

**Accelerated Career Awareness Program
(SMU ACAP)
How to Succeed in College**

Delivered by:

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MPrints

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Odell L. Brown (Retired) At-A-Glance



Career Awareness & Development:

- Targeted Coaching & Mentoring
- Career Transitions Resources
- Accounting Career Awareness Program (ACAP); see www.dallasacap.com
- Adjunct Human Development Professor
- College Internship Program

Human Resources & Training:

- ADA/Career Transitions Resources
- Business Acumen
- New Leader Onboarding
- HR Workshop
- Emerging Leadership Development Program
- ERP Implementations (PeopleSoft, SAP)
- Instructional Design/Facilitation
- College Relations and Recruiting
- College Internship Program
- Continuing Education for 120 CPAs

Accounting & Auditing:

- Adjunct Accounting Professor
- VP--Financial & SEC Reporting
- Internal Audit Director
- Public Accounting

Education & Certifications:

- Harvard Business School (Executive Leadership Development Program)
- Master's in Professional Counseling
- Master's in Human Resources & Training
- Bachelor's in Accounting
- Certifications: CIA, CPA, PHR (CFE—inactive)

Past Employers:

- MPrints (Owner)
- Southwest Airlines Co. (Retired)
- North Lake College
- Associates First Capital Corporation
- KPMG LLP



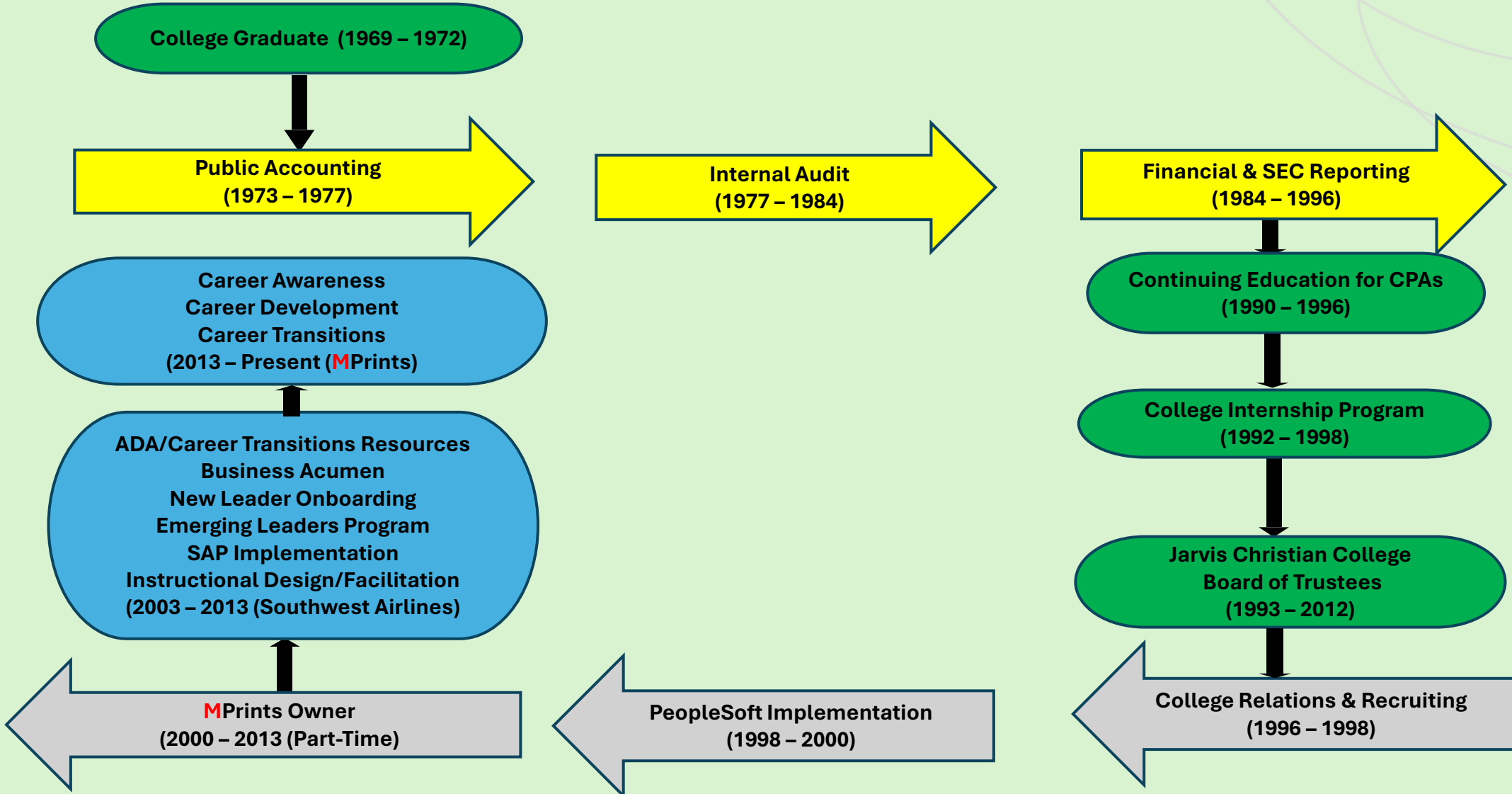
My Personal & Professional Desires:

- Make a positive difference in the lives of others (to “Lift As I Climb”)
- Travel to interesting places
- Meet a lot of interesting people
- Have viable career options (not “jobs”)
- Live comfortably

Some Keys to Success:

- Strong desire to succeed (passionate)
- Strong work ethic; perseverance
- Purpose-driven goals/life
- Insatiable desire to learn; thirst for knowledge
- Ability to handle confidential information
- Strong attention to detail
- Organized; strong project management skills
- Strong leadership skills; ability to follow the lead of others
- Strong ability to build relationships (network with a purpose)
- Good combination: Technically competent, socially acceptable, politically astute

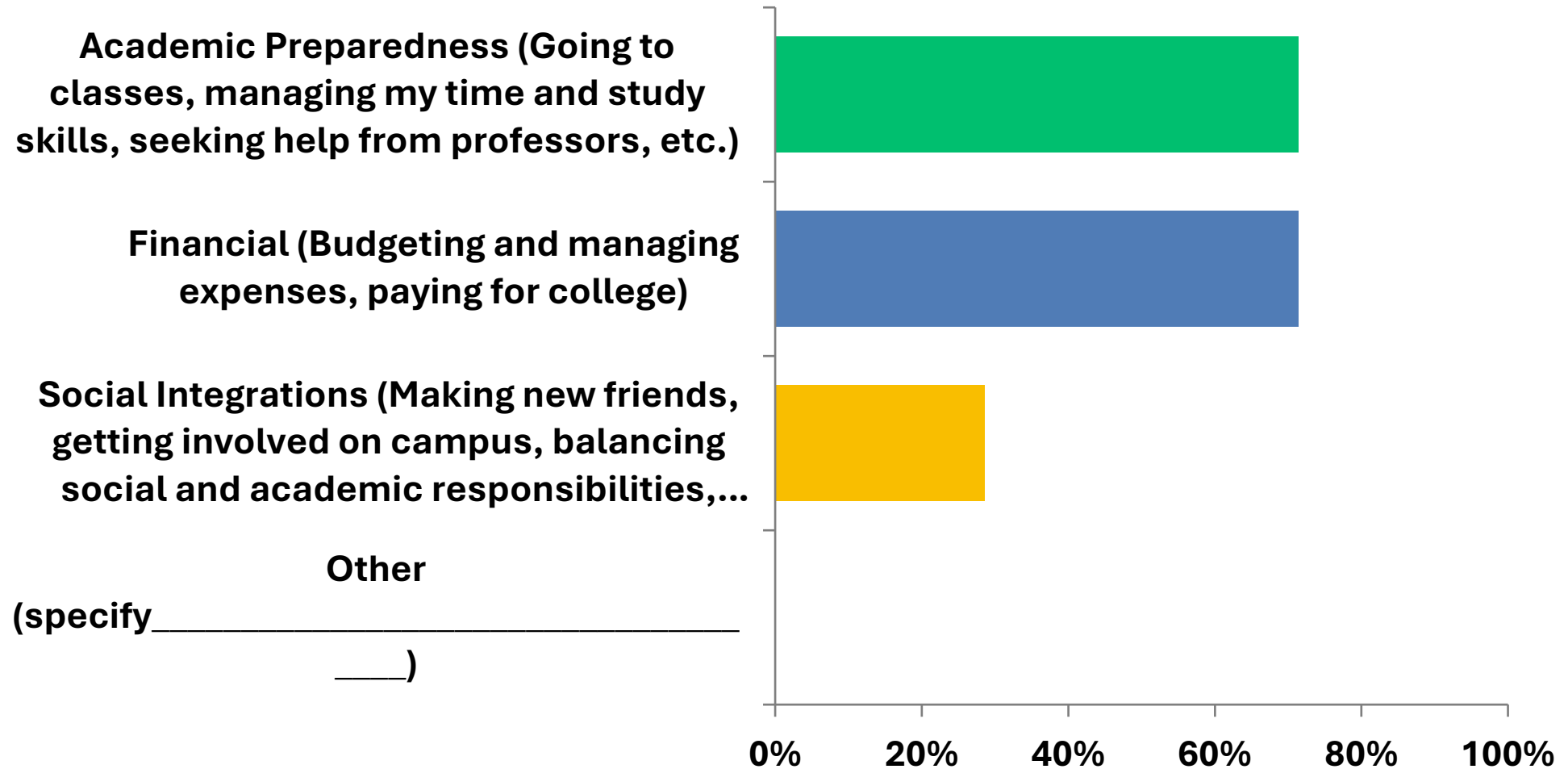
Odell's Career Journey



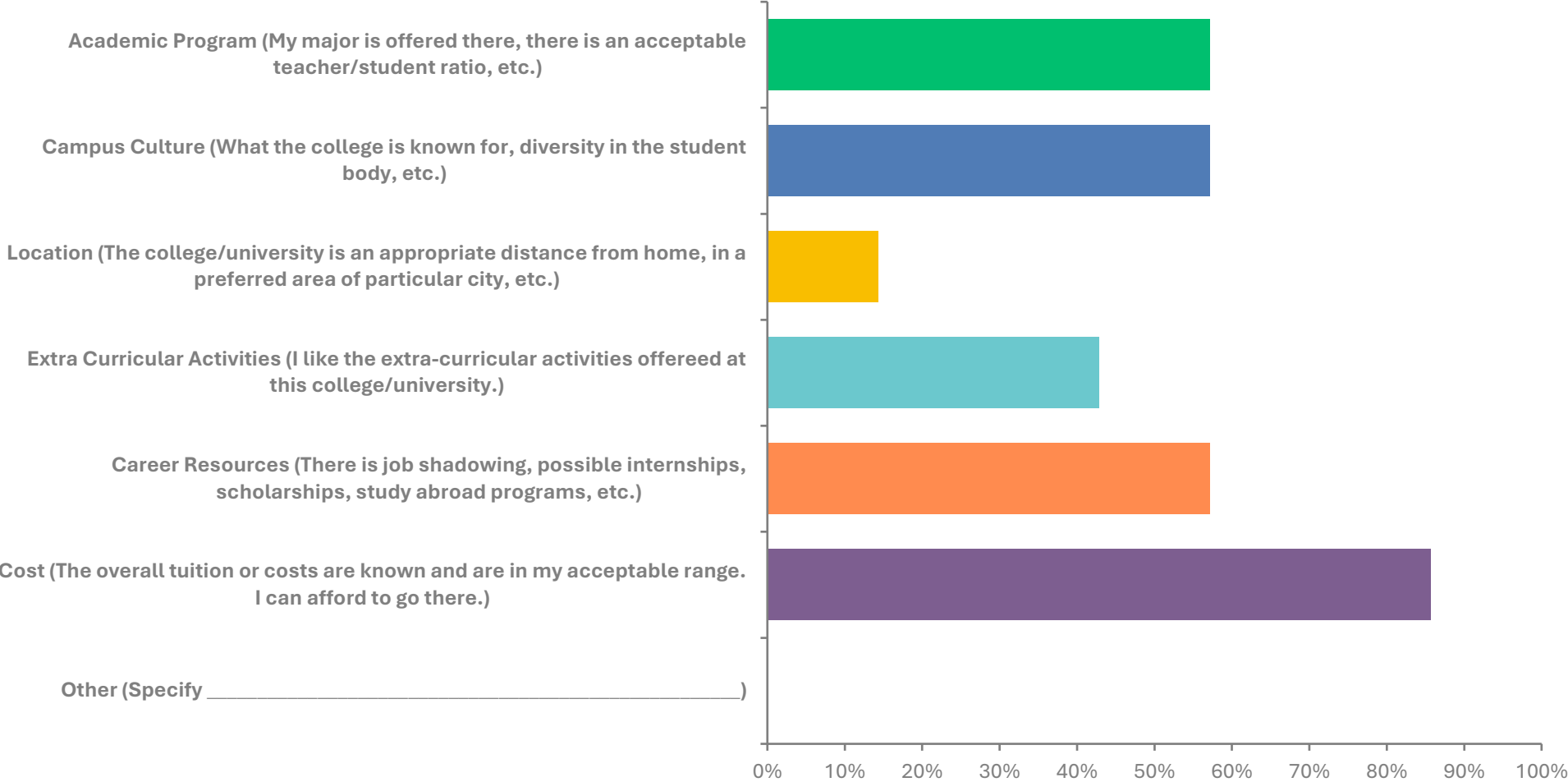
How to Succeed in College (Included in this Presentation)

