Table of Contents

- Chapter 1: Career Planning and Management 3
- Chapter 2: The Case for Using the Library 15
- Chapter 3: Networking 20
- Chapter 4: Resumes 37
- Chapter 5: Cover Letters and Writing 60
- Chapter 6: Where to Find a Job 70
- Chapter 8: Interviewing Techniques 75
- Chapter 9: Salary Negotiation Techniques 84
Career Planning and Management

The development of a career plan takes time, energy and commitment by you. By evaluating your preferences for types of activities, you will be able to define the types of careers that fit your style the best. Through attendance at professional speaker presentations and participation in career education trips, you will have an opportunity to learn about culture and companies with which you wish to work.

This section of the career education workbook provides you with a structure for taking steps to develop your career plan and an understanding of how to manage your actions.

Professional Career Guidance

**Mission / Vision Statement**
As a student in The College of Arts & Sciences you will be empowered to pursue meaningful careers and lives. Our advising model has a theme of personalization and the belief that we should treat each student as a unique individual. We seek to have a transformative impact on your ability to make decisions about your careers and your lives, empowering you to discover and pursue choices that are well aligned with what matters most to you. This involves engaging students early and often through individual conversations, programs, events, resources and services.

Giving you better roadmaps to learning expectations and outcomes, enlisting you in the design and achievement of your learning, and providing you paths to reach your chosen destination, adds coherence and focus to a career-ready university.

**Career Curriculum**
Your college advisor will guide you through learning modules designed to focus on career development. This process is a journey and begins with self-discovery. Through a combination of workshops and individual appointments you will be able to identify your skills, strengths, interests, values and personality as you make decisions about majors and careers and apply the critical and creative skills from the Liberal Arts Core to your goals beyond the classroom.

Your advisor will encourage you to research a variety of career options that might be a good fit by using the College’s wide range of services, online resources and programs to create a career action plan. We will connect you with alumni for job shadows, informational interviews and coffee chats. The learning modules will create job search strategies and teach you how to create industry specific resumes, cover letters, interviewing, and online profiles.

If you are considering graduate school, your advisor will provide guidance in researching schools and programs, managing applications and essays, and seeking letters of recommendation.
Understanding Your Skills

In order to make the best career choice for yourself, you must understand what aspects of a given occupation would satisfy you. Self-assessment is the process through which an individual explores the tasks he/she likes to do, what he/she values in a work environment and what interests/hobbies intrigue him/her. By obtaining a clear view of what motivates and satisfies a person in a career, the person is able to research the occupations that match these values.

There are various theories regarding the process of self-assessment and career development. The first person to summarize a framework for career decision making was Frank Parsons in 1908. He believed that if a person chose a vocation rather than merely conducting a random job search, the worker’s satisfaction and success would increase and the employer’s cost and inefficiencies would decrease (Brown, Brooks & Associates, p.2). This basic foundation remains the cornerstone of career development to this day. Subsequently, various researchers have built additional research and inventories to assist individuals in their career development process.

Tools for Self-Assessment

**Myers-Briggs Type Indicator (MBTI)**
The Myers-Briggs Type Indicator® (MBTI) is a questionnaire designed to measure your psychological preferences and help make them understandable and useful. You’ll answer questions related to how you deal with the world, how you gather information, how you make decisions, and what your orientation is to others. You will learn about your preferences and how they correspond to career areas.

**Strong Interest Inventory**
This exploration tool offers insight into your interests that will help inform a career choice. The inventory takes about 30 minutes to complete. Interests are broken into six categories, which you discuss with a career counselor to see how these interests translate into career options.

**Occupational Outlook Handbook**
The OOH can help you find career information on duties, education and training, pay and outlook for hundreds of occupations.

**ONET Online**
ONET Online is a tool for career development and job analysis with detailed descriptions of job function, skills, education, and employment trends.

**myIDP Individual Development Plan**
For PhDs in the STEM field. Learn how to leverage your expertise into a satisfying and productive career. An individual development plan (IDP) helps you explore career possibilities and set goals to follow the career path that fits you best.

**World of Work Inventory Career Finder**
The World of Work Inventory combines assessments of your interests and provides you with a profile of characteristics which will help you evaluate career options.

**Career Finder**
Career Finder can help you discover what your interests are and how they relate to a specific career.
The Versatile PhD

Versatile PhD (VPhD) is a web-based resource that helps graduate students, ABDs, and PhD students investigate and pursue careers beyond academia. Through the VPhD site you can join a thriving, supportive, web-based community, and dialog with other "Versatile Phds" both inside and outside of the academy. SU is an institutional subscriber, providing our graduate students with full access to the VPhD resources, including:

• PhD Career Finder
• Hiring Success Stories
• Career Autobiographies
• Panel Discussions

Logging in to VPhD: Log in with Your SU NetID and Password.
For full access to the PhD Career Finder, click the above link and enter your SU NetID and password. This will establish your affiliation with Syracuse and take you to the VPhD login page. You will need to set up a VPhD account unless you already have one. For more details, see the VPhD University Membership page.

True Colors

True Colors is a card sort that you complete in the Career Office if you wish to learn more about your personality. You will be able to learn more about careers that best fit your personality as well as see what people with similar personalities have chosen as a career.

Practical Exercises

Besides interest inventories, there are practical exercises that allow you to reflect on your skills, work values and lifestyle preferences. The following are four practical exercises along with a summary comment section that allows you to create an understanding of your strengths for future career choices.

Exercise 1- Skills

Choose six skills from the list below. Write those skills in the spaces provided. Describe a task you have performed in the past where you have used that particular skill (the experience can be work, volunteer, or personal in nature). Explain when and how you used the skill to complete a task.

Abstracting/conceptualizing
Fund-raising
Promoting events
Administering programs
Handling complaints
Proposal writing
Analyzing data
Interpreting/translating
Public speaking
Appraising/evaluating
Interviewing people
Questioning others
Arranging conferences
Investigating
Auditing financial records
Listening to others
Researching
Budgeting
Managing an organization
Consulting
Marketing
Editing
Running meetings
Recruiting people
Planning agendas
Negotiating contracts
Solving problems
Delegating
Persuading people
Teaching classes
Estimating costs
Predicting trends/changes
Working with numbers
Programming computers
Facilitating costs
Exercise 1 - Skills

Skill: ____________________________________________

Task: ____________________________________________

How and when you used this skill: __________________________

Skill: ____________________________________________

Task: ____________________________________________

How and when you used this skill: __________________________

Skill: ____________________________________________

Task: ____________________________________________

How and when you used this skill: __________________________

Skill: ____________________________________________

Task: ____________________________________________

How and when you used this skill: __________________________

Skill: ____________________________________________

Task: ____________________________________________

How and when you used this skill: __________________________
Exercise 2 - Work Values

Identify from the following list the five work values that are most important to you.

Pleasant surroundings  Environment with integrity  Variety of activities
Flexible work hours  Work with a group  Writing work
Work as a team member  Supervise people  Intellectual challenge
Work close to home  Contribute to society  Regular travel
Meeting new people  Help others  Good benefits package
On-the-job training  Work fixed hours  Join large company
Advice appreciated  Have your own office  Job security
Be your own boss  Have little supervision  Company commitment
High salary  Work independently  Sense of adventure
Regular work routine  No weekend work  Flexibility to move within an organization
Low pressure job  Sensitivity to family issues  Serve country/society
Sense of authority/power  Create something  Opportunity for advancement

Work values:
1. 
2. 
3. 
4. 
5.
Exercise 3 – Lifestyle Preferences

Lifestyle preferences are closely linked to your values. Choose five from the list below.

- Live in a suburban setting
- Live in an urban setting
- Live in a warm climate
- Live in a moderate climate
- Live near the water
- Do volunteer work
- Live in an apartment
- Own your own home
- Travel frequently
- Go out to eat often
- Have time to pursue interests
- Live in a wooded setting
- Go places on weekends
- Be active in the community
- Ability to walk to work
- Access to cultural events
- Live near relatives
- Live near a college
- Participate in family activities
- Live where children walk to school
- Live in a rural setting

Lifestyle preferences:

1. 
2. 
3. 
4. 
5. 
Exercise 4 - Interests

Answer the following questions to determine your interests.

List your to five interests/hobbies without regard for whether or not the interest produces income.

1. 
2. 
3. 
4. 
5. 

What would you do if you had no financial obligations?


If you could create your own business, what would its purpose or focus be?


How would you prioritize the following five areas of interest?

_________ Hands-on/Mechanical/Outdoors

_________ Analytical/Investigative/Problem Solving

_________ Artistic/Creative/Imaginative

_________ Social/Helping/Training/Providing Information

_________ Organizing/Attending to Detail/Quantitative
Career Assessment Results

Analyze your results from the previous four exercises:

What common themes become apparent to you?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

What strengths/transferable skills can you identify?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

Considering your education, how will your activities at school assist you in enhancing your skills?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

What else do you think you need to make a decision about your career?

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________
Understanding Careers

Self-Assessment tools allow you to develop an overview of your skills, experiences and preferences for types of work. Additional research information is available for you to read about careers and industries through the Syracuse University subscriptions to Vault, Going Global, OrangeLink, Lynda and more. Due to our premium account access, you will be able to read/print materials related to careers and corporations. You may access these accounts through the following resources:

**Vault**
Create an account using your syr.edu e-mail

**Going Global**
http://www.goingglobal.com/

**OrangeLink**
http://www.orangelink.syr.edu/

**Lynda**
Create an account using your syr.edu e-mail
https://shibidp.syr.edu/idp/profile/SAML2/Redirect/SSO;jsessionid=er38246awlnf1ek7gt4ynuybf?execution=e1s1

**Additional Resources**

**Buzzfile**
A searchable directory of links to employers, categorized by academic major and state, sponsored by Buzzfile, a leading business information database company. The links include Web site and contact information for networking, internship and job search purposes.
http://www.buzzfile.com/Major/Employers-by-Major

**Career and Career Cluster Videos**
A series of videos that show the types of work people do in nearly 550 careers, organized by the 16 career clusters recognized by the U.S. Department of Education. Select one of the career clusters to see a list of career videos available in that cluster. A video overview of the cluster itself is also included. The videos are sponsored by the U.S. Department of Labor and CareerOneStop. http://www.careeronestop.org/Videos/CareerandClusterVideos/career-and-cluster-videos.aspx

**Career One Stop**
A detailed career exploration and planning tool sponsored by the U.S. Department of Labor.
http://www.acinet.org/acinet/default.asp

**City Guides**
A directory of links to selected U.S. and Canadian cities, including: job search resources, networking groups, cost of living data and other valuable resources. Student ID and password may be required.
http://online.goingglobal.com/guidesUSA.aspx?context=USA
IBISWorld
A searchable directory of links to research reports for over 700 industries sponsored by IBISWorld, the largest provider of industry-based reports in the United States. Access to IBISWorld is provided by Syracuse University Libraries. Additional, specialized industry reports can be found under the "Industry Market Research" button on the top of the page.
http://clients1.ibisworld.com/reports/us/industry/home.aspx

Licensed Occupations
A searchable directory of links to occupational licenses sponsored by the U.S. Department of Labor. The search categories include occupations that require licensure and state agencies that manage the licensure process.
http://www.careerinfonet.org/licensedoccupations/

My Next Move
An interactive tool for job seekers and students to learn more about their career options. Featuring over 900 different careers, the site is sponsored by the U.S. Department of Labor.
http://www.mynextmove.org/

Occupational Certifications
A searchable directory of links to professional certifications sponsored by the U.S. Department of Labor.

Occupational Outlook Handbook
http://www.bls.gov/oco/

Peterson’s
At this site, you can explore graduate programs, search for long distance learning courses and programs, and investigate study-abroad programs.
http://www.petersons.com/

The Riley Guide
The Riley Guide provides information on how to prepare for a job search, how to write resumes and cover letters, and how to target and research employers. This guide will also assist you with how to find the jobs, how to execute your job search campaign, how to network, interview, and negotiate salary.
http://www.rileyguide.com/

Roadtrip Nation
An interactive guide that allows students to explore various career paths. The guide creates career roadmaps based on a student’s interest areas. The roadmaps include videos of professionals who have chosen similar careers. The site is sponsored by Roadtrip Nation, a career development consultancy.
http://roadtripnation.com/roadmap/stepone

Salary.com
A resource for finding salary ranges of specific positions in specific geographic locations.
http://www.salary.com/
**SU Libraries’ Business & Industry Collection**
A great career research section. You can even create your own targeted list of companies you might want to work for. The collection includes D&B’s Million Dollar Database, Hoover’s Company Profiles, Uniworld and others, all of which are useful in researching employers.

**Today’s Military**
A career planning site sponsored by U.S. Department of Defense. It was developed as a resource for parents, educators and young adults curious about military service. The site contains interactive tools that allow users to explore the range of military career opportunities.  
http://todaysmilitary.com/working

**WetFeet.Com**  
A robust site that profiles career fields, industries, companies, and employer recruiting practices.

**What Can I Do With This Major?**  
A resource that allows you to explore career opportunities by major. Information includes common career areas, typical employers, and strategies for entering a given field. Links to related web sites are also included.  
http://whatcanidowiththismajor.com/major/

The real decision-making comes from your engagements with people in the careers you believe you have an interest. As a student in The College of Arts & Sciences, you have several opportunities to learn from professionals about careers and industries. Some of these opportunities include the following:

---

**From Arts & Sciences to Stocks & Finances**  
The “From Arts & Sciences to Stocks & Finances” Immersion Experience is open to all undergraduate students in the College of Arts & Sciences and takes place in the fall. Students will gain knowledge about marketing their skills and talents in the business world, identify internships or job opportunities that may be a good fit for them, and learn more about specific industries.

**Winston Fisher Seminar**  
The annual Winston Fisher Seminar takes place during spring break and encourages sophomores, juniors, and seniors to have a broader outlook of potential careers and more confidence to navigate their first job via diverse activities including presenting business plans.

**Arts & Sciences Bridge to Business**  
This experience is an opportunity for undergraduate students with non-business majors to explore the corporate sector in NYC. Students will gain knowledge about marketing their skills and talents in the business world, identify internships or job opportunities that may be a good fit for them, and learn more about specific industries.

**Discover Atlanta**  
Discover Atlanta is designed exclusively for A&S students; enabling students to meet with industry leaders and alumni from various Fortune 500 companies in Atlanta as well as expose students to what Atlanta has to offer.
‘CuseConnect

‘CuseConnect is a LinkedIn group open only to SU students and alumni. It offers students the opportunity to receive advice and gain insights from alumni. You can search through the members of the group to find and connect with alumni in your career field for the purpose of networking and gathering information about different careers.

Job Shadow Information Interviews

The College of Arts & Sciences has the benefit of having an engaged alumni population that wants to give back, and the Advising and Career Services office wants to help you tap into this great resource. Numerous alumni have agreed to open their worksite for the benefit of current students over winter breaks, spring breaks and summer breaks for job shadows, informational interviews or coffee chats. Job shadows, informational interviews and coffee chats are a great way for you to learn and seek advice on your career interests, the industry, and the work culture of a potential future workplace. It is also a great way for you to build and expand your professional network.

Building Your Plan

You have a career focus and an understanding of employers, now you need a plan of action. There is a pattern to when employers recruit for leadership development programs. What is a leadership development program?

- It is a formal professional development program, whereby graduates are recruited into a ‘training class’ and learn to perform the requirements of specific careers. These types of careers typically compensate well and have a structured promotional process. Most Fortune 500 companies have some type of training program.

- Since these programs start new hires at a set time, they have a structured timeframe for recruiting. Typically, corporations recruit for full-time in the fall and for internships in the spring. Based on this timing, you will want to plan ahead to have your resume and cover letter ready for submission to deadlines early on.

- You can build a list of employers using a database called the Million Dollar Database, which is located on the Bird Library system. There is more information on this process in Chapter 2. This database will allow you to build a specific query and identify employers that meet your interests. With your list, you can cross-reference whether or not the employer will recruit at SU. The OrangeLink system provides you a calendar of events, a listing of employers who will recruit at career fairs and job postings for SU students.

What if your dream employer does not recruit at SU? OrangeLink provides only a small section of what is available for employment, therefore you will want to develop an online application profile at each employer which you wish to work. It is a simple process to create a profile on an employer website, and it will allow you to broaden your reach to support your career search success.
The Case for Using the Library

This chapter provides advice for using the library specifically for career searches from researching industry trends and forecasts, discovering target organizations for future employment, to preparing for career fairs and job interviews by keeping up on current information in order to craft excellent questions and observations to help you stand out from hundreds of other applicants.

Undergraduate students are often unaware of the many benefits of accessing and using library resources at Syracuse University. The library is far more than a simple collection of books, an online catalog or even an entry point to electronically available journal articles. In fact, the library, whether you visit it in person or via the internet, text or phone, is a portal to discovering quality information in regard to your career search and advice to ensure your success as a student at Syracuse University’s College of Arts & Sciences. Here are just a few ways the library can help you today:

- Provide access to directory databases you can use to find and target individual companies or organizations that meet your job search criteria.
- Provide access to in-depth industry and market research reports you can use to learn about an industry, discover the challenges and advantages companies in this industry face, and trends and forecasts for future growth.
- Use article databases to find out about current developments and important news, to prepare for job searches and candidate interviews.
- Discover unbiased, high quality information to support your ideas and plans, and help you solve real world problems, cases and questions.

Getting Started

The library subscribes to over 450 online databases that index a variety of types of information, thousands of journals and periodicals, and contains millions of books and other print and archival materials. Figuring out where to start can feel overwhelming to many students. There are many ways that a librarian can help you get started in navigating through the resources of the library - several that simply require an internet connection, net ID and password to get started:

Research Guides

The Research Guides (found at http://researchguides.library.syr.edu/) combine descriptive lists of databases, lists of other websites and print materials, and advice for which sources to use and when. The guide is organized in tabs (additional pages), based on the types of questions the library has received over the years.
The Career Center Support Guide
The Career Center Support Guide (found at http://researchguides.library.syr.edu/CareerCenter) highlights those business sources that are particularly helpful for students searching for jobs.

Main Library Website
The main library website (http://library.syr.edu/) is the place to go when you are looking to:
- Search the catalog and get access to a particular electronic journal or database.
- Renew books online.
- Request a book or article we don’t own, via Inter Library Loan (https://illiad.syr.edu/). Check the hours of operation for our main Library location at E.S. Bird Library and other branches.
- Find contact information for staff members and librarians.

Develop Some Perspective about an Industry

In order to start looking for jobs, you need to decide where to look. You may be searching geographically, you might develop leads based on recommendations from friends and professors, but you might also explore various industries to learn about opportunities based on the state of the economy and expectations for growth and development.

One of the first things to consider is the difference between an industry and an occupation. The industry description indicates the line of business or products created by a particular company, whereas an occupation indicates the type of work an individual performs within that company. For example, occupations like social media coordinator, scribe, and marketing assistant can exist in a wide variety of industries. You can find more information about occupations by visiting the Occupational Outlook Handbook, published by the U.S. Department of Labor. When you begin career searches with industry analyses and reports, think about the environment you would like to work, the type of businesses that interests you, and most definitely, industries that are currently thriving and thus more likely to be growing and hiring. In-depth reports, like those subscribed to by the library, will include these types of trends and forecasts, as well as identify the leading companies by sales and market share.

