

**UWO**



# INTERSHIPS R US

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## How to ‘find’ an internship at your current job



BY KA VANG

Are you stressed because you need an internship in order to graduate? Are you currently working as of right now? Instead of branching out to other companies for an internship, it's possible to get an internship through your current job.

Every company has various positions in various departments as it takes more than a whole team to establish a company. Simply contact Human Resources and ask if they have any intern positions in your field of study. And even if they don't have a formal internship program, discuss the details with them as they might be able to work with you.

You would also need to check with your internship coordinator at UW Oshkosh to make sure it's eligible. That is exactly what I did to get my marketing internship with Community First Credit Union. I first started off as a teller in 2014 and stayed with them throughout high school and the first three years of college.

Since my major and minor fit into marketing, I emailed Human Resources and asked if they had any intern positions in marketing. Although they didn't offer a formal internship program, they were able to work with me since I was a current employee. I have been an intern in Community First Credit Union's marketing department for a few months now and I'm loving it!

Getting an internship through your current job is such a quick ask. There are many benefits to getting an internship through your current job. First off, you already work there and know about the company. Did you know it costs a company more to hire externally? That means that promoting from within the company usually beats external hires.

Also, if you are doing well in your current role and get an internship at your job and do well in that area too, there is a high chance they will hire you on fulltime after graduation. This will benefit you because you are basically climbing up the ladder! Plus it looks good on your resume because it shows you are growing in that company. In conclusion, getting an internship from your current job can be a simple ask and there are so many benefits.



# The importance of being well rounded

BY OLIVIA SCHILCHER



Have you ever wondered how, after graduation, you will secure your dream job and surpass your competition? In this increasingly competitive economic climate, it can be difficult to stand out among your peers, but there are a few easy ways that you can differentiate yourself from the rest. One is by becoming a more well-rounded individual.

A well-rounded person is someone who balances various skills and takes the time to indulge in learning new things while experiencing the world around them in distinctive ways. This is an important trait to have, as it allows you to bring unique perspectives to your daily life and career.

During a trip with the UW Oshkosh Ad Club last semester, for example, we had the opportunity to speak with advertising professionals who stated the importance of having a multitude of skills and abilities. They explained that often employers require you to wear multiple hats within one position at a company. Employers are looking to hire individuals with a diverse skill set. They don't want to hire someone who is only good at one task. Rather, they are looking for employees who are versatile, can adapt to changing situations and can bring a variety of experience and knowledge to the table.

So, how do you become more well-rounded? There are a number of ways to gain new experiences and skills here at UW Oshkosh. These opportunities can be found through internships, studying abroad and extracurriculars.

Internships are a great way to gain real-world experience that can be directly applied to a career in the future. UW Oshkosh offers a variety of internship experiences for almost every major and provides a wealth of resources for their students to be as successful as possible in any internship they choose.

Another way to gain new experiences and stand out among one's peers is by studying abroad. These educational travel opportunities allow students to learn about different cultures and experience the world around them in new ways, which can be brought back to share with their peers and coworkers. UWO currently offers more than 80 different programs that can last anywhere from a week to a full year.

If you don't have the time to take on an internship or the resources to study abroad, you could always consider taking up a new extracurricular activity. UWO offers a wealth of different clubs and organizations that help students gain new skills, get out of their comfort zones and help boost resumes.

Becoming well rounded as an individual helps you discover your own strengths and weaknesses, and puts you in situations where you can try new things and enhance your current skills. These experiences also allow you to stand out and bring new ideas to your social circles and careers. So, the next time you have the opportunity to try something new or get out of your comfort zone, consider how it could help you become a more desirable employee and well-rounded individual.



# How I balance full-time work with school

BY DANIELLE DUNGAN



When I tell people that I have a full-time job while I am pursuing a college degree, they usually think I'm nuts. To most people having a full-time job while going to school seems daunting, which it can be at times, but it is doable if you have the right tools.

Most people work full-time jobs during the summer and part-time jobs when at school. But that was not the case for me. My parents were not able to help pay for my college so I had to stay working fulltime. I also was paying all my own bills such as rent, phone, car and all the extra expenses that came with those payments.

By having this crazy lifestyle of always being on the go, I have learned tricks to help me get through this wild time in my life. Here are my top five tools that I use:

## Multi-task

I balance my studies with work, family and friends by multi-tasking. I will bring all my school work with me to my job and on every lunch break, I do my homework. Also, if there is any overlap with work and school, I will try and get homework done during this time. If a lecture is recorded, I would download it and listen to it on my drive to school.

## Find motivation and support

My motivation for wanting a higher education degree is what pushes me to complete all that is required of me. I have encountered several sleepless nights, but I managed to push through those tough times while maintaining a full-time job. All of this would not be possible without the supportive family and friends that surround me. They have been with me through my entire journey and I can't thank them enough.

## Make a schedule and stick to it

One of the most significant contributors to my success of having a full- time job while going to school is by scheduling my life out. Every school year I get a new planner, which I religiously use to plan when I go to class, do homework, go to work and so on. Making a schedule makes life SO much more manageable.

