



HBCU CAREERS MAGAZINE



2017 FEATURED EMPLOYERS



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You want to be part of the best team. You want a future without limits. VCU Medical Center has been ranked among the top hospitals in Virginia by *U.S. News & World Report*,[®] year after year. Simply put, we're the best because our people are. What's more, we offer more than 400 work/life benefits, including flexible work options and schedules, competitive pay, generous benefits, on-site child and elder care and prepaid tuition assistance that will help bring your career – and your life – to the forefront.

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EOE/AA. Women, minorities, veterans and persons with disabilities are encouraged to apply. Ranked in top 50 for Orthopedics and Nephrology.

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Dear Job Seeker,

Congratulations! You are one step closer to making the transition from your career as a college student to your new career in the workplace. The job market is competitive and the economy uncertain and you may feel a bit unprepared for this transition. By making the decision to take a look at the **2017 HBCU Careers Magazine** you are off to a great start!

The **HBCU Careers Magazine** is an all-inclusive career planning resource filled with invaluable career planning advice and information from the experts, career service professionals from colleges and universities throughout the country and other professionals from various fields. The **HBCU Careers Magazine** not only provides you with the tools to develop an effective job search campaign, but it also helps you to connect with employers that are actively hiring.

Be sure you incorporate **HBCUcareers.com** as an integral part of your job search campaign. **HBCUcareers.com** is quickly becoming one of the largest diversity recruitment websites for job seekers and employers across the United States. **HBCUcareers.com** was created to serve both the job seeker and employer by connecting people and providing the most up-to-date information to aid the job seeker in their career search.

With a host of job search tools including video resumes and our custom job search format, job seekers can actively search and apply to thousands of job postings. Job seekers that register and create a job search profile can receive real-time updates automatically through e-mail, Facebook, Twitter or the FREE **HBCUcareers.com** mobile app whenever a job is posted that matches their search criteria. Visit **HBCUcareers.com** and register today so you can start your job search tomorrow!

We hope you will utilize **HBCU Careers Magazine** and **HBCUcareers.com**. You now have the tools to develop an effective job search strategy to find the career that's right for you.

Best wishes as you begin your job search!

HBCU Careers

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Healthcare Careers

The organizations featured within this section are currently recruiting within the Healthcare Industry:

Duke Nursing
Longview Regional Medical Center*
Memorial Sloan-Kettering Cancer Center*
VCU Health System*

*Denotes Featured Employer

Eye-to-Eye.



At Longview Regional, we agree on exceptional patient care.

At Longview Regional Medical Center, we come from diverse backgrounds but rally around a common vision of providing quality healthcare services to our community. This commitment is ours in our multi-million dollar expansion, which nearly doubled the size of our facilities and supports our patients' growing needs. If you share our view of excellence, now is the best time to look into a career with Longview Regional!


NURSING OPPORTUNITIES

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- Med/Surg
- Critical Care
- NICU/Nursery
- Emergency
- Pediatrics
- Heart and Vascular
- Surgical Services
- Intermediate Care
- Women's Services
- Labor and Delivery

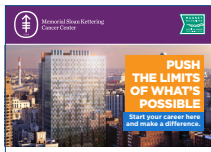
ALLIED HEALTH OPPORTUNITIES

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- Respiratory Therapy
- Medical Records
- Social Work
- Pharmacy
- Radiology

Please apply online today!
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LONG ISLAND NEW JERSEY

FIND YOUR LIFE'S CALLING
careers.mskcc.org

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EDUCATION CAREERS

The organizations featured in this section are currently recruiting within the Education field



Akron Public Schools (OH)
Anne Arundel County Public Schools (MD)
Arlington Public Schools (VA)*
Beaufort County School District (SC)
Bloomfield Hills Schools (MI)
Caroline County Public Schools (MD)
Calvert County Public Schools (MD)
Carteret County Public School System (NC)
Charlottesville City Schools (VA)*
Clark County School District (NV)
Clarke County School District (GA)*
Cumberland County Schools (NC)
Greenville County Schools (SC)*
Gwinnett County Public Schools (GA)*
Henry County Public Schools (VA)
Henry County Schools (GA)
Hillsborough County Public Schools (FL)
Killeen Independent School District (TX)*
Ladue Schools (MO)
Lincoln Public Schools (NE)*

Los Angeles Unified School District (CA)
Loudoun County Public Schools (VA)
Montgomery County Public Schools (MD)*
Newton County School System (GA)
Newton Public Schools (MA)
Olentangy Local School District (OH)
Orange County Schools (NC)
Onslow County Schools (NC)
Parkway School District (MO)
Pender County Schools (NC)*
Phillips Exeter Academy (NH)*
Pittsburgh Public Schools (PA)
Richland School District Two (SC)
School District of Lee County (FL)*
Staunton City Schools (VA)*
Tangipahoa Parish School System (LA)*
Tucson Unified School District (AZ)
Washoe County School District (NV)*
York County School Division (VA)

*Denotes Featured Employer

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Meet Our Contributors

Please visit HBCUcareers.com if you would like to view their biographies or see additional articles written by our distinguished contributors



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Keirsten A. Greggs
Talent Acquisition Professional



Sean Lynott, MBA, CPRW

Dear HBCU Forum Contributor:

Thank you to all of the professionals from the college career services arena and private sector that have taken the time to share their knowledge and expertise with collegians and up-and-coming professionals. Your advice, wisdom and encouragement are invaluable.

You may never meet those that you have helped by contributing an article to the ***HBCU Careers Magazine***, but know that you have definitely made a difference, and for that we cannot thank you enough.

We truly appreciate your commitment to making a difference and enhancing the professional and personal lives of students, alumni and young professionals as they embark on their journey from college to career.

Sincerely,

HBCU Careers

Dear Future Contributors:

If you or someone you know has knowledge to share and would like to contribute to our next edition of the ***HBCU Careers Magazine*** please request submission information from ads@hbcucareers.com or contact us on HBCUcareers.com. We welcome all submissions and all articles will be included in the HBCU Forum regardless of being selected for inclusion in the magazine.



CAREER OPPORTUNITIES

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ATTENTION CAREER SEEKERS

Please take advantage of the employment opportunities that appear throughout your *HBCU Careers Magazine*! Help your career search by contacting the organizations listed below. These employers are actively recruiting college graduates like yourself and have made the *HBCU Careers Magazine* possible. Visit HBCUcareers.com to view the online version of this publication, upload your resume, respond to job postings and more.

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*Denotes Featured Employer



Self-evaluation is a critical part of any effective job search strategy, yet it is often overlooked. It is the process of identifying your personal and professional values, interests, personality type, strengths, weaknesses, skills, and goals. This section will not only give you insight into understanding yourself, but it will also help you to transfer what you know about yourself into a career that fits.

Self-Evaluation Questions to Ask Yourself

Below are some questions developed by executive recruiters to help you better understand yourself and your career aspirations. They are also questions an employer may ask you during an interview. Answer these questions as accurately and honestly as you can. Your answers will help you determine your career assets and liabilities, which will prepare you for your job search and for future interviews.

- Would I work better in a large or small organization?
- How important is geographic location to me?
- Do I work better alone or as part of a group?
- Am I more comfortable as a follower or a leader?
- Which do I do better: analyze or execute?
- Do I prefer to work with people or things?
- Do I work more successfully under pressure?
- Am I a good planner or idea person?
- Do I think well on my feet?
- Do I make decisions easily?
- Do I express myself well orally? In writing?
- What characteristics do I admire in others?
- Which function of my job do I perform most effectively?
- Which function of my job do I perform least effectively?
- What do I enjoy doing most?
- What motivates me?
- What accomplishments have satisfied me in the past year?
- What have I done to correct my shortcomings?
- What level of responsibility do I aspire to in five years?
- What should I be earning then?
- How will I achieve these levels? What skills do I need?
- Am I a good listener?





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- Generous tuition assistance program
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DEPARTMENT**



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703-228-4412 or acomer@arlingtonva.us



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NEW CAREER?
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Career Highlight

Management Trainee/ MD1

Responsible for assisting with the overall day-to-day operations of the store including continuous development of effective store associates to achieve desired sales and excellent customer service.

- o Extensive Training Program that develops trainees to become store co-managers in their own stores.
 - o Includes personalized Leadership Development Training and networking opportunities.

Join our Talent Network at Jobs.Kroger.com

Possible Career Paths

Store Co-Manager

Unit Manager

Division Coordinator



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 waste of time-especially now when our job market is so tight. Keep in mind that you are competing for the same position 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.

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. HBCU Careers Magazine

Your **HBCU Careers Magazine** is an excellent resource to locate information about organizations that are actively seeking to hire recent college graduates. For a list of all of the organizations that have available positions, refer to page 6. Take time to carefully review the career opportunities that these organizations have placed. They typically include general information about the position, the employer's web address, and how to apply for the position. You can also link directly to each employer's website, find additional information about an employer and submit your resume to job postings by visiting HBCUcareers.com.

2. 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

- **Grad School Websites.** If your next step is grad school, you may wish to visit these sites:

- » GradSource.com
- » Gradschools.com
- » graduateguide.com

3. Trade Associations

Almost every type of field or industry that exists has a trade association affiliation. Find trade associations that match your career interests and then contact them to find out how you can obtain information such as journals, informational briefs and membership directories. Some trade associations even publish job listings or have resume referral services. In some cases you may need to be a member of a trade association in order to take advantage of their services and receive their information. If this is the case, see if they offer student memberships at a discounted rate.

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

Questions to Ask Yourself

Now it's time to get real. Ask yourself the following questions BEFORE you respond to a job posting or go on an interview. Your answers will let you know if you have done the right amount of research and taken the appropriate steps to prepare yourself for the application and interview processes.

- Do my resume and cover letter reflect that I am a good match for the position for which I am applying?
- Am I prepared to answer general questions about the employer and the position that may be asked of me during an interview?
- What makes me “stand out” over other candidates that are applying for the same position?

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 to 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.



If you are applying to an online job posting, don't just submit your resume blindly. Do a bit of investigating first. In most cases an employer will include an in-depth position description along with the qualifications they are seeking. Study this information carefully. Find out what the employer is looking for. Compare your qualifications, skills, and attributes against the position description. Do you see any matches? If so, be sure to communicate them in your resume and cover letter.

Healthcare Careers

The organizations featured within this section are currently recruiting within the Healthcare Industry:

Duke Nursing

Longview Regional Medical Center*

Memorial Sloan-Kettering Cancer Center*

VCU Health System*

*Denotes Featured Employer

Longview, Texas

Eye-to-Eye.



At Longview Regional, we agree on exceptional patient care.

At Longview Regional Medical Center, we come from diverse backgrounds but rally around a common vision of providing quality healthcare services to our community. This commitment is seen in our multi-million dollar expansion, which nearly doubled the size of our facility and supports our patients' growing needs. If you share our view of excellence, now is the best time to look into a career with Longview Regional!

NURSING OPPORTUNITIES

- Cath Lab
- Critical Care
- Emergency
- Heart and Vascular
- Intermediate Care
- Labor and Delivery
- Med/Surg
- NICU/Nursery
- Pediatrics
- Surgical Services
- Women's Services

ALLIED HEALTH OPPORTUNITIES

- Lab
- Medical Records
- Pharmacy
- Radiology
- Respiratory Therapy
- Social Work

Please apply online today!
www.longviewregional.com



Longview Regional
MEDICAL CENTER

Better Healthcare Starts Here

Equal Opportunity Employer, AAE, M/F/D/V



Memorial Sloan Kettering
Cancer Center



**PUSH
THE LIMITS
OF WHAT'S
POSSIBLE**

Start your career here
and make a difference.

