

September 24, 2004



Atlanta University Center

Sponsored By-Career Planning & Placement Service

Hyatt Regency Hotel, Atlanta, GA

38th Annual Career Day



Planning Today for Tomorrow's Careers

ATTENTION

All Job Seekers

Please take advantage of the employment opportunities that appear throughout your Career Day Handbook! Help your career search by contacting the organizations listed below. These advertisers are actively recruiting college graduates like yourself and have made your Career Day Handbook possible.

ORGANIZATIONS

American Red Cross Blood Services Southern Region

Barry University

Career Publishing Network



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ATLANTA UNIVERSITY CENTER CONSORTIUM

CAREER PLANNING & PLACEMENT SERVICE

September 24, 2004

Dear Career Day Participants:

You have made a wise decision to attend the Annual Career Day Event coordinated by the Atlanta University Center (AUC) Career Planning & Placement Service. You will have the opportunity to meet and talk to hiring professionals representing companies and organizations from coast to coast. The information acquired and contacts that you make today will assist with planning your future. This venue is the most effective way to bring together students and employment representatives. It is designed as a central resource to assist you with obtaining your employment of choice.

Each year we hear the awesome success stories from Career Day participants. We encourage you to use this manual and take advantage of the opportunities that exist.

Mark your calendar for on-campus recruiting! October 4, 2004 will be the beginning of one on one interviews at the AUC Career Planning and Placement Service. Sign up early to maximize your success.

Best of luck and thank you for attending this important event.

Sincerely,

Marilyn T. Jackson
Executive Director,
Atlanta University Center Consortium

Atlanta University Center

Career Planning and Placement Service

What It Is

The Atlanta University Center Career Planning and Placement Service, referred to hereafter as CPPS, is a Centerwide function serving students of the Atlanta University Center member institutions. It serves as the focal point for on-campus recruitment and a coordinating agency for major, Centerwide career development activities.

Structure

The administrative functions of CPPS are the responsibilities of an AUC, staff which handles outside contacts, the scheduling of on-campus visits, arrangements for interviews and special, Centerwide programs, the publication of recruiting schedules, etc. Each institution, except for ITC and the Morehouse School of Medicine, has a Placement Director who takes care of the career advisement of its students, as well as other student contact relating to career planning and placement. Some institutional Placement Directors may be physically located on their respective campuses, but also have an office in the CPPS building.

Activities

Career planning and placement activities at the Atlanta University Center are quite varied and diverse. Some activities are held on a Centerwide basis; while others are held on, by and for specific campuses. On special occasions, certain Centerwide activities are sponsored by CPPS, but are held on individual campuses. In such cases, these activities are generally rotated from campus to campus annually for equal accessibility to all students. However, all students are encouraged to participate in all of CPPS's activities wherever they may be held. Individual interviews are primarily held at CPPS.

Major Activities Sponsored by CPPS

The major activities sponsored by CPPS are divided into two categories: (1) those pertaining to recruitment of graduates and interns; and (2) those pertaining to general career development for all students.

On-Campus Recruitment

The primary service rendered by CPPS is the on-campus recruitment program for graduating students, as well as summer opportunities for underclass students. Annually, approximately 500 organizations from business and industry, government, education (school systems, community colleges, graduate and professional schools) and nonprofit agencies visit CPPS in search of graduating candidates. These visits are made primarily during the period from the latter part of September through mid-April, which is designated as our on-campus recruitment period. All Atlanta University Center graduating students are encouraged to come in and explore job and graduate/professional school opportunities with representatives from these organizations. The only requirement is that students must first register with their

respective career planning and placement office and establish a placement file. Students are encouraged to do this in early September so they can be prepared to start taking interviews in October.

Weekly Schedule of Recruiting Activities

So that students may be aware of what organizations are interviewing at the Center, when they are scheduled, and what they are seeking, a weekly list (schedule) is prepared and distributed through the institutional career planning and placement offices two weeks in advance of each weekly recruiting period. Listings of organizations scheduled to visit during the year are included in this Manual.

Signing Up For Individual Interviews

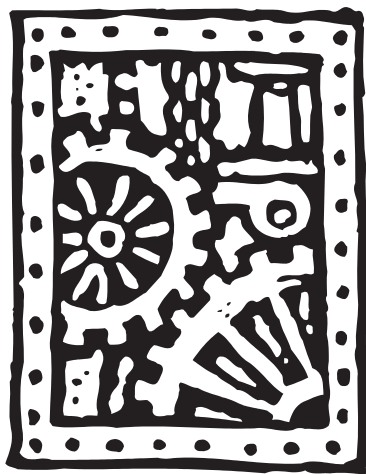
In order for students to be assured of having the opportunity to interview with those organizations in whom they have interest, they should sign up in advance, as soon as the weekly schedules are distributed. Individual interviews are scheduled from 9:00 a.m. to 12:30 p.m. and from 1:30 p.m. to 4:30 p.m., at 30-minute intervals, unless requested otherwise. Generally, organizations will request one or two interview schedules. This means that an average organization is limited to seeing from 13 to 26 students per visit. Prompt, advance sign-up by students, therefore, is very important. (It should be noted here that **keeping interview appointments, once made, is equally important.**) Once a student signs up for a specific time, that time slot is reserved for that student on that particular schedule. Should that student fail to come in for the actual interview, he/she has denied another student the opportunity of interviewing with that organization. **Students, therefore, are urgently requested to call in, or come by, at least 48 hours prior to interviewing day, to cancel any appointments they know they will be unable to make.**

Recruiting Activities Last Year

Recruiting activities were very competitive during the previous year. A substantial number of students were successful in launching outstanding professional careers through their participation in and with the contacts made at CPPS. Graduate/Professional schools were also very evident on campus last year.

Following is a breakdown of the number of recruiting organizations that visited CPPS last year.

