

Office Professional NEWSLETTER

created and distributed by the Office Professional program at Panola College

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Welcome to the second edition of the *Office Professional Newsletter*. The objective of this publication is to provide students, graduates, and community members updated information about the Office Professional and General Business programs at Panola College. If you like the newsletter or have suggestions for improving it, email us and let us know.

Panola College Uses YouTube to Teach Marketing

You Tube™ If you are a YouTube fanatic, you already know that the amount of video content being added to YouTube every day is staggering. Sure much of it is for entertainment purposes, but YouTube hosts a vast array of educational resources as well—resources particularly useful in studying marketing. YouTube.com hosts many of the classic television ads (search for Wendy's "Where's the Beef?," Life Cereal's "Mikey Likes It," or Mean Joe Greene's Coca-Cola commercial). Some of the newer commercials can be found on YouTube as well. You may have noticed that a number of companies such as Home Depot, Target, and Pepsi have started their own YouTube channels. In addition, YouTube also hosts numerous business- and marketing-related speeches by leading domestic and international executives.

In the spring, Panola College offers **MRKG 1311 – Principles of Marketing** as an Internet course taught by Dwayne Ferguson. The class teaches students the marketing concept and the importance of relationship marketing in today's economy. Class assignments use YouTube and the Internet to examine marketing strategies (why some were successful and why some were not), promotional material (print, Web, television, radio, etc.), the strengths and weaknesses of various companies (SWOT analysis, and customer service (in a speech by Tony Hsieh, founder of Zappos). This class even requires you watch television! It's true—you can get college credit for watching television. One of the advertising assignments asks students to watch the Super Bowl—not for the game, but for the ads of course. A product placement assignment asks students to watch *American Idol*, *Survivor*, or *The Apprentice* to see which products are being promoted in the show.

This course is required for all General Business majors but may be taken by students in other vocational majors as an elective. If you have questions about the course, contact Dwayne Ferguson at 903 693-2066 or by email at dferguson@panola.edu.



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Personal Finance Back in Curricula

Microsoft Office 2010 in Beta!

If you are a Microsoft Office user, you may have heard that a new version of the productivity software will be available soon. The beta version of **Microsoft Office 2010** was released in November 2009 and will expire when the full version is released this fall (tentatively October 2010). This version even includes a free Web app for creating Word, Excel, and PowerPoint files. The new software should appear in classes at Panola beginning Fall 2011.

If you are a General Business major (or an Office Professional major needing to take an elective), you might be interested to know that **BUSI 1307 – Personal Finance** is back in the curricula. At one point, the Academic Course Guide Manual moved this course from the business courses inventory to home economics. With a little lobbying by Dr. Cook, the course has been cross-listed so it can be taken again by business students. Personal Finance teaches students the fundamentals of individual accounting, budgeting, investing, home ownership, will creation, etc. The course, taught by Larry Allen, is offered each spring and is a required course for General Business majors. If you would like to talk with Mr. Allen about the course content, please contact him at (903) 693-2068. If you need help setting up a General Business degree plan, please see Dwayne Ferguson (Rm 205 Gullette, 903-693-2066).

Appreciate everything your associates do for the business. Nothing else can quite substitute for a few well-chosen, well-timed, sincere words of praise. They're absolutely free and worth a fortune.

Sam Walton –Wal-Mart founder

Marketable Skills Certificate

Ever feel lost in Word or Excel? We know the feeling. It's difficult to move to a new piece of software—especially when you are fairly satisfied with what you are using currently. The Marketable Skills Certificate gives current students as well as working professionals the chance to learn Word, Excel, and Access either in the classroom or online.

Classes Available

Want to learn more about Microsoft Word or Excel? Panola College offers word processing and spreadsheets classes every fall and spring. Contact Dwayne Ferguson @ 903.693.2066 for more information.

Allums Honored for Academic Excellence

On April 29, 2010, Panola College honored eight students for their academic achievements with a reception in the new M. P. Baker Library. Faculty across the disciplines nominated students that performed well academically and also exhibited exceptional character. The General Business program nominated Cody Allums as this year's recipient of an Academic Excellence Award.

Mr. Allums has a 3.64 GPA and graduated in May 2010 with a General Business Associate of Applied Science degree. He is a graduate of Beckville High School and is operator/owner of Rural Water Service in Beckville.



Congratulations to Cody Allums!

Are Typing Skills Important to Your Career?

by Dwayne Ferguson, Office Professional/General Business Instructor

Many high school students are not being taught to type by touch anymore; in fact, typing is not even in the curricula in some districts. Students often take a computer course in junior high that is supposed to develop their typing skills as they learn other applications—generally, the focus is not totally on typing. Their bodies are still developing which means some of the reaches are nearly impossible. When they enter high school and are required to use a computer, the natural tendency is to revert back to "hunt and peck." When they enter college and are required to input data daily, they quickly discover that they are at a distinct disadvantage. Sure, you can get by temporarily with the "hunt and peck" method. But if you have to input much data, you really need to learn to type by touch.

