



ARCHtypes

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UNDERGRADUATE STUDENT COUNCIL

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How to Secure your Career through Difficult Economic Conditions

By Nicole Smart

In these difficult and trying times, securing your career is vital now more so than ever. Ethan Chazin, Adjunct Professor at NYU- SCPS developed the workshop on “How to Bullet Proof your Career.” Chazin points out that there are a number of strategies in securing your career and that one should “employ them simultaneously.” “This is a transformational year for the Obama administration, so one could expect many changes. Everything in the past 20 years has shifted,” he said.

Safeguarding your career requires more than just utilizing traditional methods. “Effective job seekers leverage multiple strategies simultaneously. Utilizing passive strategies, where you respond to job postings and utilize network sites isn’t enough. In order to be aggressive you have to go out there and be proactive,” said Chazin.

In presenting the essentials to bulletproofing your career Chazin offers the following strategies.

NETWORKING

●There are two components to networking—getting the interview and the informational component. First, the key to networking is to drill down into your social and professional networks. Take a step further and look beyond your family and friends to expand to professionals within your industry. According to Chazin, this strategy worked in the “50s, 60s, 70s, 80s and 90s” and is critical in the first step to securing your career.

IN PERSON-INFORMATIONAL INTERVIEW

●Identify people who are currently doing what you are doing in an organization and set up an informational interview. Look for a subject matter expert. Offer to buy them coffee and ask open-ended questions on how they obtained their position within the organization. Ask questions about their background, their interests and academic goals that may have helped them in obtaining the position they are in. Note that you’re not asking for a job, you’re simply using this opportunity to get as much information that you can, so that you can have an advantage of being more strategic about your job search within that organization.



Ethan Chazin, Adjunct Professor at NYU- SCPS



CORE BULLETPROOF TECHNIQUES

●Ensure you identify with individuals who are not only limited to professions of authority such as an EVP, COO or Director. Also, look for the rising stars that are the shakers and movers within your organization. Reach out to them formally and informally. Self promotion cross functionally lets them know who you are. Consult your HR professionals to see if your organization has professional development programs such as coaching and/or mentoring and partake in them.

PAY ATTENTION TO THE WATER COOLERS AND POLITICAL LANDSCAPES

●It’s important to read between the lines.

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The Zuckerman Debate Forum: A Student's Perspective and Inspiration

by Sharon Nickey

The Zuckerman Forum is a "University-Wide Intramural Debate Tournament" which awards scholarship money to its quarter, semi-finalists and finalists. Any matriculating student from any college at NYU is eligible. The debates are done in teams of two; one team is the affirmative and the other is negative. Generally, the resolution (topic) is available in September and the resource list is available in December so students can use the winter break to read the resource list. There were about 200 participants in this year's preliminary round and the resolution for this year's tournament was that "The United States should substantially reform federal legislation on immigration." The preliminary debates begin in

February.

In participating with the forum, I've been involved with both SCPS and College of Arts and Sciences (CAS) students. My current partner is a traditional age college junior attending CAS. So far, my scope of knowledge has greatly expanded and my experience has been great! I have developed knowledge on other topics and improved my research and analytical skills. For example, I have a better understanding of how the government (before Obama) has many and varied social service programs to help citizens in need and how the UN Security Council was created and their inability to raise funds for needed projects. Additionally, my knowledge of genetic engineering and immigration law have opened my eyes to the challenges our policy makers face as we

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Thinking about Law School?

By Nigel Douglas

The Journey towards a legal education can be a daunting experience. Studying for the LSAT, while evaluating schools to ensure your personal statement is composed with a character of strength and leadership can be challenging.


Those are just a few things that put the law school puzzle together and sometimes we don't all have the knowledge and support we need on that journey. These are some of things I thought about when deciding to put a Law Club together at SCPS. I wanted to contribute and give our student body a platform, as well as the resources to jump start and launch the law school process.

In May I will be graduating, and I hope the start of the Law Club can live within the halls of SCPS for many years to come. And as I become a future alumnus, I plan to stay involved with the club to assist future leaders pursuing a legal career.

Furthermore, having the opportunity to give back to the school that has given me such great opportunities to pursue my personal goals is just a small task towards greater rewards.

Join a club and make your experience at SCPS one of engagement and leadership.

If you are interested in learning more about the Law Club, please email me at nod205@nyu.edu.



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DCoM meets Crossroads in Communications and Media

On, March 3, 2009, the Digital Communications and Media Club (DCoM) presented the Crossroads Panel: TRANSITIONS, for a discussion on the “next steps in education.” Mechthild Schmidt, moderator and chair of Digital Communications and Media, McGhee Division at NYU, was joined by Amy DeGregorio of truTV, John Duguid of Image Movers Digital, Isaac Greenbaum, McGhee Alumni and SCPS Digital Imaging and Design Graduate Student, Shawn Phillip Hall – Asia Pacific Leadership Fellow and Luke Lockett of the Interactive Advertising Bureau to discuss moving forward in academic studies.

