

THE CONNECTOR

A Publication of the Southern Wesleyan University School of Business

FOCUS ON CAREER MANAGEMENT

SPRING/SUMMER 2015

Dean's Message



It is the time of year when students graduate – a time of great celebration and rejoicing! The sense of accomplishment as well as relief is palpable as I visit with students. When asked about their plans for the future, their answers vary. Many express hope for a better career and new opportunities to advance, others are pleased with where they are, and many are hoping to get their first “real” job.

This issue of the Connector explores the theme of Career Management – it is a life-long process and our students and alumni are at various stages of career development and fulfillment. For those starting out, the hope is to get a great position that pays well, perhaps even in management. Then there are those who have worked for a few years – perhaps they have moved up a rung or two on the corporate ladder, while some of their peers are still trying to figure out if they can find the right ladder! Others have gone to the top of their ladder and may be creating ladders for others. Wherever you are, career management is important – your career is an integral part of your calling in Christ. For we “do not work for food that spoils, but for food that endures to eternal life” (John 6:27, NIV).

There are times in our career and calling when we have a more heightened sense of fulfillment and purpose and then there are those periods where we may feel stuck and not getting anywhere. If we trust that God has a plan for our lives, then as we live accordingly, nothing is wasted – not our time or efforts. 1 Corinthians 15:58 (NIV) reminds us “Therefore, my dear brothers and sisters, stand firm. Let nothing move you. Always give yourselves fully to the work of the Lord, because you know that your labor in the Lord is not in vain.” Managing our career with God as our “career consultant” will ensure that we are on track. If God has placed you where you are now, what is it that He wants you to fulfill? Who are you to encourage and bless? When your assignment is complete, He will provide another. Some assignments may be lifelong – those with that calling will remain in one organization for most of their career, others may be for a finite time. Remaining open to God’s direction is critical.

I trust that you will find some insight and wisdom in this newsletter. As Dr. Deb Eischen puts it, “Work matters!”

Psalm 90:17

May the favor of the Lord our God rest on us; establish the work of our hands for us—yes, establish the work of our hands. (NIV)

In Christ,

JEANNIE TRUDEL, PH.D.

Notes from the Editor

KELLI HORNE

How appropriate that we introduce new SWU faculty in this edition of The Connector when our focus is on career management. God has blessed us richly with each of these wonderful people who love Him and have so much to contribute to our university. We welcome three new faculty to the school of business as well as a new provost and a new CFO to our administration. How exciting it is to see what God is doing for our SWU community. Welcome to all of you!

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Brennan Cameli, rising Sophomore, BSBA
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LAND THE JOB YOU WANT

BY JON YOUNG

As a CMA (Certified Management Accountant), I am an avid reader of the profession's monthly journal, Strategic Finance (SF). Along with several other publications, it helps me keep up to date with a number of issues that I want to be able to bring into the classroom, especially for the accounting students. One regular feature in SF I find very valuable is that of Career Skills where the authors provide tips and insights for financial professionals who are looking to enter the job market as well as to move up in their careers. Since most of the students I teach are either juniors or seniors, I want to help them actively address how they will transition from SWU into the work force. A recent SF article highlights several items worth repeating:

1. Learn everything possible about a potential employer and the requirements of the position you want. It seems almost common sense in today's online world, but it cannot be overstated. Trying to sell yourself to a prospective employer who has compared your qualifications to those of the job and found significant gaps wastes the employer's time and only frustrates you further. Check the Internet, do a Google search, visit the company website and use networks such as LinkedIn extensively before submitting your résumé and again before your job interview. Do your homework.
2. Know your worth. There are numerous sources of data on what different jobs pay nationally and even regionally. The U.S. government's Bureau of Labor Statistics (www.bls.gov) might be a good starting point, but dig further. Check out industry publications (e.g. IMA, AICPA, National Society of Accountants) for specific job data that is usually collected annually. You need to know approximate salary numbers or you may find yourself lost for words when the question arises about your salary expectations.
3. Have a strategy that passes the Applicant Tracking System.

