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   c. Salary Negotiation
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VI. Evaluation
Barbara Larsen, Associate Director, Career Services
Phone: (507) 457-5582
Office: WSU Career Services, 325 Maxwell Hall
Email: blarsen@winona.edu
Office Hours: Monday-Friday 8:00 a.m. - 4:30 p.m. or by appt.

Required Texts:
   Please be aware that you must purchase a NEW copy of this book as each copy includes a unique code used to access the assessment through their website.

   StrengthsQuest
   The Gallup Organization


Both available at WSU Bookstore

Laptop or access to a computer and internet required the 1st day of class to take the StrengthsQuest assessment.

Course Focus:
The purpose of this course is to introduce you to the career planning process including self-exploration, occupational exploration, and job search strategies. By learning this process you will hopefully be better prepared to obtain an internship or your first job after graduation and be more satisfied with the career/job you pursue. Furthermore, understanding this process will allow you to better manage your career throughout your life and make future career transitions easier.

Specific Objectives:
1. Students will learn how to examine skills, interests, and individual strengths.
2. Students will learn how to effectively identify and research organizations of interest.
3. Students will learn how to create self-marketing materials including a resume, cover letter and reference list and learn how to tailor them to individual positions.
4. Students will develop an understanding of professional portfolios and understand how to effectively use them in a job search.
5. Students will learn networking and job search techniques and apply these techniques now for job or internship opportunities.
6. Students will learn key skills for interviewing through mock interviewing activities.
7. Students will understand the components of a salary/benefits offer, how to research salary and prepare for effective salary negotiation.
8. Students will develop career-related goals to guide their future career path.
9. Students will increase knowledge of WSU Career Services and resources.

Class Policies

Attendance/Participation
Attendance is required for the benefit of your learning and as a courtesy to your classmates. It is essential that
each student become actively involved in the class and share experiences. **Being this class meets for only 2
Saturdays, it is ‘imperative’ you attend both classes. Only emergency absences will be considered.** Any
unexcused absence will dramatically affect your grade.

Your contributions during class are essential. As a member of this class, you are expected to be here, be
prepared, and to participate. It is my expectation that you will make it to class on time **and** that electronic
devices will be turned off. Failure to regularly arrive on time or participate will impact your final grade in the
course.

**Late work**
No late work will be allowed. Period.

**Quality of Work**
Your work should reflect college level standards. All assignments are expected to be legible and grammatically
correct. **Please be sure to proofread your work; failure to do so will impact your grade on assignments.**

**Academic Integrity and Scholastic Dishonesty**
Academic integrity is essential to a positive teaching and learning environment. All students enrolled in
University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do
so by seeking unfair advantage over others or misrepresenting someone else’s work as your own, can result in
disciplinary action.

Within this course a student responsible for scholastic dishonesty can be assigned a penalty up to and including
an “F” or “n” for the course. If you have any questions regarding the expectations for a specific assignment,
ask.

If at any time you have a concern regarding the class or your performance, feel free to come and talk with the
instructor(s). We have high standards for you in the class and expect you to take responsibility for your work,
but we will also be flexible as necessary. Any student with a documented disability condition (e.g. physical,
learning, psychiatric, systemic, vision, hearing, etc.) who needs to arrange reasonable accommodations should
contact the instructor(s) and Disability Services at the beginning of the semester.

**Grading**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Due</th>
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<tbody>
<tr>
<td>Participation/attendance</td>
<td>20 pts.</td>
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<tr>
<td>StrengthsQuest Reflection Paper</td>
<td>10 pts.</td>
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<td>Due: Oct. 2</td>
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<tr>
<td>Strengths Grid</td>
<td>10 pts.</td>
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<tr>
<td>Due: Oct. 2</td>
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<tr>
<td>Career/Employer Research</td>
<td>20 pts.</td>
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<tr>
<td>Due: Oct. 2</td>
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<tr>
<td>Resume</td>
<td>20 pts.</td>
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<td>Due: Oct. 2</td>
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<tr>
<td>Cover Letter</td>
<td>20 pts.</td>
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<td>Due: Oct. 2</td>
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<td>Career Services Advisor Appt.</td>
<td>10 pts.</td>
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<td>Due: Oct. 2</td>
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<tr>
<td>Informational Interview Paper</td>
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<td>Due: Oct. 2</td>
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<tr>
<td>InterviewStream/Self-Critique</td>
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<td>Due: Oct. 19</td>
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<tr>
<td>Attend Career Fair October 14</td>
<td>10 pts.</td>
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<tr>
<td>Due: Oct. 19</td>
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<tr>
<td>Career Action Plan</td>
<td>20 pts.</td>
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<tr>
<td>Due: Oct. 19</td>
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</tbody>
</table>

**Total Points Available** 280 pts.
**Assignments**

Each assignment is given a numerical score. There are a total of 280 possible points for all assignments and activities in this course. All assignments are due on the date listed and you will receive 0 points for any materials turned in late (without previous arrangements). Grammar and spelling will be considered in your grade for each assignment, proof-read carefully (employers will). Use WSU Career Services, 314 Maxwell Hall, as a resource for many of your assignments.

**Major papers and projects**

1) **StrengthsQuest Reflection Paper**: Write a 1 page reflection about the StrengthsQuest assessment that answers these questions about one particular strength you possess (also review strengthsquest.com website):
   a. What is best about this theme?
   b. How do you use it in your academics?
   c. How do you use it in job or other positions you have held?
   d. What would happen if you didn’t have this theme?
   e. How does this theme help you be successful?

2) **Strengths Grid**: List your top 5 themes in a chart, listing the definition, benefit, example from past and a specific example of how you would use your theme in a position for which you are applying (1 page):

<table>
<thead>
<tr>
<th>Strength</th>
<th>Definition</th>
<th>Benefits</th>
<th>Past Example</th>
<th>Future Illustration: Marketing Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicator</td>
<td>Enliven life with examples, stories and images</td>
<td>Driven to reach out and connect with people</td>
<td>As a Princess Kay of the Milky Way Finalist I am a spokesperson for the dairy industry. Throughout the MN State Fair, I was able to speak to over 10,000 consumers about the importance of dairy products through large audience interaction and one-on-one conversations.</td>
<td>By being a great communicator it will be easy to initiate meaningful conversations to gather input from other employees. I will be able to incorporate these results into marketing plans and present the results in an engaging and informative presentation.</td>
</tr>
</tbody>
</table>

3) **Career/Employer Research**:  
   1. Research careers/occupations of interest to you, using resources from the career library or the internet. Find descriptions for at least 3 different occupations that fit what you might be looking for in a position.
   2. Research and review different companies that hire in the occupations in which you are interested and identify 2 unique companies that are new to you and where you might want to work.
   3. In a summary, identify the 3 occupations and the 2 companies per occupation, rank ordering which is most interesting to you and why. Consider how the occupations fit your personality and your strengths? What do you find appealing? What makes you unsure? What more do you need to know? This can be in a list form, as long as you include the why and the fit in your rank ordering statements.  
   No more than 2 pages.

4) **Informational Interview Paper**: One of the most important assignments, so start VERY early to get an individual you really want to meet.
   **Part 1: Networking (3)** (see pages 16-17 in Job Hunting Handbook)
   Identify three professionals (not students) who work in career areas you are considering (or similar to fields you are considering) with whom you could speak to for an informational interview or job networking. None of these people can be family, friends or staff/faculty at WSU or current students! They need to be new people you have identified through family, friends, cold calls, professors, mentors etc. Type up the
information for these 3 individuals including all of the following contact information for each person: Name, Title, Organization, City/State, Phone and/or Email, and how you identified this contact person.

Part 2: Informational Interview (see page 19 in WSU Career Guide)
Select one person from your networking list to do an informational interview with in person at their workplace (over the phone is NOT acceptable). This person cannot be a professor or an advisor on campus. Use the informational interviewing handouts as a guide for setting up the informational interview and for ideas on what questions to ask. You will need to write a 2 page reaction to what this experience was like including at minimum the following:

- Who you interviewed
- Their educational background
- How you found this contact
- Describe the work environment
- What did you notice about the organizational culture?
- How does the culture relate to your personal values?
- New things you learned about the job
- What did you like/dislike about the position (how does it fit with you?)
- What types of entry-level positions are typically available in this organization?
- What advice were you given from the professional?
- What more do you need to do or learn before concluding that this work sounds right for you?
- What suggestions did this person have for getting into the field?
- What additional job leads or contacts did you secure as a result of this meeting?
- Your reaction to doing an informational interview (easier/harder than you thought?)
- Attach a copy of your thank you note and the person’s signed business card.

5) Resume & Cover Letter: 1 page each
1. Use information from class lecture, handouts, and the career library resources, to construct (or re-construct) a resume that you will use to apply for an internship or job that truly interests you. (See pages 12-15 in Job Hunting Handbook and 11-15, 31-52 in WSU Career Guide)

2. Identify a real internship or full-time position and write a cover letter that you will send with your resume.

I require you to use the WSU Career Services Office (Winona or Rochester) for resume and cover letter review, as well as viewing podcasts, etc. to help you write your materials. It generally takes many drafts for a strong resume and cover letter. Get the WSU Career Advisor’s signature and date of your visit.


7) Attend Career Fair on October 14, 2009. This is held in McCown Gymnasium. Talk to at least 3 employers about jobs/internships and get business cards from them. (See page 21 in WSU Career Guide)

8) Career Action Plan
What are you going to DO now? Using all the information you have learned in the course, what are your next steps in your career development or search? Think about:
1. Your themes from the StrengthsQuest on-line assessment.
2. Other personal skill areas and traits you have identified and how you hope to use these in your career and career development.
3. How are you going to start using your strengths and skills, what are your first steps?
4. Name your top two career areas of interest and why they fit you.
5. Discuss your interviewing skills: Do you feel confident? What do you need to work on and how will you get better?

Now is the time to set some tangible goals, SMART goals = strategic, measurable, attainable, realistic and time sensitive (with a deadline). In a format you will use, complete a Career Action Plan: an outline for how you will implement all that you have learned. Set REAL goals for yourself with REAL deadlines, such as, “I will contact Carlos Rivera, the friend of my mom’s at ABC Corporation to set up an informational interview by next Wednesday.” This can be a chart or a checklist or whatever format you prefer, not more than 2 pages, not less than 1 page.  

