

Summer 2014

Professional Bootcamp

Linfield Magazine Staff

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Recommended Citation

Linfield Magazine Staff (2014) "Professional Bootcamp," *Linfield Magazine*: Vol. 11 : No. 1 , Article 10.
Available at: https://digitalcommons.linfield.edu/linfield_magazine/vol11/iss1/10

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Professional bootcamp

Launching a new career has less to do with resumes and more to do with relationships.

This was the conclusion for seven Linfield College students who participated in Career Exploration through the Lens of New Media and Communication, a January Term course focused on new media and communication.

The class, led by Kristi (Vertrees) Mackay '91 and Donna (Banwarth) Montoya '04, walked students through myriad opportunities associated with new media and communication. Students participated in 20 site visits to locations such as

Amazon, Nike, PGE, Laika, Boeing and others. While polishing skills in resume building, interviewing, job shadowing, networking and more, they also connected with nearly two dozen alumni and parents, conducted six informational interviews and refined their online presence.

Throughout the month, Mackay and Montoya stressed the importance of thinking about the world of work as it relates to life, goals and values. "We want them to dream big and make connections," said Mackay.

Prepping for midterm →

Completing thesis →

Casual sweater →

Backpack vs. portfolio →

Social media as entertainment

Yoga pants →

- ✓ Professional dress
- ✓ Updated resume
- ✓ Created business cards
- ✓ Perfected elevator speech
- ✓ Social media as professional profile
- ✓ Firm handshake, confident smile
- ✓ Developed alumni network



Mary Jo Robertson '14, an electronic arts major, made the transformation from student to professional during a January Term course, Career Exploration through the Lens of New Media and Communication.