# Table of Contents

## GETTING STARTED
- Career Services .............................................................................. 3
- Jobs4Jags .......................................................................................... 5
- Making Career Services Work for You .................................................. 6
- A College Timeline: How to Plan for Success ....................................... 7

## RESUMES AND CORRESPONDENCE
- The Top Ten Pitfalls in Resume Writing .................................................. 8
- Developing a Winning Resume .............................................................. 10
- Resume Sample .................................................................................. 12
- References Page Sample ...................................................................... 12
- Developing a Winning CV ..................................................................... 13
- Power Verbs for Your Resume .............................................................. 14
- Email Correspondence ......................................................................... 15

## SOCIAL MEDIA
- Work Your Network: Developing a Noticeable LinkedIn Profile ............... 16
- Social Networking Websites .................................................................... 17
- Clean Up Your Social Media Identity .................................................... 18

## CAREER SEARCH STRATEGIES
- Getting the Most Out of a Career Fair .................................................... 19
- Creating an Elevator Pitch in Two Minutes or Less .................................. 21
- Business Etiquette Blunders and How to Fix Them .................................. 23
- Professional Etiquette ........................................................................ 24
- Dining Etiquette at the Interview Meal .................................................. 25
- Don't Forget the Small Companies ........................................................ 26
- Federal Jobs: Working for Uncle Sam ...................................................... 27

## INTERVIEWING
- Ten Rules of Interviewing .................................................................... 28
- Students With Disabilities: Acing the Interview ...................................... 29
- Dressing for the Interview ................................................................... 30
- Career Clothes Closet ........................................................................ 31
- Are You Ready for a Behavioral Interview? .......................................... 32
- S.T.A.R. Method of Behavioral Interviewing .......................................... 33
- Questions Asked by Employers ............................................................. 34
- The Site Visit/Interview: One Step Closer .............................................. 35
- The Art of Negotiating ......................................................................... 36

## ADVERTISER INDEX
- Gwinnett County Public Schools .......................................................... 34
- Mickey Leland Energy Fellowship Program .......................................... 9
- Orange County Schools ........................................................................ 4
- Science, Mathematics & Research for Transformation (SMART) .......... 9
- Scholarship for Service Program ....................................................... 9
made simpler and more rewarding if you regularly utilize the services provided by the office. Allow this to begin at www.subr.edu/careerservices and register with our office. Remember, your career search can be to “cut above the rest” in today’s demanding search for rewarding employment.

The process of seeking employment is a serious one and requires students to register early with the office. (The interviewing season begins in September and ends in April.) Registering with Career Services makes it possible to better align full-time, co-op and summer employment opportunities between you and the many potential employers seeking your academic discipline and abilities. By participating in job fairs, seminars, employer information sessions, campus interviews, or career counseling sessions with our staff, you will begin to see the link between your classroom learning and the world of work.

Our staff is here to assist you in every way we can through a wide range of programs, services and resources, which are tailored to create the job search skills necessary to keep the SU Jags a “cut above the rest” in today’s demanding search for rewarding employment.

Visit Career Services (T.H. Harris Hall, Suite 1100) soon and often. Become familiar with our homepage at www.subr.edu/careerservices and register with our office. Remember, your career search can be made simpler and more rewarding if you regularly utilize the services provided by the office. Allow this academic year to launch the beginning of your future success. And above all, remember that we are here to serve you!

Sincerely,

Jameson J. Meeks
Tamara Foster-Montgomery
Director

Dear SU Jaguar:

The Career Services Center hopes you will find this year’s edition of the Southern University Career Guide a valuable resource. It will serve as your guide to using the Center most effectively in the year ahead. We hope that you will take the time to read it carefully and thoroughly.

Introduction

The employment interview ranks among the most important undertakings in the life of a graduating senior or a student job-seeker. In many instances, the approximately 30 minutes spent with an interviewer can significantly affect the entire course of events in the life of a college student. In view of this above, the interview becomes a matter of increased importance.

There are several responsibilities placed upon the individual who is considering an interview appointment with any agency. One who is sincerely concerned about forming a good initial impression will be interested in ensuring the following: familiarity with the company or agency, promptness in reporting to the interview, proper grooming and poise. These responsibilities will be discussed in more detail later.

Although it is important that one interested in securing employment makes every effort to present a good impression, it is not necessary that he or she becomes so overwhelmed with interview preparation as to cause anxiety, frustration, calculated answers or nervousness. In general, all that is required is for one to learn what is expected of him or her in the job.

Mission Statement

The mission of Career Services is to coordinate and provide those direct and supportive services required to effect the compatibility between knowledge acquired by our students and the employment needs of the public and private sector. As well as to aid students in developing, evaluating and effectively initiating and implementing career plan.

Purpose of Career Services

Career Services provides comprehensive career services to students (and alumni, when possible) to enhance their educational development. The Center offers assistance:

1. In choosing their careers and college majors,
2. In obtaining appropriate work experience prior to graduation to enhance their chosen careers and majors,
3. In obtaining information and skills on how to seek employment and
4. In furthering their chosen careers by obtaining employment or continuing into graduate or professional school.

As a unit of the Division of Student Affairs, the Center’s mission is in harmony with the Division’s Mission. Career Services provides support and enhancement of formal educational experiences. As part of the larger community that is Southern University, the Center seeks to provide career services, which are not only comprehensive, but also preeminent in the state and region.

Courses Offered By Career Services

Career Services assists students and graduates in identifying their individual capabilities, interests, skills and acquired knowledge for meaningful vocation opportunities beginning with their freshman year. Career Services provides students, beginning at the sophomore year, with opportunities for internships, cooperative (co-op) education jobs and summer employment. Students are permitted to work full-time and obtain course credit while on co-op assignments.

Course Description Cooperative Education (COOP200, COOP300, COOP400)

The Cooperative Education courses (COOP200-01, COOP300-01, COOP400-01) are courses which a student may enroll in upon acceptance of an offer of employment for a co-op position which is directly related to their major. The student will alternate semesters of work with semester of study, or may engage in parallel employment of working a minimum of 20 hours while going to school. An evaluation of the student is done in the areas of (1) judgment (2) relations with others (3) ability to learn (4) attitude and application toward work (5) dependability (6) quality of work (7) punctuality and attendance, course work and the evaluation is graded by the instructor. The course provides for three academic credit hours and may be used to satisfy the elective curriculum requirement. Upon completion of the course the student is expected to have shown competence in time management, workplace communication, and an understanding of their major through reflection and debriefing conducted by the instructor.

Cooperative Education COOP201-Professional Development

Learn how to chart your career through an investigation of careers, the world of work, and the career planning process. Emphasis is placed upon assisting the student to clarify and formulate realistic career goals and an appropriate career plan and strategy to achieve those goals. Interesting professionals provide essential information on career development; writing winning resumes, entrepreneurship, investing, interviewing, developing a portfolio and a host of other career and life planning information.

Career Services

www.subr.edu/careerservices
Responsibilities of the Student

Responsibilities required of the student. Possible results from any interaction, we have outlined some individuals involved. To ensure that students understand their obligations inappropriate, they do affect the actor and other individuals. Whether the actions are reflected as individuals normally have certain motives or causes for their view of the first portion of the definition, it is implied that agent; or able to answer for one’s conduct and obligation. In to be called upon to answer as the primary cause, motive, or responsibility of the Recruiter

The adjective “responsible” is defined by Webster as: “liable to be called upon to answer as the primary cause, motive, or agent, or able to answer for one’s conduct and obligations.” In view of the first portion of the definition, it is implied that individuals normally have certain motives or causes for their actions. Whether the actions are reflected as appropriate or inappropriate, they do affect the actor and other individuals involved. To ensure that students understand their obligations and conduct themselves in a manner that achieves the best possible results from any interaction, we have outlined some responsibilities required of the student.

Responsibilities of the Student

1. Students interested in securing employment have the primary responsibility of registering with Career Services.
2. Students must schedule an appointment to take advantage of one-on-one resume review sessions and mock interviews.
3. Students who complete user profiles online and plan to interview for employment are required to upload a neatly typed resume two days prior to their interview.
4. It is the responsibility of each student utilizing the services of the Center to provide a copy of their transcript with a copy of their resume.
5. Education majors should make every effort to ensure that additional forms necessary to complete a “placement packet” (e.g., evaluation sheets, letters of recommendation) are returned to the Center as soon as possible. (Education Majors ONLY)
6. The absence of any information needed to complete the registration process may result in the suspension of services.
7. Prior to his/her first interview, the student should analyze his/her interests and abilities and carefully consider his/her career objective. He/she should read available literature and consult other sources for information about the employer. He/she should organize thoughts in order that he/she may intelligently ask and answer questions.
8. In his/her interview, the student should recognize that he/she is representing his/her school, as well as himself/herself, and should be punctual and thoroughly businesslike in conduct.
9. The student should promptly acknowledge an invitation to visit an employer’s premises. He/she should accept invitations only when he/she is sincerely interested in exploring employment with that employer.
10. As soon as a student decides not to accept an offer, he/she should immediately notify employer.
11. The student should not continue to present him/herself for interviews after he/she has accepted an employment offer.
12. When the student accepts an employment offer, he/she should do it in good faith and with the sincere intention of honoring his/her commitment.
13. The student should keep Career Services advised concerning employment negotiations. Recruiters also have certain responsibilities to the college and its students.

Responsibilities of the Recruiter

1. The number of interviewers brought on campus by an employer should be adequate to cover the prearranged schedule.
2. Recruiters who have officially registered with Career Services and signed up on their Interview Schedule. All interviews will be scheduled and candidates seen in the Center. No recruiting will be allowed in departments, classrooms, hallways, etc., unless by special permission of the Director.
3. As soon as possible following an interview, the employer should communicate with the student and Career Services concerning the outcome of the interview.
4. The employer should give the student reasonable time to consider his/her offer.
5. The employer should accept the student’s decline of a job offer as a final decision.
6. Prior to or at the time of employment, the employer should clearly explain to the student all conditions pertaining to employment.
Making Career Services Work for You

Many career center practitioners spend the bulk of their time planning events for students. From mock interview days and networking rights to resume workshops and career fairs, at any given time there may be a number of programs going on that can assist you. Make sure you are aware of what’s taking place. Remember, the more you share about your skills and goals with the staff, the better they will be able to assist you.

Develop Relationships

Find a career center counselor/advisor and get to know him or her. Try to meet with your counselor at least several times throughout your career development process. Appointments are a great way to stay motivated and to accomplish career-related tasks. A counselor will listen to your concerns and provide objective advice. You can bounce ideas off him or her, which will help you think through your options. Furthermore, when unique job opportunities come in, counselors often alert students who they know well and think might be a good fit with the position. Remember, the more you share about your skills and goals with the staff, the better they will be able to assist you.