1-2 pages
WSU-Strategic Career Planning  
BUED 470/570  

**DAY 1**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
</table>
| 8:00-8:30     | Schedule  
Course Introduction  
Syllabus & Assignments                                                      |
| 8:30-9:00     | Take StrengthsFinder Assessment                                           |
| 9:00-12:00    | StrengthsFinder Presentation and group activity                           |
| 12:00-12:45   | Lunch                                                                     |
| 12:45-1:30    | Career Services Tour- 314 Maxwell Hall  
(CS Library, InterviewStream room, employer interview rooms, career advisors, job board, other resources) |
| 1:30-2:15     | Career Services & You Presentation  
(website demo, EZ Link, events)                                             |
| 2:15-2:30     | Break                                                                     |
| 2:30-3:30     | Resume & Cover Letter Presentation                                        |
| 3:30-4:30     | Homework Assignments:  
1. StrengthsQuest reflection paper & grid  
2. Resume/Cover Letter assignment (make appt with career advisor)  
3. Informational Interview paper  
4. Career/ Employer research  
*Due Date: |
## DAY 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:00-9:00</td>
<td>Reflection exercise &amp; class discussion</td>
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<tr>
<td>9:00-10:00</td>
<td>“Interviewing to Win” presentation</td>
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<td>10:00-10:15</td>
<td>Break</td>
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<tr>
<td>10:15-11:30</td>
<td>Guest speaker on “Effective Interviewing &amp; Dress”</td>
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<td>11:30-12:00</td>
<td>Questions</td>
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<td>12:00-12:45</td>
<td>Lunch</td>
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<td>12:45-1:45</td>
<td>Business Etiquette Presentation</td>
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<td>Discussion on Portfolios &amp; Efolio</td>
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<td>1:45-2:45</td>
<td>Networking Presentation</td>
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<td>Prepare “Elevator Speech”</td>
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<td>2:45-3:00</td>
<td>Break</td>
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<tr>
<td>3:00-4:00</td>
<td>Discussion:</td>
</tr>
<tr>
<td></td>
<td>1. Salary Negotiation (NACE, weblinks)</td>
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<td>2. Career Fair, Job Fair preparation</td>
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<tr>
<td></td>
<td>3. Job Search Strategies</td>
</tr>
</tbody>
</table>

**Evaluation**

**Homework Assignment:**

1. **InterviewStream** *(Mock interview Career Services office)*
2. **Career Action Plan**

*Due in 1 Week – Drop assignments off at 325 Maxwell Hall*
WELCOME TO STRENGTHSQUEST!!

It is time to discover your strengths and put them to use!
“It takes far more energy to improve from incompetence to mediocrity than to improve from first-rate performance to excellence”

- Peter Drucker
Goals of StrengthsQuest

- To help you identify your greatest strengths
- To show you how to develop and apply your strengths
- To encourage you to apply your strengths in career planning and decision making
- To teach you how to maximize your strengths in academic learning and performance
34 Talent Themes

Name that Strength!

- Achiever
- Activator
- Adaptability
- Analytical
- Arranger
- Belief
- Command
- Communication
- Competition
- Connectedness
- Consistency
- Context
- Deliberative
- Developer
- Discipline
- Empathy
- Focus
- Futuristic
- Harmony
- Ideation
- Includer
- Individualization
- Input
- Intuition
- Learner
- Maximizer
- Positivity
- Relator
- Responsibility
- Restorative
- Self-Assurance
- Significance
- Strategic
- Woo
Definitions

- **Talent**: A naturally recurring pattern that can be productively applied; a potential strength
- **Theme**: A group of similar talents
- **Knowledge**: What you are aware of: factual knowledge, lessons learned
- **Skill**: The capacity to perform the fundamental steps of an activity
- **Strength**: The ability to provide consistent, near-perfect performance
What are Strengths-Talents?

- A talent is a naturally recurring pattern of thought, feeling, or behavior, that can be productively applied.
- A great number of talents naturally exist within you, and each of them is very specific.
- Your talents work in various combinations each time you do something very well, in your own unique way.
What are Strengths?

- There is a direct connection between your talents and your achievements

- **Your talents empower you!**

- Talents make it possible for you to move to higher levels of excellence and fulfill your potential
Writing Challenge

- 1. ______________ 1. ______________
- 2. ______________ 2. ______________
- 3. ______________ 3. ______________
- 4. ______________ 4. ______________
- 5. ______________ 5. ______________
- 6. ______________ 6. ______________
Gallup Research

- 30 years researching talent and success
  - 2M interviews with “top achievers”
  - 50 countries
  - 34 most prevalent of 400 themes identified

- Strengths linked to strategic organizational results
  - 198,000 employees/ 7,939 units/ 36 organizations
  - Lower employee turnover
  - More productive units
  - Higher customer satisfaction
StrengthsFinder

- 180 item assessment from perspective of positive psychology
- A tool for helping people discover their talents
- Identifies and measures the 34 themes found to be most prevalent in individuals considered to be the “best of the best”
  - No talent is better than another – but “shadow” side!
  - No talent is more appropriate for a role than another
  - 33,390,720 different sets of Signature Themes possible
# My Signature Themes

<table>
<thead>
<tr>
<th>Theme</th>
<th>Description</th>
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</table>
Facing the Giants

- Movie clip
## Scavenger Hunt: Differences

<table>
<thead>
<tr>
<th>Person</th>
<th>Theme Name</th>
<th>One benefit of the Theme</th>
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</tbody>
</table>
### Signature Themes: Matches

<table>
<thead>
<tr>
<th>Person</th>
<th>Theme Name</th>
<th>One Benefit of the Theme</th>
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</tbody>
</table>
Yearning

An Argument!

What kinds of activities are you naturally drawn to?

Organizing a Closet!
Rapid Learning

Choosing the perfect gift!

- What kinds of activities do you seem to pick up quickly?

Meeting someone new!
Flow

Getting from point A to point B!

- In what activities did the “steps” just come to you automatically?

Event Planning!
Satisfaction

Capturing an audience!

- What activities give you a kick, either while doing them or immediately after finishing them, and you think, “Oh, when can I do that again?”

✓ Checking it off the list!
Glimpses of Excellence

The perfect advising session!

- During what activities have you had moments of subconscious excellence, and you think, “How did I do that?”
Strengths in ACTION

- How can YOU develop your strengths?
- How will knowing your themes benefit you in your department?
- How can you utilize the strengths of the department?
- How will you use the strengths to help others?
Did you know…

- 87% believe they should fix their weaknesses
- Only 2 out of 10 responded that they work in their areas of strength most of the time
Myths

Myth: As you grow, your personality changes

- As you grow, you become more aware of who you are

Myth: You will grow the most in your area of weakness

- You will grow the most in your areas of greatest strength

Myth: A good team member does whatever it takes to help the team

- A good team member deliberately volunteers his strengths to the team most of the time
Strengths-Based Organizations

- Create a common strengths-based language throughout the organization
- Recognize individual needs of employees
- Support employees in finding their own approach to their work
- Right person, right job
- Integrate into performance review process
Discussion

- What one discovery did you make while doing this exercise?
- Were there some people who had themes that you know you could benefit from if you partnered with them?
- Think about one of the themes that seemed least like you. Were you surprised by its benefit?
- As you work with others, how can you continue to build a better understanding of their unique talents?
Careers and YOU

- “Choose a job you love, and you will never have to work a day in your life!”
- “Do what you love and love what you do!”
THANK YOU!

“We all have the extraordinary coded within us, waiting to be released.”

-J.L. Houston
Career Services and You!

Presented by:
Winona State University
Career Services – Maxwell 314
Monday – Friday 8:00 am – 4:30pm
Getting to Know Career Services!

- EZlink
- Career Services resources & website
- Upcoming events
Where to Start?

- EZlink is an exclusive online job search system that allows you to:
  - Search for positions
  - Upload your resume and publish
  - View upcoming events schedule
What If I Really Don’t Know? EXPLORE

- What are you interested in?
- What do you value?
- What do you have experience doing?

Stop by Career Services and pick up your DISCOVER token.
http://webapps01.act.org/eDISCOVER/
Learn, Learn, Learn!!!

- Reading, Writing, Study Skills
- Majors available
- See your advisor
- World of Work
- Student2Work
- Cross-check
  - Interests
  - Work research
How do I get there from here?

• Begin to build your resume
  – Learn to ID transferable skills
• Refine your skills
• Search and Research
• Apply
How do I get there from here?

• Begin to build your resume
  – Learn to ID transferable skills used in:
    Educational opportunities
    Work experiences
    Internships
    Leadership Opportunities
    Volunteer Work
    Special Projects
Possible Transferable Skills
From Classroom Work

- Meet deadlines
- Organizational skills
- Time management skills
- Writing skills
- Research skills
- Interpersonal skills
- Conflict resolution skills
Resumes Take Time

• Picture of your past experiences
• Ask for general letters of recommendation
• Keep track of what you are doing, might try electronic portfolio
• Start now
Trivia

• What are the Top 10 Skills Employers Seek?
Top Skills Employers Seek
(NACE 2009)

• Communication (verbal/written)
• Strong work ethic
• Teamwork skills (works with others)
• Initiative/Motivation
• Analytical skills
• Computer skills
• Flexibility/adaptability
• Interpersonal Skills (relates well with others)
• Problem-solving Skills
• Technical skills
More Trivia…..