We have several databases that produce detailed reports on industries, so use more than one in your research (coverage and depth varies by publisher). You can find a list of popular databases for this type of research, like IBISWorld or Datamonitor360, on the Career Center Support Guide. Some tips to consider while you’re searching:

Organization Matters
You may be familiar with the Dewey Decimal System or the Library of Congress Classification System, both are used in libraries to organize books and other materials on our shelves and in our catalogs so that you can efficiently locate them. However, industry statistical data is organized by the North American Industry Classification System (NAICS). The NAICS code provides a method for organizing and tracking data by grouping companies into specific categories. Many library databases offer the option of searching the information contained in them by this code, so it can be very useful to learn this as you’re getting started. Also, knowing this code can help your research by helping you understand how industry data is collected and disseminated.
Know the relationships to other industries
Read the detailed industry reports found in the databases, but also read reports for related supply and demand industries to expand your view of how the industry functions. It is not uncommon to discover that emerging fields and new companies operate in more than one industry, or that large successful companies have diversified their business to remain competitive. So again, reading additional reports and articles will provide context and foster a better understanding of the field as a whole.

Know the industry and trade associations as well as academic societies
Which ones do professionals in your field belong to and why? Do they publish a journal to help professionals keep up in the field? IBISWorld identifies some of these associations under additional resources, but there are other sources as well (like Associations Unlimited or Plunkett Research Online.) For some industries, especially those that are new or emerging, there may not be an extensive amount of research released by the major commercial publishers that index in subscription databases. However, industry associations often compile information, both free and for purchase, on their websites, for the benefit of their members and to educate others about their field. We call these types of reports grey literature: information that is not generally indexed by major news organizations and conventional publishers. Other forms of grey literature include pamphlets, conference proceedings, technical reports and white papers from government agencies, or working papers from research groups. Other, more unconventional forms of publication might also include blogs and social networks. While a good researcher must be diligent in evaluating the quality and provenance of these types of sources, they can provide a wealth of useful information and should not be ignored.

Research Leading Companies and Growing Companies for Opportunities
While it’s tempting to want to work only for those companies with name recognition or the most impressive industry market share, sometimes the best opportunities for employment and future growth lie with lesser known companies that are well positioned in their fields. Library databases can be used to discover some of these additional targets for your job searches.

Subscription directories like D&B Million Dollar Database and ReferenceUSA can be used to find companies by NAICS, keyword descriptions of the business, geography, sales or revenue and many other criteria. Other databases, like Lexis Nexis Academic, can provide a complete dossier on a single company – pulling information from a variety of sources to provide a single clear snapshot of a particular company. While free web browsers make it easy to find a company website and address, searchable online directories allow you to set up your own criteria to create target lists of companies that meet your specific needs.

Some tips to consider while you’re searching:

USE THE ADVANCED SEARCH TO UNDERSTAND WHICH FIELDS ARE SEARCHABLE AND BY WHAT PARAMETERS
The name/company field (default) is simply searching the name of the company. How many companies include their industry description in their name? (Answer: not many!)

USE SEVERAL COMBINATIONS OF SEARCH TERMS AND BROWSE YOUR RESULTS
You may need to make adjustments to your initial search – databases are only a tool, it’s up to you to learn how to use them effectively.
UNDERSTAND THAT THESE WILL BE PRIMARILY PUBLIC COMPANIES
Databases need a minimum number of verifiable pieces of data before they will include a record for the company and private companies may not disclose enough information for inclusion. While more and more databases are including private companies in their products, it remains a more difficult task – often more successfully accomplished via news articles and other methods.

DIRECTORIES ARE USUALLY CONSIDERED REFERENCE SOURCES IN LIBRARIES
This meaning they are something to consult for bits and pieces of information, not something one reads cover to cover.

The most current print versions are generally located in a special area for browsing at Bird Library rather than checking out for long periods of time. To find more business directories (both print and online), search the library catalog by subject. Some subject terms you might find helpful are:
- Business enterprises directories
- International business enterprises directories
- Commerce directories

Keeping Up with News and Current Events

You have an interview scheduled and you want to know everything about a company. What do they do? How do they do it? Have they been in the news recently? Now is the time to use article, journal and newspaper databases to immerse yourself in the company and develop excellent interview questions. Databases like Business Source Elite and ABI/Inform will help you become prepared for even the toughest interview.

Some tips to consider while you’re searching:
- Use more than one database, the library has hundreds and coverage of publications varies.
- Try multiple search terms and make notes of which terms give you more relevant results - those search terms may also work well in other databases.
- Take advantage of the indexing in these databases - for example, don’t simply use keyword searches of the whole document – limit your searches to subject headings or company name or date to retrieve smaller sets of more relevant results.
Look around, are there other sources of information in this database (i.e. Company Profiles in Business Source Elite)? Do you want to search just one publication (i.e. “Wall Street Journal”)? Are there tips anywhere for doing better searches (i.e. Help screens can be very useful)? Did you know that in many databases you can use an asterisk as a wild card to catch variant endings of a word? Try putting your search terms in quotations to see how it changes the search results. If you’re used to getting thousands of results (too many to read thoroughly), learn how to use the databases better for smaller sets of more relevant results.

Not seeing full-text articles in Business Source Elite? Many databases return a variety of formats in the results screens - from citation only, citation & abstract, to full-text of the whole article. It may simply be that this particular database subscription doesn’t provide full-text for that particular publication, so use SU Links to find out if we have access to the full-text article in another source (this is very common)! If we don’t have the article in any of our subscriptions, then use Inter Library Loan (https://illiad.syr.edu) to place a document or book request (this is free and easy and can be very quick)!

Use Citation Management Tools to stay organized! (http://library.syr.edu/research/citationmgmt/index.php)

Set up email alerts or RSS feeds for searches, publications or websites. Knowing what’s happening in the business world is a valuable thing, so be the first to hear the headlines. They can help you with this if you’re unfamiliar with the process, but while you’re doing your searches be sure to look at the variety of downloading options available directly via the databases - alerting is often one of the choices you’ll discover.
Networking

Networking is defined as the exchange of information or services among individuals, groups or institutions; specifically the cultivation of productive relationships for employment or business. Networking is a valuable tool when searching for an internship or full-time position. This chapter will focus on the following networking techniques: informational interviews, navigating a career fair, using alumni resources and networking via social media.

Informational Interviews

An informational interview is one of the most effective forms of networking there is. It involves talking with people who are currently working in the field you have an interest. Informational interviewing also allows you to gain a better understanding of an occupation or industry and provides the opportunity to build a network of contacts in a specific field.

Informational interviewing is interviewing that you conduct to produce information. The information you gather helps you choose or refine a career path, learn how to break into that career field and find out if you have what it takes to succeed in a specific field or industry. It is the process of spending time with one of your network contacts in a highly focused conversation that provides you with key information you need to launch or boost your career. Informational interviewing is particularly effective for college students, who are just embarking on their careers.

The term “informational interviewing” was invented by Richard Nelson Bolles, author of the best-selling career guide of all time, What Color Is Your Parachute? Bolles refers to the process as “trying on jobs to see if they fit you.” He notes that most people screen jobs and companies after they have already taken a job, while informational interviewing gives you the opportunity to conduct the screening process before accepting a position.

Benefits of Informational Interviews

You accomplish several things when you go out on informational interviews:

- You obtain a great deal of information about your career field and the skills needed to do that job effectively. You gain a perspective of work that goes beyond the limitations of job titles, allowing you to see not only what skills are required for the job but how you might fit into that work setting.

- You have the opportunity to make personal contacts among management-level personnel.

- You gain insight into employment opportunities that are not advertised.

- You become aware of the needs of the employers and the realities of employment. You will receive first-hand and current information allowing you to learn what happens on the job beyond the understanding provided through your course work or other outside research.
Since informational interviewing is comparatively low-stress, you gain confidence in talking with people while learning what you need to know about a career or industry. Informational interviewing provides an opportunity to meet with potential employers before the more challenging job interview. Overall, you gain invaluable interviewing experience and visibility.

**Identify an Occupation(s) for Informational Interviews**

Identify one or more occupations you would like to investigate. These may be companies you are interested in; perhaps entire industries (investment banking, international shipping, oil and gas production) or even industry sectors (durable goods, consumer products). You can find information on these organizations, industries and sectors from websites such as LexisNexis, Reference USA, Vault.com, and Dunn & Bradstreet’s Million Dollar Database. In addition, you will want to assess your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research. You may also want to view the self-assessment resources offered by the College of Arts & Sciences Career Center. See the career planning & management chapter for more details.

**Identify People to Interview for Informational Interviews**

Start with lists of people you already know; for example: friends, fellow students, present or former co-workers, supervisors and neighbors. Professional organizations, organizational directories, LinkedIn and ‘CuseConnect are also good resources. ‘CuseConnect is a LinkedIn group open only to SU students and alumni. It offers students the opportunity to receive advice and gain insights from alumni. You can search through the members of the group to find and connect with alumni in your career field for the purpose of networking and gathering information about different careers.

**Professional Networking**

Professional networking is done by attending a social event or an association meeting or event (groups such as the local chamber of commerce or young professional organizations hold these events). You will find that many of the participants have the same goals you do and will be glad to exchange business cards. If you are shy, volunteer to work at the registration table where you can greet people as they come in or bring a friend to walk around the room with you.

**Talking with People does not have to be a Formal Process**

Chat with people casually. It could be when you are on a plane or train, while waiting in lines, at social gatherings, or at your local gym. Since most people enjoy talking about their work, you will be surprised what kinds of valuable information you find while engaging in casual conversation. You may even find someone to do an informal interview with while shopping at Wegmans!

**Scheduling the Informational Interview by Email**

Contact the resource person via email and attach your resume. An introductory email, written much like a cover letter without the job pitch, is a great way to get your name out there.

**Your email should include:**

- A brief introduction about yourself
- Why you are writing to this individual
- A brief statement of your interests or experiences in the person’s field, organization or location
- Why you would like to set up an informational interview. Be straightforward; tell him or her you are asking for information and advice.
- The last paragraph should include your availability for an informational interview.

Example of an Informational Interview Email

Dear Ms. Smith,

I was referred to you through Syracuse University’s ‘CuseConnect program. My name is Haile Sanchez and I am a sophomore Philosophy major in The College of Arts & Sciences. Currently, my career interests include marketing strategies, advertising design concepts and public relations within a large corporate structure. I would like to gain some practical career insight into each of these areas in order to further plan my academic coursework here at Syracuse University. Based on your LinkedIn profile, I believe you could provide me with excellent insight into my areas of interest. I am writing to schedule a convenient time to speak with you on the telephone. Would next Thursday at 2:00 p.m. be convenient for you? I have attached a copy of my resume, and I look forward to speaking with you.

Sincerely,

Haile Sanchez

Scheduling the Informational Interview in Person or by Phone

People who grant informational interviews are generally willing to share 20-30 minutes of their time to explain their expertise in their field. Please remember to be flexible in your scheduling, as these volunteer interviewees may have prior commitments. If your prospective interviewee seems too busy to talk to you, ask a convenient time when you could call back to discuss scheduling an appointment.

Although there are many techniques to requesting the informational interview, the following are good approaches:

“Hi, my name is________________________ and I am a student at Syracuse University in The College of Arts & Sciences. I obtained your name from________. You’re in a line of work that I’m interested in, and I was hoping that you could help me gain insights into the profession. I’m sure that my questions could be answered in a 20-30-minute informational interview.”

Prepare Ahead of Time for Your Interview

Research the company and the person you will be speaking with, product or services created by this company in order to be prepared for your meeting. You can research companies via their websites, or by using data and information sites like LexisNexis, Reference USA, Vault.com, and Dunn & Bradstreet’s Million Dollar Database.
Please refer to Chapter 2 for more information on databases. You do not have to do quite as much research for an informational interview as you would a regular interview, but some degree of research will greatly enhance the quality of informational interviews. If you are informed about the company, you will be able to ask more intelligent and relevant questions. The more knowledge you have, the more confident you will feel about your ability to communicate effectively.

**The Informational Interview Checklist**

- The day before the interview, call or email to confirm your appointment with the contact person. Plan to arrive 10 minutes early for your meeting.

- Dress as you would for a regular job interview in business attire. Since 90 percent of all jobs are never advertised, you may uncover job openings during an informational interview. Thus, be prepared to make a good impression and to be remembered by this contact.

- Remember to bring a padfolio and pen.

- Most interviews will be 20-30 minutes. Employ an informal dialogue during the interview and be direct and concise with your questions and answers. Do not ramble.

- Have good eye contact and posture.

- Be positive in your remarks, and reflect a good sense of humor.

- Be polite and professional during the interview.

- Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Try to find out about specific characteristics or qualifications that employers seek when hiring.

- Bring a copy of your resume along with you. If you feel comfortable doing so, you may ask the person you are interviewing to critique your resume.

---

**Never Ask for a Job**

Do not mix informational interviewing with job seeking. People will grant informational interviews when they firmly trust that you will not ask for a job. The minute you begin trying to get a job, the person will feel misled. If you discover a job that you do want to apply for during the interview, wait until the informational interview is over. The next day, call the employer and tell your contact that the informational interview not only confirmed your interest in the field, but also made you aware of a position that you would like to formally apply for.

**Questions to ask at the Informational Interview**

Below are some typical informational interview questions. Remember that you will not have time to ask all of these questions, so target the ones you feel will be most beneficial.

- Please tell me about your background.

- Would you explain your current role?
How do you feel your previous positions prepared you for this role?

How does your position fit within the overall organization?

What skills are required to be successful in this field?

What are the most challenging aspects of your industry/your position?

Based on our discussion (or review of credentials), what advice might you offer to someone interested in this company/field?

What developments on the horizon could affect future opportunities?

What are some of the typical advancement paths in this field?

What action should I take to better prepare myself for this field?

Could you describe a typical workday for me?

What skills are required in your position on a day-to-day basis?

What do you find most enjoyable about your job?

How do most people enter this profession?

What professional journals and organizations should I be aware of?

**During the Informational Interview**

Pay careful attention to what is said by the person you interview. Ask questions if something is not clear. People are often happy to discuss their positions and willing to provide you with a wealth of information. Try to keep the conversation friendly, brief, and focused on the contact person’s job and career field. You may share information about yourself, but do not dominate the interview by talking about yourself. You are there to get the information that will help you learn the most about an occupational field. Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact’s name when contacting these new contacts.

**Following the Informational Interview**

You have just spent 20-30 minutes with a professional, asking questions, getting advice and sharing a little about yourself. This experience begins the process of establishing a network of professional contacts. Remember to send a “thank you” card or email within one to three days after the interview. Be sure to include your contact information in the “thank you” card or email. This communication is an effective way to keep in touch and to be remembered by people. Let them know they were helpful and thank them for the time spent. As a nice touch, quote something that the person said during the interview that you found to be inspiring or piqued your interest. Ask the person to keep you in mind if they come across any other information that may be helpful to you in your career research.
Record, Analyze, and Evaluate the Informational Interview

Immediately following the interview, record the information you gathered. Make sure to keep a list of all the people you have interviewed or plan to interview. You will want to keep interview notes from each person you interviewed. Include the main points that you gained from each interview. This file will be a rich source of information as you conduct your career exploration. In evaluating the interview and making the best use of the acquired information, ask yourself the following questions:

- What did I learn from this interview (both positive and negative impressions)?
- How does what I learned fit with my own interests, abilities, goals, values, etc.?
- What do I still need to know?
- What plan of action can I make? Who should I interview next?

Navigating a Career Fair

One of the key benefits of attending a career fair is meeting new people to add to your network of contacts. This section will outline what to do and how to network at a career fair. A career fair is an event where a large number of recruiters and potential employers gather for the purpose of providing information about their companies and recruiting for available positions. Syracuse University offers several career fairs throughout the academic year. In addition, the individual schools on campus will have niche fairs which all students are welcome to attend.

These are as follows:

- Syracuse University Across Campus Fair: Fall and Spring
- Engineering and Computer Science (ECS): Fall and Spring
- School of Information Technology (iSchool): Fall and Spring
- Newhouse Communications Career Fair: Fall and Spring
- Whitman School of Management Career Fair: Fall and Spring
- SUNY - ESF: Fall and Spring
- Coffee Chat with Econ Majors: Fall and Spring
- Life in Science Fair: Fall

Many people believe that a career fair is a casual chance to network with potential employers and to learn more about them. While this certainly can be true, a career fair has a much more competitive undertone. While employers are happy to provide information, they are also judging applicants who approach them, and in a sense performing on-the-spot job interviews. People who are confident, assertive, and impressive are likely to be invited back to the potential employer for a more formal interview.
There are a number of goals for attending a career fair, depending on where you are in the job-search cycle:

- **Networking**: Career fairs offer a great opportunity to meet new people to add to your network of contacts.
- **Internships/Full time Positions**: For college students the most common reason for attending a career fair is to establish contacts in order to obtain an internship or a full time position for an upcoming semester or summer.
- **Gain Experience**: Even if you are not currently in the job market, there is nothing like gaining valuable experience in mastering the art of working career fairs.
- **Assist with Graduate School Plans**: This can help you determine if the career you desire requires post graduate education.

There are key elements for career fair success. What are the most important elements that will lead to success at career fairs? These are what to do BEFORE the career fair, DURING the career fair and AFTER the career fair.
Preparing BEFORE the Fair

HERE’S WHAT YOU NEED TO DO TO BEST PREPARE BEFORE YOU ATTEND THE CAREER FAIR:

- Identify and research prospective employers
- Have a career fair strategy
- Have a clear career focus
- Prepare resume(s)
- Create and rehearse pitch
- Develop list of questions to ask recruiters
- Practice how to know when it is appropriate to end a conversation
- Decide on proper career fair attire
- Get organized the night before

Identify and Research Prospective Employers
One of the greatest strategies for career fair success is to obtain the list of organizations attending the fair. This can be done via OrangeLink. Once you have this list, the key is identifying the prospective employers that most interest you. Note: Don’t immediately discount employers based on industry or perceptions (or misconceptions).

Finally, once you have made a list of the key (10-20) employers you want to meet at the fair, your task is to learn key facts about each of them so that you can showcase your knowledge to the recruiter(s). Examples of places you can obtain information include the organization’s website, news organizations, and internet searches, such as LexisNexis, Reference USA, Vault.com, and Dunn & Bradstreet’s Million Dollar Database:

- Organizational structure and breadth
- Key products/services
- Organizational culture and values
- Hiring practices

Have a Career Fair Strategy
One of the other reasons for obtaining the list of organizations that will be attending the career fair is so you can prepare a strategy. To enhance your chances for success, you should develop a plan and map your route of organizations you plan to visit, in priority order. Place the prospective employers that have the best fit and with which you have the most interest first on the list and work your way downward.
Have a Clear Career Focus

If a recruiter asks you, “why are you here?” ... can you answer that clearly and to the point? Before heading to the fair, in fact, before you conduct any of the other recommended pre-fair activities, sharpen and clarify your career focus. If you do not have a clear career focus, start by scheduling an appointment with your advisor who can assist you in developing a clearer understanding of your personal career focus. If you know what you want to do, but want to be better able to express it, then review job postings and use some of the words used to describe your ideal job into your career focus. You will want to focus on your strengths, skills and abilities. This will also help to identify your key accomplishments, past educational and employment situations.

Rehearse Your Pitch

You are only going to get a very limited amount of time to make an impression on each recruiter. A pitch is a relatively short, typically 30 to 60 seconds commercial that job-seekers use in a variety of situations such as career fairs, networking events, job interviews and cold calling. A pitch tells the person who you are, what makes you unique, and the benefits you can provide. An example of a typical pitch would follow this format:

**INTRODUCTION**

To create your pitch you must first prepare your introduction. Who you are, your purpose and position desired. You can start with something like this:

- Greeting. Hello my name is ____________________.
- Acknowledge Employer. It is nice to meet you Mr. or Mrs. ____________________.
- Thank you for participating in this event.
- I was pleased to see that your company would be here.
- I came to this event to learn more about ____________________.