Attend Programs

Many career center practitioners spend the bulk of their time planning events for students. From mock interview days and networking rights to resume workshops and career fairs, at any given time there may be a number of programs going on that can assist you. Make sure you are aware of what’s taking place. Find the event calendar, whether it is online, in the paper, or through an email. As you attend programs, ask thoughtful questions to make the most of what you are learning.

Don’t Be a Stranger

Your relationship with the career center doesn’t have to end the day you wear your cap and gown. Many centers offer services for alumni similar to those for students. If you haven’t found a job or even formed a plan by graduation, you still might be able to meet with counselors/advisors, use job listings and/or computers and attend programs. Check with the career center to see what is available and what time limits apply.

Programs and Services

In addition to these tips, it’s helpful to understand more about a career center’s numerous services. These programs and offerings may include:

Programs and Services

Job Listings and Recruiting Programs

Internship Programs

Career fairs

Job market

Career center workshops

Mock Interviews

Resume and Cover Letter Critiques

Job Listings and Recruiting Programs

Internships are the most valuable way to try out different career fields and gain hands-on experience while you are still a student. You can build your resume, learn the ropes, and maybe even get academic credit. You might also pave the way to a full-time position after graduation.

Workshops

career center workshops cover skills ranging from writing an effective cover letter to honing your interview performance. Not only can you get pertinent advice from career center staff and other workshop presenters, but you will also benefit greatly from being in a group environment with your peers.

Alumni Networks

Many schools offer students access to alumni contacts in various career fields. These graduates have volunteered to serve as a resource for information and advice. This can be one of the most helpful ways to learn about different industries, and can help you get your foot in the door.

Mock Interviews

When it comes to interviewing, practice makes perfect. The experience of having a simulated interview with a staff member can calm nerves, enhance performance, teach you how to answer tough questions, and prevent you from making big mistakes.

Resume and Cover Letter Critiques

In addition to the assistance offered during individual appointments, many offices hold specific drop-in hours where a student can bring his or her resume to have it reviewed. Frequently, a counselor will listen to your concerns and provide objective advice. You can bounce ideas off him or her, which will help you think through your options. Furthermore, when unique job opportunities come in, counselors often alert students who they know well and think might be a good fit with the position. Remember, the more you share about your skills and goals with the staff, the better they will be able to assist you.

Internship Programs

The beauty of career fairs is that they bring employers to you. Often held in a large venue, you can browse their available positions, talk with them informally, and drop off resumes. Fairs may be held up to several times a year, focusing on different types of positions, such as internships or nonprofit jobs.

Career Fairs

Job fairs

Career fairs

Job market

Career center workshops

Mock Interviews

Resume and Cover Letter Critiques

Job Listings and Recruiting Programs

Internships are the most valuable way to try out different career fields and gain hands-on experience while you are still a student. You can build your resume, learn the ropes, and maybe even get academic credit. You might also pave the way to a full-time position after graduation.

Workshops

career center workshops cover skills ranging from writing an effective cover letter to honing your interview performance. Not only can you get pertinent advice from career center staff and other workshop presenters, but you will also benefit greatly from being in a group environment with your peers.

Alumni Networks

Many schools offer students access to alumni contacts in various career fields. These graduates have volunteered to serve as a resource for information and advice. This can be one of the most helpful ways to learn about different industries, and can help you get your foot in the door.

Mock Interviews

When it comes to interviewing, practice makes perfect. The experience of having a simulated interview with a staff member can calm nerves, enhance performance, teach you how to answer tough questions, and prevent you from making big mistakes.

Resume and Cover Letter Critiques

In addition to the assistance offered during individual appointments, many offices hold specific drop-in hours where a staff member can provide a quick resume or cover letter critique.

Written by Jennifer Bobrow Burns, MBA Recruiter/Business School Relationship Manager at MetLife, Global Leadership Development Program.

A College Timeline—How to Plan for Success

Freshmen—Explore

• Explore your interests and abilities through academic courses.
• Utilize career assessment tools through Career Services.
• Consider volunteer positions to help you build your resume and broaden your experience.
• Collect information on internships, cooperative education, and other paid work experiences.
• Learn about the Cooperative Education/Internship Program offered through Career Services.
• Join university organizations that will offer you leadership roles in the future.
• Attend on-campus career and job fairs to gather information on potential careers and employers.
• Familiarize yourself with the services and resources available at Career Services.
• Visit the Career Services website.
• Attend a resume workshop and create a first draft of your resume.

Internship Programs

Internships are the most valuable way to try out different career fields and gain hands-on experience while you are still a student. You can build your resume, learn the ropes, and maybe even get academic credit. You might also pave the way to a full-time position after graduation.

Workshops

career center workshops cover skills ranging from writing an effective cover letter to honing your interview performance. Not only can you get pertinent advice from career center staff and other workshop presenters, but you will also benefit greatly from being in a group environment with your peers.

Alumni Networks

Many schools offer students access to alumni contacts in various career fields. These graduates have volunteered to serve as a resource for information and advice. This can be one of the most helpful ways to learn about different industries, and can help you get your foot in the door.

Mock Interviews

When it comes to interviewing, practice makes perfect. The experience of having a simulated interview with a staff member can calm nerves, enhance performance, teach you how to answer tough questions, and prevent you from making big mistakes.

Resume and Cover Letter Critiques

In addition to the assistance offered during individual appointments, many offices hold specific drop-in hours where a staff member can provide a quick resume or cover letter critique.

Written by Jennifer Bobrow Burns, MBA Recruiter/Business School Relationship Manager at MetLife, Global Leadership Development Program.

Seniors—Job Search

Stay up-to-date with the Career Services calendar and participate in on-campus recruiting activities.

Participate in interviewing skills seminars or the mock interview program.

Develop a list of prospective employers with contact names and addresses from organizations you are interested in pursuing.

Determine your career-related strengths and skills; determine what you have to offer an employer.

Visit Career Services to have your updated resume reviewed.

Visit job listing websites.

Draft a cover letter that can be adapted for a variety of employers and have it reviewed.

Research information on realistic salary expectations.

Go on employment interviews, evaluate job offers and accept one!
The Top Ten Pitfalls in Resume Writing

1. Too long. Most new graduates should restrict their resumes to one page. If you have trouble condensing, get help from a technical or business writer or a career center professional.

2. Typographical, grammatical or spelling errors. These errors suggest carelessness, poor education and/or lack of intelligence. Have at least two people proofread your resume. Don’t rely on your computer’s spell-checkers or grammar-checkers.

3. Hard to read. A poorly typed or copied resume looks unprofessional. Use a plain typeface, no smaller than a 12-point font. Asterisks, bullets, underlining, boldface type and italics should be used only to make the document easier to read, not fancier. Again, ask a professional’s opinion.

4. Too verbose. Do not use complete sentences or paragraphs. Say as much as possible with as few words as possible. A, an and if can almost always be left out. Be careful in your use of jargon and avoid slang.

5. Too sparse. Give more than the bare essentials, especially when describing related work experience, skills, accomplishments, activities, interests and club memberships that will give employers important information. Including membership in the Society of Women Engineers, for example, would be helpful to employers who wish to hire more women, yet cannot ask for that information.

6. Irrelevant information. Customize each resume to each position you seek (when possible). Of course, include all education and work experience, but emphasize only relevant experience, skills, accomplishments, activities and hobbies. Do not include marital status, age, sex, children, height, weight, health, church membership, etc.

7. Obviously generic. Too many resumes scream, “I need a job—any job!” The employer needs to feel that you are interested in that particular position with his or her particular company.

8. Too snazzy. Of course, use good quality bond paper, but avoid exotic types, colored paper; photographs, binders and graphics. Electronic resumes should include appropriate industry keywords and use a font size between 10 and 14 points. Avoid underlining, italics or graphics.

9. Boring. Make your resume as dynamic as possible. Begin every statement with an action verb. Use active verbs to describe what you have accomplished in past jobs. Take advantage of your rich vocabulary and avoid repeating words, especially the first word in a section.

10. Too modest. The resume showcases your qualifications in competition with the other applicants. Put your best foot forward without misrepresentation, falsification or arrogance.

The Three Rs of resume writing are Research, Research, Research. You must know what the prospective company does, what the position involves and whether you will be a fit, before submitting your resume. And that means doing research—about the company, about the position and about the type of employee the company typically hires.

Research the company. Read whatever literature the company has placed in the career library. For additional information, call the company. Ask for any literature it may have, find out how the company is structured and ask what kind of turnover the department experiences. Ask what they like about the position and the company; more important, ask what they don’t like about it.

Finally, research yourself. Your goal is not just to get a job. Your goal is to get a job that you will enjoy. After you find out all you can about the company and the position, ask yourself honestly whether this is what you really want to do and where you really want to be. The odds are overwhelming that you will not hold this position for more than two or three years, so it’s not a lifetime commitment; however, this first job will be the base of your lifetime career. You must start successfully so that future recommendations will always be positive. Furthermore, three years is a long time to spend doing something you don’t like, working in a position that isn’t challenging or living somewhere you don’t want to live.

One last word of advice: Before you go to the interview, review the version of your resume that you submitted to this employer. The resume can only get you the interview; the interview gets you the job.
Developing a Winning Resume

A resume is a written document that is used to highlight the skills, contributions and experiences that represent the personal brand you want to portray to potential employers to secure an interview.

Resume Types
Decide the resume style you prefer to use, based on the message you want to convey to employers:
- Chronological – Highlight information starting with the most recent. Prioritize your sections so you start with the most important first!
- Functional – Highlight information in categories based on commonly grouped skills. This type is useful for those with gaps in experience or a wide variety in work history, but it can demonstrate similar skills.

