Marketing Liberal Arts Degrees

Do you ever ask yourself what you are going to do with your liberal arts degree? You may have more options than you've ever imagined. In fact, top employers value liberal arts graduates because these graduates gain education and experience that help them develop various competencies.

Liberal Arts Skills and Traits
- Critical thinking
- Adaptability to change
- Decision making
- Interpersonal
- Leadership
- Analytical
- Problem solving
- Oral and Written Communication
- Flexibility
- Global Perspective
- Ability to research

Perhaps the greatest skill you develop is the capability to become a lifelong learner. Many employers who hire liberal arts graduates feel confident that these employees will seek new information and apply that information to the workplace.

Promoting your Liberal Arts Degree

Employers value your skills, but some may not realize what you actually have. It is up to you to sell yourself. First, you have to identify the proficiencies you gained (or are gaining) from your liberal arts education. What does the study of Shakespeare have to do with your career, anyway? For one, you had to research, organize, and problem-solve to understand it. Then, you had to verbalize, articulate, and defend a position about what you read. This are all transferable skills you can use to sell yourself.

What Do Employers Want?

Employers seek workers who adapt well to change, communicate effectively, use critical and analytical thinking techniques to solve complex problems, and interact constructively with others in the workplace.

Matching and Communicating Skills

Employers value your skill set, but you will have to sell yourself. Here are some tips that will help.

Job Postings

Scroll through a variety of jobs from "starving college kid" to career level. This list is updated weekly. You can find additional postings at www.hsu.edu/career
Matching your Skills to Employers Needs

It is essential you understand what the employer is looking for in the first place. This is where your research skills are going to come into play.

1. Reading job descriptions is an obvious way to research. You can google these and see what the criteria for various positions are. Remember learning about verbs? Note the ones used in the job description and use that same language when you market your skill set. This is especially important if you are submitting an application online. These applications go through automated tracking systems that count “buzz words,” so you need to learn to mimic the language of the employer as much as possible. Use work you have done on class projects, in a club or organization, or on an athletic team to validate your skills.

2. Start reading reviews of employers. Don’t rule out a company simply because you think your degree has not prepared you to work there. Check out sites like www.rileyguide.com or www.careerbliss.com. If you come across a company you are interested in, look over their webpages and social media sites. What events do they participate in? What kind of clients do they serve? You need this information to target your skills.

3. Talk with your professors. They really won’t bite you. They are a great resource when it comes to understanding what you can do with your major and what an employer will expect of you.

4. Pay attention to informational interviews and job fairs even if you are not looking for a job. This is an opportunity to ask employers what they are looking for in employees.

FIND MORE JOBS

Visit our webpage for more job postings and resources to assist you in your job hunt.

www.hsue.edu/career

Communicating your Skills to Employers

A common complaint of employers is that job seekers do not know how to communicate their skills. This is probably truer of the liberal arts graduate. It is time to do a skills assessment. This includes assessing your personal skills; your job specific skills with things, people, and information and ideas; and your transferable skills. Discovery is the first step. Once you understand what you have going on for yourself, you can then practice articulating these skills (the Center for Career Development can help you with both these activities). It is important to share specific examples of activities you have participated in that helped you develop these skills. For example,

- Instead of saying, “I have good communication skills,” say, “I have experience in explaining information clearly and concisely. I spent a great amount of time doing this as a communication major in college. In fact, my supervisor at the store I worked while attending school actually put me in charge of training all the new employees.”
- Instead of saying, “My leadership skills are strong,” add, “I started the XYZ Club and recruited 20 members in the first year. I also organized three large community events as president of my sorority.”

Participation in clubs, organizations, fraternities or sororities, athletics, and other extracurricular activities build important employability skills such as leadership, cooperation, diligence, and other desirable skills.
Skills to highlight:

**Ability to Communicate**

No single skill is cited more by employers as being important than the ability to communicate effectively in oral and written form. Effective communication involves the ability to write and speak clearly, persuasively, and coherently about yourself, your ideas, and your research.

As a liberal arts student, you have been asked to read extensively, draw conclusions from the material, and share your perspectives with others. You may not have always been successful, but the practice has allowed you to enhance your skills. Employers are searching for individuals who can read lengthy reports, listen to many opinions, draw conclusions, and effectively communicate the results.

You are particularly well-suited for listening, synthesizing, and communicating. Why? Because you are constantly challenged to express, in both oral and written form, your reasoning behind solving a problem or making sense of an issue. Have you ever considered how many papers you have written, presentations you have given, or class discussions in which you have participated where you were challenged to evaluate your arguments and construct new hypotheses or solutions? Because the liberal arts deal extensively with making sense of the human condition, it has been extremely important for you to communicate effectively with others.

**Interpersonal Skills**

Most professionals work closely with people, regardless of their field, and clearly, the liberal arts have taught you a great deal about people. You are at an advantage because your education has helped broaden your range of interests and, as a result, has made you a more interesting person.

Often referred to as 'getting along with people,' this skill set is highly valued. The ability to engage people, work cooperatively with them, motivate them, and deal well with conflicts can be demonstrated in the job interview itself or by reference to past jobs, campus activities, community work, or leadership experiences.