• Top 10 Skills Students Need to Improve On?
Trivia – Top 10 Skills Students Most Need to Improve On (SCSU 2008)

- Realistic job expectations
- Work Ethic
- Communication
- Knowledge of company/work environment
- Lose sense of entitlement
- Professionalism/etiquette
- Motivation/initiative
- Interviewing Skills
- Flexibility/adaptability
- Interpersonal communication
Refine Your Professional Skills, Search, and Research

- Etiquette Dinner
- Career Fair
- Government Fair
- Job Fair
- Camp and Intern Fair
- Volunteer Fair
- Workshops
- http://www.winona.edu/career
Etiquette Dinner

• Fall and spring  5:30-7:30 p.m.
• Practical learning experience
• Opportunity to practice
  » Etiquette
  » Attire
  » Networking
Career Fair

- Held in the Fall, McCown Gym
- Open to all
- Employer contact and networking
- Great information
- Get ready and know how to network!!!
- View a Career Fair Workshop (podcasts)
Government Fair

• Open to all students
• Held in October (University of Minnesota campus)
• Pre-registration required, but no fee
• No interviewing on site
Volunteer Fair

• First Tuesday in November
• 11:30-1:30 p.m.
• Kryzsko Commons
• In conjunction with Saint Mary’s
State Universities Job Fair

- Open to Juniors and Seniors
- Minneapolis Convention Center
- February
- Pre-registration required - Fee assessed
- [http://www.mnsujobfair.org/CandidInfo.htm](http://www.mnsujobfair.org/CandidInfo.htm)
Camp/Internship/Volunteer Fair

- February 11, 2009
- Summer jobs/internships/volunteer
- Student Union-Lower Hyphen
- Open to anyone
Workshops/Seminars

ALL STUDENTS

EZlink
Career Services
Podcasts
Etiquette Dinner (Spring and Fall)
Career Fair

UPPER CLASSMEN

Education Fair
Job Fair
Podcasts
Education Fair

- April
- Minneapolis Convention Center
- Pre-register
- Fee assessed
How do I get there from here?

• Begin to build your resume
• Refine your skills
• Search and Research

• Apply
  – Resume
  – Cover letter
  – Interview
  – Accept/decline offer
Interview Learning Tool

- “Interview Stream”
  - Private
  - Video feedback
  - Self assessment
  - Do it as many times as you like!!!
“Caution”

- Facebook
- Blogs
- MySpace.com

- What do these say about YOU?
Tools Available Through Career Services
Job/Intern Listings

• Job Links on Career Services Resources Page www.winona.edu/career
• EZ Link
• Binders in our office on the Career Services Library Shelf
Career Publications

- Annual “Job Choices” or AAEE Magazine
- Career Choices
- Career Direction
- Current Job Opportunities
- Health Careers
- International Opportunities
- Internship Information
- Orientation Portfolio

- Directories
- Resume
- Cover Letters
- Interviewing Tips
- Job Tips
- School Directories
- Summer Volunteer Books
- Video Tapes
- Career Services Handbook
Free Samples

• Handouts
  – Resume Guides
  – Letter of Application
  – Tips on Interviewing
  – Using the Telephone for Job Searches
  – Benchmarks for Job Readiness
Statistics

- Career Statistics
  - Occupational Outlook Handbook
  - CAM (Career Advancement Management) Report
  - Career Notes
  - NACE Salary Survey (National Assoc. of Colleges/Employers)

- WSU Graduate Follow-up Study
  - For the year 2006-2007
    - 10 Years of Follow-up Reports, Book 18, Career Services Library shelf
    - Online at [http://www.winona.edu/career/employment_report_survey.htm](http://www.winona.edu/career/employment_report_survey.htm)
Podcasts

• Career Services & You!
• Student2Work
• Resume
• Interviewing
• Career Portfolio
• Career Fair
• Job Fair
• Education Fair
Student Career Advising

• Individual and group advising
• Registered students make an appointment
• Available in Winona or Rochester
Resume Cart Schedule

Lower hyphen; Kryzsko Commons

Monday
Tuesday
Wednesday
Thursday
Friday
On-campus Interviewing

- Registered Students
- Full time permanent employers
- Career Services Office
- Sign up on-line through the Career Services web site
You Can Do It!

• Be positive – first impressions count!
• Work hard – your efforts will pay off!
• When you get there – let us know!
• “Do what you love……and love what you do!”
Thank You!

For more information contact:

Winona State University
Career Services
Maxwell 314
career@winona.edu
507-457-5878
www.winona.edu/career
Make Your Resume Stand out from the Crowd!

Presented by: Barb Larsen, Associate Director
Winona State University
Career Services – Maxwell 314
Monday – Friday 8:00 am – 4:30pm
Overview

- Purpose of a resume
- Writing and content: What to include?
- How to identify your skills
- Formatting, style, and design
- Electronic and scanable resumes
What is the Purpose of a Resume?

• To earn an interview, not a job
• To emphasize **relevant** education, skills, and experience
• To translate experience & training into tangible skills & accomplishments
• To link your skills with the employer’s needs
• To reflect YOU
What Should All Resumes Include?

- Name
- Contact information:
  mailing address, phone, email
- Education
- Work Experience with transferable skills
- Volunteer Experiences or Organizations if you have them
Optional Items to Include

- Objective
- Summary of Qualifications
- Related Coursework/Projects
- Volunteer Experience
- Honors/Awards
- Campus and Community Involvement
- Professional Affiliations
- Languages
- Study Abroad/International Experiences
- Professional, Technical, or Special skills
What NOT to Include:

Information Irrelevant to your Job Performance:
- Pictures
- Date of birth
- Marital status
- Information about children
- Height or weight
- Social security number

Note: If you are applying internationally, personal information might be appropriate
Identifying Your Skills

These can come from:

- Summer employment
- Full-time or part-time jobs
- Volunteer work
- Participation in clubs, organizations, or sports
- Internships
- Coursework and projects
- Mentorship programs
- Service learning experiences
- Entrepreneurial activities
- Community education
- Study Abroad/Travel Study
Trivia!

Name the Top 10 Skills Employers Seek!
Top Skills Employers Seek (NACE 2009)

• Communication (verbal/written)
• Strong work ethic
• Teamwork skills (works with others)
• Initiative/Motivation
• Analytical skills
• Computer skills
• Flexibility/adaptability
• Interpersonal Skills (relates well with others)
• Problem-solving Skills
• Technical skills
More Trivia!

Name the Top Ten Skills Students Most Need to Improve On
Trivia – Top 10 Skills Students Most Need to Improve On (SCSU 2008)

• Realistic job expectations
• Work Ethic
• Communication
• Knowledge of company/work environment
• Lose sense of entitlement

• Professionalism/etiquette
• Motivation/initiative
• Interviewing Skills
• Flexibility/adaptability
• Interpersonal communication
Writing Tips

• Use action verbs
• Use concise phrases led by bullets
• Be consistent in tense
• Proofread (eliminate errors)
• Avoid long paragraphs
• Do not repeat the same statements
• Avoid first person
Content Tips

• Evaluate your experience **from the employer’s point of view**
• Review job descriptions to determine required skills and knowledge
• Emphasize transferable skills and experiences related to the job objective
• Use the vocabulary of your desired field or industry
• Use numbers to quantify achievements
• Targeting your resume means more writing and rewriting
Resume Styles

Chronological:
- Most popular (usually limit to previous 10 years of experience or less)
- Experience listed in reverse chronological order (you do not need to include everything)

Functional:
- Focuses on strengths & skills
- Organize by categories that demonstrate your strongest skills

Combination:
- Combines aspects to best highlight your skills & experiences
- Choose 2-3 skill areas most relevant to the position

Examples: www.winona.edu/career
Resume Layout

Length
• Less is more (usually 1 page)
• Employers usually take less than 20 seconds to review a resume for the 1st time

Layout
• Visually appealing
• White space is ok
• Avoid templates
• Bullets usually help to make a resume more “scanable”

Printing & Paper
• Print only on one side of the paper
• Use high quality paper/resume paper
• Do not staple or clip materials together
Resume Design

- Use **bold** and *italics* to highlight important information
- Use **consistent** formatting
- Shoot for **clear, clean, and concise**
- Avoid any grammar or spelling errors (double check the heading)
- Font size – 12 pt. minimum recommended
Electronic Resumes

It’s a good idea to have an ASCII (plain text) resume:

- Allows you to cut and paste into an online application quickly
- Perfect to use when asked to include the resume in the body of an email rather than as an attachment
- Plain text format required by many online resume banks
- Programs or formatting may not be compatible with those of the recipient
- Or format into PDF file from Word
Scanable Resumes

- Use common headings
- Use concrete words rather than vague descriptions
- Increase list of key words by including specifics
- Use jargon and acronyms specific to your industry
- Do not fold, staple, or paper clip
- Avoid italics and underlining (or other formatting that could “blur” when copied)
Resume Cart Schedule

- Lower hyphen; Kryzsko Commons
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
A Bit About Cover Letters

• Does the letter indicate “why” you want the job?
• Does the letter indicate “why” you should be selected?
• Introduction: “how you learned about the opportunity; why interested?”
• Middle: “skills, education, qualifications”
• Closing: follow-up and contact information”
Final Tips

• Have a few different people proofread your resume and cover letter
• Take the extra time to create targeted resumes
• Don’t overlook the details
• Remember that your resume is always a work in progress – ALWAYS!
Thank You!

For more information contact:

Winona State University
Career Services
Maxwell 314
career@winona.edu
507-457-5878
www.winona.edu/career
**GRADING JUSTIFICATION (RUBRIC)**
 **RESUMES**
 **BUED 470/570 – LARSEN**

**Explanation of Point Distribution:** Six categories listed below are rated with 3-4 points possible. The timeliness category is rated with 1 point possible. For further clarification of what each assessment category implies, read the question which was considered to determine the rating given. Your final score is listed at the bottom of this scoring guide.

<table>
<thead>
<tr>
<th><strong>Style Formatting:</strong> (i.e. Is there consistency and appropriate use of font, bold, italics, underline, caps, and styles?)</th>
<th><strong>Design of Resume Sections:</strong> (i.e. Is there consistency and appropriate use of indentation, bullets, tabs, and margins?)</th>
<th><strong>Categories:</strong> (i.e. Is there appropriateness and consistency in the listing of educational and employment experiences—names, addresses, effective dates?)</th>
<th><strong>Specifics:</strong> (i.e. Are the items used to describe categories and experiences detailed, creative, impressive, and clear?)</th>
<th><strong>English 101:</strong> (i.e. Are proper use of terms, accuracy of spelling, sentence structure, and use of tense adhered to?)</th>
<th><strong>Overall Impressiveness:</strong> (i.e. What is the likelihood that this resume would warrant an interview with the applicant? Overall impression and evident connection between major, experiences, and extra involvements)</th>
<th><strong>Timely Work:</strong> (i.e. Was the resume posted by the due date?)</th>
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**TOTAL POINTS EARNED** / 20
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Interviewing to WIN!