## Stay organized

Throughout this process, I have learned so much about how to stay organized. And to be honest, this was the only way I was able to get through college. Being organized and having realistic expectations is crucial to succeeding in this crazy mission.

## Plan and stay committed

I find that I can complete all my work on time when I plan out I am doing throughout my day. When I make a list of what I need to accomplish, I am more likely to stay committed to getting that work done.





# The benefits of on-campus internships

BY SIE'ANNA MITCHELL



There are plenty of reasons why you should get an internship on campus.

I have had two internships on campus, and they helped me tremendously, giving me professional experience in the fields I want to go into.

My first internship was with UW Oshkosh Admissions Office where I oversaw their social media accounts and Facebook class pages. I gained the experience of managing social media accounts and marketing UW Oshkosh to future prospective students, all while being paid \$9 an hour and building connections.

This position was so convenient because they worked around my schedule; I worked 10 hours a week and since the Admissions office is in Dempsey Hall, near the center of the campus, it was an easy walk from anywhere on campus.

My second campus internship is with the UW Oshkosh Center for Customized Research and Services. This marketing position helps me gain new abilities and communication skills, as I create content for all their social media platforms, as well as newsletters and flyers for an event. I am paid \$12 an hour and work 10 hours a week at the Culver Family Welcome Center, about a 10-minute walk from Sage Hall.

Both internship supervisors allowed me to work around my class schedule, and they understood that school comes first.

Getting an internship or even a job on campus is very beneficial when you're a full-time student and live on or near campus. You can walk or drive. Supervisors will work with you no matter what happens, and it looks good on your resume. Don't turn away when you see internships or jobs on campus; they will help you in your future career.



# How to create your personal brand on social media

BY VICTOR ALABI



Your social media accounts are an extension of your personality. They represent who you are, and what you like and dislike.

But you need to be concerned about how much content you make public, as well as the quality of the content, because anybody from anywhere around the world can see it. This is where personal branding comes into play.

Personal branding is finding your uniqueness, building a reputation on things you want to be known for and then allowing yourself to be known for it. You want to stand for something; you want to have a brand and make sure it stays consistent across all your social media accounts. Personal branding goes down to having your signature color(s), font, mission statement, profile picture and more across all channels.

There are several reasons why you need a personal brand. But one of the most important is that social media plays an important role in the hiring process. Employers believe they can get to know more about their potential employees by looking at their social media accounts. In fact, 57% of companies disqualify candidates based on their social media presence, according to INC.com. You want to give a good impression of yourself and want to appear as a professional.

The first step in building your personal brand is searching for yourself on an internet browser and seeing how you currently rank. Critically go through all the posts that show up in your search.

You also want to do a thorough clean up. Delete posts and untag yourself from content that don't fit your desired brand image like unprofessional behaviors, drinking or drug use, or your views on political, race and gender matters. You also want to tweak your privacy settings to make some of your content visible to a certain group of people. For example, let's say you won the lottery. You wouldn't want the whole world to know that, so those type of posts should be visible to your close friends only.

Next, define yourself and your brand. Talk about who you are, what you stand for and what makes you unique. Determine what your goals are with personal branding. Who is your audience and how you could be of help to them, and include professional goals. All these go a long way in telling a story about yourself; you could easily also come up with your own mission statement.

Lastly, build a professional website where you can refer people to. Include your favorite works, credible references and your achievements. Put a link to your website on all your social media accounts. The good thing is you don't have to know coding to create a professional looking website. There are several website builders like Wix or Wordpress to help you do that.



# Creativity in the workplace

BY PAIGE PREISSNER



One of the biggest struggles for interns is the fear that they are not qualified enough for the job.

An internship is often seen as a learning experience for students to get real-life experience in the field. But what is seldom seen is the impact the intern can have on the company. It is important that the relationship between an intern and a company be seen as mutually beneficial.

Companies offer students so many opportunities. Businesses allows interns to work with real clients so that they can gain communication skills and see what it takes to maintain an account. Internships give students real-world examples of work that can be added to their portfolios to showcase their talents. Internships teach the importance of teamwork in the workplace.

But with companies preparing you for the real world, what are you offering in return?

It's easy to think that all you are offering the company is labor. Interns come in, follow instructions and get the job done. But there are so many opportunities to teach the company in return.

At my first internship, I spent the first few months following instructions to a T and delivering exactly what had been asked of me. Once I felt comfortable, I started voicing other ideas as to how things could be completed and pushing creative boundaries. Stating new ideas felt scary, so I created two designs of everything, one that perfectly met what they were asking for and one that showcased my own creativity.

At the time, I had been doing social media for the company and the expectations were simple: post three times a week, include an image from Google and use hashtags. But since I had learned in classes about sites that would help me create more interactive images, I started doing polls on Facebook and I encouraged the company to also start using Twitter and Instagram.

