

INTERNSHIPS

And Career Planning



B A L L S T A T E
U N I V E R S I T Y.
CAREER CENTER

www.bsu.edu/careers

Ball State University Career Center

Internships and Career Planning

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Welcome to the Career Center!

The Career Center staff are available to assist you with your career and job-search planning. The Career Center is in Lucina Hall 220, and we are open 8 A.M. to 5 P.M., Monday through Friday (7:30 A.M. to 4 P.M. during the summer). We hope that you can make the Career Center a part of your Ball State University experience. Contact us at (765) 285-1522.

Mission

The Career Center's purpose is to provide comprehensive career services for all Ball State University students and graduates, faculty and staff, and employers. We do this by

- Supporting the mission, academic programs, and advancement of the university.
- Helping students explore values, interests, skills, and academic programs in order to develop clear career objectives.
- Promoting opportunities for students to gain a valuable work and experiential learning experiences with a wide variety of employers.
- Administering the university's student employment program.
- Teaching students the skills necessary to conduct a successful professional job search.
- Connecting students and graduates with graduate education and employment opportunities.
- Preparing students for life-long career management.

To fulfill this mission, we have developed the Career Management Action Plan, or Career MAP, to guide you through the career planning process. It will teach you how to use campus resources effectively throughout your years at Ball State and beyond. The plan has four components:

- Assess and explore your values, skills, and interests, as well as majors and career options.
- Develop job-search skills and key competencies.
- Develop leadership skills and pursue opportunities for professional experience.
- Secure professional employment or enroll in graduate school.

To review the plan in its entirety, go to <http://www.bsu.edu/careers/cmap>.

Need Career Information?

Career and Experiential Learning Lab

The Career and Experiential Learning Lab in Lucina Hall 235 is the only centralized source of career and experiential learning information on the Ball State University campus. The lab is open 8 A.M. to 5 P.M. Monday through Friday (7:30 A.M. to 4 P.M. during the summer). It contains print and electronic resources for all Ball State majors covering career, internship, job-search, and graduate school information. Contact the lab at (765) 285-2422.

Career Center Website

Check out the Career Center twenty-four hours a day, seven days a week on the web at <http://www.bsu.edu/careers> for information and links to sites about career planning, student employment, internship preparation, job-search assistance, graduate school program, and more.

Career Center Services and Programs

Drop-in Career Advising

Drop-in career advising is for candidates who have questions and concerns about finding an internship, résumés, cover letters, interviewing, choosing a career, or other job-search and career-related topics. This first-come, first-served service is available on Mondays, Tuesdays, and Wednesdays from 1 to 3 P.M. and Thursdays and Fridays from 10 A.M. to noon in Lucina Hall 220.

Individual Advising

You have an advisor in the Career Center assigned to you based upon your major; advisors are also available for students who are undecided. Your advisor can help you answer in-depth questions about your career path, how to gain experience, or how to conduct a job search that cannot be adequately addressed in drop-in advising sessions. Call 285-2430 to schedule an appointment or fill out the Individual Advising and Practice Interview Request Form on our website at <http://www.bsu.edu/careers>. Click Professional Career Advising, then Individual Advising or Practice Interview Request Form.

Meet Your Career Advisors



James Mitchell
College of Architecture and Planning, the Miller College of Business, the Honors College, and the College of Applied Sciences and Technology



Willow King Locke
College of Communication, Information, and Media, the College of Fine Arts, and undecided students



Joe Goodwin
College of Sciences and Humanities and Teachers College

Career-Planning and Job-Search Programs

Each year the Career Center offers numerous opportunities for you to develop and enhance your job-search skills including résumé writing, interviewing, portfolio preparation, and professional image. We also offer programs that help you learn about your career options and develop strategies for gaining experience in your field. For up-to-date information about internship- and job-search seminars, etiquette dinners, and résumé critique sessions, visit the Career Center calendar of events at <http://www.bsu.edu/careers>.

The Career Center also coordinates services, programs, and events that enable you to connect with employers throughout the year. The following section highlights the networking opportunities available on campus.

Ways the Career Center Helps You Connect with Employers

Cardinal Career Link

Cardinal Career Link is Ball State's state-of-the-art, web-based career-management and job-search tool that will help you coordinate all of your activities with the Career Center, keep you informed of campus career-planning and job-search programs, and provide you with access to thousands of job postings for off-campus jobs, internships, and full-time jobs. Visit <http://www.bsu.edu/careers>, click Cardinal Career Link and set up your home page.

Cardinal ViewJobs

Want to work on campus? You can easily access information on all on-campus student employment opportunities, including part-time jobs, graduate assistants, and on-campus internships, through Cardinal ViewJobs. Visit <http://www.bsu.edu/careers/viewjobs> to begin looking for your next on-campus job.