**PITCH DEVELOPMENT**

After your introduction you want to state your “personal pitch”. Your pitch can include your major, qualifications, strengths, and accomplishments relevant to the field or position you desire. Remember your “personal pitch” takes place in a conversation, so discuss your qualifications in a natural manner. Include:

- What you hope to learn or accomplish through this internship/career opportunity
- Educational background, (e.g. graduation date, your major, minor, relevant course work, GPA)
- Related experiences - paid or unpaid. Give an example of an accomplishment illustrating your relevant skills.
- Strengths - your knowledge, skills, personal traits, etc.
- Tell “Your Story”
Develop a List of Questions to Ask Recruiters
After you deliver your personal pitch, it is now time to propose various questions to the employer in order to gauge your fit with the company or the type of position you seek. Use the following list of sample questions to get started:

- Does your organization offer opportunities for someone with my skills and interests?
- What would the work entail?
- How many interns do you expect to hire?
- What has been your experience working at “XX” Company?

How to Know When to End the Conversation
Your personal pitch is hopefully just the beginning of a new networking relationship. How do you know if the conversation has reached its natural end?

- Other students are waiting to speak with the employer at the networking event
- You have made a solid connection and are ready for the next steps

Here are some tips for concluding your conversation in a professional manner:

- Express interest. “I’d like to be considered for ________.”
- Ask about follow-up and hiring process:
  - “What would you suggest as the next step?”
  - “How do you prefer to be contacted and what is a good time frame?”
- Obtain a business card
- If not hiring persons with your background at this time, ask about the best way to learn about positions in the future and/or others in the organization to contact.
- Closing. “Thank you for answering my questions”, and I will send you a follow up email as we spoke about

Choosing Proper Career Fair Attire
Job seekers must dress for success for all interviews, including career fairs. What is the proper career fair attire? For most career fairs, certainly all professional career fairs, it consists of a clean-cut, well-fitting, conservative look featuring darker colors (such as navy, black or grey). Besides the importance of professional clothing, your strategy should be to cover all (or as many as possible) visible tattoos and display minimal piercings. Keep jewelry to a minimum, polish your shoes, have neat manicured nails (no bright colors) and wear little or no cologne/perfume.
INTERVIEW ATTIRE
- Solid color, conservative suit
- Coordinated blouse or white long sleeve
- Moderate and professional shoes
- Conservative tie
- Limited jewelry
- Neat, professional hairstyle
- Nude or light hosiery, dark socks
- Minimal make-up and perfume go easy on the aftershave
- Manicured nails or neatly trimmed nails
- Portfolio or briefcase

TRENDY VS. CLASSIC
A classic interview suit that will last for years is a better investment than the latest trendy attire that will only last a season. Your idea of trendy might not match the interviewer’s perspective on what is fashionable, so dress conservatively when you interview and attend career fairs.

- Shop wisely. Visit outlets, shop sales, shop online, shop flash sales, and use coupons to get the most mileage out of your interview budget.

- Ask about student discounts. Some stores like J. Crew and Banana Republic will offer student discounts.

- Plan ahead. If you have that one classic interview suit in your closet, you will be prepared for an unexpected interview, regardless of when it occurs.

---

Get Organized the Night Before
It is a good idea, whenever possible; to gather all the materials you need for the career fair the night before the event. Doing so will make the time before the event less stressful for you.

Here is a list for everything you will need to bring for the career fair:

- Resumes, you always want to bring extra resumes
- Padfolio (available for purchase at bookstore)
- Pens
- Notepad
- Breath mints (not gum)
- Appropriate weather gear (umbrella, raincoat, winter coat, etc.)

Finally, do not forget to plan your attire before you go to bed and then make sure you get a good night’s sleep so that you are rested for the event.
Success DURING the Fair
Here is what you need to do to make the most of the opportunities while at the career fair:

- Arrive as early as possible to the career fair. You want to talk to the recruiters while they are still fresh and eager to meet candidates.
- Once you arrive at the fair venue, sign-in right away at registration table.
- Store your coat and bag in a locker.
- Review list of attendees for last-minute additions.
- Implement your career fair strategy.
- Make a good first impression.
- Be courteous and polite.
- Do not leave without contact information.
- Ask about the next steps in hiring process.
- Jot down interview notes after you walk away from recruiter.
- Network with other job-seekers, professionals.
- Always stay positive.
- Smile and have confidence.

Implement Your Fair Strategy
You have arrived early, figured out the career fair set up, calmed your nerves, and checked for any last-minute additions to the list of recruiters. It is now time to implement your career fair strategy. As you head on to the floor toward your first organization, remember these next few tips:

First Impressions Are Everything
First impressions are critical, especially at a career fair where you have such a short time with each recruiter. How do you make a good first impression? The five key ingredients to a good first impression are:

- Short introduction using a natural, but forceful voice (especially if you are typically a quiet person).
- Strong eye contact.
- Firm handshake (not limp, damp, or bone-crushing).
- Genuine smile.
- Have patience during the career fair. If there is a long line to meet the recruiter, remember to relax and not get over-anxious or display that you are annoyed for having to wait.
**Never Leave Without Contact Information**

As you wrap-up your time with each recruiter, always be certain to get key contact information. Most recruiters will either give you their business card or have them on the table, but if you do not see one, ask for a business card.

What do you do if the recruiter does not have a business card? Ask for his/her contact information. Be especially careful in getting the title correct, as well as the spelling of his/her name.

Sometimes you can get the recruiter contact information from the career center, but even with that as a back-up, you should still try and get the information from each recruiter (especially for things like the spelling of the person’s name).

Follow up with a thank you letter to the recruiter. Make note of the contact for further follow-up during the school year. This will be helpful when you may be searching for an internship or full-time position.

**Always Ask About the Next Step**

There are two final things to ask before thanking the recruiter for his or her time and moving on to the next organization. First, ask about the next steps in the recruitment process. What can be expected to happen next? What is the timetable? Is there anything you can do to aid in the decision-making (such as submitting work samples, transcripts, etc.)? Second, ask about the preferred method of following-up your conversation. Some folks love email, others prefer a phone call. Ask the recruiter for his or her preference.

**Importance of Note Taking**

Listen attentively during each conversation. Listening skills are an often overlooked part of good communications skills. Listening intently is often harder to do when you are focused on making a good first impression and pitching yourself to the recruiter.

Listening is one thing; remembering everything is another. Be prepared to take down some notes on each conversation.

There are two approaches to note-taking, you should choose the one you are most comfortable with.

- First, you can take notes during the conversation. As you meet the recruiter and remove your resume from your portfolio, simply keep your portfolio open to a pad of paper where you can jot down key bits of information from the conversation. (Just do not spend the whole time taking notes; use abbreviations if you have to and do not feel compelled to write down every piece of information.)

- Second, you can wait until the moment you end the interview. Walk away from the table to a spot away from the foot traffic and take a few minutes to recall and write down all the key information from the conversation. This method works best if you have great short-term memory.

**Network, Network, Network**

Regardless of your specific goals for attending the career fair, always remember that one of the biggest benefits of attending is adding additional contacts to your career network.
Of course, the recruiters are the main people you are networking with (often with the intent of getting to the next step in obtaining a company visit), but do not forget all the other participants at the fair. Be sure to network with other attendees at the fair. Some of the attendees are your competition of course, but many are seeking other positions and the sharing of information and resources can be quite beneficial. Also, do not forget to network with the fair organizers who may have inside information on upcoming recruitment events or organizations that are recruiting but could not attend.

**Always Keep a Positive Attitude**
Attending a career fair can be a draining experience. You always have to be "on" for the recruiters, repeating your elevator speech over and over again. So, as needed, take breaks. Sit somewhere off to the side to get re-centered and refocused on your goals and your plan.

**What to do AFTER the Fair**
Once you have implemented your plan and finished up at the fair, you still have work to do, but take a much-deserved break before starting these activities. Here’s what you need to do to make the most of your opportunities from the career fair:

- Write thank-you notes to all the recruiters you met
- Write notes to anyone else you met that you want to keep in your network
- Organize all your contact information, notes, and literature from the fair
- Devise a follow-up plan

**Write Thank-You Notes to Recruiters**
Shortly after attending the career fair, take the time to write thoughtful thank-you notes to each recruiter you met, ideally highlighting something from your interview that will help the recruiter remember you. If you remember to ask the recruiter’s preferred method of contact, send the thank-you via that method. If uncertain, send one by email for the immediacy, but send one by postal mail too for the lasting impression. There are sample thank you letters in the Cover Letters chapter.

**Acknowledge New Network Contacts**
While you are in the writing mode, you should also take the time to write a quick note to any new network contact you made at the career fair. One of the keys to keeping your network of contacts strong is involving them in your career. It is important to keep in regular contact with them over the course of your job or internship search. As with the recruiters, remember to thank them for their time and acknowledge any help they have already provided to you.

**Organize All Contact Information**
Not everyone has great organization skills, and if you are organizationally-challenged, now is the time to develop a system to keep all your career fair information and contact details handy. If you want to keep all the literature you picked up at the fair, consider some sort of filing system or accordion folder and/or create a spreadsheet that will allow you to keep track of all important details.
Follow-Up, Follow-Up, Follow-Up
It’s critical in all job-search situations to have a follow-up plan and then to implement that plan. If a recruiter says check back in a week to see where the organization is in the hiring process, you MUST do so.

Using Alumni Resources

‘CuseConnect is a LinkedIn group open only to SU students and alumni. It offers students the opportunity to receive advice and gain insights from alumni. You can search through the members of the group to find and connect with alumni in your career field for the purpose of networking and gathering information about different careers.

To get started on ‘CuseConnect you must do the following:

- Build a LinkedIn profile by going to http://www.linkedin.com
- Once you build a LinkedIn profile, use the Groups Directory to search for and join ‘CuseConnect.
- All students must have a ‘CuseConnect orientation before your request to join will be accepted. If you have not met with a career counselor or attended a group orientation class, you can schedule an orientation through OrangeLink. If you are not on campus please call 315-443-3616 to set up your orientation by phone.
- Once you have been approved to join this group you can start discussions within the group, search for jobs and connect with alumni.

Networking with Social Media

According to Lindsey Pollack, author of Getting From College to Career: 90 Things to do Before You Join the Real World, nearly 92 percent of all college seniors have a social networking profile, but less than one-third have used social networks in their job search. If you are looking to connect with professionals in your field, find a job or internship, research a profession and you are not using social media you may be overlooking a valuable resource to network with professionals in your career field. Social media gives you the power to connect with people who you would not have the opportunity to converse with in your daily life.
How to Network using Social Media

Your online network should include friends, family members, family friends, classmates, Syracuse University staff, co-workers, professors, neighbors and other close contacts. These are the best people to provide you with referrals to contacts in their network. The larger your network is, the more access you will have to different opportunities.

**LINKEDIN**
Setting up an account on LinkedIn is a great first step in developing your online presence. LinkedIn in particular allows you to establish a professional network consisting of your connections and your connections’ connections, automatically linking you to thousands of people in your industry and related ones. It can be a valuable resource to research different companies, professions, job titles and connect with Syracuse alumni. Joining ‘CuseConnect is a great way to network with Syracuse alumni.

**TWITTER**
Developing a Twitter account is another way to connect with people who you do not know, but who share common interests with you. When someone follows you on Twitter or you follow them, take the time to read their account thoroughly. They may be a good person to reach out to about their profession or job.

**ONLINE COMMUNITIES**
Another way to network and form relationships is to join online communities with which you already have an affiliation with. This may include Syracuse University’s LinkedIn group, an industry association listserv or Facebook fan page of a not-for-profit or company that interests you.

**FACEBOOK**
While Facebook is used primarily to connect with friends, it can also be used as a networking resource. You may find that some of your “friends” post internship or job opportunities on Facebook. You may find it beneficial to post status updates about an informational interview that you had or a successful summer internship interview. This lets your Facebook network know that you are looking for a job or internship. Someone may contact you about an opportunity that they are aware of.

**SNAPCHAT**
The Advising and Career Services office of The College of Arts & Sciences makes use of a Snapchat account to foster a healthy engagement between you and employers. Using Snapchat ‘takeovers’; you will be able to both engage with fellow students as well as learn about companies in a way that is not always readily available to you on their websites. For more information, visit The College of Arts & Science’s Career Services site.

**BLOGS**
Reading blogs written by business professionals, associations or companies may open a door to a networking opportunity.
**Tips When Networking Via Social Media**

- If you want to contact someone you have never communicated with before using social media, you need to do some research before reaching out. Find the person’s preferred method of communication. If they have a website, check out their contact page and see the recommended way to contact this person. Their website will also list if they are on LinkedIn, Facebook or Twitter.

- The subject line should read: “Syracuse University Student Seeking Advice”

- Be clear and concise in your email or message to the person you want to connect with. A long email or message could result in your message being deleted before it is even read.

- Always be professional and appropriate in your communication.
  - When communicating in an email or message do not use phrases like, “please respond” or “please get back to me” unless it is to an old friend or colleague. One of the realities of reaching out to someone who you do not know is that he or she may not get back to you.
  - Never send a negative follow up message or email expressing your concern over not receiving a response. Professionals are very busy people; they will get back to you when they can.
  - Do not use statements like: “I need to speak with you”, or “It is essential that we speak”. You want to show your new contact that you are interested in collaboration and not demanding specific information.
  - Do not send too many emails to your new contact, it is very easy with the technology associated with smart phones to fire back responses immediately. Remember to allow some time in between responses and do not bombard your new contact with messages or emails.

- It is important to focus on making a connection with the new contact and not the actual event you asked about. You might have asked your new connection to meet you in person at his or her office or meet for coffee, but the reality of it is that you may just receive an email or message back. Continue to develop that relationship and perhaps later in your communication you will receive an invitation to his or office to meet.

- The follow up piece is an important aspect of maintaining an ongoing relationship with your new contact. It is your responsibility to keep the lines of communication open. Did your new contact provide you with some advice or course of action? Keep your new contact posted on your progress with their advice or course of action. Remember that relationships do not happen overnight, they take time to cultivate and develop.
Resumes

Your resume will be one of the most important resources you will use during your job search and throughout your career. It is an important marketing tool that needs to be concise, powerful and refined in order to show case your skills and abilities. Typically a resume is reviewed for an employer for less than 10 seconds before making a decision on whether you will be going on to the next step in the process. The College of Arts and Sciences wants you to be as prepared as possible to articulate your experiences and talents to a variety of industries. This section will cover ideas on how to build and polish your resume and how to best address your target audience. Keep in mind that the suggestions offered below are guidelines. Reasonable variations are encouraged so that your resume represents your personal communication style while still showcasing your strengths and areas where you can make contributions.

Content Overview

Your resume is a marketing tool for yourself and should be designed to catch the attention of prospective employers based on what their company or job posting states they are looking for. There are several key factors you should consider when you approach developing the content of your resume. As you approach writing your resume, be sure to emphasize your accomplishments and the skills you have rather than just listing your duties.

Be sure you catch any and all errors on your resume. There can be no mistakes! Double and triple check your work and have at least one other person review your resume. Even better - ask multiple people to review your resume so that you can gain insight from several perspectives. Resources for resume review can range from your roommate to a faculty member to your advisor. Each party has a unique perspective to offer based on their areas of expertise and their knowledge of you as a candidate.

Format

Your resume needs to fit on the front side of a standard 8½” by 11” sheet of paper. Choose a more conservative font such as Times New Roman or Helvetica, and be sure the font is at least 10 pt. or larger and is consistent throughout the document. Margins should be even all the way around the page, and should be between ½” and 1”. Be sure to balance the information on the page so it appears anchored and easy to read. The document should have a balanced look. Avoid having too much white space, also avoid crowding information on the page. Your resume should be neat and clean looking.

Generally, there are two resume formats that we suggest you use. The chronological resume is a listing of your experience and education history in reverse chronological order. The combination chronological/functional resume format takes elements of the chronological resume and combines a functional approach with it. The functional approach involves organizing your experience according to specific skills or functions. As a college undergraduate, using the chronological format is most likely the most appropriate for you. Deeper into your career when you have more experience, it will most likely make sense to use a functional resume format.
Name and Contact Information
Your name and contact information will appear at the top of the page. Be sure your name stands out by using a larger font, such as 14 pt. or using bold type. Only your name should be in the larger or bold type. You can choose to have either one or two addresses on your resume. If you choose one address, in most cases it should be your current address in Syracuse. You may also choose to include a permanent address as well. Your phone number and e-mail addresses are extremely important and should be easily found at the top of your resume. Be sure both your phone number and the e-mail address you list are ones where you can be reached at all times (e.g., list your cell phone number instead of your permanent home phone number that you are only at for a few months out of the year).

SAMPLES

Kelsey McCann
Kmcc555@syr.edu
(315) 555-6070

Current Address:  Permanent Address:  
721 University Ave. 1313 Mockingbird Lane 
Syracuse, NY 13210 Mockingbird Heights, CA 90210

KELSEY E. McCANN  
Kmcc555@syr.edu • (315) 555-6070 • 721 University Avenue • Syracuse, NY 13210

Kelsey Erin McCann 
Permanent: 1313 Mockingbird Lane, Mockingbird Heights, CA 90210 
Present: 721 University Avenue, Syracuse, NY 13210 Kmcc555@syr.edu • (315) 555-6070

Objective
You should avoid using an objective statement on your resume. The recruiter knows you are looking for a position and your cover letter will tell them what you are looking to do and why you are applying.
Education
Your education information should appear after your name and contact information as you are most likely using your degree as leverage into a position. Identify your degree, when you expect to complete it, the school and the location of the school. Include your GPA in this section. Most companies will want to know what your GPA is and will assume that it is below a 3.0 if it does not appear on your resume. You may also list any study abroad experience, academic honors, scholarships or awards in this section. Some industries will want your education on the bottom. They include media, communication, in addition to others. If you are not sure, check with your academia.

SAMPLE

EDUCATION
Syracuse University, Syracuse, NY
The College of Arts and Sciences Bachelor of Science, May 2019 Major:
International relations
Minor: Sociology
Study Abroad in France, Spring 2017
GPA: 3.5
• Dean’s List (Fall 2015-Present)
• Amazing Student Scholarship

Experience
In the next section you will describe your work experience. List your experience in reverse chronological order with your current position listed first. Think through how your experience is relevant to the reader with regard to the position for which they are selecting candidates. Decide how your experience is connected to the skill sets the employer is seeking and highlight relevant information accordingly. If you are currently employed, you should write about your current position in the present tense. Previous positions should be listed in the past tense. Be sure to incorporate the industry you are applying to into your descriptions to showcase your technical skills along with your interpersonal skills and work ethic. Focus on transferable skills that can be used in multiple situations such as supervisory, leadership, time management, team work, planning and communication skills. Demonstrating how you specifically have contributed to outcomes or results is essential. Your experience descriptions should not just be a list of the tasks you have completed. You need to take the information to the next level and demonstrate the quality of the experience and skills you have, as well as how you have contributed to meeting or exceeding goals. Show the results of your work. Be sure to follow the same format for each entry and be consistent with style throughout the document. Plan to rewrite this section many times in order to achieve a high quality result.

STAR METHOD
The STAR method is a structured manner of creating resume descriptors by identifying the specific situation, task, action, and result of your position.

Situation - The situation or setting; the background for context
Task - Tasks or tactics used to approach or assess the challenge
Action - Activities or actions used to effect the change
Result - The outcome, a sense of scale, the quantifiable benefit

Use the STAR method to create your bullet point descriptors in the body of your resume.
When writing your descriptors, be specific. Take a look at the progression of these descriptions. The descriptions start out as too vague:

- Developed and implemented marketing strategies
- Conducted due diligence
- Prepared monthly statements
- Supervised employees

**THE SAME STATEMENTS BECOME MORE DESCRIPTIVE WHEN REWRITTEN:**

- Directed product and pricing strategy for the Paw Prints pet food line
- Completed due diligence on a wide range of merger and acquisition targets
- Generated monthly managerial accounting statements
- Supervised programmers and business analysts

**REWRITTEN ONE LAST TIME, THE STATEMENTS DESCRIBE YOUR ACCOMPLISHMENTS. THIS IS WHAT YOU ARE AIMING FOR.**

- Directed channel strategies, brand positioning, and a $4M budget for the Paw Prints pet food line
- Completed due diligence on 22 potential merger and acquisition targets ranging in size from $300 million to $32 billion
- Generated monthly managerial accounting statements for use in tracking divisional asset management goals
- Directed company’s largest divisional team of programmers and business analysts

**USE STRONG, RESULTS-ORIENTED TERMS TO LIST YOUR ACHIEVEMENTS. EXAMPLES INCLUDE:**

- Resulted in . . .
- Returning . . .
- Secured . . .
- Contributed to . . .

