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Issue 2



Midlands Middle College

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Special points of interest:

- MMC Students register for Spring MTC classes
- Superintendent Spotlight: Dr. Brochu
- Guest Speakers: Brad Lindsey/UPS; Rob Graham/State Farm—Hal Girrard; Val Richardson/Palmetto Health; Harold Cecil/Michelin; Rhonda Rawl/Stratagem; Joseph Dickey/Duff, White, & Turner; Brooks Harper

Students Celebrated by Columbia Chamber of Commerce

By Jade H.

On September 21, 2011, approximately thirty MMC students participated in a tailored professional development and leadership series, entitled Table for Six series, sponsored by COR (Columbia Opportunity Resource). Founded in 2004 through a collaborative partnership between the City of Columbia and a group of dedicated young leaders, COR focuses on engaging and



connecting a new generation of Columbians to make our region a better place to live, learn, work, and play. It also wants to attract and retain these young, talented people, providing peak experiences for them so that they

will form lasting relationships with other citizens toward realizing a more unified Columbia.

At this dinner celebration, students were given the opportunity to discuss career and goal plans with young professionals

who encouraged students “to pick a career they love.” These young professionals included Katherine Swartz, director; Alex Shuler; Deonca Shields; Jill Arehart; Khush Tata; Hasan Ross-El; Greg Hilton; Tao Gao; and Rachel Parker.

Leading Ladies: Past and Present Seminar

On September 15, 2011, a group of aspiring young MMC ladies, along with several staff members, were invited to participate in a *Leading Ladies: Past and Present* seminar, hosted by MEBA organizer: Kay Barlow. The following successful community and business leaders were invited to attend and speak: Chameka Bos-

ket, Karla McLawhorne Hawkins, Capt. Karen Roxberry, Darci Strickland, and Christine Wells. Some college representatives who also attended were: Mr. Gary Knight, Vice-President of Student Affairs, Benedict College; Mrs. Vereva Harris, Benedict College; and Mrs.

Monica Edwards, MTC. After touring the Mann-Simons House, the group went to Benedict College, where MMC students participated in a luncheon to foster their academic and social development. (SEE related photograph by Verne Garcia, on page 2.)



Photograph on the left, Midlands Middle College Students visit the Mann-Simon House; Photograph on the right, Guest speakers for the *Leading Ladies: Past and Present Seminar*, hosted by MEBA; photographs courtesy of Verne Garcia

Health Services Options: Focus Guest Speaker—Val Richardson



On Friday, September 23, 2011, Palmetto Health representative Val Richardson was a guest speaker at Midlands Middle College to motivate and inspire students. Ms. Richardson comes highly qualified. Not only is she a Work Force Development Manager for Palmetto Health, but also she is on the MMC Board of Directors and the SC Department of Education At-Risk Committee. In addition, she helps MMC with our EEDA funding.

She inspired and provided useful information for so many of our students. She stressed the importance of Behavioral Interviews, especially in the areas of time management, good communication skills, team work, good educational background, and assessing one's strengths and weaknesses to improve job performance. She also emphasized the importance of job shadowing and internships in ultimately deciding one's career goals.

Some other job interviewing skills she suggested were the following: Take cues from people's appearances to know how to dress and react; visit potential job sites in advance of interviews; and give eye conduct and watch one's body language, too.

Students thoroughly enjoyed her informative and entertaining, practical knowledge, especially her Jeopardy Game, involving organs, muscles, bones of the body., and different medical terms and professions. One student's comment was "This information can be useful when I try to get a job. I'll know what is needed and how to get it."

UPS Options: Guest Speaker—Brad Lindsey

On Thursday, September 8, 2011, Brad Lindsey visited the campus of MMC and inspired students to look for career options with UPS. He shared with students how he started working, as a loader, with UPS when he was eighteen years old and eventually started working in the Human Relations Department. As a result, he now has a salaried position rather than the usual hourly wage. He also shared with students that regardless of one's rank in UPS, everyone starts as a loader and then is promoted to higher positions, including the CEO. Most initial starting wages range approximately in salary from \$15-17 per hour. He made it very clear that the work is repetitive and physically demanding, but reiterated that both men and women can do these jobs. The nature of the job requires constant search for new employees.



Superintendent Spotlight: Dr. Katie Brochu

Dr. Katie Brochu is the Superintendent of Richland School District Two. Upon earning her Bachelor's Degree at Central Michigan University, Dr. Katie Brochu began her professional career as a Reading/Math/Physical Education Teacher in Thomasville, Georgia.

She continued her teaching career in Darien, Georgia having served as an In School Suspension Teacher, Physical Education Teacher, and a Resource Teacher.

