



CAREER GUIDE

CONNECT 2 CAREERS

APPLYING FOR JOBS AND INTERNSHIPS THROUGH CONNECT 2 CAREERS

Connect 2 Careers is a system that allows current students and alumni access to internships, full-time positions, interview schedules, employer presentations, and events. Logging into the system is easy and can be done through your Saluki Net welcome page.

Update Your Profile (this must be done before accessing the other features of the system): Move your mouse to the left hand side of the screen where the grey bar is in order to make **'Profile'** pop up. Click the **'Personal'** tab. Modify your **Personal, Academic, and Privacy** preferences by cycling through each respective tab, making sure to click **'Save Changes'** at the bottom or top of each screen.

Upload Your Resume: Move your mouse to the left hand side of the screen where the grey bar is in order to make **'Documents'** pop up. Click the **'Approved'** tab and then in the middle of the page click **'Add New'** button. Enter Label (e.g. nonprofit resume). Select **'Document Type'**. **'Choose File'**. Decide if you'd like to share your resume with employers in Symplicity's Global Talent Search by selecting **'yes'** or **'no'**. Click **'Submit'**. Once your resume is reviewed and approved for use in the system we will send you an e-mail.

Search For Jobs/Internships: Move your mouse to the left hand side of the screen where the grey bar is in order to make **'Jobs'** pop up. Click the **'Jobs'** tab. Click on the star on the right hand side of a job to save to **My Favorites** tab. To Filter Job Listing- Use **Search** or **Advanced Search**.

Search for Employers: Move your mouse to the left hand side of the screen where the grey bar is in order to make **'Employers'** pop up. Click the **'Employer Directory'** tab. Use keyword or alphabet search. Click the star next to an employer to save them to your **Favorite Employers** tab

❖ **Tip:** To look for a more specific employer use the **'More Filters'** tab.

Inspiring Lives Transforming Business
Southern Illinois University Carbondale

TABLE OF CONTENTS

Tools for your Career Search 2

Networking Skills..... 3

Researching Employers..... 4

Your Resume 5

Chronological Resume Model 7

Chronological Resume Sample 8

Poor Resume Sample..... 9

Effective Resume Sample..... 10

Electronic and Scannable Resumes 12

Scannable Resume Sample..... 13

Video Resumes..... 14

Cover Letters..... 15

Cover Letter Model..... 16

Cover Letter Sample..... 17

Thank You Letter Model..... 18

Thank You Letter Sample 19

How to Conduct an Online Job Search..... 20

Interview Preparation 21

Business Etiquette 24

Career Fairs 25

Evaluating Job Offers 26

Employment Offers..... 27

From College to Career 28

TOOLS FOR YOUR CAREER SEARCH

Planning a career direction and finding the position you want is a full-time job in itself and requires a personal commitment of time and energy. The sheer number of options and amount of information available to you can be quite overwhelming. However, your job will be much easier if you map out a plan of action and carefully track your efforts. Your first step is to realize that you are going to be selling a product-you! You must figure out how best to market your product, and that involves a careful and thorough assessment of yourself and what you can bring to a future employer

Networking Skills

Networking is gathering information from and making contact through the people you already know. Learn how networking can help you with your career search.

Researching Employers

Your task in the career search is to find the most suitable position for yourself. This section will show you how to use your research and investigative skills to discover job openings and prepare for an interview.

Your Resume

A resume is a critical tool in your job search. It is a summary of your qualifications and experience used to elicit further interest from a prospective employer. This section contains guidelines on constructing a resume that will get you noticed.

Video Resumes

Properly preparing a video resume can be a helpful job search tool. This section highlights tips to prepare and promote your video resume.

Cover Letters

Letter-writing skills are essential to your job search. Excellent cover and thank you letters often make a difference in whether or not you are considered for a position. See this section for tips on writing winning letters.

Conducting an Online Job Search

Using the Internet is an excellent tool for finding a job, but it can seem overwhelming and you may wonder, "Where do I begin?" This section includes tips to help you get started and help you get the most from your online job search.

Interview Preparation

For most fields, without an interview you will not get a job. It is in this stage of your job search that you convince an employer to hire you. This section shows you how to make the best possible impression during an interview.

Career Fairs

Attending career fairs can be extremely beneficial to your career search. This section gives you tips on preparing for a career fair, what to expect during the career fair, and how to follow up with employers afterwards.

Evaluating Job Offers

This section outlines the factors you will want to consider when determining whether or not you will accept a position.

From College to Career

This section gives tips that can help you to excel in the workplace.

NETWORKING SKILLS

Recruiting experts agree that a very small percentage of jobs are found by combing through classified sections of newspapers. In fact, around 80 percent of jobs are found through networking.



What is Networking?

Networking is simply gathering information from and making contacts through the people you already know. How do you start establishing a network? After you have professional objectives in mind, begin talking to people you know such as:

- Friends and family
- Classmates and professors
- Former employers
- Colleagues from professional, community, and religious groups
- Former teachers and faculty from schools you have attended

The key to creating a network is to obtain the names of at least two additional contacts each time you talk to someone. The types of questions you should ask when obtaining further contacts are:

- What organizations should I investigate?
- Do you know anyone who works in or is associated with my field of interest?
- May I mention your name when contacting other people or organizations?

Develop a Tracking System

Develop a method of keeping track of each conversation, phone call, letter, interview, follow-up and promise. Without a good organizational system, you could become confused.

Be Professional

As you begin to make professional contacts, make sure you dress and act the part. Conduct yourself in a manner that will convince your professional contacts that you can do the job. This will also help you obtain other referrals much more easily.

Return the Favor

Networking is a give-and-take proposition. Send thank you letters after each meeting or helpful phone conversation. Keep in touch with members of your network and give back to it whenever possible.

Informational Interviews

You can collect information on your chosen field via informational interviewing. Informational interviewing is simply asking questions of different members of your network. Remember to ask for the names of at least two more contacts during and informational interview.

Questions you may want to ask during an informational interview are:

- What aspect of your job was the biggest challenge when you first started?
- What qualifications do you seek of new employees?
- What are the things you like or dislike about your job?
- If you could start over again in this field, what would you do differently?
- Should I have a particular certification or achieve a higher-level degree in order to advance in this field?
- What classes and activities in college best helped prepare you to enter this field?
- How can I make myself a more desirable job candidate?
- What kinds of job titles would I probably have in this field?
- What life experiences have most helped you acquire and develop knowledge of this field?
- Are there any professional groups you would recommend I join?
- How do you see this industry changing in the future?
- Who else should I contact within the field?

RESEARCHING EMPLOYERS

The process of researching an employer is an essential part of the job search process yet it often goes overlooked. Many job seekers take a “ready, fire, aim” approach without doing any homework first. They simply apply to as many positions as possible regardless of whether or not they are qualified for a position or whether or not they even want the position. Using this tactic is not an effective way to conduct a job search and usually results in a big was of time-especially now when the job market is so tight. Keep in mind that you are competing for the same positions as many others, so before you blast off your resume without any thought, take the time to do some research first. It will pay off in the long run.

Why is researching an employer so important?

