

C.A.B.L.E.'s Journey

By Megan Selby

As a senior double major in Communication and Marketing, I can honestly say the most rewarding and applicable experience in my time at Wittenberg has been the C.A.B.L.E. program.



C.A.B.L.E. stands for the Communication and Business Leadership Experience. It is a year long professional development program starting in the spring of your junior year, requires a summer internship, and concludes in the fall of your senior year.

The current group consists of eleven members including Ross Angelo, Korynne Berner, Elena Dumm, Tyler Humble, Maggie Keverline, Ryan Probst, Kenzi Sinclair, Victor Verdier, Jack Wolfe, Madi Wolters, and myself. Each of us brings a different perspective to the table with a variety of majors or minors in Communication and/or Business.

Our C.A.B.L.E. experience has consisted of in-class speakers, site visits, and case studies. From the speakers, we were given advice from CEOs to recent Wittenberg graduates on how to navigate the professional world after college. We participated in exercises such as building a LinkedIn profile, resume workshops, and designing a personal brand for ourselves.

The Spring semester consisted of three one-day site visits to companies in nearby cities. The first was in Springfield where we visited TAC Industries, Springfield SBDC, and Speedway's headquarter. Next we visited Columbus where we started the morning at a coffee shop speaking with an alumni, followed by RCO limited (the headquarters for Ohio Raising Caine's franchises), and Alliance Data. Our last visit of the semester was in Dayton where we visited Dayton Freight, followed by Reynolds and Reynolds, Care Source, and Northwestern Mutual.

Our case study for the spring was centered around finding a solution to keep C.A.B.L.E. alumni more informed on the current happenings of the program. We devised a list of all C.A.B.L.E. alumni and a social media plan to keep them better engaged.

Our Fall semester involved site visits in New York City and case study presentations to JP Morgan, Chase, and Google. We had the opportunity to meet with an alumni working for the New York Yankees, Hearst Magazine, and Vaudville Ventures on the first day in the city. Our evening was spent at the New School where Wittenberg alumni and graduate students critiqued our case study presentation practice. Our next day in the city was when we presented our case studies. We were split into two groups, one to present to JP Morgan and the other to Google. The JP Morgan group presented on the issue of displaced workers and the role of the company, university, and government to engage employees in lifelong learning. The Google group was tasked with creating a marketing plan for Google's client, Marriott. Each visit was hosted by one or more alumni. President Frandsen was present at both presentations to support C.A.B.L.E. as well.

Overall, the experience with C.A.B.L.E. has been incredible. I personally have a clearer understanding of who I am as a professional and what I am looking for in a career. Without the support of Wittenberg alumni, this program would not be possible. The exposure to networking and professional development will directly transfer when I enter the workforce after graduation in May.