At-A-Glance	Odell Brown, CIA, CPA, PHR
Part 1	Survey Results
Part 2	Questions for College Admissions Personnel
Part 3	For Entering College Freshmen <ul style="list-style-type: none">• Template

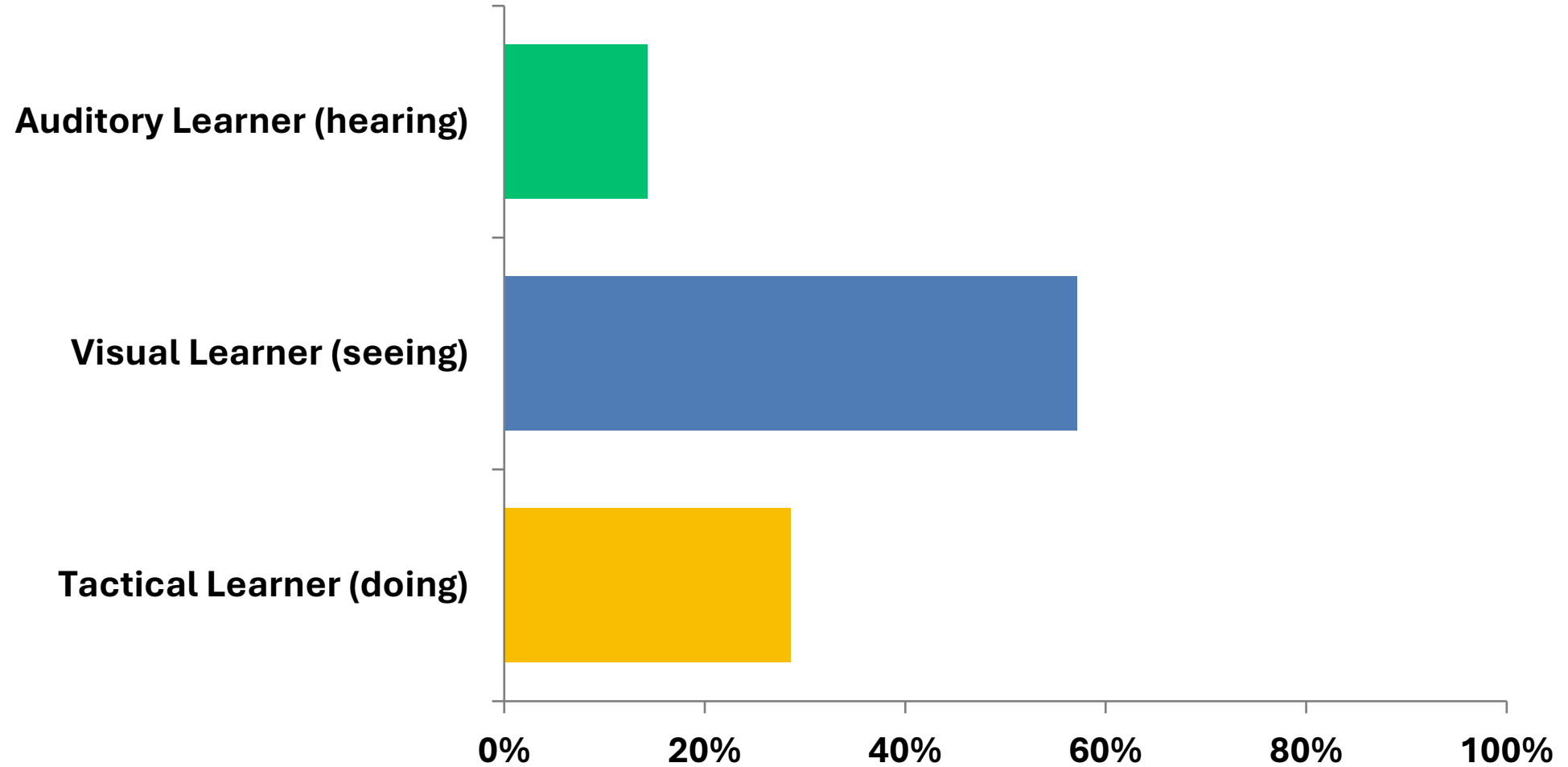
As you transition from high school to college, what is the one thing that you are most nervous about as you start this new chapter in your life?



