



CAL MARITIME

CAREERGUIDE

NAVIGATING YOUR CAREER PATH



CSU

The California State University

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WELCOME TO CAREER SERVICES!

CAREER SERVICES seeks to complement the academic mission of Cal Maritime by educating and empowering students to take ownership of their professional development as a lifelong learner while functioning successfully in a global society.

In partnership with students and alumni, Career Services will facilitate career explorations, career decision-making, and guidance with career selections.

In partnership with faculty and university staff, Career Services will provide information, programs, and consultations tailored toward career-related needs of students.

In partnership with employers, Career Services will maintain and develop relationships with employers whose on-going interest in the employment potential and careers of students and alumni.

LOCATION & HOURS

Located in the Student Services Building, we are open **0800 – 1700, Monday – Friday**
Drop-ins are welcome and appointments are encouraged.

CONNECT WITH STAFF IN CAREER SERVICES!

We can assist you with creating individualized job search strategies and plans!

WRITTEN AND COMPILED BY WENDY HIGGINS, Director of Career Services, CSU Maritime Academy.
A special thanks to the Career Services Staff: Alex Jones, Devon Kincannon, Tom Leggio, and Tess Luna for their input on this project. Thanks also to Bobby King & Aubrey Trujillo for the cover design.

CAREER PLANNING TIMELINE & PATH

FRESHMAN

- Become active in extracurricular clubs and/or sports programs
- Meet your Career Coordinator to start and develop a career plan
- Attend Career Fairs and industry/company presentations
- Develop a four year plan regarding your career intentions and options
- Write your resume and cover letter

SOPHOMORE

- Edwards Leadership Development Program (Career Conversation Series)
- Meet with your Career Coordinator to adjust career plan
- Attend Career Fairs / On-Campus recruitment program and INTERVIEW
- Consider your internship / commercial cruise options and timeframe for applying
- Network as much as possible
- Complete a summer internship/Co-Op

JUNIOR

- Attend Career Fairs / On-Campus recruitment program and INTERVIEW
- Develop leadership and work-related skills through campus clubs and activities
- Practice mock interviewing techniques
- Update resume, cover letter and references and continue to get letters of recommendation
- Join a professional organization
- Complete a summer internship / Co-Op
- Meet with your Career Coordinator to adjust career plan
- Acquire interview clothes

SENIOR

- Attend Career Fairs / On-Campus recruitment and INTERVIEW
- Establish a timeline for job-searching, interviewing and to secure employment upon graduation
- Expand your connections by networking
- Research potential employers
- Meet with your Career Coordinator to adjust career plan
- Write long and short term goals

PRELIMINARY QUESTIONS

Surprisingly some of the first questions that you need to ask yourself when plotting your career path have nothing to do with your actual employment. Thinking about these questions and answering them truthfully can assist you and your career coordinator with the direction and options that may be available to you:

What type of structure or environment do I thrive in?

What are my expectations for a work/life balance?

What am I good at/not good at? How would I describe myself?

What are the achievements I am most proud of?

What are my biggest goals and dreams? What are my values?

ESTABLISH YOUR GOALS

Once you have answered these questions, the next step is to transform these into functional career goals. These should contain long and short terms goals. With these goals in mind and with assistance from Career Services, you can then determine: What experience do I need to get from where I am today, to where I want to be? Is additional education or training required? What companies and organizations offer these types of opportunities? Networking is a key component to making industry connections and learning from the career paths of the people in the positions that you are aspiring toward.

PUTTING YOURSELF ON PAPER

Once you have thought through and answered your preliminary questions and have given thought to your short/long term goals, the next step is to start with a draft of your resume and cover letter. Be advised that these documents will be revised many times before you arrive at your final version.

CAREER PITCH / ELEVATOR SPEECH / 30-60 SECOND COMMERCIAL

These three terms, **Career Pitch**, **Elevator Speech** and **30-60 Second Commercial**, all refer to the same technique. This technique, or marketing tool, is used during networking exchanges, interviews or when attending career fairs. The Career Pitch is an overview of your knowledge, skills, and accomplishments and can include your interests and future career goals as they relate to your internship or job search. To start, write out your key ideas and topics that you want to cover and then practice with a friend or career counselor so it sounds conversational. You can have several versions of a Career Pitch with each depending on the scenario and your audience.

EXAMPLE

Hello, my name is _____. I am currently a junior at CSU Maritime Academy majoring in Global Studies and Maritime Affairs and working part-time in Campus Security. This role has enhanced my communication, management and leadership skills. In addition, I had an internship over the summer with XYZ Security Company where I worked in a team environment on a variety of new projects and initiatives. I am a member of Cal Maritime's sailing team and study Martial Arts. My plan upon graduation is to seek a position within law enforcement.

Make sure you don't sound too formal, too rehearsed or ramble! Stick to your time limit!

SOCIAL MEDIA WEBSITES AND THE JOB SEARCH

You have all heard and been instructed to “clean up your social media sites.” But what does this mean, and have you taken the time to complete this? Use the information below as a guide to scrub your digital foot print and use social media sites to your advantage while searching for internships or jobs.

GENERAL TIPS

- Search your name online to see what comes up. Make sure that the real you is identified
- Are you too close to the situation? Get a second pair of eyes to look at your sites.
- Follow the etiquette rules when seeking and maintaining connections via social networking sites
- Deactivate your accounts while job searching.
- THE MOM RULE: If you would be embarrassed for your mother to see or read your information—delete it!

INFORMATION NEVER TO SHARE

- Remove unflattering photos, videos and unfavorable comments—also check photos where friends have tagged you.
- Delete and refrain from making negative comments about co-workers, peers or customers.
- Don't display your drug/drinking habits.
- Never share intimate relationship details.
- Don't brag about skipping school or work, playing games or sleeping on the job.
- Don't refer to a company by name; they may get alerts when mentioned online.