At Memorial Sloan Kettering (MSK), we're not only changing the way we treat cancer, but also the way the world thinks about it. Here, you'll have the opportunity to work with innovative teams as we drive excellence and improve patient outcomes. And you'll be joining an award winning organization that is consistently ranked as a top hospital for cancer by US News & World Report and listed on Glassdoor's annual Employee Choice Awards.

Entry-level opportunities for
Healthcare, Science & Liberal Arts Majors

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MSK is an equal opportunity and affirmative action employer committed to diversity and inclusion in all aspects of recruiting and employment.



When you start at the top, there's no limit to how far you can go.



You want to be part of the best team. You want a future without limits. VCU Medical Center has been ranked among the top hospitals in Virginia by *U.S. News & World Report*,[®] year after year. Simply put, we're the best because our people are. What's more, we offer more than 400 work/life benefits, including flexible work options and schedules, competitive pay, generous benefits, on-site child and elder care and prepaid tuition assistance that will help bring your career – and your life – to the forefront.

Discover how you can start at the top at vcuhealth.org/careers.



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EOE/AA. Women, minorities, veterans and persons with disabilities are encouraged to apply. Ranked in top 50 for Orthopedics and Nephrology.



BE A PART OF EXCELLENCE.

Duke Nursing has opportunities for experienced nurses throughout our 100+ medical and surgical sub-specialties.

We have competitive salaries and benefits, flexible schedule options, and career development and advancement opportunities. And, Duke's world-class facilities are in the heart of North Carolina, where the quality of life is second to none.

Contact a recruiter today to find out how you can become a part of excellence.

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A LEGACY OF NURSING EXCELLENCE**



Duke University Health System is very proud to have achieved Magnet recognition (2014).



Duke Raleigh Hospital and selected units of Duke Regional Hospital and Duke University Hospital have been recognized by the NCGNA with Hallmarks of Healthy Workplaces.

U.S. News & World Report
Duke University Hospital (#1),
Duke Raleigh Hospital (#11) and
Duke Regional Hospital (#16)
are proud to have been selected
as top hospitals in North Carolina
by *U.S. News & World Report* (2016).



Learn more about Duke Nursing at dukenursing.org
Call a recruiter today: 1-800-232-6877



A LEGACY OF NURSING EXCELLENCE.

Duke Nurses are playing an integral role in transforming health care as leaders within our health system and through their involvement in professional organizations. They are supported in attaining advanced skills and professional degrees. And they are valued and respected professional colleagues.

Duke Nurses also have all of the advantages of working in a health system that has achieved Magnet® recognition and that takes pride in world-class facilities and innovative technologies. And, they benefit from living and working in an area that embraces and celebrates diversity, and that has an enviable quality of life.

Annually, Duke Nursing presents 36 Excellence Awards to outstanding nurses. Nominations come from our patients and their families and friends, as well as from colleagues. At least three of our 2016 winners attended HBCUs. These three winners are featured, below, with brief excerpts from their nominations.



Cheryl Brewer, PhD, MSN, RN
Associate Vice President, Nursing
Private Diagnostic Clinic, PLLC
Clinical Associate Faculty, Duke University School of Nursing
Award for Excellence in Nursing Leadership
BSN: North Carolina Central University

Webster's Dictionary defines "friend" as a person whom one knows and with whom one has a bond of mutual affection, a companion, a confidante. Cheryl meets that very definition for 41 Private Diagnostic Clinic Nurse Managers. This amazing woman has placed her guiding arms around us to help cultivate friendships and develop current and future leaders. With humor, humility and empathy, she has reignited for us all that nursing stands for: compassion, collaboration, professionalism and innovation. She is truly invested in the personal and professional growth of each and every nurse within the Nurse Manager group and beyond.



McKenzie Daniel, BSN, RN
Clinical Lead
Duke Children's Primary Care
Private Diagnostic Clinic, PLLC
Mary Ann & Robert H. Peter Award for Excellence in Nursing Practice
BSN: North Carolina Agricultural & Technical State University

McKenzie is an expert clinician who practices autonomously and consistently with professional standards of care. She promotes the professional role of the nurse, including capability, accountability, authority and responsibility for one's own practice. She provides continuity and coordination of care and incorporates evidence-based practice into daily holistic patient care focusing on body, mind and spirit. Of note is her work with our anticoagulation patients. She has standardized and educated all other Medicine-Pediatrics RNs in the care and communication of the anticoagulation lab results and patient education associated with this. McKenzie is a true asset to the team here at Duke.



Eve K. Hammett, MSN, RN-C, CNM
Nurse Manager
Duke Birthing Center
Duke University Hospital
Certified Nurse Midwife
Department of Obstetrics and Gynecology
Duke University School of Medicine
Award for Excellence in Women's Health Nursing
BSN: North Carolina Central University

In addition to working in her full-time role as a nurse manager, this leader is also an Advanced Practice Provider. She spends many hours per month working elbow-to-elbow with her staff. This role provides a unique perspective of the work being done on the unit and allows her to see what types of challenges her team is facing on a day-to-day basis. In this role, she is able to not only deliver excellent patient care, but is also able to better care for her team. She jumps in to help them on busy days, and provides moral support when needed.

Nurses at every point in their careers can become a part of nursing excellence at Duke Health. For more information about opportunities for a lifetime, contact a Duke Nursing recruiter today (dukenursing.org or 1-800-232-6877).



Duke University Health System is very proud to have achieved Magnet recognition (2014).



Duke Raleigh Hospital and selected units of Duke Regional Hospital and Duke University Hospital have been recognized by the NCNA with Hallmarks of Healthy Workplaces.

U.S. News & World Report
Duke University Hospital (#1),
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The 5-ings for Career Advancement

By: Dr. Mike Ammons
Director, Raleigh-Durham Aspire Campus
North Carolina Wesleyan College

You've completed your college degree, have been hired working a full-time job, and transitioning to being a full-fledge professional. Now what? While you have completed an important milestone in your formal education, the real learning has just begun. As you have probably figured out by now, the job market is a competitive place and you find yourself surrounded by others who are all wondering the same question, "How do I get to the next level"? Don't despair; the following five practices will help you separate yourself from your peers.



Mentor-ing

Seeing is believing! Humans are visible creatures in that we are fascinated by our visual senses. The more the senses are engaged, the stronger the memory. Mentors serve as visual models that enable us to see the possibilities of what could be and provide tangible evidence of success. Reflecting back on my childhood, I can remember being intrigued by the airplane SR-71 Blackbird. What sparked my interest about this plane was the fact that it did not look like any other plane. It was sleek, black, and fast reaching peak speeds of over Mach 3 (three times the speed of sound). At one point, it was the fastest manned aircraft in the world.

Due to my interests, my parents bought me an SR-71 model to assemble. When I opened the box I was overwhelmed by the number of pieces required to assemble the plane. Along with these parts came a visual image of what the plane was to look like in addition to instructions on how to put it together. After hours of laboring and numerous glances at the image on the front of the box, I was the owner of an assembled SR-71 model airplane. Just like this model SR-71 airplane, when we look at what it takes to be successful in our professional careers, it can seem overwhelming. That is why it is important that you find a mentor so they can provide both an image and instructions on how to get it done. Not only should you seek out a mentor but you should also mentor others. Pastor and author Andy Stanley states that if you are one step further down the road than someone else, then you have something to share. So, get to sharing!

Network-ing

Have you ever heard the statement, "It is not what you know it is who you know"? There is some validity to this statement as organizations don't hire people, people hire people. It is reported that up to 80% of jobs are found through personal relationships. In a quest to answer the question, "How did you get where you are", I interviewed and met with people in my career field to determine how they were able to get into their current position. Time and time again these individuals responded that it was through a personal connection that enabled them to get the job over other candidates who were equally qualified. In today's job market, networking is essential to career advancement. I recommend taking a three-tier approach when it comes to networking in which you make connections professionally, in your community, and web-based (Internet). Some useful professional communities include but are not limited to LinkedIn, Toastmasters, and the Society for Human Resource Management (SHRM).

Each county or city has a local chamber of commerce and I highly recommend joining. One of my friends was able to grow his business by speaking at a chamber of commerce event. Lastly, you need to create a presence on the Internet. This can be accomplished through social media such as Facebook, Twitter, and YouTube. In addition, you can also create your own blog site where you can share your views on topics of your interest. Seth Godin, who has the number one ranked marketing blog, shares his insights on marketing strategies and also provides free resources from his books. By having an online presence, Seth Godin has authored 17 best-seller books.

Learn-ing

Learning can be described as continuous and never-ending improvement. Although you have earned your college degree, you are not a finished product. You must commit yourself to the discipline of life-long learning. Learning is not limited to the classroom. As an employee, you are your own brand so it pays to invest in yourself. One of the ways in which you can learn is to read books. There are numerous computer, smart phone and table applications that make reading more convenient today than ever before. These apps include: iBook's, Kindle, and Flip board, just to name a few. In addition, you can listen to audiobooks while you are traveling in your car or during your exercise routines. President Lincoln, considered by many to be one of our nation's greatest presidents, was a voracious reader. Some of our nation's other former presidents were also known for their passion for reading with some having read more than 100 books a year.

Regardless of where you may be in your professional career, you will never reach the point of Benjamin Buford Blue, or better known as Bubba, in which, "You know all there is to know about the shrimping business". The advancements in technology have changed how businesses and employees alike operate and engage with customers. Experts suggest that within the next five years, the majority of the technology we use today will be outdated. One of my professors from college, who also owns a successful speaking and consulting business, practiced stand-up comedy to enhance his skills as a speaker and to incorporate humor and storytelling in his presentations. In the words of Les Brown, "In order to be somebody you've never been before you have to do something you've never done before". Learning helps you to become the person you want to be!

Communicat-ing

I am a big fan of the Western genre of films. In a scene in one of my favorite movies, the lead character asserts to his fellow farm hand, "You are long on mouth and short on ears". From what I gathered from this statement, we are better served if we seek to listen first and speak second. Better stated, we must first seek to understand and then to be understood. There are three key ingredients to being an effective communicator: speaking, writing, and listening. Often the last part gets overlooked as there are courses in college designed to improve one's speaking and writing it is not commonplace to have an effective listening class. Despite listening as being an overlooked skill, many business leaders cite their ability to listen as a key reason why they have been successful in their career. It is reported that up to 90% of career advancement opportunities are given to those with effective communication skills.

While Martin Luther King Jr. is known as one of the greatest speakers in America's history and perhaps in all of history; he practiced the art and science of speaking. In his "I Have a Dream" speech, it is reported that he spent months developing his speech for smaller audiences before he delivered the final rendition at the March on Washington. Words are powerful! Words describe and change how we view the world.

In the workplace, words are used to influence others in a variety of ways. Depending on your career field, an employee can spend a vast majority of their day speaking, writing, and listening to others. Despite your natural-born abilities in any of the three areas of communication, you must practice daily to become better. Just remember, talent alone is not enough as you must hone your talent into skill. Skill requires hard work, persistence, and practice.