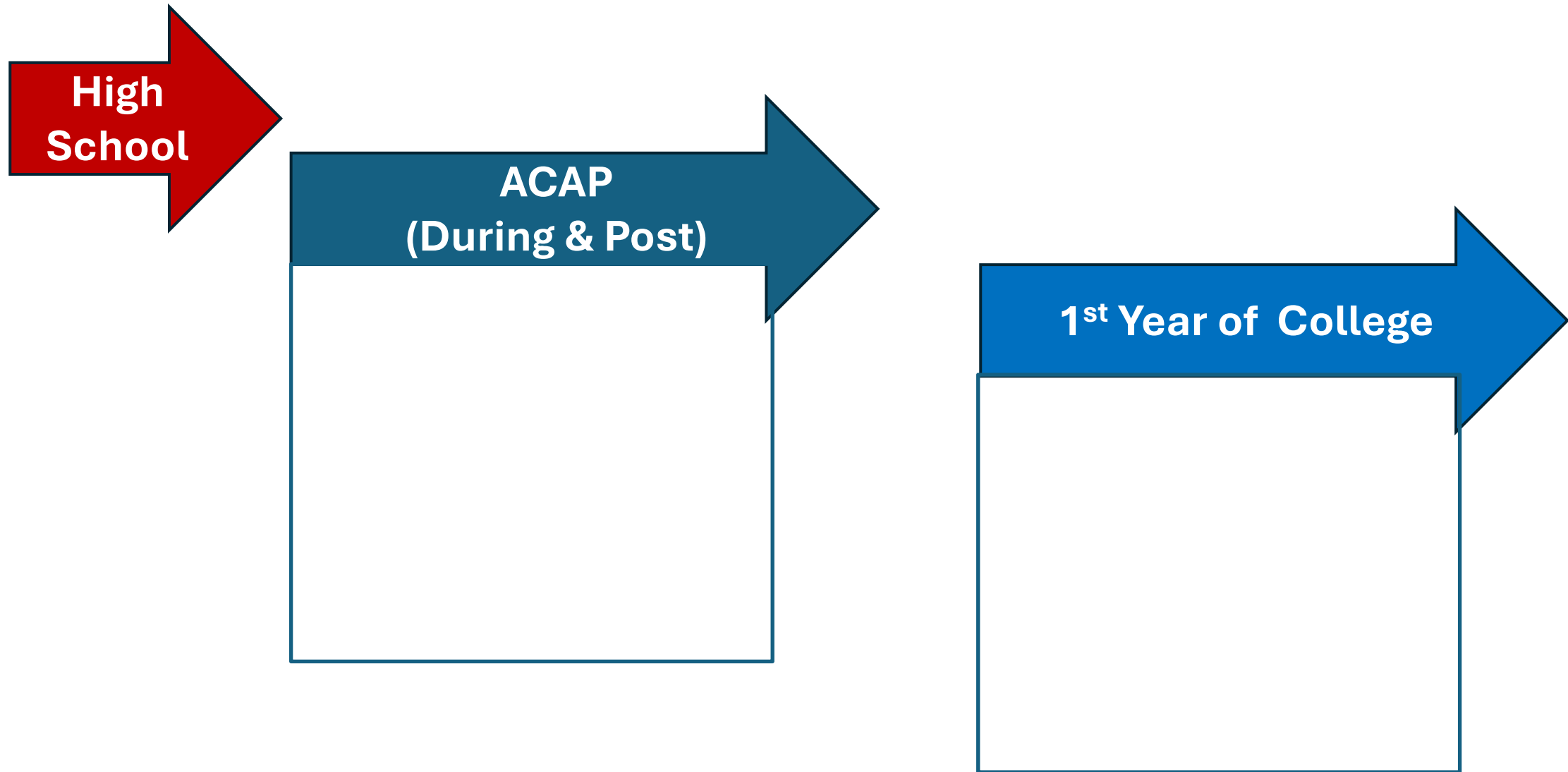
Which of the following factors mean most to you as you choose the college/university to attend. Check all that apply.