Recruiting Sector	# Organizations
Business Industry	240
Graduate/Professional Schools	200
School Systems	10
Government /Military	25
Nonprofit Organizations	15
Total	490



Pursuing your career plans is a process that requires your full commitment. You have invested thousands of hours to get your degree. Taking shortcuts and using a “hit or miss” approach to the job search process will only diminish your chances of getting the job you really want! Organizing an effective job search will assist you in achieving your career goals.

Keys to a Successful Career Fair

This section gives you tips on preparing for a career fair, what to expect during the career fair and how to follow up with employers after the career fair.

Self-Evaluation

The more you know about your interests, skills, abilities, values, goals and personal qualities, the greater your opportunities are for finding the most suitable position.

Networking

Networking is a job search technique that involves purposefully seeking out and interacting with selected individuals who can assist you in getting job interviews and offers.

Researching an Employer

Your task in the job search is to find the most suitable position for yourself. You will need to use your research and investigative skills to discover job openings and prepare for an interview.

Your Resume

A resume is a critical tool in your job search. It is, essentially, a summary of your qualifications and experience that communicates enough information to an employer to elicit further interest.

Letter Writing

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

Interviewing Skills

For most fields, without an interview you will not get a job. It is in this stage of your job search that you convince an employer to hire you.

Evaluating Job Offers

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

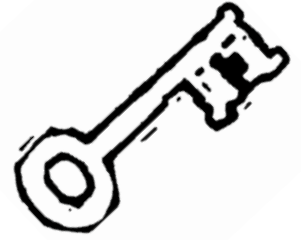
Making the Most of Your New Job

This section gives tips that can help you to excel and avoid some of the common pitfalls of being the “new kid on the block.”

Reasons to Attend a Career Fair

Regardless of your major, year in college, or future goals, there are numerous benefits to attending a Career Fair. Some of the more common reasons are highlighted below.

- Increase your chances of receiving an interview with an employer.
- Expand your network of contacts.
- Investigate positions, occupations and/or career fields you could pursue with your specific major and background.
- Learn more about employers and their available positions.
- Receive sound job search advice from seasoned company recruiters.



What to Expect at a Career Fair

Having realistic expectations of a Career Fair is important in succeeding in your career search. The following list can be helpful to identify any misconceptions of a Career Fair.

- Employers expect students to be prepared (i.e. be professionally dressed, ask thoughtful questions, have a polished resume).
- Employers expect to interact with students seeking employment as well as those simply researching careers and employers.
- Most recruiters are not authorized to hire candidates on the day of the fair. With this in mind, your goal should be to land an interview - not a job offer.
- Employers' goals are to be exposed to as many job candidates as possible; therefore, you will have a relatively short amount of time to sell yourself and make a positive impact on the employer.

Attending a Career Fair for the first time can be a little overwhelming. However, if you have taken time to prepare for the fair, you will get as much out of the Career Fair event as you put into it.

Making the Most of Your Career Fair Experience

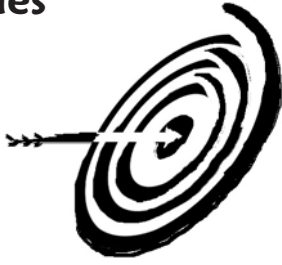
Simply attending a career fair is not enough; you need to make your participation at the fair count! The following pages represent what you need to do in order to prepare for a Career Fair. Hopefully, you have already taken some, if not all, of the following measures to make the most out of your Career Fair experience. Hang onto this Handbook and use the ideas presented in it to prepare for the next Career Fair or interview that you attend.



Target Your Top Five Companies

If possible, get a list of the companies/ organizations who will be attending the career fair and plan your strategy for which companies you would like to visit.

Take time to research the five organizations in which you are most interested. (See section: "Researching an Employer.")



Prepare a Resume

A well-written, error free resume is a must! Make sure you have multiple copies of both your resume and list of references on hand. (See section: "Writing an Effective Resume.")

Create a List of Questions

Create a list of questions that you would like to ask the employers. (See section: "Traditional Questions.")

Prepare to Answer Questions

Remember, employers will also be asking you questions! You will be expected to think on your feet, so be prepared to answer their questions. (See sections: "Traditional Questions" and "Behavioral Questions.")

Learn to Sell Yourself

Create a 60 second commercial & practice, practice, practice!

Your commercial should include:

- Introduction - Introduce yourself, offer a firm handshake and a resume.
- Objective - Tell the employer why you are there and what sort of employment you seek.

- Brief summary of your education, experience, strengths, etc.
- Reiterate your interest and thank the employer.

Arrive Early

In many cases arriving early means avoiding long lines. Also, you may find that some of the employers will leave before the career fair has ended and you don't want to miss an opportunity of speaking with a company/ organization that you would like to see.

Make a Good First Impression

Be sure you are wearing professional business attire. If you are in doubt as to what is acceptable, refer to section: "Dress Appropriately" under "Interviewing, Before the Interview."



In Summary

- Prioritize those employers with whom you would like to speak.
- Identify the information you hope to obtain.
- Identify personal strengths you would like to convey.
- Specify those goals you hope to achieve by attending the Career Fair.



Be Confident

It is important that you understand that employers view candidates as possible future employees of their organization. Therefore, you need to display enthusiasm, confidence, sincerity and the ability to communicate clearly. Smile; walk confidently with good posture, and make consistent and direct eye contact.

Chart Your Course

Survey the room to determine where employers are located and in what order you plan to visit them. If possible, avoid standing in long lines. If there is a long line to speak with a representative, keep moving and return later.

Introduce Yourself

When it's your turn to meet the employer, take a deep breath, smile, shake hands firmly and begin your "60 second" commercial. (See "Before the Career Fair.") Be sure to make direct eye contact with the employer throughout your conversation. Also, watch your tempo and tone when speaking to the employer. A common nervous habit is to speak too quickly and/or too loudly or softly.

Ask Meaningful Questions

- It is a good idea to ask one or two meaningful questions without monopolizing the employer's time. (See Section: "Formulate Intelligent Questions to Ask the Interviewer.")
- At this point, it is generally not a good idea to ask about salary.
- If you are currently an undergraduate, be sure to ask about internship, co-op, summer employment and scholarship opportunities.