Consult the lists of resume key words, personality descriptors, action verbs, and High Impact Phrases at the end of this chapter. Be sure to state the contributions you made or how you added value to the organization.
Some hiring companies keep resumes in a database and scan resumes based on key skills to find qualified candidates for open positions. You should keep a log of key words for your specific industry and function to assist you in writing towards your target audience.

**Sample**

**Experience**

Holiday Inn Express, Syracuse, NY
Front Desk Clerk September 2011 - Present
• Complete day-to-day operations of guest check-in and check-out, daily credit reconciliations, and daily customer billing.

Town of Clifton Park, Clifton Park, NY
Head Lifeguard Summers 2014-2015
• Responsible for the scheduling of 15 lifeguards to adequately fulfill the necessary coverage.
• Ensured the lifeguards performed in accordance with established safety regulations.
• Oversaw the swimming activities of a half-day camp, K-5, with an average site attendance of 120.

**Leadership**

Leadership comes in many forms and boils down to you demonstrating that you take initiative and contribute to the final outcome of a project or group effort in a positive and meaningful way. You do not need to have earned a specific title in order to be considered a leader. Think about examples where you may have shown ingenuity or resourcefulness on a class project or club event and include this information on your resume. While having a title within a student club can denote leadership, this alone does not constitute a demonstration of leadership. Your descriptions within your leadership section must demonstrate a firm understanding of the contributions you have made to outcomes. In the leadership section, certainly include any clubs or organizations that you are a member of and with which you take on a leadership.

**Sample**

**Leadership**

Syracuse University Citrus TV Club, Syracuse, NY
Treasurer, September 2015 - Present
• Manage the club’s $180,000 earnings and track all club activities to ensure compliance
• Execute each event determined by the club membership through diverse meetings

Syracuse University, Syracuse, NY
Vice President of External Affairs for Black Legacy October 2016 - Present
• Organize and continuously update the club 70+ member portfolio to ensure member participation in various competitions nationwide
• Address the needs of members by providing them with information about events aimed at increasing member engagement
Resident Advisor (RA)  
September 2016 - Present  
• Lead, mentor, and serve as a role model for 40 first year residents to provide a safe living environment and acclimate students to campus-life  
• Develop residents’ growth and educate them about useful resources on and off campus through bi-weekly meetings

Community Service  
Add community service activities in the same way you added your leadership information.

SAMPLE

COMMUNITY SERVICE  
American Red Cross, Lyndon, NY  
Volunteer, June-August 2013  
• Coordinated schedules for more than 50 volunteers for the “Walk for Life” fundraiser

VOLUNTEER  
Syracuse VA Medical Center, Fall 2016  
American Heart Association, Summer 2015  
Habitat for Humanity, Spring 2014

Other Categories  
Often this section will include computer and/or language skills.

SAMPLE

SKILLS  
• Proficient in Microsoft Access, Excel, Outlook, PowerPoint, Word  
• Conversational Spanish

Using Your Resume  
Save your resume using your name in the document title (e.g., Kelsey McCann Resume). This allows a recruiter to easily find your resume when searching through the hundreds received. This rule applies when e-mailing your resume and when uploading onto OrangeLink. Save your resume in a PDF format whenever possible as to ensure the integrity of the formatting.

In addition to the formatting recommendation previously mentioned, you should print your resume using a high-quality laser printer. You should use quality paper when printing your resume, such as 24 lb. bond. Choose a conservative color such as white, off-white or light gray.
Final Thoughts

Your resume should flow nicely from one section to the next and should be consistent in tone and writing style as well as format and content. Your goal is to leave the reader with a positive feeling about your qualifications and an understanding of the skills you can contribute in working for them in the future. Your resume is not just a list of activities. It should tell a compelling and convincing story and present you as an articulate professional. Use powerful and precise language instead of a passive voice. Be confident in what you have to offer and your abilities will shine through to the employer.

**DO**’s and **DON’T**’S

- Do be sure to demonstrate your achievements using numbers to quantify your qualifications.
- Do include only the most relevant information that is specific to the industry, function or employer.
- Do gain an understanding of what employers want and highlight those attributes.
- Do incorporate key industry words into your descriptions.
- Do begin each descriptor with an action verb.
- Don’t use abbreviations, except for state names (e.g., NY).
- Don’t assume your audience knows what you are writing about, so be sure to explain what acronyms and other abbreviations stand for.
- Don’t use personal pronouns.
- Don’t list experiences twice
- Don’t include overly personal information
- Don’t include your headshot, random graphics
- Don’t use 1st person
- Don’t use the same action verb more than once
- Don’t use “etc.”
- Don’t have ANY typos
- Don’t be vague
- Do print on quality paper
- Do use spellcheck
- Do have someone proofread your document
- Do promote yourself
- Do be honest
- Do be confident!
SAMPLE

STUDENT NAME
Address • email@syr.edu • (555) 618-5808

EDUCATION
Syracuse University, Maxwell School, Syracuse, NY May 2017
B.A. Policy Studies, International Relations GPA: 3.79
Maxwell in Washington D.C., Semester Program Spring 2016
Yonsei University, Semester Abroad, Seoul, South Korea Fall 2015

Honors & Awards: Dean’s List (All Semesters), Benjamin A. Gilman International Scholar, Golden Key International Honour Society, Renee Crown University Honors Program, The National Society of Collegiate Scholars

WORK EXPERIENCE
PAF Consulting, Data Analyst, Syracuse, NY September 2016-December 2016
• Analyzed and visualized large quantities of data on MS Excel to identify the top 10 most disinvested neighborhoods in the city of Syracuse, in order to make a recommendation to my client for the best allocation of a need-based federal grant.

Center for Strategic International Studies, Korea Chair Intern, Washington D.C. June 2016-August 2016
• Ranked the number one think tank in the world for “Top Defense and National Security Think Tanks” and ranked as the 4th best for “Think Tanks with the Most Innovative Policy Ideas/Proposals”
• Responsible for managing our intern team to produce four bi-weekly publication pieces featuring the latest news on Korea ranging from topics of defense, economics, and politics

• Recognized for breaking the internal record for highest sales for a new server’s third shift bringing in about $2,600 in revenue for a 12 hour shift whilst my typical sales for a 12 hour shift was about $1,800
• Assisted and coordinated with fellow team members in order to successfully ensure the restaurant operated smoothly from restocking inventory to providing all customers with a high quality dining experience

• Lobbied for legislation, policies, and other initiatives to advance the rights and opportunities of girls in the U.S.
• Analyzed market data to recommend a new cost-efficient web platform for Girls Inc.’s advocacy work, to inform, engage, and empower stakeholders to take action in support of Girls Inc.’s policy agenda
• Acted as a liaison at Congressional briefings and coalition meetings to provide succinct briefings to my supervisor

Syracuse Housing Authority, Research Consultant, Syracuse, NY January 2015-May 2015
• Transferred employee survey data into an Excel spreadsheet to analyze the results
• Visualized survey data into graphs and tables to present key trends in a report format and made recommendations for my client

Syracuse University Maxwell School, Teaching Assistant, Syracuse, NY January 2015-May 2015
• Collaborated with a team of 18 TAs to execute 100 person lecture, Introduction to the Analysis of Public Policy, taught by Dr. William Coplin
• Provided six students with all the resources and coaching support necessary for the students to create policy modules
• Revised assignments requiring charts made with MS Excel

CAMPUS INVOLVEMENT & LEADERSHIP EXPERIENCE
OttoTHON at Syracuse University, Dance Relations Chair, Syracuse, NY November 2013-March 2015
• Collaborated with team, raising $84,033.33 for Children’s Miracle Network becoming SU’s largest student philanthropy
• Managed the first ever OttoTHON dancers’ registration for the event and coordinated promotional events; secured a food sponsor
• One of two selected students to be sent from the International Relations Undergraduate Department for the first time as “top talent” to Moynihan, Maxwell’s crisis and management research institute
• Researching insecurities such as insurgent, transnational criminal organizations to write a case study of Fergana Valley

Global Student Embassy, Volunteer, Chacaraseca, Nicaragua May 2016-June 2016
• Collaborated with a team of 20 to work with local community leaders on a sustainable agriculture project

Global Angel, Volunteer, Seoul, South Korea September 2015-December 2015
• Collaborated with a team of 60 to clean the Seoul National Cemetery and maintain veteran burial grounds

SKILLS
Languages: English (Native), Korean (Advanced), Spanish (Elementary Proficiency)
Technical: Microsoft (Excel, Word, PowerPoint), SPSS (IBM Statistical Analysis Software)
Certification: Bloomberg Certification (In Progress)
Resume Critique Checklist

CONTENT

- Focus of the resume is compatible with career objectives. There is a consistent theme throughout the resume.
- Action Verb phrases are used to communicate accomplishments and results.
- No spelling, grammatical, typographical or punctuation error.
- No personal pronouns.
- Verb tenses are accurate. Present tense is used to describe job tasks currently being performed, past tense to describe past accomplishments.
- Accomplishments are emphasized through descriptions.
- Sentences and paragraphs have been edited to eliminate unnecessary and redundant information.
- Extraneous and personal information referencing health status, age, marital status, gender, etc., has NOT been listed.
- Dates, locations and titles are listed for every work and educational experience.
- Consistency is achieved throughout the document. If states are abbreviated in one section, they must be abbreviated throughout the resume; if one job title is bolded, you need to bold them all.
- School name is properly noted: The College of Arts & Sciences, Syracuse University.
- Degrees are properly stated: (e.g., Bachelor of Science, not Bachelors; Master of Earth Science, not Masters).

FORMAT

- Layout and choice of font makes reading easy. Fonts are no smaller than 10 point. Remember, the more fonts used, the more difficult the resume is to read. Choose easy to read fonts such as Helvetica or Times New Roman.
- No bulleted accomplishments are longer than 6 lines.
- Important titles are emphasized by underlining, italicizing, capitalizing or bolding letters where appropriate.
- Save the document with a label that uses your name so it is clear to employers who the resume belongs to (e.g., ‘Sasha RapidResume.pdf’).
- Send your resume to employers saved in a PDF format so that the format and content of the document is presented to the employer as you intended it.
Visual Impact

- Material fits neatly on one page using margins that are even all around and between ½” and 1”.
- Typeface is neat, clean and professional looking.
- Use of white space is sufficient so that it is inviting to read.
- Clean, clear and laser printed on plain, conservative color (e.g., white, cream, light grey), 24 lb. 8 ½” x 11” paper.

Additional Resources

Resume Key Word List

Below is a list of key words for functional areas or industries. Incorporate these terms into your resume to demonstrate your familiarity with a particular industry, function, or field to a potential employer. This list was taken from 1500+ Key Words for $100,000 Jobs by Wendy S. Enelow.

**FINANCE**

Accounts Payable  
Accounts Receivable  
Asset Disposition  
Asset Management  
Asset Purchase  
Audit Management  
Capital Budgets  
Cash Management  
Commercial Paper  
Corporate Development  
Corporate Tax  
Cost Accounting  
Cost Avoidance  
Cost Reduction  
Cost/Benefit Analysis  
Credit & Collections  
Debt Financing  
Divestiture  
Due Diligence  
Employee Stock Ownership Plan (ESOP)  
Equity Financing  
Feasibility Analysis  
Financial Analysis  
Financial Audits  
Financial Controls  
Financial Models  
Financial Planning  
Financial Reporting  
Foreign Exchange (FX)  
Initial Public Offering (IPO)  
Internal Controls  
International Finance  
Investment Management  
Investor Accounting  
Investor Relations  
Job Costing  
Letters of Credit  
Leveraged Buy-Out (LBO)  
Liability Management  
Make/Buy Analysis Margin Improvement Merger  
Operating Budgets  
Operational Audits  
Partnership Accounting  
Profit/Loss (P&L) Analysis  
Profit Gains  
Project Accounting  
Project Financing  
Regulatory Compliance Auditing  
Return on Assets (ROA)  
Return on Equity (ROE)  
Return on Investment (ROI)  
Revenue Gain  
Risk Management  
Shareholder Relations  
Stock Purchase  
Strategic Planning  
Treasury  
Trust Accounting  
Work papers
GENERAL MANAGEMENT, SENIOR MANAGEMENT AND CONSULTING

Advanced Technology
Benchmarking
Business Development
Business Reengineering
Capital Projects
Competitive Market Position
Consensus Building
Continuous Process Improvement
Corporate Administration
Corporate Communications
Corporate Culture Change
Corporate Development
Corporate Image
Corporate Legal Affairs
Corporate Mission
Corporate Vision
Cost Avoidance
Cost Reduction
Crisis Communications
Cross-Cultural Communications
Cross-Functional Team Leadership
Customer Loyalty
Customer Retention
Customer-Driven Management
Decision-Making Authority
Efficiency Improvement
Emerging Business Venture
Entrepreneurial Leadership
European Economic Community (EEC)
Executive Presentations
Financial Management
Financial Restructuring
Global Market Expansion
High-Growth Organization Infrastructure
Interim Executive Leadership Development
Long-Range Planning
Management Development
Margin Improvement
Market Development
Market-Driven Management
Marketing Management
Matrix Management
Multi-Function Experience
Multi-Industry Experience
Multi-Site Operations Management
New Business Development
Operating Infrastructure
Operating Leadership
Organizational Culture
Organizational Development
Participative Management
Policy Development
Performance Improvement
Proactive Leadership
Productivity Improvement
Profit & Loss (P&L) Management
Profit Growth
Project Management
Quality Improvement
Relationship Management
Reengineering
Reorganization
Return on Assets (ROA)
Return on Equity (ROE)
Return on Investment (ROI)
Revenue Growth
Sales Management
Service Design/Delivery
Signatory Authority
Start-Up Venture
Strategic Development
Strategic Partnership
Tactical Planning/Leadership
Team Building
Team Leadership
Total Quality Management (TQM)
Transition Management
Turnaround Management
World Class Organization

HUMAN RESOURCES

American Disabilities Act (ADA)
Benefits Administration
Career Pathing
Change Management
Claims Administration
College Recruitment
Compensation
Competency-Based Performance
Corporate Culture Change
Cross-Cultural Communications
Diversity Management
Equal Employment Opportunity (EEO)
Employee Communications
Employee Empowerment
Employee Involvement Teams
Employee Relations
Employee Retention
Employee Surveys
Expatriate Employment
Grievance Proceedings
Human Resources (HR)
Human Resources Generalist Affairs
Human Resources Partnerships
Incentive Planning
International Employment
Job Task Analysis
Labor Arbitration
Labor Contract Negotiations
Labor Relations
Leadership Assessment
Leadership Development
Management Training
Management Development
Manpower Planning
Merit Promotion
Multimedia Training
Multinational Workforce
Organizational Design
Organizational Development
Organizational Needs Assessment
Participative Management
Performance Appraisal
Performance Incentives
Performance Reengineering
Position Classification
CHAPTER 4: RESUMES

HUMAN RESOURCES (CONT')
Professional Recruitment
Regulatory Affairs
Retention
Safety Training
Self-Directed Work Teams

Staffing
Succession Planning
Train-the-Trainer
Training & Development
Union Negotiations

INFORMATION SECURITY &
TELECOMMUNICATIONS
Advanced Technology
Applications Development
Architecture
Artificial Intelligence (AI)
Automated Voice Response (AVR)
Backbone
Benchmarking
CASE Tools
Capacity Planning
CD-ROM Technology
Cellular Communications
Client/Server Architecture
Computer Science
Cross-Functional Technology Team
Data Communications
Data Center Operations
Data Dictionary
Data Recovery
Database Administration
Database Design
Database Server
Desktop Technology
Disaster Recovery
Document Imaging
Electronic Data Interchange (EDI)
Emerging Technologies
Electronic Mail (Email)
End User Support
Enterprise Systems
Expert Systems
Fault Analysis
Field Support
Fourth Generation Language
Frame Relay
Geographic Information System (GIS)

Global Systems Support
Graphical User Interface (GUI)
Hardware Configuration
Hardware Development/ Engineering
Help Desk
Host-Based System
Imaging Technology
Information Technology (IT)
Internet
Joint Application Development (JAD)
Local Area Network (LAN)
Management Information Systems (MIS)
Multimedia Technology
Multiuser Interface
Multivendor System Integration
Network Administration
Object Oriented
Office Automation (OA)
Online
Operating System
Parallel Systems Operations
PC Technology
Pilot Implementation
Process Modeling
Project Lifecycle
Project Management
   Methodology
Rapid Application Development (RAD)
Real Time Data
Relational Database
Remote Systems Access
Research & Development (R&D)
Resource Management

Software Configuration
Software Development/ Engineering
Systems Acquisition
Systems Configuration
Systems Development Methodology
Systems Documentation
Systems Engineering
Systems Functionality
Systems Implementation
Systems Integration
Systems Security
Technical Documentation
Technical Training
Technology Commercialization
Technology Integration
Technology Licensing
Technology Needs Assessment
Technology Rightsizing
Technology Solutions
Technology Transfer
Telecommunications Technology
Teleconferencing Technology User Training & Support
Vendor Partnerships
Voice Communications
Wide Area Network (WAN)
### INTERNATIONAL BUSINESS DEVELOPMENT

- Acquisition
- Barter Transactions
- Channel Development
- Competitive Intelligence
- Corporate Development
- Cross-Border Transactions
- Cross-Cultural Communications
- Diplomatic Protocol
- Emerging Markets
- Expatriate
- Export
- Feasibility Analysis
- Foreign Government Affairs
- Foreign Investment
- Global Expansion
- Global Market Position
- Global Marketing
- Global Sales
- Import
- Intellectual Property
- International Business Development
- International Business Protocol
- International Financing
- International Liaison
- International Licensee
- International Marketing
- International Sales
- International Subsidiary
- International Trade
- Joint Venture
- Licensing Agreements
- Local National
- Market Entry

### MANUFACTURING & OPERATIONS MANAGEMENT

- Asset Management
- Automated Manufacturing
- Capacity Planning
- Capital Budget
- Capital Project
- Cell Manufacturing
- Computer Integrated Manufacturing (CIM)
- Concurrent Engineering
- Continuous Improvement
- Cost Avoidance
- Cost Reductions
- Cross-Functional Teams
- Cycle Time Reduction
- Distribution Management
- Efficiency Improvement
- Environmental Health & Safety
- Equipment Management
- Ergonomically Efficient
- Facilities Consolidation Inventory Control
- Inventory Planning
- Just-In-Time (JIT)
- Labor Efficiency
- Labor Relations
- Logistics Management
- Manufacturing Engineering
- Manufacturing Integration
- Manufacturing Technology
- Materials Planning
- Materials Replenishment System (MRP)
- Multi-Site Operations
- Occupational Health & Safety (OH&S)
- On-Time Delivery
- Operating Budget
- Operations Management
- Operations Reengineering
- Operations Start-Up
- Optimization
- Outsourcing
- Physical Inventory
- Pilot Manufacturing
- Plant Operations
- Process Automation
- Process Redesign/Reengineering
- Procurement
- Product Development & Engineering
- Product Rationalization
- Production Forecasting
- Production Lead Time
- Production Management
- Production Output
- Productivity Improvement
- Profit & Loss (P&L) Management
- Project Budget
- Purchasing Management
- Quality Assurance/Quality Control
- Quality Circles
- Regulatory Compliance
- Safety Management
- Safety Training
- Shipping & Receiving Operation
- Six Sigma
- Spares & Repairs Management
- Statistical Process Control (SPC)
- Technology Integration
- Time & Motion Studies
- Total Quality Management (TQM)
- Traffic Management
- Turnaround Management
- Union Negotiations
- Value-Added Processes
- Vendor Management
- Warehousing Operations
- Work in Progress (WIP)
- Workflow Optimization
- Workforce Management
- World Class Manufacturing
SALES & MARKETING

Account Development  Global Sales  New Market Development
Account Management  Headquarters Account  New Product Introduction
Account Retention  Management  Product Development
Business Development  High-Impact Presentations  Product Launch
Campaign Management  Incentive Planning  Product Lifecycle Management
Competitive Analysis  Indirect Sales  Product Line Rationalization
Competitive Contract Award  International Trade  Product Positioning
Competitive Market Intelligence  Key Account Management  Profit & Loss (P&L) Management
Competitive Product Positioning  Line Extension  Promotions
Consultative Sales  Margin Improvement  Profit Growth
Customer Loyalty  Market Launch  Public Relations
Customer Needs Assessment  Market Positioning  Public Speaking
Customer Retention  Market Research  Revenue Growth
Customer Satisfaction  Market Share Ratings  Revenue Stream
Customer Service  Market Surveys  Sales Closing
Direct Mail Marketing  Marketing Strategy  Sales Cycle Management
Direct Response Marketing  Mass Merchants  Sales Forecasting
Direct Sales  Multi-Channel Distribution  Sales Training
Distributor Management  Multi-Channel Sales  Sales Presentations
Emerging Markets  Multimedia Advertising  Solutions Selling
Field Sales Management  Multimedia  Strategic Market Planning
Fulfillment  Marketing Communications  Tactical Market Plans
Global Markets  National Account Management  Team Building/Leadership

Personality Descriptors

Your resume is a marketing tool used to make your skills, experience, and characteristics catch the attention of a potential employer. Below is a list of words that will help describe the personal characteristics that make you stand out. Incorporating these terms into your resume will help you better “sell” yourself to the employer.