ILLEGAL OR DISCRIMINATORY INTERVIEW QUESTIONS

Job seekers are protected from being asked questions about identity, including religious affiliations, political views and sexual orientation. However, via social networking sites that have not been thoroughly scrubbed, employers can now find information that they are not allowed to ask you.

GET LINKEDIN

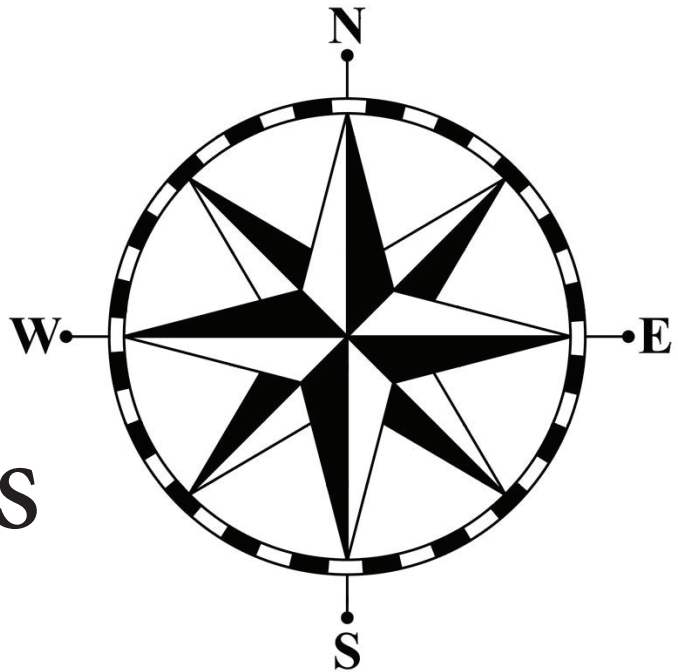
Set-up your full profile now!

Use the site to research companies and recruiters prior to an interview.

Find alumni or groups/connections that may be employed or have a link with the potential employer.



Passport to Career Success



FRESHMAN YEAR

- Career Pitch & Personal Inventory – SGS
- Writing Resumes, Cover Letters & References – SGS
- Career Services 101 – LGP
- Meet with your Career Advisor – OTO

SOPHOMORE YEAR

- Internship Search Strategies – SGS
- Navigating a Career Fair – LGP
- Social Media and the Job Search – LGP
- Meet with your Career Advisor – OTO

JUNIOR YEAR

- Creating a Target Employer List – SGS
- Breaking Down the Interviewing Process – SGS
- Update the resume, cover letter & references – SGS
- Meet with your Career Advisor – OTO

SENIOR YEAR

- Interviewing Part I – SGS
- Interviewing Part II – SGS
- Mock Interview – OTO
- Meet with your Career Advisor – OTO

Small Group Sessions = **SGS**
Large Group Presentations = **LGP**
One-To-One Meetings = **OTO**

Sessions, meetings and presentation schedules are posted on your csum email, announced at formations and listed on TV boards.

Participation in company presentations, career fairs and on-campus interviewing opportunities should be done each academic year.

RESUME SECTIONS & TIPS

HEADING

Name in bold, slightly larger font – 14-16 pt.

Address

Phone number – only one

Email – only one and make sure it's professional

DON'T USE A TEMPLATE!
CREATE A NEW DOCUMENT IN MS WORD.

LIMIT TO ONE PAGE!

CHECK VERB TENSES AND NEVER USE THE WORD "I".

Used only when applying for an internship or co-op.

One sentence.

Include timeframe and area of employment.

USE 10-12 PT. FONT. ½ – 1" MARGINS. DON'T OVERUSE BOLD, ITALICS AND UNDERLINING.

WORK EXPERIENCE

List in reverse chronological order.

You should include employment where you received a wage.

Include company name, position held, city/state, dates of employment and duties.

USE BULLET POINTS AND POWER VERBS WHEN LISTING DUTIES.

DON'T JUST RELY ON SPELL CHECK – PROOFREAD!

INTERNSHIPS & VOLUNTEER WORK

Limit your explanations.

LEADERSHIP / ACTIVITIES / AWARDS / SKILLS / PROJECTS

Quantify your accomplishments.

Limit your details.

DO NOT LIST HOBBIES. LIMIT INFORMATION FROM YOUR HIGH SCHOOL DAYS.

THIS IS A SNAPSHOT OF YOUR EDUCATION AND WORK EXPERIENCE – NOT A NOVEL.

POWER VERBS FOR YOUR RESUME

WORKED WITH OTHERS

ADVISED
AIDED
ASSISTED
CHAIRED
COACHED
CONSULTED WITH
HELPED
INSTRUCTED
MENTORED
MET WITH
PARTICIPATED IN
MOTIVATED
SERVED
SUPPORTED
TAUGHT
TEAMED WITH
TRAINED
WORKED WITH

COMMUNICATED

ADDRESSED
ADVERTISED
ANSWERED
BRIEFED
CORRESPONDED WITH
DEBATED
EXPLAINED
FACILITATED
INFORMED
INTERPRETED
INTERVIEWED
PRESENTED
PUBLICIZED
RESPONDED TO

ANALYZED DATA OR PROCESSES

ASSESSED
APPRAISED
AUDITED

CALCULATED
COMPUTED
ESTIMATED
EVALUATED
EXAMINED
FORECASTED
INSTPECTED
INVESTIGATED
MEASURED
MONITORED
RESEARCHED
SURVEYED
TESTED

OPERATED EQUIPMENT

INSTALLED
MAINTAINED
PROGRAMMED
TAN
SERVICES
UTILIZED

WORKED WITH MONEY OR CONTRACTS

ADMINISTERED
APPROPRIATED
AUTHORIZED
BALANCED
CONTROLLED
DIRECTED
DISPERSED
ENFORCED
FINANCED
FUNDED
INVESTED
MONITORED
NEGOTIATED