Deliver-ing

Karl “The Mailman” Malone is a great example to illustrate my final point. Karl earned the nickname “Mailman” because he delivered in game-time situations. One look at his statistics and you would agree. The Mailman is a 14-time NBA All-Star, two-time NBA Most Valuable Player, and second in points scored in the history of the NBA. By many accounts, he is considered to be one of the greatest power forwards of all time. To stand out in your organization, you too must deliver in game-time situations.

To be known as the “go to” person, you must follow the creed “Do What You Say You Will Do”, in essence, your talk and your walk must line up. You have to build credibility with your supervisor and peers by, as what the Bible describes, being “Faithful in a very little thing is faithful also in much”. So, when you are assigned to complete a task by your supervisor, no matter how trivial it may be, perform the task in a timely manner and at the best of your ability. By following the principle associated with hair shampooing (wash, rinse, repeat), you will garner the attention of others and will be given the opportunity to demonstrate your abilities in a critical moment.

Engaging in all of the five -ings may not grant you instant access to the corner office but you will definitely have a competitive advantage in your career field. Success can be described as doing a few simple things over a long period of time. These five simple practices will ensure that you achieve success regardless of how you define it.

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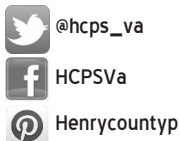
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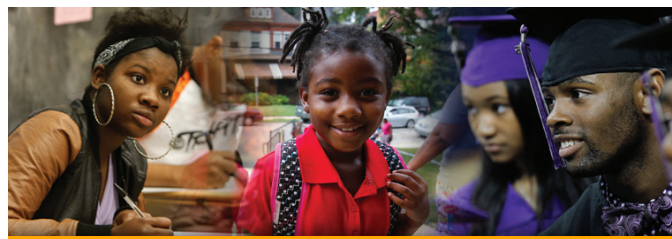
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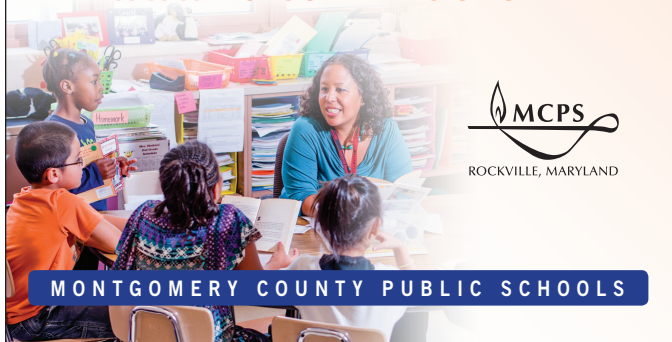
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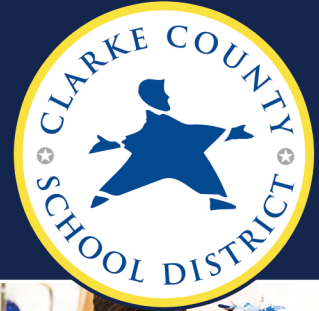
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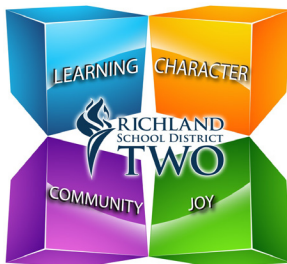
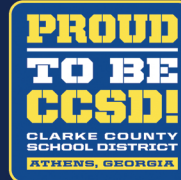
Athens-Clarke County is a dynamic and diverse community of approximately 100,000 residents located in Northeast Georgia. Athens is the education, cultural, shopping and medical hub of the region.



- ✦ Georgia's #1 Large School District for Closing the Achievement Gap
- ✦ Google Apps for Education district, with all students in grades 3-12 provided with a device
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Florida Memorial University

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Clark Atlanta University
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Interdenominational Theological Center
Morehouse College
Morehouse School of Medicine
Morris Brown College
Paine College
Savannah State University
Spelman College

ILLINOIS

Chicago State University
Kennedy-King College

KENTUCKY

Kentucky State University
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LOUISIANA

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Grambling State University
Southern University A&M College
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Xavier University

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Coppin State University
Morgan State University
Sojourner-Douglass College
University of Maryland Eastern Shore

MASACHUSETTS

Roxbury Community College

MICHIGAN

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Wayne County Community College

MISSISSIPPI

Alcorn State University
Coahoma Community College
Hinds Community College, Utica
Jackson State University
Mississippi Valley State University
Rust College
Tougaloo College

MISSOURI

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Bennett College
Elizabeth City State University

Fayetteville State University
John C. Smith University
Livingstone College
North Carolina A&T State University
North Carolina Central University
Shaw University
St. Augustine's University
Winston-Salem State University
OHIO
Central State University
Cuyahoga Community College
Wilberforce University

OKLAHOMA

Langston University

PENNSYLVANIA

Cheyney University of Pennsylvania
Lincoln University

SOUTH CAROLINA

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Benedict College
Claflin University
Clinton Jr. College
Denmark Technical College
Morris College
South Carolina State University
Voorhees College

TENNESSEE

Fisk University
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Lane College
LeMoyne-Owen College
Meharry Medical College
Tennessee State University

TEXAS

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Jarvis Christian College
Paul Quinn College
Prairie View A&M University
Southwestern Christian College
St. Philip's College
Texas College
Texas Southern University
Texas State University at San Marcos
The University of Texas at El Paso
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University of the Virgin Islands
University of the Virgin Islands - Kingshell

VIRGINIA

Hampton University
Norfolk State University
St. Paul's College
Virginia State University
Virginia Union University
Virginia University of Lynchburg

WEST VIRGINIA

Bluefield State College
West Virginia State University

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 or is associated with my field of interest?
- May I mention your name 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 about relationship building. Send thank you letters after each meeting or helpful phone conversations. 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 an 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?



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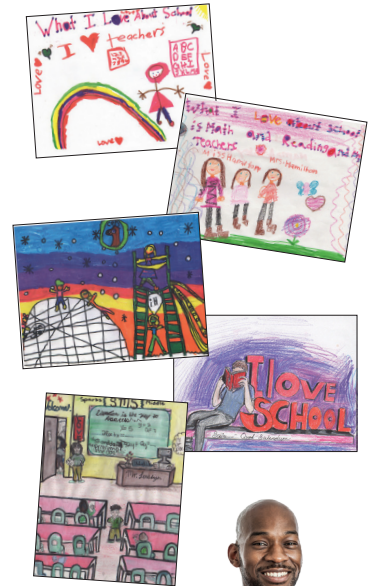
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School District of Lee County - Teacher Recruitment



Lee County School District

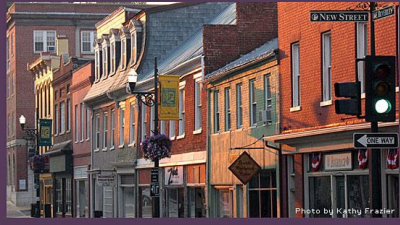


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Staunton City & Schools

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greenville.k12.sc.us

Debra Cucchiara (864) 355-3161
 Lillian Flemming (864) 355-3976
 Deitre Helvy (864) 355-3005
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Constructing an Effective Resume

Why is a resume so important?

Your resume helps an employer determine whether or not they want to interview you. Employers spend an average of less than 60 seconds reviewing any resume so it is critical that your resume is flawless and that it immediately grabs the employer's attention. Your resume should project a clear and concise picture of your education, skills, experience, and achievements. In addition, a strong resume will convey your professionalism and work ethic as well as establish the connection between the employer's needs and your background.

How do I get started?

First, determine the structure that will best showcase your skills, abilities and background. The most common resume formats are as follows.



Chronological

The chronological resume is typically used when you have strong work history. It emphasizes employment and/or experience history, listing these elements in reverse chronological order from most recent to least recent.

Functional / Skill-based

The functional or skill-based resume focuses on your skills rather than on your chronological work history. Your skills are broken down into categories that quickly communicate to employers what you can do for them. This format is useful if you have limited employment-related experience or if you are seeking a position in a field that is unrelated to your academic background.



Regardless of the resume format you choose, be sure to tailor your resume to fit the position for which you are applying. In other words, your resume should be customized so that it specifically highlights the experience and skills you have that are relevant to the position. Your resume should also include the same keywords that appear in the job description. This means you may need to use a slightly different version of your resume for each position that you apply to. While this will take some additional time and effort on your part, it is definitely worth it. Employers will take notice when you are able to show how your skills, attributes and background match with their specific needs.

Resume Content

Every resume is as unique as the individual that created it. Use the following information as a guideline to constructing your resume. Be sure to take a look at the sample resumes that appear on the following pages to give you ideas when constructing your own resume. We also suggest you visit your career services office for additional information.



Contact Information

List your name, address, telephone number(s) and e-mail address. Be 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

There are differing viewpoints as to whether an objective will help or hurt your chances in the job market. One school of thought is that an objective is not necessary because it can be limiting and that the absence of an objective will give your resume a broader appeal. (NOTE: While including an actual objective statement on your resume is optional having an objective for your resume is not. Regardless of whether you include an objective statement you still need to be clear about your employment goals!)

Another viewpoint is that an objective is absolutely essential because it can convince employers that you know what you want to do and are familiar with the field. A well-written and well-focused objective can set the tone for your resume and allows you to position yourself as a strong candidate-especially when your resume is being compared with others that lack an objective or have an objective that is weak.

If you decide to include an objective keep it focused and concise. An objective should focus on at least two of the following three categories:

- **Job type** (such as Computer Programmer, Accountant, Teacher, Management Trainee, etc.)
- **Industry** (such as High Technology, Retail, Finance, Human Resources, Non-profit, etc.)
- **Geographical Location** (such as Midwest, Illinois or Chicago, Illinois area)

The only additional information you may wish to include in your objective is what you can do for the employer. However, keep it brief.

Here are several good examples of resume objectives:

Challenging position requiring organizational and leadership skills to coordinate fund-raising events in the Baltimore, Maryland area

Position as clinical practice assistant for health maintenance organization utilizing research, writing and leadership skills

Entry-level staff accountant position for a public accounting firm in Charlotte, North Carolina

Ambitious management graduate willing to relocate seeks entry-level retail management position

Here is an example of a poor resume objective:

To obtain a position in an organization where I can utilize my experience and interpersonal skills to develop professionally with a growth-oriented company.

Why is this example weak? It's because it is way too general and doesn't communicate anything to the employer but the candidate's desires. This objective doesn't do anything to set the candidate apart from others that are applying for the same position.

(NOTE: If in doubt about whether to include an objective statement or not, contact your Career Services Office for their recommendation.)

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. Do not abbreviate the name of your degree. Also, if you received academic honors or were on the Dean's List, be sure to include this information.

GPA

Only include your GPA (or Major GPA) if it is a 3.0 or better.

Summary of Qualifications (Optional)

This is a snapshot of the skills and attributes you possess that make you a good candidate for the position. It provides an excellent opportunity to draw attention to your most pertinent skills and experience in an attempt to persuade an employer to read the rest of your resume. This section is typically in bullet point format.

Related Coursework (Optional)

The purpose of this section is to relate the courses you have taken to the position for which you are applying.

Relevant Experience

There are several choices for titles for this section such as, "Experience", "Professional Experience", "Related Experience" or "Employment History".

If you selected a chronological resume style, list your employment experience in reverse chronological order including seasonal employment, part-time jobs and internships. Use bullet points and strong action verbs to describe your duties in terms of contributions you have made, results you have achieved and accomplishments you have attained.