- Helps you identify organizations that match up with your career goals. In addition, you never know what you may find while you are conducting research. You may discover employers that are hiring that do not utilize traditional methods of advertising available positions.
- Helps you target your resume and cover letter to the position you are applying for which increases your chances of getting an interview.
- Helps you sell yourself as a viable candidate. The more you know about an employer, the better your chances are of being able to communicate how your skills and abilities match up with the employer’s needs.
- Employers are looking for candidates that show a genuine interest in their company. Communicating to an employer that you know something about their company shows you are enthusiastic and interested.
- Helps you answer the commonly asked question, “Why do you want to work for our company?” If you don’t know anything about the company you are interviewing with, how will you be able to answer this question?
- Helps build confidence during an interview. Knowledge is power so the more you know about an employer prior to an interview the more confident you will be in an interview situation.

What do I need to look for when conducting research on an employer?

- Name, age and location(s)
- Product lines and/or services
- Parent company and/or subsidiaries
- General financial picture of organization such as recent mergers, acquisitions, stock picture, etc.
- Recent events related to the company that have been “in the news”

REMEMBER - it’s your job to demonstrate to an employer why you are the right candidate for a position, not the employer’s job to try and figure out how you fit within their organization. Effectively researching the employer can help you determine how your skills, attributes and strengths can be an asset to the employer.

- Major competitors and positioning in the market
- Company history
- Company mission statement
- Career opportunities
- Application procedures/deadline for application

Where do I find information about employers?

Below are just a few resources for finding the information you need. Consult your Career Services Office for additional resources.

1. Internet Resources

- **The Employer’s Website** is typically a great place to find general information about a company as well as career opportunities. Many times an employer’s website has a special section devoted solely to career opportunities.
- **Job Search Assistance Websites** such as HBCUcareers.com contain valuable information about employers and also provide you with an option to post your resume online, search through available job opportunities, and link to the employer’s website.
- **Industry Websites.** It is helpful to have an overall “big picture” view of the field or industry you are interested in. For instance, if you are interested in Pharmaceutical Sales, you may wish to do some general research on the industry to find out the average entry-level salary, employment outlook, required training, trends, etc. Below are some websites that may be helpful:
 - » Occupational Outlook Handbook from the Bureau of Labor Statistics: www.bls.gov/ooh
 - » U.S. Department of Labor’s CareerOneStop: www.careeronestop.org
 - » Salary.com

YOUR RESUME

A resume is one of the most important elements of your job search, and will need to be updated periodically throughout your career as you gain new skills and experience. Your resume will serve as the first impression potential employers will have of you. Employers spend an average of less than 60 seconds reviewing any resume. For these reasons, it is essential for your resume to project a clear and concise picture of your skills, professional qualities, achievements, and goals

The tips below will help you begin constructing your resume. They are meant solely as guidelines, and you should always check with your career services office and follow their recommendations.

Stand Out

Be cautious if you choose to use a resume wizard or template; they tend to generate resumes that all look alike. Individualize your resume, but be sure not to overdo it. You want your resume to be distinctive, but always remain streamlined and conservative for easy readability.

Structure of Your Resume

The overall structure you choose for your resume will depend on what suits your employment history and experiences best. The following are the most widely recognized resume formats:

Chronological

This is the most common resume format, and probably the easiest to prepare. The chronological resume emphasizes employment and/or experience history, listing these elements in reverse chronological order. (In other words, your most recent experience is listed first.) This format is especially useful for new graduates or those with limited work experience.

Functional (Skill-Based)

The functional resume emphasizes skills and attributes that can be applied to a variety of employment situations. Your skills are broken down into categories that quickly communicate to employers what you can do for them. This format is useful for candidates without direct employment related experience, or for those who wish to work in fields unrelated to their academic background.

Combination

For many candidates, a combination of elements from the chronological and functional resume formats works best.

Targeted

Some candidates prefer to focus on specific job “targets” and tailor a different resume for each target. With this format, your skills can be redirected with each resume to hit each target most effectively.

Elements of the Resume

Contact Information

List your name, address, telephone number(s), and e-mail address. Make sure your e-mail address sounds professional or neutral. If necessary, set up an alternate screen name to use for business contacts exclusively. Above all, make sure that any potential employer can easily contact you! Other personal information such as religion, age, marital status, etc. should not be included.

Objective/Summary of Qualifications

There are differing viewpoints as to whether an objective will help or hurt your chances in the job market. ***The College of Business recommends that you use an objective when you are writing your resume.*** If you decide to use an objective, state the type of position you are seeking. Also, consider including in your objective how you will benefit the employer-not what you are seeking from the employer. An alternative to

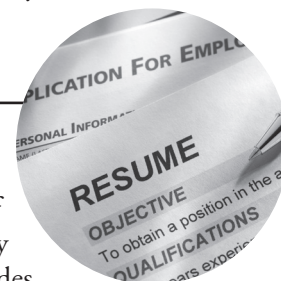
an objective is a summary of qualifications. The summary of qualifications simply includes skills/traits that you can bring to an employer.

Educational Background

List names and locations of educational institutions attended, degree(s) awarded with completion dates, majors and minors, and anticipated or actual dates of graduation.

Employment History

List employment experience in reverse chronological order, including any summer/part-time jobs and internships. Use action words to describe your achievements, and be sure to indicate when and how increases of responsibility occurred.



YOUR RESUME

Action Words

The following list of words is useful when describing your accomplishments. These words represent skill areas that you may have that would be beneficial to a prospective employer.

References

You can list references as the final major category of the resume or as an attachment page. Check with your career services office for their recommendations.

Optional Items

If any of these items are related to your objective and can help sell you as a job candidate, you may want to consider including them:

- G.P.A. (if 3.0 or above) or major G.P.A.
- Academic awards, honors, or scholarships
- Special projects/research
- Personal skills/computer skills
- Extracurricular activities/community service
- Leadership

ACTION WORDS

accomplished
accelerated
achieved
adapted
administered
analyzed
appraised
assisted
budgeted
built
calculated
charted
compiled

composed
conducted
consolidated
controlled
created
delegated
delivered
demonstrated
developed
diagnosed
directed
discovered
distributed

earned
edited
eliminated
established
evaluated
examined
exhibited
expanded
expedited
explained
facilitated
formulated
generated

handled
implemented
improved
increased
initiated
instituted
launched
maintained
managed
mastered
mediated
motivated
negotiated

observed
obtained
operated
organized
participated
performed
planned
presented
processed
produced
programmed
proposed
recommended

recruited
reduced
reinforced
researched
reviewed
scheduled
supervised
strengthened
translated
updated
wrote

Editing Your Resume

Length

Ideally, your resume should be one page. You should make certain all pertinent information is included. If your resume requires more than one page, label the second page with your name and the page number.

Appearance

The body of the resume should be an eleven or twelve point standard font of no color other than black. Fonts such as Arial, Helvetica, or Times New Roman are always a safe bet when constructing a resume that has a professional appearance. Spacing

and size of the page are key elements to ensure optimum readability. Print your resume on quality 8½" x 11" paper in white or conservative colors.

Accuracy

Proofread carefully for spelling and grammar and ask someone else to proofread your resume. Accuracy is essential; nothing stands out like spelling or grammatical errors!



CHRONOLOGICAL RESUME

MODEL

Your Name
Your Address
City, State, Zip
Area Code/Phone Number
E-mail Address

Objective A position as/a position in the field of...