If you DO type by touch, you have probably already discovered the many advantages you have over others in your class or office. Obviously, you can input data faster which makes you more productive with your time. In addition, you are less frustrated than your counterparts with the task. Employers are looking for people who can manage information, communications, and time efficiently—being able to type not only helps you get your foot in the door, but it might also lead to a raise.

If you DO NOT type by touch, you can learn. Here are some tips for learning this important skill:

- **Posture.** As you learn to type, be aware of your posture. Keep your feet flat on the floor, curve your fingers, do not lay your wrists or arms on the table, and position your monitor directly in front of you with your copy to the side.
- **Learn the home row.** To type correctly you MUST learn the home row and practice keeping your fingers on the home row. The home row is **a, s, d, f** for the left hand and **j, k, l, ;** for the right hand. There are specific reaches to each letter for each finger. Start by learning the reach to one letter at a time. After a while, you will start seeing (and typing) strings of letters. After you master the alphabetic keys, learn the number and symbol keys.
- **Resist the temptation to peek.** Most word processors mark spelling and grammar errors as you go. If you are typing from copy, wait until you finish the document to review your work.
- **Practice.** You've heard the saying "practice makes perfect." In this case, it is true. You really have to practice daily to make this skill pay off.
- **Check your speed and accuracy.** TypingTest.com is a good Web application for testing your speed and accuracy. If you are typing around 40 words per minute with very few errors, you will be able to function in most offices. If you want to make your living typing documents for someone else (typing medical or legal documents at home, for example), you really need to type over 60 wpm.

Once you learn how to type, include that skill in your resume. Over the life of your career, this skill will pay you back.

If you would like to learn how to type, take **POFT 1429 - Beginning Keyboarding** at Panola College. The course uses computer software to teach each of the alphabetic, number, and symbol keys. The first part of the course focuses on learning the keystrokes. The second half focuses on improving accuracy and speed and producing documents such as letters, memos, reports, tables, etc.

If you already type and would like to sharpen your skills, take **POFT 2401 - Intermediate Keyboarding**. The course continues to encourage students to improve speed and accuracy. Students also type an agenda, minutes, itinerary, summons, affidavit, judgment, a will, international correspondence, medical documents, etc.

How important is it for graduates of this program to have professional keyboarding skills?

Extremely important. I believe that Keyboarding I and II were probably two of the most beneficial courses that I took while in the CIS program. These two courses have enabled me to be my best at my position.

Bryan Tarjick
Panola Charter School

Office Professional/General Business Advisory Board

Special thanks to the members of the Office Professional/General Business advisory board for their continued advice and support.

- **Donna Burchett** – Panola County Second Assistant County Auditor
- **Jeannie Foster** – Express Employment Professionals, Longview
- **Dr. Betty Johnson** – Professor in the General Business program at SFA, Nacogdoches
- **Pamela Roberts** – Texas Department of Aging and Disability Services, Nacogdoches
- **Bryan Tarjick** – Business Education Teacher/Tech Support at Panola Charter School, Carthage
- **Moriah Thelen** – Administrative Assistant for Texas Eastman, Longview
- **Dr. Charles Williams** – Chair of the Fred Hale School of Business, East Texas Baptist University

Office Professional/General Business Degrees and Certificates

Associate of Applied Science Degrees:

- Office Professional
- Office Professional (Medical Option)
- General Business

Certificates:

- Administrative Assistant
- Medical Office Management
- General Office
- General Business
- Marketable Skills

Office Professional/General Business Contact Information

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Spring 2010 Graduating Class

The Office Professional and General Business programs awarded 26 degrees and certificates this past fall and spring. Here's where you'll find some of our graduates.



Abby Brady

Major: Office Professional
Award: AAS degree
Employer: First State Bank & Trust



Denice Guerra

Major: Office Professional
Award: AAS degree
Employer: Panola National Bank



Cody Allums

Major: General Business
Award: AAS Degree
Employer: Rural Water Service (owner/operator)

Join FBLA Today!

Future Business Leaders of America (FBLA) is the largest business student organization in the world! A quarter of a million high school and middle school students, college and university students, faculty, educators, administrators, and business professionals have chosen to be members of the premier business education association preparing students for careers in business. And now, the Phi Beta Lambda (PBL) chapter on the Panola College campus is recruiting new members. If you are interested in developing leadership, communication, and team skills, or simply looking for an organization to meet and network with others at the local, state and national levels, then FBLA-PBL is the organization for you. Contact Jo Ellen Gates at (903) 693-1164 or jgates@panola.edu for more information.



Find Us on the Web

Keep up with us on the Web by using the information below:

- **Office Professional program Web page**
<http://www.panola.edu/users/dferguson/op/>
- **General Business program Web page**
<http://www.panola.edu/users/dferguson/gb/>
- **Office Professional/General Business blog**
<http://officeprofessionalpc.wordpress.com>

Panola College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award Associate degrees and certificates of completion. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call (404) 679-4500 for questions about the accreditation of Panola College. • Panola College is an Equal Opportunity Institution that provides educational and employment opportunities on the basis of merit and without discrimination because of race, color, religion, sex, age, national origin, veteran status, or disability.