and thinks: "How can I make it better or add to it?" For example, think about my company, TransitPro Logistics. This company takes an existing system (i.e., school transportation) that needs help and makes it more effective.



CAREER CONNECTIONS

a newsletter from the hart career center

January 2013

Trends In Recruiting: What Employers Want From Us!



image: nonprofitpeople.monster.com

"Today we're telling everyone to go to college but we don't have enough jobs," stated Dr. Phil Gardner, Director of the College Employment Research Institute at Michigan State University, during the 16th Annual Trends in Recruiting Seminar this past November. The room stared with blank looks on their faces. His statement made me wonder, "will my college experience guide me in the direction to find work?" A lot of the responsibility will rely on me (and you!) to find that direction. And unfortunately, it looks like this problem Gardner points out isn't such an easy one to fix. To give you a quick flavor of some of the findings he uncovered at the small liberal arts colleges he visited for this past year's study, here's an overview:

INSIDE THIS ISSUE

p. 2 Spring 2013 Events

p. 3 Jobs In Government

Employer's Outlook on Labor Market

The college labor market is up by three percent. The strongest areas with demand are marketing (sales), finance, human resources, and advertising. A big surprise came from the discovery of a strong demand for associate's degrees. Demand for these degrees were up by more than thirty percent. On the other hand, MBA degree demand contracted by six percent. Overall, the labor market shows signs of improvement but it should not be expected as a breakout year.

There is a bit more optimism about the college labor market than last year. It is expected to stay competitive, and opportunities will be out there. The rating is between fair and good. Organization size did make a difference in how employers viewed the college labor market. As the number of employees in the organization increases, overall optimism rises. Smaller organizations feel the market is still poor. Utilities, Mining, Oil, Financial Services, Agriculture and Natural Resources, and Professional and Sciences Services view markets more positively.

Hiring Intentions

2011-2012 described the market as deep and broad with all majors showing strong positive growth in available job opportunities. Forty-two percent of full-time hiring representatives entered recruitment season with expectations to hire. For 2012-2013, this wasn't the case. Only twenty-two percent (almost a fifty percent decline) entered with definite plans to hire. More organizations are coming to campuses with no targets in hand or just not visiting at all. Employers with preliminary or uncertain plans to hire new graduates are continuing to rise in numbers; meaning less hiring is taking place.

Hiring By Major

Business remains the most frequently requested major. Marketing and Advertising are seeing strong gains. English, Psychology, Computer Science, Communications, Human Resources, and Public Relations are gaining ground too. Accounting, unlike the past two years, is now showing declines. Sectors that hire engineers are struggling or only inching up this semester. Employers still seek candidates with the right combination of skills and experiences from all majors. One-third of employees indicated willingness to take in any major and add them to their talent pool. (Good news for Liberal Arts graduates!)

Students...Beware

The concern for students' preparedness entering into the workplace among employers is very high. Here's what employers had to say about students. They're lacking an understanding of how a professional organization works. They don't know how to make projects interesting at the company. There's also a lack of ability when using Microsoft Office, Excel, and Word on the computer. Students are showing a clear lack of experience in professional settings along with poor attitudes towards work itself. Employers report that they're still encountering candidates approaching work with unrealistic expectations about salaries and responsibilities.

Enough Bad Talk, What can we do?

Employers advise students to learn the ropes, apply academic knowledge and gain a deeper understanding of the roles in the organization. Get an internship, and start thinking about where you really want to go in the future, and how you will get there. (continued on page 3)

Continued Zoellick Interview (from page 4)

The idea is the same with my books. I wanted to contribute something different in a meaningful way. And if you're able to think or look at the world through different lenses, it's a great quality to have and shows signs of a true entrepreneurial spirit.

With the liberal arts experience, you've mentioned that it allows students to build the skills to be successful leaders and adults to contribute to society in a more positive way. How so?

Liberal Arts colleges allow students to think about the world differently. Instructors are forcing students, in a good way, to think differently. Additionally, students should be questioning what they are told in class and not just taking it at face value. Questioning what it is that you are reading or hearing can create real value for you and allows you to become a much deeper thinker.

Are we bound to our majors after college?

I was a Political Science/History double major and English/Business double minor. There definitely are certain fields of study at IWU that require the learning of a specific skill

set to use in a profession, for example Nursing or Accounting. Then there are other majors like History or Political Science that offer a wide variety of options. My situation allowed me to not be bound to my major, as I went to law school and pursued different career paths. What's important is that we use the skills learned in-class: writing, thinking, and analyzing. I use these daily. We need to be open to a variety of paths and see where we have the greatest impact and opportunity to create change.

Is Illinois Wesleyan at a disadvantage without an Entrepreneurial aspect to its Business Major?