What is your preferred learning style? How do you best learn?



Roadmap: From High School to 1st Year of College



Part 2

How to Succeed in College : Questions for College Admissions Personnel

Objective:

Choosing the right college or university is a significant decision. The objective of this session is to gather as much information from College Admissions personnel as possible to make an informed choice.



Questions for Admissions Personnel, Slide 1 of 4

No.	Area	Questions
1	Academic Programs	<ul style="list-style-type: none">• Which majors and academic programs are offered by the college?• Are there any unique or specialized programs that the college is known for?• How accessible are professors for students, and what opportunities exist for academic support?
2	Campus Life	<ul style="list-style-type: none">• What is the campus culture like? Is it more academically focused, socially active, or a mix of both?• What extracurricular activities and clubs are available for students to participate in?• What facilities are available on campus, such as libraries, sports facilities, student centers, etc.?
3	Location and Environment	<ul style="list-style-type: none">• Where is the college located, and what is the surrounding area like?• What is the climate like? Is it a factor that might impact your experience?• How accessible is public transportation, and what opportunities exist for off-campus activities?

Questions for Admissions Personnel, Slide 2 of 4

No.	Area	Questions
4	Financial Aid & Scholarships	<ul style="list-style-type: none">• What financial aid options are available, and what is the average financial aid package offered to students?• Are there any scholarships available, and what are the eligibility criteria?• What is the tuition, room, and board, and are there opportunities for work-study programs?
5	Career Services & Internships	<ul style="list-style-type: none">• Which career services are offered by the college to help students with job placement, resume building, and career counseling?• Are there opportunities for internships, co-ops, or other experiential learning opportunities?• What percentage of students secures employment or pursue further education within a certain timeframe after graduation?

Questions for Admissions Personnel, Slide 3 of 4

No.	Area	Questions
6	Student Support Services	<ul style="list-style-type: none">• What support services are available for students, such as counseling, health services, tutoring, etc.?• Is there a strong sense of community and support among students and faculty?
7	Graduation and Post-Graduation Success	<ul style="list-style-type: none">• What is the graduation rate, and how does it compare to similar colleges or universities?• Where do graduates typically go after completing their degrees? Do they enter the workforce, pursue further education, or other paths?

Questions for Admissions Personnel, Slide 4 of 4

No.	Area	Questions
8	Diversity and Inclusion	<ul style="list-style-type: none">• How diverse is the student body, faculty, and staff?• What initiatives or programs does the college have in place to promote diversity and inclusion on campus?
9	Accreditation and Reputation	<ul style="list-style-type: none">• Is the college accredited, and by which accrediting bodies?• What is the reputation of the college or university, both regionally and nationally?
10	Admissions Requirements and Applications Process	<ul style="list-style-type: none">• What are the admissions requirements, including GPA, standardized test scores, letters of recommendation, etc.?• Are there any specific application deadlines or requirements?• What factors does the college consider during the admissions process?

