

CAREER PLANNING AND JOB PLACEMENT


BISHOP
STATE



A Member of the Alabama Community College System

CAREER GUIDE

Bishop State Community College Career Guide

TABLE OF CONTENTS

Career & Employment Services	2
Contact Information	2
Career Matrix	3
Your Resume	6
Poor Resume Sample	8
Effective Resume Sample	10
Electronic and Scannable Resumes	12
How to Conduct an Online Job Search	13
Interview Preparation	15



A Member of the Alabama Community College System

CAREER AND EMPLOYMENT SERVICES

BISHOP STATE'S CAREER AND EMPLOYMENT SERVICES

Bishop State Community College provides career planning and job placement services to students who require assistance in developing strategies in shaping their specific program goals toward full-time employment. Services are provided to assist students in marketing their skills to prospective employers, including preparing resumes, job applications, and interviewing skills. Services also include coordinating activities for graduates, employers, and sponsoring employment fairs to help maintain a continuous plan of job development activities to assure appropriate and adequate employment opportunities. Persons interested in career planning and job placement assistance, may see their advisor, call or come to the office located on each campus. Also, be sure to check employment opportunities positions and notices under Other Employment on our website at www.bishop.edu.

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Division of Student Development Services
A Member of the Alabama Community College System

Nondiscriminatory Statement

The Alabama State Board of Education through The Alabama Department of Postsecondary Education proclaims nondiscriminatory practices in Alabama two-year institutions under the jurisdiction of the Alabama State Board of Education. It is the official policy of the Alabama Department of Postsecondary Education and Bishop State Community College that no persons shall, on the basis of race, color, disability, sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program, activity, or employment.

