Humanities Trek Across Sioux Falls

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HUMANITIES TREK ACROSS SIOUX FALLS

What can you do with that major?" It's a familiar question for those studying in the humanities. English, art, theology, history, theatre, and music majors know they're gaining skills in critical thinking, writing, and public speaking, but such soft skills don't always translate into clear-cut employment choices.

This fall, the Career Development Center staff took eight humanities majors to Sioux Falls, South Dakota, to visit four up-and-coming companies and learn about careers available to students like them.

DocuTAP was the first stop on the trip. "You might think a software development company wouldn't be the place for a history, English, or theatre major, but you'd be pleasantly surprised," said Ashley Huizinga, a senior English major.

Daryl Bruinsma ('15), who studied graphic design and digital media production at Dordt, is a videographer at DocuTAP, where he employs storytelling skills cultivated at Dordt in a technology-rich context.

“We want focused but flexible employees,” said Jarrod Heinz, CFO of DocuTAP. “We’re looking for ideal team players: humble, hungry, and smart.”

Fresh Produce, an ad agency that provides marketing and creative consulting services, is also eager to hire graduates with humanities degrees.

“If you have good ideas and you’re good at articulating them, you belong here,” said one copywriter to the students. Fresh Produce employs copywriters, graphic designers, and marketing strategists, all ideal positions for humanities majors.

Hope Kramer, a senior art major, appreciated seeing practical applications for her major. "It was helpful to hear from like-minded individuals in the field of work I’m interested in," she said.

Stop three was The Bakery, a creative consulting company and open workspace in a converted former bakery. There, students learned about working as freelancers, something many had not considered.

“Entrepreneurship and owning your own business can be risky, but for those looking for independence, it can be the right fit,” said Huizinga.

The final stop on the trip was at Washington Pavilion, a performing arts center. The Pavilion employs hundreds of workers, many of them history, English, fine arts, music, and theatre majors.

While most Dordt humanities students choose a major because they love what they study, most also know that employability matters.

Huizinga, like the others, enjoyed learning that "companies of all shapes, sizes, and backgrounds are on the lookout for ambitious, driven, smart, and connected students of all stripes and majors."

SARAH MOSS ('10)