Education **Name of University**, City, State
Degree(s) received, Major(s), Minor(s), Date degree(s) received,
GPA (if it is a 3.0 or higher)

**Skills/
Attributes** ■ List of acquired skills that supports your objective

**Employment
Experience** **Most Recent Job Title** Dates Employed
Name of Employer, City, State
■ What you did, duties performed, responsibilities, accomplishments.

Next Job Title (Before Most Recent) Dates Employed
Name of Employer, City, State
■ What you did, duties performed, responsibilities, accomplishments.

Next Job Title Dates Employed
Name of Employer, City, State
■ What you did, duties performed, responsibilities, accomplishments.

Honors Awards, scholarships, merits, etc. and dates received

**Other
Activities** Extracurricular activities, club memberships, group affiliations, etc.
that support your objective along with applicable dates

References available upon request

CHRONOLOGICAL RESUME

SAMPLE

Richard Resume
1111 Main Street
(555) 555-5555
rresume@email.com

- Objective** A programmer position in the software development and engineering field.
- Education** **ABC University**, Anytown, US
Bachelor of Science, Computer Science, Business minor, 4/20__
- Languages/
Software**
- Access
 - MODULA-2
 - Oracle
 - .NET
 - Assembly
 - SQL
 - C
 - SAS
 - C++
 - JAVA
 - Visual Basic
 - FOCUS
- Hardware**
- IBM PC/AT/IT/Ps-w's and compatible
 - Ethernet networks using Novell or Windows NT servers
 - Cisco 2500, 4000, and 7000 series routers
 - AS 400 and 4380 IBM Mainframes
- Employment
Experience**
- Programmer/Analyst** 8/20__-present
Anytown Bowling and Billiards, Anytown, US
- Developed and performed maintenance on applications in an IBM Mainframe environment. Produced user requested reports in SAS.
- Programmer** 6/20__-4/20__
ABC University Bookstore, Anytown, US
- Developed and implemented inventory system in Access using Visual Basic and C. Responsible for the overall technical and maintenance support of the system.
- Computer Lab Assistant** 8/20__-4/20__
ABC University, Anytown, US
- Provided technical assistance on operations and use of lab equipment. Provided tutorial help on class projects.
- Honors**
- Technical Achievement Scholarship, 20__
Distinguished Honor Graduate, US Army Leadership Course, 20__
- Other
Activities**
- Member, Association of Computer Machinery, 20__-present
Volunteer Host ABC University Career Day, 20__
U.S. Army, Sergeant/E-5, March 97-present
Volunteer, ABC Basic Programming Contest, 20__
Anytown Festival Staff, 19__-20__

References available upon request

POOR RESUME

Sample Poorly Constructed Resume

Christina A. Candidate

123 Main Street
Anytown, GA 30303
(770) 555-1212
partygirl@email.com

OBJECTIVE

To obtain a challenging entry-level position where I can gain the necessary skills to ultimately move into a management position

EDUCATION

- XYZ University, College Town, GA
- B.A. Business Admin. (Expected May 20__)
- Major: Management
- Minor: Marketing
- GPA: 3.4
- Dean's List

RELATED COURSE WORK

- Marketing and Sales
- Business Management
- Human Resources Management
- Macro Economics
- Business Law
- Finance
- Statistics

EXPERIENCE

Advertising Staff, XYZ University Gazette
XYZ University, College Town, GA (20__ - Present)

- Have generated more advertising revenue in the past two years than other staff members
- Create and implement advertising promotions that have resulted in an increase in the number of total advertisers

Business Manager, Omega Chi Sorority
XYZ University, College Town, GA (1/20__ - 5/20__)

- Developed fund-raising program for Omega Chi social sorority Charity W.I.T.
- Promote and advertise annual silent auction for Omega Chi charity Toys for Tots
- Handled Omega Chi house finances
- Organized Omega Chi house expansion fund-raising program

ACTIVITIES

Participated in XYZ University's 20__ Annual Leadership Conference

INTERESTS

Travel, listening to music, volunteering and hiking

What's Wrong with this Resume?

Unprofessional E-mail Address

Set the tone that you are a professional, and do not use an unprofessional e-mail address like the one in this example.

Weak Objective

If you use an objective focus on what you can contribute to the employer not what you hope to gain from the employer. Be sure your objective is clear and focused.

Inconsistent Formatting

It is critical that the overall appearance of your resume is flawless. However, the formatting in this example is very inconsistent in terms of the types of bullets used, indentation, spacing and the way the dates are represented. This resume sends a message that the person that created it is careless and apathetic. Is this the impression you want to give to a prospective employer?

Use of Abbreviations

Do not abbreviate important information like the name of your degree.

Poor Use of Grammar, Inconsistent Verb Tense and Typographical Errors

Avoid using first-person (I, me and my). Instead, begin bullet points with strong action verbs. Also, always keep the tense of your verbs consistent. Again, a resume with poor grammar, typos or inconsistent verb tenses sends a negative message to the employer and will quickly eliminate you as a viable candidate for the position.

Does Not Highlight Skills, Abilities or Accomplishments

This resume sheds little light on this person's abilities or what she has accomplished. If you have limited work experience, consider using a functional resume style instead of a chronological resume style. See the next page for a sample resume that effectively communicates skills, abilities and accomplishments.

Lacks Quantifiers

Employers are interested in results. Thus, when applicable use quantifiers to show a result or outcome. Example: instead of "Organized Omega Chi House expansion fund-raising program" a stronger statement would be "Organized Omega Chi House expansion fund-raising program which has brought in over 65% of the total cost to cover expansion costs." This statement is more effective because it shows an actual outcome.

Inclusion of a Personal Interests Section

While it is wonderful to be a well-rounded person and have interests, it is not necessary to include this type of personal information in your resume.

EFFECTIVE RESUME

Sample Functional Resume Limited Work Experience

Christina A. Candidate

123 Main Street
Anytown, GA 30303
(770) 555-1212
christina.candidate@email.com

SAMPLE

OBJECTIVE

Ambitious management graduate with strong organizational skills seeks challenging management trainee position in the metropolitan Atlanta area.

EDUCATION

XYZ University, College Town, GA
Bachelor of Science, Business Administration (Expected May 20xx)

- Major: Management
- Minor: Marketing
- Dean's List Honors (3 semesters)
- GPA: 3.4

RELEVANT SKILLS

Organizational Management

- Developed and implemented fund-raising program for Omega Chi social sorority which generated \$2,000 for local charity, Center for Women in Transition
- Promoted and advertised silent auction for Omega Chi charity Toys for Tots Foundation securing \$875 in donated goods from local businesses
- Organized Omega Chi house expansion fund-raising program, which brought in over 65% of the total cost to cover expansion expenditure
- Managed chapter house finances for two years including collecting dues and paying bills
- Carried a full course load while serving as Omega Chi chapter officer and working on campus newspaper advertising staff

Communication

- Corresponded with Omega Chi chapter alumni on progress of house expansion and fundraiser
- Presented monthly financial reports to Omega Chi chapter members and quarterly reports to national headquarters

Leadership

- Served as Omega Chi Chapter Officer
- Participated in XYZ University's 2010 Annual Leadership Conference

Sales

- Coordinated and promoted advertising campaign for *XYZ University Gazette* using direct mail and marketing skills which resulted in a 47% increase in total number of advertisers
- Led *XYZ University Gazette* advertising staff two consecutive years for most advertising dollars generated

EXPERIENCE

- Advertising Staff, *XYZ University Gazette*, XYZ University, College Town, GA (October 20xx–present)
- Business Manager, Omega Chi Sorority, XYZ University, College Town, GA (August 20xx – May 20xx)

EFFECTIVE RESUME

What Makes this Resume Effective?

