



Winter 11-17-2015

Inaugural Career Immersion Spring Break Trip Heading to Chicago

Kim Hill

Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/news>

Recommended Citation

Hill, Kim, "Inaugural Career Immersion Spring Break Trip Heading to Chicago" (2015).
News and Events. 2767.

<https://digitalcommons.iwu.edu/news/2767>

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.

Inaugural Career Immersion Spring Break Trip Heading to Chicago

Nov. 17, 2015

BLOOMINGTON, Ill.— Illinois Wesleyan University students of any major can get a closer look at entrepreneurship, marketing and public relations during the University's **inaugural Career Immersion Excursion trip** to Chicago over spring break in mid-March 2016.

Up to 20 students will be selected for the four-day experience designed to offer sophomores and juniors with the opportunity to visit nearly a dozen Chicago employers, network with alumni and other professionals, and clarify career goals and aspirations.

Students will visit Google's Chicago office; Foote, Cone & Belding, one of the largest global advertising agency networks; Bottleneck Management, recently named as a Top 25 Multi-Concept Restaurant Group; Weber Shandwick, a leading global public relations firm; Fruition Partners, a global technology-enabled services firm focused on elevating service management to the cloud; and several other marketing, advertising and PR firms.



Students selected for the spring break excursion will visit nearly a dozen Chicago employers and network with alumni and other professionals.

Laurie Diekhoff, associate director for career engagement at the **Hart Career Center**, said she is particularly excited about the opportunities for students to participate in case studies or other hands-on activities, to hear personal stories of career paths from alumni, and to attend small group dinners for students hosted by alumni in the Chicago area.

“Chicago is home to many successful Titans,” said Diekhoff. “We are thrilled to have the chance to introduce some of our current students to these talented alumni through site visits, professional networking events and social gatherings. All of the alums we have contacted are excited to get involved and have been very generous sharing their time and resources.”

Diekhoff said the program is made possible by the generous support of the family of Cathy Carswell, an IWU Trustee and 1965 graduate of the University, and the contributions of many participating alumni and employers. Alumni Chris Bisailon '93, co-owner of Bottleneck Management; Chad Maxwell '02, senior vice president at Starcom MediaVest Group; Marc Talluto '94, CEO of Fruition Partners; and Joni Williams '82, president at Kelly Scott Madison, have taken leadership roles in making the program a success and are providing meals during the students' visits to their organizations.

Students who are selected for the program are expected to contribute \$200 each toward the trip costs, which includes hotel accommodations, all other meals, programs and transportation throughout the event. A limited number of scholarships are available for students with demonstrated need. Deadline for application using **Titan CareerLink** is Dec. 1.