



JULIA

COMMUNICATION

ABOUT MY MAJOR

Communication is a major all about people - how to be present with people and anticipate their needs in a variety of ways.

SKILLS

Verbal and written communication skills are extremely important. The professors expect that you can communicate well, even through email. Flexibility is important too. The professors in this area of study like to do different things and keep us on our toes.

There's lots of group work. I think the biggest thing I've learned is how to work with people that are nothing like me. A willingness to advocate for yourself is important too, because communications is so general. You want to sell yourself if you're trying to get a job after you graduate, because there not a specific career you go into right away. You have to fight for yourself a little more.

MINORS & CERTIFICATES

Public Relations is pretty popular, and sports public relations as well. Digital Media, especially journalism. Some students do business minors. There's the Recreation, Tourism, & Nonprofit Leadership minor or Nonprofit Management certificate. Those are all under the umbrella - there are so many options.

INTERNSHIPS

I was a Marketing intern for the Y.M.C.A. in my hometown. I helped with marketing a little bit, like updating their website, getting schedules out to the members, running their social media, doing some of the membership interaction, and trying to make flyers for them. It was marketing because I was working with branding, which is still communications. I'm a Public Relations minor, so that kind of fits in with all of that.

I was also an intern for a big staff training for the mission I'll be working with. I was on-site at their training, doing a lot of the behind-the-scenes stuff and getting things ready for them. Then I went to their headquarters and helped plan events for the organization. We were doing hotel contracts and making phone calls to people inviting them to the event, doing fundraising, and stuff like that. A lot of behind the scenes work for event planning.

CAREERS

I accepted a 2-year position as a Catholic missionary. It's not entirely related to my major. I'm going to be a missionary for a couple of years on college campuses in the United States. I'll still use a lot of what I learned in my major in the next 2 years.

After mission (if I don't stay with that organization), I really want to find an organization that provides goods or services that I stand by, that are in alignment with me, and then be their spokesperson. So the person that goes out and travels and helps find partnerships for their organization and their business, whether that's through money, fundraising, or promotional things. I want to be the face of an organization that I can stand by.

A lot of other students in my major are focusing on social media. Media is one of the top things that organizations are utilizing right now to bring people in. Other students are going into grant writing. Other people are Communication Specialists in organizations. They work with an organization and review some of their general communication - looking at: how is your team working together? Are we using emails, chats? What platforms do we like?