Barbara Larsen
Career Services
Winona State University
314 Maxwell Hall
Office Hours:
Monday – Friday 8:00 am – 4:30pm
Introduction

- 95% of candidates are hired based on the interview
- You may have many interviews throughout your working lifetime
- How do you define success in an interview?
Overview

- Interview preparation
- Etiquette
- 10 Rules of Interviewing
- Questions to anticipate & ask
- Behavioral-based interviews
- Portfolios
- Interviews with a meal
- Closing the interview and follow-up
- Reasons why candidates are rejected
Getting the Interview

- Have a strong resume and cover letter
- Be professional on the phone
- Write email correspondence with care
- Have a professional-sounding voice mail message and email address
- Be pro-active, follow-up
Preparing for an Interview

- Know exactly where you need to be
- Arrive early
- Ask what you should bring (extra resumes, references, etc.)
- Plan what to wear and make sure to wear it once before your interview
- Research the organization
- Prepare good questions to ask the employer
Research

- What is this organization’s mission statement? HUGE!!!
- What are the major products or services?
- How large is the organization in terms of annual sales and employees?
- What is the profit and loss record over the last decade?
- How is the organization viewed by its clients, suppliers and competition?
- What are the trends in this industry/field?
- Any recent news releases or articles about them?
Interview Etiquette

- Arrive 10-15 minutes early (do NOT be late!)
- Dress professionally
- Personal hygiene – appear neat and well groomed
- Avoid excessive perfume or cologne
- Leave the cell phone in the car
- Don’t smoke before an interview or chew gum
- Would the receptionist recommend you for hire?
Interview Etiquette

Conservative Dress for Women

✓ A suit or dress (neutral color usually best)
✓ No tight or revealing clothes
✓ Knee length or longer skirts
✓ No excessive jewelry
✓ A briefcase or purse (not both)
✓ Closed-toe shoes
Interview Etiquette, cont.

Conservative Dress for Men

- Dark, well-tailored suit
- Long sleeved all cotton shirt
- Necktie (no outrageous patterns)
- Plain, dark, tie or slip-on shoes
- High, dark socks that won’t slide down
- Limit jewelry
What Happens During the Interview?

- It starts before you even say hello
- The recruiter starts to discuss the company and the position... this is the “meat and potatoes” part of the interview
- Your turn to ask questions
- Expect the unexpected
  - Be honest, but don’t disclose too much personal information
- Final Five Minutes! Creates a memorable last impression
The Interview

- Don’t sit until invited to do so
- The first minute is the most important
- Small talk will ensue
- The recruiter will start to discuss the organization and position; this is the ‘meat and potatoes’ part of the interview - LISTEN
- Always address employer with Mr., Ms., etc.
  - Keep your shoulders back and head erect
  - Sit with slight forward lean
At the Interview Cont’d…

- Avoid folding your arms across your chest
- Use gestures that enhance the verbal message
- Project your voice
- Articulate clearly
- Use proper grammar
- Avoid indecisive terms
- Watch your pace
- Avoid verbal fillers (um, ahh, you know, like, you guys)
10 Rules of Interviewing

1. Keep your answers brief and concise
2. Include concrete, quantifiable data
3. Repeat your key strengths several times
4. Prepare five or more success stories
5. Put yourself on their team
   ✓ “As a member of _____, I would…”
   ✓ Shows that you are thinking like a member of the team and would fit in to their environment.
10 Rules of Interviewing, cont.

6. Maintain a conversational flow
7. Ask questions
8. Research the company/competitors/partners
9. Keep an interview journal
10. Image is often as important as content
   ✓ Gestures, physical appearance, and attire are all highly influential
Listening Skills

- Stay focused
- Don’t be judgmental
- Give positive, non-verbal feedback
- It is all right to take notes (bring a padfolio or notebook)
Other Suggestions

- Never volunteer your negatives (always follow up with something positive)
- Become comfortable with silence
- Be able to back-up what you say
- **ASK QUESTIONS!!**
Why Ask Questions?

- Shows interest, intelligence, confidence and assertiveness, and that you’re prepared
- Puts you in control of the interview
- Helps you learn more about the job
Practice the Top 10 Skills.....(what employers are seeking)

- Trivia........
- What are the top 10 skills??
Top 10 Skills Employers Seek

- Communication (verbal/written)
- Strong work ethic
- Teamwork skills (works with others)
- Initiative/Motivation
- Analytical skills
- Computer skills
- Flexibility/adaptability
- Interpersonal Skills (relates well with others)
- Problem-solving Skills
- Technical skills
More Trivia......

- What are the Top 10 Skills Students Most Need to Improve On??

SCSU survey 2007
Top 10 Skills Students Most Need to Improve On  (SCSU 2008)

- Realistic job expectations
- Work Ethic
- Communication
- Knowledge of company/work environment
- Lose sense of entitlement
- Professionalism/etiquette
- Motivation/initiative
- Interviewing Skills
- Flexibility/adaptability
- Interpersonal communication
Caution......(before the interview)

- Facebook
- Blogs
- Myspace.com

What do these say about YOU?
Questions to Anticipate

✓ Anticipate questions: “If I were the district, I would want to know...”

Let’s review some sample questions:

✓ Introductory
✓ Career goals/plans
✓ Past experience
✓ Related to the position/organization
✓ Behavioral
✓ Ringers
✓ Closing
Sample Questions

✓ Tell me about yourself.
✓ What are your strengths & weaknesses?
✓ Where do you want to be in 5 years?
✓ Why did you choose your major?
✓ Give me an example of how you’ve worked on a team.
✓ Give me an example of how you’ve handled conflict.
✓ Why should we hire you?
Behavioral-Based Interviews

Past behavior is the best predictor of future performance
“Give me an example when you handled conflict……..worked on a team……..led an innovative project…."

Use the **STAR** technique:

S – Describe the **situation**
T – What **task** was required?
A – What **action** did you take?
R – What was the **result**?

✔ Prepare several STAR responses before an interview so you can draw on them as needed!
Consider a Portfolio

Portfolios Can:

- Demonstrate your skills and abilities
- Help an employer form a good impression of you
- Help you get remembered
- Serve as a reference for the interview (help you prepare)
- Build your confidence
- Help you get a job
What Should I Put in My Portfolio?

- Photocopies of awards or certificates
- Picture of an award or trophy
- Academic papers
- Letters of recommendation
- Brochures, flyers, posters or websites you have created
- Evidence of a project you successfully completed
Portfolios are Used.....

At work interviews
Graduate School interviews
Job evaluations
When asking for a promotion

Portfolios can help you learn more about yourself!
Luncheon Invitation

- If you are asked to join the interviewer for a luncheon or dinner, is it part of the interview?
- Are you prepared?
  - Do you know which fork to use
  - Do you know whether or not to order alcohol
  - How do you greet the server
  - What do you order
  - Do you season your food before tasting it
    - Consider attending Etiquette/Networking Dinner (spring & fall)
    - Register with Career Services
Closing the Interview

✔ Take your cues from the employer
  ✔ When he/she stands, you stand
  ✔ Firm handshake
  ✔ Thank them for their time

✔ Close the deal!
  ✔ “After visiting with you, I know that I will be able to contribute a great deal to your organization.”
  ✔ “I hope that you’ll consider me for the position.”

✔ Ask for business cards from all present so you can spell names correctly on the thank you cards or letters

✔ Timeline for decision... ask if you may call them
After the Interview

✓ Send a thank you (within 24 hours)
✓ Handwritten vs. email?
  ✓ Reiterate your key skills based on the skills they are seeking
✓ Remember to follow up based upon the timeline they’ve given you
Why Candidates are Rejected

- Lack of proper career planning; inability to define career goals and objectives
- Lack of knowledge of field of specialization – not well qualified
- Inability to express self clearly
- Not prepared for the interview – no research on the employer. DO YOUR HOMEWORK! Know their mission/vision!!
- No real interest in the organization – ‘window shopping’
Why Candidates are Rejected

- Unwilling to relocate
- Indifferent – little enthusiasm
- Overaggressive or conceited
- Interested only in best dollar offer
- Asks no or poor questions about the job
- Unwilling to start at the bottom – expects too much too soon
Why Candidates are Rejected

- Don’t know what they want (“umm, I’m a senior and I need a job”)
- Not giving good 1st impressions (poor posture, monotone voice)
- NOT prepared for the interview! (don’t “wing” it)
- Not providing “real-world” examples to back up what you’re saying about skills and abilities
- Lack of eye contact; no confidence and poise
- Poor personal appearance and grooming
How Can You Practice?

Interview Stream

- Mock Interview Kiosk
- www.winona.edu/career
- www.interviewstream.com/ummlike/
THANK YOU!

For more information contact:

Career Services
Maxwell Hall 314 (One Stop)
or
Rochester campus SS125

www.winona.edu/career

507-457-5878 Winona
507-280-5079 Rochester
A complete listing of interview questions:

**Accomplishments**
- Give me an example of a time when you delivered more than was expected.
- Give me an example of an accomplishment you are proud of?
- If you were hired today, what would you accomplish first?
- Tell me about a major accomplishment.
- Tell me about a time when you saved money for an employer.
- Tell me about an accomplishment that took longer to complete than expected.
- Tell me about something that you accomplished that required discipline.
- What accomplishment is your greatest source of pride?
- What is your greatest achievement and why?
- What situations do your colleagues rely on you to handle?

**Analytical Skills**
- Are you analytical? Give me one example of your analytical ability.
- How would you rate your analytical ability? And why?
- How would your manager rate your analytical ability?
- Tell me about a problem that you analyzed and your recommendation.
- Tell me about a time when your analysis was incorrect. What would you have done differently?
- Tell me about your analytical skills.
- What steps do you take when analyzing complex problems?

**Career Aspirations**
- If you go back in time, knowing what you know today, what would you do different about your career?
- What achievements have eluded you?
- What are your long-term career plans?
- What do you plan to accomplish in your field?
- What new challenges do you enjoy?
- Where do you see yourself in 5 years?
- Why did you choose your field of Study?

**Career Goals**
- Five years ago, where did you see yourself today?
- What are your long term career goals?
- What is your career goal?
- What prompted you to take jobs in the past?
- Where do you see yourself 10 years from now?
- Where do you want to be 5 years from now?
- Why did you make a career change?