Format
Keep the following rules of thumb in mind when preparing the resume:
- Margins – Top: 0.8” – 1”; Sides and Bottom: 0.5” – 1”
- Font Size and Style – 10-12; simple, readable fonts (e.g., Calibri, Arial, Times New Roman), single spaced
- Balance – white space and text space
- Length – Undergraduate level - 1 page; Graduate and Ph.D. - 2 pages; Education, Nursing and Medicine can have more than 1 page
- Templates – Refrain from using them! Use resume samples as a guide to create your own document, unique to your skills and qualifications
- Order – Heading, Objective (if included) and Education are listed first, in that order

Content
The makeup of your document should be deliberate and powerful:
- Prioritize – Top two-thirds of the page receive priority when highlighting key categories and skills
- Own the Order – Highlight the most relevant categories first; Experience does not always have to follow Education

Heading
Highlight your personal contact information in a way that makes sense for your spacing needs. Include:
- Name, which should be bold and in larger print (14-20 font size)
- Permanent and/or current addresses (listing both signals a transition, e.g., graduation)
- One professional email address without the hyperlink
- One reliable telephone number
- You do not need to label contact information e.g., Email: somebody@gmail.com, just indicate: somebody@gmail.com

Objective
This optional statement should focus on your desired job title, if you choose to have one:
- Use phrases such as “To obtain an internship in accounting or finance” or “Seeking full-time employment in engineering design, research or development”
- You can also include specialized interests/areas of focus to help distinguish yourself
- It is not necessary or expected that you highlight your skills or to extensively express what you want to gain from the experience in this section

Education
- Name of institution and location, e.g., Southern University and A&M College, Baton Rouge, LA
- Official name of degree and major, e.g., Bachelor of Science in Mechanical Engineering
- Concentrations, Minors–separate line, e.g., Minor: Organizational Leadership
- Month and year of graduation (future or past; you do not need to indicate expected/anticipated graduation, just indicate month and year, e.g., May 2014
- Optional overall and/or major GPA and scale, e.g., 3.89/4.0
- Omit high school information, unless 1) freshman or 2) significant or related to field

Experience
Highly employment, volunteer and school experiences that relate to your desired objective:
- Potential titles for this section: Experience, Professional Experience, Related or Relevant Experience
- Use the core four-company name, position held, month/year of start and finish, city and state. Country, if not in U.S.
- Emphasize relevant skills, specific accomplishments and/or contributions
- Bullet formula: Power Verb (Skill) + Identifiable Task + [Method/Purpose/Result]
- Use important keywords and hot topics relevant to your field
- Do not mention names of previous supervisors or advisors (Reference Page Only)

Related or Relevant Courses
- List all past courses to emphasize exposure to related subjects/skills
- Consider courses taken as part of concentration, minor and/or specialized electives
- Do not include required courses for your degree as they do not distinguish you from other candidates

Skills
- Potential titles to consider: Technical/Computer Skills, Language Skills
- Acceptable to categorize or list together if they are all in the same category; just list them, e.g., Adobe Illustrator
- Microsoft Word and PowerPoint are considered universal skills so you don’t need to list them. Only mention Microsoft if you have extensive knowledge of additional Microsoft Office programs.
- Indicate your level of proficiency and be sure you can use them “on the job”
- Skills like communication and teamwork should be highlighted within the context of your experiences; use your bullet statements to provide evidence of these skills

Additional Sections
Depending on your background, you may want to add additional sections to your resume:
Most commonly listed after Education:
- Study Abroad
- Certifications or Licensure
- Leadership (very impressive to employers)
- Activities or Extracurricular Involvement or Student Organizations
- Honors or Awards
- Community Service or Volunteer

Do Not Include
- Photographs, marital status, salary requirements, age, race, national origin, visa status or references

References Available Upon Request
- References should not be listed on a resume. An employer typically only asks for them during or after an interview
- On a separate page, list 3-5 references, centered—name, position, company, address, phone and email
- Copy and paste the same heading from your resume to the top of the references page

Reprinted with permission from the Career Planning Handbook of Purdue University.
Resume Sample

John R. Smith
901 F Street NW • Washington, DC 20004
(212) 573-8888 • Johnrsmith@gmail.com

EDUCATION

University of Thurgood Marshall
Houston, TX
Expected Graduation Date: May 2018
Bachelor of Science in Mathematics and Chemical Engineering 4.0/4 GPA

RELEVANT COURSES:

Chemistry & Physics, Biostatistics, Calculus I & II, Abstract Geometry

SCHEDULE AND SOFTWARE PROFICIENCIES

Microsoft Office (Excel, Access, Outlook), SAS, HTML, Conflict Resolution Skills, USE = MathCAD = ASP.NET = 20-Key = 75 WPM = Faint in English and Spanish

WORK & LEADERSHIP EXPERIENCE

Spring 2018
Shell Oil Company
Houston, TX

Job

Wanted with Chemical Engineers in various departments on several expansion projects.
- Recommended and implemented innovations program for sale-of-date facilities, saving $30 million in new building projected costs.
- Managed and completed more than forty (45) projects in less than three (3) months.
- Designed plantwide training for supervisor to present in potential classes based upon annual reports and analysis of
research.

Spring 2015
Conoco-Philips, Inc.
Phoenix, AZ

Job

Acquired Chemical Technology Group with the focus on the different programmatic needs.
- Recommended and implemented new switching center design, which resulted in improved equipment
maintenance and switching operations.
- Achieved and maintained (14%) percent growth in productivity for the department.
- Designed and ran the list of equipment.

Spring 2014
University of Thurgood Marshall
Houston, TX

Job

Research Assistant

A salaried position with Big Brother/Big Sister Program; assisting program coordination, distribution of
materials, event planning, general office needs and field projects.
- Trained staff on use of new programs and developed online-automation system that increased productivity, while
reduced their (15%) percent volunteers in selling needs.
- Recruited and trained over twenty-five (25) volunteers, which saved $500,000 in operating and
administration costs.
- Increased the monitoring program participant numbers by seventy-three (73%) percent in March (1) months

ACTIVITIES & HONORS

National Dean’s List 2015, 2014 • University of Thurgood Marshall, SSA President • Students in Free Enterprise (SIFE), Recording Secretary • National Society of Black Engineers • Alpha Phi Alpha Fraternity, Inc. • National Honor Society • National Merit Scholar • Thurgood Marshall College Fund (TMCF) Scholarship Recipient • TMCF 2013 Leadership Institute

References Page Sample

References:

Name of Reference, Position
Company or Organization of Reference
Company or Organization Address
Phone Number
Email Address

John R. Smith
901 F Street NW • Washington, DC 20004
(212) 573-8888 • Johnrsmith@gmail.com

References:

Name of Reference, Position
Company or Organization of Reference
Company or Organization Address
Phone Number
Email Address

References:

Name of Reference, Position
Company or Organization of Reference
Company or Organization Address
Phone Number
Email Address

Common Uses
- Graduate school admission, graduate assistantship, or scholarship application
- Teaching, research and upper-level administrative positions in higher education
- School administration positions (superintendent, principal, department head)
- Research and consulting in a variety of settings
- Academic departmental and personnel reviews
- College or university service appointments
- Professional association leadership positions
- Publishing and editorial board reviews
- Speaking engagements
- Grant proposal
- Post Doc Application

Foundational Standards

Use the following information from the Developing a Winning Resume on pages 12 and 13:

- Foundational Standards
- Common Uses
- Education
- Additional Sections

Education
- Include the following information:
  - Name of Institution(s), degree(s), and major(s)
  - Year(s) attended
  - Academic department(s), college(s)/school(s) attended

Additional Sections
- Depending on your background, you may want to add additional sections to your resume:
  - Teaching and Research
  - Scholarships and Fellowships
  - Grants
  - Honors

Reprinted with permission from the Career Planning Handbook of Purdue University.
Power Verbs for Your Resume

For most of us, sending and receiving email is simple and fun. We use it to communicate with friends and family and to converse with our contemporaries in an informal manner. But while we may be un guarded in our tone when we email friends, a professional tone should be maintained when communicating with prospective employers. Email is powerful in the hands of a knowledgeable job-seeker. Use it wisely and you will shine. Use it improperly, however, and you’ll brand yourself as immature and unprofessional. It’s irritating when a professional email doesn’t stay on topic, or the writer just rambles. Try to succinctly get your point across—and then end the email.

Be aware that email is often the preferred method of communication between job-seeker and employer. There are general guidelines that should be followed when emailing: cover letters, thank-you notes and replies to various requests for information. Applying the following advice to every email you write:

- Use a meaningful subject header for your email—one that is appropriate to the topic.
- Always be professional and businesslike in your correspondence. Address the recipient as Mr., Ms., or Mrs., and always verify the correct spelling of the recipient’s name.
- Be brief in your communications. Don’t overload the employer with lots of questions in your email.
- Ditch the emotions. While a C or an LOL (laughing out loud) may go well with friends and family, do not use such symbols in your email communications with business people.
- Do not use strange fonts, wallpapers or multicolored backgrounds.
- Sign your email with your full name.
- Do not use strange fonts, wallpapers or multicolored backgrounds.
- Make sure you spell the recipient’s name correctly. If the recipient’s name is misspelled, the employer may feel that you did not take the time to write your email properly.
- Always be polite and courteous in your email correspondence.
- Use a meaningful subject header for your email—one that is appropriate to the topic.
- Always be professional and businesslike in your correspondence. Address the recipient as Mr., Ms., or Mrs., and always verify the correct spelling of the recipient’s name.
- Be brief in your communications. Don’t overload the employer with lots of questions in your email.
- Ditch the emotions. While a C or an LOL (laughing out loud) may go well with friends and family, do not use such symbols in your email communications with business people.
- Do not use strange fonts, wallpapers or multicolored backgrounds.
- Sign your email with your full name.
- Avoid using slang.
- Be sure to proofread and spell-check your email before sending it.

Cover Letters

A well-crafted cover letter can help “sell” you to an employer. It should accomplish three main things:

1. Introduce yourself to the employer. If you are a recent college graduate, mention your major and how it would apply to the job you are seeking. Discuss the organizations/ events you were involved in and the part-time jobs you held while a student, even if they might seem trivial to you. Chances are, you probably picked up some transferable skills that you will be able to use in the work world.

2. Sell yourself. Briefly state your education and the skills that will benefit the employer. Don’t go into a lot of detail here—that’s what your resume is for—but give the employer a sense of your strengths and talents.

3. Request an interview. This is where you request the next step, such as an appointment or a phone conversation. Be polite but sincere in your desire for further action.

Tips

In addition to the guidelines stated above, here are a few tips to keep in mind:

- Make sure you spell the recipient’s name correctly. If the person uses initials such as J.A. Smith and you are not certain of the individual’s gender, then begin the email, “Dear J.A. Smith.”
- Stick to a standard font like Times New Roman, 12-point. Keep your email brief and businesslike.
- Proofread everything you write before sending it.
- While a well-crafted email may not be solely responsible for getting you your dream job, rest assured that an email full of errors will result in your being overlooked. Use these email guidelines and you will give yourself an advantage over other job-seekers who are unaware of how to professionally converse through email.

Written by John Martalo, a freelance writer based in San Diego.

Adapted from the Career Resource Manual of the University of California, Davis.
Work Your Network
Developing a Noticeable LinkedIn Profile

Technology has revolutionized the hiring process. In 2003, LinkedIn introduced a platform that gave candidates and recruiters unprecedented access to over 32 million users. By using the platform, you can begin the search for the right job and the right candidate a more efficient process. As a current or recent graduate, you may be unsure about how best to use LinkedIn, but like Facebook? What information should be in your profile? How do I use it to network or find a job?

