



# YNX

## Aboriginal Student Career and Employment Program

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### LYNX Post-Secondary Partners

- First Nations University
- Lakehead University
- Mount Royal University
- SAIT
- SIAS
- University of Alberta
- University of British Columbia
- University of Calgary
- University of Manitoba
- University of Northern BC
- University of Regina
- University of Saskatchewan
- University of Winnipeg
- University of Victoria
- Vancouver Island University

## ARE YOU LINKEDIN?

We've all heard the saying "it's not what you know, it's who you know". LinkedIn is a powerful social media site that acts as an online business community. According to marketing expert Chuck Hester "It has 61 million users from 200+ countries around the world. A new member joins LinkedIn almost every second, and executives from all Fortune 500 companies are LinkedIn members". In an interview with social media guru Shel Holtz, Hester strongly encourages twenty-somethings (or the Facebook generation) not to be intimidated by LinkedIn. Investing in creating a "Top LinkedIn Profile" will catch the eye of the many employers who can search for you using the LinkedIn search engine. Eighty percent of LinkedIn users

are post-secondary grads so the connections you'll be making will be very valuable and relevant to you. Hester goes to mention that "LinkedIn is actually one of the oldest social media (it was created in 2003) and will be around tomorrow" as its popularity increases with employers and job-seekers.

### What should you put on your LinkedIn profile?

You should definitely include your work experience but lying, fudging and embellishing your resume will backfire and will get you in trouble. On the other hand, don't be vague. Provide specific examples of tasks performed and skills gained in your past positions. We highly recommend adding a picture to your profile. Employers are seven times



more likely to view a profile with a picture than a profile without one.

Guy Kawasaki, the former chief evangelist of Apple, also highly recommends using LinkedIn to "Increase your visibility, improve your connectability, increase the relevancy of your job search, gauge the health of a company/industry and even ask your network for advice."

It's never too early to start networking! Don't wait until you graduate, take out 10-15 minutes out of your day, create a LinkedIn profile and start networking.

Congratulations to Mélanie Smits of Laurentian University! She's the LYNX winner of the "Share to win" contest ! She won this beautiful Feather USB Key. Stay tuned for more LYNX Contests !



## LYNX SPONSORS' NEWS

### ATCO - NANCY SOUTHERN NAMED HONORARY CHIEF



ATCO President & Chief Executive Officer Nancy Southern received the name Aksi-toowa'paakii or Brave Woman when she became an honorary Chief of the Kainai (Blood Tribe) during a traditional ceremony on the Blood Reserve in southern Alberta on July 21.

Blood Tribe Chief and Grand Chief of Treaty 7, Charles Weasel Head, said he nominated Ms. Southern for the honour because of her spirit of entrepreneurship and efforts toward building mutually beneficial relationships with Aboriginal communities.

"I am deeply honoured to receive the Kainai Chieftainship," said Ms. Southern. "On behalf of my family and the people of ATCO, I will carry this honour forward with the highest regard and respect. It is both humbling and inspirational to become part of a great tradition. With this honour, I will continue to promote the sustainability of Canada's First Nations and all other Aboriginal communities."

The prestigious honour is seen as an official bridge between cultures, indicating to community members and all others, the selected individual is accepted and now a member of the Blood Tribe.

The Kainai Chieftainship comprises 40 living individuals. Past inductees include Pope John Paul II, Prince Charles and Prime Minister Stephen Harper. The Blood, Peigan and Siksika tribes form the Blackfoot Confederacy and are considered to be the oldest residents of the western prairie region.

### LYNX SPONSORS WANT TO HIRE YOU!



Cenovus is committed to applying fresh, progressive thinking to safely and responsibly unlock energy resources the world needs. The deadline to apply for Cenovus student employment opportunities posted on the LYNX website is September 30th, 2012.



At Shell, we offer development opportunities, including internships and co-ops, as well as full-time careers after graduation. The Shell Graduate Program provides recent university graduates the opportunity to build their skills through challenging, hands-on roles and real responsibilities in a diverse environment, supported by a network of coaches and mentors to help them succeed. Apply for 2013 roles today!



Suncor Energy is one of Canada's largest integrated energy companies. The company wants to hire Aboriginal students, and has more than 70 opportunities that will be included in postings to the LYNX site at [www.aboriginallynx.ca](http://www.aboriginallynx.ca) in early September. Be sure to apply by the deadline on the postings, and to include Aboriginal status on your application.



