

East Central University Career Development Center Employment Success Guide!

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Tips for Success

Clothing for an Interview

Warren Davis, Director of Recruiting and Employment for the RadioShack Corporation, believes "attention to detail [with what you wear] at the very least suggests that you want to leave a favorable impression."

Turn Internships into Job Offers

The National Association of Colleges and Employers, found that about 47% of companies in 2004 filled full-time staff positions from their intern pools. Translation: If you play your cards right, you could receive your first job offer without having to send out a single resume.

Career Development Guide

Are you ready for the rest of your life?

When you first decided what you wanted to be when you "grew up", you started to make plans. At first your plans were dreams. Later, your dreams began to take shape as objectives and actions. You went to school. You've learned your craft or profession. And now you are ready to start your career.

Finding a job doesn't just happen. You have to make it happen. How are you going to do it?

This guide has been designed to assist you in preparing for your job search by introducing you to some of the important aspects of career planning.

Know Yourself

The better you are prepared to describe your strengths, skills, and abilities, the better your chances are that you'll make a favorable impression.

Characteristics that describe you and the way you work are extremely important in determining whether or not you'll fit in an organization.

Know the Company

Your knowledge of the prospective employer will contribute to the positive image you want to convey to the interviewers at the organization in which you're interviewing. Search out the organizations website and learn from it!

Know the Job

Learn everything you can about the job you're interviewing for and how your previous experiences qualify you for this position.

Prepare Questions of Your Own

Employers are as interested in your questions as they are of your answers. The interview group will react favorably if you ask intelligent questions about the position and organization.

Get the Big Picture

Walk through the entire interview, from start to finish. See yourself performing with style and professionalism throughout the interview to the bitter end.

Resumes/Portfolios

An effective resume is critical to your employment search for many reasons:

1. It organizes your thinking, and shows how your education and experiences support your job/career objective.
2. It serves as an introduction. A contact, a reference or a job recruiter can forward it to a prospective employer.
3. It is an excellent leave-behind document. It reinforces the impression you made, and it can be shown to others in the organization. Remember that your resume is really a marketing tool. Its purpose is to clearly present:
 - a. Your career objective.
 - b. Your education background; qualifications; and accomplishments that support your objective.
 - c. A brief work history.
4. Additional qualities and characteristics that you bring to the organization.
5. Personal information, but only if it supports the objective or provides interesting background likely to enhance your credibility.
6. Note: Your resume won't get you the job; rather, it should get you in the door.

Types of Resumes:

1. **Reverse Chronological Resumes** list jobs you have had. Your most recent job is listed first, your job before that is listed second, and so on. List the employment dates and job duties for each job. Great if you've had recent job experience at one or more companies, progressed up the career ladder or looking for job advancement.
2. **Functional Resumes** describe your skills, abilities and accomplishments that relate to the job for which you are applying. Employment history is provided in less detail than chronological resumes. If you are a traditional or nontraditional student just graduating with no or very little job/internship experience, a displaced homemaker, a veteran wanting to relate your military training to a civilian job, gaps in your work history, applying for a very different career from your present or recent job, or wanting to emphasize your work skills and accomplishments instead of describing your job duties.

Tips for Preparing a Reverse Chronological Resume:

- List your jobs, starting with your present or most recent job.
- Briefly describe (bullet them) the main duties you performed.
- Emphasize duties that are important for the job for which you are applying.
- Use simple, short, active sentences. (Refer to the list of action verbs, p. 6)

Tips for Preparing a Functional Resume:

- Study the duties for the job for which you are applying. Identify two or three general skills that are important to the job.
- Review your background and experience list prepared previously. Find talents and accomplishments that demonstrate your ability to perform the job skills.
- List your talents and accomplishments under the related job skills.
- Use simple, short, active sentences.

Resume Organization and Content

The following items should be included in your resume:

- 1) Name, Address and Telephone Numbers (consider home and school) and email address.
- 2) Job or Career Objective

The objective should provide a functional description of the position you have targeted. Refer to career area.

Examples: Research and Development in Applied Biology
 Personnel Administration and Labor Policies

Secondly, it should also indicate your areas of major strength.

Examples: Customer Relations, Problem-Solving, and Effective Communication Skills.

- 3) Education Summary/Qualifications
Educational background is stated as follows:
 - ~ University/College - location, dates
 - ~ Degree and major area of concentration
 - ~ Grade point average (if applicable)
 - ~ Honors, awards
 - ~ Key related courses to Objective
- 4) Selected Accomplishments
Projects, term papers, internships, student government, fraternity, sorority, work study programs, athletics, club/society memberships, and any extracurricular activities should be included here.
Describe your achievements wherever possible, showing potential impact on Quality, Quantity, Cost Effectiveness, or Timeliness.
- 5) Work History
Summarize your employment history - summers and part time - during your college years. List most recent first, and include a brief description of duties or responsibilities. Again, describe achievements wherever possible.
- 6) Personal Data.
- 7) Don't get personal. Personal information does not belong on a resume. Don't include information on your marital status, age, race, family or hobbies.

This optional section allows you to include anything else you want the prospective employer to know.

Examples: Languages - Computer and Technology Skills - Memberships - Professional Training

Work Style Characteristics

Before writing your resume, take a look at yourself, and check the qualities that characterize your work style.

