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THE CAREER SUCCESS JOURNAL

Bentley University

Tuesday, January 20th, 2009

★★★★★ Free

BENTLEY.edu/career-services/undergraduate

What's News -

Career Services Events:

Wednesday, January 21

***Internship Information Session**

12:45-2:00 pm, Pavilion

Sophomore Quest

6:30-8:00 pm, Back Bay

Monday, January 26

***CSI Resume & Cover Letter**

Writing Seminar

2:10-3:25 pm, LAC 395

***Sophomore Leadership**

**Development Programs for
Accounting Firms**

6:00-8:00 pm, LAC 395

***DON'T FORGET TO REGISTER**

and view event details at

<http://bentley.erecruiting.com>

What's Ahead -

New this semester:

Ambassador Program: This newly launched program serves as a way for

LETTER FROM THE DIRECTOR

Happy new year and happy inauguration day! Welcome back to campus and to the inaugural edition of The Career Success Journal. As you can see, Career Services has revamped our weekly e-mail to ensure that you have the most up-to-date career advice in a readable, relevant format. In this first issue, I'd like to take a moment to recap our fall recruiting and career services programming and assess the economic outlook for 2009. Over the past few months, we've kept a careful eye on the job market and would like to share our observations as they impact Bentley students and highlight our approach to the changing business environment. We are excited about our new initiatives for the coming year and look forward to supporting your career success.

2008 Highlights: Despite a slowing economy, employers continued strong recruiting efforts leading to offers. While employers may be cutting back on overall number of hires, they understand that they are investing in their brand and future leadership and value the skill set of Bentley students. Employers who have offered students full-time opportunities include: *BAE; Bank of NY Mellon; BDO Seidman; Boston Scientific; Deloitte; Deloitte Consulting; DiCicco, Gulman & Company LLP; E&Y; eDialogue; EMC; Enterprise Bank; Epsilon; Grant Thornton; Hanover Insurance; IBM; JP Morgan; KPMG; Liberty Mutual; Lincoln Financial; L'Oreal; Morgan Stanley; Needel, Welch & Stone; O'Connor & Drew; Pearl Meyer & Partners; Pepsi Bottling Group; PwC; Protiviti; Raytheon; Reznick Group; Target; The Hartford; ThermoFisher; Tofias PC; TJX Companies; Travelers; Vitale, Walter & Shuffain; Wolf & Co and Unum.*

What will 2009 bring? While we do not have a crystal ball, we can be fairly certain that hiring will remain flat, at best. We consistently hear from employers that they will continue to hire undergraduates, but may hire fewer. We anticipate employers will

Bentley students to receive high-quality career advice from peers in a timely manner. During drop-ins, these student leaders will provide relevant, timely career advice on topics from resume development to interviewing success.

Friday is Networking Day (FIND):

This semester, visit Career Services on Fridays between 10 am and 12 pm for the chance to meet with an employer or fellow Falcon for career advice and information! These mini informational interviews are an opportunity to learn the inside scoop about specific career fields and functions. Advance sign up required.

Career Services Information (CSI)

Seminars: Premiering this semester – regularly scheduled interactive career education workshops. Successful job seekers do not want to miss these critical sessions on topics ranging from The Art & Science of Resume & Cover Letter Writing.

Sophomore Quest: Partnering with the Sophomore Class Cabinet, Career Services will work closely with second year students to develop targeted career development strategies and action plans.

Save the Dates!

Monday, February 2

***CSI Informational Interviewing Seminar**

2:10-3:25 pm, LAC 325 ABC

***IT in Business Panel**

2:00-4:00 pm, LAC 375 ABC

***Dress for Success**

proceed with their campus recruitment efforts...but with caution.

The good news is that we anticipate a solid spring recruiting season. Already over 50 employers have registered for our annual spring Career Fair, representing diverse sectors of the economy. These include: Aldi, Media Planning Group (NY), Modernista!, Morgan Stanley, Pepsi Bottling Company, Partners Health Care, Radio Disney, and Stride Rite Corporation. Interest in Bentley students remains strong, with a number of employers trying to increase visibility on campus through corporate outreach efforts.

Despite our optimism, we are realistic about the overall impact the downturn will have on job placement. As a result, we are increasing our outreach efforts to increase internship and full-time postings, launching a variety of new programs to increase connections and opportunities (highlighted at left) and partnering closely with Alumni Relations to expand our regional offerings.

What can you do?

2009 will not be a year of business as usual. Successful candidates must be more creative and agile to succeed in the current market. As highlighted in the January 18, 2009 *Boston Sunday Globe* article by Dave Sanford, you need to “exercise your networking muscles” for a healthy career. Top 10 tips include:

1. **Develop a target list:** Who do you know and want to know? How will you meet them?
2. **Ask for introductions:** Use social networks like Facebook, LinkedIn and FalconNet, but also talk to a Career Advisor about alumni connections.
3. **Prepare multiple messages:** What’s your elevator pitch? How will you answer the “tell me about yourself” question in an interview? Work with your Career Advisor to craft these messages.
4. **Attend events:** Take advantage of the numerous networking events and Career Spotlights offered by Career Services this semester. Attend an alumni event in your geographic region. Join a professional association at a student rate.
5. **Use the power of online social networks:** Make sure you’ve cleaned up your online image!
6. **Overcome shyness:** Practice networking in a safe environment like our new Friday is Networking Day (FIND) program with Bentley alumni. If you are prepared with questions in advance, you’ll be more comfortable...and more successful!
7. **Watch your behavior:** Take care in preparing for an informational interview and show your contact that you value their time.
8. **Set goals:** Establish concrete networking goals and stick to them. Can you manage one informational interview per week? Attend two networking events per month? Networking takes discipline.
9. **Networking is a two-way street:** Think about ways that YOU can be a resource to others.
10. **Give thanks and keep in contact:** Successful networkers don’t wait until they need help to ask.

SUCCESS IN THE CITY

To assist students with networking and career exploration in NYC, Career Services, the Multicultural Center and Alumni Relations hosted a two day NYC event for

MILLER CENTER FOR CAREER SERVICES

If you have any questions or to schedule an appointment with an advisor, please

6:00-8:00 pm, Grad Commons

Wednesday, February 4

****So You Want to Go to Law School***

12:45-2:00 pm, LAC 340

***DON'T FORGET TO REGISTER** and view event details at

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students during the winter break. Alumni from companies including Deutsch NY, Bloomberg, Highline Capital, L'Oreal, Morgan Stanley, NYSE (Baycrest Partners), and PwC, hosted exciting informational programs in their respective corporate offices. In addition, an evening reception featuring a recognized business writer from the *New York Times* allowed students to network with a wide range of Bentley alumni in the New York area. "Success in the City was one of the best and most enriching experiences I have had at Bentley."

call Gayle McCue at 781.891.2375.

LaCava 270

DROP-IN HOURS

Monday and Thursday 10:00 am – 12:00 p.m.

Tuesday and Wednesday 2:00 pm – 4:00 p.m.

Friday by appointment only



Experience the power of your Falcon Network! Don't miss out on the opportunity to network with students, alumni, and employers.

Did you know that FalconNet has been getting several upgrades and now has over 15,000 registered users? If you are not one of them [register now](#).

**BENTLEY
UNIVERSITY**

Bentley University
Miller Center for Career Services

175 Forest Street
Waltham, MA 02452

www.bentley.edu/career-services/undergraduate

You are receiving the Career Success Journal because you are an enrolled Bentley Undergraduate student.