**Communication (1/2)**
- How do you effectively communicate with others?
- How important is listening to effective communications?
- How would you rate your communications skills?
- How would your co-workers rate your communications skills?
- In what instances, is written communication better than verbal communication?
- Tell me a situation where you demonstrated poor communications skills.
- Tell me about a situation that would show the confidence your coworkers have in you.
- Tell me about a situation where you demonstrated good communications skills.
- What are some effective means of communication in the workplace?
- What are some of the characteristics of a good listener?
- What are some rules to follow to insure effective communications with your coworkers?
- What guidelines should you follow to communicate effectively with a supervisor?

**Communication (2/2)**
- In what manner can business processes reinforce customer service training?
- In what ways can an organization transfer a "customer first" attitude to the Internet?
- What steps can you take to establish a "customer first" attitude in the organization?

**Compatibility**
- Do you prefer routine or frequent changes in your daily work?
- Tell me about your relationship with previous bosses.
- What are the most rewarding aspects of a job?
- What aspects of a job do you feel most comfortable about?
- What is your most productive work setting?

**Creativity**
- Describe a situation where you came up with a creative solution to a problem.
- Describe a time when you've creatively overcome an obstacle?
- Describe your initiative.
- Give me an example of an issue that you had to address and your resolution of that issue.
- Give me one example of your creativity.
- How resourceful are you?
- Tell me about a time when your first solution did not resolve an issue. What did you do?
- Tell me about one of your most creative moments, personal or professional?
- Walk me through your process of solving an issue or problem.
- What books do you keep on your desk?
- What is the most creative project that you have ever worked on?
- Why do you think some companies with good products fail?

**Customer Service (1/2)**
- A salesperson comes to talk to your boss without an appointment. How will you handle the salesperson?
- Give me an example of a situation you handled that exemplified superior customer service.
- How would you handle a customer who used abusive language?
- Name some of the criteria essential to establishing effective service standards.
- Tell me a situation in which you dealt with a customer and what you would have done differently.
- Tell me about the customer service training programs that you have implemented.
- Tell me about your experience dealing with the public.
- Tell me how you handled a dissatisfied customer in the past.
- What are some of the ways to measure customer or user satisfaction?
- What are the steps involved in successfully handling an irate customer?
- What do you think your customers would say about your work?
- What does good customer service involve?

**Customer Service (2/2)**
- Give me an example of your ability to be a self-starter.
- How do you motivate yourself to complete unpleasant assignments?

**Decision Making**
- Give me an example of your ability to make decisions under pressure.
Diligence and Professionalism (1/2)
- Are you concept oriented or task oriented?
- Describe a time when you tackled a tough or unpopular assignment.
- Describe what Professionalism means to you.
- Give an example of how you saw a project through, despite obstacles.
- Give an example of your diligence or perseverance.
- Give an example of a time when the situation became very difficult, and how did you handle it?
- How do you manage stress in your daily work?
- How do you regroup when things haven't gone as planned?
- If someone informed you, that you were not acting very professional, what would that mean to you?
- Tell me about a time you became angry with someone or a situation. How did you express your anger?

Diligence and Professionalism (2/2)
- Describe a professional skill that you have developed in your most recent job?
- How do you manage your work week and make realistic deadlines?
- How do you prioritize your workload?
- How would you handle an irate customer?
- When have your skills of diplomacy been put to the test?
- Why is service such an important issue?

Education
- How does your education qualify you for your ideal job?
- What aspect of your education applies to your ideal position?
- What have you done outside of formal education to improve yourself?
- What steps can you take to establish a customer-first attitude in an organization?
- What training have you received that qualifies you for your ideal job?
- What training opportunities have you taken advantage of and why?
- Why did you choose the college that you are attending?

General Industry
- How do you stay current with your interests?
- Where do you want to be in five years?
- Why do you think you will be interested in your industry for a long time?
- Why do you want to work in your industry?
- Why would you be good at this particular business?

Graduate/Professional Studies (1/3)
- Explain a situation in which you had a conflict and how did you resolve it?
- How will you manage your time if you are accepted into the program?
- How would your professors describe you?
- In what ways do you think your previous experiences and coursework have prepared you for succeeding in our program?
- Tell me about yourself.
- What are your career goals? And how will our program help you with them?
- What are your plans if you're not accepted to graduate school?
- What are your strengths and weaknesses?
- What courses have you enjoyed the most?
- What do you think your greatest challenges will be if you are accepted to this program?

Graduate/Professional Studies (2/3)
- Describe a group project you've worked on and what role in it?
- Describe a situation where you were able to have a positive influence on others.
- Do you consider yourself well-rounded and why?
- Give an example of your ability to motivate your co-workers or classmates.
- Give me examples of tasks and projects you started on your own.
- How do you deal with stress?
- How do you motivate yourself?
- How would you define "success" for someone in your chosen field?
- Tell me about your last job experience. What was a challenge? And what was a contribution that you made?
- What can you offer our program that other applicants cannot?
- What was your most difficult decision in the last six months?
- What made it difficult?
- What is it that piques your curiosity and triggers your enthusiasm?

Interpersonal Skills (1/2)
- Describe a situation in which your work was criticized?
- How would your subordinates describe you?
- Tell me about the best supervisor you've worked under.
- Tell me about the last time you lost your temper?
- Tell me about the worst supervisor you've worked under.
- What do you think your coworkers would say about your work?
- What do you think your supervisor would say about your work?
- What one thing would your boss say is your greatest problem?
- What situations make you lose your temper?
- What three words would your peers use to describe you?
- What would your boss say about you - both positive and negative?
- What would your co-workers say about you - both positive and negative?

Interpersonal Skills (2/2)
- How would your supervisor rate your communications skills?
- Tell me a situation that would demonstrate the level of confidence that you have in yourself.
- Tell me about a situation that would demonstrate the level of confidence your manager has in you.
- What are the reasons for communicating upwards to your superiors?

Introductory Questions
- How would you define success?
- What are your long-term objectives?
- What do you do well?
- What do you enjoy doing most?
- What do you want from your career?
- What energizes you?
- What is it that makes you feel happy and fulfilled?
- What is it that makes you feel proud and satisfied with yourself?
- What is it that piques your curiosity and triggers your enthusiasm?
- What matters most to you?

Interview Closing
- Do you have any closing comments?
- Is there anything else?
- Is there anything you would like to add?

Judgment
- Describe for me your ethics.
- Give me a situation that demonstrates your ability to exercise good judgment.
- In instances where you are required to assert yourself, what do you do to assert yourself effectively?
- Relate to me a confrontation you had with your supervisor. Who was wrong and why?
- Relate to me the last time you dealt with an unethical question on the job and how you handled the situation.
- Tell me a situation where you made a mistake.
- How did you handle that mistake and what was the resolution?
- Tell me about a sensitive political situation that you were in and how you handled the situation.
- Tell me about a time that would exemplify your integrity.
- Tell me about your morals and integrity.
- Under what circumstances should you bypass your supervisor and go to your supervisor's supervisor?
- What did you do the last time you were asked to submit a report that due to time and resource constraints, compromised quality?

Leadership (1/2)

- Are Leaders born or made? And why?
- Describe a time when you had to alter your leadership style?
- Describe the characteristics of someone who is not a good leader?
- Describe the difference between Leaders and Managers?
- Describe the situations in which you are most comfortable as a leader.
- How would you describe your leadership style?
- In your opinion, what are the characteristics of a strong leader?
- Tell me about a good process that you have made even better.
- Tell me about a moment when you have persuaded others to adopt your ideas.
- Tell me about a time when you were in a leadership position?
- Think about someone you know who is a good leader, what did they do to demonstrate their leadership abilities?

Leadership (2/2)

- Define leadership?
- Describe your comfort level while working with people of higher rank.
- Discuss the different styles of leadership.
- Name some of the circumstances under which a leader will fail.
- Provide us with an example of your leadership ability.
- Tell us about a situation in which you've demonstrated your leadership ability.
- What have you done to develop your leadership skills?
- What is the importance of leadership in the organization?
- What is your strongest leadership skill and how will it assist you for this job?
- What personal qualities should a leader have?
- What role does leadership play for a supervisor or manager?

Management Style

- Describe a time when you acted on someone's suggestion.
- Describe a time when you have worked under intense pressure.
- Describe your management style.
- Describe your personal management style.
- How do you manage your time on a typical day?
- How do you manage your time on a typical day?
- How do you organize and plan for major projects?
- Tell me about a learning experience that affected your management style.
- What aspect of your management style would you like to change?
- What personal characteristics add to your effectiveness?
- What type of management style do you think is effective?
- Who is your role model and why?

Motivation (1/2)

- How have your career motivations changed over the last couple years?
- Tell me about a time you did not succeed and how you overcame it.
- Tell me something about yourself that I wouldn't know from reading your resume.
- What do you want out of your next job?
- What is your dream job?
- What motivates you?
- What new skills or ideas do you bring to a job that another candidate may not be able to offer?
- What particular aspects of a company interest you the most?
- What was your last job and why did you take it?
- What would you like to accomplish that you were not able to accomplish in your last job?
- Why do you want work for us?
- Why should a company hire you over other qualified applicants?

Motivation (2/2)

- How do you manage your day so that you accomplish the important, or the have-to items?
- Tell me how you managed your day Yesterday?
- Think of someone you enjoyed working for. Describe that person's management style?
- What characteristics do good managers possess?
- What management style do you enjoy working for? And why?

Personal Interests

- Describe a movie you’ve seen that really inspired you.
- Describe how a sport or hobby taught you a lesson in discipline.
- Describe your ideal career?
- How is your personality reflected in the kinds of activities you enjoy?
- If you had unlimited leisure time, how would you spend it?
- If you were financially independent what would you do with your life?
- Tell me about an interest you outgrew? What was it? And why do you think you outgrew it?
- What was the last book or article you read for pleasure?

Personality

- Are you most productive working alone or in a group?
- Describe your personality behind the professional image.
- How would you describe your work habits and ethics?
- Tell me about a situation where it was difficult to remain objective.
- Tell me about a work group you really enjoyed.
- Tell me what you learned from a recent book?
- What situations excite and motivate you?
- What would your friends tell me about you?