She then served in several administrative capacities before ultimately serving as Superintendent of Sumter

County Schools in Americus, Georgia from 1994 – 2001. She served as Superintendent of York School District One in York, South Carolina from 2001 – 2005. Dr. Brochu's next job as a superintendent returned her to Georgia as she served as the Superintendent of Whitfield County Schools in Dalton, Georgia from 2005 until she joined Richland Two in July 2010. Dr. Brochu has a reputation for being an innovative leader with a real passion for student engagement. She has received numerous awards and been named both the Georgia



Superintendent of the Year and a finalist for the National Superintendent of the Year in 1997. She is actively involved in many civic organizations and is a member of many local, state, and national educational organizations including the Midlands Superintendents Group, Midlands Education and Business Alliance, the South Carolina Association of School Administrators, the American Association of School Administrators, and the Schlechty Center for Leadership in School Reform Superintendents Network, a non-profit organization focused on increasing student engagement in schools.

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Brooks Harper : Guest Author and Motivational Speaker



On October 17, 2011, Brooks Harper, a career expert, author, and motivational speaker came to MMC to help students turn their "passion" into their "paycheck." First of all, Mr. Harper said that there were three kinds of people in this world: "Those who make it happen; those who watch it happen; and those who say, 'What happened?'" He said

that "85% of college graduates are moving back in with their parents after graduation!" These young people are called the "boomerang" generation, which he didn't want MMC students to become. To avoid this, he stated the following Big 4 components: Fit your personality to a job that enhances your passion to work; know your strengths

and "sell" them during the interview process; know your interests; and analyze the future job market for optimum supply and demand employment. "The best investment is yourself," he said, and "the more you learn, the more you earn." He further stated that "everything you do either enhances or diminishes your brand. Every day is an inter-

Job Opportunities/State Farm: Guest Speaker—Rob Graham

On Friday, September 16, 2011, Rob Graham, a representative from State Farm-Hal Girrard, also came to MMC to speak to students regarding job opportunities in sales. He shared with students how much hard work is involved in becoming successful in sales. He also shared with students

that he was a Clemson graduate and was first introduced to the need for insurance when he was a child and in a van accident. As a representative who provides services to clients, he stressed the soft skills of people—how, in any business, you must show sincere curiosity, perception, and

compassion, as well as a sharp sense of intellect and experience. Specifically, his office services over "13,000 people each day." Finally, he said that the most important part of his day is "guiding his clients" to prepare for present and future needs. He has served State Farm for about 16 years.



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Yes, we're on the Web!

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School Motto: *"To strive, to seek, to find, and not to yield"*—Alfred, Lord Tennyson

School Mascot: The Phoenix

Midlands Middle College provides a fresh academic start in a high school educational program located on the Airport Campus of Midlands Technical College. The Middle College program serves juniors and seniors from high schools in eight school districts in Fairfield, Lexington and Richland County. Students at Midlands Middle College have the advantage of attending small classes that meet Monday through Friday from 12:45 P.M. until 5:20 P.M.

The mission of *Midlands Middle College* involves three goals. The program provides opportunity for students to complete course work needed to earn a high school diploma, opportunity for qualified students to cross enroll in courses at Midlands Tech and opportunity for students to explore various career interests that are part of the High School Career Clusters.



On Thursday, October 6, 2011, MMC students were fortunate to have as a guest speaker, Ms. Rhonda Rawl, the CEO of Stratagem. Quite an accomplished marketing entrepreneur, Ms. Rawl stressed the need for answers to the following questions when trying to "sell" a product to the public:

- (1) *What are you trying to sell?*
- (2) *Do you have a targeted audience?*

Stratagem: Guest Speaker Rhonda Rawl

(3) *What emotional appeals relate to your product?*

(4) *What motivates clients to buy your product?*

(5) *Have you done your research?*

(6) *Do you have the appropriate capital or financial investors to introduce your product to the public?*

She also emphasized that, to be successful in marketing, people must be passionate about sales. They must interact with clients, keeping them informed of innovative ideas or products that will enhance the quality of their lives or businesses.

In addition, she stressed the need for soft skills, such as courtesy, good manners, and effective communication skills.

Finally, she shared with students some thought-provoking questions that they

need to ponder before pursuing a career in marketing:

—*Am I an out-going person who likes working with the public?*

—*Do I mind traveling if my job depends upon it?*

—*What struggles must I overcome to do this job?*

—*How will my routine be affected?*

—*Do I believe in products I'm selling?*

Some reactions from students include the following:

"I want to be an entrepreneur, so this speaker was very helpful to me. I also learned that "you have to make sure the clients love whatever you are marketing." (Taylor)

"If I ever choose to start my own business, this is information that I can use to help me." (April)