CAREER MATRIX

EDUCATIONAL PROGRAMS AND STANDARD OCCUPATIONAL CODES /TITLES

FIND YOUR BISHOP STATE PROGRAM IN THE LEFT COLUMN AND CORRESPONDING JOB TITLES IN THE COLUMN TO THE RIGHT

YOUR BISHOP STATE PROGRAM	STANDARD OCCUPATIONAL CODES (SOC) & TITLES
AUTOMOTIVE BODY TECHNOLOGY (AOT DEGREE OR CERTIFICATE)	49-3021 AUTOMOTIVE BODY & RELATED REPAIRERS 49-3023 AUTOMOTIVE SERVICE TECHNICIANS & MECHANICS 51-9122 PAINTERS, TRANSPORTATION EQUIPMENT
AIR CONDITIONING/REFRIGERATION TECHNOLOGY (AOT DEGREE OR CERTIFICATE)	49-9021 HEATING, AIR CONDITIONING & REFRIGERATION MECHANICS & INSTALLERS 47-1011 FIRST LINE SUPERVISORS/MANAGERS OF CONSTRUCTION TRADES & EXTRACTION WORKERS
ACCOUNTING TECHNOLOGY (AAS DEGREE)	13-2802 TAX PREPARERS 43-3021 BILLING & POSTING CLERKS & MACHINE OPERATORS 43-3031 BOOKEEPING, ACCOUNTING & AUDITING CLERKS 43-3041 GAMING CAGE WORKERS 43-4011 BROKERAGE CLERKS 43-9111 STATISTICAL ASSISTANTS
AMERICAN SIGN LANGUAGE (AS DEGREE)	27-3091 INTERPRETERS & TRANSLATORS 25-1199 POSTSECONDARY TEACHERS, ALL OTHERS
AUTOMOTIVE TECHNOLOGY (AOT DEGREE OR CERTIFICATE)	49-2093 ELECTRICAL/ELECTRONICS INSTALLERS & REPAIRERS, TRANSPORTATION EQUIPMENT 49-2096 ELECTRONIC EQUIPMENT INSTALLERS & REPAIRERS, MOTOR VEHICLES 49-3023 AUTOMOTIVE SERVICE TECHNICIANS & MECHANICS
BARBERING & HAIR STYLING (AOT DEGREE OR CERTIFICATE)	39-5011 BARBERS 11-9199 MANAGERS, ALL OTHERS
CABINETMAKING (SHORT CERTIFICATE)	51-7011 CABINETMAKERS & BENCH CARPENTERS 51-7021 MODEL MAKERS, WOOD 51-7032 PATTERNMAKERS, WOOD 51-7041 SAWING MACHINE SETTERS, OPERATORS & TENDERS, WOOD 51-7042 WOODWORKING MACHINE SETTERS, OPERATORS & TENDERS, EXCEPT SAWING
CARPENTRY (SHORT CERTIFICATE)	47-1011 FIRST LINE SUPERVISORS/MANAGERS OF CONSTRUCTION TRADES & EXTRACTION WORKERS 47-2031 CARPENTERS 47-3012 HELPERS - CARPENTERS
CIVIL ENGINEERING TECHNOLOGY (AAS DEGREE)	17-3022 CIVIL ENGINEERING TECHNICIANS
COMMERCIAL FOOD SERVICE (AAS DEGREE, CERTIFICATE, SHORT CERTIFICATE)	25-1192 HOME ECONOMICS TEACHERS, POSTSECONDARY 29-1031 DIETICIANS & NUTRITIONISTS 35-1012 FIRST-LINE SUPERVISORS/MANAGERS OF FOOD PREPARATION & SERVING WORKERS 35-2012 COOKS, INSTITUTION & CAFETERIA 51-3092 FOOD BATCHMAKERS 35-1011 CHEFS & HEAD COOKS 35-2013 COOKS, PRIVATE HOUSEHOLD, 35-2014 COOKS, RESTAURANTS 35-2019 COOKS, ALL OTHER
COSMETOLOGY (AOT DEGREE OR CERTIFICATE)	39-5012 HAIRDRESSERS, HAIRSTYLISTS & COSMETOLOGISTS 39-5091 MAKEUP ARTISITS, THEATRICAL & PERFORMANCE 39-5092 MANICURISTS & PEDICURISTS 39-5094 SKIN CARE SPECIALISTS
COMPUTER INFORMATION SYSTEM (AAS DEGREE)	11-3021 COMPUTER & INFORMATION SYSTEMS MANAGERS 15-1011 COMPUTER & INFORMATION SCIENTISTS, RESEARCH 15-1051 COMPUTER SYSTEM ANALYSTS 15-1061 DATABASE ADMINISTRATORS 15-1081 NETWORK SYSTEMS & DATA COMMUNICATION ANALYSTS 15-1099 COMPUTER SPECIALISTS, ALL OTHER 25-1021 COMPUTER SCIENCE TEACHERS, POSTSECONDARY