Planning and Strategy

- How do you plan your work?
- What are the elements included in strategic planning?
- What are the steps involved in developing goals and objectives?
- What is the importance of planning your work?
- What is the relationship between goals and planning?

Pressure

- Provide me with an example of how you asserted yourself in an emergency situation?
- Tell me about a pressure situation you were in that would demonstrate your ability to work under pressure.
- What are some constructive methods of dealing with stress?
- What does it take to get under your skin?
- What experience have you had in pressure situations?
- Why are manhole covers round?

Problem Solving (1/2)

- Describe a time when you found it necessary to make an unpopular decision.
- Give me example of a situation that was brought to your attention. What did you do?
- Give me with an example of an unpleasant situation and tell me how you handled the issue that caused that unpleasant situation.
- How do you balance your reliance on facts versus intuition?
- What experience have you had in pressure situations?
- Why should a company hire you over other qualified applicants?
Problem Solving (2/2)
- Tell me about a situation in which you were required to analyze and solve a complex problem.
- What are the benefits of collaborative problem solving?

Questions for Teachers (1/3)
- How do you handle discipline problems?
- How do you keep a student on task?
- How have your past experiences prepared you for teaching?
- How would you handle a student who is a consistent behavioral problem?
- Tell me about your student teaching/internship experiences.
- Tell me about yourself.
- What classroom management techniques do you use?
- What do you enjoy least about working with young people?
- What do you feel are the most important things students learn in your classroom?
- What do you like most about working with young people?
- What or who influenced you to become a teacher?
- Why do you want to teach?

Questions for Teachers (2/3)
- Define cooperative learning and give an example of how you have used it.
- Describe an ideal classroom.
- Describe how you conduct a lesson.
- How do you handle the different ability levels of students?
- How do you individualize your teaching?
- How do you involve parents in the learning process?
- How do you personally feel students learn?
- How do you reinforce major ideas or concepts that you want students to learn?
- How do you think your students would describe you?
- How do you work with students who perform below grade level?
- What attributes are common to good teaching?
- What is your philosophy on teaching?

Questions for Teachers (3/3)
- Describe a recent unpopular decision you made and the result of it.
- Describe the most significant written document, report or presentation that you have completed.
- Give me an example of a time you went above and beyond to get a job done.
- Tell me about a situation where you had to speak up or be assertive in order to get a point across.

Responsibility
- Briefly describe the most significant responsibility you have had in your career and what it taught you?
- How do you handle responsibility?

Risk
- How do you deal with risk on the job?
- Name the greatest risk you’ve taken which resulted in failure.
- Name the greatest risk you’ve taken?

Self-Assessment (1/2)
- Describe your ability to listen and be responsive.
- How do you make students feel at ease around you, while still respecting you?
- How do you reinforce self-esteem in students?
- How do you show your students that you understand them and their frustrations?
- What do you keep to accomplish in your profession?
- What is the most exciting initiative happening in your area of teaching today?
- What is the toughest aspect of teaching today?
- What kind of learning environment do you try to create?

Skills and Experience
- Compared with others with a similar background in your field, how would you rate yourself?
- How do you explain your job success?
- How good are your writing abilities?
- What are your key skills?
- What are your strengths?
- What computer systems and software do you know?
- What skills would you like to further develop in the future?

Strengths and Weaknesses (1/2)
- Assume you are a candidate in the upcoming general election. Tell me why you are the best candidate in the field.
- What are your strengths?
- What are your strong points and how have they helped you to succeed?
- What are your three greatest strengths?
- What are your weaknesses?
- What can you contribute to our organization?
- What is your greatest strength?
- What is your greatest weakness?
- What sets you apart from the others?
- Why should we hire you?

Strengths and Weaknesses (2/2)
- How do you maintain an effective working relationship with your coworkers?
- How would your best friend describe you?
- How would your worst enemy describe you?
- Tell me about a confrontation you’ve had with a coworker.

Teamwork
- Do you work better by yourself or as part of a team?
- If I were to ask your team members to give me feedback about your deliverables what would they say?
- Tell me about a successful team of which you were a member.
- Tell me about a team project that didn’t go well. What happened? And tell me why it didn’t go well?
- Tell me about a team project you worked on. And hat was your role?
- What are the characteristics of a successful team?
- What are the important qualities a person should have in order to become an effective team member?
- What can you contribute to establish a positive work environment for a team?
- What qualities do you have that make you an effective team player?
- What type of people do you work best with?
- While working on a team project, what did you learn about teamwork?

Working With Others
- How do you deal with conflict?
- How do you handle difficult people?
- In what kinds of situations do you find it difficult to deal with people?
- Tell me about your experience in dealing with a variety of different people.
- Tell me about your experience in working with volunteers.
- Tell me about your inter-personal skills.
- What has been your experience in working with community organizations?

You
- Describe yourself.
- How do you know that this is what you want to do?
- If you were a cucumber in a salad and someone was about to eat you, what would you do?
- If you were to start your own company, what would that company do?
- Rate yourself from one to ten on your work ethic with ten being best.
- Tell me about the last book that you read.
- Tell me about the passion in your life as it relates to your work.
- What are your most outstanding qualities?
- What are your worst qualities?
- What aspects of your work do you get the most excited about?
- What is your favorite color and what does it reflect in your personality?
- What steps have you taken to acquaint yourself with your chosen profession?
- Why have you chosen this profession?
Non-Verbal Communication

Rate Yourself On:

Direct Eye Contact
Appropriate Appearance/Attire
Upright Posture
Friendly Demeanor/Smile
Conveyed self confidence

Verbal Communication

Did You…?

Avoid saying Umm, like, I mean, you know
Use proper grammar/avoids slang terms
Articulate relevant skills and accomplishments
Communicate well defined career goals
Express ideas clearly
Convey decision making ability
Emphasize your strong points

Other Questions to Consider:

Did you answer the questions/stick to the subject?
How well did you focus on your ability to learn quickly, communication skills, analytical abilities and other strengths?
Were you prepared to answer tough questions?
Could you comfortably discuss any aspect of your resume?
How well did you describe past experience? Did you criticize a former employer, friend, colleague or were you able to remain positive?
Evaluate your grammar. Did you stumble?

Counselor Comments/Recommended Next Steps: (In-Person Meeting)

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
The Top 10 Essentials of Business Etiquette

Presented by: Barb Larsen, Associate Director
Winona State University
Career Services – Maxwell 314 One Stop
Monday – Friday 8:00 am – 4:30 pm
Polish Your Résumé & Cover Letter

• Use correct spelling, punctuation, and grammar
• Professional wording is essential
• Use a well-organized, easy to read format
• Include relevant work, community, and volunteer experience
• Choose appropriate paper color, font, etc.
• Sell yourself!
Dress Professionally

- Wear high-quality, nicely tailored suits
- Investment dressing is a must
- Don’t wear revealing attire
- Clothing should fit well and not be too tight, too loose, too long, or too short
- Color-coordinate your outfit
- Stick with classic, professional attire; not loud or distracting patterns and colors
- Avoid the 4 “B”s
Appropriate Professional Attire

Sample style photos:
http://aesop.rutgers.edu/~coop/fashion/preindex.html
The Appropriate Look

Business casual

Professional attire
Accessorize Appropriately

- Accessorize tastefully and without excess
- Choose matching belts and shoes in good condition
- Jewelry should be good-quality and should complete an outfit without being distracting
- Men, wear matching socks without holes
- Ladies, if carrying a purse, it should be small, plain and of good quality material
- Carry either a purse or briefcase but not both
Appropriate Footwear

Men

Women
Inappropriate Footwear

Men

Women

Career Services
Explore • Discover • Connect
Know How to Dress for “Business Casual” Events

- Wear neat, clean, unwrinkled clothing
- Clothing should fit well and be up-to-date and in good condition
- Choose comfortable but not sloppy attire
- A casual collared shirt and khaki pants are a safe fallback for men
- A nice shirt or sweater and slacks are appropriate for women
- Never wear sneakers or boots
- If unsure, ask the event’s host what to wear

Career Services
Explore • Discover • Connect
Business Casual

- Shirt too casual
- Uncombed hair is not acceptable
- Jeans are not business casual
- Too much skin
- Not proper to show any mid-section
- No open-toed shoes
Business Casual

Smiles are always a plus with proper attire.

Leaning towards the edge of casual, a Polo would be best for business casual.

Head gear of any kind should be avoided.

Jerseys are too casual.

Plain t-shirts with or without logos are too casual.

Untucked shirts are never acceptable.

Jeans are too casual.
Groom Carefully

• Don’t use excessive perfume, cologne or aftershave. It may be better to wear none.
• Choose a professional hair style and color
• Maintain clean, well-manicured nails
• No tattoos should be visible
• Wear deodorant
• Facial piercings should be removed
Grooming, Continued

- Men, maintain well-kempt facial hair
- Men, long hair is usually not appropriate
- Men, lose the earrings
- Ladies, use neutral nail polish
- Ladies, wear hair away from face
- Ladies, use a limited amount of tasteful makeup
Appropriate Grooming
Inappropriate Grooming
Use Appropriate Body Language

• Shake hands firmly, but not roughly -Let’s Practice!-
• Keep eye contact and smile (in the American culture)
• Follow your host’s lead
• Maintain good posture whether seated or standing
• Do not sit down until invited to do so
• Exude confidence but not arrogance
Polish Your Table Manners

• Follow your host’s lead
• Place the napkin in your lap
• Use silverware from the outside in
• Don’t speak with food in your mouth
• Keep elbows close to the body and off the table
• Transfer butter to a plate, not directly onto the food item
Table Manners, continued

• Drink alcohol moderately, if at all
• Eat slowly and take moderately sized bites
• Once used, silverware should not touch the table.
• When finished with your meal, place silverware in the plate’s center with handles at the 4:00 position
• When leaving the table briefly, place the napkin in your chair
Need Some Practice?

Etiquette Dinner – Spring
Tuesday, April 7, 2009 - 5:30 PM
East Hall, Kryzsko Commons

Etiquette Dinner – Fall
November 2009
East Hall, Kryzsko Commons
Use proper protocol for introductions

• Shake hands and maintain eye contact
• Rise from your seat
• Remember names (repetition helps)
• Use appropriate titles to address people
• Men are introduced to women
• Younger individuals are introduced to senior individuals
• Unofficial people are introduced to people with titles
Maintain appropriate telephone etiquette

• Be sensitive of the other person’s time
• Maintain a list of contacts (No surprises!)
• Speak clearly and at a normal pace
• Identify yourself when answering a call
• Leave cell phones in the car during interviews
• Record appropriate answering machine or voice mail messages
• Do not take phone calls while with another person
Beware

- Facebook
- MySpace

Who looks at it?