ORGANIZED SOMETHING

ARRANGED
ASSEMBLED
CATALOGUED
COMPILED
COORDINATED
FILED
INVOICED
ITEMIZED
ORGANIZED
ROUTED
SCHEDULED
STOCKED
STAGED
TRACKED

SAMPLE RESUME – INTERNSHIP / CO-OP

Jennifer Hernandez

852 Main Street • Fairfield, CA 54321 • student@csum.edu • 707-999-3322

OBJECTIVE

To obtain an internship for the summer of 2017 to expand my knowledge and experience within the maritime industry

EDUCATION

California State University Maritime Academy, Vallejo, CA

Expected Graduation April 2018

Bachelor of Arts, Global Studies and Maritime Affairs

- International Experience: France, Spain and Morocco
Summer 2015
- Toured the ports of Marseille, Valencia, Gibraltar and Tangiers

EXPERIENCE

CSU Maritime Academy Athletic Department, *Student Assistant*, Vallejo, CA

9/2014 – 5/2015

- Recorded individual and team statistics during home athletic events
- Collected and evaluated data from the athletic department; maintained required documents
- Answered phones and assisted with general questions

Folsom Country Club, *Lifeguard*, Folsom, CA

Summers 2010 – 2012

- Patrolled and monitored swimming areas to detect hazards, disturbances or safety infractions
- Taught various levels of swimming classes and provided safety precaution information
- Rescued distressed persons and used rescue techniques and equipment

McDonald's, *Crew Member*, Sacramento, CA

9/2011 – 8/2012

- Maintained clean and orderly checkout areas and completed other general cleaning duties
- Assisted customers by providing information and resolving their complaints
- Prepared specialty foods following specific guidelines and within a short preparation time

CERTIFICATIONS & INVOLVEMENTS

- Member, CSU Maritime Academy, Water Polo Team, 2013 – present
- Volunteer, The Safety Harbor Kids Organization, 2012 – present
- American Red Cross Life Guard, First Aid and CPR certified, 2010 – present
- Transportation Worker Identification Credential (TWIC), current

SAMPLE RESUME – INTERNSHIP / CO-OP

Myra Wilson

852 Main Street
Vallejo, CA 95485
707-888-1111
student@csum.edu

OBJECTIVE

To intern as a deck cadet for a ship company, learn the responsibilities of an officer aboard a container, and to fully understand day-to-day operations and all aspects of a container vessel

EDUCATION

California State University Maritime Academy, Vallejo, CA Expected April 2017
Bachelor of Science, Marine Transportation GPA 3.75

EXPERIENCE

Deck Hand

San Francisco Bay Ferry (Blue and Gold Fleet), San Francisco, CA July 2014 – April 2015

- ◆ Shadowed Captain while underway, practiced high speed Catamaran vessel maneuvering and passenger ferry operations
- ◆ Responsible for line handling coordination
- ◆ One-on-one support for guests onboard

Package Handler

United Parcel Services, Los Angeles, CA Summer 2013

- ◆ Answered phones, tracked orders and provided customer service guidance
- ◆ Packaged products for customers and coordinated shipping of parcels

Floor Assistant

Hollister, Los Angeles, CA June 2012 – May 2013

- ◆ Recommended, selected and helped locate merchandise based on customer needs and desires
- ◆ Computed sales prices, totaled purchases and processed cash or credit payments

COMMUNITY ENGAGEMENT

Tutor, Math skill development for 4th grade students,
Decker Elementary, Los Angeles, CA April – June 2013

Volunteer, Assisted with Afterschool Program,
Big Brothers/Big Sisters of America, Los Angeles, CA April – June 2013

SAMPLE RESUME – GRADUATION

John Smith

707-555-3214 – student@csum.edu

Current Address

324 Sixth Street
Vallejo, CA 94590

Permanent Address

123 Fake Street
Walnut Creek, CA 94598

EDUCATION

California State University Maritime Academy, Vallejo, CA Graduated, April 2015
Bachelor of Science, Mechanical Engineering GPA: 3.75

WORK EXPERIENCE

Genentech, Vacaville, CA

Summer 2013

Process Maintenance Group Intern

- Responsible for the maintenance and repair of all production mechanical equipment within the Genentech, Vacaville facility
- Provided support to engineering and operations in the installation, testing, operation and maintenance of bulk production manufacturing and support equipment
- Continuously evaluated all associated Standard Operating Procedures, engineering drawings and various other controlled documentation for accuracy and applicability

CVS Pharmacy, Vallejo, CA

May 2012 – June 2013

Cashier

- Entrusted with the responsibility of processing financial transactions totaling \$1000+ nightly
- Maintained a thorough knowledge of store merchandise in order to advise customers on purchases and sale items
- Compiled monthly balance sheets with total dollar amounts and number of transactions

Home Depot, Vallejo, CA

June 2011 – April 2012

Cashier / Sales Associate

- Served as product knowledge resource for consumers
- Assisted with loss prevention efforts by providing proactive customer service

SKILLS & INVOLVEMENTS

- Member, CSU Maritime Academy Men's Crew team, 2012 – 2015
- Native Spanish speaker, fluent in English and conversant in Portuguese
- Experience and knowledgeable with Mac and PC platforms; MS Office, HTML, Photoshop
- Eagle Scout, Boy Scouts of America, 2008 – 2011

Thomas Jefferson

558 Penn Dr. Norfolk, CA 43219
tjefferson@gmail.com, (707) 654-2727

EDUCATION

California State University Maritime Academy, Vallejo, CA May 2016
Bachelor of Science, Marine Engineering Technology, GPA: 3.48

