

THE 411 ON CAREERS

SEPTEMBER 15, 2008

What's your
Career Path?SPECIAL POINTS
OF INTEREST:

- Learning Styles
- The Career Center is open to the public and offers "Free" Career Interest Inventories. Contact us at (910) 678-8422
- Self Assessment Keys

WHAT'S YOUR LEARNING STYLE?

Whether you are attempting to complete a one-year diploma, two-year associate degree, attend a four-year university, or join the workforce after graduation, knowing who you are and how you learn is very important to any success that you desire to attain.

There are three types of learning styles. Some people learn from a tactile stimuli, while others are more visual or auditory. Knowing that all people do not learn in the same manner and knowing your own particular learning style is an opportunity

Visual Learners:

learn through seeing



Learning takes place by seeing the teacher's body language and facial expressions to completely comprehend the content of the lesson. They prefer to sit at the front, learn best from displays and they take detailed notes.

Auditory Learners:

learn through doing



Learning takes place through verbal lectures, talking things through and discussions. They interpret the underlying meanings of speech by listening to the tone of the voice, pitch and speed of words. These learners may benefit from reading text aloud and using tape recorders.

Kinesthetic Learners:

learn through moving, doing and touching



Learning takes place through a hands-on approach. These individuals need to explore the world around them. They may find it hard to sit still and they may become a little distracted if they feel confined.

What's your learning style?



WHAT HELPS ME KNOW I HAVE THE RIGHT CAREER FIELD?

The following was taken from NC Career Choices Tabloid. Visit the following website to learn more: ncsoicc.org

Self-assessment is the key to knowing who you are and what makes you unique from other individuals. Consider the following areas that should prove beneficial in helping to assess your strengths toward career development.

Interest: What do you love to do and who are you? What are you interested in and curious about?

Skills: What sort of talents and skills do you have? Make a list. What things seem easy for you to learn.



Personality: How do you relate to other people? Do you like team projects or do you like more independent projects? Are you more introverted or extroverted?

Values: What do you care about? What in life motivates you to achieve?

INSIDE STORY HEADLINE

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a success-

ful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a

variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.



Caption describing picture or graphic.

INSIDE STORY HEADLINE

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also

profile new employees or top customers or vendors.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

INSIDE STORY HEADLINE

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images

that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an

image, place it close to the article. Be sure to place the caption of the image near the image.



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We are on the web!

example.microsoft.com

FTCC CAREER CENTER

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com



Organization

YOUR BUSINESS TAG LINE HERE.

BACK PAGE STORY HEADLINE

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark

their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Caption describing picture or graphic.