Does it matter what I put on it?
“Pay attention to details”

- Be prompt or early for appointments and interviews
- Follow up with a thank you note or letter
- Listen intently when others are speaking
- Be professional inside and out of the office
- Maintain a positive attitude and never speak ill of individuals or companies
- Be courteous to everyone (including receptionist!)
- Return calls promptly
TRAVEL HINTS

• Have you ever wondered how to …
  ✓ book an airline flight or hotel room
  ✓ rent a car (using your own credit card and then asking for reimbursement)
  ✓ find your way around in a strange city
  ✓ get to an interview on time?
TRAVEL HINTS: Booking Flights

- When booking a flight, make sure it is as inexpensive as possible without inconveniencing the potential employer (1:00 AM airport pickups) – show your skills in money and resource management, and respect for the employer’s budget.

- Have your flight reservation approved by the employer before purchasing it – unless you have agreed on a price in advance. (Same goes for a car – it ought not to be a junket.)
TRAVEL HINTS:
Booking Flights

• Try to book flights without breaking the employer’s bank that help you be as rested as possible and allow for flight delays and added security measures.

• Establish the reimbursement process up front. This is a normal business activity and demonstrating comfort and professionalism is essential.

• Ask “Will my travel be reimbursed?”
TRAVEL HINTS:
Interview Arrival

• Set your watch for accurate time.
• If driving, show your organizational skills and use Map Quest (etc.) and arrive early enough to know where to park and where to go.
• Arrive with time to spare (15 minutes min.) and wait by relaxing and mentally preparing.
• Always be friendly to the receptionist (et al.) Occasionally, they have the final input that determines who gets hired!
TRAVEL HINTS: Hotel/Auto

• Have arrangements agreed upon in advance: “Who is paying and how?”
• Never use extra services that would be billed to the hotel room. You are staying there on the employer’s dime, don’t abuse them.
TRAVEL HINTS: Misc.

- The interview is not an “all expense paid” adventure/trip and you must demonstrate respect and restraint for the budget of the potential employer.

- Avoid combining an interview trip with personal business. It demonstrates an ethical issue (mixing business with personal affairs on an employer’s dime).
Final Thoughts…

Remember, the impression you make will increase or decrease your chances of professional success. Prepare carefully for professional interviews, meetings and events and you will reap the benefits of your preparation.

✓ Portfolio
✓ Day-timer
✓ Additional references
✓ Contact information
✓ Thank you note (within 24 hours)
How Career Services Can Help

• Etiquette Dinner (Spring & Fall)
• Podcasts (Workshops)
• Resume Cart
• One-on-one Career Advising
• Career & Job Fairs
• Interview Stream
• www.winona.edu/career

-Awesome Website-
Thank You!

For more information contact:
Winona State University
Career Services
Maxwell 314 - One Stop
SS125 – Rochester
www.winona.edu/career
507.457.5878
507.280.5079 - Rochester
www.winona.edu/career
Networking for Success!

Presented by: Barb Larsen
Winona State University
Career Services – Maxwell 314
Monday – Friday 8:00 a.m. – 4:30 p.m.
Success is not final, failure is not fatal: it is the courage to continue that counts.

*Winston Churchill*
What We’ll Cover

• What is networking?
• 6 steps to networking
• Practice our “Elevator Speech”
• Top 10 networking skills
• Email “netiquette”
• Opportunities to network
What is Networking?

“Networking is the art of building alliances.”

The Riley Guide

It’s “not” contacting everyone you know when you are looking for a job! Networking starts long before your job search, and you probably don’t even realize you are doing it!
Networking Cited as #1 Way to Get a Job!

- “80% of jobs available never get advertised”
- 64% of 7500 people surveyed said they found jobs through networking

LET’S PRACTICE NETWORKING!

- (1st nametag: name & major)
- (2nd nametag: hobby & “dream job”)

1999 Career Transition Study done by Drake Beam Morin
Why Learn to Network?

• Gives you timely and accurate information about the field you have chosen
• Confirms that the educational direction you are looking at is where you really want to go
• Practice your interviewing skills
• Get information about a specific employer, job, industry
• 80% of the jobs are through networking!
REALLY, WHY NETWORK?

1. Career direction
2. Generate career direction
3. Obtain information about careers
4. Try out career options
5. Obtain a job
6. Prepare tools of job search
7. Uncover leads
8. Find people to act as agents for you
9. Find people to interview or hire you
10. Guidance as you evaluate job offers
11. Emotional support
12. Manage career
13. Be more productive and successful on the job
14. Make decisions about going into business for yourself
15. Develop and grow a business, consulting, etc.

Learnthenet.com
Step 1: Think

- What is my purpose for networking?
  - Early: Get information
  - Later: Get job search assistance

- Know yourself
  - Skills
  - Values
  - Interests
  - Goals
Networking: The Law of 250

- Every person knows at least 250 other people
- Each of your contacts knows at least 250 people
- Each of your 2nd level contacts knows 250 people
- That's over 15,000,000 people!
- It’s not typically your first level contact that hires you! (May be 2,3,4 levels deep!)
Know Your Goal

- What job(s) do I want?
- What employers have such jobs?
- What do I have to offer that is unique?
Step 2 : Develop the Sales Package!

- Your ‘30 second sales speech’
- Business Card
- Handshake
- Resume
The Sales Package—Your Speech

• Keep it short (i.e. the length of an elevator ride)
• Include:  *Name
  *Major
  *University
  *Purpose
  *Background
  *Qualifications
  *Goal
Sales Package - Speech

- Know it well enough so that you can give it anywhere at any time
- Practice (in front of a mirror or friends) so that you have a smooth presentation
- Have an easy question to ask the other person at the end of your speech that will engage them like “What is your line of work?”
- **LET’S PRACTICE! (30 second speech)**
Sales Package – Business Card

- Choose a design
  - Name
  - Major
  - University
  - Contact Information
Sales Package - Handshake

• Practice Handshake
  – Firm (not limp, fingertips, or wet noodle!)
  – Eye-to-eye
  – Be considerate of cultural differences
Sales Package - Resume

• A document summarizing your experiences

• Come to a resume workshop or podcast (www.winona.edu/career)
Step 3 : Make a Contact List!

- Who do you know?
- Who do THEY know?
  - Are any of them interested in the same things you are?
  - Get their contact information
Keep Track!

- Start a computer program (print a hard copy or back-up frequently)
- Or, start an index card file
- Always ask for a business card!
WHERE TO NETWORK

• One-on-one meetings
• Professional groups
• Internet
• Education and training (alumni events)
• Social/recreational/community settings
• Serendipity (huh?)

“Networking for Job Search & Career Success”, L. Michelle Tullier
Professional Clubs and Organizations

- Get involved!
- Volunteer organizations
- Community clubs
- Organizations in the field you wish to work in
- Offer to be on committees or an officer!
- Conferences and conventions

*Often it’s WHO you know, not WHAT you know!*
Serendipity

- It just happens!
- Waiting rooms (doctors, dentists, lawyers, or accountants)
- Beauty shop or barber
- Real estate offices, etc.
- Buses, trains, planes
- Gym or health club
- Church, social groups, fundraisers, etc.
Step 4: The Sale!

- Research organizations
- Market
- Informational interviews
Research

- Career Services
- World Wide Web
- Annual Reports of the organization
- Employment brochures published by the organization
- Chamber of Commerce
- Yellow pages/telephone directories
- Local newspaper articles about company
- Call company and ask
Research: What to look for

• Size of company
• Will they grow?
• Have they done well recently (sales, service, whatever)?
• How do they compare with others in their industry?
• Extent of their product
• Competitors
• Reputable business
• Geographical locations
• Main office location
Research – What to look for

• Organizational Structure (flat or deep?)
• Employee training programs offered
• Employee evaluation procedures
• Promotional path/typical career path in your field
• Relocation policies
• History
• Have they been in the news for anything recently?
Market!

- First use:
  - Letters
  - Phone calls
  - Email

However, always be ready for the impromptu, face-to-face meeting
By Letter

- Broadcast mailing
- Targeted Mailing
- Follow up with phone calls
By Letter

• Introductory paragraph (looks a lot like your 30 second commercial)
• If you have been referred, say by whom
• Identify background and career interests that pertain to goals
• Ask for opportunity to arrange a meeting, phone call, or email conversation
• Tell them you will follow up with them in a week or two
By Phone Call

- Identify yourself, reason for calling, give name of referral
- Have introduction ready and written out as a script
- Suggest follow-up conversation by phone, face-to-face, email
- Close with thank you for time spent visiting with you
- Try to dress professionally for phone calls; it helps you get into the mode
By Email

- Make it professional
- Follow conventional guidelines as for a letter
- Proof your spelling and grammar
- Follow up with a phone call
Email “Netiquette”

1. Summarize contents in subject line
2. Don’t use CC to copy everyone!
3. Use BCC’s when addressing a message that will go to people who don’t know each other
4. Keep message short and focused!
5. Avoid ALL CAPS!
6. Don’t write anything you wouldn’t say in public
7. Use a 😊 to make sure message is not misunderstood
8. Avoid sending emails to large numbers of people unless you have a reason to do so
9. Avoid nasty emails (24 hrs.)
10. Include your name on bottom of email as courtesy

Learnthenet.com
In Person - Impromptu

- Walk in (dressed professionally)
- Ask to fill out an application
- Drop off a resume
- Ask for an interview (see “The Pursuit of Happyness” movie!)

