



University of South Dakota

Whether you're a high school graduate just starting out or a working adult looking to finish that degree you began years ago, financial issues shouldn't stop you from getting the degree you deserve. At the University of South Dakota, academic excellence, generous financial aid packages and relatively low costs of attendance offer any student a high quality education at an affordable price.

More than 90 percent of the students on USD's campus receive some form of assistance through scholarships and other forms of financial aid. With the Coyote Com-

mitment Scholarship Program, USD helps make extraordinary educational opportunities even more affordable. Combine that with numerous departmental scholarships, financial awards and a low out-of-state tuition and you'll find USD fits the bill.

The University of South Dakota is home to the state's only law and medical schools as well as the only College of Fine Arts in the region. Entrepreneurs and accountants will attend USD's professionally accredited Beacom School of Business and students studying disciplines ranging from biology to soci-

ology will experience cutting edge courses in the College of Arts and Sciences.

Choose from more than 132 degree programs and thousands of course offerings. USD's Graduate School offers 62 graduate programs including 16 doctoral degrees.

USD matches commitment to academic excellence with the personal attention and welcoming atmosphere necessary for a successful transition into college life. As the only South Dakota public university The Princeton Review named in its 2011 edition of "The Best 373 Colleges," USD is the perfect

fit for students looking for a smart educational investment.

USD is big enough to provide nationally recognized faculty and programs, but small enough to offer personal attention. With small class sizes (a 15-to-1 student-to-faculty ratio), undergraduate research opportunities, and a host of extra-curricular clubs and activities, an education at USD is nothing short of extraordinary.

To schedule a visit or to learn more about the University of South Dakota, visit <http://www.usd.edu> or call 1-877-COYOTES.

Trade School Enrollment On The Rise

As overseas production operations return to the United States, enrollment in trade schools continues to rise. Despite high levels of unemployment, domestic manufacturing companies are finding it difficult to fill positions, thanks in part to an attitudinal shift over the years wherein young people did not consider manufacturing a respectable or attractive trade.

Such attitudes are starting to change, as indicated by the surging enrollment at trade schools. The Dunwoody College of Technology in Minneapolis, for example, is experiencing its highest enrollment in years, with students young and old looking to take advantage of the growing number of available manufacturing positions. Thanks to high demand, the school has even introduced a six-month certificate program for the first time in its history.

Many manufacturers have bemoaned the lack of qualified machinists to fill positions, and those manufacturers are emphasizing that today's machinists must be computer literate

and be skilled in computer-aided design and engineering. That increased demand for skilled workers has driven up their wages. In fact, a 2012 study from Georgetown University's Center for Education and the Workforce noted that 63 percent of workers with associate's degrees in the fields of science, technology, engineering or manufacturing earned more money than the average person with a bachelor's degree in the humanities or social sciences.

As trade schools continue to benefit from the return of manufacturing jobs, recent college graduates continue to find a job market that is less than welcoming. Analysis of government data for the Associated Press found that in early 2012 half of recent college graduates were either unemployed or underemployed (working in positions unrelated to their degree).

Such a reality has been advantageous to trade schools, which have become an increasingly attractive option for the masses of unemployed men and women.

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Online Courses Help Professionals Balance Family, Work and School

Balancing a career and a family can be difficult, and such a task gets even more complicated for professionals who decide it's time to further their educations. Though it can be difficult to balance all three, many degree programs are now more flexible than ever.

In the past, night school was the only way working professionals could simultaneously pursue their careers and further their educations. But thanks to advancements in technology, distance learning has enabled men and women to pursue their educations without committing to night school.

Flexible hours that allow students to complete coursework on their own time as long as they meet deadlines for assignments has made online degrees more and more attractive to busy professionals. Students and professors can keep in touch via



the Internet, and some online students have found it easier to work with professors online than in a classroom.

Many schools now offer the same curriculum and courses through distance learning that they offer on campus. Students who may have studied at a particular school for an undergraduate degree may be able to pursue additional degrees online at their alma mater. When pursuing such degrees, stu-

dents must make sure the university is accredited.

Those considering online courses should realize that online courses require a certain measure of focus that differs from the focus necessary to succeed in a more typical academic environment.

* If you are new to online learning, initially enroll in one course at a time to get a feel for the process. Focus on a single course at a time so you can gauge how much at-

tention and time is necessary to perform your best. There is no point paying the tuition only to have to repeat the course again for lack of concentration from stretching yourself too thin.

* Sometimes professors will offer live lectures in addition to the standard coursework they assign. Make the time to participate in such live sessions.

* Make time too for daily study sessions, just as you would when taking classes on campus.

* Routinely communicate with your professor. This way you can promptly address questions about coursework. When taking online courses, students should resist the temptation to treat such courses as less important than those classes taken on campus.

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Items To Exclude From Your Resume

Choosing what to include and exclude from your resume can be difficult, especially for applicants without extensive work histories. Professionals with significant experience likely have enough to fill up a resume, but younger professionals often fret about how to fill up their resumes despite limited work histories. Any relevant professional experience, be it an internship or volunteering history, is safe to include on a resume. But applicants should keep the following items off their resumes as they hunt for their next jobs.