Is LinkedIn Like Facebook?
Nope, LinkedIn isn’t like Facebook. LinkedIn isn’t about personal details, like what you did last weekend. While you have a wall and a profile for business. This platform is where you showcase your educational background, relevant experience, volunteer experience, your skills, knowledge of your desired industry, interaction with other business professionals, and communicate your “value proposition” to employers.

What Should Be Included In My Profile?
A polished LinkedIn profile is the crown of successful online networking. Consider your profile your first impression to a global online business community. While that can feel a bit intimidating, don’t overthink it. It’s easy to create a professional profile by following a few simple steps. The following tips for constructing a professional profile are beyond just your work experience:

1. Headshot
LinkedIn profiles with a headshot are more likely to be viewed by recruiters. Unlike your Facebook picture, your LinkedIn picture should be business-oriented. Your profile picture should be a preview of what it would be like to see you in an interview.

2. Keyword Rich Headline
The second most important piece of your profile is the headline. This is an opportunity to announce to the global business community who you are or who you seek to become. Use this prime real estate to your advantage by incorporating keywords from your desired job or industry.

3. Summary
The summary section is your 30-second elevator pitch. Use this section to introduce yourself and highlight significant skills, qualifications, and interests in your desired field. Be sure to communicate your passion and enthusiasm for the industry and the work.

4. Education
The education section is the place to list your full degree, indicate your graduation institution, and graduated date. Be sure to include any minors, study abroad experiences and certificate programs related to the degree.

5. Language
Share that you have the ability to speak a second language; include the language and proficiency level. Sharing this information can give you a competitive advantage over other candidates.

6. Samples of Your Work
LinkedIn offers a great feature for users to upload samples of their work. Showcase samples of presentations, research projects, senior capstone projects, and portfolios with added value and credibility to your profile.

7. Volunteer Experience
Volunteer experience. Be sure to include the name of the organization, your role within the organization and any fundraising results. Volunteer experience is not a substitute for paid work experience, but if it is related to your desired industry.

8. Awards and Honors
Highlight any awards and honors received during your career that includes any academic awards received for community or civic engagement. List the full name of the award (avoid acronyms), awarding organization or department, and the year the award was received.

9. Select Your Skills
Identify your top industry-specific, technical and general skills. Add information to your profile will allow others to endorse your skill set, giving you instant credibility. A solid list of at least 8-10 skills demonstrates value and capability.

10. Share Your Interests
Disclaimer: personal interests and hobbies can help demonstrate your work-life balance. Personal interests can sometimes score a few extra “top candidate” points, but be sure to avoid sharing too much personal information. Remember, the LinkedIn profile is a platform for professionals.

How Do I Network To Land The Job?
Now that you have completed your profile, land the job by using these top features to start connecting with other professionals.

Customize the Invitation to Connect
Every time you send a message to connect with someone on LinkedIn, check that you are who you say you are, who you want to connect, and how you found or know the individual. For example, if you met them in-person, tell them where you met and when.

Alumni Connections Feature
LinkedIn offers users a dynamic tool that connect individuals sharing the same alma mater. Search for alumni who are practicing in your desired field, have the same degree, attended the same school. Make sure your alumni connections are happy to assist fellow alumni with career advice and even hire alumni. Don’t forget to showcase your school pride in that customized invitation message.

Connect with Alumni, Join Groups, and Connect with Recruiters
Start following those groups that are important to you or your industry. Follow companies that interest you. Use these clues to connect with recruiters and company leaders.

Networking and Privacy Issues
Privacy: Position yourself as a knowledgeable resource. Share interesting industry insights or personal articles. Comment on posts shared by others in your network. Reinforce your professional brand by sharing your knowledge and perspectives.

Social Networking Websites

Career professionals—and parents—are warning young job seekers that using social networking sites, such as Facebook or Twitter, may have negative effects on their career. After all, do you want your potential employer to see photos of you partying with friends? Could a potential employer diminish your prospects of landing a job? Moreover, recruiters are networking to enhance their reputation. By gathering more preparation for interviews, garner an advantage over less-wired peers, and even gain an edge with recruiters.

Some example of social networking websites are gathering background information about the recruiters who will interview you. By finding out about topics that will interest the recruiter, you may gain an upper hand in the interview process. In addition, stronger connections with a potential employer can be made by talking about the clubs he or she belongs to and even friends you have in common—that information can be discovered on Facebook. Online, you may tend to be less formal because you are communicating in a space that you typically share with friends. Just as you would not let yourself slip when dining with a potential employer, you must maintain a positive and professional approach when conversing with networking contacts online.

Netwokking Rules
Networking is a science of making professional connections via social networking sites, follow the same etiquette you would if you were networking by phone and in person. Remember that everything you say online is gathered and used against you, even what you post online.

If It’s OK for Mom, It’s OK for Facebook
The more controversial aspect of the interplay between social networking and job searching is the privacy debate. Some observers, including career counselors, deans, and parents, worry that students put themselves at a disadvantage in the job searching process by having such information available on Facebook and Twitter pages. More and more companies are using such websites as a screening tool.

Gala Jackson, M.Ed.
Gala Jackson, M.Ed. is a Millennial Expert & Career Management Consultant with InterviewSud, a career consulting boutique for millennials. You can follow Gala on Twitter @InterviewSud and check out her website at www.interviewsud.com

Strategies for Safe and Strategic Social Networking

1. Be aware of what other people can see on your page. Recruiters post or ask their colleagues to do searches on candidates.
2. Determine access intentionally. Some career counselors advocate deactivating your Facebook or Twitter accounts while job searching.
3. Set a standard. If anything appears on your page that you wouldn’t want an interviewer to see, remove the offending content.
4. Use social networking to your advantage. Use these sites to find alumni in the companies that interest you and contact them before you interview in your career center or before a site visit. In addition, use social networking sites to find alumni, friends, and Twitter accounts to learn more about the recruiters who will interview you before the interview.

Written by Harriet L. Schwartz.
Clean Up Your Social Media Identity

The social media profiles of job candidates are an area of scrutiny for recruiters. In fact, there are now even online research analysts who will comb the internet for damaging information on job applicants. On the flip side, there are “scrub services” that will clean up a job hunter’s digital footprint. Here are some ways to take a DIY approach to scrubbing your online presence.

Google Your Name
Search for your name online occasionally to see what comes up, or set up automatic name alerts at Google.com/alerts. You may discover results for many people who could be possibly with embarrassing or outrageous content. To find the real “you,” try tweaking your name (e.g., Sam versus Samuel) or add some additional identifying modifiers (perhaps your city or school). Search for your name on all the networks to which you’ve ever belonged, including Facebook and YouTube. (Recruiters check everywhere.) After a thorough review, ask yourself: Will this social media profile foster callbacks, interviews and job offers? If not, keep reading.

Keep Some Mystery
“Most new grads grow up texting, Skyping, Tweeting, Facebooking and reading or creating blogs,” says Jenny Foss, who operates Ladder Recruiting Group in Portland, Ore. “Older, more experienced competitors aren’t ‘native social media people.” That’s the plus; the minus is you have to shift your mindset from ‘immature’ to ‘promoting myself as a polished professional.”

Foss recommends you adjust the privacy settings on your social media accounts. But you’re not safe even then since companies can change privacy policies. When possible, it is better to remove or hide. Plus, many of them seek employees with social media testimonials from others. Testimony from others is proof positive of your professionalism. Make good use of keywords and set up links between all your social media profiles. LinkedIn, Facebook, Twitter, and Blogspot all rank high in Google searches.

Witness Protection Program
Some job seekers are so concerned about privacy they’ve gone so far as to “inform” (they employ the term) the “guys” to “promote” themselves as “polished professionals.”

Foss recommends you adjust the privacy settings on your social media accounts. But you’re not safe even then since companies can change privacy policies. When possible, it is better to remove or hide. Plus, many of them seek employees with social media testimonials from others. Testimony from others is proof positive of your professionalism. Make good use of keywords and set up links between all your social media profiles. LinkedIn, Facebook, Twitter, and Blogspot all rank high in Google searches.

Fashions and Accessories
Generally, the appropriate attire for fair attendees is more relaxed than what you’d wear to an actual job interview. In most cases, “business casual” is the norm. If you’re unsure of the dress code (particularly for off-campus events), it would be wise to err on the overdressed side—you’ll make a better impression if you appear professional. Think of it as a dress rehearsal for your real interviews!

Remember to bring copies of your resume (or resumes, if you have several versions tailored to different career choices), a few pens and pencils (have backups—they have a way of disappearing), a folder or portfolio and some sort of note-taking device (paper or electronic pad). Keep track of the recruiters with whom you speak and send follow-up notes to the ones who interest you. Don’t bring your backpack; it’s cumbersome for you, it gets in the way of others and it screams “student” instead of “candidate”!

Stop, Look and Listen
Keep your eyes and ears open—there’s nothing wrong with subtly eavesdropping on the questions asked and answers received by your fellow career fair attendees. You might pick up some valuable information, in addition to witnessing some real-life career search “do’s and don’ts.”

In order to maximize your career fair experience, you must be an active participant and not just a browser. If all you do is stroll around, take company literature and load up on the ubiquitous freebies, you really haven’t accomplished anything worthwhile (unless you’re a collector of key chains, mousepads and pocket flashlights). It is essential to chat with the company representatives and ask meaningful questions.

Here’s a great bit of career fair advice from Stanford University’s Career Fair guide:
“Create a one-minute ‘commercial’ as a way to sell yourself to an employer. This is a great way to introduce yourself. The goal is to connect your background to the organization’s need. In one minute or less, you need to introduce yourself, demonstrate your knowledge of the company, express enthusiasm and interest and relate your background to the company’s need.

You’re a Prospector—Start Digging
The questions you ask at a career fair depend upon your goals. Are you interested in finding out about a particular career field? Then ask generalized questions about working within the industry. If you’re seeking career opportunities with a specific employer, focus your questions on the application and interview process, and ask for specific information about that employer.

Fair Thre Well
By all means, try to attend at least one career fair before beginning your formal job interviewing process. For new entrants into the professional marketplace, this is a good way to make the transition into “self-marketing” mode without the formality and possible intimidation of a one-on-one interview. It’s an opportunity that’s too valuable to miss.
A Few Words About Career Fair Etiquette

1. Don’t interrupt the employer reps or your fellow job-seekers. If someone else is monopolizing the employer’s time, try to make eye contact with the rep to let him or her know that you’re interested in speaking. You may be doing a favor by giving the recruiter an out. If all else fails, move to the next employer with good communication skills.

2. Don’t lay it on too thick, but don’t be too blasé either. Virtually all employers are looking for sincerity always wins. Don’t lay it on too thick, but don’t be too blasé either.