- If you don’t get to talk to someone, follow up with a call confirming you are actively seeking employment
In Person - Impromptu

- Have your sales speech and handshake ready
- Ask if you can spend a few minutes talking to them now or later
- Keep top their time limit
- Ask about their job
- Leave them two business cards and ask them if they would pass one on to anyone they feel might be interested
- Thank them for their time
Step 5: Informational Interviewing

- Do NOT ask for a job
- Dress professionally
- Be ON TIME
- You asked for the interview, You start!
- Handshakes are appropriate, with name
Informational Interviewing Questions

- About the field
- About the employer
- About the contact’s job
- About preparation
- About his/her career path
- About the “organizational culture”
- About opportunities for advancement
- About other names and addresses of people you might talk to
Informational Interview

- Ask for general advice and referrals
- Be ready for questions from them
- Closing

  - Follow-up soon with thank you note, on paper or emailed
The Thank You

• Include how they have helped you
• Their contributions to the next step of your search
• Thank again for time and assistance
• Offer to keep them informed of your progress
• If they gave you a referral, get back to them on the results of that contact
Step 6 : Maintain the Network

- Send an email every so often informing your contact of your progress
- Seek their opinion on resume highlights, potential opportunities for experience
Etiquette Dinner

• An opportunity to NETWORK

- November 5- 5:30-7:30
- April 6- 5:30-7:30
Career Fair!!!

• An opportunity to NETWORK! Career Fair!
• Wednesday, October 22, 2008
  – McCown Gym, 12-4
  – Open to all class levels
  – Over 100 different employers and Graduate programs represented
  – No pre-registration required
  – Open to WSU, Saint Mary’s and MSC-SE Technical College students
Government Fair

• An opportunity to NETWORK!!

– Friday, October 24, 2008
– University of Minnesota-Twin Cities campus
– Pre-registration required
Long-term Volunteer Fair

- Thursday, November 6, 2008
- 11:30-1:30 at WSU
- 3:00-5:00 at St. Mary’s
- Can attend either location!
Camp, Intern, & Volunteer Fair

• An opportunity to NETWORK!!
• February 5, 2009, WSU Student Union
• No pre-registration required
Job Fair!

- An opportunity to NETWORK
- Monday, February 20, Minneapolis Convention Center
- Pre-registration required
- Interviews on-site
Education Fair

• Monday, April 6, Minneapolis Convention Center
• Must be able to teach in September
Summary

- You’re ready!
- Be positive!
- You CAN do it!
- Good luck!
Success

“True success is attained only through the satisfaction of knowing you did everything within the limits of your ability to become the very best that you are capable of being."

John Wooden
Credits

- Creating Opportunities & Leveraging Relationships: Networking as an Effective Job Search Strategy by Effimia Parpos, The New Social Worker, Spring 2005
- www.jobweb.com/resources/library/interviews/How_to_Research_262_1.htm
- http://careercenter.lamu.edu/students/
- http://careercenter.lamu.edu/Students/S1/S1H2.shtml
- www.luvm.edu/-career
- www.luvm.edu/-career
When You're Lucky to Get a Job Offer, Can You Negotiate the Salary?

by Kevin Gray

The young woman was excited. Recently graduated from a university in New York City, she had done everything necessary throughout her collegiate career to secure a good job upon graduation. She did very well in the classroom, worked for 1½ years as an intern with two different public relations firms, was active in college activities, targeted her resume, practiced her interview skills, researched employers, and networked. As she began her search for full-time employment, she was looking for all her hard work to pay off.

The young woman was averaging about three interviews every week, but became frustrated because many of those interviews were not for actual jobs. Recruiters admitted to her that they had no job openings, but that they were impressed with her resume and wanted to bring her in to consider her for future opportunities.

During her six-month job search, the young woman targeted only public relations firms. She hoped to work for the firm where she interned, but it merged with another company. And she almost had a job when a recruiter confessed that he had planned to make her an offer after he returned from a college recruiting trip, but when he returned to his office, he received an e-mail from the company’s CEO declaring that the company was imposing a hiring freeze.

Finally, the young woman received a job offer from a small boutique public relations firm. The salary offer was below the job-market listing, but because she had not had any offers, she accepted. The woman’s mother—who is director of a college career services office—believes her daughter should have taken a few days to think about the offer and had hoped her daughter would have been able to negotiate at least the going rate for new public relations hires in New York City.

“But she is a practical person who wants to work in the city,” the mother says. “From her perspective, she had nothing else to consider after more than six months of job hunting.”

The true experience of this young woman illustrates the struggles more and more college students are facing. There are some questions you may be asking yourself: Should I negotiate salary offers in this slumping economy? By doing so, would I put off recruiters?

While some feel it’s inappropriate to negotiate up in this economy, many professionals—from both the career services and the staffing side—don’t feel it’s unreasonable for students to ask. Following are some of their thoughts:

- **Sylvia Camacho**—director of career services and cooperative education at Suffolk County Community College—thinks it’s in students’ best interest to discuss salary flexibility.

  “I do encourage students to negotiate, but only if they truly have something to offer in terms of skills and experience,” Camacho points out. “Otherwise, I recommend that they consider building their skills and experience base.”

- **James Wallace**, director/professor of assessment and career services at Langston University, says he sees “nothing wrong with candidates negotiating salary with a potential employer as long as both parties are transparent. Further, they must negotiate in good faith to ensure fairness to and for all concerned.”

- In the past few months, Jennifer Gillilan, senior corporate recruiter/campus programs for Manhattan Associates, has noticed fewer campus candidates attempting to negotiate their salaries than in previous years.
As a general rule, I do not think attempting to negotiate is inappropriate, provided the student is polite, appreciative of the initial offer and opportunity, and has done his or her research on the 'market rate' for the position and is able to substantiate that,” Gillilan says. “It also helps if that candidate has made an exceptional impression on the interviewers throughout the recruiting process, and established him/herself as a ‘superstar’ candidate.”

However, Gillilan points out, the bottom line is that even if the negotiation approach is well-received and well-prepared, recruiters may not be able to negotiate when they have fewer positions available and when their hiring managers know that there are plenty of top candidates in the job market.

“But, when done properly,” she adds, “it never hurts to try.”

• An anonymous recruiter says that even in this type of job market, “inappropriate” is not the right way to describe attempts by students to negotiate salaries because they may be disconnected from marketplace realities.

“Let's face it, they have lived in a ‘bubble' for the last four or five years, and are just now getting a dose of reality,” he says. “It will sink in when they look around and a lot of their peers are still chasing an offer...and they will consider themselves lucky.”

He says that recruiters sometimes have to take time to educate candidates about the realities of the marketplace, which can turn very quickly.

“Remember, much of what [students] are basing their info on comes from looking in the rearview mirror to last year's salary data and peer offers, which are already outdated,” the recruiter points out. “That being said, companies are making offers, and the top candidates will always be in demand. And companies will continue to fight for the right talent, but we just have to do a lot less fighting as there is more top-tier talent available. This is the key point and why negotiating may not work.”

He says the biggest mistake is still the oldest and most common: a serious lack of preparation on the part of highly educated candidates.

“When a former Wall Street intern who worked at a premier bank comes to my interview and cannot even tell me our stock price, or ask me what happened to the stock price, this is unforgiveable in this market,” the recruiter adds. “Candidates have had their fun for the last few years, now employers are back on top. It is just the natural cycle of the job market.”

• **Terry Erickson, coordinator of career services and cooperative education at the University of North Dakota**, has a motto that applies to any economic cycle: Ask for what you want or take what you get.

“[Students should feel free to negotiate offers] if they feel they are worth it and have backed that up with research and solid GPAs, as well as related work and leadership experience,” Erickson says. “The employer is always free to say it can't do that at this time, but at least it puts it on the table for negotiation and a possible tradeoff. If a student isn't happy coming in the door with the salary he or she is offered, that student isn't going to get any happier as time goes on.”

• **Kevin Stoller of HireEducation.org** agrees that students should negotiate salary offers, noting that hiring managers want to give applicants as much as they are authorized to give.

“That does not necessarily mean that I can offer a higher salary, but maybe there are some ‘soft’ benefits that I can offer,” Stoller explains. “Keep in mind, the hiring manager wants them
to accept the job maybe even more than the student wants to accept. The opening is there because the hiring manager needs help and they just went through a four- to six-week process or longer to find who they think is the right person. So I don't want them to turn down the offer over a small amount of money or additional benefit.”

Stoller suggests that students open negotiations with a question—“What flexibility do you have to adjust the offer?”—and then wait for the hiring manager to completely answer it. This simple question, he notes, requires the manager to say something more than “yes” or “no.” It also phrases it in a way that doesn't put the hiring manager at risk with his or her boss by having to ask for more.

“As a hiring manager, I always had something in my back pocket that I could offer a new hire,” Stoller notes. “Maybe it is relocation assistance, a signing bonus, extra vacation days, COBRA costs, cell phone allowance, or more. So bottom line, even though the economy is tough, it shows business maturity to engage in this conversation, as long as the students know they may not get anything more than the original offer.”
WSU- Strategic Career Planning Course  
Fall 2009 Evaluation

Please take the time to provide honest feedback about your experience in Strategic Career Course. We appreciate your feedback and use it for future planning.

Thank you for being a part of our class this semester. We have enjoyed getting to know you all.

1. As a result of taking this class, I have learned more about my interests, skills, and values regarding my decision in choosing a career and/or major.
   - [ ] Strongly Agree
   - [ ] Agree
   - [ ] Neutral
   - [ ] Disagree
   - [ ] Strongly Disagree

2. As a result of this class, I have become better informed in how I will choose my major and/or possible career.
   - [ ] Strongly Agree
   - [ ] Agree
   - [ ] Neutral
   - [ ] Disagree
   - [ ] Strongly Disagree

3. What, if anything, were you expecting to gain from this class that you feel you didn’t?

4. What would have allowed you to become more involved in the class?

5. What assignments did you feel were most beneficial in choosing a major/career? Check all that apply.
   - [ ] Research on different majors/careers
   - [ ] Informational Interviews
   - [ ] Discover assessment
   - [ ] StrengthsQuest assessment
   - [ ] Personal career essay
   - [ ] Resume Critique
   - [ ] On-campus event

6. What topics were most beneficial to you? Check all that apply.
☐ Internships
☐ Job Searching/Networking
☐ Resume Writing/Cover Letters/References
☐ Interviewing Skills
☐ Guest Speakers (list)

7. I would recommend this course to other students.

☐ Strongly Agree
☐ Agree
☐ Neutral
☐ Disagree
☐ Strongly Disagree

8. Please take the time to provide honest feedback about your experience in this class. We appreciate your feedback and use it for future planning.