- US Coast Guard 3rd Assistant Engineer License
- EPA HVAC Certified Technician, Hands on design / maintenance experience

EXPERIENCE

Operation Mobilization, Trogir, Croatia Summer 2014
Intern Engineer, MS Logos Hope (Ship)

- Overhauled / installation of AC motors, HVAC, Diesel main engines, Automation, Sanitary

Agapito Associates Inc., Lombard, IL Summer 2013
Intern Engineer, Mine and Geographical Engineering Services

- Assisted Yucca Mountain nuclear waste depository with mechanical systems technical analysis for State of Nevada
- Worked alongside Professional Engineer designing room and pillar mines / surveying current projects

Waterside Landscaping, West Chicago, IL May 2010 – August 2011
Landscaper

- Specialized in basic landscaping, lawn maintenance and snowplowing
- Founded and operated a successful small business while in high school

MEMBERSHIPS

- Student Chairman, Society of Naval Architects and Marine Engineers 2010 – 2015
- Student Member, American Society of Mechanical Engineers 2012 – 2015

AWARDS

- Society of Naval Architects and Marine Engineers Scholarship 2013
- National Defense Transportation Association Scholarship 2012
- Marine Engineers Beneficial Association Scholarship 2012

SKILLS

- Proficient: PC, MS Office, Matlab / Simulink; Basic knowledge: Pro E, Proteus, Mac
- Conversant in Italian; fluent in English
- Small Boat Handling, Welding and Fiber Optic Handling

SAMPLE RESUME – GRADUATION

Tom Jones

114 Jefferson Drive, Alameda, CA 94501
student@csum.edu 707-321-8523

EDUCATION

California State University Maritime Academy, Vallejo, CA Expected April 2017
Bachelor of Science, Business Administration / International Business & Logistics
President's List Honors, Cumulative GPA 3.5 / 4.0

Dominican University of California, San Rafael, CA September 2012 – May 2013
Completed 60 units in Business & Marketing

WORK EXPERIENCE

Pasha Hawaii Transport Lines, Corte Madera, CA Summer 2015
Intern

- Created rate quotes based on tariffs, bookings and reservations for customers
- Applied theoretical knowledge to real life situations
- Experienced several job types by spending time with various departments within the company

Jim's Organic Produce, Oakland, CA Summer 2014
Logistics Assistant

- Assisted in operations setup and public relations with various marketing and advertising projects
- Oversaw transportation, handled storage of tangible and delicate goods

Performance Sailing School, Berkeley, CA June 2012 – June 2013
Sail Instructor

- Instructed students on the basic fundamentals of sailing and boat handling to include: wind direction, tides and currents, man overboard maneuvers, docking, rigging, rules of the road, nautical terms and navigation
- Taught performance classes focusing on boat handling and optimizing a sail powered vessel's speed while racing

LEADERSHIP EXPERIENCE

Propeller Club – *President*, Cal Maritime 2015 – present

- Organize club events for members, including the annual dinners, lead club meetings and delegate tasks

Corps Leadership – *Gold Company Executive Officer*, Vallejo, CA 2015 – present

- Assist the Company Commander in leading 400 cadets

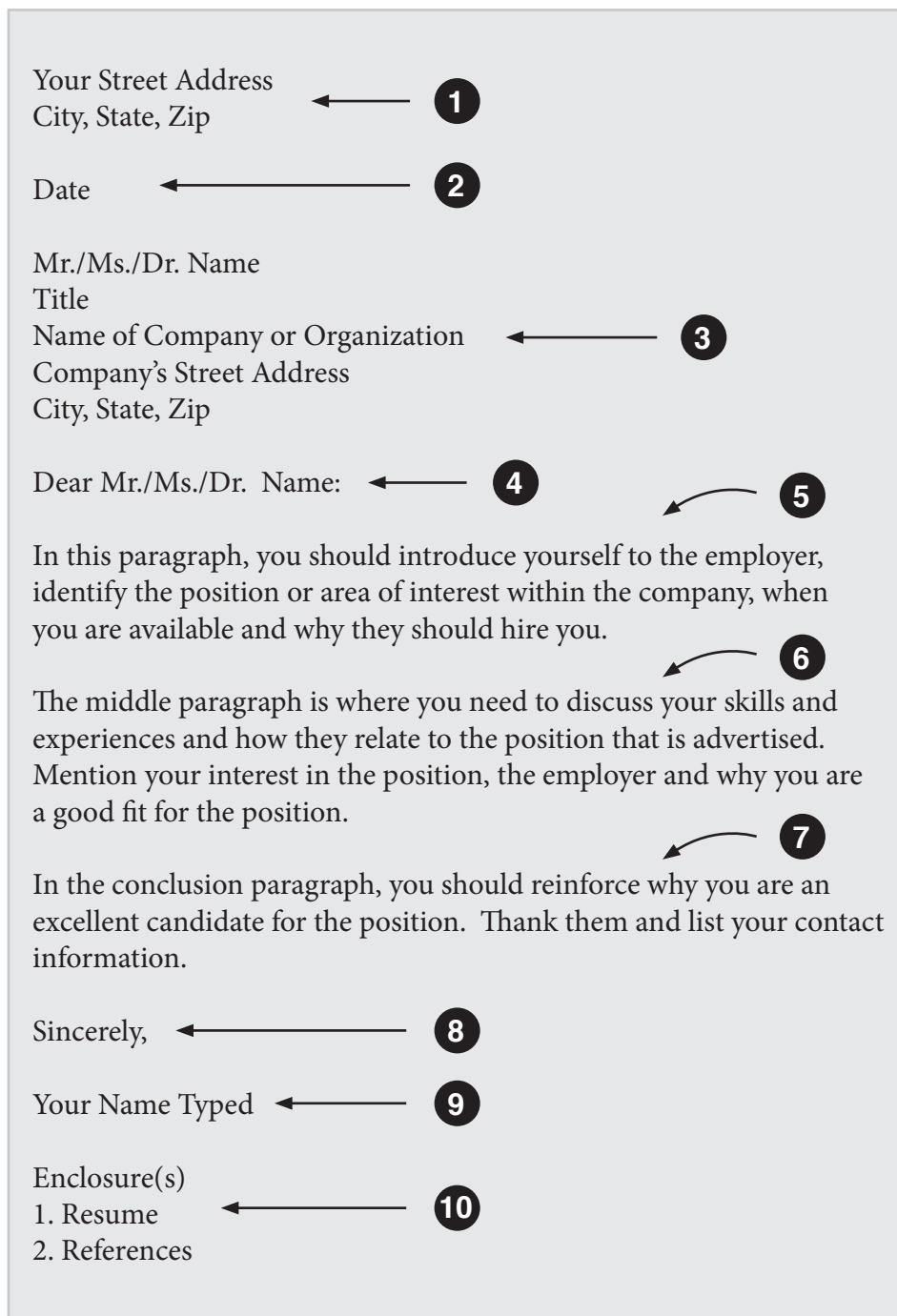
The Leadershape Institute – *Participant*, Champaign, IL 2014

