MARKETING YOUR LIBERAL ARTS DEGREE

Adapted from “Selling you Liberal Arts Degree to Employers” by Martha Reineke

The hallmark of a liberal arts education is the preparation it gives you for lifelong learning. While technical skills may become obsolete over time, skills gained through liberal arts coursework do not. You will always be required to communicate, write, solve problems, adapt to new situations, analyze information, and interact with a wide variety of people. In this week’s edition, we continue exploring skills you can market and activities you can get involved with to further develop your employability.

Skills to Highlight

Adaptability to Change

The world of work is changing at a dynamic pace. Changing demographics, increased use of technology, and a global economy all influence the 21st Century employee. Changes occurring within the workplace will require that you frequently adapt. Additionally, unlike in previous generations, a job-seeker in today’s generation typically has several careers over the lifespan. This requires more adaptability to change and flexibility than ever before.

As a liberal arts major, you have been a student of change who studies change, even though you probably haven’t thought of it like that. For example, no matter your field of study, you have had to learn about the history of your discipline and the changes that have occurred. This has helped you prepare for what will come next and how you will adapt. You have a unique perspective on how change takes place, the tensions and conflicts it causes, and how individuals and groups overcome this phenomenon and learn from it.

All employers are looking for potential change agents. You need to show your potential employers how you are knowledgeable about a topic many organizations have difficulty with: dealing with change.

Even more important than dealing with change, you have also had to manage change simply from being at school and studying while coping with life. Employers seek out potential employees who can be flexible and willing to adjust when necessary. The trick is combining the academic perspective with your personal experiences, and below are examples of sources you can pull from to do this.

It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one most adaptable to change – Charles Darwin
These are examples of ways you may have learned adaptability in your liberal arts studies:

- Year abroad or independent travel abroad
- Working part-time while studying
- Changing courses
- Combining study with family
- Shift work or working at short notice

Critical and Analytical Thinking

You have learned how to absorb and analyze complex material as well as identify important pieces of information while discarding irrelevant details. Through exposure to an interdisciplinary perspective, you can also evaluate a situation from a wide variety of viewpoints. In short, you have developed complex thinking skills.

Complex issues require complex thinking prior to acting. If an employer needs you to complete a project, you are not stuck with doing it how it’s always been done before. Instead, you can let your employer know how you can do it more efficiently or more creatively to reach a wider target.

Liberal arts education challenges you through class discussions, research papers, and essay exams that help you develop the critical and analytical thinking skills you will use every day in your job. These skills can be used for everything from consumer research to technology.

**Sources of Evidence to Use When Marketing Yourself**

- Employment
- Volunteer/ community service
- Political activism
- Class projects, papers, labs
- In-class presentations
- Research
- Independent study
- Thesis or capston project
- Practica
- Special training (e.g. on equipment)
- Attendance at lectures, seminars, workshops
- Research assistant to professor
- Residence hall advisor
- Theatre
- Music
- Sports (intramural, intercollegiate, individual)
- Student newspaper
- Government (elected or appointed)
- Speakers and entertainment committees
- Admissions correspondent or tour guide
- Orientation leader
- Scouting
- Military service (ROTC)
- Outdoor guide or trip leader
- Tutor, instructor, teaching assistant, test proctor
- Honor societies
- Awards (all types)
- Mentoring
- Sorority/ fraternity (especially leadership roles)
- Student Government
- Publications (even a letter to the editor)
- Licenses and credentials
- Attendance at academic meetings and conferences
- Presentations of research
- Table topics
- Speeches
- Travel
- Languages
- Computer skills
- Hobbies and pasttimes
- Religious involvement
Administration

CHIEF PLANT OPERATOR – City of Hot Springs, Water Treatment Department – CLASSIFICATION: Superintendent I, STARTING SALARY: $16.42 Per Hour Plus Full Benefits, DAYS & HOURS: Monday – Friday, 8:00 a.m. – 4:00 p.m.

