

# THE VECTOR VOICE

A VECTOR MARKETING PUBLICATION

SPRING 2010

NEED A GUEST LECTURER?  
WE CAN HELP!

LEADERSHIP

PROFESSIONALISM

COMMUNICATION SKILLS

SALES AS A CAREER

ADDITIONAL TOPICS

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*Cut from a new cloth:*

## USING TECHNOLOGY AND SOCIAL MEDIA TO BUILD BUSINESS

By Helen Brown,  
Campus Relations Manager, Northeast Region, Vector Marketing

Twitter. Facebook. LinkedIn. Email. How do I keep up with it all? As someone who travels quite a bit, how can I not?

Technology and social media have become necessary for people who travel, have hectic schedules or just need to stay in touch. While nothing replaces face-to-face interaction, social media is a great way to connect and do business. And these days with sites like Hootsuite, Tweetdeck and Tumblr, you can update all of your social media outlets with just one post.

Before I started using social media, I sat down and thought about what I wanted my image to look like online...after all, it will last forever. I realized that I have lots of funny stories of my travels and I thought it would be great to spread some laughter. So in 2010, I started to blog about my travels. It's all part of creating my personal "brand."

The social media world, and the Generation Yers who have grown up in it, are ever changing. As career center and campus professionals we need to keep up with those

changes or we won't be taken seriously. From my experience working with your students, I see them in three "locations": social settings, classes and the internet. That's great news for us—we're not in their classes, and we don't go to their parties, but by meeting them where they are online, we can connect. The goal is to drive students to use your services. It's true that some may never step foot in the career center, but luckily, you have other choices. What information is on your website? Is it interactive? Is it updated regularly? Do those posts feed to your Twitter and Facebook accounts? At first glance, it all may seem daunting, but if you want to truly make a positive impact on as many students as possible—log in, sign on and jump on the social media bandwagon.

You can find Helen at:  
[hbrown@cutco.com](mailto:hbrown@cutco.com)  
[www.twitter.com/campusvector](http://www.twitter.com/campusvector)  
<http://helante.tumblr.com>

Resources: Vaynerchuk, Gary. *Crush It: Why NOW is the Time to Cash in on Your Passion*. Harper Collins. 2009 ISBN: 978-06-191417-1

## SHEAR GENIUS

*Did you know...*

- That Vector contributes support to six academic associations and two professional associations annually?
- That Vector's new blog features guest bloggers who are representatives, employees, parents, professors, career center professionals, customers and more?
- That Vector representatives can submit orders online which improves accuracy and speeds up the process?

# THE DIRECTOR'S CUT

By Sarah Baker Andrus,  
Director, External Relations & Academic Programs, Vector Marketing

All of us at Vector are thrilled to announce our newest arrival "BTW... A Blog on Careers and the World of Work" at [www.vectormarketing.com/blog](http://www.vectormarketing.com/blog). After considerable efforts at conception, a long period of gestation and development, and hard labor at the end with technical issues, we finally delivered this baby!

I'll admit that it's taken Vector a while to find ways to assimilate social media trends into our corporate culture, which has always been more high touch than high tech. Still, as one of the largest recruiters of college students, we here at Vector knew we needed to be engaged in the blogosphere. Whether it's on Facebook, Twitter, personal blogs, or elsewhere, students are communicating and sharing information. So, it only makes sense to invite people in, engage in the conversation, and provide accurate and timely details about the Vector work opportunity.

Even more exciting is what we hope to offer on the blog. Who is in a better position than Vector to talk about working while in college?



We're going to feature a wide diversity of guest bloggers on subjects ranging from balancing work and school, goal-setting, overcoming obstacles, career choices, and more. There will be students, talking to students, about what matters to them most: "How can I set myself up for success after college?" We're also inviting our staff of recruiters to participate and share what they know from years of experience in the field.

Do you have an idea for a blog post? Are you interested in contributing? We'd love to invite YOU to contribute!

For more information, please contact me at [sarahba@cutco.com](mailto:sarahba@cutco.com).

## WELCOME

WE ARE HAPPY TO ANNOUNCE  
AMANDA PERRIERA  
AS OUR NEW WESTERN REGION  
CAMPUS RELATIONS MANAGER  
YOU CAN REACH AMANDA AT  
[APERRIERA@CUTCO.COM](mailto:APERRIERA@CUTCO.COM)

WELCOME TO THE TEAM!

