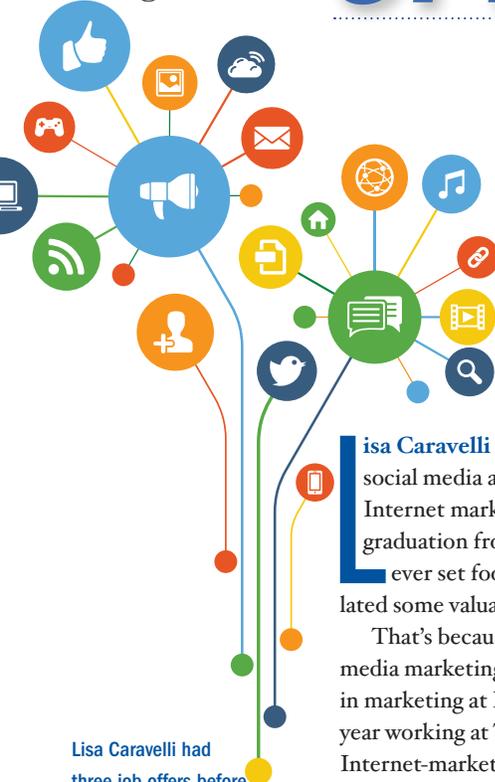




CPE Briefing



Hard @ Work on Social Media

Alumna Lisa Caravelli used her Elmhurst experiences to land an exciting job at Chicago Internet marketing firm 4C Insights.

Lisa Caravelli began her first post-collegiate job, as a social media account manager at Chicago-based Internet marketer 4C Insights, just days after her graduation from Elmhurst last spring. But before she ever set foot in 4C's office, she already had accumulated some valuable experience in the working world.

That's because Caravelli began working as a social-media marketing pro while still completing her degree in marketing at Elmhurst. She spent much of her senior year working at The Tribune Company's 435 Digital, an Internet-marketing agency—first as an intern and later as a part-time digital marketing consultant. Helping local companies like Jewel-Osco and Gino's East use the Internet and social media to communicate with customers, she got a real-world education to parallel her Elmhurst coursework. The experience proved valuable, if taxing.

"My senior year was anything but relaxed," Caravelli laughed, recalling the challenges of juggling college and budding career. "But I wanted to enter the real world with a head start, and that's what I did. I'm so used to being busy now that it's no problem. I know how to manage."

Her head start left her in the enviable position of weighing three attractive job offers as she approached graduation.

She chose to accept 4C's offer because she was drawn to the youthful, relaxed vibe at the Loop startup; she couldn't help but notice the office Ping-Pong table, the

free snacks and the generous vacation policy. Better still, the job gives her the chance to work with some of the world's best-known brands. Her accounts include an internationally known soft-drink brand and a well-known entertainment and theme park.

"I love that I'm working with some of the biggest companies in the world," she said.

Caravelli's role is to help companies use networks like Instagram and Pinterest to communicate their messages. It's a familiar role for her. As a junior at Elmhurst, she launched a mini-career as a social-media educator, visiting area high schools to speak to parents about the sites and apps that mystify some parents as much as they fascinate their kids. For Twitter-illiterate parents in Chicago's suburbs, Caravelli became a guide to the Digital Age, offering a common-sense introduction to the basics of social media. Her message for parents was that they need not fear social media's role in their children's lives. Social media "can be a great tool if it is used the right way," she said.

At Elmhurst, she also founded the C! Team, a social-media group devoted to promoting the activities of the College's communications department, where Caravelli earned a minor. As an intern at the College's Center for Professional Excellence, Caravelli helped organize an event for Elmhurst students interested in learning to use LinkedIn, the popular business networking site. More

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Lisa Caravelli had three job offers before graduation, thanks in part to the professional opportunities she found at Elmhurst.