Take Initiative	Dedicated
Plan Ahead	Good Humored
Good Communicator	Set Goals Clearly
Motivate Others	Energetic
Responsible	Think Quickly
Positive	Leader
Strategic Sense	Analytical
Persistent	Articulate
Innovative	Well Organized
Contribute Ideas	Resourceful
Meet Challenges	Disciplined
Adaptable	Knowledgeable
Persuasive	Enthusiastic
Imaginative	Decisive
Cooperative	Committed
Ambitious	Risk Taker
Friendly	Learn Quickly
Precise	Creative
Good Business Sense	Team Player

Resume Action Verbs

Achieved	Examined	Prepared
Acted	Explained	Presented
Administered	Facilitated	Processed
Advised	Finalized	Produced
Analyzed	Generated	Projected
Assessed	Handled	Proposed
Assisted	Headed	Provided
Attained	Helped	Qualified
Balanced	Identified	Quantified
Budgeted	Illustrated	Questioned
Calculated	Implemented	Realized
Collected	Improved	Recommended
Compiled	Influenced	Recorded
Completed	Informed	Reduced
Composed	Initiated	Reinforced
Conceptualized	Innovated	Reported
Condensed	Instructed	Represented
Conducted	Integrated	Resolved
Consolidated	Interpreted	Reviewed
Constructed	Introduced	Scheduled
Controlled	Learned	Selected
Converted	Learned	Served
Coordinated	Led	Showed
Corrected	Maintained	Simplified
Created	Managed	Sketched
Decreased	Mapped	Sold
Defined	Marketed	Solved
Demonstrated	Met	Staffed
Designed	Modified	Streamlined
Determined	Monitored	Studied
Developed	Negotiated	Submitted
Directed	Observed	Summarized
Documented	Obtained	Systemized
Drafted	Operated	Tabulated
Edited	Organized	Tested
Eliminated	Participated	Transacted
Ensured	Performed	Updated
Established	Planned	Verified

What Works, What Doesn't!

Make your resume easy to read and well organized, making it easier for employers to zoom in on those areas of most interest.

By providing a permanent address and by indicating how long your current address is valid, it is easier for employers to contact you.

Your objective should be specific, which lets your employer know, at a glance, what area you are interested in. Some employers, however, think including an objective limits you.

Mistakes to Avoid

1. Errors in spelling and punctuation.
2. No objective or summary
3. Focus on responsibilities instead of results
4. Too many big words.
5. Lying
6. No apparent accomplishments
7. Lengthy resume
8. Too little content
9. No contact information
10. Not showing past work experience job duties
11. Spelling mistakes and use of too small of font type
12. No cover letter.

Top Qualities Employers Seek

1. Communication skills (verbal and written)
2. Teamwork skills (works well with others)
3. Strong work ethic
4. Analytical skills
5. Flexibility/adaptability
6. Interpersonal skills (relates well with others)
7. Motivation/Initiative
8. Computer skills
9. Detail-oriented
10. Organizational skills
11. Leadership skills
12. Self-confidence
13. Well-mannered/polite
14. Friendly/outgoing personality
15. Tactfulness
16. Creativity
17. GPA (3.0 or better)
18. Entrepreneurial skills/risk-taker
19. Sense of humor

What College Candidates Lack....

Communication skills not only top employers' list of most-desired skills, but also their list of the skills most lacking in new college graduates. NACE Research: Job Outlook 2006, P. 18

Example of Business Functional Resume

Shirley F. Smith

Email: ssmith@myhouse.com

Current Address

1234 Arch Street, Apt. 9
Somewhere, OK 77707
405.555.2345

Permanent Address

3456 Rock Place
Somewhere, CA 99909
218.555.6789

Objective

To obtain an entry-level position in marketing.

Education

East Central University, Ada, OK
B.S., Business Administration, May 1997

Relevant Courses

Advertising, Semiotics in Advertising, Sales Promotion, Marketing Research, Human Resource Management, Micro- and Macroeconomic Analysis, Financial Accounting, Managerial Accounting, Finance.

Marketing Experience

Marketing Department Intern, General Motors Manufacturing Corporation, Compact Car Division, Oklahoma City, OK, 8/96-12/96. Conducted research on consumer preferences regarding automobiles. Participated in design and implementation of marketing events to promote General Motors cars. Identified and contacted potential sponsors for events.

Marketing Department Intern, XYZ Widgets Company, Detroit, MI, 9/95-12/95. Organized and participated in trade show to highlight small manufacturing company's products. Assisted in coordinating publicity efforts; responsible for media relations with trade press. Trade show resulted in a 5 percent increase in new clients for company, with a 20 percent increase in annual revenues.

Communication Experience

Theater Arts. Five years of experience with various amateur companies; performed in more than 15 productions. Also, participated in set construction, lighting, costuming, and make up.

Residence Hall Secretary, East Central University, 8/93-5/94. Documented and publicized hall events and programs.

Work Experience

Maintenance Assistant. East Central University, 5/94-present. Duties include light construction, painting, plumbing, electrical. Responsible for staff support, new employee orientation.

Sales Associate, Dillard's department store, Oklahoma City, OK, 6/92-7/93. Duties included customer service, sales support. Managed daily cash flow of thousands of dollars.

Skills

Computer knowledge of IBM and MacIntosh systems. Proficient in WordPerfect 6.0, Lotus, and Excel.

Proficient in reading/writing Spanish.

References

Available upon request.

Example of Education Reverse Chronological Resume

Jennifer L. Johnson

14105 North Scott • Anywhere, OK 89765 • Home: 580.555.1586 • Email: jlj@myhouse.com

OBJECTIVE

To obtain an exciting and challenging teaching position in the area of Early Childhood or Elementary Education with this school system.

EDUCATION

EAST CENTRAL UNIVERSITY - ADA, OKLAHOMA
Bachelor of Science in Education, May 2006
Two certificates: Early Childhood Education and Elementary Education
Honors: Dean's Honor Roll - Spring 2006; President's Honor Roll - Spring 2005; Who's Who Among American College and University Students

WORK EXPERIENCE

EAST CENTRAL UNIVERSITY
PLACEMENT AND PERSONNEL OFFICE
Student Secretary, April 2002 to December 2006
Responsibilities: Assisted education majors in opening placement files; maintained personnel files; entered data on computer; and assisted with bi-monthly job opening mailouts.

