

## STUDENT SERVICES

### NEWS

#### CAMPUS CALENDAR

July 3rd—Ice Cream Social,  
10:30am & 5:30pm

July 4th—Happy Fourth of July!

July 14th—Graduation Seminar,  
1:15pm & 5:15pm

July 15th—Job & Joe Coffee Bar,  
7:45am & 5:30pm

July 21st—LDP: Job Search  
Using Technology, 2pm & 5:15pm

August 11th—Graduation  
Seminar, 1:15pm & 5:15pm

August 12th—Career Fair, 9am-  
12pm

August 25th-29th - Summer  
Break

**Join the Student  
Government  
Association! Engage  
students in the  
importance of  
leadership.  
See Student Services**



### Looking for Work?

**Check out the College  
Central Network  
website at  
[http://  
collegecentral.com/  
keiser](http://collegecentral.com/keiser)  
Full time and part time  
positions available  
in related fields!**

# NEWSLETTER

KEISER UNIVERSITY

JUNE 2014

## “Top Five Ways University Students Can Maximize their Career Development during their Studies”

University students not only want to gain a sense of academic accomplishment from completing their degrees, but they also want to know that their academic degrees will increase their opportunities of landing a fulfilling career related to their field of study. With a multitude of social and academic activities confronting them during college, a student may ask “how do I prioritize? What is an optimal plan I can implement to maximize my career readiness at the time of graduation?” Dr. J. Neal Isaac, Associate Vice Chancellor at Keiser University offers five ways a university student can maximize their career development during their time as a student.

**Know the Student Services Staff.** Get to know the various staff members in the Student or Career Services Department early. From the first day or week of enrollment, get to know the staff hours of operation. Stop by their offices often during your academic journey to ask questions about career trends, on-campus recruitment, job fairs, mock interview schedules, or campus involvement. Express your gratitude.

**Keep Track of the Career Fairs.** Attend all career fairs. Dress for success even if you are a new student attending only as an inquirer. At all junctures of your education, maximize your opportunities with employers. Even as a freshman, you can talk to employers and learn about various jobs, hiring trends, the companies’ cultures, anticipated hiring needs in the future, etc. Nearing graduation (in the six months before graduation), a greater sense of urgency should arise within the student. This soon-to-be graduate should go to career fairs dressed for success along with copies of a professional resume (and even a portfolio of accomplishments related to the specific career area such as certifications, letters of recommendation, honors, etc.).

**Know the Resources that are Available.** Ask yourself, does the Student or Career Services Department have an online career center where I may access the job database? If so, may I upload my resume and portfolio on this career site? Most universities do offer this, and a great example is the online career center at Keiser University viewable at [www.collegecentral.com/keiser](http://www.collegecentral.com/keiser). The online career center may offer such items as a video resource library, job database, list of area career fairs, etc. Other resources may include a mock interview schedule, a list of internships available, overseas cultural exchange programs, or other professional development programs such as Keiser University’s Leadership Distinction Program whereby students commit to participating in community service, as well as attending an array of extra-curricular professional development seminars on such topics as “Resume Writing,” “Job Search Using Technology,” “Civic Responsibility” and “Interviewing.”

**Join and/or Attend Professional Associations, Honor Societies, and Student Organizations.** There are often clubs or organizations associated with the various academic programs/degrees such as SOTA (Student Occupational Therapy Association), SNA (Student Nursing Association) that students can join. There are honor societies such as PTK (Phi Theta Kappa honor society), or SBD (Sigma Beta Delta – business honor society). There are leadership opportunities such as SGA (Student Government Association). All of these groups help with building a network and developing as a professional.

**Personal Behaviors.** Always strive to have perfect attendance, dress in a professional manner, be punctual, strive to get involved, and offer a helping hand. Those students who begin to see themselves as being able to make a difference will start making a difference. What you practice in school gets noticed. What you practice becomes a professional pattern that makes you shine.

*By J. Neal Isaac, Ph.D. Dr. Isaac is the Associate Vice Chancellor of Student Services at Keiser University. He has worked in higher education for thirty years. He is a member of the National Association of Colleges and Employers as well as a member of the National Career Development Association.*

## CAMPUS GALLERY



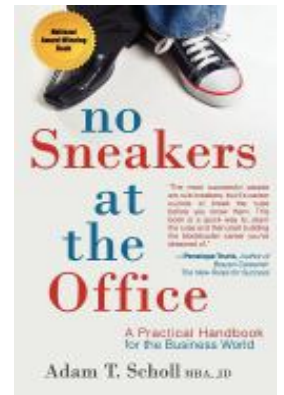
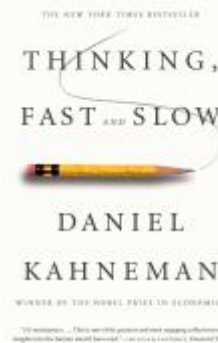
## Commencement 2014

What a special night at KU Ft. Myers graduation with approximately 1,200 in attendance including 76 graduates who participated at the Harborside Event Center. There were so many highlights including Sen. Richter's poignant, and sometimes humorous, speech. The Senator encouraged the grads to follow the American dream that lies before them. He gave examples of his own life, working first as a janitor in Pittsburgh, then taking opportunities, networking and rising in the ranks. He reminded them that their good reputation is earned, and that they should build on their decision of attending a university with a great reputation. He talked about the value of a strong alumni base, and he bonded with the Veterans including the Valedictorian, Jessie Vellos, BS Cyber Forensics/Info Security

*By Dr. Isaac, Associate Vice Chancellor of Student Services at Keiser University. (pictured above Dr. Isaac middle, Campus President, Nancy Tedros, left and Senator Garrett Richter, right.)*



## Librarian Recommendations



## The Art of Public Speaking

Credibility is the audience's attitude toward or perception of the speaker (Lucas, 2012). A speaker's credibility is affected by two primary factors—competence and character. Competence refers to how an audience regards a speaker's intelligence, expertise, and knowledge of the subject. According to Lucas (2012), "Not only can a speaker's credibility vary from audience to audience and topic to topic, but it can change during the course of a speech ..." (p. 327).

He adds that there are three types of credibility:

- Initial credibility is the audience's perception of the speaker before the speech begins.
- Derived credibility is produced by everything a speaker says and does during the speech.
- Terminal credibility is the audience's perception of the speaker at the end of the speech.

There are three strategies speakers can use to enhance their credibility: explaining their competence/qualifications, establishing common ground with the audience, and delivering their speeches fluently, expressively, and with conviction.

*Lucas, S. (2012). The art of public speaking. New York, NY: McGraw-Hill.*  
 Information provided by: Dr. Brian Moffitt, Communication Faculty