**TRUE
PROFESSIONALS**

Established in 1997, the Center for Professional Excellence (CPE) connects Elmhurst students with opportunities that will help them explore their passions, discover their world and reach their full potential. Through mentoring, shadowing, service-learning, international education, career development and more, the CPE prepares students to launch successful careers and become effective contributors to society.

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The Power of the Research Presentation

Elmhurst students showcase their work at the nation's largest undergraduate research conference.



YOU'VE spent the past year working with your professor on a research project that proved to be one of the most challenging, daunting and rewarding tasks you have ever undertaken.

Now you have a couple of minutes to explain that project to complete strangers.

That's the challenge facing young researchers at undergraduate research conferences, where they present their findings to other students and faculty from across the nation. For many students, explaining the work they have done can be every bit as challenging as the work itself.

This is one reason why each year the Elmhurst College Honors Program sends students to meetings like the 2015 national conference of the Council on Undergraduate Research (NCUR), held at the Eastern Washington University in April. There, 12 Elmhurst students got the chance to put into practice some of the communication and networking skills that will prove invaluable in graduate school and the professional world.

The group of Elmhurst students presenting at NCUR in 2015 was the largest contingent from the College ever, reflecting recent growth in undergraduate research opportunities at Elmhurst. Dozens of Elmhurst students collaborate with faculty each year on research in the sciences, social sciences and humanities. Many present their findings at undergraduate research conferences like NCUR or the annual National Collegiate Honors Council (NCHC) conference. Some coauthor papers that appear in academic journals.

"The ability to articulate their work to a variety of audiences is so important. It's a professional skill that is very highly valued," said Mary Kay Mulvaney, professor of English and director of the College's Honors Program. Mulvaney led the group of Elmhurst students participating at NCUR. "At conferences like NCUR our students are answering questions about their work from students and faculty from all kinds of different disciplines. Being able to communicate clearly and explain your work really builds confidence."

The Council on Undergraduate Research, established in 1987, is dedicated to promoting research, scholarship and creative work among undergraduates. Its annual conference is the nation's largest showcase of undergraduate research. This year, it drew 3,000 students and faculty.

Elmhurst's contingent at the conference included students from a variety of academic disciplines. Rachel Schmalshof reported on her investigation into the anatomy of hadrosaurs, the duck-billed dinosaurs that once roamed western North America. Eric Hays discussed his experiences as sound supervisor and music editor on an independent film, a job funded by a donor-funded Elmhurst Honors Program research fellowship. And Chelsea Karson and David Brambert explained findings from their research using gene-sequencing tools to more clearly define the mussel species *Brachidontes exustus*.

Karson acknowledged that her project, with its complex genetic processes and its focus on an obscure species, could seem difficult to explain to those not so familiar with

biology and genetics. But she said that researchers have to be prepared to help all audiences understand their work.

“It’s so important for scientists to be able to communicate,” she said. “I practiced over and over, and I think I’ve improved vastly. It helps when you’re talking about something you really care about. You want to share everything about the topic.”

Before going to the conference, students perfected their presentations with their faculty mentors. They also received briefings from Mulvaney on networking, etiquette, and maximizing an academic conference experience.

Mulvaney said that students learn not only from giving their own presentations, but also by attending and asking questions at other presentations.

“It’s good for them to be exposed to a variety of other topics,” she said. “It introduces them to a range of academic research possibilities and gives them ideas about what topics they might want to pursue in graduate school.”

In the end, one of the greatest benefits of attending conferences like NCUR may be that the experience makes students eager to return to their research.

“One of the great things about NCUR was having people pose new angles and ideas for my research that I had not considered,” said senior Samantha Musick. Her research concerns the role of an ancestor, Confederate General George Pickett, in the American Civil War. “That’s one of the best parts of research. You’re never done with it.”



Samantha Musick presented research about her ancestor, a confederate general in the Civil War, at this year's national conference of the Council on Undergraduate Research.

A FOND FAREWELL



After 40 years of combined service to the College, two integral members of the CPE family have moved on to early retirement.