Prepare to Follow-Up

At the end of your conversation, be sure to:

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

As soon as you walk away from the employer, jot down a few notes about your conversation. You may want to bring up a few memorable points that were discussed during your visit to include in your follow-up letter.



**Successful
Career Fair-
Take One**

Give Yourself the Competitive Edge

Don't make the mistake of thinking that as soon as you have spoken to the last employer and left the facility that you are finished. Follow-up is essential to making the most of your career fair experience!

Send Thank You Letters

Be sure to send thank-you letters to employers that you meet within one week. Most candidates do not make the effort to send thank-you letters; why not give yourself the competitive edge! (See "Sample Thank-You Letter.")

Be Persistent

Observe the follow-up procedures suggested by the employer. Once you have complied with these procedures, if a reasonable amount of time has passed and you have not heard from the employer, it is okay to send a letter to the employer inquiring about the status of your application.

Use Your Handbook

Remember, this Handbook is an excellent resource for you to reach those organizations that attended the fair that you did not have a chance to meet! Be sure to review carefully the advertisements in your Handbook. These advertisements will typically include employment opportunities and contact information. Be sure to write a letter and send a copy of your resume to those organizations that you were unable to meet at the fair.

Get On-Line Help

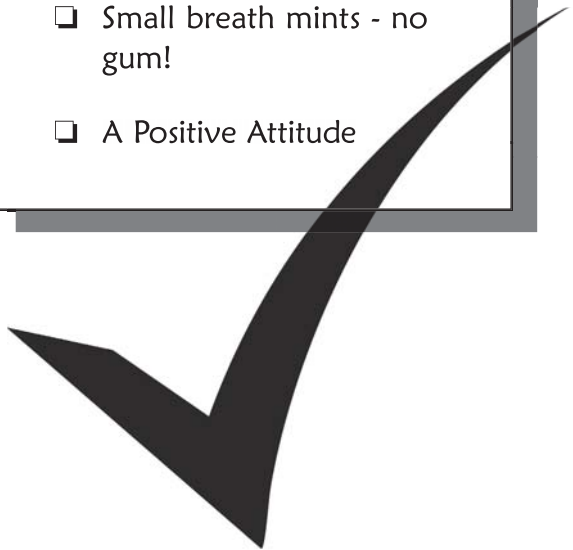
You can post your resume, search for participating employers, and check out the online career guide. Point your browser to www.career-guides.net and check back regularly for new opportunities!

Summary

You have made the most of your career fair experience when it results in subsequent interviews. If you have followed the "before," "during" and "after" steps, you are probably on your way to landing one or more interviews--and better yet, landing a career!

CAREER FAIR CHECKLIST

- Portfolio/Briefcase
- Pen and Notebook
- At least a dozen resumes
- Copies of transcript
- Copies of list of references
- Appropriate clothing including comfortable, professional shoes
- Small breath mints - no gum!
- A Positive Attitude



Self-Evaluation Worksheet

An important aspect of your job search is understanding yourself. Self-evaluation can help you to determine what you are looking for in a career and what you have to offer. Below are 20 questions developed by executive recruiters to help you know yourself and your career aspirations better. They are also questions that an aggressive recruiter may ask you during an unguarded moment in the interview. Try them on yourself—and be frank; don't try to kid yourself! Review these questions about once every three months. They will help you keep an inventory of your career assets and liabilities.

- 1 Would I work better in a large or small organization?
- 2 How important is geographic location to me? To my family?
- 3 Am I a loner, or do I work better as a member of a group?
- 4 Am I more comfortable following than leading?
- 5 Do I analyze better than I execute?
- 6 Do I prefer to work with people or things?
- 7 Do I work more successfully under pressure?
- 8 Am I a good planner or idea person?
- 9 Am I a good listener?
- 10 Do I think well on my feet, make decisions well?
- 11 Do I express myself well orally? In writing?
- 12 What characteristics do I admire in others?
- 13 Which function of my job do I perform most effectively?
- 14 Which function of my job do I perform least effectively?
- 15 What do I enjoy doing most?
- 16 In the past six months, what accomplishment has most satisfied me?
- 17 What have I done to correct my shortcomings?
- 18 What level of responsibility do I aspire to in five years?
- 19 What should I be earning then?
- 20 How will I achieve these levels? What skills do I need?



Looking for a job? Many of all available jobs are never advertised in any print media. So how can you learn about these “hidden” jobs? The answer is networking.

What is Networking?

Networking accounts for a substantial amount of all career placements. It means using personal and professional contacts to help you become aware of positions that may be open within a variety of organizations.

The Purpose of Networking

Through the process of networking you can let people know the following:

- You are actively looking for a job.
- Your skills.
- What type of career you are seeking.

The people in your network may be able to refer you to organizations that are currently hiring or even help you to get interviews or actual job offers.

Who is in Your Network?

As a college student, you may think that you have no contacts who can help, but everyone you know has the potential to be a useful contact in your job search. Be inclusive when you decide who is a member of your network!

Consider starting with:

- Relatives
- Friends & acquaintances
- Classmates, team-mates & co-workers
- Supervisors
- Colleagues from professional organizations and religious groups
- Former teachers and faculty.

Let these people know your needs; then listen to their ideas and suggestions. Ask them for names of others who might be helpful in your search.

Develop a Tracking System

Develop a record keeping or card file system for keeping track of each phone call, letter, interview, follow-up, and promise. Without this, you may soon become quite confused.

Be Professional

Effective networking can be a tremendous boost to a job search, but employing inappropriate techniques can cause you to lose valuable opportunities. As long as you approach people to whom you are referred in a professional and courteous manner, most people will be willing to share information because they like to help others and/or they want to stay “well-connected.” When speaking to a contact to whom you have been referred, mention the name of the person who referred you early in the conversation.