Since its inception in May 2004, DCoM has focused on giving students keen insight into emerging trends in both digital motion design and narrative, by exposing them to members of the creative, technical and intellectual community.

“DCoM gives members the opportunity to learn about business aspects in the entertainment industry such as building a reel or starting your own business,” says

Agni Manta, President of DCoM, who is responsible for organizing industry related events such as screenings, competitions and studio visits.

The club has hosted a number of events such as the Virtual Worlds: Second Life, Disney Director C.Y. Chang workshop, Siggraph Animational Reel screening, and the Crossroad panels on Topics in Art and Industry.

“It is a great club and highly recommended for those who are pursuing the Digital Communications and Media degree as well as those who are just interested in learning more about the industry as frequent e-mails and updates are sent to attend industry related events outside of NYU as well as within NYU,” said Manta.

The panelists discussed their post-graduate journey and had an indicative consensus on the advantages of networking, initiative and industry event participation. Students were encouraged to pursue their master’s degree even in difficult times, and that given the eagerness and persistency one can pursue their dreams.



Digital Communications and Media Club (DCoM) presented the Crossroads Panel: TRANSITIONS, for a discussion on the “next steps in education.” Mechthild Schmidt as the moderator, far right.



SBS Scores in Leadership and Excellence

The Preston Robert Tisch Center for Hospitality, Tourism and Sports Management is home to the Sports Business Society (SBS). In its ninth year, the SBS thrives in using sports as a platform to its members. In 2008, SBS received its fourth honorable recognition of the NYU President's Service Award for demonstrating excellence in community, service and leadership. With an extraordinary list of events and sports industry connections, the SBS complements NYU's curriculum in their efforts to promote professional growth within the industry.



SBS Faculty Adviser Wayne McDonnell, President Ashley Graf, MLB Network CEO and President Tony Petitti, Secretary Krista Heritage, VP Brian O'Connell, and Dean of the Tisch Center Lalia Rach.

"The SBS gives students access to professional opportunities, networking and resume building in addition to social activities such as our tour of the old Yankee Stadium and trip to Cooperstown NY to see the National Baseball Hall of Fame. SBS uses sports to give back to NYU and New York City communities through initiatives such as Relay for Life," said Ashley Graf, President of SBS.

The SBS maintains their commitment to volunteer opportunities through the Relay for Life and the Mets Wheelchair Softball Tournament. Their Annual Internship Fair features top local and national sports organizations and this semester, SBS partnered with the Staten Island Yankees to sell tickets in return for playing a student/faculty game at their ballpark. Proceeds of the tickets were donated to Relay for Life, which is a fundraiser activity for the Ameri-

can Cancer Society. "It was a great project to focus on this semester since it contributed to our philanthropic endeavors and gave us a chance to get out and play softball together," said Graf.

On April 15, 2009, the SBS held its Annual Sports Business Society Awards, which recognizes industry professionals who have made a significant impact in the sports industry, as well as had a great influence on the development of students in the Sports Man-

agement program. The event, which was held at the Rosenthal Pavilion of the Kimmel Center, presented the Alumnus of the Year Award to Maggie Gessner, M.S. Sports Business 2008, Washington Nationals, Ambassador of the Year Awards to Madison Square Garden and SportsNet New York and the Executive of the Year Award to Tony Petitti, CEO and President of the MLB Network.

Alumnus Tim Henning is the founder of SBS and works for the Heisman Trophy Trust. Henning is also the President of the Tisch Center Alumni Society and plays an integral role in the professional development of interns through recruitment at the Heisman.

"The SBS will continue to provide students with opportunities to establish themselves in the industry and further understand the many facets of it while also giving students a community and way of getting to know their fellow classmates," said Graf.



SBS members receives club donation from Michael Neuman and Kendel Fiorentino of Amplify Sports and Entertainment



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Ask your supervisor, "How secure am I in my position." Start reading all of the press coverage that your company is receiving. Be proactive in searching sites such as jobvent.com to see what people are saying about their company. Check job postings to see what is being posted from your organization. You might see postings in your department or opportunities in other departments that might be of interest.

OBTAIN TRANSFERABLE SKILLS

● These skills will make you more marketable. Utilize professional development courses. Join an association within your industry and offer to volunteer or to be on a committee to gain these transferable skills. Take advantage of free training and software or visit industry specific professional association's websites to learn more about your interests.

SELF EXPLORATION AND BRANDING

● Always remember that you are a product and you can't sell your product unless you do a feature of benefits that you are going to sell. Whether you're a doctor, paralegal, or accountant you cannot effectively sell a product unless you know everything about it. Showcase your skills through articles, blogs and panels. Do a self assessment test such as the Myers-Briggs, so that you can have a better understanding of who you are.