Your liberal arts education has provided a foundation for both professional and personal interests. The liberal arts build a sense of curiosity in a person. The liberally-educated person wants to know how things work, why things are the way they are, and how things can be changed. Many students become more creative through exposure to such a wide array of perspectives and views of the world.

Not only is good interpersonal communication advantageous, it is imperative. It involves the ability to work cooperatively with other individuals in a variety of settings. Intercultural understanding—the ability to interact with people from different backgrounds—is also crucial for you to be effective in the workplace.

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**ERIC BOYER, TELECOMMUNICATIONS MAJOR, ABERCROMBIE & FITCH**

“Good interpersonal skills are necessary to succeed in the world of work. Being able to work effectively and communicate well with others is just as important as your knowledge. I gained interpersonal skills as a liberal arts student while working on group projects and being a leader in my fraternity. Such skills helped me become better at networking and working my way up in the company. Now I look for these skills when hiring new graduates.”
Martha Stewart, Art, European History, and Architectural History

She originally planned to attend Barnard College with a major in chemistry. She switched to art, European History, and later architectural history.

John Stewart, Psychology

Before launching his career in television, the Emmy Award-winning TV host, comedian and political satirist studied psychology at the College of William & Mary. When interviewing Tal Ben-Shahar, a Harvard professor of positive psychology, on "The Daily Show," Stewart said, "I was a psychology major, so I know a lot of it is bullsh*t." Stewart may not have pursued a career in the field of psychology, but he did meet his alma mater’s definition of success for their graduates: "Doing something you love and doing it well. Very well."

Peter Thiel, 20th Century Philosophy

Thiel is the co-founder and CEO of PayPal. He received his undergraduate degree is 20th Century Philosophy. His pronounced libertarian streak came out at the school, and he cofounded the conservative/libertarian Stanford Review newspaper in 1987.

Accomplished Liberal Arts Graduates

If you are having doubts about how well your liberal arts education has prepared you for a successful career, check out this report. According to Fortune magazine, 38% of today’s CEOs majored in liberal arts. Below is a partial list of a few accomplished liberal arts graduates you may have heard about:

- John F. Kennedy, 35th President of the US, Major: History
- Martha Stewart, Lifestyle Entrepreneur, Major: Art, European History, and Architectural History
- Michael Eisner, Former CEO of The Walt Disney Company, Major: English Literature
- Sally Ride, Astronaut and First Woman in Space, Major: English
- Jill Barad, Former CEO of Mattell, Inc., Major: English and Psychology
- Mitt Romney, Former Presidential Candidate, Major: English
- Ted Turner, CNN founder, Major: Classics
- Conan O’Brien, Comedian, Major: History and American Literature
- Stewart Butterfield, Co-founder of Flickr, Major: Philosophy
Job Postings

Administration:

* GRANTS RESEARCHER/DIRECTOR OF RESEARCH - The City of Arkadelphia is accepting applications for the position of Grants Researcher/Director of Research. Successful applicants must have a bachelor's degree in Political Science, Business Communications, Public Administration, or related fields, and/or five years of related field experience and training. Assists the City Manager and Department Heads in research, grant funding, and general inquiries. Serves as the special project coordinator. Responsible for tasks assigned by the City Manager. Reviews recent legislation and informs the City of legislation effecting the City of Arkadelphia. Attends meetings, conferences, etc. in order to stay abreast of upcoming reports, grants, and legislation pertinent to the City. Aids in the formulation of reports. Salary is $26,000 – $32,000 plus benefits depending upon qualifications and experience. Send resumes to City Manager, 700 Clay St, Arkadelphia, AR 71923. Resumes will be taken until November 20th, 2014 or until position is filled.

* SECONDARY MATHEMATICS TEACHER - Hope School District - Hope Arkansas – is seeking a Secondary Mathematics Teacher at their high school campus to begin immediately. December graduates are highly encouraged to apply. Interested applicants should contact Mr. Tommie Campbell, Principal at 870-777-3451 or tommie.campbell@hpsdistrict.org

Education:

* BUSINESS EDUCATION SUBSTITUTE - Springdale High School is seeking a certified Business Education substitute for 1-3 months. Interested applicants need to contact Joselina Perez at jperez2@scsdle.org

* ELEMENTARY SPECIAL EDUCATION TEACHER (KINDERGARTEN—6TH GRADES) - Smackover-Norphlet School District – Smackover, Arkansas - December graduates are highly encouraged to apply. Interested applicants can access an application at http://goo.gl/TvTgHD. To submit a completed application and/or for more information contact Mr. Dave Wilcox at 870-725-3132

* SECONDARY MATHEMATICS TEACHER (7TH—12TH GRADES) - Smackover-Norphlet School District - Smackover, Arkansas - December graduates are highly encouraged to apply. Interested applicants can access an application at http://goo.gl/TvTgHD. To submit a completed application and/or for more information contact Mr. Dave Wilcox at 870-725-3132