3. Don’t just drop your resume on employers’ displays tables. Try to get it into a person’s hands and at least say a few words. If the scene is too busy, you might not get a word in edgewise, jot a note on your resume to the effect of, “You were so busy that we didn’t get a chance to meet. I’m very interested in talking to you.” Look around the display for the recruiter’s business card (or at the very least, write down address) and send a follow-up note and another copy of your resume. If the scene is too busy and you can’t get a word in edgewise, jot a note on your resume to the effect of, “You were so busy that we didn’t get a chance to meet. I’m very interested in talking to you.” Look around the display for the recruiter’s business card (or at the very least, write down address) and send a follow-up note and another copy of your resume.

4. If you have a real interest in an employer, find out the procedures required to secure an interview. At some career fairs, initial screening interviews may be done on the spot. You may be doing a favor by giving the recruiter an out. If all else fails, move to the next employer with good communication skills.

5. Don’t just drop your resume on employers’ displays tables. Try to get it into a person’s hands and at least say a few words. If the scene is too busy, you might not get a word in edgewise, jot a note on your resume to the effect of, “You were so busy that we didn’t get a chance to meet. I’m very interested in talking to you.” Look around the display for the recruiter’s business card (or at the very least, write down address) and send a follow-up note and another copy of your resume. If the scene is too busy and you can’t get a word in edgewise, jot a note on your resume to the effect of, “You were so busy that we didn’t get a chance to meet. I’m very interested in talking to you.” Look around the display for the recruiter’s business card (or at the very least, write down address) and send a follow-up note and another copy of your resume.

Why Do You Need It?

It helps you get in the door with potential employers whether on the phone, email or in person at a conference, chance social networking event, or through an informal face-to-face chance encounter through a friend or relative. You will have a “ready-made” “two sentence to answer the “Tell Me About Yourself” or “What are you hoping to do when you graduate?”

1. It helps you do the hard work needed to deliver an effective “cover letter” that entices an employer to read your resume and grant the interview.

2. It forces you to figure out what your primary skill sets are and what makes you valuable.

3. It helps you develop a well-practiced marketing message about your professional self.

Why Is an “Elevator Pitch”?

An “Elevator Pitch” is a concise, carefully planned, and well-practiced marketing message about your professional self that anyone should be able to understand in the time it would take to ride up an elevator. It should contain a “hook” or “theme” and go no longer than 60 seconds; resonate with your unique personality and interests and follow a tandem up request for a business card, a referral, or future meeting.

What Is an “Elevator Pitch”?

A “Portfolio Pitch” is a concise, carefully planned, and well-practiced marketing message about your professional self that anyone should be able to understand in the time it would take to ride up an elevator. It should contain a “hook” or “theme” and go no longer than 60 seconds; resonate with your unique personality and interests and follow a tandem up request for a business card, a referral, or future meeting.
Develop Your Elevator Pitch

Step 1: Research the Employer

1. Preview the list of organizations participating in the event and plan a strategy for the day. Put together an “A” list and a “B” list of employers you want to target. Contact your career services office to see what employers may be recruiting on campus.

2. Research all the employers on your “A” list. Look for current facts about each employer, including new products, services or acquisitions.

3. Write down some key facts about the employer:
   (a) ______________________
   (b) ______________________
   (c) ______________________
   (d) ______________________

4. Review job descriptions pertinent to your major for employer requirements. Note specific knowledge, skills, and abilities they seek.

5. List academic or employment experiences and activities where you demonstrated these skills.

Step 2: Develop Your Introduction

Review the examples. Using the information above, prepare and practice an elevator pitch to use when meeting employer representatives.

My personal qualities:
(a) ______________________
(b) ______________________
(c) ______________________

My qualifications and selling points:
(a) ______________________
(b) ______________________
(c) ______________________
(d) ______________________

Step: 3: Have a Break

...and then relax. Remember that you are there to extend your network, learn about the field, and get a leg up on potential employers. Thank you for your time.
Professional Etiquette

Your academic knowledge and skills may be spectacular, but do you have the social skills needed to be successful in the workplace? Good professional etiquette indicates to potential employers that you are a mature, responsible adult who can aptly represent their company. Not knowing proper etiquette could damage your image, prevent you from getting a job and jeopardize personal and business relationships.

Meeting and Greeting

Etiquette begins with meeting and greeting. Terry Cobb, human resource director at Wachovia Corporation in South Carolina’s Palmetto region, emphasizes the importance of making a good first impression—beginning with the handshake. A firm shake, she says, indicates to employers that you’re confident and assertive. A limp handshake, on the other hand, sends the message that you’re not interested or qualified for the job. Dave Owenby, human resources manager for North and South Carolina at Sherwin Williams, believes, “Good social skills include having a firm handshake, smiling, making eye contact and closing the meeting with a handshake.”

The following basic rules will help you get ahead in the workplace:

- Always rise when introducing or being introduced to someone.
- Provide information in making introductions—you are responsible for keeping the conversation going. “Joe, please meet Ms. Crawford, CEO at American Enterprise, Inc., in Cleveland.”
- Mr. Jones, this is Kate Smith, a senior majoring in computer information systems at Southern University and A & M College.
- Unless given permission, always address someone by his or her title and last name.
- Practice a firm handshake. Make eye contact while shaking hands.

Dining

Shirley Willey, owner of Etiquette & Company, reports that roughly 80% of second interviews involve a business meal. Cobb remembers one candidate who had passed his initial interview. “He came in, and we go through all the usual things, and he was scheduled close to noon, Cobb decided to conduct the interview at that time. While, however, he became more relaxed—and that’s when the interview, make sure you:

- Keep hands in lap unless you are using them to eat.
- Practice proper posture; sit up straight with your arms close to your body.
- Bring food to your mouth—not your head to the plate.
- Try to eat at the same pace as everyone else.
- Take responsibility for keeping up the conversation.
- Place napkin on chair seat if excusing yourself for any reason.
- Place napkin beside plate at the end of the meal.
- Push chair under table when excusing yourself.

Eating

Follow these simple rules for eating and drinking:

- Start eating with the implement that is farthest away from your plate. You may have two spoons and two forks. The spoon farthest away from your plate is a soup spoon. The fork farthest away is a salad fork unless you have three forks, one being much smaller, which would be a seafood fork for an appetizer. The dessert fork/spoon is usually above the plate. Remember to work from the outside in.
- Dip soup away from you; sip from the side of the spoon.
- Season food only after you have tasted it.
- Pass salt and pepper together—even if asked for only one.
- Pass all items to the right. If the item has a handle, such as a pitcher, pass with the handle toward the next person. For bowls and salad plates, pass with the spoon ready for the opposite person. If you are the one to reach to the center of the table for an item, pass it before serving yourself.
- While you are speaking during a meal, utensils should be resting on plate (fork and knife crossed on the plate with tips down)
- Don’t chew with your mouth open or blow on your food.
- Social skills can make or break your career. Employees have to exhibit a certain level of professionalism and etiquette in their regular work day, and particularly in positions where they come in contact with clients. Be one step ahead—practice the social skills necessary to help you make a great first impression and stand out in a competitive job market.

Written by Jennie Hunter, a professor at Western Carolina University.

Dining Etiquette at the Interview Meal

Tips and strategies to help you successfully navigate the interview meal with poise and polish.

I. Accepting the Interview Invitation

- RSVP (response by the plate—please respond) to the invitation within 24 hours.
- Write down the date, time, location and the name and phone number of the person with whom you will meet.
- Also ask exactly where to meet inside the restaurant.
- Verify the information the day before the interview.

II. The Day of the Interview

- Arrive a few minutes early to organize yourself and check your appearance.
- Turn off your cell phone and other electronic devices.
- Enter the building with a warm, professional confidence.
- Greet your host with a firm handshake and a smile as you introduce yourself.

III. Before You Are Seated

- Follow your host’s cue and wait to be directed to take a seat at the table.
- Enter your chair from the right.

IV. After You Are Seated

- Do not place keys, phones, purses, sunglasses or other items on the table.
- Wait to eat until everyone has been served.
- Bring food to your mouth—not your head to the plate.
- Try to eat at the same pace as everyone else.
- Take responsibility for keeping up the conversation.
- Place napkin on chair seat if excusing yourself for any reason.
- Place napkin beside plate at the end of the meal.
- Push chair under table when excusing yourself.

V. Ordering

- Follow your host’s cue and pay attention to any recommendations they make regarding menu selections. It will be a hint from them as to the level of hospitality they wish to extend to you. If you are not given recommendations you can ask for one. Try to select a menu option comparable to what your host orders.
- Remember to order menu items that are neat and easy to eat with a knife and fork such as chicken breast, cut vegetables and roasted potatoes. Do not order messy food such as spaghetti or lobster.
- Do not order alcohol during an interview as you will need to be focused and mentally sharp to make the best impression possible.
- Do not smoke during the interview.

VI. The Four-Course Place Setting

1. Bread and butter plate
2. Butter spreader
3. Napkin
4. Salad fork (if the salad will be served before the main entrée)
5. Dinner fork
6. Plate place
7. Dinner knife
8. Salad knife (if salad will be served before the main entrée)
9. Soup spoon
10. Water goblet
11. Ice tea glass
12. Dessert spoon
13. Dessert fork

VII. Navigating the Place Setting

- Your bread plate will always be on your left.
- Your dinner plate will always be in the center.
- Your glassware will always be on your right.
- Forks will always be on your left and knives on your right.
- Begin using silverware from the outside and work your way toward the dinner plate.

Sonia Zubiate, Etiquette Coaching, Training and Consulting
March 2010
Don’t Forget the Small Companies

Most students concentrate their job search on Fortune 500 companies or other large, well-known companies with defined and approachable personnel departments. And in an economic climate that has proved challenging for small business, it would be easy to follow the path of “most students.”

But don’t count out the small companies just yet. Small businesses have been at the forefront of innovation, economic growth and job creation, and there’s no reason to doubt they’ll continue to find themselves in this position in the future. Generally, any business with 20 or fewer employees is considered a small business. So the 20 to 20,000, the research you do in preparation for an interview opportunity will be the best gauge of the company’s outlook.

Because most small companies do not have extensive training programs, you must be self-sufficient and a quick learner. Your skills and abilities must be immediately apparent in interviews and on the job. Says Small Company 

Finding a Job in a Small Company
One of the biggest hurdles to finding a job in a small business is contacting a hiring manager. Good timing is crucial. The world of small businesses is spotty, and you’ll need to network. A small business tends to fill its labor needs informally through personal contacts and recommendations from employees. Job hunters must find their way into the organization and approach someone with hiring authority. This means you must be self-sufficient.

• You must be able to work with everyone in the organization.

• You must be able to understand that you are part of a working team.

• You must be able to think like a business person.

• You must be a self-starter.

• You must be a good communicator, both oral and written.

