

Who You Are Matters More Than What You Can Do

Key Question

What do our students need to know as they are preparing to enter the ever-changing Com & Media workplace? What skills, knowledge, (life lessons & attitudes), etc. will be most beneficial for them to be intentionally seeking and practicing here in order to prepare them for when they enter the work force

Not specifically for just Com majors, but everyone. Be Grace filled and humble. Everyone, everywhere needs that. We, as believers have been shown the ultimate Grace and it should ooze from us. "He who is forgiven much loves much" And humble...we are all learning, all the time.

You know what I'm going to say Jason. Living out Philippians 2 5-11 is about convicted editability. Do your homework and know what you want, but be willing to have the backspace key on your actions. People follow conviction and a strong sense of who we are, but we must also be willing to learn and grow. Hiring managers are looking for that character in people whether they know it or not. As far as calling goes, stop trying to find your calling and make it about you. It's God's call. The question is, what is He calling about and what does he want us to do or be? College students are cool.

I like things simple...remember who ever you are employed by is not who you work for...for as disciples we work first for God...and if you have a passion to serve Christ yo, then this same passion will be reflected in your success at where God has you.

After you're gone, people will remember you less for what you did, but more for how you made them feel.

Speak and write thoughtfully; proofread, proofread, proofread; use correct English; treat others as you would have others treat you; smile - it's contagious and it makes everyone feel better; do the right thing - always; own up to your mistakes - always and the sooner the better; work as if you are working for the Lord.

Be humble. there is nothing worse than a cocky new grad who thinks SAU has equipped them for EVERYTHING. Also, developmentally, students should be willing to address grey areas in life. Don't assume that there is an absolute right or wrong in every situation.

Determine in advance to be a lifelong student. Structure time in your week to read about new trends and best practices.

Always be creating. You will only get better by practice. you may think you do good stuff now but it is crap... don't worry, it will get better.

"As long as you are governed by that desire you will never get what you want. You are trying to peel an onion: if you succeed there will be nothing left. Until you conquer the fear of being an outsider, an outsider you will remain." CS Lewis in his essay "The Inner Ring" to a group of graduating students. Read it.

Listen, learn from others, try, look busy, find more to do, if someone is paying you, make them happy, smile, make friends, remember, most people are let go because they can't "get along" not because they don't have the skills.

1. Be a life long learner.
2. Know your customer and adapt content to them.
3. Always keep up with the trends

Learning how to use rhetoric/communication to be persuasive and influential, but not manipulative- this is the ultimate feat for a Christian in the secular media/comm/marketing world Always treat customers, listeners, watchers and bosses like we work for them. Without them, there are no opportunities. Applaud being blessed with work.