If you are using a functional resume style, you will also list your employment experience in reverse chronological order. However, the "Relevant Experience" section will appear after the "Relevant Skills" section and will only include: your title, name and location of organization where experience was gained and the dates of the experience.

Relevant Skills (Use with Functional Resume, Optional with Chronological Resume.)

Break your skills down into specific categories and then list them within each category. Again use bullet points and strong action verbs to describe your skills and accomplishments. Sample skill categories include: organizational skills, communication skills, technical skills, sales skills, and leadership skills.

Action Words

The following list of action verbs is useful when describing your skills, experience and accomplishments.

accelerated	consolidated	encouraged	increased	organized	reorganized
accomplished	controlled	enlisted	initiated	participated	researched
achieved	coordinated	estimated	instituted	performed	reviewed
adapted	created	established	instructed	persuaded	revised
administered	delegated	evaluated	introduced	planned	scheduled
analyzed	delivered	examined	launched	prepared	selected
appraised	demonstrated	exhibited	learned	presented	solved
assisted	designed	expanded	led	promoted	staffed
brought	developed	expedited	maintained	processed	stimulated
budgeted	diagnosed	explained	managed	produced	strengthened
built	directed	facilitated	mastered	programmed	supervised
calculated	discovered	forecasted	mediated	proposed	terminated
charted	distributed	formulated	motivated	recommended	trained
compiles	earned	generated	negotiated	recruited	translated
composed	edited	handled	observed	reduced	updated
conceived	eliminated	implemented	obtained	reinforced	utilized
conducted	empowered	improved	operated	renegotiated	wrote

Activities

Include your involvement in campus activities, clubs and associates. Also include volunteer work.

Awards

Include any award(s) you may have received.

References

Typically, you will include your references as a separate document, and it is customary to simply indicate “References Available Upon Request”. However, if you run out of room you may omit this statement entirely.

10 Tips to a Great Looking Resume

The overall appearance of your resume is almost as important as the content. A resume that looks sloppy or contains typos or grammatical errors will generally be rejected by an employer. The following are tips on how to create an aesthetically pleasing resume.

- Use traditional font such as Arial or Times New Roman.
- Select a readable font size. Never use anything smaller than a 10-point font size for the body of your resume.
- Individualize your resume, but don't overdo it. You want your resume to be distinctive, but always remain streamlined and conservative for easy readability.
- Be consistent with formatting in terms of vertical line spacing, bolding, italicizing, indenting, etc.
- The margins on all sides of your resume should be no smaller than 3/4".
- Make sure your resume looks aesthetically balanced from top to bottom and left to right.
- Make sure the tense of your action verbs is parallel and consistent. For example: Use the present tense if you are describing a current experience such as manage, create and develop. Use the past tense if you are describing a past experience such as managed, created and developed.
- Print your resume on quality 8 1/2 x 11 bond paper in white or a conservative
- Have others review your resume. If possible find out if your career services office will critique your resume.
- Proofread your resume. NOTE: Simply putting your resume through “spell check” is not enough! You need to print your resume and carefully proofread it.



Since employers are interested in results use quantifiers when possible to describe your skills, experience and achievements. Quantifiers are words that describe your accomplishments in measurable amounts using numbers, dollar amounts or percentages.

Weak statement with no quantifier:

“Helped with advertising campaign for XYZ University Gazette”

Stronger statement with quantifier:

“Organized and promoted advertising campaign for XYZ University Gazette using direct mail and communication skills which resulted in a 47% increase in the number of advertisers”

Common Resume Mistakes

So far we've discussed how to construct an effective resume. The following is a list of what NOT to do when creating your resume.

- Do not use a resume wizard or template because it looks generic
- Do not jeopardize your integrity by falsifying or exaggerating information or misrepresenting your educational background
- Do not rely on the employer to determine where you would best fit in the organization. It's up to you to demonstrate how your skills, abilities and experience meet an employer's needs.
- Do not focus on what you wish to gain. Instead, focus on how you can contribute.
- Do not use personal pronouns (I, me, my)
- Do not use abbreviations
- Do not use an unprofessional e-mail address (such as crazychick@...)



Resume Checklist

Before you submit your resume to an employer take a moment to complete the below Resume Checklist to make sure that your resume is flawless and ready to go!

- Does my e-mail address sound professional?
- Is my contact information accurate?
- Have I tailored my resume to the particular job I am seeking?
- Is my objective focused and precise?
- Have I used strong action verbs to describe my contributions and achievements?
- Have I used parallel verbs of the same form, voice and tense?
- Have I done a good job of describing my work experience/skills in terms of contributions and/or outcomes? (Example: "Secured \$2,000 in donations for local charity fundraiser using public speaking skills" is a much more effective and powerful statement than "Helped promote fundraiser")
- Is the overall appearance of my resume aesthetically pleasing, well-organized and balanced?
- Have I been consistent with the format of my resume in terms of spacing, bolding, indenting, etc.?
- Have I given my resume to several people to review?
- Have I thoroughly proofread a printed version of my resume?
- Is my resume error free and ready to provide to an employer?

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 when it comes to scannable resumes; however, readability is. Make sure your electronic resume is easy to read by removing as much formatting as possible.
 - Use capital letters (instead of bolding or italicizing text) and add spaces between lines,
 - remove horizontal or vertical lines and all shading,
 - incorporate white space, and
 - substitute dashes or asterisks for bullet points.
- 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.
- Pay attention to the format the employer requests. For example, some employers prefer a PDF and others prefer an MS Word document or 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.
- Always e-mail your resume to yourself first as a test before sending it to an employer.
- 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 a paper with a watermark.



Sample Scannable Resume

PAT SMITH

Present Address: 5231 Main Street, Anytown, US 22222, 555-555-5555

E-mail address: bjones@email.com

Permanent Address: 1111 Main Street, Anytown, US 22222

EDUCATION

ABC University, Anytown, US

Bachelor of Arts in Communications, May 20__

Overall GPA 3.9; Major GPA 3.7

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, Bowen County Office Supply, Anytown, US, January 20__ - June 20__.

Interacted with customers and utilized suggestive selling techniques. Increase 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 \$15,000 budget 20__ - 20__ Alpha Phi Omega

National Service Fraternity, Membership Chair, 20__ - present

Graduated top 10% of high school class with 3.9 GPA; Senior Class President

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

Big Brothers/Big Sisters Volunteer

PRSSA - Attended National Conference, 20__, 20__

Computer Skills: Windows 10 , Microsoft Office 2017, Photoshop, Dreamweaver, 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.
- 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.



Be sure to visit
HBCUcareers.com
for additional information
on resumes and to upload
your video resume

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 Social Media pages if you have any information that you would prefer an employer not to see.

The “ABCs” of Résumé Accomplishments

By: Alexandra Arrington, LPCA, NCC, DCC
Career Counselor, Consultant and Coach

A good meal is even more enjoyable when there is care and attention placed into the details of making it. Everyone needs to eat, yet when choice isn't particularly limited, why not have the best? Taking the necessary steps to become an employer's candidate of choice involved submitting a résumé reflecting detailed preparation.



Properly attending to the accomplishment statement, which is a bulleted phrase that details work experience, is an important part of preparing the résumé. Unfortunately, a common practice in providing this information is merely to list responsibilities, daily duties or tasks. This typically involves dragging a sentence from a job description and plopping it haphazardly onto a résumé. There are flaws with that approach in that job responsibilities fail to do the following:

- Reflect the actual work that is done day-to-day
- Advertise the uniqueness of the person performing the tasks
- Define the degree of impact a person has on the department/company

Having well-crafted statements that capture achievement and clarify the employee's value takes the savvy individual straight to the head of the class. How, then, are grade “A” statements written that truly reflect accomplishment? There first must be a shift in how work is considered. This shift involves one's prescribed duties becoming much more than a "to do" list, including:

- Learning, with vigor, the business' or department's “pain” (i.e. the biggest or most significant problems or opportunities)
- Looking, with intention, for ways to apply individual strengths to the role, both intra- and interpersonally
- Tracking, with diligence, the applications of strengths and the outcomes

Demonstrating accomplishment is first about looking for ways to make an impact and consistently recording the contributions made. As for the practice of writing, some basic rules or "ABCs" of résumé accomplishment statements follow with examples:

The "C" Accomplishment Statement – This level reflects the most basic statement which only captures responsibilities, akin to a job description.

Example: *Responsible for compiling and generating reports.*

The previous example is from a Customer Service Representative job posting. While it can serve as a good starting place, it is a bad stopping place.

The "B" Accomplishment Statement – This level applies good phrase structure (starts with a power verb, no period at the end), quantifies the task (addresses how many/much, and how often) and answers basic journalistic questions (Who? What? When? Where? Why? How?).

Example: *Compile(d) and generate(d) six to ten financial reports monthly in Microsoft Excel for review by department leadership*

The reader's mind can start to rest concerning unanswered thoughts about what this individual really does and why.

The "A" Accomplishment Statement – The last layer uses the STAR/BAR (Situation-Task-Action-Result or Behavior-Action-Result) method to guide composition of the most compelling statements demonstrating scope AND impact.

Example: *Innovated the monthly financial reporting production process for six to ten reports, considering a departmental lag in delivery times, by utilizing a free software add-on to auto-generate reports, supplying documents in preferred formatting, directly to leadership saving six labor hours (\$300) per month*

Drops mic. The reader is provided with information on a problem that existed for a company that this individual's contributions helped to alleviate and thereby saving money. There is fodder for the reader to want to know more about how this accomplishment could be applied to their department or company.

A prime opportunity to entice potential employers, although many reviewers will not spend much time on a résumé, is through substantive and effective accomplishment statements. With just seconds to make an impression, positioning the reviewer to look at "A" level accomplishments ensure that the time is useful. Make a concerted effort, and perhaps utilize some professional assistance, to turn "C" level accomplishments statements into "A" level ones so that the reviewer's few seconds turn into a few more. Once you've grabbed the reviewer's attention in a meaningful way, the employer's decision to extend the interview invitation becomes a no-brainer.

Sample Poorly Constructed Resume

Clyve B. Candidate

583 Elmhurst Avenue
Anytown, SC 99993
(949) 555-1212
gymguy@email.com

OBJECTIVE

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

EDUCATION

ABC University, College Town, SC

- B.A. Business Admin. (Expected May 2017)
- Major: Management
- Minor: Marketing
- GPA: 3.8
- Dean's List

RELATED COURSE WORK

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

EXPERIENCE

Advertising Staff, ABC University Gazette

ABC University, College Town, SC (2015 - Present)

- I have generated more advertising dollars 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, Sigma Pi Fraternity

ABC University, College Town, SC (1/2014 - 5/2015)

- Developed fund-raising program for Sigma Pi fraternity Charity W.I.T.
- Promote and advertise annual silent auction for Sigma Pi charity Toys for Tots
- Handled Sigma Pi house finances
- Organized Sigma Pi house expansion fund-raising program

ACTIVITIES

Participated in ABC University's 2014 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**
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. 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.

