BRANDING: NOT JUST FOR BUSINESSES

When you hear the word “brand,” what are the first things that come to mind? Consider the Twitter logo, the Nike Swoosh, or the Coca Cola design. Those logos visually represent the organization and in turn the values of that organization. Even without the company name, most individuals know the brand and its offerings from the image featured within this article. You probably have your own thoughts and opinions of Facebook based on the values of this organization. But companies and organizations are not the only things that have a brand.

Personal branding is the practice of marketing one’s self and career. It is the process of creating a recognizable professional name and reputation. Why is creating a personal brand important? The development of your own brand can help you land an internship, job, or into a graduate program. It shows a sense of self-awareness and will allow you to communicate your strengths to the public, allow you to distinguish yourself from the crowd. Here are some considerations when developing your own personal brand:

Ask yourself, “Who am I? What do I want others to say about me?” Your personal brand begins with you. It begins by combining your interests and strengths with your future goals. At first, you must consider the interests and goals that are of value to you. Think about the niche you need to fill. If you are a graphic designer and are interested in a marketing career, for example, how do you represent yourself to other professionals?

Consider how to communicate your brand. With advancements in technology, personal brands are being heavily communicated online. The use of social media platforms is on the rise, which means that we need to be more concerned about our online presence. Consider what you post, how you post it, and the groups and people you may follow. All of these things reinforce your reputation.
Staff Highlights

Diana Seder
Associate Dean & Director of Career Services

Favorite Color: Sage Green
Fun Fact: Diana was the Oregon Ice Skating Champion (1968-1972).
MBTI Results: ENFP (Extroversion, Intuition, Feeling, Perceiving)
Favorite Thing About the Office: Diana loves working with the professional & student staff.
Goal for the Year: Introduce ALL new students to CSC.

Beth Saliba
Associate Director, Employer Relations Manager

Favorite Color: Yellow
Fun Facts: Beth has lived in Phillips, Appleby, Benson, & Fawcett. She was also a CMC Athena with the volleyball team.
Favorite Thing About the Office: Beth loves the students she works with and those who come through the office.
Goal for the Year: To identify more jobs for all of our students.

Branding: Not Just for Businesses (cont.)

In recent surveys, 40% of employers indicated that they disqualified a candidate due to poor online presence. Below are some areas of concern for employers:

- Spelling and formatting errors.
- Provocative or inappropriate images. This included pictures where there are visible signs of drinking or drug use.
- Casual and “text speak.”
- Negative comments and inappropriate language.
- Indications of prejudice or discrimination related to race, gender, religion, sexual orientation, and other identity groups.
- Highly political posts.

Use social media to network with other professionals within industries of interest.
LinkedIn is the most popular networking platform. Fifty-percent of individuals holding a college degree are registered with an account. Use this as a way to integrate your interests, values, and experiences into a useful tool for future networking. Additionally, use Twitter and Facebook to connect with groups, organizations, or people of interest. These connections help to define your brand.

While this concept of a brand is still relatively new and fluid, it is becoming increasingly important to understand with our competitive job market. Use this summer to hone in on the attributes and experiences that define you. Bring these items and questions to the Career Services Center, and we can help you refine your personal brand, particularly within the job search process. And remember, we’re here during summer and would be happy to speak with you before you return.

The new CSC internal brand!
SUMMER CONTEST SERIES (#SCSatCSC)

CONTEST 2: DIFFICULT INTERVIEW QUESTIONS RESULTS

Thank you to those who submitted this round! We have selected a winner. A huge congratulations goes out to Caitlin Suh (@Suh_N_Rain). Caitlin responded to the “teach me something” interview statement. Here is the response:

We will have your swag ready upon your return. Stop by Career Services in August or September to pick up your gear!

Speaking of swag, do you all want to know what we are giving away this year? Puzzle cubes and cell phone wallets just arrive with our new logo. Check them out!

CONTEST 3: SUMMER LEARNING

It’s hard to believe that it is almost August. Where has the summer gone? We want you to take some time to think about what you have gotten out of your summer experience. Whether you are involved in an internship, a summer job, a travel abroad experience, or other opportunities, reflection is a key component in one’s development.

Through Facebook or Twitter, send us a selfie of your summer experience with a caption of something you’ve learned over the past few months. Up to 3 winners will be selected based on their summer learning. Submissions will be accepted through August 15th. Be sure to use the #SCSatCSC hashtag so we can track responses.