- Hand-selected to attend an exemplary program to develop extraordinary leadership skills

SKILLS & ACTIVITIES

- Computer proficient in Windows XP, Adobe Photoshop, Microsoft: Word, Excel, PowerPoint, Access, Outlook MySQL Database, Lotus Notes
- National Sailing Program – participated as a crew member and regatta support when competing in venues around the United States, 2011 – 2013
- Memberships: US Sailing & Sailing Anarchy Yacht Club (SAYC), 2011 – present

COMPONENTS OF A COVER LETTER



1 Sender's Address:

Begin with your current address. There is no need to list your name in the heading.

2 Date: This should be the date that you are writing the letter using the following format: June 20, 2017

3 Employer's Address:

Always use the full address and the person's title.

4 Greeting: Use a colon after the greeting and not a comma.

5 Paragraph 1: Answers the following questions: Who you are, Why you are writing, When you are available and Why you are the best candidate.

6 Paragraph 2: Matches your skills, experience and education with the requirements for the position. Explain why you are interested in the position and the employer.

7 Paragraph 3: Reiterate your interest with the position and include your contact information (email and phone).

8 Closing: Use the word "Sincerely".

9 Your Name: Leave enough space to hand-write your name.

10 Enclosures: Indicate what other documents may accompany the cover letter, such as the resume, application or references.

SAMPLE COVER LETTER — SUMMER INTERNSHIP

123 Main Street
Any Town, CA 90000

September 8, 2016

Ms. Jane Smith
Human Resources Manager
The Shipping Company
6541 First Street
New York, NY 11000

Dear Ms. Smith:

I am writing to apply for your summer 2016 intern position posted on XYZ.com. Currently, I am a sophomore at CSU Maritime Academy and plan to pursue a career in port security upon graduation. I have experience in security through my past internship with the Vallejo Police Department. As a cadet, I am also required to stand watch at Cal Maritime's Gate House. Completing an internship with The Shipping Company would be a great springboard in achieving my future career goals.

My demonstrated ability to be flexible, efficient and professional in a fast-paced environment, prepares me well for the changing environment with The Shipping Company. I also bring to the table computer proficiencies in MS Word, Excel, Outlook, Power Point and CRM database applications. These skills, combined with my education and previous work experience, make me and ideal candidate for your internship position.

I look forward to hearing from you in the near future and am available for an interview at your convenience. Please contact me with any questions that you may have. I can be reached at 707-123-4567 or student@csum.edu.

Sincerely,

John Jones

SAMPLE COVER LETTER — GRADUATION

P.O. Box 12345
Vallejo, CA 94590

April 4, 2017

Ms. Samantha Garcia
Director
JFK Consulting Company
6879 Second Avenue
Portland, OR 88550

Dear Ms. Garcia:

Currently I am a student at CSU Maritime Academy pursuing a BS degree in International Business and Logistics with a graduation date of May 2017. I am interested in business-related careers and am seeking opportunities to develop and utilize my skills and qualifications. I have researched JFK Consulting Company and believe that your commitment to excellence and service is in alignment with my career goals and beliefs.

As a Business Logistics & Tech Specialist Intern, I collaborated with upper level management, consulted with prospective clients and networked through the internet and used other computer software. As my resume indicates, I have demonstrated strong leadership and decision-making skills through active participation in campus organizations. In addition, working throughout my Cal Maritime career to finance a substantial portion of my education has strengthened my time management skills and determination to pursue and achieve my goals.

I am excited about the many facets of the business world and welcome the opportunity to discuss opportunities to explore in JFK Consulting Company. I can be reached at 707-111-1234 or student@csum.edu.

Thank you for your time and I look forward to hearing from you soon.

Sincerely,

Maxwell King

REFERENCES SHEET

Thomas Jefferson

558 Penn Dr., Norfolk, CA 43219
tjefferson@gmail.com, 707-654-2727

REFERENCES

Mr. Allen Moore

Senior Scientist
Genentech
1204 Lloyd Street
San Francisco, CA 94080
650-555-7788
amoore@genentech.com
Past Internship Supervisor

Ms. Janice Walker

Professor, Mechanical Engineering
CSU Maritime Academy
200 Maritime Academy Drive
Vallejo, CA 94590
707-654-0000
jwalker@csum.edu
Professor

Ms. Margaret Hill

General Manager
Hillstone Restaurant Group
8975 Main Street
Houston, TX 55226
555-888-4444
mhill@houstons.com
Past General Manager

Mr. Eric Cooper

Director of Alumni Affairs & Annual Giving
CSU Maritime Academy
200 Maritime Academy Drive
Vallejo, CA 95490
707-654-1299
ecooper@csum.edu

- References should be listed on a separate sheet of paper and not part of the resume.
- Typically, references are requested at the point you are considered a finalist for the position.
- It is important to contact your references prior to submitting their names to potential employers.
- The cover letter, resume and reference pages should all be the same format, font size and font style.
- A list of 3-5 references is sufficient.