Return the Favor

Also remember that networking is a two-way street. You are developing a network of people to help you, and you should expect to return the favor. You might do the following:

- Send an article on a topic of mutual interest.
- Offer to treat them to lunch.
- Send a simple thank-you note to individuals who have been particularly helpful.

When your job search is concluded, let them know that you have obtained a position and thank them once again. Then, keep in touch with them periodically. They can be vital to your future professional development.

If you have further questions about networking, contact your Career Services Center.

Researching an Employer



Why Should I Research an Employer?

- To help gain some idea of the career potential that exists with a particular employer.
- To locate employers that I might not have been aware of that are in my targeted career field(s).
- To help prepare for an interview with an employer.

What Do I Need to Know About an Employer?

At a minimum, make sure that you are familiar with the following aspects of an employer.

- Name, age and location(s)
- Product lines and/or services
- Parent company and/or subsidiaries
- Financial picture of organization, assets, stock picture, recent mergers, etc.
- Major competitors
- Growth history
- Career possibilities
- Deadline for application

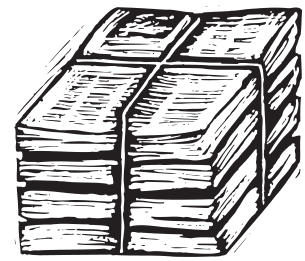
Where Can I Find Information About an Employer?

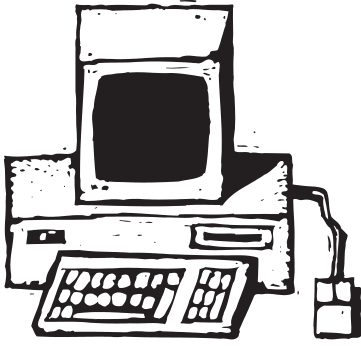
1~ Your Handbook!

This Handbook is an excellent resource for you to reach organizations that are actively recruiting college graduates like yourself! Take time to review carefully the advertisements that these recruiters have placed in your Handbook. These advertisements will typically include open positions and contact information. You can then contact the organization if you desire additional information.

2~ Newspapers

The business section of most newspapers contains numerous articles about local companies and their executives. The public library is a good place to find current newspapers and indexes of newspapers.





3~ Internet

There are numerous places on the Internet that contain employer information.

Job Search Assistance Sites

The following sites have valuable information that will help you in your job search. Some of the sites give you the option to post your resume online and search through available job opportunities, while others provide more general recruitment information about employers and enable you to link to their websites.

- www.career-guides.net
- www.careerfair.com
- www.HBCU-Careers.net

Researching Companies

This site allows you to search for companies according to a number of search criteria.

- www.companiesonline.com

Researching Graduate Schools & Continuing Education Programs

The Council of Graduate Schools website includes several resources for students.

- www.cgsnet.org

4~ Directories

These resources may provide information about an organization's products or services, number of employees, principal executives, history, etc. You should be able to locate the directories listed below in the reference section of a public library.

- Dun & Bradstreet Business Information Reports
- Moody's Manual
- Standard & Poor
- Million Dollar Directory
- MacRae's State Industrial Directory
- Consultants and Consulting Organizations Directory
- Directory of Corporate Affiliations

5~ Trade Associations

These organizations produce membership directories, journals and information briefs. Find associations that match your career interest, and then write to ask for their membership list, any printed material they offer, if they publish job listings or have a resume referral service and if they have student memberships. Remember, almost every type of field or industry that exists has a trade association affiliation.



Your resume should be a well-organized profile of your qualifications for a career. Accentuate your most marketable skills and experiences. Avoid a dishonest resume. Your resume should also communicate enough information to an employer to elicit further interest. Omit personal pronouns, avoid wordiness, and don't get bogged down in details that are of no interest to potential employers.

Parts of a Resume

The resume is typically organized into sections arranged from most important to least important. The following is a description of the parts of a resume.

Identifying Information

This should include your name, present and permanent addresses, and telephone numbers including area codes. You may want to include an e-mail address.



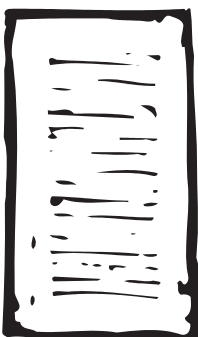
Professional Objective

Prepare a brief, clearly defined statement indicating the field or position in which you are interested. Your career objective represents the theme of your resume, with the remaining information supporting your goal. If you are interested in more than one career field or position, you may need to have different resumes for each professional objective.

Education

For each post-secondary degree (most recent first), list:

- Your college or university followed by your degree, major and graduation date.
- Your GPA only if it is 3.0 or better. If your GPA is less than a 3.0, you may want to identify only your major GPA.
- If you have worked during college, consider including the percentage of the college expenses you earned.
- If you do not include the following skills section, include your computer skills in this section.



Qualifications or Skills

You may want to include a section that briefly summarizes any skills or qualifications you have gained from work experience and/or extracurricular activities that relate to your professional objective (this is especially helpful if your work experience is not career related). Examples of summary statements are:

- Excellent time management skills developed through working 25 hours per week while a full time student.
- Developed leadership skills by serving as a community assistant responsible for 40 residents.

Experience

In a consistent manner, list your work experiences in reverse chronological order (most recent first). Experiences may include full-time or part-time employment as well as summer jobs, volunteer work and internships. Follow these guidelines:

- Give the names and locations of organizations for whom you have worked. List position, title, and dates you were employed.
- If your experience is career related (and you did not include a “qualifications/skills” section), state the positive aspects of your work, i.e., accomplishments, acquired skills, and job growth. Quantify with numbers, i.e., “cash sales of \$9,000” or “supervised four clerks.”

Honors and Activities

- Honors - List any honors that indicate your strong academic abilities, i.e., honorary societies, scholarships, awards and dean’s list. Also include any honors related to character and/or community service.
- Activities - Employers look for well-rounded individuals who involve themselves with extracurricular activities. Include both college and community activities. List offices, committees and responsibilities.