PERSONAL MISSION STATEMENT

● After your self assessment, develop your personal mission statement-your elevator pitch. It is a brief pitch that defines who you are, what your values are; it's a summary of qualifications. Define your skills, interests, and accomplishments to express impressive information about yourself.

SELF MARKETING

● Its constantly learning how to evolve and being internally and externally focused. "You have to be constantly willing to embrace change and act on it," said Chazin. Consistently expand your horizon by researching the industry, trends and keep up with what's going on in the changing business environment. "Things are changing ninja style and you have to assess self development to keep up with the current market," said Chazin.

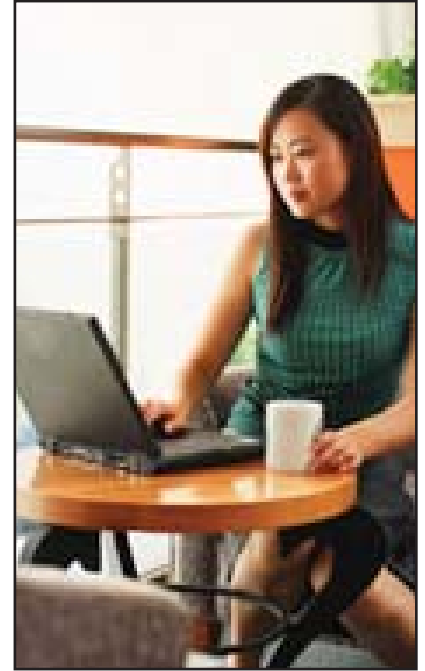
KNOW YOUR WORTH

● You can't sell a product without a price. Go to salary.com, seek the information through professional associations or utilize contacts within the same industry as you to see

your professional worth.

MATCH YOUR BELIEFS WITH THE ORGANIZATION

● Identify the formal culture of the organization to see if it is compatible with your values or beliefs. Don't just focus on brand names. Do some research and look at the press releases and website information to see if the organization is the right fit for you. Look at the informal cultures within those organizations.



There are a number of strategies involved in "bullet proofing your career."

"As a marketer think of yourself as a brand, you have to constantly be diligent in monitoring your brand, because at the end of the day there is value," said Chazin. "At the center of it all you have to have a passion for doing everything in your power to stay afloat, self promote, reach out to rising stars and keep plugged into the rumor mill. The average American will change jobs at least seven times in their career, so the norm is to expect to change jobs every three years or less. Look at every employment opportunity you get and have a mindset that this is a contract with an organization and learn as much as you can," said Chazin.





How Will Commerce Choose Us?

by Jasmine Brathwaite

We take the step of going to college. We study exceptionally hard and we work toward successfully graduating at some point. Somewhere in the midst of the proverbial madness of homework, research papers, book reports and exams we doubt the reasoning behind why we are even here. We question the validity of the sheer idea of college, the course work, maddening sacrifices and the abilities of those who teach us. We curse the cost of our undertaking and we flirt with the probability of giving it all up when the entire process becomes too daunting and the end seems so inaccessible. Fear not... these truths are not just unique to us, but are actually very normal occurrences in the lives of all college students.

Yes the cost is high, consummately managing the pressures of work and school life can be overwhelming and sacrifices do become somewhat of a norm rather than a choice, but is anything of importance and worthwhile effort ever easy?

The world of global commerce is looking for the talented – those who are deemed to be useful in a corporation’s quest of ultimate triumphs and worthy to their overall plan. In the mountains of resume verbiage and oceans of self-marketing propaganda, the corporate world has to use some form of measurement... an assessment if you will... to decide who should



be chosen for the tasks at hand. They have to determine which candidates are viable for their ultimate business aspirations. One dimension of that search for talent will be determined by your ultimate successes in the arena of higher education and the other is the caliber of institution you chose in which to undertake it. In the crowd of supposed talent, commerce has no choice but to use the tool of measurement. How else would they be able to assess the greatest talent from the mass of professed best? While the initial appearance of your resume will matter, you will ultimately be measured by your educational achievements and your scholastic lineage.

Recognizing that the anger, doubts, fears and questions are all a natural progression in the attainment of a degree will serve us well in quelling our fears. Our abilities to fight through them will make our successes that much sweeter, for in our achievements we must recognize that an integral part of our overall effort is that we will be duly prepared when a career opportunity presents itself. Reality is we will be measured by the quality of our degrees, our NYU scholastic lineage will place us at the top of the heap and our qualifications will get us the job. The sacrifices will be well worth our efforts, for when we are measured by the attainment of our degrees and evaluated on our NYU lineage our repertoire will favorably place us in a position of worth in the vast oceans of talent.