More and more employers are using sophisticated computer software designed to match and "prequalify" applicants, looking for keyword matches in a candidate's résumé and the posted job description. If the job description says "CMA" but you use the term "certified management accountant" then there may not be a match. Develop a strategy for getting past this robotic gatekeeper. Start with using the exact wording of the job posting as your template. If "CMA" is used by the employer, that's what your résumé should say. If the job description asks for independent-driven and "detail-oriented," then make sure to have those keywords appear in your documents. Speaking of documents, always send your documents in the format specified by the employer. Generally, this will be in Microsoft Word or as a PDF; double-check the posting and send what is requested. Also, ATS's typically do not respond well to graphs and tables; leave these out of your résumé for a better chance of getting past the gatekeeper.

Getting going in your career can seem overwhelming and intimidating for new graduates, especially knowing that several thousand others are entering the job market at the same time. Proving to an employer you are the best candidate will take time, but don't lose faith. If you keep increasing your chances of getting the job through careful planning and actions, you will be well on the way to setting yourself apart from the crowd.

One final tip: complete an internship! A recent survey reported that recent college graduates who completed an internship earn an average of 31 percent more in starting salaries than those who didn't.

Submitted by, Jon Young. Source: Strategic Finance, vol. xcvi, no. 3, pps. 40-45, September 2014. Title is How to Land the Job You Want (under the Career Skills heading); author is Doug Arms, VP of Americas Finance Product Group at Kelly Services.

Do you need help with **YOUR JOB SEARCH?**

When involved with searching for a job, it is best to not leave any stone unturned. Although networking is the best way for connecting with people who could lead you to job openings, there are many excellent Internet resources. The following job boards may be instrumental in helping you to target your search to opportunities that interest you:

CareerBuilder.com	www.careerbuilder.com	LinkedUP	www.linkup.com
CollegeGrade.com	www.collegegrad.com	Monster.com	www.monster.com
Dice	www.dice.com	Simply Hired	www.simplyhired.com
Indeed.com	www.indeed.com	USAJobs	www.usajobs.opm.gov
Jobing.com	www.jobing.com		

It is also a good idea to post your résumé and complete profile to an online database known as LinkedIn (www.linkedin.com). LinkedIn is a social network within the larger world of social media that is geared toward business. LinkedIn is very popular with those who are seeking work and trying to build their network of contacts so they can reach out to employers.

WHAT ARE PROSPECTIVE EMPLOYERS SEEKING FROM 2015 COLLEGE GRADUATES?



SUBMITTED BY *KELLI HORNE*

A recent college graduate shared that he was nervous about starting a new job he was beginning right after graduation. Another college senior expressed anxiety about starting her first job following her upcoming graduation. The feelings of nervousness and anxiety shared by these students are not uncommon to college graduates seeking their first career placement opportunity. After all, college graduation is a major milestone in the life of a student. For the greater part of 16 years, you are told to do well in school, go to a good college, and be successful. So, you did well in school, you chose a good college. Now, how does one become successful? Especially when every day in the news you hear that fewer and fewer college graduates are able to find jobs in this economy.

Well, there is good news for college grads. According to a survey performed by The National Association of Colleges and Employers (NACE), the top five skills employers are looking for are:

1. Ability to work in a team structure
2. Ability to make decisions and solve problems
3. Ability to communicate verbally with people
4. Ability to plan, organize and prioritize work
5. Ability to obtain and process information

So even though the degrees most in demand for the class of 2015 are business, engineering, and computer & information sciences, there is hope for new graduates who work well on teams and are good problem-solvers.

I sat down with Dan Schutt, a partner with the staffing services firm, AccountSource. I met Dan years ago and had utilized AccountSource while I was a manager in the corporate environment. AccountSource offers contract as well as direct-hire placement services for employers and job-seekers.

According to Dan, employers are looking for employees with strong communication skills. Candidates should have the ability to speak clearly and fluently. Dan also said that candidates should display a level of confidence when presenting themselves to a potential employer, be prepared to demonstrate their ability to problem-solve and display an element of initiative.

As far as skills-set, Dan said that the basics such as Microsoft Excel, Word, and Power Point are essential. He recommends a basic knowledge of pivot tables and macros is also a valuable skill asset.