References

If you do not have space on your resume for references, it is a good idea to state, “References are available upon request” at the bottom of your resume. Create a listing of your references with work addresses and phone numbers on a second page. Always make sure that you have permission from individuals before listing them as references.



The following is a list of action words that you may want to use in your resume. These words are action-oriented and represent skill areas that you may have that would be beneficial to the prospective employer.



accomplished	directed	increased	presented
accelerated	discovered	initiated	processed
achieved	distributed	instituted	produced
budgeted	earned	launched	programmed
built	eliminated	maintained	proposed
calculated	established	managed	recommended
charted	evaluated	mastered	reinforced
compiled	exhibited	mediated	researched
completed	expanded	motivated	reviewed
composed	expedited	negotiated	scheduled
conducted	explained	observed	supervised
consolidated	facilitated	obtained	strengthened
created	formulated	operated	updated
delegated	generated	organized	
delivered	handled	participated	
demonstrated	implemented	performed	
developed	improved	planned	

Action Words

YOUR NAME

Temporary Address (until Month, Day, Year):
Street Address
City, State, Zip
Area Code/ Phone Number

Permanent Address:
Street Address
City, State, Zip
Area Code/ Phone Number

PROFESSIONAL

OBJECTIVE: Seeking an entry-level position in business management.

EDUCATION: NAME OF SCHOOL, LOCATION OF SCHOOL

- Bachelor of Science, Business Administration, August 2003
- Emphasis: Marketing
- GPA: 3.67

STUDY ABROAD

- Semester in England

SKILLS: LEADERSHIP SKILLS

- Raised sorority's average GPA by .75 points by designing and implementing a new study program while serving as Scholarship Chairman
- Recruited 20 new volunteers in one month for Habitat for Humanity

INTERPERSONAL COMMUNICATIONS SKILLS

- Developed through serving as a mentor in the Big Brother/Big Sister Program

SALES SKILLS

- Top sales associate at Anne's Boutique in 2000

COMPUTER SKILLS

- Microsoft Windows 2000, Office 2000, and Word Perfect 10.0

EMPLOYMENT EXPERIENCE:

SALES ASSOCIATE, Anne's Boutique, Athens, GA, December 2001-May 2003

SERVER, Starlight Cafe, Atlanta, GA, June 2001-August 2001

SALES ASSOCIATE, Tom's Bookstore, Atlanta, GA, June 2000-August 2000

HONORS: Phi Kappa Phi Honor Society
Alumni Scholarship
Dean's List- 5 Semesters
Community Service Award

ACTIVITIES: Gamma Phi Beta Sorority
Scholarship Chairman
Habitat for Humanity
Big Brother/Big Sister Program
Yearbook Staff
Symphonic Band

REFERENCES: Available upon request

resume emphasizing

skills, honors & activities

YOUR NAME

Temporary Address (until Month, Day, Year):
Street Address
City, State, Zip
Area Code/ Phone Number

Permanent Address:
Street Address
City, State, Zip
Area Code/ Phone Number

PROFESSIONAL OBJECTIVE:

Seeking an entry-level position in business management.

EDUCATION: NAME OF SCHOOL, LOCATION OF SCHOOL

- Bachelor of Science, Business Administration, August 2003
- Emphasis: Marketing
- Financed 50% of education through summer and part-time employment.

STUDY ABROAD

- Semester in England

COMPUTER SKILLS

- Microsoft Windows 2000, Office 2000, and Word Perfect 10.0

EMPLOYMENT EXPERIENCE:

CONSULTANT, Pastro's Auto Restoration, Wilkesburg, PA, May 2000-Present

- Converted manual record keeping systems to a computerized system.
- Set up database for the company which included:
 - past and present client information parts and material inventory.
 - automatic estimating and billing procedures
- Results: 25% decrease in costs and 40% reduction in labor time.

CARPENTER, Collins Construction Company, Morrow, PA, September 1998-May 2000

- Supervised and scheduled a crew of 3 laborers.
- Researched costs of materials and provided recommendations to employer.
 - Results: 20% decrease in costs and 40% reduction in labor time.
- Prospected jobs to develop new clients. Secured over 30 new clients in a one and a half year period.

CONTRACTOR, Self-Employed, Lexburg, PA, June 1996-August 1998

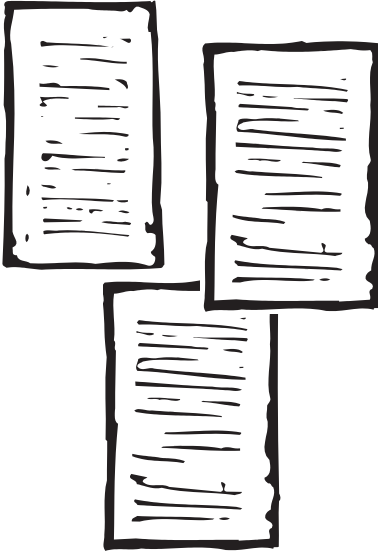
- Designed and built porches, patios, and decks.
- Solicited new clients through local advertising.
- Performed all job, materials, and purchasing procedures.
- Employed two laborers.

ACTIVITIES: College and High School Golf Team
Sigma Phi Epsilon Fraternity

REFERENCES: Available upon request

resume emphasizing

employment experience



In addition to developing a traditional resume, today's job seekers should prepare a scannable resume. Many medium and large sized employers use computers to scan ("read") resumes and to store them in a database. When job vacancies occur, the employer can do a database search for qualified candidates by using key words to look at resumes of applicants with specific skills, experience, and education. Scannable resumes have a plain format and emphasize key words.

Tips for Preparing Scannable Resumes

- Use key words to identify your specific skills in the language of your profession. Review job descriptions to determine key words and the specific skill employers seek.
- Use sans serif fonts (Arial or Helvetica) in size 10-14.
- Avoid italics, underlining, small print, script, condensed type, bullets, brackets, borders, shading, newspaper columns, vertical, horizontal or compressed lines, and other graphics.
- Originals on white paper with black ink scan best. Print on a quality laser or ink jet printer. Use smooth-textured, acid-free laser print or bond paper in a weight of 24-28 lbs.
- Mail your original resumes and cover letters in 9" x 12" envelopes (do not fold, staple, or fax). Photocopies and faxing degrade the quality of the original. Only fax a resume due to a deadline; use the super fine mode to fax, and then mail a clean paper copy for scanning.