CAREER MATRIX

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DIESEL MECHANICS (AOT DEGREE OR CERTIFICATE)	49-3031 BUS & TRUCK MECHANICS & DIESEL ENGINES
DRAFTING & DESIGN (AAS DEGREE)	17-3011 ARCHITECTURAL & CIVIL DRAFTERS 17-3019 DRAFTERS, ALL OTHERS
EARLY CHILDHOOD EDUCATION (AAS DEGREE OR CERTIFICATE)	25-1192 HOME ECONOMICS TEACHERS, POSTSECONDARY 25-2011 PRESCHOOL TEACHERS, EXCEPT SPECIAL EDUCATION
ELECTRICAL TECHNOLOGY (AOT DEGREE OR CERTIFICATE)	47-1011 FIRST LINE SUPERVISORS/MANAGERS OF CONSTRUCTION TRADES & EXTRACTION WORKERS 47-2111 ELECTRICIANS 47-3013 HELPERS - ELECTRICIANS 49-2098 SECURITY & FIRE ALARM SYSTEMS INSTALLERS 49-9097 SIGNAL & TRACK REPAIRERS
ELECTRONICS ENGINEERING TECHNOLOGY (AAS DEGREE)	17-3023 ELECTRICAL & ELECTRONIC TECHNICIANS
EMERGENCY MEDICAL SERVICES: EKG-MONITOR TECH (CERTIFICATE) EMERGENCY MED. TECH (CERTIFICATE) ADVANCED EMERGENCY MEDICAL TECHNICIAN (CERTIFICATE) PARAMEDIC (AAS DEGREE OR CERTIFICATE)	25-1071 HEALTH SPECIALTIES TEACHERS, POSTSECONDARY 29-2031 CARDIOVASCULAR TECHNOLOGIST & TECHNICIANS 53-3011 AMBULANCE DRIVERS & ATTENDANTS, EXCEPT EMERGENCY MEDICAL TECHNICIANS 29-2041 EMERGENCY MEDICAL TECHNICIANS & PARAMEDICS 29-2041 EMERGENCY MEDICAL TECHNICIANS & PARAMEDICS
FUNERAL SERVICE EDUCATION (AAS DEGREE)	11-9061 FUNERAL DIRECTORS 39-4011 EMBALMERS 39-4021 FUNERAL ATTENDANTS
GEOGRAPHIC INFORMATION SYSTEMS (CERTIFICATE)	17-1021 CARTOGRAPHERS & PHOTOGRAMMETISTS 17-3031 SURVEYING & MAPPING TECHNICIANS
GRAPHIC COMMUNICATION TECHNOLOGY (AAS DEGREE OR CERTIFICATE)	51-5011 BINDERY WORKERS 51-5022 PREPRESS TECHNICIANS & WORKERS 51-5023 PRINTING MACHINE OPERATORS; 51-9194 ETCHERS & ENGRAVERS
HEALTH INFORMATION TECHNOLOGY (AAS DEGREE)	29-2071 MEDICAL RECORDS & HEALTH INFORMATION TECHNICIANS
INTERPRETER TRAINING PROGRAM (SHORT CERTIFICATE)	27-3091 INTERPRETERS & TRANSLATORS
JEWELRY DESIGN (SHORT CERTIFICATE)	49-9064 WATCH REPAIRERS 51-2093 TIMING DEVICE ASSEMBLERS, ADJUSTERS & CALIBRATORS 51-9071 JEWELERS & PRECIOUS STONE & METAL WORKERS
MACHINE TOOL TECH (SHORT CERTIFICATE)	51-4111 TOOL & DIE MAKERS
MANAGEMENT SUPERVISION TECHNOLOGY (SHORT CERTIFICATE)	11-1011 CHIEF EXECUTIVES 11-1021 GENERAL & OPERATIONS MANAGERS 11-2022 SALES MANAGERS 11-3011 ADMINISTRATIVE SERVICES MANAGERS 11-3051 INDUSTRIAL PRODUCTION MANAGERS 11-3071 TRANSPORTATION, STORAGE & DISTRIBUTION MANAGERS 11-9021 CONSTRUCTION MANAGERS 11-9151 SOCIAL & COMMUNITY SERVICE MANAGERS 11-9199 MANAGERS, ALL OTHERS 13-1051 COST ESTIMATORS 13-1111 MANAGEMENT ANALYSTS 25-1011 BUSINESS TEACHERS, POSTSECONDARY