QUALIFICATIONS: Must possess a high school diploma or equivalent; must have at least five years in the operation of a water treatment plant or other comparable facility; must possess a Class IV Water Treatment License at time of hire; must possess a valid driver’s license and a clean driving record.

DRUG TESTING: All applicants are subject to pre-employment testing; individual in this position will be subject to random testing.

TO APPLY: Contact Human Resources Office at City Hall, 133 Convention Blvd., HS, AR 71901, (501) 321-6841 or log on to www.cityhs.net. All employees that wish to apply for a transfer or promotion to another classification and/or position must complete a “New Application for Transfer/Promotion Form” and return the original signed form to Human Resources. Closing Date: December 3, 2014

State of Arkansas DFA Tax Auditor Position #2210-8405 – The qualified applicant must have a business degree with at least 24 accounting hours. This position requires living in one of the following counties: Hempstead, Howard, Lafayette, Little River, or Pike County. For more information go to https://www.ark.org/arstatejobs/index.php

GRANTS ANALYST – State of Arkansas, Arkansas Department of Rural Services. Posting Expires: 11/28/2014. Summary: The Grants Analyst is responsible for applying professional level skills and has specific program knowledge as it relates to area of assignment. This position is governed by state and federal laws and agency/institution policy. Grade: C117, Salary Range: $32,249.00 - $54,775.00 per year. For a full job description and application instructions, visit: https://www.ark.org/arstatejobs/index.php?ina_sec_csrf=5c64f105976e5460bea3e238aabd3a55&ac%3Ashow%3Ashow_job=1&agencyid=134&jobid=71631

TAX AUDITOR – Immediate opening with the State of Arkansas, Office of Field Audit for the position of Tax Auditor in the Arkansas, Prairie, Monroe, or Lee County area. Beginning salary $35,554. Applicants must reside in or relocate to Arkansas, Prairie, Monroe, or Lee County.

Qualifications required: •Bachelor’s degree in Accounting or related field with at least 24 hours in Accounting. •Knowledge and experience using Microsoft Office. •Strong written and oral communication skills. •Valid Arkansas driver’s license and some overnight travel required.


ACCOUNTING CLERK/RECEPTIONIST – City of Hot Springs, Finance Department – CLASSIFICATION: Office Assistant 4, STARTING SALARY: $11.50 Per Hour Plus Full Benefits, DAYS & HOURS: Monday – Friday, 8:00 a.m. – 5:00 p.m.

QUALIFICATIONS: Must have knowledge of a specialized field (however acquired), such as basic accounting, computer, etc.; must possess a high school diploma or equivalent plus night, trade extension, or correspondence school specialized training, equal to two years of college, plus 2 years related experience and/or training, and 7 to 11 months related management experience, or equivalent combination of education and experience.

DRUG TESTING: All applicants are subject to pre-employment testing.
TO APPLY: Contact Human Resources Office at City Hall, 133 Convention Blvd., HS, AR 71901, (501) 321-6841 or log on to www.cityhs.net. All employees that wish to apply for a transfer or promotion to another classification and/or position must complete a “New Application for Transfer/Promotion Form” and return the original signed form to Human Resources by the closing date for the position. Forms are available in all departments as well as Human Resources. CLOSING DATE: November 28, 2014

Education

ENGLISH TEACHER – Centerpoint School District, Rosboro (Amity), Arkansas – Seeking an English teacher to begin immediately. December graduates will be considered. Interested applicants should contact Mr. Deric Owens, Principal at 870-356-3612 or owensde@ck.k12.ar.us

INFANT AND TODDLER – Early Head Start is a non-profit agency that was just awarded a grant to provide Early Head Start services in Pulaski and Garland Counties in Arkansas. Currently, they have 11 infant and toddler positions open in Pulaski County. They are seeking teachers with a background in Early Childhood Education. Contact: Kim Qualls, Director, 501-655-3955, ehsd@arearlylearning.org.

