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Print News Story Writing Sample

JCPenney teamed up with the Webster University Career Planning and Development Center on Sunday to put on Webster's first suit-up event. At the event, students got the opportunity to obtain professional attire at a discounted price.

This event took place from 5:00 p.m. to 8:00 p.m. at the JCPenney in West County Mall. The first hour of the event was designated to giving students the opportunity to shop at other stores while the mall was still open. At 6:00 p.m., JCPenney closed off to the general public allowing only participants in the suit-up event to have the store to themselves. The JCPenney photo department was offering discounts on headshots. There were also several stylists and consultants from Webster University, JCPenney and Sephora available throughout the venue.

"We knew that there were specific audiences that could benefit from this kind of event" John Link, Webster University career center director, adjunct professor and one of the head coordinators of this event said. "We wanted to do (the event) before the (career) fair because that would be an opportunity if students did want to update professional wear, they would have that specific discount to do so" Link said.

Webster University students were required to register for the event through Handshake, an online career-based platform for students, in order to attend this event. There was a registration table set up at one of the entrances where they were offering refreshments as well as complimentary Handshake merchandise. Over 40 students of all majors and ages were in attendance to receive in-store discounts up to 60 percent in addition to the 30 percent suit-up coupon. Bus transportation was offered to students who live on campus.

"Making that first impression is so important and if you don't know how to put an outfit together, right away you're not going to be making a great impression" Kimberley Pert, Webster University Interim Head of the Title IX office and stylist for the event said. "It's just so nice that Webster is offering that support and helping to actually guide the students" Pert said.

JCPenney reached out to the Career Planning and Development Center in the Fall of 2018 about coordinating a suit-up event. The Walker School of Business and Technology as well as athletics were asked to become involved as well. JCPenney has done previous events where smaller schools teamed up with other smaller schools in their region, but Webster's career planning and development team decided to keep this event Webster University specific.

"We look for opportunities to support students in their career development and helping them become more professional in their career" Anne Browning, Webster University Director of Academic Program Administrations and one of the coordinators for the suit-up event said.

