Social Media & Your Career

presented by Lisa Bridgers,
VP of HR & Recruiting for Rockfish Interactive

February 12, 2013, 2-3:30 pm, WJWH 203

Many employers use social media to recruit students for internships and post-graduation, full-time positions. It is important, as a business professional, to utilize social media appropriately to brand yourself and engage in the job search.

Topics for the session:
1. Building your personal brand for a job search
2. How to build a profile in LinkedIn and use LinkedIn as a job seeker
3. How to leverage Twitter & Facebook for your job search
4. Networking your way to a job...with your thumbs! (text messages and mobile technology)
5. Do’s and Don’ts of a job search in the digital age
6. How to comment appropriately on sites & posts

Please RSVP no later than February 5, 2013.
Emerging Technologies
presented by Jarrod Ramsey,
Sr. Director of Mobile Technology for Rockfish Interactive

March 28, 2013, 2-3:20 pm, WJWH 203

Technology is a constantly changing arena. Cutting-edge hardware has an average of 6mos. before being replaced at the top by the next cutting-edge hardware; software goes through refresh cycles to match market demands, etc. Keeping up with new technologies is difficult, but filtering out the technology that is truly relevant is even more of a challenge.

The purpose of this discussion is to show the realism of how fast technology changes, some of the technology that changes, how to be part of the change, and tips for keeping up while investing in only what is going to be impactful.

I. Intro: Why should we keep up with technologies that are around the corner?
   A. Comparing older technologies to now:
      1. Bag phone to iPhone
      2. AOL to everyday email
      3. Windows 95 to Windows 8
   B. Technologies used in markets
      1. RFID
      2. Introduction into mobile
      3. How it all ties together
   C. Consumer technologies
      1. Solving daily problems - Ford windshield
      2. Enhancing every-day life - Google glasses
   D. Technologies to be aware of now and how they work
      1. Mobile
      2. CDN
      3. Cloud-based computing

II. Understanding new technology
   A. Not as advertised
      1. Microsoft mobile connections
      2. All things require internet connects
      3. Prone to human error
      4. Smart security measures makes smart hackers
   B. Keeping things relevant
      1. Does it have a date released to it?
      2. What is the adoption rate?
      3. What can this technology do for you?

III. Closing
   A. Keeping up with technology
      1. Twitter
      2. Free classes

Please RSVP no later than March 2, 2013.
Presenting Projects and the Use of Technology in Projects

presented by Jarrod Ramsey,
Sr. Director of Mobile Technology for Rockfish Interactive

April 11, 2013, 2-3:20 pm, WJWH 203

In this session, Mr. Ramsey will explore how employees can showcase their work projects to supervisors as well as clients, and he will discuss the steps and technology applied to create the final product. Due to client requests, the slated projects may change.

I. Intro: Who I am:
   A. How the projects came to be
   B. What is entailed in a project’s execution

II. Showcasing projects:
   A. PF Chang’s
      1. Async events
      2. How services work
      3. Business Logic
   B. MSP
      1. Defining what should be considered real-time.
      2. Chorus
   C. Walmart Broadcasting
   D. Nutro
      1. Parallax
   E. Scripps Layover
      1. On-device caching.

III. Importance of defining technology in a project
   A. Answering the question of what you’re trying to solve.
      1. Business Questions
      2. Current technical hurdles (PCI, SOX, etc.)
      3. Pre-existing technical solutions

Please RSVP no later than April 2, 2013.