Abstract  Communicative  Dauntless  Effective Efficient
Accurate  Competent  Decisive  Eloquent
Action-Driven  Competitive  Dedicated  Employee-Driven
Adaptable  Conceptual  Dependable  Empowered
Adventurous  Confident  Determined  Encouraging
Aggressive  Conscientious  Devoted  Energetic
Amenable  Conservative  Diligent  Enthusiastic
Analytical  Cooperative  Diplomatic  Entreprenurial
Artful  Courageous  Direct  Ethical
Assertive  Creative  Dramatic  Experienced
Believable  Credible  Driven  Expert
Bilingual Bold  Cross-Cultural  Dynamic  Earnest
Brave  Culturally-Sensitive  Eager  Earnest
Customer-Driven  Diplomatic  Diligent  Enterprising

BACK TO TABLE OF CONTENTS
Personality Descriptors (con’t)

Expressive
Forward-Thinking
Global
Hardworking
Healthy
Helpful
Heroic
High-Impact
High-Potential
Honest
Honorable
Humanistic
Humanitarian
Humorous
Immediate
Impactful
Important
Impressive
Incomparable
Individualistic
Industrious
Independent
Ingenious
Innovative
Insightful
Intelligent
Intense
Intuitive
Judicious Keen
Leader
Loyal
Managerial
Market-Driven
Masterful
Mature
Mechanical
Methodical
Modern Moral
Motivated
Multilingual
Notable
Noteworthy
Objective
Observant
Opportunistic
Oratorical
Orderly
Organized
Outstanding
Participative
Participatory
Peerless
Perfectionist
Performance-Driven
Persevering
Persistent Personable
Persuasive
Philosophical
Photogenic
Pioneering
Poised Polished
Popular Positive
Practical
Pragmatic
Precise
Preeminent
Prepared
Proactive
Problem-Solver
Productive
Professional
Proficient
Progressive
Prominent
Prudent
Punctual
Quality-Driven
Reliable
Reputable
Resilient
Resourceful
Results-Driven
Results-Oriented
Savvy
Sensitive
Sharp
Skilled
Skillful
Sophisticated
Spirited
Strategic
Strong
Subjective
Successful
Tactful
Talented
Teacher Team
Builder Team
Leader Team
Player
Technical
Tenacious
Thorough
Top-Performer
Top-Producer
Traditional
Trainer Trilingual
Trouble Shooter
Trustworthy
Truthful
Unrelenting
Understanding

Action Verbs and High Impact Phrases

Using action verbs will demonstrate to an employer that you “took action”, produced results, and contributed. Always begin the descriptions of your experience with words from the list below and avoid writing in the passive voice with phrases such as “skills included” or “responsible for...”.

Accelerate
Accomplish
Achieve
Acquire
Adapt
Address
Advance
Advise
Advocate
Analyze
Apply
Appoint
Arbitrate
Architect
Arrange
Ascertain
Assemble
Assess
Assist
Author
Authorize
Brief
Budget
Build
Calculate
Capture
Catalog
Champion
Chart
Clarify
Classify
Close
Coach
Collect
Command
Communicate
### Action Verbs and High Impact Phrases (con’t)

- Compare
- Compel
- Compile
- Complete
- Compute
- Conceive
- Conclude
- Conduct
- Conserve
- Consolidate
- Construct
- Consult
- Continue
- Contract
- Convert
- Coordinate
- Correct
- Counsel
- Craft
- Critique
- Decrease
- Define
- Delegate
- Deliver
- Demonstrate
- Deploy
- Design Detail
- Detect
- Determine
- Develop
- Devise Direct
- Discover
- Dispense
- Display
- Distribute
- Diversify
- Divert
- Document
- Double
- Draft
- Drive
- Earn
- Edit
- Educate
- Effect
- Eliminate
- Emphasize
- Enact
- Encourage
- Endure
- Energize
- Enforce
- Engineer
- Enhance
- Enlist
- Ensure
- Establish
- Estimate
- Evaluate
- Examine
- Exceed
- Execute
- Exhibit
- Expand
- Expedite
- Experiment
- Export
- Facilitate
- Finalize
- Finance
- Forge Form
- Formalize
- Formulate
- Found
- Generate
- Govern
- Graduate
- Guide
- Halt
- Head
- Hire
- Honor
- Hypothesize
- Identify
- Illustrate
- Imagine
- Implement
- Import
- Improve
- Improvise
- Increase
- Influence
- Inform
- Initiate
- Innovate
- Inspect
- Inspire
- Institute
- Instruct
- Integrate
- Intensify
- Interpret
- Interview
- Introduce
- Invent
- Inventory
- Investigate
- Judge
- Lecture
- License
- Locate
- Maintain
- Manage
- Manipulate
- Manufacture
- Map
- Market
- Mastermind
- Measure
- Mediate
- Mentor
- Model
- Modify
- Monitor
- Motivate
- Navigate
- Negotiate
- Nominate
- Normalize
- Observe
- Obtain
- Offer
- Officiate
- Operate
- Orchestrate
- Organize
- Orient
- Originate
- Outsource
- Overcome
- Oversee
- Participate
- Perceive
- Perfect
- Perform
- Persuade
- Pilot
- Pinpoint
- Pioneer
- Position
- Predict
- Prepare
- Prescribe
- Present
- Preside
- Process
- Procure
- Program
- Progress
- Project
- Promote
- Propose
- Prospect
- Provide
- Publicize
- Purchase
- Qualify
- Question
- Rate
- Rebuild
- Recapture
- Receive
Action Verbs and High Impact Phrases (con’t)

- Recognize
- Recommend
- Reconcile
- Record
- Recruit
- Redesign
- Reduce
- Reengineer
- Regain
- Regulate
- Rehabilitate
- Reinforce
- Rejuvenate
- Render
- Renegotiate
- Reorganize
- Report
- Reposition
- Represent
- Research
- Resolve
- Respond
- Retrieve
- Review
- Revise
- Revitalize
- Satisfy
- Schedule
- Secure
- Select
- Separate
- Serve
- Simplify
- Sold
- Specify
- Speak
- Standardize
- Stimulate
- Streamline
- Structure
- Succeed
- Suggest
- Summarize
- Supervise
- Supply
- Support
- Surpass
- Synthesize
- Systematize
- Tabulate
- Target Teach
- Terminate
- Test
- Thwart
- Train
- Transcribe
- Transfer
- Transform
- Transition
- Translate
- Troubleshoot
- Unify
- Unite
- Update
- Upgrade
- Use
- Utilize
- Verbalize
- Verify
- Win
- Write

High-Impact Phrases

High impact phrases will also help you better describe your personal characteristics and the things that you have done in previous positions. These phrases will grab the attention of employers and make you stand out.

- Accelerated Career Track
- Accelerating Revenue Growth
- Aggressive Turnaround Leadership
- Benchmarking
- Best in Class
- Business Process Redesign Business
- Process Reengineering Capturing
- Cost Reductions Catalyst for
- Change
- Change Agent
- Change Management
- Competitive Market Positioning
- Competitive Wins
- Competitively Positioning Products & Technologies
- Contemporary Management Style
- Core Competencies
- Creative Business Leader
- Creative Problem-Solver
- Cross-Culturally Sensitive
- Cross-Functional Expertise
- Cross-Functional Team Leadership
- Decisive Management Style
- Delivering Strong and Sustainable Gains
- Direct & Decisive Organizational Leadership
- Distinguished Performance
- Driving Customer Loyalty Initiatives
- Driving Innovation
- Driving Performance Improvement
- Driving Productivity Gains
- Emerging Business Ventures
- Emerging International Markets
- Entrepreneurial Leadership
- Entrepreneurial Vision
- Executive Leadership
- Executive Liaison Fast Track Promotion
- Global Market Dominance
- High-Caliber
- High-Growth
- High-Impact
High-Impact Phrases (con’t)

High-Performance
High-Quality
Matrix Management
Multi-Discipline Industry Expertise
Organizational Driver
Organizational Leader
Outperforming Global Competition
Outperforming Market Competition
PC Proficient
Peak Performer
Performance Improvement
Performance Management
Performance Reengineering
Pioneering Technologies
Proactive Business Leader
Proactive Manager
Process Redesign
Process Reengineering
Productivity Improvement
Self- Starter
Strategic & Tactical Operations
Strong & Sustainable Financial Gains
Strong & Sustainable Performance Gains
Strong & Sustainable Productivity Gains
Strong & Sustainable Profit Gains
Strong & Sustainable Quality Gains
Strong & Sustainable Technology Gains
Team Building
Team Leadership
Technologically Advanced Operations
Top Flight Leadership Competencies
Top Tier Executive
Visionary Leadership
World Class Leadership
World Class Operations
World Class Organization
SAMPLE

STUDENT NAME
email@ gmail.com
(555) 395-6403

Address

Education
Syracuse University, Syracuse New York
BA in International Relations
GPA: 3.8/4.0
May 2016

Honors and Awards
• Summa Cum Laude
• Phi Beta Kappa
• Sigma Iota Rho • International Relations Honor Society
• Dean’s list all semesters completed
• Syracuse University Dean’s Scholarship recipient
• National Society of Collegiate Scholars

Work Experience
Serotte Law Firm, LLC | 285 Delaware Ave, Buffalo, New York
Client Service Coordinator (October 2016 – Present, full time)
• Consult with potential and current clients to determine their needs and priorities
• Compile and maintain client specific reports
• Manage executive calendar, schedule meetings, and track meetings with potential clients
• Screen incoming calls, emails, and prioritize messages
• Support senior staff in the organization of various marketing projects

The United States State Department | 2201 C St NW, Washington, D.C.
Intern in the Bureau of International Security and Nonproliferation (September 2015 – December 2015, full time)
• Supported analysis and review of U.S. export licenses for ballistic missiles, cruise missiles, space launch vehicles, sounding rockets, and unmanned air vehicles for consistency with international commitments under the Missile Technology Control Regime and pertinent U.S. laws, regulations, and policies
• Assisted National Security Council – charted interagency working group by conducting research, preparing agendas and decision memos, and updating databases
• Tracked responses to interdiction related demarches and drafted follow-up cables to foreign governments
• Supported the ISN Bureau’s visa program, which screens visa applications for proliferation concerns

Other Work Experience
Cantina Laredo Syracuse | 306 Hiairath Blvd, Syracuse, New York
Waitress (February 2016 – August 2016, part-time 15 hours per week)

Syracuse University Recreation Services | 900 South Crouse Avenue, Syracuse, New York
Fitness Center Staff (August 2014 – August 2015, part-time 15 hours per week)

Languages
Arabic • Intermediate

Activities and Interests
Winston Fisher Business Immersion Program • New York City
• Selected to participate in an intensive weeklong program; engaged with various Syracuse University alumni, along with developing and presenting a business plan

Phi Alpha Delta Pre-Law Fraternity • Syracuse University Chapter
• Participant of a fraternity that seeks to assist members in their decision to attend law school

Model United Nations • Washington, D.C.
• Participated in a semester long process of preparing for a conference allowing me to think critically about international issues and assume a leadership role to establish solutions

Maxwell in Washington Semester Program • Washington, D.C.
• Selected among various applicants to spend a semester in Washington D.C.; interned at the U.S. State Department and attended classes at the Center for Strategic and International Studies

Volunteer Work
The Center for Hospice and Palliative Care • Buffalo, New York (September 2016 – Present, 3-5 hours per week)
• Provide direct care and support to patients and their families in homes, hospitals, and nursing homes
SAMPLE

STUDENT NAME • email@syr.edu • (555) 844-0484

EDUCATION
SYRACUSE UNIVERSITY – The Maxwell School
Bachelor of Science, Economics, Public Policy Studies
Awards and Honors: Winston Fisher Scholar, Merit Scholar, Success Scholar, Dean’s Scholar
Expected Graduation: May 2017
Anticipated GPA: 3.6/4.0

RELEVANT COURSEWORK
* Econometric Methods (Graduate) • Quantitative Methods for Social Sciences
* Mathematical Economics (Graduate) • Macroeconomics/Mathematical
* International Economics (Graduate) • Economics of Innovation & Technology
* Economic Statistics (Graduate) • Environmental/Public Labor Economics
* Emerging Markets (Graduate) • Analysis of Public Policy

CONSULTING EXPERIENCE | TECHNOLOGY | STRATEGY | DATA | POLICY

Independent Consultant
Human Services Leadership Council of Central New York (HSCLC) | Syracuse, NY
• Working directly with the Executive Director to develop a strategic plan to grow memberships. Conducting research on local nonprofits to target and forecasting potential future revenues for the HSCLC.

Research Consultant
Institute for Veterans and Military Families at Syracuse University | Syracuse, NY
• Evaluated Forward to Opportunity program by conducting a survey of active-duty service members to examine their demographics and job preferences. Analyzed the survey data and created visuals to communicate the results.

Policy Fellow
City of New York – Taxi and Limousine Commission | New York, NY
• Produced a behavioral study on taxi drivers to evaluate the enforcement policies. Used Excel and Access extensively to clean and analyze big data sets to study the traffic crashes. Presented results to Vision Zero team at the Mayor’s office.

Economic Development Intern
Onondaga County – Office of Economic Development | Syracuse, NY
• Composed a comprehensive report on the establishment of a newly proposed SUNY college in the county. Assisted an official to arrange $40 million college fund by analyzing various government policies, players, and programs.

POLICY AND STRATEGIC PLANNING INTERN
City of New York – Department of Information Technology and Telecommunications | New York, NY
• Evaluated both internal and external policies and procedure of Software Asset Management in the city. Interviewed key stakeholders and conducted market research to perform comparative analysis. Developed plans for cost optimization and provided recommendations to improve the overall IT Asset management in the City of New York.

LEADERSHIP, EXTRACURRICULAR, & VOLUNTEER EXPERIENCE

Member of Advisory Committee
Economics Student Association at Syracuse University
• Facilitated senior staff and faculty members in organizing Paul A. Volcker Lectures in Behavioral Economics given by Nobel Laureates: Robert Shiller (Spring 2015) and George Akerlof (Fall 2016). In process of building a student-run think tank.

Winston Fisher Seminar
Syracuse University College of Arts and Sciences/Fisher Center NYC
• Pitched a startup business model of a smartphone app “Tim” to a panel of investors.

Teaching Assistant – Introduction to the Analysis of Public Policy (PAF 101)
Professor William O. Coplin, Director of the Public Affairs Program
• Revised lectures and lesson plans, graded modules, and facilitated 80+ students during class and office hours.

Volunteer (Math Tutor)
Wilson Park Community Center | Syracuse, NY
• Help 6-12 years old kids in solving math problems. Organize financial literacy programs occasionally.

SKILLS
Technical: STATA, SPSS, R, Microsoft Office Suite: Excel, Access, Word, PowerPoint, SQL (Basic), VBA (Basic)
Languages: English, Urdu, Hindi & Punjabi (Conversational)
SAMPLE

Student Name
Address • (555) 881-6792 • email@syr.edu

EDUCATION
Syracuse University, Syracuse, NY
Bachelor of Science: Psychology, May 2017
GPA: 3.588

HONORS AND AWARDS
Allport Scholar Award, Syracuse University, 2017
Honorable Mention, Annual Undergraduate Poster Session, Syracuse University, 2017
Psi Chi: The International Honor Society in Psychology, 2015 - present
The National Society of Collegiate Scholars, 2014 - present
Dean’s List, 6 semesters

EXPERIENCE
ADHD Lifespan Treatment, Education, and Research Program, Syracuse University, Syracuse, NY
Research Assistant, October 2014 - May 2017
- Researched ADHD and related topics such as relationships, stigma, and malingering
- Administered questionnaires and tests of ADHD to participants using measures and devices such as the Test of Memory Malingering and the Gordon Diagnostic System
- Entered, organized, and checked data using Microsoft Excel and Google Sheets
- Proofread research proposals, scientific papers, and lab protocols
- Contributed to the creation of four APA posters and was first author on a fifth poster

Hutchings Psychiatric Center, Syracuse, NY
Psychology Intern, September 2016 - December 2016
- Interacted closely with children, ages 10 to 17, who were experiencing an emotional or behavioral crisis
- Studied patient records
- Developed a deeper understanding of mental health treatment and related processes, such as patient admission and discharge, maintaining patient records, and the handling of medication

Category Laboratory, Vanderbilt University, Nashville, TN
Research Assistant, May 2015 - August 2016
- Worked in a psychological research lab through the National Science Foundation-funded Research Experience for Undergraduates program
- Learned to code and developed advanced graphical modeling skills using MATLAB software
- Recruited participants for perceptual categorization studies by contacting the leaders of various organizations

Cognitive Science Lab, Syracuse University, Syracuse, NY
Research Assistant, March 2015 - May 2016
- Prepared MATLAB programs for use by participants
- Entered data in Microsoft Excel
- Communicated with participants in order to increase understanding of topics in cognitive psychology, such as category learning and reasoning

Lab Assistant/Student Employee, May 2015 - August 2015
- Learned to use software programs, such as R and JavaScript, to analyze and work with data
- Investigated ways in which people categorize images

SKILLS
MATLAB, JavaScript, R, SPSS, Tobii Eye Studio, Microsoft Office (Word, Excel, PowerPoint)
Student Name

Email: email@syur.edu  Phone: (555) 844-5658  LinkedIn: linkedin.com/in/studentname

Education
Syracuse University, The College of Arts and Sciences, Syracuse, NY
BA, Psychology, Minors: Marketing; Martin J. Whitman School of Management, Public Communications; S. I Newhouse School of Communications
- Dean’s List (Spring 2015, Fall 2015, Spring 2016)

Syracuse University in Florence

Communications Experience

Public Relations Intern, W2O Group, New York, NY, Summer 2016
- Assist account teams with communications between client and general public
- Summarized key articles for clients
- Analyzed media outreach and supported account team with crisis management
- Assisted with development of press releases

