

NEW BEAT

<http://www.yorku.ca/newcollege/beat.html>



New College

SURVIVOR NEW COLLEGE FROSH 2015

Frosh Week is a great experience to transition first years to the university. I'm excited to be working in collaboration with New College Council, as Orientation Chair this year. New College Council has demonstrated a remarkable amount of student involvement, and has produced a multitude of student leaders dedicated to increasing student engagement across campus. This year we are aiming to provide New College Frosh with more unique, and exciting experiences. This year's theme is Survivor; Frosh will be divided into tribes and put to the ultimate Frosh test. They will be encouraged to Out-Cheer, Out-Fun, and Out-Spirit opposing New College Frosh. Throughout the course of the week, Frosh will be involved in various activities: Ice-Breakers, Messy Games, T-shirt, and Bandana Design, Archery, Collaborative Parties with other Colleges, and a Boat Cruise, just to name a few. We will have secure Commuter Rooms, one CO-Ed, and the other for women only. If you're a commuter interested in participating in Frosh Week these rooms are there to allow commuters like you to sleep overnight.

Vanessa Pichelli (President of New College Council) and myself are excited to meet all of our incoming Froshies as they transition into University, and join New College.

This is an exhilarating time for incoming students, here's a list of things to pack that'll come in handy during the week:

- * Bathing suit
- * Sunscreen
- * Beach towel
- * Sandals
- * Formal attire (dress, suit, dress shirt)
- * Tie/Belt/Shoes/Heels/Make-up
- * Toiletries (shampoo, tooth brush, toothpaste)
- * Sleeping bag and pillows
- * Pants & Shorts
- * 4 Shirts (you will wear your Frosh shirts provided in your kit on some days)
- * Clothes you don't mind getting dirty
- * Close toe shoes (running shoes recommended)
- * MONEY (we won't be covering every single meal)*



Left to Right: Vanessa and Frederick

GRAB YOUR KITS NOW! www.newcollegefrosh.com

JOIN THE TRIBE : <https://www.facebook.com/groups/NewCollegeFrosh/>

TWITTER: @NewCollegeFrosh

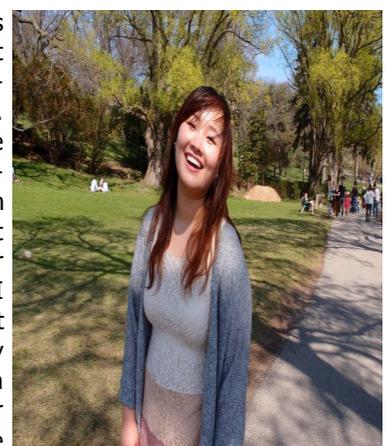
INSTAGRAM: @NewCollegeYU

YOUTUBE: <https://www.youtube.com/watch?v=GNS-yhsr33c>

By: Frederick Ampofo (Orientation Chair, New College Council 2015-2016)

Alumni: My undergrad journey with New College

University graduation draws the most absolute strange feelings. A mixture of all kinds of thoughts came to me when I started realizing my student life is ending. It is exciting to see what is out there waiting for me in the real world, but terrifying at the same time; glad that I have successfully completed my Bachelor's Degree, but sad whenever I think about leaving this campus. Thinking back over my entire university career, it all started from participating in New College Orientation Week. Experiences from that one week of events are still fresh in my mind. It is probably one of my most unforgettable memories in life. I made friends that stood by my side through my four years at York. I got academic support and tips from the upper year students I met in that one week. To give back and show my appreciation towards New College, I became a Peer Mentor in my third year to assist new students to begin their university life with a good start. Now that I have graduated, I decided to spend a year travelling around the world, to self-explore, break out of my own little shell, embrace and enjoy different parts of the world. I definitely encourage every individual to get involved, whether you are already in your fourth year, or it is your first day in school, it is never too late or too early to get involved. It is not only about the fun experiences, or about meeting friends but to build a strong network and connect to all the resources New College and York U provide to help you succeed.



By: Dawn Siu (BAS Management, June 2015)

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Four tips to make your LinkedIn profile stand out

1. Use the headline creatively



Your headline is one of the only things people see about you in search results and one of the first things when viewing your profile. When you start a new job or add new education, LinkedIn, will suggest you change your headline to something like "Student at Some University". Instead of duplicating what's already in your profile, use this prime piece of visual real estate creatively. For instance, I use the headline to communicate where I am, where I want to be, and two significant traits that define me

2. Include Media

Currently studying Marketing at York University, graduating in 2017, and working at Deloitte Canada on the digital marketing team for the summer.