JANE SMITH

Present Address: 1 Main Street, Lexington, KY 40506, 606-111-2222
E-mail address: example@pop.uky.edu
Permanent Address: 1 High Street, Cincinnati, OH 43201, 513-111-2222

EDUCATION

University of Kentucky, Lexington, Kentucky
Bachelor of Arts in Communications, May 2003
Overall GPA 3.4; Major GPA: 3.6
Relevant Courses: Interpersonal Communication, Marketing, Psychology, Computer Science.
Relevant Projects: Developed Marketing Strategy for local chapter of PRSSA

EXPERIENCE

Associate Manager, My Store, Lexington, KY, June 2001 - present.
Supervised staff of 10 part-time employees. Increased sales 25% in 6 months. Utilized teambuilding, goal setting, and business knowledge to improve employees' skills. Maintained company web site. Opened and closed store in absence of owner. Created window and in-store displays.

President, College Honor Society, University of Kentucky, Lexington, KY, August 2001- present.

Utilized leadership skills to increase membership and encourage active participation in the organization. Planned and conducted monthly meetings. Contacted guest speakers and organized fundraisers.

Salesperson, Fayette County Fast Food, Lexington, KY, January 1998- June 2000.
Interacted with customers and utilized suggestive selling techniques. Increased sales by 15%. Salesperson of the month twice. Created product displays. Conducted inventory. Assisted in training new sales staff.

SKILLS, HONORS, AND ACTIVITIES

American Marketing Association, Treasurer: Managed \$16,000 budget, 2000-2001
Alpha Phi Omega National Service Fraternity, Membership Chair, 2000-present
Graduated top 10% of high school class with 3.8 GPA; Senior Class President
80% self supporting in college; work 25 hours per week as full-time student
Big Brothers/Big Sisters Volunteer
PRSSA - Attended National Conference, 2001, 2002
Computer Skills: Microsoft Windows 2000, Microsoft Office 2000, Quattro, C++, Visual Basic

Speak fluent Spanish

During the job search process, there are many times when it is appropriate to write a letter to an employer. When writing a letter, be sure to carefully proofread for grammatical and typographical errors. The following are the basic types of letters that you will be sending to employers. Samples of the cover letter and thank-you letter appear on the following pages.

Cover Letter

A cover letter (or letter of application) accompanies your resume. It should market your qualifications and communicate your skills, accomplishments and potential to the employer. It should also highlight experiences most relevant to the job/employer.



Thank-You Letter

A thank-you letter should be sent to an employer immediately after an interview. Make sure you thank the employer for taking the time to interview you and reinforce your interest in the employer and in the position. Also, mention some key point that was mentioned during the interview. If you forgot to mention something important about yourself at the interview, you can mention it in the thank-you letter.

Application Status Check Letter

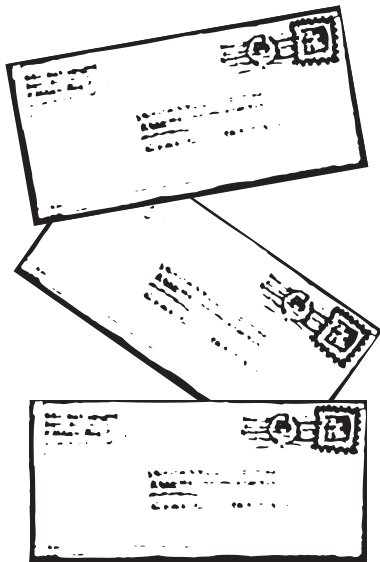
If an appropriate amount of time has passed after you have interviewed with an employer, you may send a letter to the employer inquiring about the status of your application. Reiterate your interest in the position and in the organization, remind the employer of your qualifications and recap the history of your personal contact with the employer. Be sure to thank the employer for their consideration.

Acceptance Letter

If an employer offers you a position and you accept it, send a letter of acceptance expressing your appreciation of joining the organization. Confirm your date of hire. Also, if you received an offer letter from the employer, you may briefly confirm the terms of employment.

Rejection Letter

If you are not planning on accepting an offer of employment you should send the employer a letter letting them know that you are declining their offer. Express your appreciation for the offer, and above all, don't burn any bridges!



Sample Cover Letter

Your Address
City, State Zip Code
Date

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

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

Your opening paragraph should arouse interest on the part of the reader. Tell why you are writing the letter. Give information to show your specific interest in this company.

Your middle paragraphs should create desire. Give details of your background that will show the reader why you should be considered as a candidate. Be as specific as possible about the kind of job you want. Don't make the reader try to guess what you would be interested in.

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

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

Sincerely yours,

Your Handwritten Signature

Your typed name

Enclosure

- Always enclose a cover letter when you mail your resume.
- Cover letters should be individually typed and signed.
- Your cover letter should be brief, usually one page, and follow the general guidelines given below.

Your Address
City, State Zip Code
Date

Mr. Michael Alexander
Director of Human Resources
ABC Retailing
123 Main Street
Townsville, IN 55555

Dear Mr. Alexander:

I learned about your company through the Career Guide that I received through the Office of Career Services at _____ University and would like to inquire about employment opportunities in your management training program. I want to work in retail management and am willing to relocate throughout the eastern United States.

I will receive my Bachelor of Science in Business Administration this May. My interest in business started in Junior Achievement while in high school and developed further through a variety of sales and retail positions during college. My internship with a large department store convinced me to pursue a career in retail. The enclosed resume summarizes my other qualifications. When I researched the top retailers in the east, ABC Retailing emerged as having a strong market position, an excellent training program, and a reputation for excellent customer service. In short, you provide the kind of professional retail environment I seek.