Dan suggests that if students are able to participate in an internship, he recommends it as many internships turn into permanent positions. However, whether it turns into a permanent position, or not, it often times makes a prospective employer feel more comfortable, as they believe that someone else has already broken the employee in on a few of the fundamentals.

Dan says it is important to know the market in which you are applying. For example, in Greenville, S.C., in the area of business, although financial planning positions are also needed, there are more accounting positions in this market. If this is a market where you would like to stay, you might consider focusing a bit more on accounting classes.

When interviewing, be willing to start at the level the position offers. Show you have done your research. When asked why you want to work for that company you can say good things about the company and that you want to learn more about it. Also, mention that you want to “help out” the company.

Dan says that if you are seeking the C.P.A. credential, try to pass at least one section of the exam and list that achievement on your resume. This shows your determination to commit to reaching a goal.

AccountSource places candidates in businesses including banking, real estate, distribution, manufacturing, and public accounting. You can check out their website at www.asijobs.com. The website offers access to available positions, contract and permanent, as well as interview tips. **AccountSource** is located at 130 Milestone Way, Greenville, SC 29615. The phone number is (864) 213-8004.

FROM THE CLASSROOM TO THE WORKSPACE

BY BRENNAN CAMELI

Jessica Beeco Newton is one of our experienced business majors here at Southern Wesleyan University. We selected Jessica and several other outstanding students to provide feedback on the School of Business program. Throughout the interview, Jessica expressed the necessity of communication and cooperation in the work place, stating, "The most important skills in the business environment are clear, open communication, humility, and working in a partnering manner. It is important to lead by example to show that you are a child of God."

Jessica started the graduate program to advance as a consultant

in the healthcare industry. She reflects on her time at SWU: "I have enjoyed each class; however, I enjoyed taking the Human Resource and Ethics courses most. I have obtained a lot of experience in these areas over the years, but these classes helped me understand the basic concepts." She shares from experience in her field that "the most important lesson in business is team work, action, and attitude. One person can accomplish a lot, but a partnering team can conquer more." Jessica Newton graduated from the MBA program May 9th of this year.

SEEKING LASTING SOLUTIONS FOR EARTHQUAKE-RAVAGED NATION

Following the devastating 2010 earthquake, Haiti experienced an unprecedented influx of foreign aid, much of which provided short-term relief; however, Haiti's economy is little improved, as evidenced by widespread poverty and unemployment. Joshua Paul, a native Haitian who is also an Upstate physician and SWU graduate, and Todd Voss, university president, signed a memorandum of understanding, forming a partnership aimed at creating lasting solutions in the form of entrepreneurial development aimed at improving local economies.

"The benefit of the partnership for Southern Wesleyan University is the provision of an international exposure for their students, whether it's through international ministry or international business," said Paul.

Paul organized Build and Bridge, a cooperative of professionals and friends from various backgrounds and nationalities who are determined to make a difference for Haiti through the creation of sustainable projects that use the natural resources of the region.

A vision team, consisting of Paul, Richard Ameris and Daniel Brilliant from Build and Bridge; Charlotte Houke and Bill Raynor, SWU business faculty; and 2013 business alumna Lydia Edmonds, traveled to Haiti Jan. 2-6 to assess needs at Côtés-de-fer and surrounding communities and to meet with local governmental officials, as well as local Wesleyan pastors and denominational officials.

The team also attended local Wesleyan services and assessed the church's classroom facilities once used for a school. Voss feels that opportunities for the future will engage students in projects that will go beyond theory and make a "real" difference in the lives of the people of Haiti.

"For me it's sort of the real need of a country and how Southern might be able to come alongside and assist the citizens in Haiti to make a difference in their lives," Voss said.



"This model of pouring into a country is a reverse of what international business courses usually do, which is take away from a country – visit, eat the food, visit the businesses, then take the experience and knowledge home," Edmonds commented.

"Consistent with our Christian mission, this will open the doors to offer the opportunities for business students to go beyond theory and make a real difference in the lives of our Christian Brothers and Sisters in Haiti," Houke said.

Above: from left: Richard Ameris of Build and Bridge; Charlotte Houke, SWU professor of business; Mervil Guillaumette, director of professional education in Haiti; Joshua Paul, Build and Bridge; Lydia Edmonds, SWU alumna; and Bill Raynor, SWU business professor.