Illinois Wesleyan is at no disadvantage here. There are plenty of outside opportunities that IWU offers. And a lot of it depends on you. Go out there and find it yourself. Use internships, jobs, and other experiences as a channel to gain some entrepreneurial focus and experience. Through those experiences, explore what entrepreneurship means to you and what you think it is. **In the end it depends on the will of the student.**

Hart Career Center Spring 2013 Events To Keep Your Eyes On

1/28 ~ Careers and Chaos In a Changing Word @ 4pm
- Welcome Center Auditorium

2/1 ~ Career Fest-ISCPA Job and Internship Fair @10am-3pm
- North Central College, Naperville, IL
(pre-register at the Career Center)

2/4 ~ Resume Reviews @ 2-4:30 pm
- Hart Career Center

2/5 ~ IWU/ISU Spring Internship Fair @4-7pm
- ISU, Bone Student Center

2/6 ~ IWU/ISU Spring Job Fair @11am-2pm
- ISU, Bone Student Center

2/12 ~ Using Social Media as a Networking and Job Search Tool @4pm – Welcome Center Auditorium

2/12 ~ Health Professions Panel @ 7pm – Welcome Center Auditorium

3/6 ~ Post Graduate Financial Planning @6:30pm
- Welcome Center Auditorium

3/19 ~ IWU/ISU Mid-America Educators Job Fair @ TBA
- ISU, Bone Student Center

3/22-3/23 ~ Council for IWU Women 2013 Summit @ Various Times and Locations

3/26 ~ Crystal Ball Coffeehouse @ 7pm - Welcome Center Auditorium

4/9 ~ Crystal Ball Coffeehouse-Social Justice @ 7pm
- Welcome Center Auditorium



"10 Phrases that are holding your Career Back"

"The words you choose may be the difference between being thought of as a problem-solver or a problem," says Jenna Goudreau, Forbes Staff writer.

She also mentions that it doesn't matter if you're dealing with clients, workers, or superiors; "how you phrase and frame the message colors the way people perceive you."

Try to stray away from filler words (uh, uh huh, well), qualifiers (sort of, kind of, mostly) which diminish authority, and negative framing (can't, impossible, never) that discourage.

Believe me, this will matter when you're at your job or even at an interview!

This list comes from an informal poll of communication experts and career advisers. According to the experts, these are the ten worst things to say in your career:

- 1) "That's not my job."
- 2) "I think..."
- 3) "I don't know..."
- 4) "I can't."
- 5) "But..."
- 6) "That's not a good idea."
- 7) "I'll try."
- 8) "It wasn't my fault."
- 9) "I guess."
- 10) "That's impossible."

You never know who may be listening to what you say, choose your words carefully.

Additionally build your relationships with professors, professionals, alumni etc.

Bringing It All Together

Despite the college labor market growing at about the same pace as last year, the feeling is different. Gardner reported, "I do not see as much confidence going into the second half of the academic year." Growth contributors like Accounting, Engineering and Computer Science are all lagging. And after four years of rough seas, the college labor market will probably not reach a better

situation for several years to come. The two most outstanding parts of the study have been the consistent comments from employers that students' sense of entitlement, expectations, and level of preparedness is out of sync with the reality of the workplace and the huge rise in demand for associate degrees. Gardner gives one more additional piece of advice that's definitely a real thinker: all students need the capacity to face life's challenges head on. This should be instilled in them during their college years. Go out, and conquer your challenges!



Work In Government, Is it for You?

The Federal Bureau of Investigation, the Senate, the U.S. Department of Defense, the Nuclear Regulatory Commission, and the Smithsonian Institution... ever wondered what it's like to work for the federal government? Did you know that it's not essential to have a political science degree in order to work for the federal government? If you are on the fence or ever considered a job in federal government and are unsure, read some quick reasons to consider a federal career:

There's a job for every interest

--Jobs are available in every field from architects to zoologists

Flexible Work Schedules and Benefits Encourage Work-Life Balance

--Federal benefits, including health insurance, retirement and vacation, are extremely competitive with the private sector

You can advance quickly

--There are several ways to advance within your field

According to Makingthedifference.org, the government looks for a wide variety of talent and abilities amongst all applicants. Here are the top five hiring job areas of 2012 and the positions that were in demand:

Security & Protection

52,077 new hires

Intelligence analysis, international relations, foreign affairs, security administration, transportation security

officers, park rangers, police officers

Enforcement & Compliance

31,276 new hires

Inspectors, investigators (including criminals), customs and border patrol and protection, import specialists and customs inspection

Medical & Public Health

54,114 new hires

Physicians, nurses, pharmacists, medical techs, nursing assistants

Program Management/Administrative-17,287 new hires

Program managers and analysts who monitor program operations and effectiveness to administrative staff

Legal

23,596 new hires

Attorneys, contract representatives, paralegals, passport/visa examining and claims examining and assistance

And please, don't think that the only place where you'll land a job is D.C. Actually, 84 % of federal jobs are located outside the greater D.C. area. Here are the percentages of government jobs across the United States' regions:

West Coast- 12.8%

Midwest and Great Plains- 16.64%

Southwest- 10.42%

Mountain West- 5.47%

Mid-Atlantic- 30.22%

New England 6.65%

To find a job that is best for you, get familiar with the various cabinet departments and federal agencies. For instance here's an example of mission statements from a cabinet and a federal agency:

The US Department of Education

strives itself on making sure that the nation's public school system provides students with proper school supplies, educational facilities, and qualified teachers.

The Federal Communications

Commission regulates interstate and international radio, television, satellite, and cable and wire communication.

Most government agencies must post any vacancies on usjobs.gov, but not all jobs are posted there. So, be sure to visit the individual agencies' websites that you find interesting. If you're still having doubts, it might help to know that students from IWU have interned at many U.S. Departments including: the U.S. Bureau of Economic Analysis, U.S. Senate Foreign Relations Committee, and Chicago Passport Agency. Alumni have been employed by the U.S. Department of Justice-Federal Bureau of Investigation and the National Nuclear Security Administration. Finally, don't forget to use your resources! Come to the Career Center for books on jobs in government; visit Makingthedifference.org or Usjobs.gov; or visit different federal cabinets and agencies websites to find postings on specific job or internship openings. The ball is in your court now; decide what you want to do!