Greetings from the EPICS/MSC office! With the spring quarter starting, I’m excited about the slate of programming we’re offering to MSC students. I’ve had the chance to meet many of you since I started in January and look forward to working with each of you over the next two quarters. Please read through the exciting programs we have planned for spring. To stay up-to-date with EPICS on a weekly basis, don’t forget to view the EPICS tab on the MSC Canvas Page. I post weekly with information relevant to MSC students.

Sincerely,
Michael

**Professional Development Webinar Series**

The EPICS/MSC webinar series is designed to give working professionals a one hour career talk over the lunch hour. Attend the webinar from the comfort of your office, grab some lunch and listen to MSC alumni who are utilizing their degree.

In addition to MSC alumni, the webinars will feature other guest speakers from time to time. Details on the upcoming webinars will be posted on the MSC Canvas page as well as SoConnect. The Professional Development Webinars will take place from 12-1 on the following dates:

- **MAY 11** Navigating Our Northwestern and LinkedIn RSVP [here](#)

**EPICS Leadership Journeys**

EPICS is pleased to announce two upcoming Leadership Journeys open to MSC students. Leadership Journeys are an opportunity to visit an organization and gain an insider’s perspective into the industry through interactions with leading professionals.

- **APRIL 15** Burns Entertainment & Sports Marketing
  
  Join EPICS for a Leadership Journey to Burns Entertainment & Sports Marketing. Are you interested in learning more about the world of celebrity spokesperson campaigns, endorsements, gifting, and music licensing? Burns is not a talent agent. They serve as a talent procurement partner leveraging experience and expert industry savvy to negotiate and execute deals in the entertainment and sports space.
Friday, April 15, 2:00pm-3:30pm
We will travel as a group from campus to Burns Entertainment’s Evanston offices. **While we will be in the office from 2:00pm-3:30pm, students must be available from 1:30 pm-4:00pm to include travel time to/from Burns Entertainment** Learn more about Burns Entertainment & Sports Marketing

For consideration for this Leadership Journey, please log into SoConnect for application instructions. Applications must be submitted by April 8

APRIL 29 (360)
Join EPICS as we visit 360i! Learn first-hand about their clients, digital advertising and social media. With a strong focus on package goods and retail, this will be an excellent opportunity to learn more marketing strategy and advertising.

Friday, April 29, 1:30pm-3:30pm
We will travel as a group from campus via the Purple Line. **While we will be in the office from 1:30pm-3:30pm, students must be available from 12:00 pm-4:30pm to include travel time to/from 360i** Learn more about 360i

For consideration for this Leadership Journey, please log into SoConnect for application instructions. Applications must be submitted by April 18

Career Coaching
I have career coaching appointments available to go over any topic related to the job search and these appointments are designed to work around your busy lives. Topics to discuss can range from resume review, cover letters, career coaching, mock interviews and anything else to help you advance in your career.

In addition to these weekly appointments, I have career coaching hours available on select Saturdays from 12:30 pm-1:30 pm. Openings for the following dates are available:

**Available Dates:**
April 9 | April 23 | June 4 | July 16 | July 30

**Coaching Hours:**
Monday-Thursday | 12:00 pm-1:00 pm
Monday, Tuesday, Thursday | 4:00 pm-5:00 pm
Wednesday | 4:30 pm-5:30 pm

To schedule an appointment with me, log into SoConnect and select an appointment time.

Appointments can be conducted in person, over the phone or using MSC AdobeConnect web conference. Outside of my scheduled appointments, I’m always available through email, so if you have a quick question about your career, please don’t hesitate to email me.
Lunch + Learns

Over the past two months, EPICS has launched a series of Lunch + Learns for MSC students during your Saturday lunch break. We’ve covered topics related to resumes and cover letters as well as changing careers. There are several additional Lunch + Learns scheduled for the remainder of the academic year. Space is limited for these events, so please register through SoConnect.

APRIL 16  Job Search Strategies

Beginning the job search can be daunting—but not impossible! Come to the MSC Lunch + Learn to learn important tips to streamline your job search. We will talk about effective job search strategies and ways to make the most of your search.   Location: USG Dining Room

MAY 7  Interviewing

Create compelling interview stories and learn how to effectively sell yourself during the job search. We will talk about techniques that build upon your unique skill set and talents. Uncover what employers are looking for and build a framework for detailing your skills and abilities.   Location: USG Dining Room

JUNE 9  Offer Negotiation

Once you’ve applied and interviewed and received an offer, the final stage of the interview process revolves around negotiating your salary. The MSC Offer Negotiation Lunch + Learn is designed to teach you how to showcase the value you would bring to an employer to maximize your negotiation strategy.   Location: USG Dining Room

SoConnect Calendar

In addition to the programming and other information in this newsletter, make sure to frequent the EPICS calendar on SoConnect to view all EPICS events this year. Guest speakers, additional lunch + learns and other career-related events are planned around a variety of topics.

Articles & Information

Working on a team is a hallmark of modern work culture. The New York Times recently wrote a series of articles on the modern office. One of the most fascinating reports was on research detailing why certain work groups are effective and others fail. It’s a great read and illustrates how the way we communicate can have a profound impact on team dynamics.

Finally, when we think of branding and our online presence, we typically think of our LinkedIn profile. Creating a webpage detailing your work history can be one method of showing an employer your work history and offer you the chance to provide additional details that wouldn’t fit into a standard resume. The Muse recently wrote about creating a resume website and how to impress hiring managers. It’s an interesting take on creating a dynamic online presence.

Enjoy the quarter!
Sincerely,
Michael

QUESTIONS?

Visit our website at communication.northwestern.edu/epics