For details and to make a contribution, contact Build and Bridge by emailing hello@buildandbridge.org.

To contact Dr. Paul, email jpaul@buildandbridge.org.

Checks should be made to the organization's fiscal sponsor, Global Partners, and designated for "Côtés-de-fer Fund", P.O. Box 50434, Indianapolis, IN 46250.

DR. DEB'S CORNER

DEBRA EISCHEN, PH.D.



Are you a person who is prone to worry? When Spring brought the promise of new beginnings, did you find that you are feeling uncertain of your future? During this time of year, there are many of you who just completed academic programs, and some of you graduated with an undergraduate or graduate degree. Although there is a sense of relief and a feeling of joy in having reached your goal, there may also be a sense of trepidation regarding the next step in your career journey. You may be consumed by the thought of the job search. If you are currently working, you might be experiencing unease and a sense that you need to move on to another opportunity.

There is no doubt that God has planned for each of us a purpose in this life. He has gifted us in ways that make us unique and well qualified to pursue His plan for us. In a popular career book entitled "How to Find Your Mission in Life," the author, Richard Bolles, states, "God caused us to be born and put here for some unique reason: so that we might contribute to life here on earth something no one else can contribute in quite the same way." I believe this is absolutely true, so why are we worried? Perhaps we feel too consumed by the world's measure of success, which might equate to a fancy title or a big paycheck. These priorities may not be in line with your heart's desire to pursue a career that would bring you joy and satisfaction.

During the many years that I was in the field of career planning, students from all ages and backgrounds consistently asked me the same question, "What do you think I should do in my life; what career should I pursue?" As a career counselor, I could recommend that they read career books, take personality assessments, do informational interviews and explore an online database of job descriptions known as O*Net; However, the most important advice that I offered involved their taking a journey inward. It begins with discovering the purpose that God has intended for us. If you are "worried" that you will not be able to determine that purpose, there are a few questions that will help you to discover the answer. Since a job is an "opportunity to solve a problem" and/or a "chance to satisfy a need," ask yourself two very important questions: "What problem(s) in the world do I have a "burning desire" to solve? What needs in the world seem to call to my soul, and in what ways can I address those needs?"

The Lord knows your heart, your soul, and your purpose; He wants you to be living out His plan for you in this life. Therefore, the next time that you find yourself in a state of anxiety concerning your career, remember this: "The place God calls you is the place where your deep gladness and the world's deep hunger meet." (Bolles, 2000) If you pray for God's guidance in your career journey, He will answer your prayer...there is no need to worry.



SWU names Strickland as provost

Southern Wesleyan University named Dr. Tonya Strickland as their new provost. Strickland, who began her duties July 1, comes from Bainbridge State College, where she has served as vice president for academic affairs and as a tenured professor of English since 2010. Strickland is the recipient of national and Georgia awards, including a Georgia Governor's Commendation and the Microsoft David R. Pierce Faculty Award from the American Association of Community Colleges.



SWU selects new vice president for finance and auxiliary services

Mark Reeves became Southern Wesleyan University's new vice president for finance July 1. He has more than 25 years of leadership experience in higher education, healthcare, public accounting and financial services, most recently as assistant vice chancellor of financial services of University of Wisconsin at the La Crosse campus. Reeves earned a MBA from the University of Wisconsin – Eau Claire Campus, and a BS in business administration from Drake University.

WELCOME NEW FACULTY



We welcome **DR. FRANKLIN AVILES-SANTA** to our School of Business! He will be based at our Columbia Education center, teaching management courses. Aviles-Santa has a great testimony of how the Lord brought him to SWU. Notice that he is ready and willing to teach us Spanish – between Raul and him, we should be able to “habla Espanol” soon! We have four Spanish speaking countries and a territory represented – Ecuador, Puerto Rico, Peru and Mexico.

LYNN BROWN-BULLOCH is the new faculty and program coordinator for the health care administration concentration in the MBA degree program, which started March 22. This new program is made possible by a partnership with Baptist Easley Hospital. Brown-Bulloch possesses an extensive background in health care, business and higher education.