SAMPLE EMAIL THANK-YOU LETTERS

Dear Mr. Roberts:

Thank you for taking the time to meet with me about the Marketing Internship position today. The job seems like a perfect match for my skills and interests. The strategies you outlined are exciting and I know I would be able to hit the ground running. In addition to my education and my experience as a marketing intern, I will bring communication skills, ideas and energy to your team. I have solid organizational skills and know how to implement projects in the areas you mentioned. I am interested in becoming a part of your organization and look forward to hearing from you soon.

Sincerely,

Student Name

- Address the recipient(s) as “Dear Mr. / Ms.”
- Start by thanking the interviewer(s) for the opportunity to interview for the position.
- Restate your interest in and qualifications for the position.
- Mention something specific from the interview that increased your interest in the position.
- State your positive anticipation of hearing back from the employer regarding the position.
- End with a formal Closing.
- One or two paragraphs is sufficient; this should not be as long as a cover letter.

A thank you note should be sent within 48 hours of the interview.

A recent CareerBuilder survey showed that 22% of employers are less likely to hire a candidate who does not send a thank you, and 91% like being thanked, according to an Accountemps survey.

Dear Ms. Adams:

Thank you for taking the time to discuss the Mechanical Engineering position at ABC Company. After meeting with you and Mr. Alberts, I am further convinced that my background and skills coincide with the qualifications for this position. In addition to my education and experience, I will bring excellent attention to detail and ingenuity to this position, as we discussed.

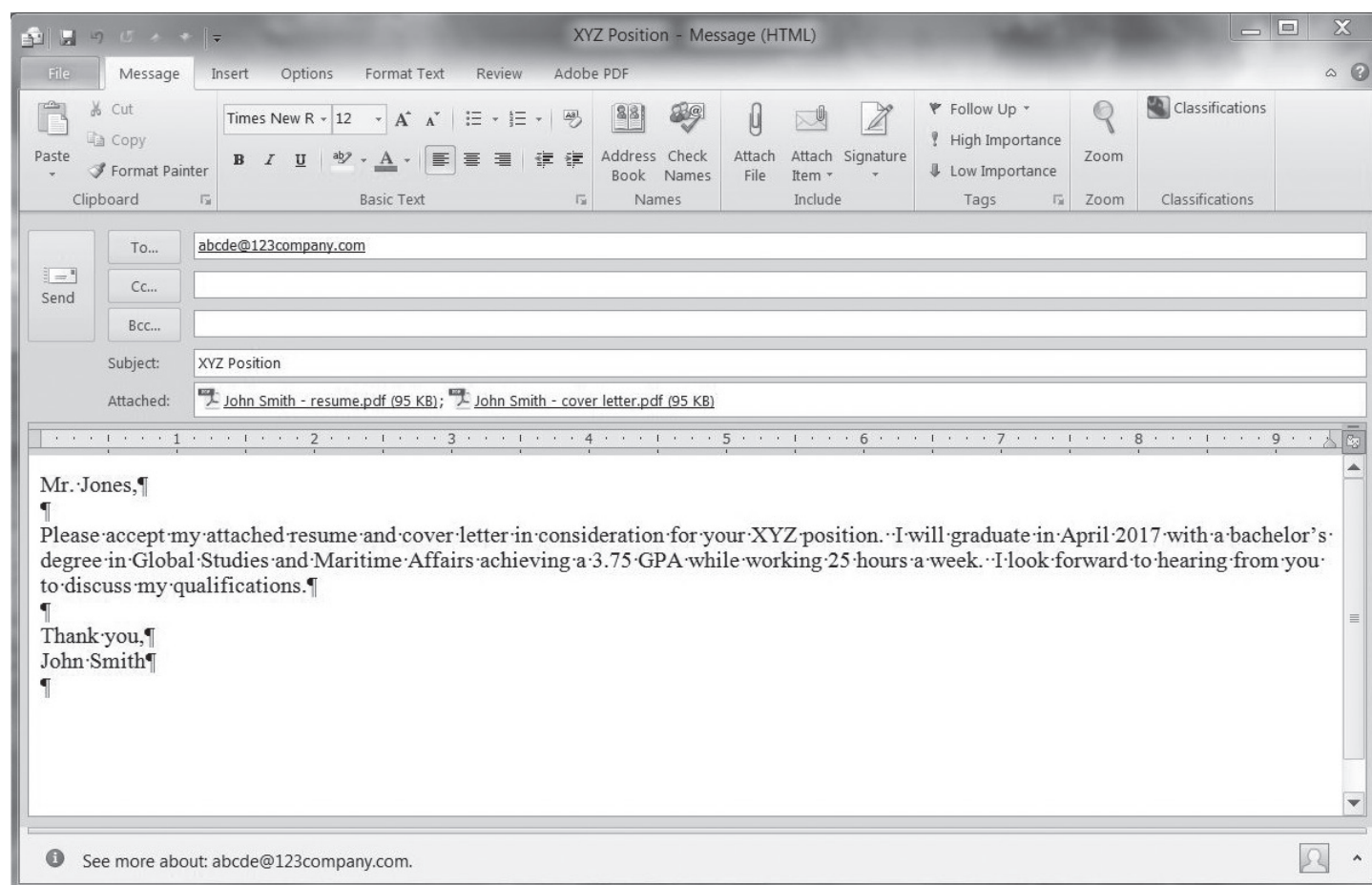
Thank you for introducing me to the team and providing a tour of ABC Company. I am motivated at the prospect of working with your organization and believe I would be a strong asset to your team. I look forward to hearing from you regarding my candidacy for this position.