Personal website/online portfolio: www.danielaudisho.com



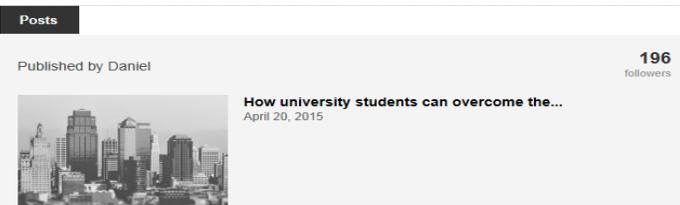
My personal website/online portfolio



Personal business card

While you can't really change the look of your profile, you can enhance it by including media. Have a personal portfolio or website? Link to it. Created a graphic for a design class that you're really proud of? Include it if relevant. One visual aspect of your profile that you can control is the background image. Make sure you change it from the default to something that represents you. The image I chose is used consistently throughout my personal brand; on my [profile](#), my [website](#), and my [business cards](#).

3. Publish a post



Publishing posts (just like this one!) is a great way to demonstrate your writing/communication skills and get noticed. Anyone can publish a post and once you do, your posts will be featured at the top of your LinkedIn profile.

4. Use an appropriate picture



If you don't have an image, add one now. It lends credibility and makes your profile stand out. It's also important that you choose a professional image that represents the industry you want to get into. If you're aspiring to be-

come a lawyer, chances are you want a headshot of you in business clothing, instead of a cropped image of you at a bar. However, if you want to work for a creative agency, something more casual and trendy will do. TalentEgg has a great [article](#) on this. Any questions or concerns?

Feel free to comment below or [connect with me](#). Thanks for reading!

By: Daniel Audisho (Third Year, BAS Marketing)

Getting involved; the best decision I made!

In High School, people told me that University is so tough, and that after four years you are guaranteed a job because you have a "University" degree. After speaking to many university students this was just not the case. In my first year, I matched my class timings with my bus timings where as soon as class ended, I would rush home. After feeling lonely and super exhausted of studying, I started getting involved within my college as a Peer Mentor and a University Experience presenter. This was great as I met so many new people and broadened my knowledge about various campus opportunities. Best part was; I started making new friends. Throughout my second year, I started applying for a couple of jobs however got no response because I was "inexperienced." I then joined the club for Marketing students called the New Marketing Students Association (NMSA). As a general member, I was exposed to many networking opportunities and events that helped me gain experience in Marketing. Over the year, I had a chance to be on the executive team as the Director of External Relations. Academics are not everything, the social life and the involvement you have in university is crucial. After being so involved with student engagement and student organizations, I landed a three-month Internship with CRCC Asia as their Marketing Associate. Now see, my Manager asked me about my experience in extracurricular, my role on the NMSA, and how my skills demonstrate for the ideal position. There was very little about my academics. Getting involved not only helps you grow your personal skills but also contributes significantly to your professional development. For all those students that aim to pursue their Masters, Graduate Schools also love to see your extracurricular involvement. Currently, as I will be starting my final year specializing in Marketing, I will be serving as New Marketing Students Association Vice-President of Human Relations and working with the Student Council of the Faculty of Liberal Arts & Professional Studies as the Director of Marketing and Promotions. To learn more about the NMSA or their previously held events please visit:

<http://nmsa.ca/>

By: Maheen Arif (Fourth Year, BAS Marketing)

Internships and Transferrable Skills

Many students are probably wondering what employers are looking for in potential candidates and if being in school for four years might have been a barrier to obtaining valuable work experience. So, you're certainly questioning yourself, "Where do I get my experience?" Well, it can start from an internship or a summer student position. Landing an internship is extremely beneficial because of something called *transferable skills*. Transferable skills are abilities that you can easily use in a variety of situations. I have completed a couple of summer internships and through them, I was able to develop a number of transferrable skills:

1. Team work skills- in my internship roles and summer student roles, I was constantly communicating with colleagues; roles were interdependent and independent work is infrequent.
2. Communication skills- writing reports, expressing ideas clearly to colleagues, making and creating presentations to team members and gathering information from others.
3. Research skills- through my internship roles, I was able to ascertain and locate pertinent information.
4. Problem solving skills- I was able to identify the type of materials that can be used to solve a problem.

The list goes on but personally, I encourage all students to search for internship roles. You can look on York's Career Website or check out this link for internship opportunities:

<http://www.yorku.ca/careers/internships/prospective/>

By: Alexa Lopreiato (Fourth Year, BHRM)