Annette Coduto came to Elmhurst in 1995 to join the Career Services staff. Annette demonstrated a tireless commitment to student development, whether she was supervising student employees, chairing the STEP committee or working with the Illinois Small College Placement Association (ISCPA).

Her work in employer relations was instrumental in bringing employers to campus to interact with our students, and her work on career fairs was innovative and effective. The CPE will be forever grateful for her hard work and significant contributions.



Sue Lindberg first came to the College as a student and returned in 1995 to support the biology department. Several years and multiple departments later, she joined the CPE to support the Honors Program and Dr. Mary Kay Mulvaney.

Sue's hard work, creativity and organizational skill helped the Honors Program become the high-quality program it is today. A staff partner with the First-Year Seminar, Sue also worked with first-year students to encourage their development and advancement. We at the CPE thank Sue for her commitment and support and wish her well.

WHERE ARE THEY NOW?

The CPE helps Elmhurst students launch dynamic careers through internships, job-shadowing opportunities, mentoring and much more. Here are some of their stories.



Brian Reid

Class of 2007

Packaging Sales Rep, Champion Container

“It got a little crazy during my senior year. I remember trying to take orders in between classes. But my experience shows that if you put the time in, you can make it work.”

Brian Reid has worked at Champion Container, a leading supplier of boxes and other receptacles for holding and transporting products, since before he graduated from Elmhurst. But Reid, a former accounting major, admits that before coming to Champion, “I never saw myself selling cardboard boxes for a living.” Then a senior-year internship arranged by the CPE helped him discover a talent for sales and led to his current position at Champion. “This is my life now,” he laughs. “I think inside the box.”

Earning the Customer's Trust

My job is to find new accounts and manage them. That means knocking on a lot of doors. You don't sell anything from behind a desk. I travel as far south as Champaign, and as far north as Milwaukee. Sales is all about social skills, all about interacting with people. You have to develop great listening skills. And you have to earn trust. People buy from people who they can relate to. Before I can sell anything, I need to show that I am trustworthy and that I am going to do all I can to deliver what they need.

The Need For a Thick Skin

For every 100 calls a sales rep makes, he might get 10 yeses. That's the hardest thing for people new to sales to get used to. When you are a student you are used to people doing all they can to help you. All you hear is yes. You're not used to hearing no. That can become a downer. So you grow a thick skin. You learn that people don't say no to you, they say no to your proposal. And you learn how to relate to people, and once you get that first success under your belt, you can begin to see how it's done. You understand what people are looking for.

A Change in Plans

I was majoring in accounting at Elmhurst and I thought I would be wearing a suit after graduation and working for one of the big accounting firms. But by my junior year, I could see that wasn't for me and started looking for other routes. Larry Carroll [executive director of the CPE] encouraged me to look at other fields and suggested that sales might be a good fit for me. I had never done any kind of sales, never any cold calling. It was a complete 180 for me. But I did some job shadowing, I did internships, I went through it all, and it really helped me understand that sales was right for me.

A Head Start on a Career

I started at Champion as an intern in the summer after my junior year. They told me they liked my work and said if I stayed on for senior year, they would offer me a job after graduation. So that's what I did. It got a little crazy during my senior year. I remember trying to take orders in between classes. But my experience shows that if you put the time in, you can make it work.

Advice

I run the summer intern program now, and I strongly advise students to take the opportunity to do some job shadowing. Everyone goes to college thinking it's going to be a big party, but if you take the time to do some career exploration, you can learn a lot about whether the job you think you're interested in is really a good fit for you. The CPE is a great resource. There are so many people willing to help, and the connection base is almost limitless. It's a great way to explore what you want to do.



David Madison

Class of 2012

Financial Advisor, Estate and Trust Advisors

David Madison, a former captain of the Bluejay soccer team, knows the value of team building. He's learned that in the professional world, as in sports, teamwork draws the greatest possible contribution from individual talents.