BYNG PUBLIC SCHOOLS
FRANCIS ELEMENTARY
Substitute Teacher, Fall 2001 and Spring 2002

FIRST NATIONAL BANK OF ADA
TRUST DEPARTMENT
Trust Clerk, August 1993 to April 2002
Responsibilities: Kept record of various trust accounts; and maintained files on students' educational loans.

RELATED EXPERIENCE

EDMOND PUBLIC SCHOOLS
CROSS TIMBERS ELEMENTARY
Field Experience III/ Student Teaching, Spring 2006
Kindergarten - with Mrs. Linda Jones Third Grade - with Mrs. Phyllis Kruz

ADA PUBLIC SCHOOLS - ADA, OKLAHOMA
HAYES ELEMENTARY
Field Experience II, Fall 2005
First Grade - with Ms. Kim Hill

BYNG PUBLIC SCHOOLS - BYNG, OKLAHOMA
FRANCIS ELEMENTARY
Field Experience I, Fall 2004
First Grade - with Mrs. Susan Scroggins

Available Upon Request

Example of Reference Page

Jennifer L. Johnson

14105 North Scott • Anywhere, OK 89765 • Home: 580.555.1586 • Email: jlj@myhouse.com

REFERENCES

Mr. Jack Deer

Assistant Director, Residence Life
East Central University
2420 Nicolet Drive
Ada, OK 74820
580.310.2345
jackdeer@ecok.edu

Ms. Kathy Burger

Director, ECU Bookstore
East Central University
2420 Nicolet Drive
Ada, OK 74820
580.310.7878
kathyburger@ecok.edu

Mr. Drew Smith

Executive Director
Smith Investments
2211 Webster Street
OKC, OK 74301
405.469.5757
drewsmith@smithinvestments.org

Reference Checks

Reference checks are commonly made when you are being actively considered for an offer. List your reference on a separate page from your 1-2 page resume.

Inform your references about the nature of your plans. You should have 3-5 references. Ask permission to use their name. Ask them to write a letter of recommendation or fill out a quick evaluation form (copies in ECU Career Development Center) that you can give to employers. Tell them who may be calling and with regard to what position. Don't be afraid to tell them why you are well suited to that job. This should help them to identify with you and improve the quality of their response.

Letter Writing

When you are job hunting, the form of a good business letter is as important as the content.

1. Use the same paper that you use for your resume if sent out together. They should match. Use professional light colored bond paper with your name and address at the top.
2. Type neatly. Mistakes and misspellings must be perfectly corrected.
3. Always address a letter to a specific person. Use the individual's full name, including middle initial and title. Ensure the name of the person addressed in the letter is spelled correctly and that you have his/her name correct title. No one likes to have his/her name misspelled.
4. Use clear and concise sentences. Be professional, but also conversational.
5. Keep your letter brief, never more than one page. Remember, you are not writing your life story.
6. Keep a copy of each letter as a convenient record of both what you said and your contact's full name, title and address. It will also remind you when your follow-up call is expected.
7. Sell yourself. This is not a license to use "I" at the beginning of every sentence, but you can state in clear and well-defined language what you can do to assist the employer in reaching specific goals. Use active language to engage the reader in wanting to know all about you. Generate excitement!
8. Request an interview and let the employer know that you will follow up at a certain time on a particular date. State that you would like to meet face to face to further discuss the mutual benefits of a potential working relationship.
9. Proofread. Proofread. Proofread!
10. Sign letter with a blue or black ink pen.

Cover Letters

A solid cover letter can make the difference between getting the job and getting nowhere.

Address the Recruiter: Start your letter with the date. Skip two lines and write the recruiter's full name, preceded by Mr. or Ms. Then, list the recruiter's title and the company name and address. If you don't know the recruiter's name, simply list the company name and address.

Say Hello: Two lines below the header, greet the recruiter with "Dear Mr." or "Ms.", followed by his/her last name and a colon. Don't use the first name, even if you've met the recruiter before; it's unprofessional to be immediately informal. If you don't know the recruiter's name, address the letter, "To Whom It May Concern."

Introduce Yourself: State your letter's purpose in the first paragraph. Tell the recruiter which position you're applying for and why it interests you. Briefly list your top qualifications. If you're responding to a job posting, mention where you saw it.

Sell Yourself: The second paragraph is the most important: It's your sell. Summarize your credentials, but don't reiterate your resume. List your most relevant accomplishments from previous jobs, internships or volunteer work. Emphasize your qualifications for the job by highlighting applicable skills. If you're responding to an ad, you have an edge: You already know the job requirements. Make sure you address them.

Flatter Your Reader: The third paragraph should clarify why you want to work at this particular company. Explain why you and the company are a good fit. Show the recruiter that you've done your research. Mention a recent company event or express your interest in an aspect of the company that isn't widely known. Remember, everyone loves flattery, but don't go over the top.

Follow-Up: Your final paragraph should be only a few sentences. Thank the recruiter for reading your letter, then request an interview and provide your phone number. Or, be proactive and state that you'll call in a week to follow-up. Then do it.

Wrap It Up: Two lines below the last paragraph, conclude with "Sincerely,". Three lines below that, type your full name. Don't forget your signature.

Leave a Great Impression: Three lines below the finish, type "Enclosure" (referring to your resume). You'll look professional, detail-oriented and oh-so-savvy.