On-Campus Interviewing Program

Throughout the year, more than two hundred employers visit the Career Center to interview qualified candidates for internships and full-time employment. This information is available through Cardinal Career Link. You can see the list of employers and job openings and schedule your on-campus interviews on the web at <http://www.bsu.edu/careers>. Check with the Career Center for more information.

Fall Career Fair

Attend the Fall Career Fair to discuss career opportunities with the representatives of employers that interest you. The Career Center hosts employers who visit early each fall semester. Employer participants are listed in Cardinal Career Link.

Cardinal Job Fair

Cardinal Job Fair, held each spring semester, consists primarily of employers representing businesses, industries, government agencies, summer camps, and resorts. You can get information about summer, seasonal, internship, and full-time professional opportunities. More information can be found on the Career Center's website.

Teacher Fair

If you are a teaching candidate, Teacher Fair is an opportunity for you to interview with prospective school corporation employers from Indiana and around the United States. This program is held late in the spring semester each year. Information about the event can be found on the Career Center website.

Academic and Departmental Job Fairs

Throughout the year, the Career Center assists various academic departments as they coordinate networking and job fairs for their students. Criminal justice, finance and insurance, marketing, nursing, and natural resources, among others, traditionally hold their own job fairs. Contact your academic department for more information.



Cardinal Job Fair



Cardinal Job Fair



Criminal Justice Job Fair



Teacher Fair Interviews

Career Planning Checklist . . .

Here's how to Begin!

Assess and Explore Your Values, Skills, and Interests, as well as Major and Career Options.

- ❑ **Meet with your academic advisor.**
Talk about your career interests and learn about courses that match them. Be sure to review the Ball State *Undergraduate Catalog*, which describes all of the degree programs.
- ❑ **Take advantage of your core curriculum classes.**
Broaden your experience by exploring a variety of subjects through introductory courses and research.
- ❑ **Use computer programs to identify career choices.**
Programs like Quest, SIGI 3, and TypeFocus can help you assess your skills, values, and interests and match them with careers that are right for you. Visit the Career and Experiential Learning Lab, LU 235; the Learning Center in North Quad; and the Career Center's website, <http://www.bsu.edu/careers>.
- ❑ **Further identify your skills and strengths.**
Ask friends, family, advisors, professors, or employers who are familiar with your unique skills and characteristics to help you identify your strengths.
- ❑ **Visit the Counseling Center.**
Take advantage of the full array of career testing and assessment services to explore your career interests. The Counseling Center is in Lucina Hall 320.
- ❑ **Consider a part-time job.**
Part-time jobs enable you to develop transferable skills and help you make decisions about your career path. On-campus jobs also help you connect to campus and meet other students outside of your major and residence hall. Go to <http://www.bsu.edu/careers/viewjobs> to look for on-campus jobs through Cardinal ViewJobs. Off-campus, part-time jobs are on Cardinal Career Link.
- ❑ **Research your career options.**
Visit the Career and Experiential Learning Lab, LU 235, the only centralized source of career information on campus. Use books on college majors and careers to investigate the educational requirements, responsibilities, employment outlook, and salary for different careers.

- ❑ **Meet with a Career Center advisor.**
Your career advisor can teach you how to research careers and develop strategies for further exploration. Drop-in advising times are Monday through Wednesday, 1-3 P.M., and Thursday and Friday, 10-noon.
- ❑ **Attend the Career Center's job fairs.**
Fall Career Fair, Cardinal Job Fair, and Teacher Fair are great opportunities to get career information directly from employers.
- ❑ **Visit University College in North Quad 300.**
Gather information on majors and careers, take advantage of programs like Senior V.I.P. (Very Informed Person), or schedule an advising appointment with the major/minor coordinator.
- ❑ **Discuss majors with an undergraduate program coordinator.**
Contact professors or faculty advisors from programs that interest you for additional information or insight.
- ❑ **Conduct informational interviews.**
Arrange brief (twenty- to thirty-minute) informational meetings with professionals who work in career fields of interest to you (see page 11).
- ❑ **Gather information from professional associations.**
The Career and Experiential Learning Lab, LU 235, has a directory of national professional and trade associations. Identify the groups that match your interests.
- ❑ **Visit the Career Center's website.**
Go to <http://www.bsu.edu/careers> and explore the sections titled "My Career Plan" and "Career and Experiential Learning Lab."
- ❑ **Use your self-assessment results and your research to make a career decision.**
Set some goals related to your career path and contact an advisor at the Career Center if you need assistance.

Develop Job-Search Skills and Key Competencies.