Professional E-mail Address

The e-mail address that is used in this example sets the tone that this candidate is professional.

Strong Objective

The objective in this example is clear and focused. It immediately communicates to the employer that the candidate is clear about her career goal.

Aesthetically Pleasing Appearance/Consistent Formatting

The overall appearance of this resume is attractive and professional. The consistent use of formatting in terms of indentation, bullet points and spacing makes it easy to read. This resume looks like it is worth reading!

Grammatically Correct, Consistent Verb Tense and Error Free

This resume is grammatically correct and error free. Notice that the verb tenses are consistent throughout. This resume sends the message that it was constructed by a professional!

Highlights Skills, Abilities or Accomplishments

Since this candidate does not have a great deal of work experience, the functional resume style is appropriate because it does not focus on employment history. Instead, it draws attention to the candidate's skills and accomplishments.

Includes Quantifiers

Employers are interested in results, and this resume does an excellent job of showing actual results and outcomes.

ELECTRONIC AND SCANNABLE RESUMES

In all likelihood, you will be submitting your resume electronically to online job search sites, or sending it to organizations that use scanners or computer programs to scan resumes looking for specific keywords. When doing this, compose your resume according to the following guidelines.

Tips for Electronic and Scannable Resumes

Aesthetics are not important, but readability is.

Make sure your electronic resume is easy to read by removing as much formatting as possible.

- Avoid graphics, shading, italics, underlining and boldface text; for emphasis, capitalize text instead
- Use one common font (such as Times New Roman)
- Left justify text
- Eliminate horizontal or vertical lines and incorporate white space between sections instead
- Remove bullet points and replace with dashes (-) or asterisks (*)

Use key words

Be sure to incorporate plenty of keywords in your text. You can typically locate keywords by carefully reviewing a job posting or job description. The more keywords you use, the more likely your resume will get noticed by an employer.

Use the appropriate file format

Pay attention to the format the employer requests. For example, some employers prefer a PDF and others prefer an MS Word document or a plain text file.

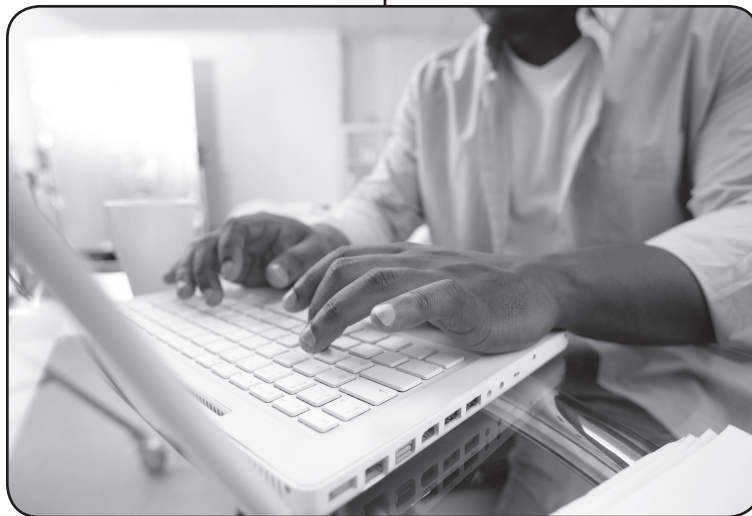
If the employer does not request a specific format play it safe, and send your electronic resume as a “Plain Text” or “Text Only” file in the body of your e-mail since attachments can carry viruses.

E-mail yourself first

Always e-mail your resume to yourself first as a test before sending it to an employer.

Hardcopy of your resume

If you are mailing a hardcopy of your electronic or scannable resume, be sure to print your resume on white or light-colored paper and do not use paper with a watermark.



SCANNABLE RESUME

SAMPLE

JANE SMITH

Present Address: 1111 Main Street, Anytown, US 22222, 555-555-5555

E-mail address: jsmith@email.com

Permanent Address: 1234 Main Street, Anytown, US 22222

EDUCATION

ABC University, Anytown, US

Bachelor of Arts in Communications, May 20__

Overall GPA 3.4; Major GPA: 3.6

Relevant Courses: Interpersonal Communication, Marketing, Psychology

Relevant Projects: Developed Marketing Strategy for local chapter of PRSSA

EXPERIENCE

Associate Manager, My Store, Anytown, US, June 20__ - present.

Supervised staff of 10 part-time employees. Increased sales 25% in 6 months. Utilized team-building, goal setting, and business knowledge to improve employees' skills. Maintained company web site.

Opened and closed store in absence of owner. Created window and in-store displays.

President, College Honor Society, ABC University, Anytown, US, August 20__ - present.

Utilized leadership skills to increase membership and encourage active participation in the organization.

Planned and conducted monthly meetings. Contacted guest speakers and organized fundraisers.

Salesperson, Smith County Fast Food, Anytown, US, January 19__ - June 20__.

Interacted with customers and utilized suggestive selling techniques. Increased sales by 15%. Salesperson of the month twice. Created product displays. Conducted inventory. Assisted in training new sales staff.

SKILLS, HONORS, AND ACTIVITIES

American Marketing Association, Treasurer: Managed \$16,000 budget, 20__-20__ Alpha Phi Omega

National Service Fraternity, Membership Chair, 20__-present

Graduated top 10% of high school class with 3.8 GPA; Senior Class President

80% self supporting in college; work 25 hours per week as full-time student

Big Brothers/Big Sisters Volunteer

PRSSA - Attended National Conference, 20__ 20__

Computer Skills: Microsoft Windows 2000, Microsoft Office 2000, Quattro, C++, Visual Basic

Speak fluent Spanish

VIDEO RESUMES

A video resume can be a helpful job search tool. A video resume will not replace your paper resume, but done properly, it can enhance a traditional resume, allowing you to highlight your communication skills, leadership skills or creative abilities. Alternatively, a video resume done poorly can knock you out of contention as a viable candidate.

Tips to Help you Prepare a Video Resume

- Dress professionally in business attire as if you were going to a face-to-face interview. Not sure what to wear? Refer to the Interview Preparation section for information.
- Be professional. If your video doesn't look professional, neither will you!
- Consider the location/background for your video resume. A neutral backdrop or location that is appropriate to your industry is best.
- Keep the length of your video resume short—from 1 to 3 minutes in length.
- Do your homework. Go online to view video resumes and learn from them. This will give you the opportunity to learn what works and what doesn't work.
- Practice! Prepare what you plan to say ahead of time. You will want to start by mentioning your full name and focus on your professional goals—not your personal ones. Be sure to discuss why you would be the ideal employee and what you can do for the organization that hires you. Be sure to thank the employer for considering you for employment.
- Be aware of non-verbal cues. Look directly at the camera and not at the desk or table below you, and don't fidget.
- Speak clearly and not too fast.

How to Promote Your Video Resume

- Send a link of your video resume to your networking contacts
- Burn your video resume to a DVD and send it with your paper resume
- Post your video resume online

A Word of Caution About Posting Your Video Resume Online

Keep your personal life out of your professional life! Do not link your video resume to your Facebook or MySpace page if you have any information that you would prefer and employer not see.

