

## *Be Employed When You Graduate*

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FOR IMMEDIATE RELEASE

Muncie, Ind. – As Jonathan Blake Huer explains in his first book, *Be Employed When You Graduate*, education is about more than a college degree. From choosing a major to negotiating a job offer, Huer offers his perspective in an honest and practical guide for students finding their way through today's job market.

Each year of college presents new opportunities for learning, and *Be Employed When You Graduate* provides a system for transforming those experiences into internships, freelance positions and post-graduate jobs. Readers are encouraged to practice and prepare for the many stages of obtaining a career with direct advice and professional exercises that can be transferred across any industry.

Based on Huer's seven years of experience teaching students as the director of emerging technologies at Ball State University, his knowledge covers a broad range of skills in a concise format available in iBook, Kindle and print edition.

Huer plans to release the companion app for iOS and Android in March, which will allow the student to set measurable goals with push notifications for encouragement to achieve them. The website will also offer a curriculum of the book for classroom capabilities.

"The most common question I get from my students is 'what do I wear to an interview?'" Huer said. "These are smart, highly skilled students asking me this, yet the basics like knowing what to wear and how to act in a rapidly evolving and highly competitive job market is a real challenge."

According to *The American Freshman: National Norms Fall 2012*, 88 percent of students selected, "to be able to get a better job" as very important in deciding to go to college. *Be Employed When You Graduate* offers students a timeline of opportunities to get more than a degree by refining a skills set that will lead to a meaningful career.

"Rather than telling the reader what to do," Huer said, "I outline the questions the reader must answer. I want students prepared for a variety of situations so they can evolve with the job market."

Huer is an Apple Distinguished Educator, Adobe Education Leader and Campus Technology Innovator. Before accepting his position as the director of Ball State University's Digital Corps, Huer received a bachelor's degree from UCLA and earned his master's degree from USC.

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Fact Sheet  
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When do you learn how to get a job? Finding meaningful employment is the main goal of college students, but the actual process manages to be neglected by many institutions. *Be Employed When You Graduate* offers direct advice that will lead students to collegiate and post-graduate success in any industry.

- This is Jonathan Blake Huer's first book and includes illustrations by Josh Shaffer. The cartoons depict satirical professional situations that millennials commonly encounter, which Huer provides insight to avoiding through a series of professional exercises and advice.
- *Be Employed When You Graduate* shares Huer's system to obtaining internships, freelance positions and post-graduate jobs from experiences students create in college.
- Intended to guide college students from the fundamentals of professionalism to accepting a job offer, Huer's perspective places students in control of their future with practical advice that can be applied to any major.
- Released on Jan. 28, 2014, *Be Employed When You Graduate* is available in paperback (\$14.99 retail list price), iBook (\$9.99) and Kindle (\$7.99).
- In March, a free app for iOS and Android will be released with push notifications based on a hypothetical timeline of achievements and a curriculum for classrooms to follow as a companion to the book.
- Huer has been director of emerging technologies at Ball State University for seven years. His knowledge in his book is based on the hands-on success of the Digital Corps, a group of student media students, who have a 100 percent employment, or grad school, rate at graduation, with more than 80 percent success of landing in their ideal fields.
- *Be Employed When You Graduate* provides online career advice through Huer's blogs, which can be accessed at [www.BeEmployedWhenYouGraduate.com](http://www.BeEmployedWhenYouGraduate.com) and [facebook.com/BeEmployed](https://www.facebook.com/BeEmployed)

Huer is open to and available for interviews. Please contact [ashleyraecx@gmail.com](mailto:ashleyraecx@gmail.com) for more information.

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## **About the Author**

In 2006, author Jonathan Huer moved from Los Angeles to Indiana where he found an unexpected opportunity at Ball State University to give students real-world experience before they graduate. Huer formed The Digital Corps, a group of student media experts, from the elite members of the technology and telecommunications classes offered at BSU. Through a series of workshops and industry-standard certifications, Huer quickly brought his students up to professional standards with a mix of Midwest work ethic and west coast style.

Huer graduated with a Bachelor's degree from UCLA in Design|Media Arts and a Master's degree from USC in Motion Picture Producing. As discovered in his training as a producer, Huer enjoys the process of designing, matching creative ideas to the appropriate medium and nurturing a project into completion.

After his graduate studies at USC, Huer became an award-winning filmmaker and app developer. Although Huer never intended to work in education, he now brings his diverse creative, technical and entrepreneurial experience to his students and staff on a daily basis as the Director of Emerging Technologies and Media Development for Ball State University. In the past seven years, Huer has been recognized as an Apple Distinguished Educator, an Adobe Education Leader and a Campus Technology Innovator.

With a background in competitive figure skating, and training alongside legendary skaters such as Sasha Cohen, he always found the disconnect between preparation for sports and studies to be discerning. The Digital Corps was finally able to bring together his diverse life experiences to form a consistent system that produces student success.

The strategies used to form the Digital Corps are the same ones outlined in his first book, *Be Employed When You Graduate*. This refined training program prepares students to be creative, innovative and entrepreneurial in a modernized exploration of how to be employable.