Realizing how busy you are, I would appreciate a few minutes of your time. I shall call you during the week of April 21 to discuss employment possibilities. In the meantime, if you need to contact me, my number is 555-555-5555. Please leave a message if I'm not in, and I will return your call as soon as possible. Thank you very much for considering my request.

Sincerely,

Your Handwritten Signature

Your Typed Name

- Leave a 1" margin on all sides, and make top and bottom margins as equal as possible.
- Be sure to proof the final version for any typographical or grammatical errors.

Sample Thank-you Letter

Your Address
City, State Zip Code
Date

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

Dear Mr./Ms. (Interviewer's last name):

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

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

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

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

Sincerely yours,

Your Handwritten Signature

Your typed name

Your Address
City, State, Zip
Date

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

Dear Ms. Chastain:

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

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

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

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

Sincerely,

Your Handwritten Signature

Your typed name



For most fields, without an interview you will not get a job. Therefore, effective interviewing skills are a must! Others will be competing with you to obtain the same position. Thus, it is critical not only to convince an employer that you can do the job, but that you can do the job better than the other candidates that are also competing for the same position. The following will explain the steps you can take BEFORE, DURING & AFTER an interview that will help place you ahead of the competition and ease your tension about interviewing.

Before the Interview

The time that you spend preparing prior to the interview will be time well spent in your job search process. The following are some tips on what you can do to prepare yourself for an interview.

Understand What Employers Look For

Interview Preparation/Knowledge of Employer:

- Are you knowledgeable about the employer and the industry?

Self-Confidence/Verbal Communication Skills:

- Do you have the ability to listen effectively, verbalize your thoughts clearly and express yourself confidently?

Goals/Motivation:

- Do you demonstrate an interest in the employer and a desire to work hard and succeed?
- Do you have the ability to identify and work toward specific goals?

Qualifications:

- Can you relate your academic program, skills and/or prior work or internship experience to the needs of an employer?

General Personality:

- Do you exhibit these traits: Poise? Enthusiasm? Ambition?

Work Ethic:

- Are you someone who is willing to accept responsibility and keep commitments?



Research the Employer

It is important that you research an employer so you can relate your abilities to the needs of the employer. Also, by having “done your homework,” it will show an employer that you are interested in the employer and the position. Refer to the section “Researching an Employer” for more information.

Be Prepared to Answer and Ask Questions

For sample questions, see the lists of Traditional and Behavioral Questions later in this book.

Dress Appropriately

The way you dress has an effect on the interviewer's initial impression of you. Follow the guidelines below for dressing for an interview.

Women



- Suit or tailored dress in solid or subtle color, no extreme slits.
- Polished and closed toe shoes, basic dark pumps with medium or low heels.
- Nails subtle if polished, clean and not chipped.
- Make-up should be minimal.
- Clutch or small shoulder bag, choose between an attaché case or handbag (not both).
- Simple and basic jewelry, one ring per hand with the exception of the wedding set.
- Always wear hosiery and keep color neutral.
- Light cologne, if any.

Men



- Navy, charcoal gray or pin-stripe suit.
- Shined shoes. Tassel loafers, wing tip or lace-up shoes preferred.
- Clean nails.
- Conservative red or navy striped solid tie, simple and neat.
- Solid white shirt.
- Avoid flashy cuff links, rings or neck chains.
- Over the calf dark socks.
- No strong fragrant cologne.

Have Your Documents Handy

You may wish to carry a briefcase or a professional looking notebook with your questions written in advance. It is a good idea to include additional copies of your resume, letters of reference and a quality pen.

Arrive At Least 10-15 Minutes Early

It is critical that you arrive on time to an interview. Arriving late to an interview not only wastes the interviewer's time, but also sends the message that you are not serious about your job search or about keeping commitments.



During the Interview

During the interview it is your job to convince the interviewer that you are the most qualified applicant for the position. Remember, you only have one chance to make a good first impression! The following are some tips on what you should do and not do during an interview.



Do

- Give the interviewer a firm handshake.
- Be enthusiastic, confident, courteous & honest.
- Be aware of your non-verbal behavior.
- Convey interest and knowledge in the position and company.
- Stress willingness, ability and compatibility.
- Avoid the use of non-sentences such as “umm,” “uh,” “ya know,” “well,” and “yeah.”
- Always present the best of your background or qualifications.
- Listen to the questions carefully and give clear, concise and thoughtful answers.
- At the close of the interview, establish a date for your next communication.
- Always remember to thank the interviewer for his/her time.

Don't

- Don't address the interviewer by his/her first name unless invited to do so.
- Don't let the employer's casual approach fool you—maintain a professional image.
- Don't dominate the interview or appear arrogant.
- Don't criticize yourself or discuss your personal problems.
- Don't speak or act in a nervous manner.
- Don't ask questions that the interviewer has already answered.
- Don't interrupt when the interviewer is talking.
- Don't bring up negative information about past jobs, co-workers or former employers.
- Don't smoke or chew gum.

After the Interview

It is a good policy to send the interviewer a thank-you letter as soon as possible after the interview (see sample thank-you letter). Be sure to reiterate your interest in the position and the organization. If you get no response from a thank-you letter, or if a date has passed when an employer was to contact you, don't hesitate to phone the organization. Above all, let them know of your continuing interest in them!

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

Job/Employer Related Factors

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



Geographic/Life-Style Factors

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

Traditional Questions

Formulate Intelligent Questions to Ask the Interviewer

1. Please describe a typical day on the job.
2. What do you see as the greatest challenge in this position?
3. What personal qualities, skills or experience would help someone do well in this position?
4. What are the company's plans for future growth?
5. How do you view this organization as a place to work?
6. What are the typical career paths? What are realistic time frames for advancement?
7. How are employees evaluated and promoted?
8. How much contact and exposure to management would I have?
9. What type of training program do you offer new employees?
10. How much freedom and responsibility is given to new employees?
11. Can you explain the performance review process?
12. What is the retention rate of people in this position?
13. What opportunities exist for professional growth and development?
14. What makes your organization different from your competitors?
15. Are co-op, internship or summer positions available?