Marketing Intern, Martha Stewart Living Omnimedia, New York, NY, Summer 2015
- Assisted marketing team with research, social media tracking, and organization of shoots
- Created presentations with the purpose of informing the Martha Stewart Macy’s team on competitive retailers and updates on the market
- Organized and tracked all Christmas inventory for The Home Depot Martha Stewart product line, presented inventory to senior management, and assisted with public relations department

Marketing Intern, Freeform, New York, NY, Winter 2014
- Expanded knowledge of marketing process by shadowing senior management in the integrated marketing and sales development department

Sales Intern, Screenvision, New York, NY, Summer 2014
- Researched current and potential new clients for advertising executives before upcoming meetings, sat in on sales calls and meetings
- Enhanced Excel skills, introduced to AdViews, wrote a newsletter column, and created PowerPoint presentations

Leadership Experience

Rho Gamma, The Panhellenic Association, Fall 2016-Spring 2017
- Collaborate with a group of peers in leading a group of potential new members of the Greek community
- Support potential new members in the recruitment process

Venture Director, Nourish International, Fall 2016-Present
- Organize and plan business ventures to raise money for sustainability projects in Uganda
- Lead a committee in planning, carrying-out, and tracking success of the ventures

President, Students for Senegal, Fall 2010-2013
- Organized fundraisers, collaborated with local architecture firm, and gained experience running a charity organization and working on an architectural project in order to design and build a library in Lambaye, Senegal
- Visited Senegal, where a collective decision was made to direct money raised towards the building of a library

Camp Counselor, Mamaroneck Beach and Yacht Club, Mamaroneck, NY, Summer 2014
- Collaborated with a team of eight peers to implement safe and exciting individual and group activities for a preschool camp of twenty-five 2-7 year olds over the course of eight weeks

Campus Involvement

Rituals Chair, Activity Chair, Sigma Delta Tau, January 2015-Present
- Hold responsibility for all ceremonies and rituals within the chapter
- Organize events such as formal and parent’s weekend
- Participate in philanthropic events and fundraisers for Prevent Child Abuse America

Orange Pulse Dance Troupe, Fall 2014-Present

Syracuse Club Ski Race Team, Fall 2014-Present

Skills

Experience with: AdViews, Google Sketchup

Proficient in: Microsoft word, Microsoft PowerPoint, Microsoft Excel
SAMPLE

EDUCATION
Syracuse University The College of Arts and Sciences, The School of Information Studies, May 2017 | Syracuse, NY
- B.S. Biology, Minors: Chemistry, Information Management and Technology, Focus in Pre-Pharmacy
- GPA: 3.8, Dean’s List - every semester

PHARMACEUTICAL EXPERIENCE
Family Medical Pharmacy, Pharmaceutical Technician 12/2012-Present | Buffalo, NY
- Fill prescriptions, provide customer service, communicate with doctors offices & insurance companies

Global Medical Brigades, Pharmacy Clinic Assistant January 2016 | Tegucigalpa, Honduras
- Administered medication and health care to the citizens of impoverished Honduran communities
- Conducted informational seminars on personal hygiene and other healthy habits to community members

Millard Fillmore Suburban Hospital, Pharmacy Department Intern 5/2011-8/2013 | Buffalo, NY
- Shadowed pharmacists & performed a wide variety of clinical pharmaceutical technician tasks

EMPLOYMENT
Dean’s Office: College of Arts and Sciences at Syracuse University, Intern to the Dean 10/15-Present | Syracuse, NY
- Engage in administrative tasks including database entry, departmental coordination & project management
- Serve as a Student Ambassador, communicating with prospective students and families about the University
- Serve as a Student Moderator for the Syracuse University Facebook app, which involves writing posts on behalf of the University, answering questions posed by incoming or prospective students, and working with other moderators to increase the University’s online presence
- Pioneered the initiative to recreate the informational brochures issued by the University

Syracuse University Office of Residence Life, Resident Advisor (RA) 8/2014-5/2015 | Syracuse, NY
- Worked in areas of community development, crisis/emergency response, time management, administrative work, conflict mediation, event planning and team building

Keepsake Homes Incorporated, President’s Assistant and IT Director 5/2011-Present | Buffalo, NY
- Coordinated with departments to understand their IT needs and increase company-wide IT efficiency
- Engineered the company’s website and Facebook page

Seneca Mortgage Servicing, IT Department Intern 5/2015-8/2015 | Buffalo, NY
- Completed a variety of clerical tasks such as document organization, data entry & IT management

Lancaster Country Club, Pool Bartender 5/2015-Present | Buffalo, NY
- Utilize skills in organization, detail-orientation, hospitality and customer service

LEADERSHIP
Syracuse University Dean’s Team: College of Arts and Sciences, Student Ambassador 4/2015-Present | Syracuse, NY
- Assist incoming students with their transition into University life through weekly mentoring sessions
- Provide scheduling assistance, campus tours, and general academic guidance to incoming students

Syracuse University Biology Department, Biology Peer Mentor 8/2015-5/2016 | Syracuse, NY
- Communicated with Biology students to help them reach success within the Biology Department
- Educate students by leading tutoring sessions once a week

National Society of Collegiate Scholars, Student Mentor & Event Coordinator 1/2014-Present | Syracuse, NY
- Coordinate & partake in NSCS events, including community service, mentoring sessions & charity events

Order of Omega Greek Honor Society, Campus Ambassador 10/2015-Present | Syracuse, NY
- Coordinate campus-wide philanthropies, inspire students to get involved within their college community

National Residence Hall Honorary, Philanthropy Advisor 12/2014- Present | Syracuse, NY
- Coordinate campus-wide student recognition events, partake in community service & campus philanthropies
Cover Letters and Career Writing

Throughout your job search, you will be writing various cover letters. Employers use these letters to evaluate your communication skills and ability to articulate your strengths as a job candidate. Strong writing is an art, not a science. There is no one right letter for a particular situation and certainly no “all-purpose” letter. All correspondence should be typed for a professional appearance.

This section will include information on cover letters, e-mail correspondence and thank you letters.

Cover Letters

A well-written cover letter can make a significant difference in whether you successfully obtain an interview. The purpose of the cover letter is to introduce your resume and highlight specific qualifications that are particularly relevant to that specific employer and job opportunity. The goal is to create a positive impression of you and to entice the reader to want to invite you for an interview. Your cover letter should not regurgitate information that is on your resume. It should bring to light new additional details and skills.

The key to a well-written cover letter is to approach it from the point of view of the employer. They want to hire you for the skills and talents you will contribute to their company, not what you can get out of it. The focus of your letter should be on what’s in it for the employer.

Format and Content Overview

Your cover letter should be brief, but persuasive and limited to one page – three to four paragraphs are ideal. Your letter should be in a formal business letter format, printed on a laser printer using 8½” by 11” paper, and should be a matched partner to your resume with regard to format, font, language and layout. Be sure to confirm the specific name and address you are sending the letter to prior to sending it. In addition to this information, you need to customize the letter to each specific company and position you are interested in. Always sign your letter and include today’s date at the top. Misspelled words and other errors indicate carelessness, so you should proofread your letter for accuracy. Errors are not acceptable and could very likely get your application dismissed. Just as with your resume, you should check and re-check your cover letter to make sure it is perfect. Have a friend and an Advising and Career office staff member review your letter with you as well to offer suggestions for improvements. Be sure to save copies of your job search correspondence, along with dates mailed so you can use this information when conducting follow up after you send your application in.

Customizing Your Cover Letter

You need to adjust your cover letter to be specific for each company and position for which you apply. Do not merely change the name and address on the letter. You need to thoughtfully address why this company is appealing for you, demonstrate that you have done your research on the company, and connect why you would be an ideal candidate for the position based on matching your specific skills and experience with what the company is seeking. Employers will easily be able to tell if you have used a standardized form letter and will not view you as an ambitious candidate who takes the initiative necessary to secure the right opportunity.
Using Referrals in Your Cover Letter
If someone has recommended you contact the company, and especially if they have given you a contact name, get permission to include the reference’s name in your letter. Include this referral information in the opening of your letter as it is more likely to be considered highly if the recruiter knows that someone from within the company has a vested interest in your success. Verify the correct spelling of the reference’s name and be sure that you have the correct title.

Following Up After the Letter Has Been Sent
Take the initiative in the closing of your letter to specifically identify a time when you will be following up with the recruiter to schedule an interview. Be sure to call the contact during that time period specified. You will likely need to be patient and persistent as it may take several calls before you reach the person you are trying to contact.

Basic Cover Letter Format

Your Present Address
City, State Zip Code
Today’s Date

Ms. Jane Blank
Title
Organization
Street Address
City, State Zip Code

Dear Ms. Blank,

1ST PARAGRAPH
- State your interest in the position
- Explain your objective for sending the letter
- Indicate how you heard about the position
- Reference the name and relationship of the referral
- Mention that you are a College of Arts & Sciences student (with class information (i.e., junior, senior) and that you attend Syracuse University
- State why you are interested in the company. Be as specific as possible to explain your ‘fit’ with the company

2ND AND 3RD PARAGRAPHS
- Describe specific skills you have and how they will benefit this company versus why this company or position is good for you
- Emphasize knowledge of the company
- Highlight relevant work experience or educational background
CLOSING PARAGRAPH

- Keep it short
- Reaffirm your interest in the position and willingness to provide more information
- State clearly the action you will take to follow up with the recruiter and when you will do it

Sincerely,
Your Name

Checklist to Use When Composing Your Letter

In order to put yourself in the mindset of your audience, the employer, ask yourself the following questions before sending your letter.

- Does your letter state why you are writing to apply for a job?
- Is the letter tailored specifically for the company and the job you are applying for?
- Does the letter include relevant details about the skills and experience you have that the position description states the company is seeking?
- Have you mentioned your contributions, your achievements, and the problems you have successfully solved?
- Is the language clear, concise, convincing and powerful?
- Is your letter free of errors?
- Did you sign your letter in black ink?
Sample Cover Letter 1

Your Present Address
City, State Zip Code
Today’s Date

Ms. Jane Blank
Title
Morgan Stanley
Street Address City, State Zip Code

Dear Ms. Blank,

This letter is written as a formal application for the Operations and Business Services Analyst Development Program at Morgan Stanley. As a candidate, I bring previous internship experience in business operations, along with a Bachelor’s degree in Economics at Syracuse University. My peers and supervisors have recognized my ability to analyze complex business problems, identify potential solutions, and work with a group of individuals to implement resolutions that were of value to the company. With these experiences, I believe I will be able to contribute within the complex environment of Morgan Stanley.

As a Summer Analyst at JP Morgan Chase, I managed a project focused on researching “Cross Border Consolidation” in the post trade processing landscape. I worked with a team of 11 analysts and summer analysts who were spread across three operating locations. We analyzed current operating procedures utilizing data from within the organization, and created potential operation flows to identify opportunities for cost savings. My team presented the findings and recommendations to senior management. This project afforded me the opportunity to apply my analytic skills gained during my undergraduate program.

During my time as a member of the Syracuse University Student Advisory Board, I earned the role of team lead for the group looking into campus safety policies. Our team had a unique platform as we tackled issues related to current University policy and New York State law, along with analyzing potential solutions for our peers’ concerns. One situation we worked on was confidentiality issues related to obtaining student attendance information for University-sponsored events. Due to concerns with tracking student involvement while also maintaining student privacy rights, we created a system for the University to protect sensitive data sets such as social security numbers. This solution provided Syracuse University the ability to allow for student independence, while ensuring integrity of the data.

As you can see, I am a candidate that brings experience in working with a company who sits at the top of your field, with a proven track record for exceeding expectations. I wish to continue to bring this energy, intellect, and focus to Morgan Stanley as an Operations and Business Services Analyst. I welcome the opportunity to meet with you in an interview setting to provide additional evidence of my abilities. Thank you for your consideration and I look forward to hearing from you.

Sincerely,
Your Name
Sample Cover Letter 1

Your Present Address
City, State Zip Code
Today’s Date

Ms. Jane Blank
Title
Michael Kors Street
Address City, State
Zip Code Dear Ms.
Blank,

A career in fashion management has been my focus since my childhood, therefore I sought out an education offering a
diverse campus experience. In addition to my classroom experience, I sought out internships that taught me new skills and
enhanced my already existing skills.

As an intern at Ross Stores, I was assigned to the men’s denim division, where I worked closely with the buyer to identify and
secure products for this national chain. One of my responsibilities this summer was to create the ‘best and worst’ seller sheets
in order to analyze product sales, and adjust strategies accordingly. I also completed store trips to evaluate our competitors
in order to identify future merchandising opportunities for Ross Stores.
The time that I spent at Ross provided me insights to the unique culture of a discount retailer, and introduced me to the skills
needed for the career of buying.

My experience includes; writing purchase orders, compiling information to research on competitors and giving the firm
suggestions how to further their business, comparative shopping, and building rapport with vendors. My references will
confirm that I am conscientious, hard-working, dedicated, and reliable. I am someone who is willing to take on new tasks and
adapt quickly to change.

I hope you will consider my application and afford me the opportunity to make worthwhile contributions to Michael
Kors.

Sincerely,
Your Name

E-mail Correspondence
When writing e-mails to employers, be sure the format and language you are using is more polished and professional than
what you might typically use when sending e-mails to friends, texting, posting on Facebook and other forms of social
media. Write in a manner similar to how you would write a more formal business correspondence and ask yourself if you
would be comfortable saying what you are writing to the recipient’s face.

Be sure your e-mail is formatted to wrap text after about 70 characters. This keeps e-mail from looking disjointed.
Keep the e-mail to one page (so the reader does not need to scroll down).
You will want to double check the recipient information is correct and the content is perfect before hitting the ‘send’ button. Use capitalization and punctuation in the same way you would in a formal document.

Be clear and direct when writing your subject line. This can make or break whether the recipient opens your message to read further.

When you receive an e-mail from an employer, be sure to respond in the same timeframe you would return a phone call - usually within 24 hours.

Be aware your e-mail message may be forwarded on to other people for review, so be mindful of this when composing the content of your message. This is also important to be mindful of when you are sending separate e-mails to multiple people within an organization. You need to write different versions of your note instead of cutting and pasting the same content to multiple people. It is highly likely the recipients will compare notes.

When sending your resume to an employer, the e-mail serves as your cover letter so do not also attach your cover letter. The substance of the e-mail should be similar to your cover letter content. Send your resume as a PDF attachment and refer to it being attached within the body of the e-mail. Be sure to save your resume with a name such as ‘Sasha Rapid Resume.pdf’.

Sample Email Correspondence

I am writing to you today with regards to becoming a contributing member of [insert company name] as a [insert position title].

As a senior English major in the College of Arts and Sciences at Syracuse University I have excelled in my educational endeavors earning a 3.8/4.0 GPA. The abilities I have developed in academia and in my extra-curricular activities will allow me to be a valuable asset to your organization. As evidenced in my resume, I have engaged in a range of activities which have allowed me to develop my ability to communicate effectively, stay organized, and contribute superior teamwork and leadership skills.

As a volunteer firefighter I engage in a high level of cooperative teamwork every time I attend a drill or alarm. Once on the scene of an alarm, all of the responding members must collaborate and work as one unit to control the dangerous and varied situations we encounter. It is essential that I understand my strengths, along with the different knowledge levels of each of my teammates, so we may pull together to be successful in each situation.

Evidence of leadership ability, communication skills, and organizational ability can be seen with my experience in organizing and completing a large scale project as an Eagle Scout candidate. I organized and carried out the building of a park for my home community; going through every aspect of planning to the completion of the final project while also managing 15 volunteers and maintaining documentation of expenses and hours volunteered.

My attached resume highlights additional characteristics I have that will enable me to contribute to [insert company name] as your organization accomplishes its diverse set of goals. I look forward to hearing from you regarding my interest in this position.
Thank You Letters

An interview should always be followed up with a thank you letter expressing appreciation for your interviewer’s time. Not only is this an expected courtesy, but it can serve as an opportunity for you to remind your interviewer of your conversation and the reasons you would make an ideal candidate. Include something specific in your letter that you and the interviewer spoke about during the conversation. This will serve to refresh the interviewer’s memory. Take the opportunity to remind the interviewer of the key skills and experiences you have that you will contribute to the company. Did you forget to mention an important idea during the interview? The thank you letter is your opportunity to recoup for this and share the information with the employer.

Be sure to obtain contact information for everyone you interviewed with and send an individual, unique thank you note to each of them.

Sample Thank You Letter

1116 Green Pine Drive
Plainsboro, NJ 08716
December 2, 2016

Mr. William F. Miggins Vice President, Operations
Anderson & Howell, Inc.
378 High Street
San Diego, CA 94500

Dear Mr. Miggins,

It was a pleasure to meet with you for lunch this past Tuesday. I am grateful for the time you took out of your busy schedule to meet with me to discuss my candidacy for the role of Production Analyst.

My role as Community Chair with my fraternity has given me the opportunity to effectively manage meetings while monitoring a limited budget for this organization. The work experience I gained through the internship I successfully completed with GE last summer allowed me to hone my ability to analyze complex problems and capably articulate solutions under tight deadlines. I look forward to applying these skills toward my work with Anderson & Howell.

It was fascinating to learn about the new technology that is beginning to play a major role in the manufacturing of consumer goods today. I have already been to the bookstore to purchase the book by Ralph Cruse which you so highly recommended. I look forward to reading about his industry ideas.

Thank you again for your consideration and I look forward to hearing more about this opportunity.

Sincerely,

Your Name
Offer Acceptance Letter

Once you have accepted an offer, the employer should be notified immediately in writing. You do not need to wait until the deadline for making your decision to notify the employer of your decision to accept the offer. Employers will appreciate your promptness as it will allow them to assess their overall status of the selection process.

In your letter, acknowledge the details of the offer (i.e., name of position, details on salary and start date). Acknowledge any contingencies to the offer or activities that need to be completed prior to taking on the position. Express appreciation for the offer and acknowledge anyone who has been particularly helpful to you during the hiring process. Be sure to request clarification on whether any additional action is required on your part prior to you reporting for your first day of work.

This formal acknowledgement is necessary for your personnel record and also to ensure that all details are taken care of prior to you starting your job. It also reaffirms for the employer that they have hired a true professional.

Sample Offer Acceptance Letter

145 Page Road
Rochester, NY 14600
January 25, 2017

Mr. James Finn
Comptroller
ABC Company
Research Technical Center
529 Grove Avenue
Anytown, NJ 02718

Dear Mr. Finn,

Thank you very much for your letter offering me a position as a Summer Intern at a weekly salary of $XXX. You cannot imagine my excitement at the prospect of joining your team this summer. After visiting with several different people from ABC Company at the Research Technical Center, I knew that this was the type of organization with which I would be proud to be affiliated. I was truly impressed with all the people I met.

In compliance with your request to reply before March 1, 2017, I am formally accepting the offer of Summer Intern. This is exactly the type of challenge and opportunity I have been seeking. I have no doubt I will be able to fulfill all of the responsibilities associated with the position and I am pleased you have such confidence in me.

Thank you for your consideration and encouragement. I look forward to joining you and your constituents at ABC Company on June 22, 2009.

Sincerely,
Your Name
Offer Declination Letter

As a matter of courtesy, a letter declining any offers you are not accepting is also necessary. This allows the employer to know the specific status of their hiring process. They will appreciate you handling the situation as a true professional, which can keep you positively connected with them for future career opportunities.

A letter declining an offer usually follows a phone call stating you will not be accepting the offer. A formal written record of your decision is important so there is no confusion about the verbal conversation and so the company has your decision on record.

Just as with an offer of acceptance, you want to express appreciation for the offer, state the exact position you were being considered for, explain your decision (but stick to the facts) and thank anyone who was particularly helpful to you during the process. You do not need to apologize profusely for your decision. Just kindly re-express appreciation for the opportunity.