The Quick List

- Do not send form letters. Tailor each letter to the company, department and, if possible, specific position. The extra effort pays off.
- Recruiters read hundreds of cover letters. Brevity is key. Keep the letter to one page.
- When touting your achievements, be confident but don't exaggerate, brag or lie.
- Read, edit and re-read your letter for typos. Ask a friend to read it, too.

Cover Letter

(Sample)

Date

Name
Address
City, State, Zip

Dear:

First Paragraph. In this paragraph, state the reason for the letter, name the specific position or type of work you are applying for, and indicate from which resource (placement center, newspaper, contact, employment service) you learned of the opening.

Second Paragraph. Indicate why you are interested in the position, the company, its products or services and what you can do for the employer. If you are a recent graduate, explain how your academic background makes you a qualified candidate. Try not to repeat the same information found in the resume.

Third Paragraph. Refer the reader to the enclosed resume or application form, which summarizes your qualifications and experiences; or to your portfolio.

Final Paragraph. In this paragraph, request a personal interview and mention your flexibility as to the time and place. Finally, close your letter with a statement or question which will develop a response. For example, state that you call on a certain date to set up an interview. Or, ask if the company will be recruiting in your area, or if it desires additional information or references.

Sincerely,

John Smith

Basic Cover Letter

If used with an emailed resume, omit top Name, Address, etc., section and also the “enclosure” note at the end of letter

Your Name
Your address
City, State Zip
Your Phone Number and/or E-mail

Date

Contact Name
Human Resources Manager
Company Name
Company Address
City, State Zip

Dear Ms. (Name): (or Dear Human Resources Manager:)

I am writing concerning a (give the job title) position with your organization. I have a particular interest in working for your company and would appreciate being considered as a candidate for employment.

I have (give number) years experience as a (give the job title, titles, or name a relevant broad skill area). I am familiar with (list relevant areas of knowledge). My skill set includes (list relevant skills). I have a (give name of degree or certificate). My strengths are my (name a strength) and my (name another strength). I am hard working and dependable with a variety of skills and common sense.

Enclosed is my resume. I hope it will be helpful in evaluating my qualifications for a position. Please feel free to contact me at your earliest convenience to arrange for an interview. I look forward to meeting with you to discuss your requirements for this employment opportunity.

Thank you for your time and consideration.

Sincerely,

Your Signature

Your Typed Name

Enclosure

Response to AD

Date

Name
Address
City, State, Zip

Dear:

This is in reply to your advertisement for (position) which appeared in the (newspaper) on (date). As the following comparison shows, my experience and background match this position's requirements.

Your requirements

◆

◆

◆

My qualifications

◆

◆

◆

As additional information, enclosed is a copy of my resume. I would like an opportunity to personally discuss the position with you. I'll plan on calling you within the next week to arrange an appointment.

Sincerely,

Following Up

- Send a thank-you note or card immediately following an interview. (Telephone or in person.) Your ulterior motive is for the thank-you note to get to them while their impressions from the interview are still fresh. Also send thank you notes for job leads. Let him or her know that you're still interested in the position, if you are. If you discover during the interview that the job is not a good fit for you, thank the interviewer for his time. Express interest in other positions at that company, if appropriate. Thank you notes should always be done the traditional way-as a card or letter that arrives by post. An e-mail thank-you is usually fine for a job lead or other kinds of help.
- Telephone at the time you arranged in the interview. If you are put off by a receptionist, find out another good time to call.
- Don't call (or e-mail) more than twice a week, unless they ask you to "keep checking back." There is a fine line between persistence (which is good) and annoyance (which is bad.) Always be polite with whoever answers the phone.
- If you're still interested in the company, you may want to stay in contact with the person you met. Send them the occasional holiday card or article about their industry (or a particular interest that person expressed.)

Thank You for the Meeting

Date

Name
Address
City, State, Zip

Dear:

Thank you for taking time from your busy schedule to meet with me regarding my job search. It was a pleasure talking with you about my career goals.

Currently, I am in the process of contacting the individuals you suggested. Thank you for recommending their names and allowing me to use you as a referral. I'll be sure to let you know how these discussions develop.

Sincerely,

Thank You for Invitation to Visit

Date

Name
Address
City, State, Zip

Dear:

Thank you for your letter suggesting a visit at (time) on (date).

Enclosed is a copy of my resume, along with the application for employment.
(If necessary.)

I appreciate the opportunity to visit with you and am very interested to learn more about possible employment opportunities with (name of organization). I look forward to our meeting.

Sincerely,

Thank You for the Interview

Date

Name
Address
City, State, Zip

Dear:

I appreciated the opportunity to talk with you on (date). The information you shared with me about (company name) was extremely helpful, and I am excited about the possibility of applying my education and experience to the position we discussed.

If I can provide you with any additional information, please let me know. I look forward to hearing from you soon.

Sincerely,

Letter of Acceptance

Date

Name
Address
City, State, Zip

Dear:

I am very pleased to accept your offer (state offer) as outlined in your letter of (date). (Include all details of offer - location, starting salary, starting date.)

(Mention enclosures - application, resume, employee forms, or other information - any related commentary.)

I look forward to meeting the challenges of the position. Thank you.

Sincerely,

Application for Employment

The first thing you will need to do is complete an application for employment. Ok, so you already knew that, right? But did you know that the appearance, truthfulness and presentation of an application can all be important deciding factors in the hiring game? So many clues are revealed by this one piece of paper. The application can demonstrate attention to detail and ability to follow directions. It can reveal a person's willingness to learn and also what level of importance they place in finding a job. There are several factors that can make or break your employment application, the trick is to know and use them to your advantage.