* SPECIAL EDUCATION TEACHER - Nevada School District - Roston Arkansas - is seeking a Special Education teacher. Preferably high school certified, but will consider certified elementary applicants. Interested applicants need to contact Ms. Lori Finley, Principal at 870-871-2478 or lori.finley@nevadaschooldistrict.net

Labor:

* URBAN FORESTRY/EQUIPMENT OPERATOR - Public Works/Urban Forestry – Hot Springs, AR – QUALIFICATIONS: Must have a high school diploma or equivalent; at least three years in the operation of urban forestry and maintenance equipment is preferred; must possess a valid Class A CDL with a clean driving record. DRUG TESTING: All applicants are subject to pre-employment testing; individual in this position will be subject to random testing. STARTING SALARY: $12.08 Per Hour Plus Full Benefits DAYS & HOURS: Tuesday – Friday/7:00a.m. – 5:30p.m./Summer Hours Monday – Friday/7:00a.m. – 3:30p.m./Winter Hours. TO APPLY: Contact Human Resources Office at City Hall 133 Convention Boulevard Hot Springs, AR 71901 (501) 321-6841 or log onto www.cityhs.net

Healthcare, Counseling, Social Work

* NEUROPSYCHOLOGY TECHNICIAN – NEA Neuropsychology, PLLC – Jonesboro, AR – is seeking a part-time Neuropsychology Technician to work with neuropsychologist, Dr. Kristin Addison-Brown. The primary responsibility will be administering neuropsychological tests to individuals in an outpatient neuropsychology clinic. Presenting problems include dementia, stroke, and attention-deficit and learning disorders. Training in administration and scoring of the test will be provided. Competitive pay, excellent working environment, rewarding job, research and community education opportunities available POSITION REQUIREMENTS: Bachelor's degree, preferably in Psychology, from an accredited institution. Passing grades at least "C" in the following courses – Abnormal Psychology, Personality, Psychological Statistics, Psychological Testing/Tests and Measurement (individual test of intelligence also acceptable. Willing to allow time to complete this course prior to start of employment.) Preference will be given to individuals with a master's degree for additional therapy service provision and possibility of a full-time position. Send letter of interest and resume to: NEA Neuropsychology, PLLC, and P.O. Box 16374, Jonesboro, AR 72403. Please feel free to EMAIL any additional questions to: neaneuropsychology@att.net

SUBSTANCE ABUSE COORDINATOR – Garland County Detention Center – Hot Springs, AR – Visit http://www.garlandcountyjail.com/10273%20Documents/Substance%20Abuse%20Coordinator%20PD.pdf for complete job description. SUMMARY: Under the supervision and direction of the Program/Services Director, the Substance Abuse Coordinator is responsible for ongoing professional counseling and treatment services to inmates with problems of alcohol and substance abuse. The services may include: assessing/screening inmates, creating and reviewing treatment plans, coordinating inmate services, community outreach following an inmate’s release, and individual and group counseling services. The incumbent implements an inmate rehabilitative process in relation to substance abuse to meet inmate needs and prepare them to return to society while meeting standards.

FRONT END LEADER - Best Buy - Benton, AR: Job Description: What does a Front End Leader do? The Front End Leader enables Best Buy to deliver our customer promise of personalized service to ensure customers are provided the right solution to meet their needs. You will be a key player in driving effective front of store processes that provide a world class customer experience for our customers including: store pick-up, checkout, customer services (return / exchange / trade-in, recycle processing), asset protection, and back office functions. You will support the direction of the Assistant Store Manager - Operations in delivering efficient and effective processing, shrink plan integrity, safety and profitability within the store. As the Front End Leader you will: Ensure the Back Office Lead is trained and adheres to Standard Operating Procedure for functions such as daily cash management; payroll processing, scheduling, store expense tracking and IT help desk ticket maintenance. Provide employee coaching, training, and validation of
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](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](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](https://careers.epic.com/Home/ViewPosition?id=270)

**Technical:**

**EPIC, Madison, WI**

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.
ARKANSAS ONLINE (part of Arkansas Democrat-Gazette) What: Paid internships. When: Application period runs from August through mid-November. For online internship, application period runs October-November and April-May. We take applications from August until mid-November every year for paid internships for the following summer. Arkansas Online, the online edition of the Democrat-Gazette, accepts applications October-November for the spring internship and April-May for the fall internship. Who: Preferably juniors, seniors, graduate students and graduates with previous internship experience at another newspaper. Where: Little Rock, Ark. Why: To gain real-world experience. Interns work as reporters on the city, state, business and features desks. Other interns work on our copy desk and online edition. We prefer applicants who are juniors, seniors, graduate students and recent graduates, but we will consider someone who is an underclassman. The ideal candidate has experience working at a college newspaper and also a previous internship at another newspaper. We expect interns to perform their assigned jobs at the level of an entry-level staff member. It is common for intern reporters to have stories on 1A and section fronts, and to be given significant assignments. We have a daily circulation of 182,463 and a Sunday circulation of 260,813. Cover letters should include the applicant’s area of interest. Resumes should be kept to a page. Clips should reflect the best of the candidate’s work. Interns must pass a drug screening and have a driving record clear of moving violations. Submit non-returnable resumes and clips to:

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