A good communicator, both oral and written

One of the biggest hurdles to finding a job in a small business is contacting a hiring manager. Good timing is crucial. The world of small businesses is spotty, and you’ll need to network. A small business tends to fill its labor needs informally through personal contacts and recommendations from employees. Job hunters must find their way into the organization and approach someone with hiring authority. This means you must be self-sufficient.

Types of Federal Jobs

Federal jobs are divided into two classes: competitive service and excepted service positions. Competitive service jobs, which include the majority of federal positions, are subject to civil service laws passed by Congress. Job applications for competitive service positions are rated on a numerical system in which applications are ranked based on education, experience and other predetermined job qualification standards.

Hiring managers then fill the position from a pool of candidates with the highest numerical rating.

Hiring managers for excepted service agencies are not required to follow civil service hiring procedures or pick from a competitive service list of eligible candidates. Instead, these agencies set their own qualifications requirements, as occurs in private industry. However, both competitive service and excepted service positions must meet preference to veterans who were either disabled or who served in the armed forces. The Federal Register, the Central Intelligence Agency and the National Security Agency are examples of some excepted service agencies. Federal agencies that do not strictly excepted service agencies can have excepted service positions available within them.

OPM and USAJOBS

The Office of Personnel Management (OPM) acts as the federal government’s human resources agency. OPM’s website (opm.gov) is expansive and contains a wealth of information for anyone interested in federal jobs, including federal employment trends, salary ranges, benefits, retirement statistics and enough information to cross all their t’s and gain a competitive advantage and rise to the top of any competitive position.

Federal agencies require specific information on your resume before it can be processed. The OPM created the USAJOBS Resume Builder in an effort to help applicants create a resume which can be used for most government agencies—many of which are available on USAJOBS. Strictly following the “How to Apply” section will ensure that your application has all the information necessary.

Don’t Forget the Small Companies

You will do well in a small company if you are:

• Enthusiastic
• A risk-taker
• A quick learner
• Responsible enough to get things done on your own

Small businesses have been at the forefront of innovation, economic growth and job creation, and there’s no reason to doubt they’ll continue to find themselves in this position in the future.

You will do well in a small company if you are:

• Enthusiastic
• A risk-taker
• A quick learner
• Responsible enough to get things done on your own

Small businesses have been at the forefront of innovation, economic growth and job creation, and there’s no reason to doubt they’ll continue to find themselves in this position in the future.
Ten Rules of Interviewing

B efore stepping into an interview, be sure to practice, practice, practice. A job-seeker going to a job interview without preparing is like an actor performing on opening night without rehearsing.

To help with the interview process, keep the following ten rules in mind:

1. Keep your answers brief and concise. Unless asked to give more detail, limit your answers and ignore the rules per question. Tape yourself and see how long it takes you to fully answer a question.

2. Include concrete, quantifiable data. Interviewers tend to like numbers. Unfortunately, generalities often fail to convince interviewers that the applicant has assets. Include measurable information and provide examples of specific accomplishments when discussing your strengths.

3. Repeat your key strengths three times. Interviewees tend to talk in generalities. Unfortunately, generalities often fail to impress interviewers. Include concrete, quantifiable data.

4. Research the company, product lines and competitors. Research will provide information to help you decide whether you’re interested in the company and important facts about the interview. Research the company, product lines and competitors.

5. Prepare five or more success stories. Prepare five or more success stories. In preparing for interviews, make a list of your skills and key assets. Then reflect on past jobs and pick out one or two instances when you used those skills successfully.

6. Put yourself on their team. Ally yourself with the prospective employer by using the employer’s name and products or services. For example, “As a member of __________, I would care-

7. In Summary

Because of its importance, interviewing requires advance preparation and can be positively or negatively affect the outcome. You must be able to compete successfully with the competition for the job you want. In order to do this, be certain you have considered the kind of job you want, why you want it and how you qualify for it. You also must face reality: Is the job attainable?

In addition, recognize what it is employers want in their candidates. They want “can do” and “will do” employees. Recognize and use the following factors to your benefit as you develop your sales presentation. In evaluating candidate, employers consider the following factors:

- Ability
- Loyalty
- Interest
- Initiative
- Communication skills
- Acceptance
- Work record
- Recommendations
- Outside activities while in school
- Impressions made during the interview

8. Maintain a conversational flow. By consciously maintaining a conversational flow—a dialogue instead of a monologue—you will be perceived as a high-energy individual. Use feedback questions at the end of your answers and use body language and voice intonation to create a conversational interchange between you and the interviewers.

9. Keep an interview journal. As soon as possible, write a brief summary of what happened. Note any follow-up action you should take and put it in your calendar. Review your presentation. Keep a journal of your attitude and the way you answered the questions. Did you ask ques-

10. To Disclose or Not to Disclose. To disclose or not to disclose, and when and how to disclose, is a decision that persons with disabilities must make for themselves during the job search process. Under the Americans with Disabilities Act (ADA), you are not legally obligated to disclose your disability unless it is likely to directly affect your job performance. On the other hand, if your disability is visible, it will be evident at the time of the interview so it may be prudent to acknowledge your disability during the application process to avoid catching the employer representative off guard.

Reasons for Disclosing

You take a risk when you decide to disclose your disability. Sometimes, you may disclose too much information. The employer representative may be surprised, uncomfortable, taken negatively. Your research will help you in this area.

Image is often as important as content. What you look like and how you say something are just as important as what you say. Studies have shown that 65 percent of the conveyed message is nonverbal, gestures, physical appearance and attire are highly influential during job interviews.

Ask questions.

The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you how you would answer an interviewer’s questions, write out specific questions you want to ask. Then look for opportunities to ask them during the interview. Don’t ask about benefits or salary. The interview process is a two-way street whereby you and the interviewer assess each other to determine if there is an appropriate match.

The traditional face-to-face interview can be particularly stressful when you have a disability—especially a visible one. Hiring managers and employers may have had little prior experience with persons with disabilities and may react with discomfort or even shock to the appearance of a visually or physically challenged person. This happens, the interviewer is often so uncomfortable that he or she just wants to get the interview over with and conduct the interview in a hurried manner. This scenario robs you of the opportunity to present your credentials and could prevent the employer from identifying you as a qualified candidate.

In addition, you must be able to demonstrate your ability to manage your disability and be prepared to provide relevant information about your skills, experiences and educational background. In addition, you may have to inform the employer of the equipment, tools and related resources that you will need to perform the job tasks.

Tips on Managing the Interview

Prior to the Interview

1. Identify a career services staff person to help you prepare for the interview. You should contact your career services representative off guard. It is essential that you understand that interviewing is not a passive process where the interviewer asks all the questions and you simply provide the answers. You, even more than applicants without disabilities, must be skilled in handling each interview in order to put the employer representative at ease. You must also be able to demonstrate your ability to manage your disability and be prepared to provide relevant information about your skills, experiences and educational background. In addition, you may have to inform the employer of the equipment, tools and related resources that you will need to perform the job tasks.

2. Arrange for several taped, mock interview sessions to become more capable in discussing your work-related skills and in putting the employer representative at ease. Rehearse ahead of time to prepare how you will handle inappropriate, personal or possibly illegal questions.

3. If you find the interview process difficult, create a written narrative to supplement your resume that details your disabilities.

4. Determine any technical support, resources and costs that might be necessary for your employer so that you can receive employment services.

5. Be sure that your career center has information for employers on interviewing persons with disabilities.

6. Seek advice from other workers with disabilities who have been successful in finding employment.

7. Review the general advice about interviewing outlined in this career guide.

During the Interview

1. Put the interviewer at ease before starting the interview by addressing any visible disability (if you have not done so already).

2. Plan to participate fully in the discussion (not just answer questions); maintain the appropriate control of the interview by tactfully keeping the review focused on your abilities—not the disability.

3. Inform the employer of any accommodations needed and how they can be achieved, thereby demonstrating your ability to manage your disability.

4. Conclude the interview by reiterating your qualifications and giving the interviewer the opportunity to ask any further questions.

Written by Rosita Smith.
Dressing for the Interview

Depending upon your fashion style, whether it is the latest trends for the club scene or merely college senior casual, a job interview may be cause for some drastic wardrobe augmentation.

For your interviews, some of your individualism might have to be shelved or kept in the closet. In most business and technical job interviews, when it comes to your appearance, conservatism and conformity are in order.

While many companies have adopted the “office casual” dress code, don’t try to set new standards in the interview. When in doubt, it is better to be too conservative than to be too flashy. For men and women, a suit is the best bet.

Here are some guidelines:

**MEN**
- A two-piece suit will suffice in most instances.
- Solid colors and tighter-woven fabrics are safer than bold prints or patterns.
- Bright ties bring focus to the face, but a simple pattern is best for an interview. (A tip for larger men: Use a double Windsor knot to minimize a bulky appearance.)
- Wear polished shoes with socks high enough so no skin is visible when you sit down and cross your legs.

**WOMEN**
- A suit with a tailored blouse is most appropriate.
- Although even the most conservative organizations allow more feminine looks these days, accessories should be kept simple. Basic pumps and modest jewelry and makeup help to present a professional look.
- Pants are more acceptable now but are not recommended for interviews.

**Staying Within a Budget**

For recent graduates just entering professional life, additions to wardrobes, or complete overhauls, are likely needed. Limited funds, however, can be an obstacle. Image consultant Christine Lazzarini suggests “capsule wardrobing.” For example, by establishing a budget, 50% of which should be targeted for accessories. For women, “even a brightly colored jacket could be considered an accessory when it makes an outfit you already have look entirely different.”

The safest fashion rule for new employees to follow is “dress the same as your most conservatively dressed co-worker. As a new hire, don’t try to ‘push the boundaries’ of casual attire.”

**Fashion Arrests**
- Never wear denim jeans or shorts unless the vast majority of others do.
- Don’t dress too provocatively—you’re at work, not at a dance club.
- “Casual” doesn’t mean “sloppy”—your clothes should always be free of stains or holes.
- Workout wear belongs at the gym.

**Play It Safe**
- Chinos or corduroy slacks are usually a safe bet for both sexes.
- As for formal business attire, buy the best that your budget will allow.
- If you will be seeing clients, dress appropriately for their workplace, not yours.
- Go to the mall—most department and specialty stores have sections devoted to this style of office attire.

**A Final Check**

And, of course, your appearance is only as good as your grooming. Create a final checklist to review before you go on an interview:
- Neatly trimmed hair
- Conservative makeup
- No runs in stockings
- Shoes polished (some suggest wearing your sneakers on the way to an interview and changing before you enter the interview site)
- No excessive jewelry; men should refrain from wearing earrings
- No missing buttons, crooked ties or lint

You want your experience and qualifications to shine. Your appearance should enhance your presentation, not overwhelm it.