Anticipate Answers to Questions an Interviewer May Ask You

1. Tell me about yourself?
2. What are your short-term and long-term career goals, and how do you plan to achieve them?
3. What are the most important rewards you expect in your career?
4. What do you consider to be your greatest strengths and weaknesses?
5. How has your college experience prepared you for a career?
6. What motivates you to put forth your greatest effort?
7. In what ways do you think you can make a contribution to our organization?
8. What do you know about our organization?
9. Why do you want to obtain a position at our organization?
10. Why did you choose the career for which you are preparing?
11. Why should I hire you?
12. What qualifications do you have that make you think you will be successful?
13. What do you REALLY want to do in life?
14. What do you think it takes to be successful in an organization like ours?
15. How would you define the word, "success"?
16. What qualities should a successful manager possess?
17. Do you have a geographical preference? Are you willing to relocate? Travel?
18. What criteria are you using to evaluate the company for which you hope to work?





Many employers are moving away from a resume-driven style of interviewing to a behavioral format. Behavioral interviews are very probing in nature and are based on the concept of “predictable future behavior.” In other words, what you have done in the past strongly suggests what you will do in the future.

Navigating these interviews successfully requires that you know yourself inside and out. This will require a lot of introspection and soul-searching on your part.

You must be able to:

- Know why you have made the decisions you have made that have brought you to this point in your life.
- Explain and defend your decisions.
- Provide concrete, specific examples of where you have demonstrated the proficiencies employers are seeking.

Example Behavioral Interview Questions

1. How have you demonstrated initiative?
2. How have you motivated yourself to complete an assignment or task that you did not want to do?
3. Think about a difficult boss, professor or other person. What made him or her difficult? How did you successfully interact with this person?
4. Think about a complex project or assignment you have been given. What approach did you take to complete it?
5. Tell me about the riskiest decision that you have made.
6. Can you tell me about an occasion where you needed to work with a group to get a job done?
7. Describe when you or a group that you were a part of were in danger of missing a deadline. What did you do?
8. Tell me about a time when you worked with a person who did things very differently from you. How did you get the job done?
9. Describe your three greatest accomplishments to date.
10. Tell me about a situation when you had to learn something new in a short time. How did you proceed?
11. Can you tell me about a complex problem that you solved? Describe the process you utilized.
12. Tell me about a challenge that you successfully met.
13. Walk me through a situation where you had to do research and analyze the results for one of your classes.
14. What leadership positions have you held? Describe your leadership style.
15. Have you generated any new ideas or suggestions while at school or at work?
16. Summarize a situation where you successfully persuaded others to do something or to see your point of view.
17. Give an example of when your persistence had the biggest payoff.
18. Describe a situation where class assignments and work or personal activities conflicted. How did you prioritize? How did you manage your time? What was the outcome?
19. How have you most constructively dealt with disappointment and turned it into a learning experience?
20. Describe a situation in which you effectively developed a solution to a problem by combining different perspectives or approaches.



Whether it's your first professional job as a new graduate or a part-time, on-campus job while you're still in school, it is critical to your success to get started on the right foot. The following tips can help you to excel and avoid some of the common pitfalls of being the "new kid on the block."

- **Be a dependable employee!** Dependability can be demonstrated in many ways. For example, don't forget to call if you're sick or going to arrive late. This lets your supervisor know your job is important to you.
- **Plan to work hard and do more than is expected.** Avoid "it's not my job" thinking. Take the initiative and ask for additional assignments once you've completed yours.
- **Establish mutually agreed upon goals with your supervisors.** Determine what is expected of you from the very beginning. This includes developing clear deadlines for your projects.
- **Keep your supervisor informed of your progress and ask for regular feedback on your performance.** If any assignments are unclear, ask for clarification instead of proceeding in the wrong direction because you are fearful of looking foolish.
- **Learn the "corporate culture" of your organization and be willing to adapt to it.** Organizations expect their employees to "fit in" and accept the corporate culture. If you don't understand it, you are more likely to make errors in political etiquette that can hurt your progress. For example, even though your supervisor told you the official starting time is 8:00 a.m, when do most of the staff arrive and begin working? How do you learn what the culture is? Observe co-worker's behaviors and when in doubt, ask questions.
- **Develop and utilize strong interpersonal communication skills, including both oral and written communication.** Every job, including technical ones, will require some degree of personal interaction. You can demonstrate your people skills in a number of ways. Look for opportunities to make oral presentations and written reports and do them conscientiously and carefully, soliciting advice and help from others. Learn to listen carefully to be sure you fully understand instructions or requests. Demonstrate patience and sensitivity with others, avoiding public confrontations or complaining. Learn the art of tact when working on a team, which includes being receptive to others' input and knowing when to compromise. With written work, be sure you've proofread it carefully for content, spelling and grammar before submitting it.
- **Another aspect of good communication skills is developing relationships with your co-workers.** Get to know and be known by others in your work environment... your professional growth depends on it. Get out of your office and network with key people. A friendly attitude can also help you tap into your organization's "grapevine." Of course, this relationship building does not mean socializing the hours away at the expense of job duties.
- **Speaking of duties, master your job tasks.** If you're going to move up, you have to prove you understand and can accomplish the basic requirements of your job first.
- **Be assertive, self-confident and visible.** Remember the three "Es" - enthusiasm, energy and excellence. These qualities make a positive impression with employers and co-workers and will serve you well in the future.
- **As with your organization's culture, be aware of its politics and who has the power (both officially and unofficially) to make things happen.** As a newcomer, try to avoid "playing politics" before you know the ropes. Also, maintain confidentiality and avoid gossip - it can be destructive and puts you in a bad light.

Finally, the key to a successful transition into your new job is to take the initiative and do the best you can, regardless of whether it is a temporary position or a professional job in your chosen field. It is your chance to learn, contribute and develop skills and behaviors you'll use throughout your career.



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