Sample Functional Resume Limited Work Experience

Cynthia B. Candidate

5872 Main Street
Anytown, CA 99993
(949) 555-1212
cynthia.candidate@email.com

OBJECTIVE

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

EDUCATION

XYZ University, College Town, CA
Bachelor of Science, Business Administration (Expected May 2017)

- Major: Management
 - Minor: Marketing
 - Dean's List Honors (3 semesters)
 - GPA: 3.7
-

RELATED COURSE WORK

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

RELEVANT SKILLS

Organizational/Management

- Developed and implemented fund-raising program for Omega Chi social sorority which generated \$3,000 for local charity, Center for Women in Transition
- Promoted and advertised silent auction for Omega Chi Charity Toys for Tots Foundation securing \$950 in donated goods from local businesses
- Organized Omega Chi house expansion fund-raising program, which has brought in over 65% of the total cost to cover expansion costs
- 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 fund raiser
- 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 2015 Annual Leadership Conference

Sales

- Coordinated and promoted advertising campaign for *XYZ University Gazette* using direct mail and marketing skills which resulted in a 48% 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, CA (2015- present)
- Business Manager, Omega Chi Sorority, XYZ University, College Town, CA (2014 - 2015)

What Makes this Resume Effective?

- **Professional E-mail Address**
The email 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 communicated 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. The 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.

The Ultimate Cover Letter Tool Kit

By: Alexandra Arrington, LPCA, NCC, DCC
Career Counselor, Consultant and Coach

Cover letters can be an ungraspable concept for many a writer, let alone a college student getting ready to start breaking into the career arena. On account of this dilemma comes The Ultimate Cover Letter Tool Kit. Having a detailed outline of the critical elements of a cover letter can help alleviate some of the stress around writing them. Also, understanding your strengths, unique giftedness, and qualities that set you apart from others—referred to here as your “great greatness”—is key to writing a compelling cover letter.



The Purpose of a Cover Letter

Many people find it hard to write a compelling cover letter for two reasons: they don't know exactly what to write or how to write it. Understanding the purpose of a cover letter is the first step toward working through those common road blocks. Like the resume, cover letters are marketing tools. The difference with a cover letter is that you have a bit more space to tell a story about the “great greatness” you possess i.e. what you do, how you do it, and why you do it in ways that are different and better than others. Writing cover letters, although they are tedious, provides the opportunity to do more than “cover” the resume, but to expound on the information in your resume that gets straight to the heart of meeting an organization's expressed business need. By extension, you are able to share how you have done similar things in the past that you can apply to the organization, which is a critical part of the cover letter's purpose. The cover letter structure, which answers the “how to write it” question, is the next important part to master.

The Anatomy of a Cover Letter

The cover letter structure or the essential items to be included, also, can be missed or misunderstood easily, which is a set up for failure when it comes to the content. What should be included in a cover letter, at minimum and more or less in order of appearance, is:

1. Contact information for where the letter is going (e.g. company/department name, street address, email address, and phone number)
2. The date of submission
3. Greetings to **A SPECIFIC** point of contact, encountered through research (instead of “To Whom it Concerns” or “Dear Hiring Manager”)
4. A point of connection to the opportunity (How did you find out about the role? Who referred you?)
5. A one line summary of your interest
6. A two sentence summary of background, experience and relevant qualifications

The Ultimate Cover Letter Tool Kit

Identify **CORRECT** contact information for the organization.

Organization Name
 Department Name (if applicable)
 Address
 Email/Phone Number

Research and address to a specific point of contact.

RE: (or alternatively MEMO:) [Role for which you are applying] Search

Date

Greetings to a specific contact (either hiring manager name or specific committee for role):

Establish a connection with the organization and introduce the reader to your "great greatness" by matching it to specific skills/experience from the job description.

Please accept this letter and the enclosed résumé as my enthusiastic expression of interest in the posted [name of role] position that I learned about through [method of encounter or internal/personal referral]. I seek to apply [skills and "great greatness" short list] to benefit and further [organization's name] mission, which is to [insert key/relevant parts of the mission that your "great greatness" aligns with], in innovative and efficient ways. The qualifications I possess that are most relevant to the expressed responsibilities of the role follow:

- **Project/Event Planning:** I have coordinated as many as 25 event-based projects annually (workshops, seminars, receptions, guest lectures, fundraisers, etc.) of varying sizes coordinating all logistics, from preferences of high profile guests to the design and printing of programs/publicity.
- **Financial Management:** I have managed, budgeted, and used, both accurately and expediently, federal grant funds for purchases in accordance with governing policies near \$500,000 annually. I also have one year of experience researching grants and developing copy for grant applications.
- **Social Media/Web/Email Marketing:** I have served non-profits by developing and maintaining social media (including Facebook and Twitter) for the last two years. I have experience with MailChimp email marketing and strong proficiency with Microsoft Word, Publisher and Excel. In addition to consistent use of various information databases, I have eight years' experience maintaining websites using several platforms including open source content management systems like Wordpress.
- **Technical Writing:** Although primarily in the career development arena, I target written communication successfully for specified outcomes. I have assisted with speech writing, engineered educational step-by-step "how-to" documents for various audiences, and created mobile optimized monthly newsletters for a local non-profit for the last year incorporating analytics into strategy.

Close the letter by explicitly asking for the interview!

I look forward to discussing the needs of [organization/department] further, and how I could put available talents to work in order to satisfy them, in an interview. I am appreciative of your time and consideration.

Include your contact information in signature line.

Sincerely,
 [Your Name]
 Email/Phone Number

7. **TWO TO THREE** detailed and poignant examples of how you have demonstrated meeting the expressed needs of the role and what preferred skills/qualities you possess (think STAR/BAR method – Situation/Task/Action/Result or Behavior/Action/Result). No more than two paragraphs, about 4-5 sentences each. Alternatively, in bullet format you can highlight more examples, but this section should not take up more than one half of a page.
8. A short request for an interview
9. Closing greetings and your contact information

You should be able to tell a hiring manager or gatekeeper how and why you have what they need explicitly, that they should continue on to review your resume, and that you want to be interviewed in no more than three quarters of a page. Breaking up the content with bullets or information chunks and using subtle design elements can serve as tie-breakers if all else is equal.

Things NOT to Have in a Cover Letter

Things that are too general or unsubstantiated:

- “I am a great fit for this position.” Instead of saying you are great fit, give specific examples of why and how you are a great fit.
- “I possess many skills that would be useful for the role.” Concentrating on what those skills are and how they would be useful for particular needs expressed in the job description responsibilities is best.

Things that are obvious:

- “My name is...”

The reader will know your name because it is on the page already so avoid taking up space with this kind of unnecessary filler content.

- “Please feel free to contact me if you need more information.”

Rest assured, if the reader does need or want more information, they will contact you, so use this word count to give them a reason to contact you!

Things that are not relevant to the job/job description:

- If team work is a strength you have, but the job description describes the role you are applying for with words like “self-starting, self-motivated, minimal supervision, independent,” then it may not be the right role for you or you will need to focus on other strengths that lend to the type of needs that the job description includes.
- Personal examples are much less powerful than professional/academic ones.
- For the cover letter, use the class project where you helped bring the team together with your negotiation and diplomacy skills versus how you settled an argument as the middle child between your siblings.

Things that are automatic red flags:

- Bad grammar and/or typographical errors

Proofread the cover letter! Read it to a friend. Get a third review from you're your Career Services office. If you have errors and bad grammar in a cover letter, it is like typing “THROW THIS IN THE TRASH” at the top of the letter in 78 point font.

- Listing a company's name or contact information incorrectly or sending one company's name to a different company altogether are costly mistakes to avoid.
- Verbatim cover letter template phrasing

Readers can tell when phrases are lifted from online or Microsoft Word templates. There are all kinds of negative associations that a reader can make about you as a person from this. Start from somewhere, but use your own words as much as possible.

Put The Ultimate Cover Letter Tool Kit into Practice

So how does one use her own words to put a cover letter with the right information? It certainly varies depending on the job, the expressed needs in the job description, your experience and the particulars of your "great greatness." In any case, an example of a real job description excerpt and a subsequent cover letter that was developed, actually submitted, and for which an interview was extended follows. The elements that were most germane to the job for the applicant as well as most aligned to the applicant's experience are in bold. Note the detailed and direct ways that those needs are addressed by the applicant, as well as how the words in the job description are matched in the letter. The letter and job description are stripped of references to a particular organization or role and edited to be used as a template that can be adapted, not copied (see previous "Things that are automatic red flags")!

Finally, whether a cover letter is optional or required, take the opportunity to become a person and not just a piece of paper to the reader. Let your "great greatness" and personality come through. Have some tasteful, conservative color elements to distinguish your cover letter from other submissions.

You now have the tools to put together the ultimate cover letter. Happy writing!

ADDENDUM

JOB DESCRIPTION

Duties and Responsibilities: Assist in organizational development through the completion of special projects and assignments including: compiling research on topics within the mission of the organization; writing grants, annual reports and newsletters; developing educational materials; planning events and various fundraising activities; performing assignments related to marketing, website and social media management; providing financial administration services; preparing minutes for board and committee meetings.

Must possess strong oral and written communication skills. A working knowledge of Microsoft Word, Publisher and Excel are required. A working knowledge of social media applications as well as email marketing applications is beneficial.

COVER LETTER TEMPLATE

Link to PDF document: <https://drive.google.com/file/d/0BweaXzF3kpnMVHQ1WnFZWldWbDA/view?usp=sharing>

Additional Resources

- <https://www.themuse.com/advice/the-8-cover-letters-you-need-to-read-now>
- <http://www.forbes.com/sites/dailymuse/2014/02/06/the-cover-letters-that-make-hiring-managers-smile-then-call-you/#20ca2e0058f5>

Writing Effective Cover Letters

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 is not a form or copied letter. If necessary, phone the organization to find out 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.

Application Letter

This 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).

Application 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):

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 appearing on the next page*
- ✓ *Proofread your letter carefully for typographical and grammatical errors*

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

Application Letter Sample

Your Address
City, State, and Zip Code
Date

James Roche
System Administrator
Atlas Diagnostic Services
547 Maritime Avenue
Smithville, PA 22222

Dear Mr. Campbell:

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 have recently graduated from XYZ 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 (555) 555-2323. I will be in the Smithville area from April 30 through May 27, 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 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. Lola Hopkins
Director of Human Resources
Parkway Advertising
146 Center Court
Brightville, NE 22222

Dear Mr. Lewis:

Thank you for meeting with me last Wednesday, April 13, to discuss the position of copywriter at Parkway Advertising. I was quite impressed with the enthusiasm you displayed for your company's future and the helpfulness of your office personnel. Learning about Parkway's current media campaign for the Nebraska Power Company was exciting and demonstrated your creative approach to advertising. Parkway 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 **XYZ University Gazette**. As I stated at our meeting, I enjoyed the challenge of a competitive environment in which success is based on achievement.

I would like to mention that since our meeting I have received the College Reporter's Award for an article of mine published in the **XYZ University Gazette**. 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

How to Conduct 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?” 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 on line job search.

Online Job Search Tips

- **Make sure your on line presence is spotless**

The first step in your online job search is 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 IDs 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. Also, be sure to visit HBCUcareers.com to search for job openings and post your resume

- **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.

- **Use search engines**

Use your favorite search engine to do general job searches on the type of position 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!



- **Take advantage of job alerts**

When you register with most job posting sites, like HBCUcareers.com 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 this 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 on creating a video resume refer to page 48.

- **Respond professionally**

Just because you are responding online to an employer doesn't mean you should be casual. Respond to e-mails as if you are writing a professional business letter. Do not use abbreviations or slang. Always begin your e-mails with a professional salutation ("Dear Sir" or "Dear Ms. ____"). End your e-mail with a professional closing such as "Sincerely" and then include your full name and contact information.