Three key points to consider when filling out your application are:

1. Information. If you are filling out the application at the job site, make sure that you bring along all the relevant information you need to complete all the questions. Addresses, phone numbers, references, etc. need to be correct and complete, in order to demonstrate that you actually care about getting the job. Incomplete references and unknown information will only give the appearance of laziness and lack of interest.
2. Honesty. Do everyone a favor and refrain from lying on your application. Information Can be checked out and if you have fibbed about anything, it will only count against you and will usually place your application right on top of the trash can. If you know how to perform certain tasks, say so; however, if you don't, you're only causing inconvenience to the company who might hire you on the basis of such false information.
3. Legibility. One of the most annoying things an employer has to face is an unreadable application! Along with correct spelling and grammar, be sure to use an ink pen (not marker) in either black or blue. Employers usually aren't too impressed with multi-colored applications. Make sure to PRINT your information, as handwriting can sometimes be too difficult to decipher, and can put your application at the bottom of the pile.

Ok, so you've got these points covered. Now what? You need to consider what you are really looking for in a job. If you're there because of a classified ad, make sure that you've read the ad and can offer this company what they're seeking. If possible, call ahead and find out what the job's hours are, what the pay is, and if they provide any training for those who don't have experience. Why waste time, gas and money applying for a job that isn't what you want or need? Don't state on your application that you can work weekends or nights or even overtime, if, in fact, you cannot. If you get the job based on your availability and then tell your new employer that you cannot work the hours indicated, you'll be out looking for a new job again, very shortly. Completing the employment application is only $\frac{3}{4}$ of the battle.

To win the war, so to speak, you need to make YOUR appearance stand out, as well! When you visit a perspective employer, make sure to put your best "self" forward. Dress appropriately, even for those jobs that might seem less important. If you show up in your everyday jeans and t-shirt, hair dyed day-glo purple and nose, eyebrow and tongue piercings on display, you're, more than likely, NOT going to make that all-important great first impression. Take a shower, put on some good clothes, and show them that you care about how you present yourself! When you've completed your application, if at all possible return it to the person in charge of hiring. Inquire about an interview at that point and ask if you may call to check up within the next few days. Let them know that you are definitely interested in this position.

Getting a job is about presentation. How you present yourself and your application can make all the difference! Follow these suggestions and you can get your foot in the door of a great future!

Internships "Pay" in Multiple Ways

College students who participate in an internship program can expect to reap multiple benefits from the experience—including a shot at a full-time job, according to a new study conducted by the National Association of Colleges and Employers (NACE).

Employers responding to NACE's 2007 *Recruiting Benchmarks Survey* reported that they offered full-time jobs to nearly two out of three of their interns. More than 70 percent of those offers were accepted; nearly half of the interns came on board as full-time hires. Overall, employers reported that nearly 31 percent of all their new college graduate hires from the "Class of 2006" came from their own internship program.

"Employers see their internship programs as an effective way of identifying and connecting with talent," says Marilyn Mackes, NACE executive director. "These programs are a way for the employer and the intern to test each other to see if there is a good match."

Even if the internship doesn't result in a job offer, chances are good that the experience will enhance the student's chances of securing employment elsewhere. Although respondents reported that nearly 31 percent of their new college hires came from their own internship program, they also reported that 62 percent had internship experience.

"Employers prize relevant work experience even if the student served an internship with another organization," says Mackes.

Besides a potential job offer, internships can pay in other ways—including actual compensation.

Among employers who pay their interns, the average hourly wage to an intern at the bachelor's degree level was \$15.99. By field, those studying the engineering disciplines averaged the highest pay—\$17.12 per hour.

The best way to find an employer with an internship?

"In most cases, college students don't have to go further than their own college campus to find employers with internships," said Mackes. "Employers reported that on-campus recruiting, career fairs, and faculty contacts were their most effective methods for finding interns. Students can start by checking with their campus career center for information about employers seeking interns."

