



## Commencement set for May 13-14

Brevard College's 2011 Commencement activities will take place May 13-14.

Approximately 130 seniors are expected to graduate during the College's 158th Commencement Exercise.

Special events for families and friends will begin at 3 p.m. on Friday, May 13 with a creek-side reception beside the College's Porter Center for Performing Arts. The College's Baccalaureate and Hooding Ceremony will begin at 4:30 p.m. inside the Porter Center's Concert Hall. A special picnic for graduates and their families will follow the service at 6 p.m. along the creek and lawn outside of the

Porter Center.

Commencement day activities will begin Saturday morning with a class photo of graduates on the steps of the J.A. Jones Library at 8:30 a.m. The 2011 Commencement Exercises will begin at 10 a.m. in the College's Betty Neale Academic Quadrangle. A reception will follow on the lawn of Taylor and Green halls.

More information can be found inside, including a schedule of events on page 3 and a list of graduation candidates on page 2.

Students and faculty are also advised to look over the detailed schedule available on MyBC.



BC's 2010 graduating class consisted of more than 140 graduates and summer candidates.

## Ten tools new grads need to get that perfect job

You've spent hours crafting the perfect resume. The format is eye-catching, the paper feels substantial and the wording is practically Pulitzer Prize-winning. But you'll need much more than a well-crafted resume if you want to land that all-important first job.

Ford Myers, career coach, speaker and author of "Get the Job You Want, Even When No One's Hiring" (John Wiley & Sons, 2009), says the resume is just one of many "tools" a job seeker should have in his or her "Job Seekers' Tool Kit."

"Unfortunately, most people don't know what these other tools are or how to use them," Myers says. "By integrating other elements into the job search—and not relying solely on your resume—you can add power, professionalism and flexibility to your efforts."

### More graduation coverage inside

- List of graduates and candidates, page 2
- Commencement weekend schedule & instructions, page 3
- Q&A with the 2011 commencement speakers, page 4

Despite a recent National Association of Colleges and Employers (NACE) report which found that 5.3 percent more new graduates will be hired this year than in 2009, most will compete with an unprecedented number of unemployed Americans with more on-the-job experience.

To stand out from the crowd, Myers suggests the following 10 items every new college graduate should have in the "Job Seekers' Tool Kit":

**1. Accomplishment Stories.** Write five or six compelling stories about school or work-related tasks that made you proud.

**2. Positioning Statement.** Prepare and practice a "15-second commercial" about who you are, what you've done in the past (academically and professionally, if applicable), and the particular strengths you can contribute to an employer.

**3. Professional Biography.** Write a one-page narrative of your career in the "third person"—as though someone else wrote it about you.

**4. Target Company List.** Make a "wish list" of adjectives that would describe your ideal employer, such as size, location, industry, culture, environment, etc. Then research specific organizations that meet those criteria and put them on a list of 35 to 50 "target companies."

**5. Contact List.** Compile a list of all the people you know personally and pro-

fessionally. Remember that approximately 80 percent of new opportunities are secured through networking.

**6. Professional/Academic References.** List colleagues or professors who would "sing your praises" if asked about you. Contact each of them, and get approval to use their names on your list of references.

**7. Letters of Recommendation.** Request letters from four or five respected business colleagues or academic associates which will be printed on their professional letterhead.

**8. Networking Agenda.** Write out a full networking discussion or script so you will know exactly how to manage the networking discussion—how it flows, what to expect, how to react to the other person's comments, etc.

**9. Tracking System.** Keep a detailed record of your job search activities, including phone calls, meeting notes and correspondence. This is essential to keeping your process organized and productive.

**10. Resume.** It's the last on the list, but still indispensable. And, it has to be GREAT. Be sure your final resume is carefully edited and succinct (no more than two pages) with a layout that is easy for the eye to follow.

For more information and other useful tips to help college grads achieve career success, visit [www.getthejobbook.com](http://www.getthejobbook.com).