Online Job Search Don'ts

- **Don't limit your job search to using big name job websites only**

It's fine to use sites like Monster, CareerBuilder or Craigslist as part of your on line job search strategy, but don't overlook the smaller or niche websites. In addition to finding job opportunities that may not be advertised on the bigger sites, you may also be competing with fewer applicants.

- **Don't blast your resume without thought**

Failing to target your resume and cover letter to a position or failing to follow an employer's application instructions can quickly take you out of the running for a position. Take the time to customize your resume and cover letter using keywords, and be sure to follow the instructions for applying for a position and for following up.

- **Don't limit your job search efforts to the Internet only**
The Internet is an awesome tool for finding a job, but remember that there are other effective job search tools you can use such as networking.



- **Don't apply without meeting minimum qualifications**
If you don't meet an employer's minimum qualifications you are wasting both your time and the employer's time.

- **Don't forget to follow-up**

Your work is not done after you have applied for a position and sent off your resume. It's up to you to find out what the protocol is for follow-up and do it.



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.

Using LinkedIn for Your Job Search: Networking the Correct Way

By: Amy Soricelli
Vice President, Career Services
Berkeley College

The job search is not fun. It is not fun for millennials, baby boomers or generations from any part of the alphabet. The job search requires consistency, patience and a continuous eye on the "big picture" in order to remain positive and focused. The job search also requires having a keen 'sense of self' in order to determine where you want to be.

How can you start a search if you don't know what you are searching for. We probably spent a good deal of time asking ourselves what we 'wanted to be when we grew up'. This sentence might have changed over the years and those asking might have also changed depending on our particular stations in life. College students must ask themselves this important question (over and over - they need to be annoying to themselves) so that they can begin their job search based on a foundation that excites them and renews their spirit.



What we also want in our freshman year of college can change dramatically over the course of a few months so it is good to re-visit your "who am I really?" list and see how the things that have changed about you alter what decisions you make.

Since students need to understand who they are (where they are starting from) before they can begin to imagine where they want to end up, the [Myers Briggs assessment](#) for students is a nice place to start. It is never too soon to take a good look at what makes you tick (*and what makes you tick in your life will probably make you rock on the job*).

Using the results of the assessment, students can begin to understand how their personality traits, their individual preferences, their strengths and weaknesses effect their workplace experience and what options they can explore to make the most informed choices. Assessments (whether it's MBTI or a similar tool like DISC) enable the student to take an objective view of some of the factors that go into workplace satisfaction and how important it is to explore those many moving parts before they find themselves stuck in a career they hate.

So you've made a decision and are fully immersed in your major of choice – now it's time to get your LinkedIn profile up to speed so you can let the rest of the world know who you are and what your career plans are. Following is a step by step LinkedIn "cheat sheet" that will help you announce to the world that you're on your way.

Your background: If you take good pictures and can use one that is relevant to who you are, be creative and create a backdrop that talks to who you are. Do not use this an opportunity to be

too bold or unique: this is LinkedIn and not Facebook. If you are an accounting student, you can have a 'numbers' background – a fashion student might want a design or something 'trendy' as a backdrop.

Your picture: You need a smiling, non-selfie head shot. Do not take the picture from the most recent wedding you attended and crop out the bridal party. Do not be on a mountain, at a concert, in your new car or with a significant other. Take a look at some of the head shots on LinkedIn and remember that recruiters are seeing this. Smile and project confidence. Be mindful of backgrounds.

Your headline/tag line: Do not say “recent graduate seeking opportunities”. Everyone is. Who are you and what makes you stand out? What do you want someone to know about you in one sentence? Capture your audience and make them want to continue reading – recruiters spend a few seconds on a mediocre profile and several minutes reading through a robust one that has captured their attention.

Your Summary: Keeping in mind that personal pronouns are never used (just like your resume), your summary should say (in no more than a short paragraph) what your major strengths and areas of responsibility are. This short description should be interesting, thought-provoking and one of the most important “attention grabbers” that you want a recruiter to look for.

Your Experience: Using the rules of proper resume writing, your profile should consist of a comprehensive, chronologically and grammatically correct outline of your job experience. Be mindful of tenses, redundancies and information that detracts from your mission. Leave out jobs that do not talk to your current career goals unless they can be used to discuss a particular skill set or is needed to account for time. *Students should feel free to include part-time, freelance and internship positions as they enable recruiters to get a sense of work ethic, determination and flexibility.

Honors/Awards: Yes. Include them all. We care about your hard work almost as much as you do. *Not everyone gets them- show us what you got!*

Education: Unless you went to a specialized high school involving an entrance exam or you managed to graduate at the top of your class – your high school does not need to be included on your profile. Location, actual name of your degree and any honors of an academic nature should be included in this section. A GPA over 3.5 should be included.

Recommendations: This is an awesome section where people from your educational or professional life can sing your praises for the world to see. It's fine to 'request' a recommendation but be mindful who you are asking; someone who doesn't really know you enough to put concrete words together “Alice worked on projects with me and handled stress, deadlines and last minute changes like a real pro” as opposed to “Alice was really nice”. Recommendations that are poorly written or grammatically incorrect say just as much about you as it does about the writer. *Read carefully but accepting and don't be afraid to ask for a revision if the recommendation is meaningful for you.

Connections: You want to grow your network as effectively as possible. In addition to including colleagues, peers, classmates, professors and industry professionals – you should be networking

with other college students and professionals from similar industries so that you can broaden your job search and add dimension to your networking opportunities. Do not accept every person who asks to connect to you but rather build your personal network of people who you respect, have done business with (or hope to) as well as any professional committed to assisting you with your job search and “big picture” plans. Do not be discouraged if Human Resource professionals and/or recruiters do not readily accept your connection invite as they are overwhelmed with applicant requests and find a distance is needed in order to remain objective and impartial.

Groups: Not a joiner? Now is the time to change that. Join a minimum of 25 groups and get involved in discussions and sharing of posts. Hitting “like” on everything interesting is not effective networking. Posting a comment “thanks for sharing this fascinating article” will position you as a thinking person with an opinion. Posting a relevant article to share with your group or connections will position you as an Influencer and recruiters take notice of that. Use your voice as effectively as possible. Remember your audience and the wide reach it has.

Following: Follow every company/organization you are interested in. See what happens in a few weeks – who has been hired, what internal changes have been made...how can information about a company you have an interest in help you put together a strong cover letter/letter of interest. Organizations take notice of who follows them – show your interest in every way you can.

Once your profile is robust and each section is filled out completely, you can begin to use the information available to you to start the actual job search/networking. By being an active and relevant voice – your opinions, shares and commentary will show up on the ‘home page’ of all your connections. If an article you share is of particular interest it might get shared with others and before long you will be contacted (or viewed) by people in the small circle you are trying to break into. There are endless webinars available on LinkedIn to walk you through any function you are having difficulty with.

The most important thing to remember is that LinkedIn is not Facebook. Everything you do and say is being viewed by the world’s most professional influencers – this tool can land you the job of your dreams...or get you in hot water for many years to come.

Get LinkedIn. Get Networking. Get that Great Job!

Strategies for Successful Interviewing

Interview “Do’s” and “Don’ts”

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

Interview Preparation

What to Bring:

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



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

- Suit: Single or double-breasted 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.

(See page 78 for an example of men's business professional attire)

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.

(See page 79 for an example of women's business professional attire)

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?

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?

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.

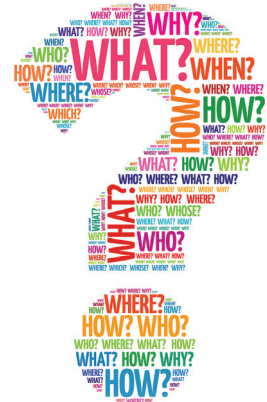
- How have you demonstrated initiative?
- How have you motivated yourself to complete an assignment or task that you did not want to do?
- Tell me about the riskiest decision that you have made?
- Can you tell me about an occasion where you needed to work with a group to get a job done?
- What was the 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?



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 want 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 most challenging aspects of this job?
- Describe the position in terms of the overall department structure.
- What are the 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 with 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.



Need further help honing your interviewing skills? Be sure to visit your Career Center to find out if they offer interviewing workshops to help you ace an interview!

Career Fairs

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 magazine 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 "Constructing an Effective Resume" section of this magazine for information on creating a resume.

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 the Interviewer" on page 75 for a list of possible questions.

Be prepared 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 interviewers may ask listed on pages 73 and 74.

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 pages 78 and 79 for Business Professional Attire or check with your Career center.

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.

During the Career Fair

Use 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 section of this magazine on “Writing Effective Cover Letters” 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.

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.

BUSINESS PROFESSIONAL ATTIRE



- Two-piece conservative suit in a solid color
- Light colored long sleeve dress shirt
- Well-polished, dark colored dress shoes, dark socks and matching belt
- Conservative tie
- No earrings
- No jewelry besides wedding band and watch
- Conservative hair style
- If you must have facial hair, make sure that it is neat and trimmed
- Make sure fingernails are clean and trimmed
- Remember personal hygiene - use deoderant and breath mints and keep cologne to a minimum

BUSINESS PROFESSIONAL ATTIRE



- Two-piece conservative suit (skirt or slacks) in a solid color
- Light colored long sleeve shirt/blouse
- Polished, closed toe shoes with low heels
- Subtle makeup
- Keep jewelry to a minimum - no more than one ring per hand with exception of wedding set.
- Conservative hair style
- Clean, trimmed nails. If nails are polished use clear or conservative color
- Remember personal hygiene - use deoderant and breath mints and keep perfume to a minimum

BUSINESS CASUAL ATTIRE



- Cotton long-sleeved shirt. Polo shirts or knit shirts with a collar are also acceptable. Whichever option you choose, make sure that it is neatly pressed
- Neatly pressed cotton or gaberdine pants in neutral colors such as tan, khaki, black, brown, gray or navy
- Conservative, polished shoes with a matching belt
- A tie is optional, but consider wearing a blazer or sport coat
- Conservative, well-groomed hair style
- Keep cologne to a minimum, wear deodorant and keep breath mints on hand
- Hands and nails need to be clean and neat

BUSINESS CASUAL ATTIRE

- Tailored, neatly pressed shirts or blouses. Tailored sweaters, twin sets and cardigans are also acceptable
- Neatly pressed conservative pants or skirts in neutral colors such as black, brown, gray, navy, tan or khaki. If you choose to wear a skirt, it should come to at least knee length when standing
- Polished closed toe or peep toe shoes in neutral colors with a low to mid heel height
- Jewelry and scarves can add a polished touch, but remember less is more. Keep your choices simple and conservative
- Conservative hair style
- Keep your makeup subtle and natural
- Keep perfume to a minimum, wear deodorant, and keep breath mints on hand
- Hands and nails need to be clean and neat. If you choose to use nail polish select a conservative color or clear polish. Stay away from nail art and excessively long nails



3 Tips to Help Land Your First Job

By: Dr. Mike Ammons
Director, Raleigh-Durham Aspire Campus
North Carolina Wesleyan College

10-page research papers, 1 ½ hour essay exams, and 8am classes – No More!