At my next internship, I was in charge of putting together a comprehensive report on our competitors' current standing in the market. This task was to be laid out in a Word document, which I created. But I also created an interactive design of the information on Canva, a site that allowed me to make charts, showcase what social media sites looked like on the user's phone and insert videos.

In both of these examples, it was something the company had never seen or thought about doing before. The one thing that we offer as interns is a knowledge of the newest, most creative way of doing things. We have gained the newest information in our classes; we know the latest trends and we look at the world from a different viewpoint.



# How to get a job or internship in a tough economy

BY COLLIN TUCHALSKI



As COVID-19 has taught everyone, anything can happen, including a virus that can shut down the majority of the world seemingly overnight and put the economy in a tailspin.

While there is a lot of uncertainty in this world now, there are a few things that you can do to find an internship or job in hard times.

The most important thing you should do when searching for a job or internship in an economic downturn is to find a way to set yourself apart from everyone else. One idea to set yourself above the competition is to expand on relevant coursework and other real-world experiences you already have by making note of it on resumes and mentioning it in interviews.

Another great idea is to network, network and network. The saying goes, "It's not what you know, it's who you know," right? In my opinion, that saying is half true because getting an education and the right experience is essential. However, when struggling to find the perfect job, or any job at this point, having an "in" might be your only option to find an open position. Building your LinkedIn profile is another great way to network from the comfort of your own home.

Another aspect that you need to do to be more successful in landing an opportunity is to apply for more positions than you normally would. Instead of applying for five positions a week, aim to apply for 10 or 15. The internet is a powerful tool that can lead you to many listings.

In addition, look outside your main field. By expanding your search you may be able to find a similar job in a related field that you would have never found in your normal search.

In economic downturns, there will be some industries that are more affected than others. For example, COVID-19 pharmaceutical companies are moving operations back to the United States, which will result in a multitude of different job opportunities in our local areas. Technology companies are also capitalizing on the opportunity to shift to digital. Working from home, telecom and video conference providers will most definitely need more employees to keep up with this shift.

If the industry you intended on being a part of has taken a huge hit during the downturn, there is one other thing you can do while patiently waiting to be hired: further your education. While waiting for the industry/economy to bounce back, you might want to think about taking the time to get an advanced degree in your field or even in a different one to really broaden your horizons. Nowadays, there are so many different options to pursue a degree online or possibly in person. By the time you complete your new degree, the economy should be in a better place and you will appeal to employers even more by having completed a higher degree.





# 5 reasons why unpaid internships are important

BY LAUREN REIDINGER



In college, it's almost impossible to be in a class without your professor asking you: "Have you gotten an internship yet? Have you been applying to internships? Do you know what you want to do? And the answer for me was always "I'm looking" or "I'll be doing that soon."

I always tried to push off the subject because I never really was interested in getting one until it hit me. I can't get a job unless I have the right experience beforehand. I started to panic and applied for internships like crazy. I eventually was offered an internship, but it was unpaid.

As some students have told me before, unpaid internships are a drag, not worth it and a waste of time. And although I had these thoughts at first, I slowly began to see the true importance of this internship. Here are five reasons why an unpaid internship is important, just like the paid ones! 1. You gain real-world experience

## 1. You gain real-world experience

Even if the internship is paid or unpaid, you're still getting that experience, and that's what's truly important. You get a feel for the atmosphere and space you're in, and if it's the right fit for you. Having that experience is important because it showcases to employers that you're capable of specific tasks.

## 2. You build your resume

I cannot stress this enough: having a strong and cohesive resume is SO IMPORTANT. This is your first impression to employers, and you want to make sure the skills you have mastered and position you have worked in are on this and it's up to date. Keeping up with your resume during your life is something you should always be doing, as you will continue to expand your skills and qualifications.

## 3. You learn to manage time and prioritize

Having an unpaid internship truly expands your time management and prioritization skills. Sometimes you can get lazy and say you don't want to do it, but making sure you are getting your work done is critical. If you don't want to do the work now, then you won't want to do it in your future and that's not a good look to give your employer. You want to showcase you are talented, skilled and ready to take on anything they throw at you. When you're doing great work for no pay, it shows you truly are here for that experience and that's what will get you hired in the future.

## 4. You learn if the position suits you

Sometimes that unpaid internship can be either exactly what you want or something you truly weren't looking for. Either way, you still have resume building and great experience under your belt. Once you've done the work for an unpaid internship though, you'll be so much happier when you get paid for the next internship or job. As stated before, a non-paid internship gives you real-world experience and another foot in the door. Nothing in life comes easy, but with hard work and dedication you truly can achieve anything.

## 5. You learn that money doesn't buy your talents

Money can't buy your talents. What do I mean by this? It means it doesn't matter what you are offered, if you don't perform the job to the best of your abilities or have the right skills, you won't be successful in your career. Finding the right job is important and finding those internships that best fit you are even more important. You know yourself best, and you know the skills and capabilities you have to offer to employers. Finding the right internship regardless of pay that best fits you is the first step into having a successful and radiant career.