- ❑ **Take advantage of academic internship programs.**
Meet with the internship coordinator in your major.

- ❑ Visit the Career and Experiential Learning Lab, LU 235, to learn about job-search planning. Available resources include books, CD-ROMS, the Internet, and a variety of free publications.
- ❑ Use part-time student employment as a building block. Begin keeping a record of your work experience, responsibilities, skills, and accomplishments for your résumé. These are the things you will use to market yourself for an internship.
- ❑ Visit the internship pages of the Career Center website's "My Career Plan." Read about internship resources including internship databases the Career Center subscribes to.
- ❑ Have a draft of your résumé and cover letter critiqued. Attend drop-in advising to have a Career Center staff member critique your job-search documents.
- ❑ Attend one of the Career Center's professional development programs. Learn about everything from résumés to interviews to professional etiquette. Visit the Career Center's online calendar of events for information on dates and times.
- ❑ Schedule an individual career advising appointment. Career Center staff can assist you if you have specific career-related questions or concerns.
- ❑ Build a professional network. Networking is a key job-search skill. Begin to build relationships with professors, supervisors, advisors, family, and friends. Create a LinkedIn account, complete your profile, and invite members to join your network. Join the Ball State Career Network, the Career Center's LinkedIn group. Follow the Career Center on Twitter and Facebook.
- ❑ Find a mentor. Identify a professor, faculty advisor, alumnus, or employer with whom you can talk about academics and career issues.

Develop Leadership Skills and Pursue Opportunities for Professional Experience.

- ❑ Contact your academic department's internship coordinator. Learn how to obtain credit for internship experiences.
- ❑ Find on-campus part-time and internship job vacancies with Cardinal ViewJobs. Get a job related to your career choice. Go to <http://www.bsu.edu/careers/viewjobs> to access on-campus job postings.

- ❑ **Attend Fall Career Fair, Cardinal Job Fair, and academic and departmental job fairs.**
Talk with employers about part-time and internship opportunities with their organizations.
- ❑ **Join professional and trade associations as a student member.**
Contact your academic advisor to discuss appropriate organizations related to your career choice or major. Attend professional meetings (local or national) to begin establishing a professional network.
- ❑ **Take on a leadership role in a campus or academic organization or volunteer in the community.**
Contact the Office of Student Life to learn about Student Voluntary Services, the Excellence in Leadership program, and other opportunities for extracurricular involvement.
- ❑ **Consider a study-abroad program.**
Contact the Rinker Center for International Programs for more information.
- ❑ **Explore undergraduate research opportunities.**
Contact professors in your major for more details.
- ❑ **Research potential internship employers and identify job vacancies.**
Use library databases like Reference USA and Business Source Premier as well as the Vault Career Insider and other resources to research employers available in the Career and Experiential Learning Lab in LU 235.
- ❑ **Participate in on-campus interviews for internship opportunities.**
Organizations visit the Career Center each year to conduct interviews for internships and full-time employment. Registration is through Cardinal Career Link, and interview sign-ups are early in the fall and spring semesters.

“Make connections before you need them, and get all the experience you can while at Ball State. It makes your résumé stronger and makes you more marketable [to employers].”

**—YaShekia Smalls
Recent BSU graduate**

Defining Your Career Goals

Self-Assessment: Understanding Your Values, Skills, and Interests

Self-assessment is the process of understanding yourself. By taking the time to explore your values, skills, and interests, you can choose career options that are compatible with you. There are many things to consider when doing self-assessment; the more in-depth you are able to explore yourself, the better you will understand what career will be best for you. The following questions represent some of the areas you must consider.

- Where do you want to live?
- What's important to you? Making money? Living near family?
- Do you want to work with people, information, or things?
- Do you want to perform a variety of different tasks or have a consistent routine?
- Do you want to report to someone or be your own boss?
- Do you want to work on salary or commission?

There are resources on campus and online that can get you started on your own self-assessment. See the "Assess and Explore Your Values, Skills, and Interests" section of the Career Planning Checklist on page 6.

The results of your self-assessment should help you narrow your career interests. Most assessment tests, whether electronic or paper-and-pencil, will provide you with a list of potential careers to consider. Your goal is to gather information on careers that interest you and pursue career options that match your life-style and personality, that will enable you to be successful, and that you will ultimately enjoy doing.

Exploring Careers and Gathering Information

You have many options when choosing a method to explore and research careers. Perhaps the best option is a combination of all the information-gathering activities. To get a thorough overview of each career you want to consider, research the following information on each one:

- sample job descriptions or current job postings in that field;
- information on earnings and benefits;
- number of people currently employed in the field, rate of job growth, and expected number of openings over the next ten years;
- working conditions;
- required and preferred education, training, and skills;
- licensing or certification requirements;
- related occupations; and
- sources of additional information.