## Carving out a niche: STUDENT PERSPECTIVES ON THE VECTOR MARKETING OPPORTUNITY

"Vector...offers you the opportunity to prove your talents, supports you as you learn and develop, helps you focus, and expands your business and marketing acumen.

-Aviva Bennett, CUNY Queens College  
#4 All-American Scholarship winner  
Campaign III 2009



"Vector has opened up my mind and shown me that anything can be done by setting goals and setting your mind to it."

-Joseph Rodriguez, U of Texas at San Antonio  
#10 All-American Scholarship winner  
Campaign III 2009

## Sales Fact:

*Effective salespeople are good at listening & providing solutions to customers' needs.*

*Characteristics critical to sales include: motivation adaptability integrity interpersonal skills*

## Recipe for Success: VECTOR AND SOCIAL MEDIA



We are all over the “social media world.”  
Are you? Become our friend, fan and follower!

### OUR BLOG!

[www.vectormarketing.com/blog](http://www.vectormarketing.com/blog)

### TWITTER!

[www.twitter.com/VectorMarketing](http://www.twitter.com/VectorMarketing)

### FACEBOOK!

[www.facebook.com/vectormarketing.com](http://www.facebook.com/vectormarketing.com)

Other sites we like for students and career centers:

[www.theworkbuzz.com](http://www.theworkbuzz.com)

A Careerbuilder job seeker blog

[www.monster.typepad.com](http://www.monster.typepad.com)

The Monster blog

<http://studentbranding.com.com>

Student Branding blog

[www.careeradviceblogs.com](http://www.careeradviceblogs.com)

Vector Marketing Corporation  
Academic Programs  
5301 Limestone Rd.  
Suite 105  
Wilmington, DE 19803

*Any Way You Slice It:*

## CONGRATULATIONS COLLEGE BOWL WINNERS

CAMPAIGN III SEPTEMBER—DECEMBER 2009

### TOTAL SALES

California State U—Fullerton  
Cal. State U—Sacramento  
CO State U—Fort Collins  
CUNY Queens College  
Gonzaga University  
Michigan State University  
Shippensburg U of PA  
University of Calgary  
University of Connecticut  
University of Texas at Austin  
Washington State University

### PRODUCTIVITY

California Baptist University  
California State U—Stanislaus  
Colorado State U—Ft. Collins  
CUNY Hunter College  
Gonzaga University  
Kwantlen Polytechnic U  
Saint Louis University  
Shippensburg U. of PA  
U of Colorado at Denver  
University of Connecticut  
University of Dayton

### TOTAL REPRESENTATION

Central New Mexico CC  
CUNY Queensborough CC  
El Camino College  
Monroe Community College  
Nassau Community College  
Purdue U—Main Campus  
Riverside Community College  
Salt Lake Community College  
Texas Tech University  
University of Utah  
UOIT/Durham College

*Looking for a piece of the action?*

## CONTACT OUR CAMPUS RELATIONS TEAM

<http://vectormarketing.com/companyInfo.php>

### Sarah Baker Andrus

Director, External Relations &  
Academic Programs

### Jennifer Wright

Nat'l Campus Relations Manager  
Eastern Region (DE, MD, VA, NC, SC, GA,  
FL, KY, TN)

### Stephanie Weiser

Sales Development Specialist

### Helen Brown

Northeast Campus Relations Manager  
(ME, NH, VT, MA, RI, CT, NY [Westchester  
County, 5 boroughs, LI only], NJ,  
Eastern PA)

### Renee Heigel

Midwest Region Campus Relations Manager  
(NY, Western PA, WV, MI, OH, IN)

### Sherri Dickie

Canadian Campus Relations Manager

### Angela Biscardi

Central Region, Campus Relations Manager  
(WI, IL, MO, KS, IA, MN, NE, ND, ID, UT,  
MT, Eastern WA)

### Ryan Long

Southwest Region, Campus Relations  
Manager (AL, MS, LA, AR, TX, OK, CO,  
AZ, NM)

### Amanda Perriera

Western Region Campus Relations Manager  
(AK, CA, HI, NV, OR, WA)



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[WWW.VECTORMARKETING.COM](http://WWW.VECTORMARKETING.COM)