**What is the Career Clothes Closet?**

The Career Clothes Closet will aid our students in looking their best in the professional world. As a student, it may be hard to attain funds to purchase appropriate interviewing attire. Therefore, the Career Services Center has implemented a program called the “Career Clothes Closet” that will ensure students a start in their future endeavors. We will provide students with “new or gently used” clothing donated by alumni, business professionals, faculty, staff, students and other professional organizations. Students are not required to return the clothing; it is for keeps for the benefit of their future.

In order to participate in this program, students must:
- Bring a current SU I.D., unofficial transcript and complete an application of request (Hardship Application Form).
- Bring an updated resume for critiquing by one of the career counselors.
- Schedule a mock interview with our mentors/professionals/counselors.
- Attend two information sessions or two events sponsored by Career Services or other academic units.

After requirements are met, the student may choose their business attire of choice for the interviewing experience. For more information on the Career Clothes Closet, call us at (225) 771-2200. All questions concerning the Career Clothes Closet should be directed to Mrs. Tamara Foster-Montgomery or Ms. Kathy Scott.

**Donations are solicited from alumni, business professionals, faculty, staff and students.**

**Appropriate donation items include...**
- Men’s business suits (black, navy or grey)
- Women’s business suits (black, navy or grey)
- Button-up business professional shirts for men and professional suit appropriate blouses for women
- Professional slacks for men and women
- Conservative ties

All donated attire MUST be...
- Appropriately cleaned
- Placed on hangers

Delivered to:

Career Services Center
E.C. Harrison Drive
T.H. Harris Hall, Suite 1100 Baton Rouge, LA 70813

Tamara Foster-Montgomery • T.H. Harris Hall Suite 1100 • phone 225-771-2200 • tamara_montgomery@subr.edu
**Are You Ready for a Behavioral Interview?**

Tell me about a time when you were on a team, and one of the members wasn’t carrying his or her weight. If this is one of the leading questions in your job interview, you could be in for a behavioral interview. Based on the premise that the best way to predict future behavior is to determine past behavior, this style of interviewing is popular among recruiters.

Today, more than ever, each hiring decision is critical. Behavioral interviewing is designed to minimize personal impressions that might cloud the hiring decision. By focusing on the applicant’s actions and behaviors, rather than subjective impressions that can sometimes be misleading, interviewers can make more accurate hiring decisions.

A manager of staff planning and college relations for a major chemical company believes, “Although we have not conducted any formal studies to determine whether retention or success on the job has been affected, I feel our move to behavioral interviewing has been successful. It helps concentrate recruiters’ questions on areas important to our candidates’ success within [our company].” The company introduced behavioral interviewing in the mid-1980s at several sites and has since implemented it companywide.

**Behavioral vs. Traditional Interviews**

If you have training or experience with traditional interviewing techniques, you may find the behavioral interview quite different in several ways:

- Instead of asking how you would behave in a particular situation, the interviewer will ask you to describe how you did behave.
- Expect the interviewer to question and probe (think of “peeling the layers from an onion”). The interviewer will ask you to provide details and will not allow you to theorize or generalize about events.
- The interview will be a more structured process that will concentrate on areas that are important to the interviewer, rather than allowing you to concentrate on areas that you may feel are important.
- You may not get a chance to deliver any prepared stories.
- Most interviewers will be taking notes throughout the interview.

The behavioral interviewer has been trained to objectively collect and evaluate information and works from a profile of desired behaviors that are needed for success on the job. Because the behaviors a candidate has demonstrated in previous positions are likely to be repeated, you will be asked to share situations in which you may or may not have exhibited these behaviors. Your answers will be tested for accuracy and consistency.

If you are an entry-level candidate with no previous related experience, the interviewer will look for behaviors in situations 

**Follow-up questions will test for consistency and determine if you exhibited the desired behavior in that situation.**

“Can you give me an example?”

“What did you do?”

“What did you say?”

“What were you thinking?”

“How did you feel?”

“What was your role?”

“What was the result?”

You will notice an absence of such questions as, “Tell me about your strengths and weaknesses.”

**How to Prepare for a Behavioral Interview**

- Recall recent situations that show favorable behaviors or actions, especially those involving coursework, work experience, leadership, teamwork, initiative, planning and customer service.
- Prepare short descriptions of each situation; be ready to give details if asked.
- Be sure each story has a beginning, a middle and an end, i.e., be ready to describe the situation, your action and the outcome or result.
- Be sure the outcome or result reflects positively on you (even if the result itself was not favorable).
- Be honest. Don’t embellish or omit any part of the story. The interviewer will find out if your story is built on a weak foundation.
- Be specific. Don’t generalize about several events; give a detailed accounting of one event.
- A possible response to the question, “Tell me about a time when you were on a team and a member wasn’t pulling his or her weight” might go as follows: “I had been assigned to a team to build a canoe out of concrete. One of our team members wasn’t showing up for our lab sessions or doing his assignments. I finally met with him in private, explained the frustration of the rest of the team and asked if there was anything I could do to help. He told me he was overworked and had another class that he wasn’t passing, so I found someone to help him with the other course. He not only was able to spend more time on our project, but he was also grateful to me for helping him out. We finished our project on time and got a ‘B’ on it.”

The interviewer might then probe: “How did you feel when you confronted this person?” “Exactly what was the nature of the project?” “What was his responsibility as a team member?” “What was your role?” “At what point did you take it upon yourself to confront him?”

You can see it is important that you not make up or “shake” information and why you should have a clear memory of the entire incident.

**Don’t Forget the Basics**

Instead of feeling anxious or threatened by the prospect of a behavioral interview, remember the essential difference between the traditional interview and the behavioral interview. The traditional interviewer may allow you to project what you might or should do in a given situation, whereas the behavioral interviewer is looking for past actions only. It will always be important to put your best foot forward and make a good impression on the interviewer with appropriate attire, good grooming, a firm handshake and direct eye contact. There is no substitute for promptness, courtesy, preparation, enthusiasm and a positive attitude.

**S.T.A.R. Method of Behavioral Interviewing**

**Prepare**

- LISTEN to the question
- THINK of an event, scenario, project, situation
- ORGANIZE your thoughts within 5-8 seconds
- SHARE your story effectively using the following format

**Situation**

- Describe the setting in which your interview response takes place
- What were you doing? Who were you working with? What project were you working on?

**Task**

- Explain how the situation changed, and how you were expected to address this change
- What was the goal you were striving to accomplish, or the problem you were trying to solve?

Example Answer: “During my role as an Event Planning Intern at Company X this past summer, I managed all of the details and supervised a group of five in order to successfully host certain events.”

**Action**

- Explain how your actions contributed to the overall end product
- How did the situation end? What did you learn from this experience?
- Include concrete, quantifiable data to provide specific details in your response.

Example Answer: “First, I collected feedback by sending out a questionnaire to past attendees and partners on ways to improve our events. I gathered the research, and used it to design a new, more effective promotional packet using Software X.”

**Result**

- Clarify the specific action steps that you took in order to address the task at hand
- Demonstrate and mention skills that you utilized in each step
- What did you do to resolve the problem or reach the goal?

Example Answer: “After reviewing the company’s annual report, I noticed that the attendance of our events had dropped by 30% in the past 3 years, and I wanted to find a solution to this problem.”

**Example Answer:** “Describe a time when you demonstrated effective problem-solving skills.”

- When answering behavioral based interview questions, you need to answer with specific examples with the actions you made. Telling us about a time your group did something does not tell us about you.
- The importance of clear articulation of experiences and desires is very important. The better they are able to clarify and communicate, the better they will set themselves up for future success.
- They are there to sell themselves just like we are there to sell ourselves. Come with enthusiasm! Show us why we should hire you! And have good examples relating to their field of study.
- —Cummins

—PepsiCo

—Caterpillar

Reprinted with permission from the Career Planning Handbook of Purdue University.
Questions Asked by Employers

Personal
1. Tell me about yourself.
2. What are your hobbies?
3. Why did you choose to interview with our organization?
4. Describe your ideal job.
5. What can you offer us?
6. What do you consider to be your greatest strengths?
7. Can you name some weaknesses?
9. Have you ever had any failures? What did you learn from them?
10. Of which three accomplishments are you most proud?
11. Who are your role models? Why?
12. How does your college education or work experience relate to this job?
13. What motivates you most in a job?
14. Have you had difficulty getting along with a former professor/supervisor/co-worker and how did you handle it?
15. Have you ever spoken before a group of people? How large?
16. Why should we hire you rather than another candidate?

Education
17. What do you know about our organization (products or services)?
18. Where do you want to be in five years? Ten years?
19. Do you plan to return to school for further education?

Experience
20. What job-related skills have you developed?
21. Did you work while going to school? In what positions?
22. What did you learn from these work experiences?
23. What did you enjoy most about your last employment? Least?
24. Have you ever quit a job? Why?
25. Give an example of a situation in which you provided a solution to an employer.
26. Give an example of a time in which you worked under deadline pressure.
27. Have you ever done any volunteer work? What kind?
28. How do you think a former supervisor would describe your work?

Career Goals
29. Do you prefer to work under supervision or on your own?
30. What kind of boss do you prefer?
31. Would you be successful working with a team?
32. Do you prefer large or small organizations? Why?
33. What other types of positions are you considering?
34. How do you feel about working in a structured environment?
35. Are you able to work on several assignments at once?
36. How do you feel about working overtime?
37. How do you feel about travel?
38. How do you feel about the possibility of relocating?
39. Are you willing to work flextime?

Before you begin interviewing, think about these questions and possible responses and discuss them with a career advisor. Conduct mock interviews and be sure you are able to communicate clear, unrehearsed answers to interviewers.

The Site Visit/Interview: One Step Closer

While on-campus screening interviews are important, on-site visits are where jobs are won or lost. After an on-campus interview, strong candidates are usually invited to visit the employer’s facility. Work with the employer to schedule the on-site visit at a mutually convenient time. Sometimes employers will try to arrange site visits for several candidates to take place at the same time, so there may be some flexibility, but you’ll never know if the employer is flexible unless you ask.