At TransCanada we dream big, think big and do big things. We're a leader in the responsible development and reliable operation of North American energy infrastructure. TransCanada provides a range of rich and rewarding opportunities for students and new graduates. Students are able to gain the experience that will contribute to their long-term career goals, build great networking opportunities and see first-hand the opportunities for career growth within the company. Look for us on campus to find out more about our student programs and scholarships.

## WANT A JOB? GET SOCIAL! HOW TO USE SOCIAL MEDIA TO FIND A JOB

Looking for expert advice on how to use social media to land a job? Look no further! LYNX interviewed social media Guru, Shel Holtz, who has 35 years of experience, to weigh in on this matter.

Holtz advises you, the job seeker, to be innovative and to understand how your target employer uses social media, whether it's through a blog, Twitter or LinkedIn. For example, an innovative idea could be to create a one-page website containing a video resume.

Be aware of what organizations are doing in terms of social media recruiting. AT & T and PepsiCo are great examples of companies using social media. Do your research and customize your approach to fit the recruiting strategy of your target company.

Create/maintain a LinkedIn profile and make sure your profile is as complete and up-to-date as possible. The majority of hiring is no longer done using traditional recruiting methods. An employer's first stop is usually LinkedIn.

There is no doubt that the recruiting trend is heading towards social media recruiting, but be careful not to share too much personal information or have discrepancies on your online profiles. Online transparency makes it very easy for employers to find out if you're lying! Yahoo CEO, Scott Thompson, recently resigned after it was discovered that he lied on his resume.

Social media is definitely here to stay. Use it to your advantage!



**LYNX Manager, Cyndy Bermingham (right), with BMO Representatives at Inclusion Works, June 2012.**

## TELL ME ABOUT YOURSELF...

You're at a job interview and your potential employer says "tell me about yourself". You probably draw a blank or start rambling about things irrelevant to the job like where you were born or which hockey team is your favorite. Ellen Gordon Reeves,

the author of "Can I Wear My Nose Ring to the Interview?" warns that when you're asked that question, the employer is really asking you "what can you do for the company?" This is your chance to shine. Start by highlighting your strengths such graduating

with honors or volunteering for an organization similar to the one you're applying to. Elaborate on the skills and experience you'll be bringing to the company and remember that the employer will be thinking "how will hiring you help them."



**Cyndy and LYNX Marketing Assistant, Jennifer (right), with TransCanada Representatives at Inclusion Works.**

## FREE \$\$\$ FOR ABORIGINAL STUDENTS

Wouldn't it be great to graduate debt free? You can turn that wishful thinking into reality! Apply to the following scholarships:

Transalta's Aboriginal Bursary Program. Deadline: September 15, 2012. Link: [www.transalta.com/communities/aboriginal](http://www.transalta.com/communities/aboriginal)

Foundation for the Advancement of Aboriginal Youth (FAAY).

Deadline: September 30, 2012. Link: <http://www.bmocm.com/equitythrougheducation/faay/default.aspx>

Alberta Blue Cross Aboriginal Scholarship. Deadline: September 30, 2012. Link: <https://www.ab.bluecross.ca/aboutus/aboriginal-scholarships.html>

Oil and Gas Aboriginal Trades

& Technology (OGTT). Deadline: November 30, 2012. Link: <http://indspire.ca/applications>

For more scholarships, visit The Aboriginal Multi-Media Society (AMMSA) website. Link: <http://www.ammsa.com/community-access/scholarships/>

Good Luck!



**How are YOU paying for your education?**



**EMPLOYERS  
ARE  
LOOKING  
FOR YOU  
NOW!**

Employers start looking for summer student employees as early as the Fall !

It can take 6—9 months for large employers to process your application for a summer position so start applying NOW!

Career Fairs are a great place to land that summer job, Co-op or internship.