Media

PHOTOGRAPHER/EDITOR - 40/29 News, the Hearst Television ABC/CW duopoly in Fort Smith & Northwest Arkansas has an immediate opening for a full-time Photographer/Editor in Rogers, AR. This member of our team will spend several hours each day editing for newscasts and several hours each day out in the field shooting, editing, and executing live shots for stories. We are seeking a photographer with the ability to capture the essence of what’s happening in the field, and then bring it vividly into the homes of our viewers. We are seeking an editor who can simultaneously coordinate feeds, edit with both the eye and ear in mind, and coordinate content elements for multiple shows. Our next photographer is able to shoot on Sony XD Cam, GoPro, on laptop computer and iPhone. Our next photographer can edit in Adobe Premiere and utilize the ENG, SNG, and wireless data to feed completed work to the station. Our next photographer will be able to operate SNG, ENG, TVU packs, as well as other wireless data streams. Our next photographer is able to work as a team with reporters, while simultaneously gathering video and still images for our web platforms. Our next photographer will be creative and a visionary. Excellent editing skills, exceptional time-management abilities, effective communication style, organization, and knowledge of Adobe Premiere, Precis, ABC and CNN platforms are critical. An excellent eye for video and the highest journalistic standards are a must. If you are afraid to ask tough questions and gather information in the field, this is the wrong job for you.

Job Responsibilities:
• Gathers and edits vivid video and sound
• Gathers video and still pictures for digital platforms
• Working with reporters and producers to ensure the best content and facts are gathered.
• Will sometimes be asked to work and complete stories alone, and on tight deadlines.
• Editing video and sound from various sources, including network and original sources.
• Working with producers to ensure their creative vision is executed with vivid video and natural sound.
• Communicating and coordinating incoming video elements from crews in the field.
• Can work with catalog systems to record and locate necessary video.
• Edits video that matches scripts as written and avoids wallpaper video.
• Will produce and publish content to our online platforms

Closing Date: 12/11/2014. To Apply: Qualified candidates should email a resume, references, and links to their work to: Ernie Hall, Chief Photographer, KHBS/KHOG-TV – ehall@hearst.com. For additional information, visit: http://careers.hearsttelevision.com/BusinessUnit,bu,86020fbc-29a3-4661-ad36-e1e6b1183ce3.aspx

Retail

STORE MANAGER CANDIDATE – Dollar General Stores – Arkadelphia, AR – Are you ready for an exciting career move? We’re a fast moving $17.5 billion, Fortune 200 publicly-traded company with more than 11,000 stores and 12
distribution centers in 40 states, growing by hundreds of stores each year. We work in an energetic team atmosphere that leverages each person’s strengths and maximizes potential. We are committed to attracting upbeat, talented, and motivated people who can advance our mission of "Serving Others". GENERAL SUMMARY: Manage all employees and processes in a high sales volume retail store carrying a balanced combination of food and general merchandise. Responsible for ensuring that store functions are completed including, but not limited to ordering, receiving, stocking, merchandise presentation, staffing, cash handling, shrink control and customer service. In addition to general merchandise, food categories include produce, dry foods, meats, and dairy/frozen foods. For a full job description and application details visit: http://www.prodivnet.com/jobs/store-manager-candidate-arkadelphia-ar?utm_campaign=Henderson-State-University-%28check%29&utm_source=ARCompliance&utm_medium=compliance

Internships

USABLE LIFE, a Life & Specialty Ventures Company - When it comes to making a meaningful difference in the lives of our members, Life & Specialty Ventures and its family of companies is always ready. USABLE Life is a profitable and growing organization that offers many of the industry’s best individual and group life, dental and disability insurance products. We’re also an organization that’s committed to providing each employee with the chance to make his or her own meaningful difference. Our team is ambitious and passionate, and our work environment is relaxed and fun. Are you ready to join us? We currently have several exciting Intern opportunities available at our Headquarters: 17500 Chenal Parkway location in Little Rock, Arkansas (West Little Rock). We desire a minimum of a 4 hour shift between the hours of Monday – Friday, 8:00 am – 5:00 pm, but it can be spread over several days throughout the week.


