

If At First You Don't Succeed, Apply Again: Forté's Lessons Over the Years

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I've served as Forte's Vice President of Marketing for two semesters, and now that my term is over, I find myself reflecting on all that I've gained and learned from Forte since joining three years ago. I first heard about Forte during Club Fest in my freshman year. I was enthralled by the opportunity to be part of a community that was dedicated to helping its young members discover their passions and develop their skillsets to make them successful. I eagerly applied to Forte and was excited to speak to two Senior Members during the final round interview. The next day, I was disappointed to not find a congratulations email in my inbox.

When I didn't get accepted to Forte, I felt frustrated, upset, and (most importantly) motivated to do better during the interview process next semester. This is the biggest lesson I've learned from Forte, and I did so before I was an official member: take what you did wrong, fix it, and then be better the next time. When recruiting for Forte opened again, I was ready to complete a thoughtful application, give interview answers that demonstrated my strengths and passions, and change one fundamental component of the recruitment process: my confidence. Being confident in myself, my abilities, and my ideas was key to my success the second time around, and it paid off when I was accepted to Forte during the fall semester of my sophomore year.

The past few semesters when applicants to Forte ask me for recruiting advice or how to stand out in the interview process, I always share the importance of being confident. Even if you have to fake it, no one can tell. Members of Forte frequently share that the single greatest change they underwent since joining the organization is their confidence, and I completely agree with them. Every semester in Forte is an opportunity to grow both personally and professionally.

The New Member education process affords for confidence-building in many ways, one of them being the Current Events Presentation. Marking my first experience giving a long-form presentation in college, it was nerve-racking to stand in front of Forte's upperclassmen with a handful of other New Members and deliver a presentation we had built ourselves. That experience taught me key collaboration and communication skills that I've never learned from my coursework.

Serving on the executive board as Vice President of Marketing the last two semesters was also a significant confidence-builder. I gained exposure to marketing like I never had before, and I had the opportunity to apply the marketing techniques I learned at my internship to a real-world scenario. I built this blog to develop Forte's content marketing efforts, and it helped me grow my marketing skills more than I ever could have imagined while on an executive board at Cornell. Forte has given me this, as well as incredible mentors and friends that made my Cornell experience the one that it is. Three years later, I can say with confidence that Forte helped me discover and develop my passions, and it gave me an invaluable community that I will forever be grateful for.