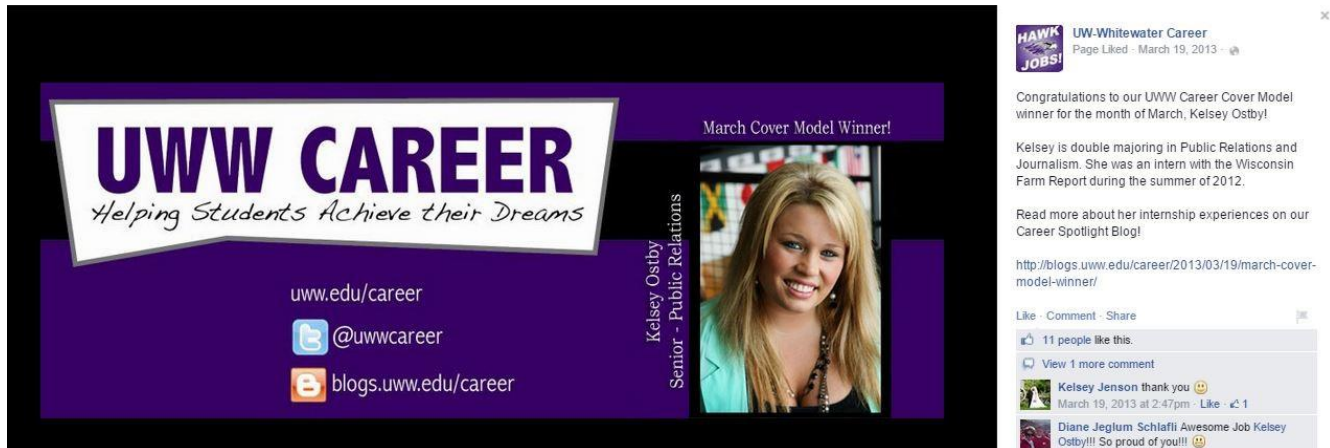


## Career & Leadership Development at the University of Wisconsin-Whitewater

**About** - As a way to get more students involved with the Career & Leadership Development department and help them stand out among their peers, my coworker and I developed the UW-Whitewater Career Cover Model Campaign.

Students would fill out an application with questions about their current or past internship and my coworker and I, along with our supervisor, chose one participant each month for the semester. The winner would receive prizes, such as a padfolio, pens, and/or a high-resolution photo that can be used for LinkedIn and other professional sites. The student would be featured on the Facebook cover photo for that month. The winner would also be featured on the Career Spotlight Blog, which was then shared on the Facebook, Twitter and Pinterest accounts.

**Outcome** - We had three cover model winners for the spring 2013 semester.



The image shows a Facebook post from the page "UW-Whitewater Career". The post features a purple banner with the text "UWW CAREER" and the tagline "Helping Students Achieve their Dreams". Below the banner are social media links for the website, Twitter (@uwwcareer), and a blog. To the right of the banner is a photo of Kelsey Ostby, a young woman with blonde hair, smiling. Text next to her photo identifies her as the "March Cover Model Winner!" and "Senior - Public Relations". The Facebook post text congratulates Kelsey Ostby as the winner for the month of March and provides information about her double major in Public Relations and Journalism, and her internship experience. The post also includes a link to a blog entry about her internship, a "Like" button, and a comment from Kelsey Jenson thanking the page.

**UWW CAREER**  
*Helping Students Achieve their Dreams*

uww.edu/career  
@uwwcareer  
blogs.uww.edu/career

March Cover Model Winner!

Kelsey Ostby  
Senior - Public Relations

**UW-Whitewater Career**  
Page Liked - March 19, 2013

Congratulations to our UWW Career Cover Model winner for the month of March, Kelsey Ostby!

Kelsey is double majoring in Public Relations and Journalism. She was an intern with the Wisconsin Farm Report during the summer of 2012.

Read more about her Internship experiences on our Career Spotlight Blog!

<http://blogs.uww.edu/career/2013/03/19/march-cover-model-winner/>

Like · Comment · Share

11 people like this.

View 1 more comment

Kelsey Jenson thank you 😊  
March 19, 2013 at 2:47pm · Like · 1

Diane Jeglum Schlafli Awesome Job Kelsey Ostby!!! So proud of you!!! 😊