Best Regards,

Student Name

EMAIL ETIQUETTE

Email is often the preferred method of communication between job seeker and employer. When used in a professional manner, email is a powerful tool and can help distinguish you to prospective employers. Poor email use can eliminate you as a candidate in the job selection process.



NOTICE THAT:

- The body of the email contains a short note introducing yourself and directing the reader to your attachments
- Supporting material is always attached and should contain your name and what the document is:
 - o Jane Smith Resume
 - o Jane Smith Cover Letter
 - o Jane Smith References
- Address the recipient as Mr. or Ms.
- Use standard font, color and font size
- Choose your email address carefully – it should be easy to read, type and be professional
- This is a professional email – remember not to be too casual
- Once you have sent your information – remember to check your email daily for a response

PREPARING FOR THE INTERVIEW

QUESTIONS ASKED BY THE EMPLOYER

- Tell me about yourself.
- Give me an example of an important goal you've set in the past and tell me about your success in reaching it.
- Tell me about a time when you worked with a deadline.
- Tell me about a time when you worked on a team project.
- Why did you get into this industry?
- Where do you hope to be in 5, 10, 15 years?
- Why should I hire you over other candidates?
- What skills have you acquired that will help you to succeed in this job?
- Do you prefer working alone or with a team?
- Describe a situation when you gathered and analyzed facts to arrive at a decision.
- Why are you interested in working for our company?
- Give me an example of going the extra mile to help a customer.
- Which of your jobs did you like the best? Least? Why?
- Give me an example of a high pressure situation you have faced this past year and how you resolved it.
- How has your education and employment prepared you for this position?
- What are your strengths and weaknesses?

QUESTIONS TO ASK AN EMPLOYER

- What are your expectations for the person you hire?
- Why do you like working for this company?
- Would you describe the typical training program or time period?
- In this position, what is the reporting structure?
- What kinds of projects might I be working on?
- How would you describe the work environment?
- I am very interested in this position – what is the next step?

PHONE INTERVIEWS

- Be sure to have a professional voicemail message.
- Choose a location that is quiet and free from distractions.
- Keep your resume and notes nearby.
- Landline use is best, but if not an option, make sure that your cell phone is fully charged.
- Speak clearly, slowly and directly into the phone.
- Even though it is a phone interview – dress professionally!
- Smile! It will come through over the phone.

Keep pets in another location so you are free of background noise or distractions!



PETS

SKYPE INTERVIEWS

- Download Skype in advance to avoid last minute technical issues.
- Choose a professional username.
- Practice using the system with a friend.
- Be aware of your backdrop – what the interviewer will see behind you!
- Clear your area of clutter.
- Remember to make eye contact and that there could be a few seconds of delay.
- Don't sit too close to the screen, you want them to see more than your face.
- Exchange phone numbers and have a back-up plan in case technology is not on your side.
- Dress for the job.

ON-SITE INTERVIEWS

- Have a plan – know your driving route and traffic
- Arrive 10-15 minutes early.
- Bring extra copies of your resume and cover letter.
- Be aware of your posture and body language.
- Follow the lead of your interviewer – don't take over the interview.
- Be concise in your answers.
- Listen closely to the interviewer's questions; ask for clarification if needed.
- Be sure to clarify the follow-up arrangements.
- Dress appropriately – not for a club!

PARTS OF THE INTERVIEW

There are four basic segments to the interview process:

1 SMALL TALK. This is also part of the greeting where the stage is set for the interview. A simple back and forth of conversation – how are you, did you have any trouble finding the office, can I get you something to drink, etc. It is important to remember that this may seem casual but you must remain professional.

2 EMPLOYER’S QUESTIONS. This normally starts by a review of your resume, asking for clarifications and detailed explanations and then moves into job and position related questions.

3 YOUR QUESTIONS. You should always come prepared with a potential list of questions. This is your opportunity to ask informed and relevant questions, to learn more about the employer.

4 CONCLUSION. The handshake, thanking and exchanging of business cards or contact information. Make sure that you leave with a clear idea of the next step in the process.

BODY LANGUAGE DURING THE INTERVIEW

Most human resources personnel, recruiters or other professionals that interview as a major part of their position can “size up” a candidate in 5 minutes or less. The interview actually starts before you even open your mouth and respond. Your body language can be very telling and you may not be aware that you are conveying a particular image. Refer to the list below:

BAD POSTURE

- Leaning back = arrogance
- Leaning forward = aggressive
- Slouching = lazy
- Aim for a neutral position; sit tall with both feet on the floor

BREAKING EYE CONTACT

- Hold your eye contact one extra “lash” especially when shaking hands.

POINTING A FINGER / EXCESSIVE HAND GESTURES

- This is a sign of aggression.

CROSSED ARMS

- Defensive and resistant

EXCESSIVE NODDING OR MUMBLING

- Don’t be a bobble head – this is distracting to the person that is speaking to you.

FIDGETING

- Feet and legs = nervous energy
- Playing with your pen
- Biting your fingers
- Playing with your hair
- Jingling keys or coins

HANDS BEHIND YOUR BACK OR IN YOUR POCKETS

- Some use this technique to control gestures but it makes you appear stiff.

MISMATCHED EXPRESSIONS

- Your tone and facial expressions should match.

SHIFTY EYES

- Distracted and upward eye movements can suggest someone is lying or not sure of themselves.

STARING

- Eye contact is important but so is the breakaway, locking can be interpreted as aggressive.

NETWORKING & THE JOB SEARCH

WHAT IS NETWORKING?

