

# Skills for Success

## Communication Skills

Employers are looking for candidates who possess skills that prepare them to make immediate contributions. In addition to a solid academic background, employers want you, as a university graduate, to have demonstrated ability in the following skill areas: Communication, Leadership, Teamwork, Technical and Interpersonal. These skills and traits are not exclusive to those who study a particular major, but can be developed by individuals in any major. So start now! Incorporate skill development into your academic experience. Take steps to make your career dreams become career realities.

You can develop communication skills by taking classes and getting involved in co-curricular activities that utilize oral and written communications. Here are some suggestions:

### Classes

Look for classes that emphasize oral and written communication.

**Examples of course rubrics; this is not an inclusive list.**

- Advertising (ADV)
- Agricultural Communication (AGCM)
- ART 250 (Writing with Video)
- Business and Technical Writing (BTW)
- Communication (CMN)
- Creative Writing (CW)
- English (ENGL)
- EPSY 203 (Social Issues Group Dialogues)
- FAA 291 (Civic Engagement Seminar)
- Journalism (JOUR)
- Linguistics (LING)
- Media and Cinema Studies (MACS)
- Rhetoric (RHET)
- Theatre (THEA)

**Possible Minors and Certificates:**

- Communication Minor
- English Minor
- Leadership Certificate
- Leadership Studies minor
- Public Relations Certificate

### Experiences

- Write press releases and newsletters for student organizations, community organizations or University offices
- Create advertisements and publicity for campus events
- Write articles, features, or editorials for campus or local newspapers
- Write for the yearbook, literary magazines or alumni publications
- Edit articles for newspapers, newsletters, or yearbook
- Design newsletters, brochures, posters or advertisements
- Conduct workshops or seminars for cultural centers, student affairs offices or student organizations
- Present programs in residence halls
- Act in plays or theater groups
- Join a speech or debate team
- Conduct tours of campus or for nonprofit groups
- Work as a disc jockey
- Sell advertising for newspapers or radio stations
- Do telephone fundraising
- Recruit volunteers
- Get a job or internship in retail
- Solicit donations for charities or nonprofit events
- Become a learning community leader