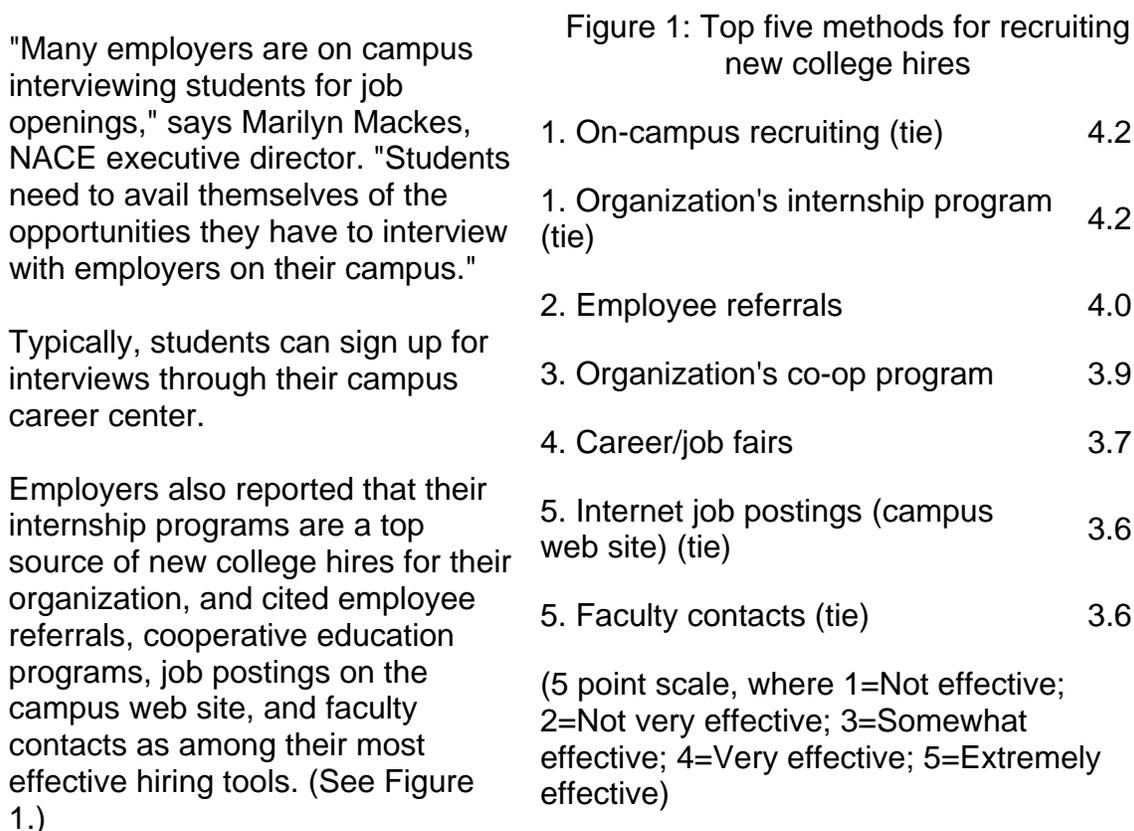
Externships

An externship is a chance for you to get an insider's view of a career field by shadowing Cal alumni in their workplaces for a day to a week during Winter Break. You can find out what it's like to be a public defender, TV producer, doctor, architect, engineer, teacher, CEO, social worker, writer, scientist, consultant, attorney, IT analyst, professor, youth center director, financial advisor, etc. Observe the day-to-day activities of your Cal alumni sponsor, discuss specific jobs and careers with alumni and their colleagues, and sometimes obtain limited hands-on experience.

New College Grads Can Find Employers Right on Campus

Many new college graduates can find their "heart's desire"—a job when they graduate—right in their "own backyards"—their college campus, according to a report published by the National Association of Colleges and Employers (NACE).

Employers responding to NACE's *Job Outlook 2007* survey named on-campus interviewing as most effective in helping them identify and hire new college graduate employees.



With the exception of employee referrals, these hiring methods also are connected directly to the college campus.

"Most campuses offer students and soon-to-be graduates a variety of tools to help them launch their job searches—from on-campus interviews, to job postings, to assistance in finding an internship," says Mackes. "To get started, students can visit their campus career center or check out their career center's web site to review what's available."

Leadership Skills Give Job Candidate Edge, Employers Say

Leadership makes a difference, according to a new report from the National Association of Colleges and Employers (NACE).

Employers responding to NACE's *Job Outlook 2007* survey said that the job candidate who has held leadership positions has the edge over those that have no such record.

"When employers are considering two equally qualified new college graduates for a position, what influences their decision about which candidate to choose? In our survey, employers reported that the candidate's having held a leadership position would influence the decision very much," says Marilyn Mackes, NACE executive director.

Results showed that only the candidate's major was as influential on the decision as leadership. (See Figure 1.)

Figure 1: Employers rate the influence of attributes of equal candidates

	Attributes	Rating
	Has held leadership position	4.0
"Other studies we've conducted show that organizations target new college graduates for job openings because it gives organizations the opportunity to mold their future leaders," notes Mackes. "This study bears out the importance of leadership skills."	Major	4.0
	High GPA (3.0 or above)	3.7
Nearly three-quarters of the employers responding to the survey also expressed a preference for hiring candidates with relevant work experience.	Has been involved in extracurricular activities (clubs, sports, student government, etc.)	3.7
	Has done volunteer work	3.2
	School attended	3.0
"For new college graduates, that relevant work experience typically comes from participating in an internship or cooperative education program," says Mackes.	(5 point scale, where 1=No influence at all; 2=Not much influence; 3=Somewhat of an influence; 4=Very much influence; 5=Extreme influence)	

Less than 5 percent of respondents reported that work experience isn't typically a factor in their decision to hire a new college graduate.

Clean It All Up

E-Mail, Phone Messages and More

- Get an e-mail account. You can use a free service if you'd like, but it's better to have a conservative e-mail name that's not too cute or provocative. You wouldn't want to have "hotbabe4u@yahoo.com" on your résumé.
- Answer all e-mails promptly. Recruiters and companies using automated means to find candidates often judge a candidate's responsiveness as a qualifying factor for a job.
- Fill out online forms in the format the company asks for.
- Make your phone (home and cell) message professional and short. Bad language, long music or stupid humor can cost you a job opportunity.
- Answer your phone professionally during the job hunt in case an employer or interview screening committee member is calling you.
- Ensure that you have anti-virus software installed and working properly. Sending an infected e-mail or document to a prospective employer is not a great way to make a good impression.

Networking

Networking is being active. Networking is:

- Sharing of knowledge and contacts
- Getting the help you need when you need it from those from whom you need it
- Getting more done with less effort
- Building relationships before you need them

Your contacts are invaluable in the job search because they can link you up to new people and organizations.

Networking falls into two categories:

1. **Strategic.** This is planned. There is a special person that you want to meet for a specific reason. You ask people who know both parties for an introduction.
2. **Serendipity.** This is an unplanned or chance encounter that leads to a mutually beneficial relationship.

Using this list of sources map out your network, identify all the people you can possibly think of. Do not leave anyone out - you never know who they know!

1. Friends, colleagues and associates (include family friendships and acquaintances)
2. Relatives and neighbors
3. Professors and teacher
4. Club members
5. Alumni
6. Past employers and co-workers
7. Professionals: doctors, lawyers, bankers, and real estate agents
8. Members of professional organizations, co-participants in seminars
9. People with whom you have worked in community, school or church
10. People you know through the activities of your friends or family.
11. People who normally take an interest in problem solving: politicians, public officials, business and community leaders, event sponsors, fund raisers.
12. Owners of small business, especially those with whom you do business.
13. People with the same sports and interests

As you identify your network, organize it. As your life changes, so will your networking inventory.