COVER LETTERS

Effective letters are just as important as a strong resume. Well-written letters will command the attention of prospective employers and ensure that others will remember you, helping to develop a strong network of contacts.

The following are types of letters you will be writing to prospective employers. Make sure that every letter you write is addressed to a specific person, and not a for or copied letter. If necessary, phone the organization to ascertain the correct person to receive correspondence. Write down the correct spelling of the person's name and title, and remember to proofread your letter carefully.

Inquiry Letter

This letter is written to express interest in employment within an organization and to obtain information about any possible openings. Since this letter is not written in response to a job posting, communicate flexibility while being specific about the type of job you would like. Include your resume with this letter. Indicate when you will be checking back with the organization.

Cover Letter

The letter is written to express interest in a known vacancy or job posting. After expressing your interest in the specific position, briefly summarize how your background and skills relate to the job requirements. Again, include your resume and indicate when you will be checking back with the organization.

Application Status Check Letter

Two or three weeks after sending an application to or interviewing with an employer, you may want to send a letter asking about the status of your application. Recap your history of contact with the employer (dates of correspondence and interviews, etc.). Reiterate your interest in the position and express appreciation for the employer's cooperation and time.

Thank You Letter

You should always send a thank you letter within 24 hours of a job interview. This letter should be brief, but be sure to express appreciation for the interviewer's time. Mention a few key points discussed during the interview, and indicate your continued interest in the position. Thank you letters reflect well on you and may help you when hiring decisions are made.

Rejection Letter

If you decide to turn down an offer of employment with an organization, always send a letter to the employer briefly explaining the reasons for your decision, even if you have already declined verbally. This letter helps support your network of contacts; you never know when you may have to contact this employer again. Always thank the employer for the opportunity and consideration of your candidacy.

Acceptance Letter

After accepting a position with an employer always send a letter of acceptance. Express appreciation for the opportunity of joining the organization, and briefly confirm the terms of employment (title of position, salary, responsibilities, benefits, and start date).



COVER LETTER

MODEL

Your Address
City, State, and Zip Code

Date

Contact's Name
Title
Company Name
Address
City, State, and Zip Code

Dear Mr./Ms. (Contact's Last Name):

Get the employer's attention in the opening paragraph and arouse interest in you. When indicating your reason for writing the letter, indicate where you received information about the vacancy or position.

In your middle paragraphs, give details of your background that will show the reader why you should be considered as a candidate. Create desire on the part of the reader.

Refer the reader to your general qualifications on your enclosed resume or other materials. Use as much space as needed to tell your story, but keep it brief and to the point.

In your closing paragraph, ask for action. Ask for an appointment suggesting a time when you will be available. A positive request is harder to ignore than a vague hope.

Sincerely,

Your Handwritten Signature

Your Typed Name

Enclosure

Cover Letter Tips:

- Always enclose a cover letter when you mail your resume
- Your cover letter should be brief—no more than one page in length
- Cover letters should be individually typed and signed and should follow standard formatting for business letters, such as the sample that appears on this page
- Proofread your letter carefully for typographical and grammatical errors

COVER LETTER

SAMPLE

Your Address
City, State, and Zip Code

Date

John Williams
System Administrator
Superior Diagnostic Services
123 Main Street
Townsville, IN 55555

Dear Mr. Williams:

I recently noticed a vacancy at your organization for the position of Computer Programmer in a recent issue of Tech World. I have been working in a computer environment for several years, and I am anxious to learn more about this opportunity.

I recently graduated from ABC University with a Bachelor of Science in Information Technology. I have acquired a great deal of hands-on experience during the last few years through many detailed class projects. Most recently, I have developed large Access inventory systems using C++ and Visual Basic.

I believe my combination of education and experience are an excellent match for the qualifications of your position. I have enclosed my resume for your review. I am very interested in meeting you to discuss this opportunity within your organization. If you would like any additional information, my number is (444) 555-1212. I will be in the Anytown area from May 5 through June 16, and would greatly appreciate the opportunity of meeting with you during that time. Thank you very much for your consideration.

Sincerely,

Your Handwritten Signature

Your Typed Name

Enclosure

THANK YOU LETTER

MODEL

Your Address
City, State, and Zip Code

Date

Name of Interviewer
Title of Interviewer
Company Name
Address
City, State, and Zip Code

Dear Mr./Ms. (Last Name of Interviewer):

In the first paragraph, state when and where you had your interview. Thank the interviewer for his or her time, and reaffirm your interest in the organization.

In the second paragraph, mention something that particularly appeals to you about the prospect of working for them. Also, reinforce a point or two in support of your application.

If after the interview you thought of something you wish you had said, the third paragraph of the letter is a good place to bring that up. You can also restate your understanding of the next steps in the hiring process.

In the last paragraph, thank the employer for considering your application and ask for further communication.

Sincerely,

Your Handwritten Signature

Your Typed Name

THANK YOU LETTER

SAMPLE

Your Address
City, State, and Zip Code

Date

Ms. Angela Chastain
Director of Human Resources
Modern Advertising
345 Center Drive
Centertown, PA 55555

Dear Ms. Chastain:

Thank you for meeting with me last Thursday, August 8, to discuss the position of copywriter at Modern Advertising, Inc. I was quite impressed with the enthusiasm you displayed for your company's future and the helpfulness of your office personnel. Learning about Modern's present media campaign for the Pennsylvania Sausage Company was exciting and demonstrated your creative approach to advertising. Modern Advertising is a company with which I want to be associated.

Your description of the special qualifications needed for this position was especially interesting. My ability to work under pressure and meet tight deadlines has already been proven in the advertising position I held with The Slippery Rock Rocket. As I stated at our meeting, I enjoyed the challenge of a competitive environment in which success is based on achievement.

I would also like to mention that since our meeting I have received the College Reporter's Award for an article of mine published in the Rocket. This is my first national award, and I am quite encouraged by this approval of my work.

Again, thank you for considering me for the position of copywriter. I look forward to hearing from you soon.

Sincerely,

Your Handwritten Signature

Your Typed Name

ONLINE JOB SEARCH

Using the Internet is an excellent tool for finding a job, but it can seem overwhelming and you may wonder, "Where do I begin?" Furthermore, since employers have to sort through a high volume of resumes, and one single job posting can potentially attract hundreds of applicants, you really need to be on top of your game to grab and employer's attention. The following are tips to help you get started and help you to get the most out of your online job search.

Online Job Search Tips

Make sure your online presence is spotless

The first step in your online job search is to check your own online presence. Employers are very Internet savvy and may surf the web and come across information about you that you may not want them to find. Consequently, it's critical that you make sure there is nothing floating around in cyberspace that may show you in a negative light.



- Google yourself to make sure nothing incriminating or embarrassing comes up.
- If you have a Facebook account check your privacy settings. In addition, make sure there is nothing that you would not want a potential employer to see.
- If you use Twitter be cautious about what you tweet because you don't know who might read it.

Be organized

Create a log of the sites you have visited that includes user ID and passwords you have used and applicable notes. This will save you time in the long run and keep you from applying to the same position more than once. It's also a good idea to create a separate e-mail account that is devoted solely to your job search. Be sure you check this account several times a day so you don't miss out on a potential opportunity.