Choosing A College: What's Important To Me (Priorities)

Value (What's Important to Me)	Ideal Rating	My Acceptable Rating	College #1	College #2	Comments
Academic Program	10				I am aware of the known departments or areas of study. I know the strong departments or programs. There is an acceptable teacher/student ratio.
Campus Culture	10				I like what the college is known for. I like what is said about the college or university. I like the diversity in the student body. I like the type of school as it relates to gender, type, etc.
Location	10				The college/university is an appropriate distance from home. It is in a preferred urban area, a particular city, etc.
Extra Curricular Activities	10				I like the extra-curricular activities offered at this college/university (band, sports, etc.).
Career Resources	10				There is job shadowing, possible internships, scholarships, study abroad programs, etc.
Cost	10				The total costs (tuition, room, board, etc.) are known or within an acceptable range. I can afford to go there. There is a likelihood of my receiving scholarships and grants, etc.
Gut Feeling	10				I like the gut feeling I got when I visited the college/university.
Total	90				

Part 3

How to Succeed in College Discussion For Entering College Freshmen



Objective:

Facilitating a session on How to Succeed in College to recent high school graduates (entering college freshmen) is a great opportunity to help them transition smoothly into their freshmen year of college.

How to Succeed in College Discussion For Entering College Freshmen, Slide 1 of 3

No.	Area	Questions
A	Icebreaker Questions	<ul style="list-style-type: none">• What are you most excited about for college?• What is one thing you are nervous about as you start this new chapter?• What do you hope to achieve by the end of your freshman year?
B	Academic Preparedness <ul style="list-style-type: none">• Importance of attending classes and participating• Time management and study skills• Seeking help from professors and utilizing academic resources.	<ul style="list-style-type: none">• How do you plan to manage your time to balance classes, studying, and extracurricular activities?• What strategies do you use for effective studying and completing assignments?• Are you aware of the academic resources available on campus (e.g., tutoring centers, writing labs)?

How to Succeed in College Discussion For Entering College Freshmen, Slide 2 of 3

No.	Area	Questions
C	Financial Literacy: <ul style="list-style-type: none">• Understanding financial aid and scholarships• Budgeting and managing expenses• Student loans and credit cards	<ul style="list-style-type: none">• Have you created a budget for your college expenses? What will you include in it?• Do you understand the terms of your student loans and how they will affect your financial future?• What strategies do you have for saving money while in college?
D	Social Integrations: <ul style="list-style-type: none">• Making new friends and getting involved on campus• Balancing social life and academic responsibilities.• Handling homesickness and being away from family	<ul style="list-style-type: none">• How do you plan to meet new people and get involved on campus?• What are your interests or hobbies that you might pursue through campus clubs or organizations?• How do you plan to stay connected with family and friends back home?

How to Succeed in College Discussion For Entering College Freshmen, Slide 3 of 3

No.	Area	Questions
E	Campus Life and Resources <ul style="list-style-type: none"> • Navigating the campus and finding key locations • Understanding campus services (e.g., health services, counseling) • Safety and security on campus 	<ul style="list-style-type: none"> • Have you explored your college campus yet? Do you know where key resources are located? • What health and wellness services does your college offer, and how can you access them? • What steps will you take to ensure your safety on campus?
F	Career Planning <ul style="list-style-type: none"> • Exploring career options and choosing a major • Internships, work-study programs, and part-time jobs • Building a resume and networking 	<ul style="list-style-type: none"> • Do you have a clear idea of what major you want to pursue? Why did you choose it? • What resources are available at your college to help you with career planning and finding internships? • How do you plan to start building your resume and professional network?
G	Personal Development and Well-Being <ul style="list-style-type: none"> • Managing stress and mental health • Developing healthy habits (e.g., exercise, nutrition, sleep) • Setting personal goals and self-care practices 	<ul style="list-style-type: none"> • What are some ways you plan to manage stress and take care of your mental health in college? • How do you plan to maintain a healthy lifestyle while managing a busy college schedule? • What personal goals have you set for yourself for your first year of college?

How to Succeed in College: Entering College Freshmen

Area	Ideal Rating	How Prepared Am I? (1 to 10)	Things I Need to Do
Academic Preparedness	10		
Financial Literacy	10		
Social Integrations	10		
Campus Life & Resources	10		
Career Planning	10		
Personal Development & Well-Being	10		
Total	60		

