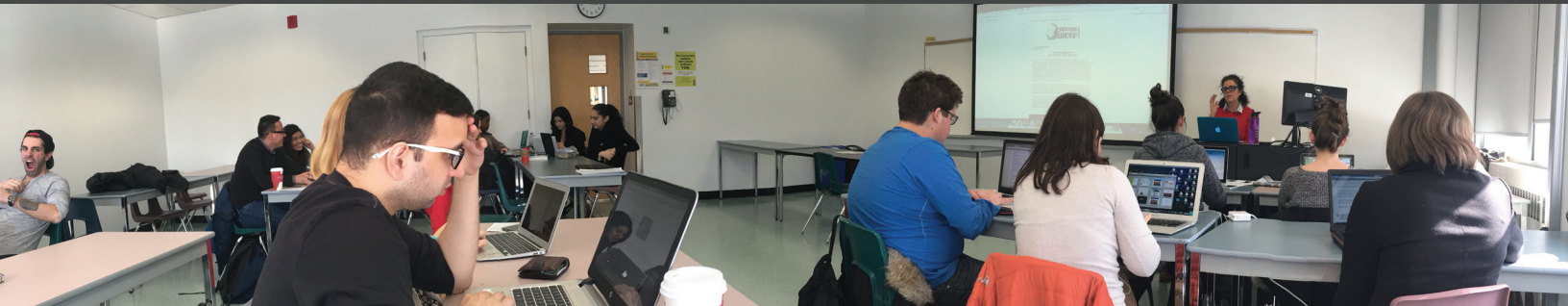


# THE COLT CONNECTION



## THE CASE FOR COLLEGE

So you've just obtained your undergraduate degree. Now what?

You haven't been successful in getting a job in your field. You start to reflect: why aren't employers interested in hiring you?

As you think about your skills and experience, you finally realize what's wrong: *you might not have the skills and experience employers want.*

Did you waste your hard-earned money on a university degree? No – You gained much theoretical knowledge, and even started to specialize in an area that interests you in your field. But now it's time for you to gain practical experience.

The solution? Post-graduate studies at an Ontario college.

When your boss needs a new campaign idea, you'll be ready because you practiced this for an assignment using the industry-standard software.

**This is the kind of stuff you prepared for in class.**

You'll get many opportunities to work with your peers and actually gain meaningful feedback from your educators. They've got the experience and connections, and they're ready to share the information and wisdom they've gained in the industry.

Having a job also means working with others, so you'll be ready to take on any task with any team.

**This is the kind of stuff you prepared for in class.**

Because colleges provide applied education, their programs are much more specialized. This also means the programs produce students who are up to date with industry standards and who have the practical skills employers expect in their new hires.

So break the 'need a job to get experience, need experience to get a job' cycle by doing post-graduate studies at college.

The kind of stuff you'll prepare for in class?  
**Your career.**

**It's time for  
you to gain  
practical  
experience.**

# Why Centennial?

Centennial College provides students with the knowledge, skills and connections needed to have successful careers.

80 per cent of jobs are obtained through networking.

Clearly, to get your foot in the door, it's about who you know rather than what you know. But while who you know might get you the interview, what you know is important to actually get the job.

When choosing the best school for your career goals, you should probably consider a school whose educators are successful and widely connected in your field. Your school should also give you opportunities to connect with the community's businesses and organizations, and to work with the community to achieve goals and positively impact society. Even better, your school and program should be able to successfully compete against similar programs at other schools, with notable results.



This all sounds ideal, but does a school with these attributes really exist? Yes, and that school is Centennial College.

Centennial College provides students with the knowledge, skills and connections needed to have successful careers. In particular, Centennial College offers an award-winning and respected post-graduate certificate program in Public Relations and Corporate Communications (CCPR), a field that spans across all industries.

The program's courses focus on developing students' abilities in key areas: measurement and metrics, writing, project and event management, social media, and communications management are just some of the course subjects in the CCPR program.

Students learn everything from how to design print and digital content, business and communications plans, to applying and interviewing for jobs, presenting ideas, managing change and crisis communications, and even pitching stories to the media.

Centennial College gives students opportunities to work on projects with real clients and partners, and uses real world examples for case studies.

**80 per cent of jobs are obtained through networking.**

(continued from page 2)

And at the end of it all, students put their skills to use in an eight-week field placement, in many different areas of the industry including agencies, corporations, non-profit organizations, and government.

If you enjoy writing and communicating with others, Centennial College's Public Relations and Corporate Communications (CCPR) program might be the perfect fit for you.

Centennial College gives students opportunities to work on projects with real clients and partners.

## A Day In The Life Of A #CCPRstudent

The Story Arts Centre definitely has a creative vibe, being the School of Communications, Media and Design, and the former set location of the popular show *Degrassi High*.

The classes are small and all in the same building, which is great because it means we can keep our belongings, like winter boots, in lockers.



We're in Business class, and Chris Conrath tells us we need to know everything about our clients and companies.

"Know your organization or client. Know what everybody does," he says.

That sounds like a lot of work, but it'll make our jobs easier in the long run.

Why?

Because our role as communicators is all about connecting with others. To connect with others, you need to know *how* to connect with them. Doing internal communications for a corporation and trying to gain staff support for a new initiative? You need to know what the employees need to be on board with the idea.

Trying to cut costs around the office somehow? Your company's workforce are creative, resourceful and practical (it's why they were hired in the first place); task employees with a brainstorming competition to come up with cost-reducing ideas that they'll fully support.

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Is your agency's client looking to put more effort into corporate social responsibility initiatives? Know what issues are important to your client, and you're sure to come up with a great idea.

It's clear that Centennial College knows its students and staff.

There are printers located all around the school, easily accessible and with different capabilities. Students have free access to all Microsoft Office software, a discount on Apple and Adobe products, a strong WiFi connection, power outlets everywhere and filtered water.

For more information about the Public Relations and Corporate Communications program here at Centennial College, please contact Donna Lindell, CCPR Program Coordinator.

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**CENTENNIAL  
COLLEGE**

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**“Our role as communicators is all about connecting with others.”**

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**- Jillian Dasti  
CCPR Student**

It's been a hectic semester full of group projects, presentations and some long days.

Good thing there are some massive beanbag pillows in the library for a quick nap.

**#CCPRStudentLife.**

**- Jillian Dasti  
CCPR Student 2015/2016**

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**Established in 1966, Centennial College is Ontario's first public college, primarily serving the eastern portion of the Greater Toronto Area through four campuses.**

**It has a record of exemplary teaching, innovative programming and extensive partnership building. With a full-time enrolment of 19,000 students, Centennial is recognized as one of the most culturally diverse post-secondary institutions in Canada.**

**For details, visit [www.centennialcollege.ca](http://www.centennialcollege.ca)**