Start with one network and do a complete inventory including:

- Name of each person
- What do you know about each person?
- What does each person know about you?
- Whom are you comfortable calling? Why?
- Whom would you not call? Why?
- Every so often, stop and take a look at who is in your network

Tip: Create your own business card to hand out in networking opportunities.

Summary: Inventory and organize your network. Take good care of it.

One in 10 Employers Will Use Social Networking Sites to Review Job Candidate Information

Warning to the college Class of 2007, 08, 09: If you've got a profile on a social networking site such as MySpace or Facebook, be prepared for potential employers to view it, according to a new study conducted by the National Association of Colleges and Employers (NACE).

More than one in 10 employers (11.1 percent) responding to NACE's recent *Job Outlook 2007 Fall Preview* survey reported plans to review profiles on social networking when considering candidates for jobs.

Moreover, profile information may have at least some effect on an employer's hiring decisions:

More than 60 percent of employers who review social networking sites said the information gleaned there has at least some influence on their hiring decisions.

"These results confirm that students need to be thoughtful about the information they post on social networking sites," says Marilyn Mackes, NACE executive director. "Although nearly half of respondents said they don't intend to look at information posted on social networking sites, more than 10 percent do, and more than 40 percent are undecided about whether or not to use this practice."

The *Job Outlook 2007 Fall Preview* study also found that employers expect to increase the number of new college graduates they hire in 2006-07 by more than 17 percent. "The good news for the upcoming graduating class is that the job market looks good," says Mackes. "However, that's no guarantee that finding a job will be easy. Students need to put their best foot forward with potential employers; that includes making sure that any online information they have made public casts them in a positive light."

Career Fairs

Career fairs at university and industry gatherings often have booths where perspective employers conduct informal discussions and generate leads for later follow-up. Dress as if for an interview, carry a few résumés in a briefcase, but don't give them out unless asked. This is a more appropriate place for informal conversation and a good place to use business cards.

- Have a 20-second "sound byte" that explains the basics of what your qualifications are and the type of position you're looking for. Practice this until it rolls off your tongue. Use this "sound byte," or a version of it, when you're introduced or when you introduce yourself.
- Don't launch into 10-minute monologues about your history or accomplishments. Remember that the purpose of a career fair is just to generate leads. The person you're speaking with is probably not the final hiring decision point.
- When someone hands you a business card, don't just shove it into your pocket. Take some interest in it. Memorize the person's name, ask them a question about their company or position, and then put it away carefully. Treating a business card with respect communicates respect and appreciation of the person who gave it to you.
- Give them YOUR business card.
- Don't interrupt employer representatives who are conversing with others. Make a note of the booth and come back later.
- When approaching a group of people conversing, make eye contact with the person currently speaking, and wait for them to finish before coming up and introducing yourself.

Telephone Skills

Good letters establish effective communication and build relationships. Telephone calls can do the same and sometimes more quickly. Good telephone technique, however, is a skill learned through preparation and practice.

There are six key steps to planning your phone call:

1. Make a list of people you intend to call.
2. Establish in your own mind the purpose of your phone call:

To introduce yourself and then send an appropriate follow-up letter:

- To follow up on a letter previously sent
- To set up a meeting
- To request information
- To give information
- To give an update
- To keep in touch

3. Prepare an opening statement. It would be a mistake to simply pick up the phone, dial and start saying the first thing that comes to your mind. An effective opening statement should:

- Identify yourself
- Establish rapport
- State the purpose of your call

An opening statement is most effective when you can mention the name of a mutual acquaintance with whom has referred you, and tell briefly why a referral was made.

4. Prepare interest creating comments about yourself that will focus attention on why you are calling.
5. Prepare questions that will enable you to obtain information.
6. Before hanging up, confirm the next steps to be taken - for example, the date, time and place of the meeting you've just set up. Express thanks for the time and help given.

Summary: Proper follow-up can lead to a successful long-term business relationship. Improper follow-up will guarantee that your efforts now and in the future will likely be wasted.

Interview Day

Tips for Success:

- Freshly bathed, use deodorant and mouthwash, brush teeth, clean fingernails, cleaned shaven
- Comb hair
- Wear a freshly laundered clothes with neatly polished shoes.
- Not too much perfume/cologne
- Cover up tattoos, no pierced jewelry that can be seen.
- Ladies no more than five pieces of jewelry.
- Don't wear a watch if you will look down at it throughout the interview.
- Look at a mirror for a final look before leaving for the interview.
- Arrive 10-15 minutes early
- Use a firm handshake
- Smile!

- Remember the interviewer's name
- Don't chew gum. Don't smoke
- Wait for the interviewer to sit down or offer you a chair before you sit.
- Maintain good eye contact with the interviewer(s).
- Remember you are selling yourself. Be enthusiastic.
- Retain the interviewer's attention by varying the tempo of your speech and the tone of voice.
- Focus on the positive aspects of your previous jobs/internships/classes.
- Do not belittle yourself or any of your previous employers.
- Remember your goal is to strike a good feeling in the interviewer about you.
- You must control the content of the interview.

Interviewing Etiquette

Manners open doors that power, position, and money cannot. Learning the "rules" of business etiquette is easy; they are 80% common sense and 20% kindness.