Visit smaller job posting sites and niche job boards

Some employers do not post their job openings on the larger job boards because they are too expensive, or they do not have time to sift through a vast number of resumes from candidates that may not meet their minimum requirements. Therefore, don't forget to check smaller job posting sites as well as niche job sites which are focused on a specific career field or industry.

Visit specific employer's sites

Not all employers utilize job posting sites to post job opportunities within their organization. Instead, they have information about available positions on their own site. Research employers you may be interested in and then go directly to their website to find out about job opportunities they may have.

Take advantage of job alerts

When you register with most job posting sites you have the option of signing up to receive job alerts. A job alert is an e-mail that is automatically sent to you whenever newly available job opportunities that meet your criteria become available. Take advantage of the feature and be sure to check your e-mail often!

Consider creating a video resume

Video resumes are becoming a popular way for candidates to market themselves to employers. For more information on creating a video resume, see the section of Video Resumes.

Use search engines

Use your favorite search engine to do general job searches on the type of positions you are seeking. For example, if you are looking for an accounting position in Atlanta simply type "Accounting Jobs in Atlanta" in a search engine. You may be surprised by what you find!



Remember to use keywords in your resume, cover letter and any correspondence with employers! The best place to find keywords is in job postings and job descriptions from the employer.

INTERVIEW PREPARATION

Interviews allow employers to assess you as a complete person, rather than just your qualifications on the printed page. Employers want to gauge whether or not you would be a good “fit” for their organization. This is also an opportunity for you to find out the same thing about the employer. Most employers consider the interview to be the most important part of the hiring decision.

What Employers Look for in a Candidate

- Self-confidence/ability to communicate
- Work ethic; teamwork, leadership, initiative, flexibility, ability to handle conflict
- Intelligence, critical thinking
- General personality: poise, enthusiasm, creativity, high energy level, interpersonal skills
- Personal management, self-knowledge
- Qualifications-Can you relate your academic program, skills, and/or prior work or internship experience to the needs of an employer



Key Points to Remember:

Do:

- Arrive 10-15 minutes early
- Maintain good eye contact with the interviewer
- Use a firm, professional handshake
- Listen carefully to the interviewer’s questions
- Be aware of your body language; maintain good posture, appear relaxed and not fidgety
- Show enthusiasm, confidence, courtesy, and honesty
- Keep a positive attitude about former employers, supervisors, and co-workers; be tactful and do not criticize former employers even if discussing an unpleasant situation
- Maintain a professional image-don’t let the employer’s casual approach fool you
- Always present the best of your background and qualifications
- At the close of the interview, establish a date for your next communication
- Always remember to thank the interviewer for his/her time

Don’t:

- Give terse or rambling answers to questions; find a balance
- Be too casual with language or use non-words (“thinking words” like “um...” “uh...”)
- Address the interviewer by his/her first name unless invited to do so
- Dominate the interview or appear arrogant; do not interrupt the interviewer when he/she is speaking
- Criticize yourself or your former employers
- Discuss your personal problems

What to Bring:

- Directions to the interview site
- Name(s) and title(s) of interviewer(s)
- Extra copies of your resume
- Reference lists
- Portfolio of work samples, if applicable
- Good quality pen and pencil
- Leather folder (black or dark color) or briefcase

INTERVIEW PREPARATION

Practice Answers to Questions Before the Interview

You will generally be asked two types of questions during an interview: traditional and behavioral.

Traditional Questions

Traditional questions are designed to pinpoint aspects of your basic personality, work ethic, history, attitude, etc. When practicing answers to traditional interview questions, try to develop answers that illustrate how your education and life experience can benefit the employer. If you have done a thorough self-assessment and know why you want to work for this employer and in this field, you will be able to answer traditional questions easily.

- What are the two or three things most important to you in your job?
- What is your philosophy of life?
- Tell me about yourself.
- What are your short-term and long-term career goals? How do you plan to achieve them?
- What do you consider to be your greatest strengths and weaknesses?
- In what ways do you think you can make a contribution to our organization? Why should we hire you?
- What do you know about our organization?
- What did you learn from co-op, internship, or part-time job experiences?
- Why did you choose this career?
- Why would you like to work for this company?



Behavioral Questions

Behavioral questions are designed to examine how you have responded to specific situations in the past as an indicator of how you may behave in the future. When practicing answers to behavioral questions, think about how you have dealt with specific problems in the past. Consider how your qualifications and attributes enabled you to demonstrate leadership, initiative, and problem-solving ability.

- How have you demonstrated initiative?
- How have you motivated yourself to complete an assignment or task that you did not want to do?
- Tell me about the riskiest decision that you have made.
- Can you tell me about an occasion where you needed to work with a group to get a job done?
- What was the greatest challenge you ever faced, and how did you approach it?
- What did you do in your last job to effectively plan and organize?
- Tell me about a time on any job when stressful situations or problems tested your coping skills. How did you handle it?
- What leadership positions have you held? Describe your leadership style.
- Tell me about a time when you failed at something. If you could do it again, what would you do differently?
- Describe your involvement in a team situation in which you were not in a leadership role?

A good way to answer behavioral questions is to remember the **STAR** system:

Situation	Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event of situation.
Task	Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, a volunteer experience or any relevant event.
Action	Describe the action you took, and be sure to keep the focus on you. Even if you are discussing a group project, describe what you did to contribute to the project.
Results	Describe the results. What happened? How did the event end? What did you accomplish? What did you achieve and/or learn?

INTERVIEW PREPARATION

Questions to Ask the Interviewer

Before closing the interview, the interviewer will usually give you an opportunity to ask questions. It is always good to do this because it shows that you are interested in the position. The following are questions you may wish to ask the interviewer:

- Please describe a typical day on the job.
- What personal qualities, skills, or experience would help someone do well in this position?
- What are the company's plans for future growth?
- What are the company's plans for future growth?
- What are the most challenging aspects of this job?
- Describe the position in terms of the overall department structure.
- What are typical career paths within this organization?
- What types of initial and future training programs do you offer?
- Can you explain the performance evaluation and promotion process?
- What is the retention rate of people in this position?
- What makes your organization different from your competitors?

Follow Up!

Always send a thank you letter to the organization within 24 hours after an interview. Be sure to reiterate your interest in the organization and position. Call the interviewer within two weeks of the interview to inquire about the status of your application as well.



What to Wear

The following are general tips; some organizations may vary somewhat on what is considered appropriate or inappropriate interview attire. Researching the organization beforehand may yield some insight into these standards. However, when in doubt, it is always best to err on the conservative side.



Dress Tips for Men

- Single or double-breasted suit in small pinstripe or solid shades of navy or charcoal gray.
- Shirts: Light colors, starched cotton. Non-button down collar and long sleeves.
- Shoes: Well-polished, black or brown leather lace-up wingtip or slip-on dress shoes.
- Ties: Solid, thin striped, or small geometric print. Bottom of tie should meet the belt line.
- Accessories: Long, dark socks in solid dark color that complements suit. No jewelry besides wedding band and watch.

Dress Tips for Women

- Suit or tailored dress in solid shades of navy, gray, or black with skirts hemmed above the knee. May also wear pant suit.
- Blouses: White or pastel colors. Silk, cotton, or polyester material with long sleeves and conservative neckline.
- Polished, closed toe shoes with low heels.
- Accessories: Subtle makeup. Nails should be neat with no polish or a clear neutral color. One ring per hand with exception of wedding set. Avoid carrying a purse if holding a briefcase or portfolio.