Welcome **DR. RAUL CHAVEZ** as a new faculty member in our School of Business team. Chavez comes to us from the University of Virginia and will be teaching courses in Operations/Supply Chain Management and other management areas. His international experience and linguistic skills (Spanish and French) will add depth to our team.

FACULTY & STUDENT HIGHLIGHTS

Congratulations to **BILL RAYNOR** on the acceptance of his paper for a presentation. “The Economic and Social Impact from Re-shoring & Automation” was accepted for presentation at the 10th Annual BRC Conference, Saturday April 18, 2015 at St. Bonaventure University.”

CHARLOTTE HOUKE, professor of business, is pictured with her new twin grandchildren, Preston Henry Pond and Timothy Howard Pond, born April 8 at 2 a.m. They are also the grandchildren of Tim Pond, a SWU alumnus and formerly a chaplain for N. Augusta AGS students. Tim earned his Master of Ministry in 2008. Some of the religion professors would remember him. Now he has a grandson with his namesake. Tim Pond used to be a chaplain at SWU for the AGS students in North Augusta.



Congratulations to **LYNN BROWN-BULLOCH**, on being invited to serve as a senior member of the 2015 Board of Examiners for the Malcolm Baldrige National Quality Award. The Baldrige Performance Excellence Program provides value to U.S. organizations (including health care organizations) pursuing performance excellence.

CHARLOTTE HOUKE, D.B.A., C.P.A. of the graduate faculty, presented at the 2014 Christian Business Faculty Association conference “Making a Difference at the Intersection of Faith and Business” in Nashville Oct. 9-11.

NEWLY EMPLOYED BSBA GRADUATES

WADE METCALF – accountant at WCM Global Wealth

STEFANNIE AGUDELO – assistant manager at Hollister, Anderson, SC.

LAUREN YUDA – serving at a Marriott Hotel, Nashville, TN.

Upcoming AGS Projected Starts

CENTRAL

BSBA August 6, 2015
MSML September 15, 2015

CHARLESTON

BSBA August 6, 2015
MSML September 16, 2015

COLUMBIA

BSBA August 6, 2015
MSML September 14, 2015

GREENVILLE

BSBA August 4, 2015
MSML September 14, 2015

NORTH AUGUSTA

BSBA August 4, 2015
MSML September 17, 2015

ONLINE

BSBA August 9, 2015
MBA September 13, 2015
MSML September 13, 2015
MBA Healthcare Administration October 25, 2015

Central	864-644-5557
Charleston	843-266-7981
Columbia	803-744-7981

Greenville	864-672-7981
North Augusta	803-426-7981
Online Programs	877-644-5557

For traditional residential campus programs, SWU School of Business offers a Business Administration major with optional concentrations in Accounting, Management, and Entrepreneurship. To learn more, visit swu.edu/degrees or contact the Office of Admissions at 877.644.5556.

PROGRAM DIRECTORS

FRANKLIN AVILES-SANTA

Program Director for the BSBA AGS

LYNN BROWN-BULLOCH

Program Director for the MBA and MBA with Health Care Administration

RAUL CHAVEZ

Associate Dean and Program Director for the MSM and new MSML.

KELLI HORNE

Program Director for the BSBA Traditional program.

ABOUT SWU SCHOOL OF BUSINESS

The mission of the School of Business at Southern Wesleyan University is to deliver a high quality business education in a Christian environment that prepares students for positions of service and encourages the integration of faith and leadership in business. We seek to develop our graduates into competent business leaders who are also people of high moral character.

At Southern Wesleyan, we understand the needs and commitments of working adults. We have been providing working adults with faith-based educational opportunities for more than 25 years. Our adult evening and online programs are specifically designed to allow you to earn an associate, bachelor's or master's degree while still meeting your personal and professional responsibilities.

Learn more about our evening and online programs at swu.edu or 877-644-5557.

Southern Wesleyan University's School of Business Appreciates Your Financial Support!

To make a tax-deductible contribution today and/or for more information visit: swu.edu/giving

With questions about gift giving: Call Lisa McWherter, Ed.D. toll free at 855.644.5008 or email lmcwherter@swu.edu



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