You have successfully completed your bachelor’s degree and are anxious to move to the next stage of your life and career. This moment is filled with excitement because you no longer have the burden of earning passing grades, yet, there is also a sense of trepidation resulting from the uncertainty of post-graduation life.

There is no greater pressing issue than finding your first job with diploma in hand. If you follow these tips, you will be that much closer to having a W-2 and enjoying all of the benefits of your years of hard work in college.



Update your Resume

As a job seeker, your resume is the best marketing tool you have to capture the intention of hiring managers. While having a stellar resume will not guarantee a job offer, it is, however a needed tool to get an invitation for a job interview.

In crafting your resume, you need to quantify your experiences to date. Since you have a limited or short work history, you need to highlight those activities that you engaged in during your college years. For instance, involvements in clubs/organizations, volunteering, work study, and internships.

Additionally, discuss the leadership roles that you were in and those problems you resolved. However, while it may be tempting to use buzzwords like “motivated” “team player” and “detail focused”, you should, however, explain how you were able to make a positive impact within the organization, even if you only served as a volunteer. Use statements such as “improved process efficiency by 15%” or “exceeded alumni donations by \$10,000”.

Lastly, take advantage of your schools resources. Most schools have an entire department devoted to alumni relations and career services that offer a host of amenities like a job network, on-campus recruiting, interview workshops, and resume writing. Also, do not be afraid to ask your former professors for a letter of recommendation.

Buy a Business Outfit

While the business culture of today is trending toward that of a casual work environment, you still need to make a good impression to get hired. Buy yourself a simple black suit (Males) or skirt (Females). Even though you may be on a budget, there are some cheap alternatives to reduce the costs associated with purchasing these items.

For instance, in most communities, there are several second hand stores that carry a large selection of men and women clothing. Such as the Goodwill or other consignment stores. Generally, depending on your area, you can get pants, coat, skirt, and/or shirt relatively cheap and in many cases, less than \$30. Even if you are one that leans toward fashion trendiness, these stores have a decent inventory of designer and name brand items.

Prepare for the Interview

Now, you are almost ready to hear the words “You are hired”, but before this can be a forgone conclusion, you need to WOW the hiring manager who is trying to fill the vacant position with the person who not only has the qualifications but also who is well-suited for the organizational culture. So, you need to be prepared by finding out as much as you can about the company such as their products, services, culture, competitors, history, leadership, and current challenges. While most of this information may be available on the company website, you may need to dig a little deeper.

Also, you need to be able to talk about yourself in regards to your skills, abilities, and achievements. This is something that some may have difficulty conveying because it is not always easy to talk about yourself without coming across as narcissistic or egotistical. But, the decision makers need to know the value you bring to the company if hired.

Prior to the interview, you should make a list of questions you would like to ask. These questions should demonstrate your interest in both the job and the company.

Some example questions include:

- What are the daily responsibilities of this job?
- What is the company’s five-year plan?
- How has technology affected their business model?

To impress the hiring manager, you need to be bold and confident. You need to send a positive message through your body language by maintaining eye contact, have a firm handshake, listen carefully, welcome questions with a smile – *even the difficult ones*, and be honest. When responding to a question, it would be helpful to pause a moment before sharing your answer. If you do not understand the question, ask for it to be repeated. Once the interview is over, you need to send everyone a Thank You note. These small details will help you stand out over the other applicants.

So, there you have it. If you abide by these simple tips, you will be sure to land your first job quickly and avoid the pitfalls made by many graduates. Congratulations on completing your degree and happy job hunting!

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 to 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
- Size of employer
- Ability to gain a mentor
- Type of Industry



Geographic/Life-style Factors

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

We were viewed as paper pushers, weren't strategically aligned to the business, and the scapegoat for all that was wrong in the organization as a whole.

I was determined not to assimilate into the culture where it was hard to see where an individual or a team added value. Where employees were berated and scorned publicly. Where you were to do what you were commanded and not ask questions or offer suggestions on improvements. Poor leadership stifled progress and made being at work sometimes unbearable.

Our internal customers were so used to poor service that when I did something I thought was small, like actually call a candidate, partner with hiring managers, or take responsibility for a and execute on items that were part of the TA process it was like I had cured a disease. I was used to an environment where "Be Remarkable" was the motto, the expectation and the norm. Where employees were acknowledged, rewarded, and sincerely appreciated. It was because this culture was so ingrained to into my psyche that I was able to build trust and relationships with coworkers in and outside of my immediate group. Some of them grew to be close friends, mentors, mentees, and voices of reason.

The personality, values and behaviors demonstrated by the Talent Acquisition Organization were in direct conflict with everything I sought in an employer. If hindsight is 20/20 then foresight is 20/10...even better. Had I focused less on the anxiety and desperation brought on by impending temporary unemployment situation, I could have saved myself a lot of heartache and disappointment.

As you embark on your career, take these lessons learned from my experiences to aid in choosing your future employer.

- Execute a targeted career search. Don't just apply for jobs.
- Whenever possible, interview onsite during regular work hours so you get an idea of daily work-life.
- Use your alumni network and sites like Glassdoor and LinkedIn to discover what current and former employees say about working for the organization.
- If you value your time (and you should) pay close attention to a prospective employer who doesn't appear to offer that basic courtesy.
- Ask direct, pointed, questions regarding employee turnover rates for college hires as well as those who have been with the organization for two years or less.
- Obtain a clear picture of how the work you will perform aligns with the organization's values and mission statement.
- Relax, and trust your gut feelings.

Transitioning to the Workplace

Starting a new job is exciting and rewarding, but it can also be a little stressful because you don't know what to expect. Whether you are starting your first "real" job after college or changing jobs or careers, it's up to you to prove to your new employer that they made the right decision by hiring you. Below are tips to help you make a smooth transition to your new job.

Understand What's Expected of You

Determine what your manager expects of you from the very beginning. Typically, your manager will meet with you within the first few days of your employment to discuss expectations and responsibilities. However, if this is not the case, it is up to you to ask. Confirm your understanding of your responsibilities with your manager to make sure that you are both on the same page. Find out if there are any "priority" projects that require your immediate attention. Be sure you know how your manager wants you to communicate with him or her.

Does he or she prefer email, conversations or voice mail? It is also helpful for you to know how your performance will be evaluated. Having a clear understanding of what is expected of you may help you to adapt more quickly to your new job as well as ease some of the stress related to starting a new job.



Ask Questions

As a new employee, your manager expects that you will have some questions, so do not be afraid to ask. If any assignments are unclear, ask for clarification. In addition, keep your manager informed of your progress and ask for regular feedback on your performance.

Establish Good Work Habits

Establishing good work habits not only shows your employer that you are reliable and responsible, but it helps you to be a productive employee. Alternatively, if you establish poor work habits from the start, it may be difficult for you to change your employer's negative perceptions of you.

The following are good work habits to establish:

- Be punctual to work and meetings
- Avoid frequent absenteeism
- Make sure your office or workspace is neat and organized
- Keep personal phone calls and outside distractions to a minimum
- Meet established deadlines
- Be a dependable employee - someone that can be counted on to get the job done

Do Your Job to the Best of Your Ability

Always do the best you can do, regardless of the task you are assigned. Anything less will not only be a disappointment to your employer, but a disappointment to you. Keep in mind that sometimes when you start a new job you may be assigned tasks that seem trivial or unimportant. Take your tasks seriously, and do them to the best of your ability. If you demonstrate that you can handle the small tasks, your manager's confidence in your abilities will most likely increase, and soon you may find yourself working on more interesting projects.

Adapt to the Corporate Culture

Companies expect their employees to fit in and accept the corporate culture. It's up to you to learn your organization's style and culture and be willing to adapt to it. Is the dress code "business casual" or do employees wear suits? Is there a designated lunch time? Are there specific company formats that are to be used when preparing reports, memos or other written documents? These are just a few things you will want to consider. You can learn about the corporate culture by familiarizing yourself with the employee handbook, observing your co-workers' behavior and asking questions (for examples of "business casual attire" see pages 80 and 81).

Develop Your Communication Skills

Every job, including technical ones, requires some degree of communication skills. Learn to be a good listener to ensure you fully understand instructions and to show that you are interested. Demonstrate patience and sensitivity with others, and avoid public confrontation and complaining. Learn to be tactful when working on a team, and consider what others on the team have to say and work with them. Above all, treat people as you would like to be treated. With written work, be sure you've proofread it carefully for content, spelling and grammar before submitting it.

Get to Know Your Co-workers

Get to know and be known by others in your work environment. Be professional and courteous at all times, and learn the roles that your co-workers play within the organization. Learning *who* does what can help to figure out where *you* fit in the big picture. Furthermore, you may be asked to work as a part of a team with other co-workers. If you know your co-workers and have an understanding of their role within the organization, it will help you to be a more effective member of the team.



Project a Positive Attitude

This may sound basic, but it is very important. What is your perception of someone that has a good attitude versus that of someone that has a bad attitude? Think about it. Most (if not all) would agree that they prefer to work with someone that has a positive attitude. For better or worse, many times someone's perception of you is stronger than the actual facts. Having a negative attitude can cloud your manager's view of your ability. You may be competent at your job but do you take an interest in your work? Do you show enthusiasm? Do you take initiative? Having a positive attitude will not only serve you well in your first job, but throughout your entire career. Often opportunities for advancement and leadership roles hinge on your overall attitude.

You may correspond with customers, clients, business contacts and co-workers via telephone and e-mail. When doing so, maintain a professional image and keep the following in mind:

Communicating by Phone

- Call during typical business hours.
- Call from a quiet location, or reduce/eliminate background noise.
- Notify people when they are on speaker phone.
- Make sure voice mail messages are concise. Slowly and clearly state your full name, telephone number (extension, if applicable), name of your company and reason for calling.
- Make sure your voice mail greeting is understandable and that you speak slowly when recording it.



Communicating by E-mail

- Write in complete sentences, and don't use slang.
- Use the subject line to specify the point of the message (not for informal greetings).
- Structure your e-mails like a business letter and include greetings and closings.
- Review the content of your e-mail to make sure the point of the message is obvious.
- Be sure to proofread for grammar and spelling. Spellcheck is a helpful tool, but you also need to visually proof all documents.

Five Things NEVER to do on the Job

1. Do not act like a "know-it-all".
2. Never gossip. It's not only harmful to your reputation, but it's harmful to the organization.
3. Do not make excuses for yourself if you miss a deadline, make a mistake or do not meet a goal.
4. Keep your personal life out of your professional life as much as possible.
5. Avoid excessive socializing with co-workers.

Social Media and the Workplace

By: Simone M. Campbell
Executive Director
Hunger4Humanity Inc., Columbia MD

More than ever people are using technology and social media to assist them with finding jobs, and to network with others in their field or the field they'd like to enter. Social Media sites like Facebook, Twitter, LinkedIn, YouTube and Instagram are becoming part of the everyday norm. By becoming visible and participating in groups that are trying to accomplish similar goals, an individual, can open doors that may not have been available to them before. These tools are no longer just for personal use since many people use them in their professional lives as well.



As social media becomes the go-to strategy for branding, networking, job seeking and recruitment, employers are increasingly concerned with employees using these tools for non-work purposes while on the job. Engaging in speech in public venues that might reflect poorly on their organization is also a way for people to get job offers rescinded, reprimanded at work and even fired.

Everyone has their "My-job-sucks," "I-hate-my-co-workers," or "I-want-more-money" moment. However, they seem to forget that as employers increase their online presence using social networking sites it might be best for their career not to have these moments on the Internet.