~~Dana Casperson, Author of Power Etiquette

- Know yourself and review your accomplishments, so that when the occasion presents itself you can discuss your areas of strength with specific examples. Be prepared to give further descriptions or additional examples beyond the points made in your resume.
- Dress appropriately, neatly and conservatively. Plan to be on time or slightly early so you will be relaxed.
- Be polite and personable, to everyone you encounter. People hire people they like.
- When you are with the person you came to see, let him or her indicate where you should sit, and avoid leaning or placing anything on his or her desk. Ask for business cards, if possible (in order to get the correct spelling, title, telephone number).
- Concentrate on identifying the interviewer's needs and problems. Your experiences, results and ability to overcome problems, are indicators of your worth.
- Demonstrate enthusiasm, interest and confidence.
- Project optimism, but don't over promise. You will do your very best, and your record speaks for your abilities.
- Take the positive view of things. Modesty can be seen as weakness.
- Avoid premature salary discussions. Try not to take money until your value has been established and understood. And do not seem concerned primarily with salary and benefits for yourself; these will be negotiated at an appropriate time.
- Be an interested listener and observer.
- Concentrate on the idea of making a contribution in a team environment. Competence alone is not always enough; you must be seen as a person who will be productive in a compatible way.
- Above all, be yourself.

Dining Etiquette

Many "getting to know you" encounters take place over a meal. Sharing a meal is a time-honored tradition of hospitality, and a great way to get to know a person. Whether this is your first encounter with the prospective employer, recruiter, or other contact, having good table manners is imperative.

- Remember that eating is your secondary objective. Making a good impression on your dining partners is your primary objective. Concentrate more on the conversation than the food.
- Your water/beverages are on the right, bread is on your left
- Don't "reach" - ask for items to be passed.
- Don't smoke or drink alcohol, unless EVERYONE else at the table is doing so. Even then, practice extreme moderation.
- Utensils, once used, should never again touch the table. Rest them on a saucer or plate.

Sample Interview Questions

The purpose of a job interview is for you to get to know each other and find out whether there's a good fit of skills, experience and attitude.

Skilled interviewers look for indications of character, drive and competence that may help them size up a person quickly. By asking a few questions, a good interviewer can gain a clear sense of whether or not you are a suitable candidate for the organization.

Some questions you can expect:

1. Tell me about yourself.
2. What is your greatest strength? Your greatest weakness?
3. What did you like most about your major? What did you dislike?
4. Describe your ideal job?
5. What five adjectives describe you best?
6. What interests you most about this position?
7. When did you choose your college major?
8. What courses did you like best? Least? Why?
9. What do you know about this position?
10. Which of your college years was the most difficult?
11. In what school activities did you participate?
12. What percentage of your college expenses did you earn? How?
13. Do you think that grades should be considered by employers?
14. Tell me about your work experience.
15. What motivates you to do your best work?
16. Why should we consider you for this position?
17. What contributions do you see yourself making to our company?
18. What do you know about our organization?
19. What are the two most important things you look for in a job?
20. How soon can you start?

Remember: The purpose of the interview is to see if you fit in the organization.

The questions you ask regarding a position tell as much about your attitude as the answers you give to the interviewer's questions. By asking the right questions, you emphasize your desire to understand the organization's expectations, and to be reasonably sure you will find the work challenging and appropriate to your strengths.

Some questions to ask:

1. What are the main responsibilities of the position?
2. What are the main problem areas that need attention in this position?
3. What objectives would I be expected to meet or surpass? What can this position lead to? How would I best learn the policies and procedures that will enable me to function effectively?
4. What are you looking for in the successful candidate? What capabilities do you feel are most important?
5. What is a typical day in this job?
6. What are the benefits (e.g., health, life, and dental insurance)?
7. Will there be opportunities for further training?
8. Who will be my immediate supervisor?

Job Offer/Salary

At any stage in the interview process, you may be asked to discuss your expected salary. While this is a necessary and critical piece in the process, try to avoid a specific response. Don't bring up salary before the employer does. Once you have disclosed a figure, you can be vulnerable. You may seem too high or too low; too expensive or under qualified.

If salary is raised before you know what position is being discussed, you can ask to postpone salary issues until you have a clearer and more complete picture of the position and its responsibilities. Research the average salary for the position you're seeking for that region in the occupational outlook handbook or OKCIS.

Here are some thoughts regarding salary questions:

1. "How much are you making now?"
2. "I would prefer to discuss all aspects of a possible position before looking at salary issues."
3. "May we come back to that when you have a better picture of what I have to offer?"
4. "How much do you think you are worth?"
5. "I am looking for the maximum, fair compensation for the responsibilities involved."
6. "What is the salary range of this position?"

If salary is raised midway through an interview and all is going well, you can ask, "Is this a job offer?" Proceed then to discuss responsibilities and your potential contribution to the organization.

Do be aware of your strengths and achievements. And so be sure to demonstrate the value you'll bring to the employer.

If salary is raised after you know the nature of the position, ask the interviewer what range he or she has in mind. Indicate that you are flexible and that you believe that the organization is going to treat you fairly. Look at the entire compensation package.

When you decide to accept a job verbally, you should ask for a letter confirming the terms. This is particularly advisable if your negotiated situation is an exception to normal corporate or company procedures. In response, write a letter of acceptance, filling in any additional understandings you believe were reached. Your letter confirms a starting date and, if all is satisfactory to the employer, closes the transaction.

Career Development Office

Contact Information

Mission Statement

The Career Development Center enables East Central University students and alumni identify, develop and realize their career goals to be self-sustaining in today's society.

Todd Essary, Coordinator, Career Development Center

Location: 108 McBride

Office Hours: 8:00 a.m. – 5:00 p.m. Monday through Friday

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Website: www.ecok.edu.hireecugrads

Services Include:

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- Internship/Externship Contacts
- Student Resource Room
- Mock Interviews
- Job Postings
- Interview Skills
- Special Speakers
- Career Resource Room
- Online and Walkup Career Advising
- Online Job Center
- Creating Job File
- Professional Testing Guides
- Graduate School Information
- Class Presentations