Sample Offer Declination Letter

P.O. Box 16710
Rochester, NY 14600
February 25, 2017

Ms. Eleanor Downs
Corporate Recruiter
Marketing & Promotions
XYZ Corporation
2617 Victor Road Pumpkin
Hook, NY 14438

Dear Ms. Downs,

Thank you for all of the time that you have spent considering me for the Associate Brand Manager Internship Position. I am very appreciative of all your efforts and those of Mr. Samuel Kline, who has given me so much of his time and assistance.

I am making one of the most difficult decisions of my career and have been quite fortunate in being able to select from several outstanding opportunities. I narrowed the decision to three employers, and you were one of them.

After much deliberation, I must respectfully decline the offer to join your staff. I believe that another opportunity more closely matches my qualifications and interests. I do, however, hope that XYZ Corporation will afford me the opportunity for discussions of possible future employment.

Throughout the recruitment process, your firm distinguished itself as a truly professional organization. By investing considerable resources, orientating me to XYZ, and scheduling a response date of March 10, 2017, you have left me with an extremely favorable impression of your company.

Thank you again for your consideration and encouragement.

Sincerely,
Your name
Final Thoughts

Formal business correspondence is an important component of your job search and can make or break the opportunities you have to consider. Companies are evaluating how you communicate and how you handle yourself as a professional through these means, so presenting yourself well through your correspondence plays an important role in securing the opportunity you seek. Remember you must come across as formal and professional. Your advisor is available to offer guidance to you at any step in the correspondence process.

*Portions of this chapter of the workbook were adapted from* Cover Letters that Knock ‘Em Dead, Martin Yate, 2012, Bob Adams, Inc.
Where to Find a Job

The development of your personal career plan takes time and energy, and The College of Arts & Sciences offers programming and resources that assist you in understanding your skill set and where those qualities fit within different career paths. The following resources will assist with your job search:

- Networking
- OrangeLink
- Other Job Posting Boards / Corporate Contacts On-Campus Recruiting and Career Fairs National
- Databases

Networking

Networking is defined as the exchange of information or services among individuals, groups or institutions; specifically the cultivation of productive relationships for employment or business. Networking is a valuable tool when searching for a full time position or internship. You may find the following networking techniques valuable in your search:

- Informational interviews
- Networking via social media sites
- Using alumni resources: 'CuseConnect and the FindAlumni tool on LinkedIn as well as The College of Arts & Sciences’ job shadow, coffee chat and informational interview program.

Informational Interviews

An informational interview is one of the most effective forms of networking there is. It involves talking with people who are currently working in a field in which you have an interest. Informational interviewing also allows you to gain a better understanding of an occupation or industry and provides the opportunity to build a network of contacts in a specific field.

Informational interviewing is interviewing you conduct to produce information. The information you gather helps you choose or refine a career path, learn how to break into a career field and find out if you have what it takes to succeed in a specific field or industry. Informational interviewing is the process of spending time with one of your network contacts in a highly focused conversation that provides you with key information you need to launch or boost your career. Informational interviewing is particularly effective for college students, who are just embarking on connecting their interests to their careers.

Since informational interviewing is comparatively low-stress, you gain confidence in talking with people while learning what you need to know about a career or industry. Informational interviewing provides an opportunity to meet with potential employers before the more challenging job interview. Overall, you gain invaluable interviewing experience and visibility. See Chapter 3 for more details on informational interviewing.
Networking with Social Media
According to Lindsey Pollack, author of Getting From College to Career: 90 Things to do Before You Join the Real World, nearly 92% of all college seniors have a social networking profile but less than one-third have used social networks in their job search. If you are looking to connect with professionals in your field, find a job or internship, research a profession and you are not using social media you may be overlooking a valuable resource to network with professionals in your career field. Social media gives you the power to connect with people who you would not have the opportunity to converse with in your daily life.

How to Network using Social Media
Your online network should include friends, family members, family friends, classmates, co-workers, The College of Arts and Sciences staff, professors, neighbors and other close contacts. These are the best people to provide you with referrals to contacts in their network. The larger your network is, the more access you will have to different opportunities.

---

LINKEDIN
Setting up an account on LinkedIn is a great first step in developing your online presence. LinkedIn in particular allows you to establish a professional network consisting of your connections and your connections’ connections, automatically linking you to thousands of people in your industry and related ones. It can be a valuable resource to research different companies, professions, job opportunities and connect with The College of Arts & Sciences and Syracuse alumni. Joining ‘CuseConnect is a great way to network with Syracuse alumni. Additionally the FindAlumni tool on LinkedIn will allow you to quickly search and find The College of Arts & Sciences and Syracuse alumni in target companies, geographic areas, and careers.

TWITTER
Developing a Twitter account is another way to connect with people who you do not know, but who share common interests with you. When someone follows you on Twitter or you follow them, take the time to read their bio thoroughly. They may be a good person to reach out to about their profession or job.

ONLINE COMMUNITIES
Another way to network and form relationships is to join online communities with which you already have an affiliation with. This may include Syracuse University’s LinkedIn group, an industry association listserv or Facebook fan page of a not-for-profit that interests you.

FACEBOOK
While Facebook is used primarily to connect with friends, it can also be used as a networking resource. You may find some of your “friends” post internship or job opportunities on Facebook. You may find it beneficial to post status updates about an informational interview you had or a successful summer internship interview. This lets your Facebook network know you are looking for a job or internship. Someone may contact you about an opportunity they are aware of.

BLOGS
Reading business professionals’ blogs and company blogs that interest you can open a door to a networking opportunity.
TIPS WHEN NETWORKING VIA SOCIAL MEDIA

- If you want to contact someone you have never communicated with before using social media, you need to do some research before reaching out. Find the person’s preferred method of communication. If they have a website, check out their contact page and see the recommended way to contact this person. Their website will also list if they are on LinkedIn, Facebook, Twitter, or Instagram.

- The subject line of the email should include “Syracuse University Student” to get the reader’s attention.

- Be clear and concise in your email or message to the person with whom you want to connect. A long email or message could result in your message being deleted before it is even read.

- Always be professional and appropriate in your communication.
  - When communicating in an email or message do not use phrases like; “please respond” or “please get back to me” unless it is to an old friend or colleague. One of the realities of reaching out to someone who you do not know is that he or she may not get back to you.
  - Never send a negative follow up message or email expressing your concern over not receiving a response. Professionals are very busy people; they will get back to you when they can.
  - Do not use statements like, “I need to speak with you”, or “it is essential we speak”. You want to show your new contact that you are interested in collaboration and not demanding specific information.
  - Do not send too many emails to your new contact, it is very easy with the technology associated with smart phones to fire back responses immediately. Remember to allow some time in between responses and do not bombard your new contact with messages or emails.

- It is important to focus on making a connection with the new contact and not the actual event you asked about. You might have asked your new connection to meet you in person at his or her office or meet for coffee, but the reality of it is you may just receive an email or message back. Continue to develop that relationship and perhaps later in your communication you will receive an invitation to his or her office to meet.

- Always ask the contact if they can give you names of 3 more people to interview in order to build your network of professional contacts.

- The follow up piece is an important aspect of maintaining an ongoing relationship with your new contact. It is your responsibility to keep the lines of communication open. Did your new contact provide you with some advice or course of action? Keep your new contact posted on your progress with their advice or course of action. Remember that relationships do not happen overnight, they take time to cultivate and develop.
‘CUSECONNECT
‘CuseConnect is a LinkedIn group open only to SU students and alumni. It offers students/alumni the opportunity to receive advice and gain insights from alumni. Students can search through the members of the group to find and connect with alumni in their career field of interest for the purpose of networking and gathering information about careers. To join this group you need to have a profile on LinkedIn and ask to join the group, which is managed through the main Career Center at Schine.

As a group, SU alumni tend to be very giving and helpful to current students - and the alumni who join the ‘CuseConnect group are among the most helpful. They have volunteered to assist SU students and fellow grads through the career exploration and job search processes. These alumni work in many industries and are located all over the world.

Remember ‘CuseConnect is not a job placement service. It is an opportunity for you to build your network of alumni contacts. Students can use ‘CuseConnect to gather information about employment trends, job functions, salary expectations, effective job/internship searches, and SU alumni career paths.

The College of Arts & Sciences Job Shadow, Informational Interview and Coffee Chat
The College of Arts & Sciences job shadow, Informational Interview and Coffee Chat program is open to The College of Arts & Sciences students who want to connect with a alumni to discuss career strategy, learn more about a specific industry or gain advice from someone who was once in your shoes.

Job Posting Board/Corporate Contacts
The Syracuse University online job posting board, OrangeLink, lists information related to job postings for all Syracuse students, and offers a career search management system for students. Students have the ability to apply to job postings; and specialty resume books are developed on this system, which are shared with national recruiters. All Syracuse University students can access the system at OrangeLink.syr.edu

On-Campus Recruiting and Career Fairs
Syracuse University invites employers to recruit students through career fairs and personal meetings. These events take place through the fall and spring semesters, which coincides with recruiting cycles for corporations. All fairs are open to all students.
WHAT IS A CAREER FAIR?
A career fair is an open forum for students to meet with recruiters. Recruiters are eager to meet with you, and anticipate you have researched the company and understand how your skills will match current career openings. This venue offers you an opportunity to ‘market’ your skills to the recruiter, thereby garnering interest in you as a candidate.

Information regarding dates for career fairs and registered employers is available through OrangeLink, which students can access at OrangeLink.syr.edu

WHAT IS AN EMPLOYER INFORMATION SESSION?
Some employers will offer sessions that allow you to learn specifically about the career opportunities within their company or organization. These sessions are a more structured format, and educate you about the organization and what they are looking for in a candidate. Further information about information sessions is available on OrangeLink, which students can access at OrangeLink.syr.edu

WHAT IS CAMPUS RECRUITING?
Syracuse University encourages employers to interview students on campus, hence the name ‘Campus Recruiting’. Employers will meet with you for 30 minutes to determine if you have the skills needed to be successful in the company. In order to be considered for interviews, you need to apply to career listings through OrangeLink. If you are selected to be interviewed, you will receive notification through OrangeLink, and be asked to schedule a meeting.

National Databases
Bird Library maintains a variety of subscriptions to database resources that afford students detailed, in-depth information about industries, companies and contacts. For more information about the databases, please refer to Chapter 3 of this workbook to find out more information about industry specific questions you may have. You can also access the databases via Bird Library at http://library.syr.edu/.
Interviewing Techniques

Congratulations! You have been successful in getting your resume noticed! Now the recruiter would like to speak with you. What happens next? Successful interviewing requires a lot of time, practice and patience. It is not something that can be crammed into the ten minutes before you leave to meet with the hiring team. Preparation is the most important aspect of interviewing. The more you prepare, the more confident you will feel during the interview.

Preparation for the Interview

One of the most time-consuming parts of the job interview process is researching your prospective employer. However, it is also the most important part of the process. The easiest way to set you apart from the rest of the candidates is to leave the interviewer with a positive impression. The easiest way to do that is to know the company inside and out.

There are a number of tools you can use to find the information you need. Try to learn about the company’s rank in its industry, sales and profit trends, type of ownership (is it public or privately held?), and any other information you may deem important based on the specific position you are interviewing for. You should familiarize yourself with the company’s biggest competitors and the direction in which the industry, as a whole, is headed. Focus in on the statistics, zero in on companies in the same industry as the one you are interviewing with.

Knowing a fact or two about each can come in handy in an interview. Do you know someone at the company or is there an alumni contact that you could connect with? If so, take advantage of their knowledge to gain an inside perspective of the organization. Internet research sites such as LexisNexis, Reference USA, Vault.com, and Dunn & Bradstreet’s Million Dollar Database do a great job of helping familiarize you with the organization and key players. These sites will also give you insight about the company’s competitors.

Dress for Success

As part of the interview process, the hiring team will look at your dress as a key representation of yourself. If it is obvious that you took the time to choose the right clothes for the interview, it is likely you will put the same consideration into your work.

In addition to clothing, you should be sure to cover all (or as many as possible) tattoos, and display minimal piercings. Keep jewelry to a minimum, and wear little or no cologne. You do not want the interviewer to draw any unnecessary assumptions. Also, do not forget your shoes. Are they worn out? Polished? Current style? Although it may not sound important, it is a very telling detail that could cost you points as a candidate.

Keep it simple and conservative for the interview setting.

- Solid color, conservative suit in grey, black or navy
- White, long-sleeved shirt, coordinated blouse
- Conservative tie
Dark socks, professional, polished shoes - be mindful of the shoes you wear as well Neat, professional haircut; hairstyle
Conservative make-up
Neatly trimmed or manicured nails - if your nails are painted, be sure they are a conservative color
Carry a padfolio or briefcase to take notes and hold copies of resumes and company materials

Additional Interview Preparation

Even if you have a good idea of the location of the company, get directions. These will help you identify which entrance to use, which floor to go to, and even whom you are meeting with. It is also a good idea to visit the site the day before the interview. Be sure to note the amount of time it took to get there. You will want to add in additional time for any traffic or unforeseen delays (especially if you are interviewing in a major metropolitan area like New York City or Boston). Plan to arrive to the interview approximately 10-15 minutes early. You will also want to be sure to get the contact information for the person with which will be meeting. In the event a problem arises, you can contact this person directly.

Before you go out the door, you will want to be sure you have the following items with you:

- Directions to the company, including contact information for the person you are meeting with and parking information
- Cash for tolls, parking, or meters
- Several copies of your resume on white, cream or light gray resume quality paper
- A pen to take notes
- Notebook paper/portfolio
- List of professional references
- Breath mints (you do not want to be chewing gum)
- Appropriate weather gear (raincoat, umbrella or boots)
With the interview preparation under your belt, you are all set to make a positive lasting impression. Think of your role in the job interview as that of a salesperson. You are trying to sell yourself to the interview and help them understand why you are the perfect candidate for their company.

Types of Interviews

Job interviews can take on many forms. It is best to understand what the employer may be looking for. Regardless of the type of interview, several skills are consistent across the board. Be polite, enter the room with a smile, exude an air of enthusiasm, confidence (not cockiness or conceit), and extend your hand for a firm handshake. Always be sure to maintain eye contact with the interviewer. If you are meeting with more than one interviewer at a time, move from person to person, making sure you hold the eye contact long enough that they feel you are attentive to their role.

Phone Interviews

Prior to a direct face-to-face meeting, the telephone interview is often a way for the recruiter or hiring manager to eliminate candidates that may not be the best fit for the position or for the company culture. For many companies, it is an initial interview with human resources or your potential supervisor. Although the conversations are typically shorter in length, you will want to be sure to establish yourself as a strong candidate. You will want to use this time to provide evidence of your skills and really use your experience to your advantage. A telephone interview can happen at any time, so it is important when looking for a job, you are always prepared to engage in a conversation when answering the call. Always answer the phone in a mature, professional manner. If you are not available to take the call, your voicemail message should also reflect your professional image. Have a copy of your resume as well as a folder of the job descriptions you have recently applied to readily available to refer to in the event of a call. While there is not always a way to prepare for the timing of these interviews, you can be well prepared to field the questions that are likely to be asked. The overall goal of a phone interview is to sound interesting enough to be invited in for a face-to-face interview.

Sample questions may include:

- What do you know about our organization?
- Why are you interested in our opportunity?
- Why should we consider you?
- Where are you looking to take your career in the future?
- What does your availability look like over the next week or two?

Non-Directive Interviews

Non-directive interviews are a style of interviewing where the applicant takes the lead during the interview. This type of interview is often very informal. It often starts with “Tell me about yourself”.

You will want to make sure you touch upon the following:

- Your education
- Your skills and abilities
Directive Interviews

During the directive style interview, the interviewer leads the interview in order to obtain specific information. This type of interview can be tricky because the interviewer often has a clear and set agenda that he or she follows throughout the interview. This agenda can make it difficult to include all of the information you would like to include during your interview.

You will want to sell your skills by bringing up questions like:

- “Would you like to hear about my senior project?”
- “Would you like to know about the time I organized a school wide coat drive for the Salvation Army?”
- “Would you like to hear about my leadership experience as president of my sorority?”

Behavioral Interviews

A behavioral interview is highly structured with key questions to help the interviewer assess how strong candidates are in specific competencies or skill areas. Another approach to behavioral interviewing begins with one question and then asks a series of follow-up questions, allowing the interviewer to dig deeper into your core competencies.

The theory of behavioral interview questions uses past behavior to predict future behavior. The most common behavioral interview uses the STAR interviewing method. Your behavioral answers to these questions, based on the competencies defined for the job, will help an interviewer predict how well you’ll be able to do your job.

Utilizing the STAR interviewing method, you will break your answer down into variable components. This will show the interviewer your understanding of the question as well as your competency in the role.

Situation/Task
Describe the situation you were in or the task you needed to accomplish. You must describe a specific event or situation, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, school project, from a volunteer experience, or any relevant event.

Action (Analysis)
Describe the action you took and be sure to keep the focus on you. Even if you are discussing a group project or effort, describe what you did -- not the efforts of the team. Do not tell what you might do, tell what you did.

Results
What happened? How did the event end? What did you accomplish? What did you learn? Whenever possible, end your answer with a result that is quantifiable.
Some examples of behavioral interview questions may include:

- Tell me about a time you exhibited leadership.
- Describe a situation where you had to convince someone to see an idea your way.
- Give me an example of a time when you set a goal and were able to achieve it.
- Tell me about a time when you had to prioritize your responsibilities.
- Give me an example of a situation in which you motivated others.

**Case Interviews**

More often than not, case interviews are reserved for those professions requiring a great deal of logical thinking or strong problem-solving capabilities. You would be highly likely to encounter a case interview if you are interviewing for a technical or analytical position. The basic premise of the case interview is to give the candidate a situation or problem and asks him/her to solve the dilemma. The question is often a real situation facing the company, other times it may be a brain teaser. The point of the exercise is to see how your brain works. What is your thought process? Even if you are unable to come up with a final solution, the interviewer will be looking to identify if you were able to develop a logical plan to solve the problem. They will want to see you display a plan of reasoning through the problem. Your professional demeanor will also be “graded” as you move through the process. How do you react under pressure and in a situation that may be new to you? Keep in mind there is rarely one right answer for analyzing a case. The interviewer is just as concerned with the process you follow to reach the conclusion as the conclusion itself.

Some examples of case interview questions may include:

- How do you weigh an airplane?
- Estimate the market for light bulbs in Des Moines, IA.
- If you were a tree, what tree would you be, and why?
- Why are manhole covers round?
- How many tons of ketchup do Americans consume in a year?
- Why is there braille on a drive-thru ATM?
- How many golf balls can fit into a school bus?

**Panel Interviews**

During a panel interview you will meet with several people at the same time. The members of the panel are often individuals that you would interact with when on the job. The panel might include your potential supervisor, his/her boss, human resources, co-workers, as well as other managers who might be involved with your work. Be sure to make eye contact and include all members of the panel in your answers. If you can, try to tie the comments made by one member of the panel into your answer of another member’s question. This will show your attentiveness and interest in what each has to say. Be sure to get the business cards or contact information from all of those on the panel. You will want to send thank-you notes to everyone participating.
Lunch/Dinner Interviews

The lunch or dinner interview has become increasingly popular due to the demands of daily schedules. While applying the normal interviewing etiquette, you are now faced with the added concern of eating while answering questions. The most important rule to remember is not to offend the interviewer with bad table manners. Order food that is easy to eat. Avoid foods that are likely to end up between your teeth or on the front of your shirt. The easiest way to approach this type of interview is to follow the lead of the interviewer. Also, be sure to pay more attention to the interviewer’s questions than to the food on your plate or wondering what might be for dessert. Keep the conversation focused on your skills and experience. You should be doing most of the talking. Your main purpose for being there is to interview, not to enjoy a meal out.