COURSE HERO – Business Development Internship – Course Hero is now accepting applications for our paid, part-time job and Professional Development Program, to help us achieve our goal of increasing access and develop our Knowledge Drive Initiative. Details: 8-weeks duration with opportunities for extension and promotion for top interns; Work as little as 5 hours each week with the ability of working more depending on your dedication – work location is flexible – This is a paid position.

Responsibilities:

- Shape the future of the Knowledge Drive Initiative
- Implement professional skill sets in business development, marketing, and communication
- Utilize social media to drive visibility about what Course Hero is doing for education
- Build an academic resource that will serve students for years to come
- Provide critical feedback and insight to help us improve and expand our strong academic resource
- Engage in weekly workshops with a Course Hero manager, with an emphasis on structured goals and professional development.

Benefits:

- Premier access to Course Hero’s online study resource
- Professional Skill Development and Resume building workshops
- Opportunities for internship extension or promotion to additional leadership roles
- Letters of recommendation and one-on-one mentoring with a Course Hero manager
- Involvement with one of the fastest growing start-ups in the world of educational technology
If you are interested in joining our Internship and Professional Development Program and working together to do something powerful for education, please send your resume (as an attachment in either .pdf or .docx format) to: applicants@coursehero.com

BORGEN PROJECT – The Borgen Project offers a handful of telecommute internships that can be done from anywhere in the world. These positions operate independently, but must meet weekly deadlines, attend meetings via conference call and submit frequent reports. All positions are unpaid, but college credit is available. Following are a list of opportunities:

- Political Affairs Intern
- Journalism Internship
- PR/Visual Editor Internship
- Writer Internship
- Editor Internship
- Content Marketing Copywriter Internship

To Apply: Please email your resume to openings@borgenproject.org.

EPIC - If you’d like a career that is both challenging and meaningful, consider Epic, a worldwide leader in electronic health records. We create and implement integrated software products for many of the largest healthcare organizations in the US, including Kaiser Permanente, Stanford and Yale, and we are expanding overseas. Currently, 54% of Americans are cared for by physicians who use Epic software. We are now hiring for several technical teams, including Technical Services and Software Development.

TS: As a Technical Services Analyst at Epic, you’ll work with some of the most respected medical institutions in the country, advising them on best practices for their organization and cracking their toughest problems. After receiving comprehensive training to become an expert in our software, you’ll be a trusted source of technical knowledge for your customers, ensuring their organizations’ continued success. Technical Services is a dynamic role where no two days are the same; it requires quick thinking, collaboration, and drive. We hire from a variety of backgrounds, including engineering, math, physics, and other sciences. If you think you might be a fit, please inquire here: https://careers.epic.com/Home/ViewPosition?id=197.

SD: Software Developers at Epic find themselves working at the junction of two growing fields, medicine and computer science. At Epic, you’ll help create the best software for your users’ needs - from the massively scalable database to the user interface for visualizing complex information. You’ll meet with doctors, nurses, and other frontline professionals to understand their workflows and turn their needs into innovative software. Your work will help reduce medical errors, improve the management of chronic diseases, and find new ways to facilitate collaboration between patients and their care teams as you work to build multi-tier enterprise software for large healthcare organizations using a variety of technologies, as well as a variety of devices, from tablets to large wall-mounted screens. If you think you’re a fit, please inquire here: https://careers.epic.com/position-developer.

SD Intern: As a software development intern at Epic, you’ll take ownership of a meaningful and challenging project that will help shape the future of healthcare. You’ll be mentored by brilliant colleagues, collaborate with fellow interns, and accomplish something that you can be proud of. We’ll make sure you have the knowledge you need to succeed, but you’ll hit the ground running and own your project in its entirety - from gaining an understanding of your users' needs to handling design, development, testing and documentation. We’ll give you a lot to do, and we’ll expect you to deliver something great. If you’re interested, you can submit your resume online at https://careers.epic.com/Home/ViewPosition?id=270.
CENTER FOR CAREER DEVELOPMENT
Henderson State University
Foster Hall, 3rd Floor