* Photos: Photos should be kept off resumes, as personal photos have nothing to do with a person's qualifications. Even job seekers applying for photography positions won't want to put photos on their resumes. Such materials should be included in a portfolio but never on a resume.

* Hobbies and/or personal interests: It can be tempting for applicants with limited work histories to list their hobbies and interests, but in many cases such information is irrelevant and can frustrate hiring managers who want to find relevant qualifications on a resume as quickly as possible. If a resume is bogged down with information about an applicant's hobbies and interests, then a hiring manager is likely to grow impatient and move on to the next applicant. Unless a hobby is especially relevant to a position, it should not be included on a resume.

* Irrelevant past experience: Prior experience that is irrelevant to the position you're applying for should be kept off your resume. For example, a high school job as a grocery clerk likely has little relevance when

applying for an entry level finance position. It's important to remember when applying for entry level positions that few entry level candidates will have extensive employment histories, so don't feel bad if your resume is less than meaty.

* Salary expectations: Some job postings will ask that you list salary requirements. This can be a delicate topic, as no one wants to exclude themselves by asking for too much money or appear desperate by asking for too little. A good approach when asked for salary requirements is simply to write, "Salary negotiable" somewhere on your resume. Never include salary requirements unless a job listing specifically requests such information.

* Personal information: Personal information, including marital status, sexual orientation, whether or not you have children and your religious beliefs should always be kept off a resume. Such information is irrelevant, and it's illegal for companies to consider such information during the hiring process.

* Inappropriate email address: Many people have a playful email address that reflects a nickname friends and family can identify with. Such addresses are fine when communicating with family and friends, but use a more professional email address when applying for jobs. The address can include your name, such as jsmith@fakeemail.com or simply your initials followed by the domain name of your email server. Fair or unfair, an unprofessional email address on a resume may give prospective employers the impression that applicants are immature.

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How To Get Noticed In A Crowded Job Market

Finding a new job is never an easy task. That task grew even more difficult over the last half decade, when a struggling economy forced many companies to lay off workers and institute hiring freezes. As a result, unemployment numbers rose, and many out-of-work men and women found themselves searching for ways to stand out among a crowded pool of applicants.

Standing out in a crowded job market has always been tough, but many professionals find it even more difficult to get noticed now, when many companies request prospective employees apply for job postings via the Internet. That process can be frustrating, as even the most qualified applicants can easily get lost among the myriad of workers all applying for the same position. But as daunting as finding a new job may seem to those looking for work, there are ways to stand out among the masses. * Go the extra mile when sending your application. Many online job postings provide a link or an email address where applicants can fill out an application or send their resumes. This is a necessary step, and applicants



should follow the directions in the posting. But applicants who really want to get noticed can take the extra step of finding the contact information for the company's hiring manager and sending their resume directly to that person's email address. Include the title of the position you're applying for in the subject line of your email, and cut and paste your cover letter into the body of the email. In addition to sending your email to the company's hiring manager, consider CC'ing the person who might be your boss if you were to get the position.

* Tighten things up. Your resume should reflect your work experience, but you want to focus primarily on the experience and skills that are relevant to the position. You can list past positions or internships you've had, but keep the synopsis of those positions brief if they bear little relevance to the position for which you're applying. The main focus of your resume should be the things you have done in the past that make you the best candidate for this job. This might

change as you apply for various positions, but tailor each resume to each specific position.

* Make your resume download-friendly. Applying for positions but getting little response despite your qualifications? Chances are your resume might not be download-friendly. Bullet points and boxes might look good to you, but if the hiring manager on the receiving end of your resume does not have the same version of the program you're using, that resume might look like a scrambled mess by the time it's downloaded. In such instances your resume is almost certain to end up in the scrap heap, no matter how qualified you might be. When uploading your resume to a company Web site or emailing it to a hiring manager, choose a format they can easily download. A PDF, for example, is a format that's easy to download and unlikely to scramble.

* Beware of hyperlinks. Adding hyperlinks to a resume can be hit or miss. When it's a hit, a hiring manager can click on a link in your resume and be taken directly to samples of your work. However, if you're asked to submit your resume via an online application instead of sending it directly to a hiring manager's email address, then those same hy-

perlinks might be relegating your application to the trash bin before it's ever seen. That's because the database may be programmed to associate any documents with hyperlinks as spam, in which case the hiring manager will never see your application or resume. Hyperlinks can be useful and help you stand out, but only when they're employed under the right circumstances.

* Include social media profiles. More and more companies want employees who are familiar with social media, which can work to an applicants' advantage or prove detrimental. If you have been responsible regarding your use of social media, conducting yourself in a professional matter and even benefitting your existing employer, by all means share these profiles with potential employers. But if you have traditionally used social media purely as a social tool and not in a professional manner, then it bears little relevance to your job search and likely won't help you stand out for the right reasons.

Standing out in a crowded job is rarely easy. But savvy professionals can employ a few tricks of the trade to stand out as they search for their next jobs.

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