1. An invitation to an on-site interview is NOT a guarantee of a job offer. It is a chance to examine whether or not you will be a good match for the job and for the organization.
2. If invited to an on-site interview, respond promptly if you are sincerely interested in this employer. Decline politely if you are not. Never go on an on-site interview for the sake of the trip. Document the name and phone number of the person coordinating your visit. Verify who will be handling trip expenses. Most medium- and large-size companies (as well as many smaller ones) will pay your expenses, but others will not. This is very important, because expenses are handled in various ways: 1) the employer may handle all expenses and travel arrangements; 2) you handle your expenses and arrangements the employer may assist with this; and the employer will reimburse you later; 3) the employer may offer an on-site interview, but will not pay for your travel expenses.
3. Know yourself and the type of job you are seeking with this employer. Don’t say, “I am willing to consider anything you have.”
4. Thoroughly research the potential employer. Read annual reports, newspaper articles, trade journals, etc. Many companies have websites where you can read their mission statements, find out about long-term goals, read recent press releases, and view corporate photos. Don’t limit your research only to company-controlled information. The internet can be a valuable investigative tool. You may uncover key information that may influence—positively or negatively—your decision to pursue employment with a given organization.
5. Bring extra copies of your resume; copies of any paperwork you may have forwarded to the employer; names, addresses, phone numbers and email addresses of your references; an updated college transcript; a copy of your most recent paper (i.e., writing sample); a notebook; a black and/or blue pen for filling out forms and applications; and names and addresses of past employers.
6. Bring extra money and a change of clothes. Also, have the names and phone numbers of those who may be meeting you in your case, plans change unexpectedly. Anything can happen and you need to be ready for emergencies.
7. Your role at the interview is to respond to questions, to ask your own questions and to observe. Be ready to meet people in a formal agenda. Be courteous to everyone regardless of his or her position; you never know who might be watching you and your actions once you arrive in town.
8. Don’t forget your table manners. Plant visits may include meetings with the lead of the employer host. For example, don’t order the three-pound lobster if everyone else is having a more moderately priced entree. If you have the “living jitters,” some authorities suggest ordering food that is easy to handle, such as a boneless fish fillet or chicken breast.
9. Many employers have a set salary range for entry-level positions and others are more negotiable. Though salary should not be brought up until an offer is extended, it is wise to know your worth in advance. In as much as you are a potential employee, you also represent a valuable skills-set product. You should know what kind of product you have created, its value and what the company is willing to buy. Contact your campus career center to obtain more information on salaries.

Take note of how the employer interacts, and also assess the physical work environment.

10. Soon after the site visit, record your impressions of your performance. Review the business cards of those you met or write the information in your notebook before leaving the facility. You should have the names, titles, addresses and telephone numbers of everyone who was involved in your interview so you can determine which individuals you may want to contact with additional questions or follow-up information. A thank-you letter should be written to the person(s) who will be making the hiring decision. Stay in touch with the employer if you want to pursue a career with them.

A site visit is a two-way street. You are there to evaluate the employer and to determine if your expectations are met. When on-site interviews are reimbursed, the employer pays, so check with your employer’s human resource office to determine if your expenses will be paid. Don’t expect to get a job your “big day.” When ordering food at a restaurant, follow the lead of the employer host. If you are uncertain about the size of the lobster, order the smaller one. Sometimes the site visit is arranged to bring extra money and a change of clothes. Also, have the names and phone numbers of those who will be handling your expenses, but others will not. This is very important, because expenses are handled in various ways: 1) the employer may handle all expenses and travel arrangements; 2) you handle your expenses and arrangements the employer may assist with this; and the employer will reimburse you later; 3) the employer may offer an on-site interview, but will not pay for your travel expenses.

Know yourself and the type of job you are seeking with this employer. Don’t say, “I am willing to consider anything you have.”

Thoroughly research the potential employer. Read annual reports, newspaper articles, trade journals, etc. Many companies have websites where you can read their mission statements, find out about long-term goals, read recent press releases, and view corporate photos.

Don’t limit your research only to company-controlled information. The internet can be a valuable investigative tool. You may uncover key information that may influence—positively or negatively—your decision to pursue employment with a given organization.

Bring extra copies of your resume; copies of any paperwork you may have forwarded to the employer; names, addresses, phone numbers and email addresses of your references; an updated college transcript; a copy of your most recent paper (i.e., writing sample); a notebook; a black and/or blue pen for filling out forms and applications; and names and addresses of past employers.

Bring extra money and a change of clothes. Also, have the names and phone numbers of those who may be meeting you in your case, plans change unexpectedly. Anything can happen and you need to be ready for emergencies.

Your role at the interview is to respond to questions, to ask your own questions and to observe. Be ready to meet people in a formal agenda. Be courteous to everyone regardless of his or her position; you never know who might be watching you and your actions once you arrive in town.

Don’t forget your table manners. Plant visits may include meetings with the lead of the employer host. For example, don’t order the three-pound lobster if everyone else is having a more moderately priced entree. If you have the “living jitters,” some authorities suggest ordering food that is easy to handle, such as a boneless fish fillet or chicken breast.

Many employers have a set salary range for entry-level positions and others are more negotiable. Though salary should not be brought up until an offer is extended, it is wise to know your worth in advance. In as much as you are a potential employee, you also represent a valuable skills-set product. You should know what kind of product you have created, its value and what the company is willing to buy. Contact your campus career center to obtain more information on salaries.

Written by Roseanne R. Bendley, Career Services, New Mexico State University.
The Art of Negotiating

A n area of the job search that often receives little attention is the art of negotiating. Once you have been offered a job, you have the opportunity to discuss the terms of your employment. Negotiations may be uncomfortable or unsatisfactory because we tend to approach them with a winner-take-all attitude that is counterproductive to the concept of negotiations.

Negotiating with your potential employer can make your job one that best meets your own needs as well as those of your employer. To ensure successful negotiations, it is important to understand the basic components. The definition of negotiation as it relates to employment is: a series of communications (either oral or in writing) that reach a satisfying conclusion for all concerned parties, most often between the new employee and the hiring organization.

Negotiation is a planned series of events that requires strategy, presentation and patience. Preparation is probably the single most important part of successful negotiations. Any good trial attorney will tell you the key to presenting a good case in the courtroom is the hours of preparation that happen beforehand. The same is true for negotiating. A good case will constitute more than just icing on the cake; they may be better prepared to support your points of disagreement, outlining the the conduit for effective negotiations. You will get exactly that, but having the information clear in line? In short, plan your strategy.

It sometimes more comfortable for job-seekers to make this initial request in writing and plan to meet later to hash out the differences. You will need to be fairly direct and assertive at this point even though you may feel extremely vulnerable. Keep in mind that the employer has chosen you from a pool of qualified applicants, so you are not as powerless as you think.

Sometimes the employer will bristle at the suggestion that there is room to negotiate. Stand firm, but encourage the employer to think about it for a day or two at which time you will discuss the details of your proposal with him/her. Do not rush the process because you are uncomfortable. The employer may be counting on this discomfort and use it to derail the negotiations. Remember, this is a series of volleys and lobs, trade-offs and compromises that occur over a period of time. It is a process—not a singular event!

Once you have reached a conclusion with which you are both relatively comfortable, present in writing your interpretation of the agreement so that there is a question, it will be addressed immediately. Negotiation, by definition, implies that each side will give. Do not perceive it as an ultimatum. If the employer chooses not to grant any of your requests— and realistically, he or she can do that—you will still have the option of accepting the original offer provided you have maintained a positive, productive and friendly atmosphere during your exchanges. You can always re-enter negotiations after you have demonstrated your worth to the organization.

Money Isn’t Everything

There are many things you can negotiate besides salary. For example, benefits can add thousands of dollars to the compensation package. Benefits can range from paid personal leave to discounts on the company’s products and services. Companies may offer such benefits as child care, elder care or use of the company jet for family emergencies. Other lucrative benefits could include disability and life insurance and a variety of retirement plans. Some organizations offer investment and stock options as well as relocation reimbursement and tuition credits for continued education.

Written by Lily Maestas, Career Counselor, Career Services, University of California, Santa Barbara.

The Cost of Living Index

T he following is a selection of cities where many graduating students accept offers. The cost of living index is based on the composite price of groceries, housing, utilities, transportation, health care, clothing and entertainment in each city listed.

For further information about the data below, please refer to www.bestplaces.net/cost-of-living. To prepare for offers from other sources, refer to these websites: www.salary.com and www.homefair.com/real-estate/salary-calculator.asp

Average City, USA 100 Denver 107
Alabama Birmingham 78 Chicago 103
Montgomery 89 Cleveland 108
Arizona Flagstaff 119 Connecticut 101
Phoenix 106 Hartford 108
Tucson 119 New York 109
Iowa Des Moines 82 New Jersey 100
Indiana Bloomington 98 New York City 105
Indianapolis 89 Ohio 100
Kansas Kansas City 85 Oklahoma 98
Little Rock 88 Portland 101
Colorado Boulder 155 Santa Fe 120
Colorado Springs 101 Sacramento 113
Denver 115 San Antonio 118
Connecticut Hartford 109 San Diego 115
New Haven 113 San Francisco 120
Stamford 167 Salt Lake City 115
Delaware Wilmington 98 Savannah 99
Florida Miami 119 Seattle 154
Orlando 92 South Carolina 108
Georgia Atlanta 97 South Dakota 95
Hawaii Honolulu 199 St. Louis 84
Missouri Kansas City 108
Montana Billings 107 Montana 96
Mississippi 110
Missouri 110
New Mexico Albuquerque 101 New York 100
Ohio Columbus 98 North Carolina Chapel Hill 128
Cincinnati 83 New York City 105
Cleveland 79 North Dakota 98
Columbus 82 Fargo 128
Dayton 76
Denver 115
Florida Miami 119 Jacksonville 128
Georgia Atlanta 97 Jacksonville 128
Hawaii Honolulu 199 St. Louis 84
-written by Lily Maestas, Career Counselor, Career Services, University of California, Santa Barbara.

Salary Comparison Equation

City #1 x Salary = $_______
City #2

What is the New York City equivalent of a $50,000 salary in Chicago?
New York City $50,000 = $81,553
Chicago $50,000

Southern University and A&M College

Missouri

Kansas City

108

San Antonio

100

New York

100

New York City

105

Illinois 109

Chicago 109

Lincoln 91

Omaha 88

Nebraska

Spanish

New Mexico

Albquerque 101
San Juans 99
San Antonio 118
San Diego 115
San Francisco 120
Salt Lake City 115
Santa Fe 120
Seattle 154
Indianapolis 89
Indianapolis 89
Denver 115
Denver 115
Connecticut

Hartford 109
New Haven 113
Stamford 167
Delaware

Wilmington 98
Florida

Miami 119
Orlando 92
Georgia

Atlanta 97
Hawaii

Honolulu 199

Montana

Billings 107
Mississippi

110
Missouri

Kansas City 108
Montana 96
Mississippi 110
Missouri 110
New Mexico Albuquerque 101 New York 100
Ohio Columbus 98 North Carolina Chapel Hill 128
Cincinnati 83 New York 100
Cleveland 79 New York City 105
Columbus 82 Fargo 128
Dayton 76
Denver 115
Florida Miami 119 Jacksonville 128
Georgia Atlanta 97 Jacksonville 128
Hawaii Honolulu 199 St. Louis 84
-written by Lily Maestas, Career Counselor, Career Services, University of California, Santa Barbara.