Networking is the use of contacts to acquire information, advice, and referrals for the job hunt. Contacts can range from your closest friends to professionals you have met before. It is always easiest to start networking with the people to whom you are closest: friends, family, neighbors, present and former co-workers/employers, faculty, classmates, and anyone else with whom you have frequent contact. Refer to the 6 tips below to get started:

- 1 GIVE AS MUCH AS YOU GET.** Forming relationships built on trust will help you be the person your contacts think of the next time they can find a way to help you. When you are offering to help others, you will find them far more open to the idea of helping you down the road.
- 2 BE PROACTIVE.** Networking doesn't just happen. You need to be active in your efforts to make sure you get out and meet people.
- 3 DEVELOP YOUR NETWORKING STRATEGY.** Prepare and practice your Career Pitch. Start by talking to everyone that you meet at career fairs, college events, conferences and on-campus recruitment opportunities.
- 4 STAY POSITIVE.** Staying positive makes you approachable and memorable. It's easy to let yourself get down and lose self-esteem when you have been rejected in the job hunt.
- 5 TAKE FULL ADVANTAGE OF OPPORTUNITIES.** Networking only works if you put yourself out there and start talking to people. Let your guard down and be aware of what your body language communicates.
- 6 USE SOCIAL MEDIA.** While it's true that in-person meetings solidify relationships, when it comes to networking, many relationships can either start or flourish through social media. Use sites like **Twitter** and **Facebook** to stay in touch with people you have met and **LinkedIn** to network with people who work at the company you are interested in.

ORGANIZE AND CONTROL YOUR JOB SEARCH PROCESS

Searching and applying for a job can be a stressful time period. Keeping track and organizing this process is crucial to your success. Create an Excel spreadsheet or electronic folders that contain the information below to help manage your application process.

Company Name	Resume and Cover Letter Used
Contact Information	Notes
Position	Interview Status
Date Applied	Follow-Up
Networking Opportunities	Thank You Letter / Email Sent
Email & Phone Correspondence	Offers

As you navigate your way through this process, from time to time it is a good idea to step back and evaluate where you are within the search and to make adjustments as needed.

CREATING A BUDGET

EXPENSES		MONTHLY TOTAL
HOME	Housing Costs (Rent/Mortgage/Taxes)	\$
	Utilities (Electric/Gas/Water/Sewage, etc.)	\$
	Internet/Cable/Netflix	\$
	Groceries	\$
	Laundry/Cleaning	\$
TRANSPORTATION	Public Transportation	\$
	Car Loan	\$
	Insurance	\$
	Parking/Tolls	\$
	Car Repair/Maintenance	\$
	Gas	\$
BILLS	Student Loans	\$
	Credit Cards	\$
	Cell Phone	\$
	Subscriptions	\$
HEALTH	Doctor Appointments/Co-Payments	\$
	Prescriptions	\$
	Gym Membership	\$
	Over-the-Counter Medication	\$
ENTERTAINMENT & PERSONAL	Movies/Concerts	\$
	Dining Out	\$
	Travel/Vacation	\$
	Clothing	\$
	Personal Hygiene	\$
	Gifts	\$
MISCELLANEOUS (pets, childcare, charity, etc.)		\$
		\$
		\$
	TOTAL MONTHLY EXPENSES	\$
	Total Monthly Income	\$
	Minus Monthly Expenses	\$
	Monthly Savings	\$

**RECOMMENDED
BUDGET STRATEGY**



Personal Debt 10% – 20%
Housing 20% – 35%
Food..... 15% – 30%
Transportation 6% – 20%
Utilities..... 4% – 7%

DRESS FOR SUCCESS

WOMEN

- Slacks, skirt or dress should be knee length
- Neutral colors are preferred – black, grey, navy brown/beige
- Shoes should be low heel and closed toe
- Hosiery/tights should be skin tones and contain no patterns – no bare legs
- No cleavage!
- Minimal make-up, nail polish and perfume
- No distracting jewelry
- If you are wearing a jacket, be prepared to take it off
- Hair should be away from your face and neatly cut and styled
- Carry either a purse or professional bag, but not both

MEN

- Two piece suits should be matching and dark-colored
- Wear a long sleeved, light-colored, button-down shirt (wear and undershirt to hide perspiration)
- Choose a solid tie or one with a conservative pattern
- Shoes and belt should be the same color—black or brown
- Shoes should be freshly polished and socks should match your suit/pants
- Have your hair neatly trimmed and be clean shaven
- Heavy cologne or other overpowering scents should be avoided
- Bring a portfolio

**KHAKIS,
SALT & PEPPERS
or DRESS BLUES**
for interviewing?

ON-CAMPUS INTERVIEWS & CAREER FAIRS =
SALT & PEPPERS OR DRESS BLUES
OR BUSINESS CASUAL / PROFESSIONAL

OFF CAMPUS INTERVIEWS =
DRESS BLUES OR BUSINESS CASUAL /
PROFESSIONAL

GRADUATING SENIORS
ARE ENCOURAGED TO ALWAYS WEAR
BUSINESS CASUAL / PROFESSIONAL

NEED GUIDANCE?
ASK YOUR CAREER ADVISOR!

GENERAL ATTIRE TIPS

- Clothing should fit properly and be comfortable when you are standing, sitting or walking.
- Attire should be crisp, conservative and neat.
- Office casual is becoming the accepted mode of dress at more and more companies. The rules, however, for casual attire are subject to tremendous company-to-company variance.
- Avoid smoking in your interview outfit. Cigarette odors cling to your clothes for several hours.
- Knowing and understanding the culture of the company that will be interviewing with can help when choosing your interview outfit.
- Your appearance should enhance your presentation, not overwhelm it.
- **NO CELL PHONES!** Leave it in the car. If you must carry it, make sure it is off and do not carry it in your pocket.

INTERVIEW ATTIRE EXAMPLES



Women's Business Casual



Men's Business Casual



Women's Professional



Men's Professional

CAREER SERVICES

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