If you are currently employed you should be aware of your online activity as it could have a negative impact on how you are perceived in the workplace. If you want to use your profile to get hired or at least not get fired - here are some basic rules to keep in mind:

1. Don't announce your job search if you're still employed. If your employer knows you're on the lookout for a new job, feel free to advertise it in your status. If you're keeping your search confidential, don't post anything, anywhere. Even if you aren't connected to your boss online, somebody can relay the information back to him or her.
2. Don't badmouth your current or previous employer - Just like in an interview, keep your rants about your boss or company to yourself. If hiring managers see that you're willing to trash a colleague online they assume you'll do it to them, too. There is also a strong possibility of getting fired if your negative comments are discovered.
3. Uploading and being tagged in photos on social media sites has become a very popular activity and can be difficult to maintain full control over who can and cannot see your photos. You should be extremely careful when uploading photos onto sites such as Facebook and Twitter, particularly photos which show you having a drink in a nightclub or a night out. In addition, never allow yourself to be photographed around drugs or using weapons. These photos will give potential employers a negative impression of you

and you could potentially be reported to the HR department or management for such activity.

4. Providing a status on a social media site gives users the opportunity to provide a brief description of where they are, what they are doing or what is on their mind. Sites such as Facebook and Twitter give users the opportunity to voice their opinions on matters such as a bad day at work or an irritating boss. Doing so, can have serious consequences and have resulted in instances where employees have been terminated as a result of negative online behavior.
5. Being an active social media user can afford you many favors in the workplace, it can also cause much trouble if you are getting involved in negative or controversial discussions. Maintain a positive and neutral profile that avoids discussing sensitive, racist or political views.

While everyone can benefit greatly from social media, there can also be downsides to being the center of attention. When individuals create an online presence via social media they own the content and image that they are presenting. Remember to utilize your social media accounts wisely and capitalize on the opportunity to interact with others responsibly.

The Importance of Paying Your Dues

By: Sean Lynott, MBA, CPRW

My career has covered working with students in a variety of capacities: student advising, career advising, teaching, recruiting, etc. Over the course of many years one theme has stood out to me; the importance of paying your dues and avoiding the entitlement trap. I hope you'll stay with me on this brief journey as I explore this important theme and how it's essential to your future success in the world outside academia.

I think back to May 2002 when I was finishing college. I hadn't really given much thought to what my next step would be. Unlike other students I didn't pursue internships or anything else career related. Let's just say that I wasn't as ambitious as my peers and the thought of joining the workforce was a scary prospect. I had my expensive piece of paper and had the assumption that as a college graduate the work would come to me. Where did this attitude come from? I can't say for sure but it certainly didn't do me any favors once school was completed. The result of this was me bussing tables at a restaurant, just like I did during the summers between my years in school. I was the victim of my own ego and the feeling that a degree was enough. It would take me years to figure out that finding a career involved real work and that I would have to build my own brand to achieve any semblance of career success. As someone who is graduating soon or will be wrapping up your education I hope that you've been working with your career team to figure out the direction you wish to take.

Even after I landed my first successful corporate job I still had that entitlement following me around. I had a "real" job now and all the things I envisioned coming my way were just around the corner. I remember applying for a senior role on my team and not getting it. How did I handle this rejection? By trying to get my peers to protest management; a childish labor walkout that was silly to say the least. Fortunately, I had a manager who saw this as a learning opportunity and shared with me that I was their second choice and just narrowly missed out. They saw me as someone with potential and I rewarded them by flashing my true colors as an immature employee not ready for the big time. I was never able to shake the image of the childish employee and had to seek opportunities outside of the organization. I had sabotaged my own career and there was no one to blame but me. This was one of those "ah-ha" moments where I learned that how I dealt with rejection was just as important as how I dealt with success. Make sure that you always try to take everything in stride and don't let your mindset sabotage your career and how your peers perceive you.



This learning opportunity paid dividends many years later when I applied for a role with the HR department at my current employer. I was encouraged by a work colleague to apply for the role as it was a great first step to move into the world of recruiting. I went through several rounds of interviews and made it all the way to the finalist round. The feedback I received was that they were very surprised by me and weren't expecting the decision to be so challenging. Unfortunately for me they had an internal candidate in mind and would be giving them the position. Was I disappointed? Most definitely yes! This time I was very gracious and thanked them so much for the opportunity to interview and meet the leadership of their team. They were very impressed with my level of maturity and told me they hoped to work with me in the future. A month later I received a call out of the blue and was told that the person they hired had decided to take a job outside of the company. They were curious if I was still interested in the role and of course I said that I was! Because of the way I handled the initial rejection I had been given another chance. If I had reacted like I did years earlier there is no way I would've been given any thought at all. The woman who hired me is still a close colleague who I've had the pleasure of working with in two different capacities now. She's one of the finest managers I've ever worked with and has helped me grow as a professional. This opportunity led to where I am now, an Associate Campus Recruiter with T-Mobile. You have the power to control your attitude and how others perceive you. Take what you learned in school and have faith in your abilities. You never know where life will take you and the people you'll meet. By making yourself memorable and building relationships life will present you with opportunities; it's up to you to make the most of them.

Entitlement is everywhere and it can be a serious trap that stunts your professional growth. I'm sure you've seen it on campus amongst your peers; in the classroom, study hall, out in the community. Your degree gives you an advantage over other job-seekers, it doesn't give you anything else. A successful career is something that must be earned. You've taken the first step by going to school and committing yourself to years of hard work. Now you must go forth and prove yourself all over again. Take failure in stride, you'll run into it many times. Use the defeat as an opportunity to make yourself stronger. Leave your ego at the door and move forward! Show the "real world" that you're ready for the challenge. Also remember that you must carry this way of thinking with you the rest of your life. As you grow and add impressive titles and credentials to your name you must continue to avoid the entitlement trap. The best leaders are the ones who are eternally grateful for the people who have helped them along the way. Your brand is something that is always evolving; remember to evaluate your growth and don't be afraid to learn new things and take on new challenges. The world is out there waiting for you; go forth and prosper!

Act Today to Avoid Financial Regrets Tomorrow

“Regrets? I’ve had a few.” – Frank Sinatra.

Mr. Sinatra, one of the most famous entertainers of the 20th century, did things his way, but he was also familiar with remorse. He’s not alone, of course. We all deal with regrets – and financial ones are among the most troublesome.

Here are the leading financial regrets, according to a recent survey by Bankrate.com, along with some suggestions for avoiding them:

- Not saving for retirement early enough – This was the top regret expressed by survey respondents. Saving and investing early for retirement offers you two key benefits. First, the more time you give growth-oriented investments, the greater their growth potential. And second, by saving and investing for retirement early in your career, you will likely need to put away less money each year than you would if you waited until, say, your 40s or 50s. So, if you aren’t already doing so, contribute as much as you can afford to your IRA and your 401(k) or similar employer-sponsored plan. And increase your contributions every time your salary rises.

- Not saving enough for emergency expenses – You can’t plan for all expenses. Your furnace might die, your car may need a major repair, you may incur a sizable doctor’s bill – the list goes on and on. If you don’t have the money available to meet these costs, you might be forced to dip into your long-term investments. That’s why it’s important to maintain an emergency fund, containing three to six months’ worth of living expenses, in a liquid, low-risk account.

- Taking on too much credit card debt – If you don’t overuse your credit cards, they can be handy and helpful, in many ways. Try to keep a lid on your credit card debt, keeping in mind that your debt payments reduce the amount of money you have available to invest for your long-term goals, such as a comfortable retirement.

- Not saving enough for children’s education — This may be perhaps the most difficult regret to address – after all, it’s not easy to save for your own retirement and simultaneously put money away for your children’s college educations. However, if you can afford to save for college, try to do so in as advantageous a manner as possible.

- Buying a bigger house than you can afford – If you tie up too much money in mortgage payments, you will have less to contribute to your various retirement accounts. And while home equity certainly has some value, it generally does not provide you with the same liquidity – and probably not the same potential for growth and income – as an investment portfolio that’s appropriate for your needs and risk tolerance. So, think carefully before purchasing that big house – you might be better served by scaling down your home ownership and ramping up your investments.

You can’t avoid all the doubts and misgivings you’ll encounter at various stages of your life. But if you can reduce those regrets associated with your finances, you could well increase your satisfaction during your retirement years.



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What's Smarter - Paying Off Debts or Investing?

If you're just starting out in your career, you will need to be prepared to face some financial challenges along the way – but here's one that's not unpleasant: choosing what to do with some extra disposable income. When this happens, what should you do with the money? Your decisions could make a real difference in your ability to achieve your important financial goals.

Under what circumstances might you receive some "found" money? You could get a year-end bonus from your employer, or a sizable tax refund, or even an inheritance. However the money comes to you, don't let it "slip through your fingers." Instead, consider these two moves: investing the money or using it to pay off debts.

Which of these choices should you pick? There's no one "right" answer, as everyone's situation is different. But here are a few general considerations:

- Distinguish between "good" and "bad" debt. Not all types of debt are created equal. Your mortgage, for example, is probably a "good" form of debt. You're using the loan for a valid purpose – i.e., living in your house – and you likely get a hefty tax deduction for the interest you pay. On the other hand, nondeductible consumer debt that carries a high interest rate might be considered "bad" debt – and this is the debt you might want to reduce or eliminate when you receive some extra money. By doing so, you can free up money to save and invest for retirement or other goals.
- Compare making extra mortgage payments vs. investing. Many of us get some psychological benefits by making extra house payments. Yet, when you do have some extra money, putting it toward your house may not be the best move. For one thing, as mentioned above, your mortgage can be considered a "good" type of debt, so you may not need to rush to pay it off. And from an investment standpoint, your home is somewhat "illiquid" – it's not always easy to get money out of it. If you put your extra money into traditional investments, such as stocks and bonds, you may increase your growth potential, and you may gain an income stream through interest payments and dividends.
- Consider tax advantages of investing. Apart from your mortgage, your other debts likely won't provide you with any tax benefits. But you can get tax advantages by putting money into certain types of investment vehicles, such as a traditional or Roth IRA. When you invest in a traditional IRA, your contributions may be deductible, depending on your income, and your money grows on a tax-deferred basis. (Keep in mind that taxes will be due upon withdrawals, and any withdrawals you make before you reach 59½ may be subject to a 10% IRS penalty.) Roth IRA contributions are not deductible, but your earnings are distributed tax-free, provided you don't take withdrawals until you reach 59½ and you've had your account at least five years.

Clearly, you've got some things to ponder when choosing whether to use "extra" money to pay off debts or invest. Of course, it's not always an "either-or" situation; you may be able to tackle some debts and still invest for the future. In any case, use this money wisely – you weren't necessarily counting on it, but you can make it count for you.

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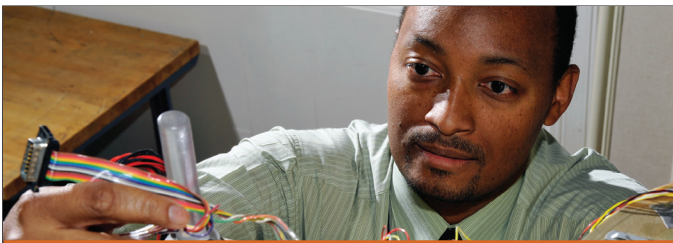
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