BUSINESS ETIQUETTE

The Business Meal

Some of the following tips are from the book *Panache That Pays*, written by Maria Everding, president and founder of the Etiquette Institute, St. Louis, MO, www.TheEtiquetteInstitute.com.

There will be times when interviews occur over a meal. The following tips will help you avoid uncomfortable situations that can detract from your interview appearance and performance. Do not underestimate the importance of good manners at a business meal; they truly can be a deciding factor in a hiring situation.

- Don't order an alcoholic beverage. Even if the people you are with do so, avoid it in an interview setting.
- Don't order the most expensive item on the menu.
- Avoid ordering foods that are difficult to eat (spaghetti, nachos, noodle soup, etc.).
- Put your napkin in your lap while you are eating and leave it on the table, not your chair, if you need to leave the table momentarily. When you're finished with your meal, place your napkin to the right or left side of your plate on the table.
- Wait for your interviewer/host to begin eating before you start eating.
- Wait for everyone to arrive before beginning any portion of the meal.
- Rest your forearms and elbows on the table only in between courses.
- When everyone is seated, unfold your napkin and place it on your lap. The napkin should be folded in half with the fold toward your waist.
- Pass both the salt and pepper shaker when someone asks for just one.
- Bread is to the left of the plate; drinks are to the right. You can remember this by forming a lowercase "B" for bread with your thumb and forefinger on your left hand and a "D" for drinks on your right hand.
- When eating bread, break off a small piece over the bread plate. Butter the broken portion and eat just that much at a time. For the butter, take an amount as it's passed around the table and put it on your plate to use.
- Remove a seed, pit, or piece of bone or gristle from your mouth with cupped fingers and place it under something on your plate, not on the table.
- Don't discuss diets or the healthiness/unhealthiness of your or other people's food; it can make someone angry or uncomfortable.
- Don't place bags, purses, phones, sunglasses, or keys on the table.
- Don't order a to-go container for leftover food.
- Typically, the host will pay the bill.



CAREER FAIRS

Numerous benefits and opportunities are available to you when you attend a career fair, regardless of your chosen major or your future goals. However, simply attending a career fair is not enough; you need to make your participation count. If you understand what to expect at a career fair and take the proper steps to prepare beforehand, you will receive the maximum benefit from the event and increase your chances of obtaining interviews.

Benefits of Attending a Career Fair

- Increase your chances of receiving an interview with an employer
- Expand your network of contacts and receive job search advice from experienced recruiters
- Investigate positions, occupations and/or career fields you could pursue with your specific major and background
- Learn more about employers and available co-op, internship or permanent career opportunities

What to Expect at a Career Fair

- Employers expect students to be prepared. Ask thoughtful questions and have a polished resume
- Employers expect to interact with students seeking employment as well as those simply researching careers and employers
- Most recruiters are not authorized to hire candidates on the day of the fair. Your goal should be to land an interview, not a job offer
- Employers' goals are to be exposed to as many job candidates as possible. You will have a relatively short amount of time to sell yourself and make a positive impact on the employer

Before the Career Fair

Target your top five companies

If possible, obtain a list of the employers who will be attending the career fair, and select the top five organizations you would most like to visit. Make sure that at a minimum you research these organizations before you attend the career fair. (Refer to the “Researching an Employer” section of this guide for researching tips). The more you can show an employer that you know about their organization, the more likely you are to leave a positive impression.

Prepare a resume

A well-written, error free resume is a must. Make sure you have multiple copies of your resume and a list of references to distribute at the career fair. Refer to the “Your Resume” section of your Career Guide for information on resume writing.

Create a list of questions to ask employers

By asking meaningful questions to employers you show that you have an interest in their company and that you have good listening and communication skills. Be sure to prepare a short list of questions to ask employers. Refer to “Questions to Ask An Interviewer” in the “Interview Preparation” section of this guide for a list of possible questions you may wish to ask.

Prepare to answer questions

You may not sit down to a formal interview, but employers are likely to ask you questions that would be asked during an interview. Review and practice answers to the traditional and behavioral questions that interviews may ask in the “Interview Preparation” section of this guide.

Sell yourself

Be prepared to introduce yourself to each employer with your name, a firm handshake, a copy of your resume, and your objective. (Why are you attending a career fair and what type of career are you seeking?) Practice this introduction before the career fair so you will be comfortable interacting with employers at the career fair.

Be professional

Present a professional appearance and dress as if you were attending a job interview. If you are in doubt about what to wear at a career fair, refer to “What to Wear” in the “Interview Preparation” section of this Career Guide.

Arrive early

In order to avoid long lines you should plan to arrive at career fairs early. You will spend less time waiting in lines and more time visiting with employers.

CAREER FAIRS

During the Career Fair

Using your time wisely

Survey the room to determine where employers are located and in what order you plan to visit them. If there is a long line to speak with one of your “chosen” companies, keep moving and return later. Your goal should be to make contact with as many employers as possible.

Be confident

Project enthusiasm, confidence, and sincerity. Smile, walk confidently with good posture and make consistent, direct eye contact.

Introduce yourself

When it is your turn to speak with an employer, greet him/her with a firm handshake, a copy of your resume and a brief summary of why you are attending the career fair and/or the type of career you are

seeking. When appropriate, be sure to ask one or more of the questions that you prepared.

Prepare for follow-up

Thank the employer for his/her time, and be sure to leave a copy of your resume. Ask the employer for a business card or company literature for the follow-up protocol. If the employer says they do not have a position in your field, ask for the address of the Human Resources Department so you can write a letter and send your resume. Nearly all employers hire all majors. The person you are speaking with may not be aware of all opportunities offered by the company.

As soon as you walk away from the employer, jot down a few notes about your conversation so you will have a few memorable points to

mention in your follow-up letter.

After the Career Fair

Follow up!

Send thank you letters to employers you met within a week of the fair. This shows the employer that you have a genuine interest in their organization and position and may give you a competitive edge over those candidates that do not follow up. Review the “Cover Letters” section of this Career Guide for tips on constructing powerful thank you letters.

Be persistent

If you have observed the follow-up protocols as outlined by the employer, it is appropriate to send a letter inquiring about the status of your application after a reasonable amount of time has passed.

EVALUATING JOB OFFERS

Listed below are factors you will want to consider when determining whether or not you will accept a position. While salary is an important factor, be sure you weigh your starting salary against the salary potential of the position and the cost of living of the geographic area where you plan to live. Also, consider these factors:

Job/Employer Related Factors

- Potential for career advancement
- Work schedule (traditional “9:00-5:00” or flexible hours)
- Work environment/attire (formal vs. informal)
- Bonus or commission plans
- Benefits such as profit sharing, 401K plan, insurance, etc.
- Travel
- Reputation and stability of employer
- Ability to gain a mentor
- Type of industry

Geographic/Life-Style Factors

- Geographic location
- Climate
- Social life for singles, couples or family
- Commute to work
- Availability of suitable housing
- Size and type of community (suburban, Metropolitan, rural)



EMPLOYMENT OFFERS

Congratulations! You just received an internship or job offer. Now ask yourself, “Did I do the right things when talking to the informing recruiter?” Getting a phone call—especially one you have been eagerly awaiting—from a recruiter is exciting and gratifying. However, it must be handled properly, with careful thought and consideration. Here are some pointers to follow:

Receiving a Job Offer

- Be prepared; know what you are going to say to the recruiter so that when the offer is made, you are in command of your response. Don't let the excitement of the moment allow you to prematurely accept the offer before you have had time to weigh its many elements and implications.
- Thank the recruiter, and express your excitement and pleasure about the offer.
- Unless you are 100 percent sure you are going to accept the job on the spot, avoid language that implies that you accept. Remember, a verbal acceptance will be considered by the recruiter as an official indication that you will be joining the company in the job offered to you.
- Ask for details about next steps: When will the offer paperwork be sent to you? Is there a deadline for accepting or declining the offer? Are there other requirements that you must fulfill?
- Tell the recruiter that you are eager to review the offer package and discuss it with your family and career advisor. Ask the recruiter about the best times to contact him/her with any questions about the offer material.
- Be ready with other questions you have for the recruiter.
- Wrap up the call by reiterating your pleasure at receiving the offer, and confirming that you will review the offer materials and respond within the agreed-upon time frames.
- Be sure to report your offer to Career Services so that the data can be aggregated with other offer information to develop the yearly College of Business employment statistics report.

Responding to a Job Offer

Accepting an Offer

- Once you have decided to accept an offer, it is best to communicate that decision as soon as possible to the employer. This allows the company to move forward with the next phase in bringing you on board. This could include firming up your start date or signing you up for pre-employment training.

- Sound enthusiastic to emphasize confidence in your decision, thank the hiring manager again, and express your pleasure at starting your career with the company.
- Be ready with questions and preferences your employer may be waiting to confirm with you, such as start date and relocation plans.
- Clarify next steps in the process.
- Follow up with others in the company who were instrumental in your interviewing process to let them know you have accepted the position and thank them for their help.
- Contact any other employers with whom you were still in the interview process to inform them of your acceptance, and let them know you will not be moving forward with them. Do this as soon as possible so they can move on to other candidates. Make sure to thank them for their interest in you.
- Acceptance of an offer, whether verbal or in writing, is considered binding. It is never permissible to accept a job offer and later decline. This is considered a renege.
- Once an offer has been accepted, either verbally or in writing, interviews should cease.

Declining an offer

- Sometimes an offer is not a good fit or you plan to accept another, more suitable internship or job. Declining an offer should be done as soon as you have made the decision not to accept the job. This allows the employer to move on to its next steps for filling the position.
- Calling the employer to communicate your decision is preferred. However, if your conversations throughout the offer process have been via e-mail, you can use this method to share your decision.
- Be sure to thank the recruiter for his or her time, hard work, and interest in you, and share a brief explanation about the reasons for your decision, focusing on your interest in the best fit for both of you. Leave the employer with a desire to continue professional interactions with a desire to continue professional interactions with you in the future.

FROM COLLEGE TO CAREER

The less formal atmosphere of your academic career may not provide you with enough opportunities to hone the skills you will need to develop in the workplace. Take time to consider the following as you begin your new career.

Be a Dependable Employee

Be punctual to work and meetings, and avoid frequent absenteeism. Meet established deadlines. Be someone that can be counted on to get the job done.

Master Your Job Tasks

If you want to move up, you must first prove that you understand and can accomplish the basic requirements of the job.

Understand expectations

Determine what is expected of you from the very beginning. This includes developing clear deadlines for your projects.

Exceed Expectations

Work hard and plan to do more than is expected. Show enthusiasm and take initiative. Avoid “it’s not my job” thinking.

Strive for Excellence

Always do the best you can. Work towards providing your employer with the highest quality final product possible.

Ask for Feedback

Keep your supervisor informed of your progress and ask for regular feedback on your performances. If any assignments are unclear, ask for clarification instead of proceeding in the wrong direction because you are fearful of looking foolish.

Adapt to the Corporate Culture

Learn your organization’s style and culture and be willing to adapt to it. Companies expect their employees to “fit in” and accept the corporate culture. If you don’t understand it, you are more likely to make errors that could hurt your progress. Learn the corporate culture by familiarizing yourself with the employee handbook, observing co-workers’ behavior, and asking questions when in doubt.

Develop Strong Oral and Written Communication Skills

Every job, including technical ones, requires some degree of communication skills. Look for opportunities to make oral presentations and written reports and do them conscientiously and carefully.

Learn to be a good listener to ensure you fully understand instructions. Demonstrate patience and sensitivity with others; avoid public confrontation or complaining. Learn to be tactful when working on a team consider what others on the team have to say and work with them. Proofread all written work carefully for content, spelling and grammar before submitting it.

Establish Positive Working Relationships

Get to know and be known by others in your work environment, and be professional and courteous at all times. Maintain confidences and avoid gossip because it can be destructive and puts you in a bad light.

You may correspond with customers, clients, business contacts, and co-workers via telephone and e-mail. When doing so, it is vital to maintain a professional image. The following tips will help sharpen these skills in the workplace.

Phone

- Call during typical business hours
- Have all necessary information in front of you
- Call from a quiet location, or reduce/eliminate background noise
- Notify people when they are on a speakerphone
- Make sure voice mail messages are concise and professional. Be sure to clearly state your full name, telephone number (with extension if applicable) and reason for calling

E-mail

- Write in complete sentences; don’t use one-word replies
- Use the subject line to specify the point of the message (not for informal greetings)
- Structure your e-mails like a business letter, and including greetings and closings
- Review the content of your e-mail to make sure the point of the message is clear
- Be sure to use correct grammar and to perform a spell check before sending.

-Continued from front cover-

APPLYING FOR OPPORTUNITIES

You can apply for opportunities by submitting your résumé and other requested documents through **Connect 2 Careers**.

The process is simple and driven by timelines determined by the company's scheduled interview date or the requested application deadline.

When applying, read the application instructions completely, and include all necessary documents. Notifications of selection for job postings are managed by the company directly.

Signing up for an interview

You will be notified if you are selected by an employer for an interview. Log in to the recruiting system, and select an interview time. If you do not want to interview, log in to the system to decline the interview, which will allow alternate candidates to apply.

Things You Should Know About Interviews

Information sessions and other company events/presentations are considered part of the interview process. You should attend them. If for some reason you are unable to attend, contact the recruiter as soon as possible so he or she is aware of any conflicts.

If you have interviews with more than one company on the same day, we recommend leaving at least one hour between interviews. You never know when an interviewer may be running behind schedule, or your interview could run long.

Many companies require students to complete online applications on the company website in addition to applying via Connect 2 Careers. Read and follow the application instructions completely to ensure that you will be fully considered for the opportunities posted. A missed step may result in your not being considered for the position.

Update your profile

At a minimum, you should update your profile at the beginning of each academic year and more often if your information changes.

Employers use profile information to identify candidates of interest. Updating your profile information will improve your chances of connecting with employers for jobs.

When updating your profile please take a look at your privacy settings. If you give us permission to send you text messages we can alert you via text when positions of been posted that interest you.

LOCATION

**Rehn Hall, Room 111; Mail Code 4619
1025 Lincoln Drive
Carbondale IL 62901
business.siu.edu**

OFFICE HOURS

**Monday-Friday
8:00 a.m. - 4:30 p.m.
Phone: 618.453.2603
placement@business.siu.edu**



**SOUTHERN ILLINOIS UNIVERSITY
COLLEGE OF
BUSINESS**