CAREER MATRIX

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MASONRY (SHORT CERTIFICATE)	47-1011 FIRST LINE SUPERVISORS/MANAGERS OF CONSTRUCTION TRADES & EXTRACTION WORKERS 47-2021 BRICKMASONS & BLOCKMASONS 47-2022 STONEMASONS 47-2044 TILE & MARBLE SETTERS 47-3011 HELPERS - BRICKMASONS, BLOCKMASONS, STONEMASONS & TILT & MARBLE SETTERS
MEDICAL CODING (SHORT CERTIFICATE)	27-3091 INTERPRETERS & TRANSLATORS
MEDICAL TRANSCRIPTION (SHORT CERTIFICATE)	31-9094 MEDICAL TRANSCRIPTIONIST
NAIL TECHNOLOGY (SHORT CERTIFICATE)	39-5012 HAIRDRESSERS, HAIRSTYLISTS & COSMETOLOGISTS 39-5091 MAKEUP ARTISTS, THEATRICAL & PERFORMANCE 39-5092 MANICURISTS & PEDICURISTS 39-5094 SKIN CARE SPECIALISTS
ASSOCIATE DEGREE NURSING (AAS DEGREE)	25-1072 NURSING INSTRUCTORS & TEACHERS, POSTSECONDARY 25-1111 REGISTERED NURSE
OFFICE ADMINISTRATION (AAS DEGREE)	43-6011 EXECUTIVE SECRETARIES & ADMINISTRATIVE ASSISTANTS 43-6014 SECRETARIES, EXCEPT LEGAL, MEDICAL & EXECUTIVE
PHYSICAL THERAPIST ASSISTANT (AAS DEGREE)	25-1071 HEALTH SPECIALTIES TEACHERS, POSTSECONDARY 31-2021 PHYSICAL THERAPIST ASSISTANTS
PRACTICAL NURSING (CERTIFICATE)	29-2061 LICENSED PRACTICAL & LICENSED VOCATIONAL NURSES
PROCESS & MAINTENANCE TECHNOLOGY (AAS DEGREE)	49-9069 PRECISION INSTRUMENT & EQUIPMENT REPAIRERS, ALL OTHER
PLUMBING PIPEFITTING (SHORT CERTIFICATE)	47-1011 FIRST LINE SUPERVISORS/MANAGERS OF CONSTRUCTION TRADES & EXTRACTION WORKERS 47-2151 PIPELAYERS 47-2152 PLUMBERS, PIPEFITTERS & STEAMFITTERS 47-3015 HELPERS - PIPELAYERS, PLUMBERS, PIPEFITTERS & STEAMFITTERS 47-4071 SEPTIC TANK SERVICERS & SEWER PIPE CLEANERS
TRUCK DRIVING (SHORT CERTIFICATE)	53-3021 BUS DRIVERS, TRANSIT & INTERCITY 53-3022 BUS DRIVERS, SCHOOL 53-3032 TRUCK DRIVERS, HEAVY & TRACTOR-TRAILER 53-3033 TRUCK DRIVERS, LIGHT OR DELIVERY SERVICES 53-3041 TAXI DRIVERS & CHAUFFEURS 53-4013 RAIL YARD ENGINEERS, DINKEY OPERATORS & HOSTLERS 53-4021 RAILROAD BRAKE, SIGNAL & SWITCH OPERATORS 53-4031 RAILROAD CONDUCTORS & YARDMASTERS 53-4041 SUBWAY & STREETCAR OPERATORS 53-4099 RAIL TRANSPORTATION WORKERS, ALL OTHER
WATCH REPAIR (SHORT CERTIFICATE)	49-9064 WATCH REPAIRERS 51-2093 TIMING DEVICE ASSEMBLERS, ADJUSTERS & CALIBRATORS 51-9071 JEWELERS & PRECIOUS STONE & METAL WORKERS
WELDING TECHNOLOGY (CERTIFICATE OF SHORT CERTIFICATE)	51-4121 WELDERS, CUTTERS, SOLDERERS & BRAZERS 51-4122 WELDING, SOLDERING & BRAZING MACHINE SETTERS, OPERATORS & TENDERS

YOUR RESUME

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

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

Stand Out

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

Structure of Your Resume

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

Chronological

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

Functional (Skill-Based)

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

Combination

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

Targeted

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

Elements of the Resume

Contact Information

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

Objective/Summary of Qualifications

There are differing viewpoints as to whether an objective will help or hurt your chances in the job market. *Check with your career services office for their recommendations.* If you decide to use an objective, state the type of position you are seeking. Also, consider including in your objective how you will benefit the employer—not what you are seeking from the employer. An alternative to an objective is a summary

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

Educational Background

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

Employment History

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



YOUR RESUME

Action Words

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

References

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

Optional Items

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

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

ACTION WORDS

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

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

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

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

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

recruited
reduced
reinforced
researched
reviewed
scheduled
supervised
strengthened
translated
updated
wrote

Editing Your Resume

Length

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

Appearance

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

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

Accuracy

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



POOR RESUME

SAMPLE

Sample Poorly Constructed Resume

Christina A. Candidate

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

OBJECTIVE

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

EDUCATION

XYZ University, College Town, GA

- B.A. Business Admin. (Expected May 20__)
- Major: Management
- Minor: Marketing
- GPA: 3.4
- Dean's List

RELATED COURSE WORK

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

EXPERIENCE

Advertising Staff, XYZ University Gazette

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

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

Business Manager, Omega Chi Sorority

XYZ University, College Town, GA (1/20__ - 5/20__)

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

ACTIVITIES

Participated in XYZ University's 20__ Annual Leadership Conference

INTERESTS

Travel, listening to music, volunteering and hiking

POOR RESUME

What's Wrong with this Resume?