New Scholarship Program for McGhee Students

The School of Continuing and Professional Studies is now offering the McGhee Scholars Program to MCGhee students. To be considered for selection, students must have at least 16 credits, be enrolled at McGhee for at least two semesters and have a minimum 3.8 GPA. Twenty-five students will be selected to receive an annual \$7,000 scholarship award. Recipients of the award are required to provide service to McGhee.

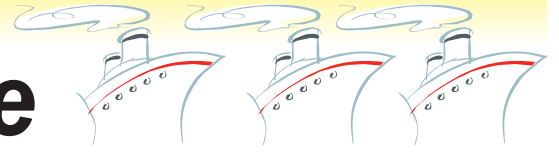


For more information, please contact the McGhee Advising Office at 212-992-9055 or mcghee.advising@nyu.edu.





SCPS Dinner Cruise



On Friday, April 17, SCPS held its annual Semi-Formal Dinner Cruise. Student, alumni, faculty and staff joined together for an evening of dancing and a fun time.



Zuckerman's Forum

Cont. from page 2

try to understand and accept different cultures and new science. This

experience also expanded my ideas on becoming an entrepreneur once I graduated or choose a different field to work in.

Students who are interested in participating in the forum have to use their winter break wisely. This is especially true for McGhee students who often juggle work and school. The month prior to the preliminary debate should be used strategically to put your affirmative and negative arguments together. Research materials are provided to help prepare students for their arguments and counter arguments they will face during the preliminary rounds. The research material is available on the Zuckerman Forum website at (<http://www.nyu.edu/zuckerman.forum/>). There are also strategy tips and video clips of the championship rounds. After the preliminary debates, the top eight teams go on to compete for cash prizes. The two finalists of the winning team each receive a \$15,000 scholarship.

Stephen Valenti, Master Teacher of Accounting and Finance, at the Paul McGhee Division, plays an important role in the Zuckerman Forum. Valenti serves as a recruiter and coach for the SCPS participants in the tournament. He has also served as a judge for the tournament itself and has held training sessions for participants in the fall and the spring.

The greatest experience I've had with the Zuckerman Forum Debate is that I've become a more confident speaker. I also enjoying listening to the other arguments I come up against. Gaining an executive presence are also some of the benefits that students will obtain through this experience. When you have to prepare an argument in front of a judge it helps you

become aware of how you sound and look. More importantly, acquiring these skills will enhance a student's leadership skills and will continue to develop once they leave NYU or go on to grad school.

Another advantage is the chance to meet some of the other students from other schools within NYU. McGhee students will be surprised to know how similar we are to our traditional age counterparts and how we can increase our presence in the university. SCPS students participating in the Zuckerman Forum will help bring awareness to the NYU community. "The scholarship money is one example, but in addition, we all talk about striving for a greater community and what better way to encourage that than to be a part of such a wonderful university-wide event," said Valenti.

Since I started in 2006, I have seen an increase in SCPS student participation. As president of The LSAT Club (Let's Sit and Talk) I plan on increasing SCPS student participation through recruiting events in the fall semester. Angela Hunter is also co-president. Training sessions will begin as early as this summer, including scheduled meetings both on campus and on-line. For more information on the LSAT club, please contact me at sdn226@nyu.edu or Angela Hunter at ah1260@nyu.edu

If you are interested in learning more about the Annual Zuckerman Forum Debate and Scholarship Competition, please contact me at sdn226@nyu.edu, Vik Keenan, Coordinator of the Zuckerman Forum Debate at vikeenan@nyu.edu or Stephen Valenti at 212-992-8395 or at sv30@nyu.edu.

Sharon Nickey is a sophomore pursuing her A.A.S. degree in Business and will continue to pursue her Bachelor of Arts in Social Sciences with a concentration in Politics. Nickey plans to attend law school once completing her studies at NYU.

- LIST OF EVENTS -

SCPS Convocation for Graduate Students

Monday, May 11, 2009
Grand Hyatt Hotel
Park Avenue at Grand Central
10:30 a.m. – Guest Seating
11:30 a.m. – Procession
1:30 – 3:00 p.m. - Reception

NYU Grad Alley (Street Festival for graduating classes and their families)

Tuesday, May 12, 2009
4:00 – 7:00 pm
Washington Square Area

NYU's 177th Commencement Ceremony (University-wide graduation ceremony)

Wednesday, May 13, 2009
The New Yankee Stadium
Bronx, NY
9:30 a.m. – Candidates and guests seating open
11:00 a.m. – Ceremony begins
1:00 p.m. – Ceremony Concludes

SCPS Convocation for Undergraduate Students

Monday, May 11, 2009
Grand Hyatt Hotel
Park Avenue at Grand Central
5:00 p.m. – Guest Seating
6:00 p.m. – Procession
7:30 – 9:00 p.m. - Reception