## YOUR FALL 2012 CAMPUS CAREER

Fall 2012	Post-Secondary
September 13 <sup>th</sup>	University of British Columbia-Okanagan
September 18 <sup>th</sup> – 19 <sup>th</sup>	University of Victoria
September 19 <sup>th</sup>	University of Saskatchewan
September 24 <sup>th</sup>	University of Regina
September 25 <sup>th</sup>	University of Calgary
September 26 <sup>th</sup>	University of Alberta
September 26 <sup>th</sup> – 27 <sup>th</sup>	University of British Columbia-Vancouver
October 4 <sup>th</sup>	University of Manitoba
October 11 <sup>th</sup>	University of Calgary
November 14 <sup>th</sup>	SAIT Polytechnic

### CAREER FAIRS-WHAT YOU NEED TO

Career Fairs are excellent for expanding your network and searching for work!

Employers and recruiters set up booths to meet with students and recent grads who are seeking Co-ops, internships, summer, part-time and full-time jobs and even volunteer opportunities.

When you attend Career Fairs, prepare for them as if you're preparing for a job interview.

This includes the following:

- Dress Professionally
- Do your research about the Career Fair companies.
- Have many copies of your résumé to hand out.
- When talking to recruiters, offer a warm smile and firm handshake.
- Prepare a short professional introduction of yourself and practice it.
- Ask for business cards and offer company representatives yours.
- Check with the rep if it is alright to follow up with him/her.
- Send a thank you note to the rep. within a week, or call or email him/her and follow up on any potential job offers.

Good Luck!

**Have you logged-in to your NEW LYNX account yet?  
Contact lynxhelp@ucalgary.ca if you need  
assistance longing-in !**

# WHAT'S HAPPENING ON YOUR

The LYNX post-secondary partners have exciting news and events to tell you about!  
 LYNX post-secondary partners are .... **(Get definition from Cyndy)**

September	Place	Event / News
11, 13, 17, 19	Vancouver Island University	Welcome Back Feasts are from 11:30 am to 1:00 pm.
14	SAIT—Chinook Lodge	Meet & Greet with Electric Pow-Wow group "A Tribe Called Red".
15	SAIT—Chinook Lodge	Welcome Back Pow-Wow.
26 to 29	University of Northern BC	Annual Weaving Words Celebration.
On Monthly Basis	University of Alberta	Tea and Bannock events.
Now Available	University of Winnipeg	Now offers a Masters degree in Development Practice that is unique in the world, with a focus on Indigenous Development.
Starting-Fall 2012	University of Regina & First Nations University	Pam Rice is the new Aboriginal Career Centre Coordinator.
FYI	University of Manitoba	Aboriginal House was re-named to Migizii Agamik (Bald Eagle Lodge).



LYNX Lunch and Learn at the University of Victoria .



LYNX Marketing Assistant, Maram, at the Shell Aboriginal Awareness Week Event.

[www.aboriginallynx.ca](http://www.aboriginallynx.ca)

The LYNX Program  
The Native Centre, University of Calgary  
MSC390z, 2500 University Drive NW  
Calgary AB T2N 1N4



Bulletin Board of the Aboriginal Student Services Centre at the University of Alberta.

### LYNX PROGRAM OBJECTIVES:

1. To offer a high quality employment program that will provide 'links' between the employment sector and Aboriginal post-secondary students early on and throughout their academic careers
2. To ensure a smooth transition of the ever increasing population of Aboriginal people from post-secondary to employment
3. To offer an interactive web-based service that can easily connect Aboriginal students to employment opportunities and vice versa.



## LYNX Sponsors are partners with the Aboriginal Community

### LYNX PROGRAM SPONSORS

- ATCO Group**
- BMO Financial Group**
- Cenovus Energy**
- Encana**
- HSBC Bank Canada**
- Shell Canada**
- Suncor Energy**
- TransCanada Corporation**

Sponsors are featured in LYNX publications and on the LYNX website.

LYNX Sponsors recognize the dynamic and growing Aboriginal workforce. By sponsoring the LYNX Aboriginal Career and Employment Program they:

- Target job postings to Aboriginal students and graduates from a variety of programs in post-secondary institutions across Canada.
- Recruit Aboriginal employees, increase their corporate profiles in Aboriginal communities and advance diversity in their workplace.

- Have a company representative sit on the LYNX Sponsor Advisory Committee to provide guidance and feedback to the LYNX Program.
- Receive relevant Aboriginal and Post-secondary information and LYNX Progress Reports.

For LYNX sponsorship information,  
Contact: LYNX Program Manager

[lynx@ucalgary.ca](mailto:lynx@ucalgary.ca)