The Power of Small

My first job out of Elmhurst was at BMO Harris, and it was a great learning experience. But a small, independent firm like Estate and Trust Advisors has turned out to be a much better fit for me. Because we're relatively small, we work very closely with our clients to make sure they are being served. That's satisfying, because I'm not just handing off clients to somebody else to take care of. We each have a great deal of control of the direction we want to take with portfolios.

Putting Heads Together

We are a very close-knit team: There are just six of us. We put our heads together and we end being better as a group than we would be individually. Clients love that, and it resonates with my experience as a soccer player. A team is more than a collection of individuals. But with that greater level of control comes greater responsibility. That appeals to me, too. There's no passing the buck.

Lessons in Leadership

One of the most life-changing experiences I had at Elmhurst was a class in leadership I took with Larry Carroll [executive director of the Center for Professional Excellence]. It was a really intensive one-week class during January Term. One of the lessons I took away from the class was that a leader is not someone with all the right answers. It's someone who can bring together the individual skills in a group in such a way that they complement each other for the good of the group. That class changed the way I thought about leadership.

Real-World Experience

I had an incredible mentor at Elmhurst, an organizational and branding consultant named Jim Paglia. I worked for him as an intern, helping him develop a business plan for the International Mentoring Association (IMA). It was probably the hardest thing I've ever done—I had no idea how much work it would be—but I learned more doing it than I could have imagined. I ended up presenting the plan to the IMA's board of directors in a meeting in Orlando. It was an unbelievable experience—the kind of experience that I was able to bring up in job interviews and know that it would matter to employers.

A Mentor's Advice

Now I volunteer as a mentor in the CPE's mentoring program. It's great to work with students. I don't pretend to have nearly the expertise that my mentor had, but hopefully I'm able to pass along some of what I have learned. I tell students that whatever professional experience they have had, even if it's not a positive one, can still serve as a story that has meaning for potential employers. You just need to be able to articulate how your experience contributed to your professional development.

"A team is more than a collection of individuals. But with that greater level of control comes greater responsibility. That appeals to me, too. There's no passing the buck."

Making College a Reality

Elmhurst, the CPE and Mercy Home team up to spark the college and career ambitions of young students.



“It’s one small thing we can do to help them think about the future and their plans. It certainly doesn’t take a lot of time, but it makes a big impact.”

CHELSEA KARSON '15

A day really can make a difference.

That’s the premise behind a program that brings ninth-grade residents of Chicago’s Mercy Home, a therapeutic residential home in Chicago for children in crisis, to Elmhurst College for a daylong visit. Called “Do College For a Day,” the program aims to introduce the students to a college environment and to spark their college and career ambitions.

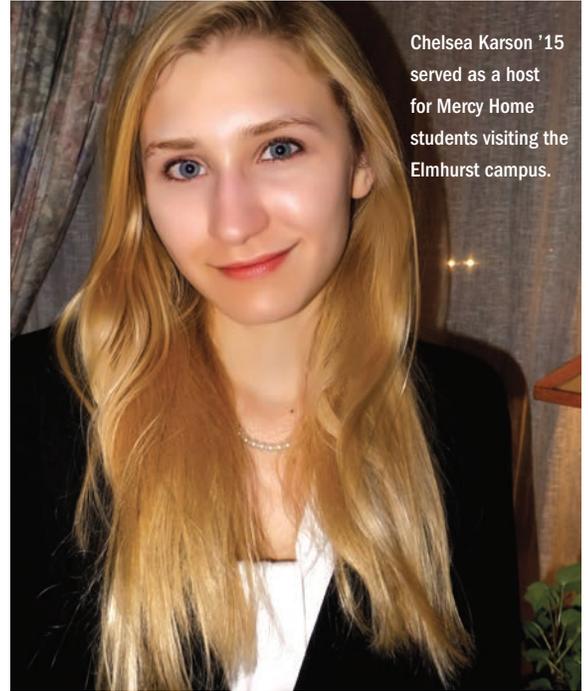
“We want to make college a reality for them,” said Julie Gonzales, assistant director of educational enrichment programs at Elmhurst and coordinator of the program. “These students come from some challenging life experiences and college may not be on their radar at all.”