Interviewing Tips

Although interviewing formats may differ, the same basic idea holds true for any interview. Be prepared!

- Use your success stories, have specific reasons as to why you are the right fit for the role, and link your success stories to the questions being asked.
- Do not despair if that first interview is less than perfect. The more you interview or practice for an interview, the more natural your answers may sound, and the more comfortable you will feel in the situation.
- Figure out the types of answers an interviewer would be looking for, and utilize your past experiences to answer.
- Try to get one or two practice interviews, either with a friend or a career center professional under your belt before meeting with the company of your dreams.
- Regardless of the interview format, always “close the deal” at the end of the conversation. Be sure the interviewer is aware you appreciated his/her time, give a brief summary as to why you are the best fit for the position, and let him/her know you remain very interested in continuing through the hiring process.
- Obtain contact information for all of those you have met with throughout the day and send individual thank you notes to each in a timely fashion.

Sample Interview Questions

**GENERAL QUESTIONS**

- Tell me about yourself.
- What do you know about our company?
- When reading the job description, what sparked your interest in the role?
- Are you open to relocation for the right opportunity?
- Why should we choose you over our other applicants?
**MOTIVATION QUESTIONS**

- What is it about our opportunity that is of interest to you?
- How would you define “success” for your career? At the end of your work life, what must have been present for you to feel as if you had a successful career?
- What goals, including career goals, have you set for your life? Where do you see yourself in five years?
- Imagine you have received a coveted national award five years from now. Why did you receive the award, what is the award, and what are the circumstances under which you are receiving the award?

**TEAMWORK QUESTIONS**

- What actions and support, in your experience, make a team function successfully?
- Have you been a member of a team that struggled or failed to accomplish its goal? If so, what assessment did you make of the reasons for the failure?
- Give an example of a successful project you were part of. What was your role? Why was the project successful?
- Give me an example of a time when your work group or department worked especially well with another work group or department to accomplish a goal.

**LEADERSHIP QUESTIONS**

- Have you ever been a member of a successful team? If so, describe the role you played on the team and in its success.
- Give me an example of a time when you played a leadership role in an event, an activity, a department or work unit, or a project. Describe how you led the efforts. Tell me how people responded to your leadership.
- What are the three most important values you demonstrate as a leader? Tell me a story that demonstrates each of these leadership values in practice within your workplace.
- During your work experiences while attending college, tell me about a time when you demonstrated that you have leadership ability and skill.

**INTERPERSONAL SKILLS QUESTIONS**

- Tell me about a time when you had to work closely with a coworker whom you disliked or with whom you had trouble working. What did you do to make the relationship work so you could succeed for your company?
- Describe a conflict you were involved in at work. How did you resolve the conflict? What happened next with that coworker or team?
- During your work experiences while attending college, tell me about a time when you demonstrated that you have the ability and desire to work effectively with your co-workers.
- How would your previous manager describe you as an employee? Former peers?
- When you have entered a new workplace in the past, describe how you have gone about meeting and developing relationships with your new co-workers, supervisors, and reporting staff.
COMMUNICATION SKILLS QUESTIONS

- Rate your communication skills on a scale of 1 to 10 with 10 representing excellent communication skills. Give me three examples from your past work experiences that demonstrate the selected number is accurate.
- Describe the work environment or culture and its communication style in which you experience the most success.
- Describe five things about the communication within an organization that must be present for you to work most effectively?
- Tell me about your communication style with your manager/peers.

CAREER GOAL QUESTIONS

- Where do you see yourself in five years?
- What will be the last job you will hold when it is time to retire?
- There are thousands of possible careers in the world. Why are you interested in pursuing X?
- How has your college experience prepared you for a career in X?
- How would you describe your ideal job?

ACCOMPLISHMENTS QUESTIONS

- What strengths do you bring to the table?
- What areas are you working to improve upon?
- What is your most notable accomplishment to date?
- What accomplishments have given you the most satisfaction?
- What is the toughest problem you’ve had to face, and how did you handle it?
Interview Checklist

- Have you had your suit tailored and/or dry-cleaned?
- Have you tried on your interview outfit to make sure everything fits and is comfortable?
- Have you reviewed your resume and professional references?
- Do you have copies of your resume, references, and letters of recommendation?
- Do you have a portfolio available to put your resumes and questions in?
- Have you researched the company and people you are interviewing with?
- Have you developed questions to ask the interviewer?
- Have you practiced some common interview questions?
- Have you reviewed the different interview types?
- Do you have the address and contact information of the people you are interviewing with?
- Do you have directions and parking information?
- Do you have extra money available for parking and/or transportation?
- Do you have mints available for before the interview?
- Do you have the appropriate weather gear (boots, umbrella etc.)?
- Did you turn your cell phone off before the interview?
- Did you arrive at least 15 minutes before the interview?
- Be confident, be yourself and smile.
Salary Negotiation Techniques

Before you go into salary negotiations, it is important to know what salary you want, what you need to live on, and what you will be prepared to accept. Spend some time working out your budget. Decide what types of benefits are important to you. A compensation package might include: flexible work schedule, option to work at home, relocation expenses, pension and insurance plans, company car, holidays, stock options, profit-sharing and training opportunities. By evaluating these beforehand, you can concentrate on bargaining in the negotiation process. It is important to know your market value. You can do this by consulting professional associations, job advertisements, business and trade periodicals, employment agencies, executive search companies, career-related websites, and on-line salary surveys such as www.salary.com and www.glassdoor.com.

Since salaries often vary according to location, you should research comparable positions at similar companies in your geographical area. To strengthen your negotiating position, try to determine how urgently the company needs to fill the position. It also helps if you have another offer to consider. But also consider the current economic times in your target area. When completing application forms, say your salary requirements are “negotiable” or “competitive.” Never put salary information on your resume. Do not be the first to mention salary during the job interview. Let the employer introduce salary first. If the interviewer insists on a specific figure, ask for details of the company’s customary salary range for that type of position. Stress that you are confident you will be able to arrive at a mutually agreeable sum.

Do not negotiate a salary until you receive a job offer. By making the offer, the employer is indicating they consider you to be a valuable asset, thus putting you in much stronger bargaining position. When asked at this stage to express your salary requirements, be as non-specific as possible. Instead of an exact amount, state a range and indicate you are willing to negotiate and consider the entire compensation package.

- Use timing to establish your value. (Do they need to fill the position quickly?)
- Do not be too quick to accept the employer’s first offer. Acknowledge the receipt of the offer and do your research.
- If the offer is unacceptable, go back to talking about the responsibilities and importance of the job.
- Stress how keen you are to work for the company and how much you feel you can contribute.
- Maintain a calm, friendly, and professional demeanor at all times.
- Anticipate objections and be prepared to overcome them.
- Assess the company’s needs beforehand and justify your salary request by showing them how they will benefit from your skills, knowledge, and experience.

Be creative in suggesting salary options. If the company is not in a position to offer a higher salary, concentrate on negotiating parallel benefits such as performance bonuses, company car, profit-sharing, etc. Remember that you are negotiating your relationship with your prospective employer. It should be a collaborative process. Both parties will benefit from a successful outcome. Be firm but friendly in asserting your rights. If you are satisfied
with the offer you receive, try to resist the urge to accept on the spot. Instead, express your enthusiasm about the prospects of joining the company and ask for a little time to consider the offer. When evaluating the offer, consider all the relevant factors, e.g. salary, benefits, responsibilities, location, environment, and promotional prospects. Once you have accepted the job offer and agreed on the salary and benefits, ask for a letter of confirmation.

**Considerations**

Do not yield to the temptation to accept the job offer right away. Ask the employer how much time you have to accept their offer. As you evaluate the offer, you should take into consideration the advice from your advisor who have a wealth of knowledge to offer.

Assess the fairness of the salary with what the market suggests. Knowing what the market salary range is for the position is critical, not only in assuring your satisfaction in the short-run, but it will also help you when the time comes to ask for a raise based on your ability to consistently meet or exceed your goals.

The best way for you to evaluate job offers is to have as much insight and knowledge into the job market and the specific area(s) they are seeking employment. You should research entry-level salaries for specific job titles via www.salary.com or www.glassdoor.com.

Evaluation of job offers should also be made based on the cultural climate of the organization. Talk to present or former employees. Read about the employer’s history in order to evaluate perceived glass ceilings, cultural/ environmental indifferences and minority make up. You should put as much thought into what you want in your first job as you put in selecting your college/university and major.

Job offers should be evaluated on the basis of your plan. Ideally, the first job out of college will be the next step in your overall career plan. For instance, if you are interested in pursuing an advanced degree, the first job should provide an opportunity to do so and perhaps even pay for it. When entering the job market, graduates should consider the entire compensation package when evaluating job offers.

What factors should be considered before accepting a position? While salary is the initial factor you tend to focus on, it should never be negotiated without placing thought to a host of other factors.

**Job location- If you are considering a job in a different city than your hometown, the following factors need to be considered:**

- The cost of living (this could impact your salary expectations)
- The availability of housing and parking (Do you have to pay for parking?)
- Will you be living alone? Do you know anyone who you could live with?
- Public transportation or the distance of your commute.
- The quality of entertainment available along with recreational facilities and activities.
- Will the company pay or assist with relocating costs?
Other factors to consider in evaluating job offers include:

- Employer profit sharing programs
- Retirement matching
- Medical and dental insurance plans
- Flexible spending (cafeteria) plans for prescription co-pays, new glasses, day care, and other expenses
- Salary and prestige of the company
- Culture of the company
- Geographic location
- Availability of a certain lifestyle (Are mountains and hiking available? Trendy boutiques and restaurants?)

These factors may include - the location of the new job (and the comparable cost of living) and a host of benefits (health, retirement, leave, professional development, continuing educational costs, etc.). Salary should never be considered in a vacuum. It should be tied to the cost of the living index for the city where the job is to begin. Other factors should include the philosophy of the organization and its reputation within its industry, benefits package to include insurance, profit sharing, career path for the position, and opportunity for advancement.

What criteria should you use in determining whether the job is the right “fit” for you? How can you be sure?
The answers to these questions for you will be very subjective, but it is important to trust your first instinct to new observations about the company you are considering. Ask yourself, “Will this company be one you are proud to be affiliated with?” One thing you should keep in mind is it will be much easier to apply yourself in the workplace if the organization’s activity and vision are in harmony with your own personal beliefs.

If possible, try to contact alumni who are currently working in the company for which you are considering working. Spend time asking alumni specific questions about working for a particular company. Alumni can also offer insight regarding relocating, providing information on neighborhoods, commuting problems, and public transportation.

You can never be sure about the job “fit.” If during the interview and visit, the employees made you feel comfortable, welcomed, and at home, you should go for it. One of the best ways to try out an employer is through an internship experience. Although employers increasingly look to convert internships into full-time hires, not all offers are based on this. While there are no guarantees in whether you will like a job, you should inquire as to whether there are defined mentoring and/or training programs for new employees, which would allow you to bond with a cohort.

Is it enough to get your foot in the door? Or should you seek out the right match?
The right match gives you a career. A job pays the bills. For some corporations, getting a foot in the door is just fine, especially if the other side of the door will provide the candidate with the flexibility to explore, take lateral transfers, and seek the best fit. For instance, some organizations have “rotational” training programs where entry level employees work in several different departments over a period of months, and then will have an opportunity to select their preferred position. The college seniors that are the most successful in the job search process are those who are the most diligent and tenacious in their job search process. The college seniors with the most job offers are those who attend as many career fairs and information sessions as they can and those
that participate in as many interviews as possible. It is imperative to network and even more important to follow up and keep in touch with key contacts and recruiters.

**Evaluating Your Benefits Package**

While we typically think of benefits as basic insurance coverage, a good benefits plan can include many additional perks that offer true tangible gains in relation to the competition. Following are some of the basic elements of benefit plans and what to look for:

**General Benefits**
Find out if there are any monthly or per-pay-period costs for the overall benefits plan (which will make an immediate and tangible dent in your take-home pay, although it is usually a pre-tax deduction), who is covered (does it only cover you or does it also cover other family members and future family members), when each component of the benefit actually begins (some will begin the first day of work, some after thirty days, and some after one year of employment), and whether any of the benefits are taxable (life insurance is an example of a benefit you may end up paying taxes on at the end of the year). If the benefits are provided cafeteria-style (where you can pick and choose which you will enroll in), find out if you can add benefits at a later date and what restrictions would be involved.

**Medical Benefits**
Consider the type of plan (Preferred Provider Option, Health Maintenance Organization, Blue Cross/Blue Shield, etc.), what expenses are covered (HMOs will often pay for preventive care expenses that others will not, etc.), deductibles (annual deductibles, per-office-visit deductibles, etc.), co-pays (percentage the insurance pays versus the percentage you will pay), exclusions for pre-existing conditions, and whether or not the plan has open or closed enrollment (including medical exams or other evaluations which may be necessary for enrollment in the plan).

**Dental Benefits**
Consider whether preventive care (exams, cleaning, X-rays, etc.), surgical care (root canals, etc.), and orthodontic care (braces, etc.) are covered and to what extent (deductibles, co-pay, annual limits, and lifetime maximums).

**Vision/Eye Benefits**
Evaluate what expenses are covered, what the deductibles are, and what the annual limits and lifetime maximums are. Many companies now offer an “up to” amount of annual coverage which can include exams, eyeglasses, contact lenses, and even disposable lenses.

**Life Insurance Benefits**
Life insurance benefits will become increasingly important if you decide to get married and/or start a family. In the meantime, it may cover the basic expenses in the event of unexpected tragedy. Some companies will also allow you to purchase additional blocks of term insurance, although often at or above the going market rate. It is usually better to purchase additional insurance separately, but evaluate the costs—especially if the rates offered will remain stable for the duration of your employment.
Disability Benefits
Disability insurance ensures the employee will receive compensation if he/she becomes unable to work because of a major disability or injury. Insurance is usually divided into short-term disability (which can sometimes include an allocation for sick pay and usually includes initial disability coverage from 90 days to a year) and long-term disability (which usually kicks in after 90 days to a year). Note the percentage amount of salary paid, how that percentage may change over time, and what that percentage is based on. Also note how any variable pay components may be covered.

Sick/Personal Benefits
While many companies have moved away from having a designated number of sick days for salaried staff (which encourages some employees to take them in spite of lack of actual illness, since they already have earned them), some companies still provide for a certain number of personal days. Depending on the restrictions, these may be treated as pseudo-vacation days.

Vacation Benefits
Consider how many days are allowed in your first year, when they begin accumulating, when they may be used (can days be taken before they are earned?), how many days are allowed in future years, and the maximum number of days. The standard vacation policy may start with one to two weeks per year (prorated from the hire date), then additional days or weeks based on years of service. Some companies, however, do not provide any vacation during the first year. Note also whether vacation days accumulate according to the calendar year or work year (based on your date of hire). Do vacation days roll over? If so, how many and for how long?

Holiday Benefits
There are six standard holidays that nearly every U.S. company covers (New Year’s Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, and Christmas Day). In addition, many cover the day after Thanksgiving, an additional day at Christmas, and some cover additional days such as Presidents’ Day and Martin Luther King Day. Many companies will offer six or more “set” holidays plus one or more “floating” holidays that can be used at the employee’s discretion. In this case, these floating holidays usually end up being treated much the same as vacation days. If the company offers floating holidays and you are starting mid-year, note how many will be offered to you during the first year.

401(k) Retirement Benefits
Your company’s 401(k) plan can help you begin building a tax-deferred retirement nest egg early (start now and you will truly be able to enjoy your retirement). Consider the percentage or dollar amount of company matching (if any) along with any defined maximum amount for either matching contributions and/or employee contributions. Also check the amount of time it takes to vest the company matching portion and whether there is a partial vesting during the interim.

Profit Sharing Benefits
Profit sharing can be an outstanding benefit, assuming the company is profitable and expected to continue to turn over a profit. However, the amount of profit sharing provided is often at the discretion of executive management and may be stated as an “up to” amount or percentage. If it is unclear what that amount is, ask what the company has paid, historically, for the last three years to individuals in a position similar to the one you are being offered. Downplay any promises that it will likely be greater in the coming years. Even when you are dealing with historical figures, do not plan to spend the money until you have the check in hand. Anything can and will happen with the profit-sharing wild card, even in the most conservative companies.
Stock Option Benefits
Although it is unlikely you will receive stock options or restricted shares (which are usually reserved for executive management), another similar stock instrument you may have access to would be an ESOP, or Employee Stock Ownership Plan. While different from true stock options (you usually have to buy the stock at regular intervals at the prevailing market price), it gives the advantage of buying company stock at a discount from market value. Although the discount varies, it is usually in the 10 to 15 percent range, which means you make an immediate 11 to 17 percent profit (since you are buying at a discount). The stock purchase is often free of broker commissions or fees. Some companies will allow you to sell the stock commission-free through their designated investment banking firm. Many will also allow you to reinvest your dividends commission-free to buy more stock. It is an excellent benefit and you should immediately sign up for the maximum allowable (usually 5 to 10 percent of your base salary). You should, however, be careful to periodically balance your overall investment portfolio to reduce your risk and exposure to any company, including your own. You can usually sell ESOP shares either immediately or after a set period of time if you are seeking to diversify.

Tuition Reimbursement Benefits
An especially important perk if you plan to pursue an advanced degree during your evening and/or weekend hours. Consider what types of coursework is covered, the tax impact of the benefit (usually the IRS will consider the benefit tax free only if you are studying within your current field), how the benefit is paid (some companies pay 100 percent for an “A,” 75 percent for a “B,” etc.), and the yearly maximum.

Health Club Benefits
As part of the self-care trend, some companies now offer free or reduced-rate memberships in health clubs. Some larger employers even offer on-site facilities so you can work out in the morning, at lunch, or after work without having to leave the company location. It is a nice perk, depending on whether the facilities meet your personal needs.

Employee Assistance Benefits
Some companies have a formal program designed to aid employees in need of assistance. While this can sometimes be for mainstream needs (such as financial planning and tax assistance), it can also include drug/ alcohol counseling and other types of crisis support. This is just one more way to let you know you are not on your own when you are in need of help.

Overtime/Travel Benefits
While salaried employees are usually not paid overtime, some companies will compensate for time above and beyond an expected standard (usually forty hours per week). This can take the form of overtime or bonus pay, a premium above and beyond standard pay for hours worked at out-of-town locations, and/or comp time (which converts extra hours worked into extra time off).

Parking Benefits
This often overlooked perk can amount to a great deal over time, especially if you will be working in one of the high-cost parking (and living) cities such as New York, Chicago, or Los Angeles. This $50–$100/month tax-free benefit can easily amount to $1000–$2000/year in salary equivalence.
**Commuting Benefits**
Few companies will pay you for the actual commuting in your car to and from the office. However, some companies in high traffic areas will provide company van service, a car pooling allowance, or commuter train/bus allocations to encourage their employees to use environmentally friendly means of transportation.

**Expense Reimbursement Benefits**
Most companies will pay you for authorized direct business-related costs you incur. However, how that cost is calculated often differs, with you picking up the difference. For example, using your car for business travel (above and beyond your standard commute) might be covered at anywhere from eight cents to forty cents per mile. That ends up being quite a difference if you are racking up the miles. Also, items such as business entertainment may only be reimbursed up to 80%. If your job requires incurring expenses, know what will be covered and to what extent.

**Cell Phone/Smartphone Benefits**
This can be another substantial perk, especially when you have been picking up the entire bill on your own. Some companies will only pay a certain amount or ask you to account separately for personal minutes. If you keep your personal use low and cover the costs when used for personal calls (or call during free minute periods), you can usually drop your personal phone and have the most or all of the expense picked up by your new employer.

If you need additional assistance managing offers and negotiations, your advisor can meet with you to discuss negotiation skills and how to manage job or internship offers.