Unprofessional E-mail Address

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

Weak Objective

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

Inconsistent Formatting

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

Use of Abbreviations

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

Poor Use of Grammar, Inconsistent Verb Tense and Typographical Errors

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

Does Not Highlight Skills, Abilities or Accomplishments

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

Lacks Quantifiers

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

Inclusion of a Personal Interests Section

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

EFFECTIVE RESUME

Sample Functional Resume Limited Work Experience

Christina A. Candidate

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

SAMPLE

OBJECTIVE

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

EDUCATION

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

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

RELEVANT SKILLS

Organizational Management

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

Communication

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

Leadership

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

Sales

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

EXPERIENCE

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

EFFECTIVE RESUME

What Makes this Resume Effective?

Professional E-mail Address

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

Strong Objective

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

Aesthetically Pleasing Appearance/Consistent Formatting

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

Grammatically Correct, Consistent Verb Tense and Error Free

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

Highlights Skills, Abilities or Accomplishments

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

Includes Quantifiers

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

NOTES

ELECTRONIC AND SCANNABLE RESUMES

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

Tips for Electronic and Scannable Resumes

Aesthetics are not important, but readability is.

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

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

Use key words

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

Use the appropriate file format

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

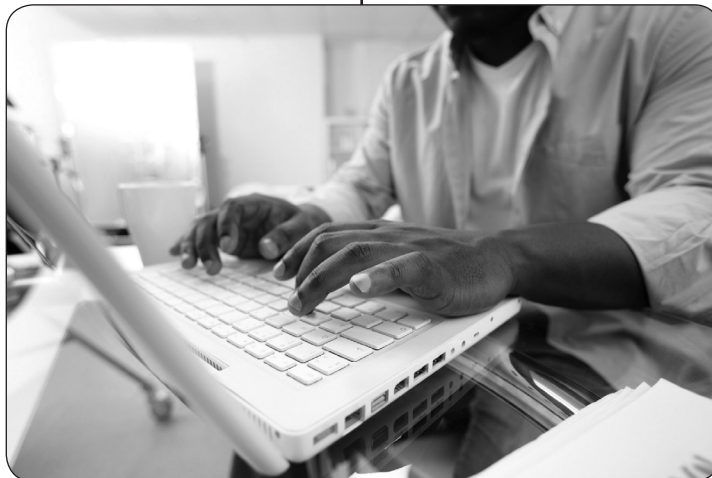
If the employer does not request a specific format play it safe, and send your electronic resume as a “Plain Text” or “Text Only” file in the body of your e-mail since attachments can carry viruses.

E-mail yourself first

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

Hardcopy of your resume

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



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 an employer’s attention. The following are tips to help you get started and help you to get the most out of your online job search.

Online Job Search Tips

Make sure your online presence is spotless

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



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

Be organized

Create a log of the sites you have visited that includes user 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.

Visit specific employer’s sites

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

Take advantage of job alerts

When you register with most job posting sites you have the option of signing up to receive job alerts. A job alert is an e-mail that is automatically sent to you whenever newly available job opportunities that meet your criteria become available. Take advantage of 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 information on creating a video resume, see the section on Video Resumes.

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!



ONLINE JOB SEARCH

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 info.

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 online 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.*

INTERVIEW PREPARATION

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

What Employers Look for in a Candidate

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



Key Points to Remember:

Do:

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

Don’t:

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

What to Bring:

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

INTERVIEW PREPARATION

Practice Answers to Questions Before the Interview

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

Traditional Questions

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

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



Behavioral Questions

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

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

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

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

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