Elmhurst hosts about three dozen Mercy Home residents during three visits each academic year. During the Fall and Spring terms, ninth graders come to campus for a one-day, behind-the-scenes look at how Elmhurst students live, work, play and study. The visitors attend a class, have lunch in the Frick Center cafeteria, tour residence halls, and meet with College counselors. They also attend workshops on choosing a college and exploring careers.

Students from Elmhurst’s Honors Program serve as hosts for the visiting students. “It’s one small thing we can do to help them think about the future and their plans,” said Chelsea Karson ’15, former service chair of ECHO, the honors program student group. “It certainly doesn’t take a lot of time, but it makes a big impact.”

During the summer, Elmhurst offers an introductory program called “Dream, Believe, Achieve,” coordinated by Jeanne White, associate professor in the Department of Education. Designed for middle-school students, the three-day event includes sessions on how to apply to college, how to pick a major, and how to adjust to college life. There are also workshop sessions in music, art, theatre and creative writing, led in part by Elmhurst students. This summer, Mercy Home worked in the College’s Heritage Garden, where they learned about planting, composting and gardening techniques. They returned to Mercy Home with produce from the garden—and with some valuable lessons.

“We hoped that the students would learn about the social and ecological importance of gardens,” said Theresa Robinson, an associate professor of education at Elmhurst College and one of the leaders of the Mercy Home program. “We wanted them to be able to see the relevance of a garden in their lives and to make connections between how a seed grows and develops with care over time, and their own goals and dreams.”



Chelsea Karson '15 served as a host for Mercy Home students visiting the Elmhurst campus.

The visits are part of a growing relationship between Elmhurst and Mercy Home. In recent years, Mercy Home has hosted several Elmhurst students for internships in education and other fields, and a number of Mercy Home residents have enrolled at Elmhurst. One, Mohamed Sissoko, came to the United States from strife-torn Mali in West Africa when he was just 17. With his family encountering financial trouble and his prospects for a college education fading, he found support at Mercy Home. With Mercy Home’s help he earned an associate degree from Harold Washington College in Chicago in 2012, then transferred to Elmhurst.

Sissoko is now active in Elmhurst’s Muslim Student Association and its Spiritual Life Council. Last year, he completed an internship in the office of Illinois Governor Pat Quinn. Sissoko said he has come to feel at home at Elmhurst College.

“I’m comfortable here,” he said. “It’s challenging, but so far, so good.”

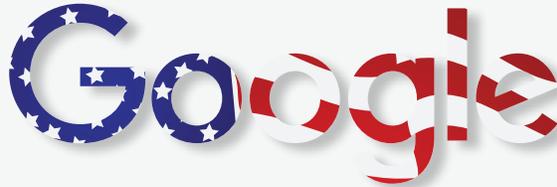
Katelyn Dollard, manager of post-secondary options at Mercy Home, said that the home’s residents look forward to their visits to Elmhurst.

“They always feel welcome and supported at Elmhurst,” she said. “So they’re eager to learn more about their college options.”

CPE and Google Help Veterans Build Resumes

A criminal justice major and veteran of the U.S. Army, John Martinez has accumulated the kind of real-world experience that employers prize. This summer, one of America's most forward-thinking companies helped him and other Chicago-area veterans translate that experience into a resume that will wow potential employers.

Four student veterans from Elmhurst participated in an annual resume-building workshop and open house at Google's Chicago offices in June. Google employees (or Googlers, as they are known inside the company) worked one-on-one with the student veterans to build and improve their resumes and to introduce them to online resources available to them.



"The one-on-one experience was awesome," Martinez said. "The Googlers were able to help us translate our military experience to civilian life, so regular people could understand it."

The Elmhurst students also got an in-depth tour of Google's offices, complete with game room and a much-praised cafeteria.

"It was an excellent opportunity for our student veterans to see what types of careers are attainable," said Jeremy Giacomino, military program coordinator at the CPE. "Most of these students already had great resumes, and the Googlers were able to make suggestions that would make them stand out above the rest."

Elmhurst students Paul Stika (left) and John Martinez (right) join Elmhurst military program coordinator Jeremy Giacomino at a Google resume-building workshop.



['HARD @ WORK' CONTINUED FROM PAGE 1]

than 60 students attended.

"Internships were a huge experience for me," Caravelli said. She credited Holly Coffin, Assistant Director of Internships at the CPE, and Assistant Professor Craig Engstrom of the Department of Communication Arts and Sciences as "huge influences on my career path."

In the long term, Caravelli hopes to become a corporate

chief marketing officer. But for now, she knows that she has still more professional lessons to be absorbed.

"I learn something new every day on the job," she said. "I'm very lucky to be in that kind of environment."

Making the Most of a Second Chance

As a Cook County probation officer, alumna Shakira Arshami advocates for offenders and helps them rebound from their crimes.



"A lot of times the difference between me and the people on the other side of the desk is that I had a lot of help. That's why I love my work. I'm in a position to help people."

SHAKIRA ARSHAMI

Shakira Arshami knows all about the value of second chances.

In her first year at Trinity Christian College in Palos Heights, she attended class so rarely that she was soon asked to leave the school. But in her second turn as a college student, she was decidedly more dedicated. First at the College of DuPage and then at Elmhurst, where she graduated in 2012, Arshami studied hard and prepared for a career in criminal justice, earning a 3.0 grade point average.

Today, Arshami puts her belief in second chances into practice as a Cook County probation officer. She supervises a case load of about 60 offenders from the county's Mental Health Court, meeting with them, monitoring their progress, and ensuring that they honor the terms of their probation.

"These are people who have been through poverty and trauma and they've made bad choices," she said. "It's not easy to turn your life around. I try to give them lots of chances."

Arshami said her initial struggles in college turned out to be a blessing.

"Getting kicked out of school opened my eyes," she said. "It was a real wake-up call."

Arshami is quick to credit the mentors and teachers who helped her pursue her dream of a criminal-justice career. At Elmhurst, she found support in the Center for Professional Excellence, where she worked closely with Assistant Director of Education Enrichment Programs Julie Gonzales.

"I had no idea what I wanted to do when I started college," Arshami said. "Julie became a real mentor, and she helped me identify my path."

Gonzales put Arshami in touch with Tony Tortorello, a mentor in the College's mentoring program. A retired

industrial chemist, Tortorello was an unconventional match for a criminal justice major. But the two struck up a productive mentor-protégé bond.

"He was an invaluable influence," Arshami said. "He was always encouraging me to do more. We are still in touch."

Still, Arshami's professional path was not always a smooth one. After graduating from Elmhurst, she worked in retail security, a job she quickly realized was not for her. Dissatisfied, she decided to pursue graduate studies in social work at the University of Illinois at Chicago. During her studies there, she was offered an internship with the Cook County courts. Her supervisors there were so impressed with her work that they soon offered her a full-time position.

"I must have been doing something right," she laughed. "They said, 'How about instead of giving us free labor, you let us pay you?' It's really a dream situation."

To accept her current position, Arshami had to take a leave of absence from her graduate studies. She hopes to return to complete her master's degree in spring of 2016.

Arshami said her main role as a probation officer is to be an advocate for offenders.

"It's my job to help them get what they need," she said. Yet some of the people Arshami sees are not pleased to be making court-mandated visits with her. "Sometimes they see me as an adversary. I have learned to meet them where they are. I tell them, 'I will work as hard for you as you will for work for yourself.'"

It helps that Arshami has seen for herself how much a second chance can matter.

"A lot of times the difference between me and the people on the other side of the desk is that I had a lot of help," she said. "That's why I love my work. It's overwhelming some days, but I'm in a position to help people."

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