There are many resources for gathering this type of information both on and off campus; you can refer to the "Assess and Explore" section of the Career Planning Checklist on page 6 for more details.

Internet Resources

Sites like Learn More Indiana, the Occupational Outlook Handbook, O*NET, and Vault Career Insider have complete, easy-to-find information on thousands of careers. Professional association and employer websites are useful as well.

Print Resources

The Career and Experiential Learning Lab has career information for all Ball State majors. Books on college majors, careers, and specific occupations are available.

Events

The Career Center hosts several events throughout the year where you can meet and talk with professionals about their fields and learn about their companies or organizations.

People

You can gather career information from faculty, staff, advisors, employers, friends, and family, but the best sources of career and job-search information are people who are employed in the fields you are considering.

Steps to a Successful Informational Interview

An informational interview is a way to gather information from people who work in the professions that interest you. They can be conducted in person, through e-mail, or over the phone. Informational interviews give you the opportunity to observe the work environment, explore personal characteristics related to job success, learn about job responsibilities, and establish contacts that might be helpful in your job search.

1. Choose which career or occupation you want to explore.

2. Identify contacts.

Ask faculty, staff, neighbors, friends, and family for names of people they know. Professional organizations, yellow pages, and company websites are great resources. You can also call an organization and ask for the name of a contact person by job title.

3. Arrange the interview.

Once you've identified employers that match your interests you should contact them directly. Tell them your purpose and goals for the interview. Ask for a specific amount of time—perhaps twenty to thirty minutes—and show respect for their schedules. Once you've scheduled an

interview, follow up to confirm arrangements and make sure you know the correct name and title of the person you will be interviewing.

4. Prepare for the interview.

Read everything you can about the career so you can identify the additional information you want to obtain. Research the person's company and its products or services. Make a list of questions ahead of time. The following are sample informational interview questions:

- Why did this career interest you and how did you get started?
- What jobs and experiences led you to this position?
- Describe a typical day on the job.
- What do you enjoy most about your position? Least?
- What challenges face the profession?
- Can you give me your ideas on how a student could obtain related experience?
- What skills are necessary to perform well in this field?
- What further preparations should I make before embarking on my career path?

5. Be polite, dress professionally, and take notes during your interview.

6. Do not ask for a job.

Remember that you are there asking for advice, information, and referrals to others who may have jobs.

7. Be prepared to answer questions about your background, academic studies, and career interests.

8. Ask for the person's business card and keep it for your professional network and contact list.

9. Send a thank-you letter within forty-eight hours.

Express appreciation for his or her time and consideration. Highlight details from the

interview that you found especially interesting and helpful.

10. Use the information you've gathered. Compare your interview notes with your self-assessment results. Determine what you like

and don't like about that career or field. Use the information to refine your career objectives.

Additional resources for informational interviewing are available in the interviewing pages of the "My Career Plan" section of the Career Center's website.

Putting It All Together

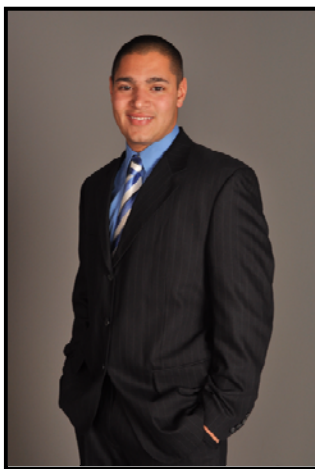
Using the results of your self-assessment and the information you gathered while researching careers, you can choose a career field you'd like to explore. If you have doubts, remember that an internship or relevant part-time job experience can help you test-drive careers. If you continue to struggle with developing a clear career objective, schedule an appointment with a career advisor in the Career Center or contact the Counseling Center at 285-1736 to receive assistance in making decisions.

Armed with your career objective, you are ready to start gaining experience in your field and building your job-search skills. Begin thinking about which opportunities you will pursue to begin developing the knowledge and skills that will be required for full-time employment in that

field. There are many options available to you for gaining career-related experience and skills.

Types of Experiential Learning and Career-Related Experiences:

- A part-time on- or off- campus job;
- Volunteer experience;
- Participation in student organizations and extracurricular activities;
- Participation in professional associations and activities in your field;
- Building Better Communities Fellows (call 285-2773 for more information.);
- Virginia Ball Center for Creative Inquiry;
- An internship.



"Last spring, I was beginning my search for a required summer internship. At first, I wasn't quite sure where I should begin, but then I heard about a volunteer opportunity for the state chapter of our professional association's annual awards conference. I knew that by volunteering for the event, I'd have an opportunity to have a résumé builder, meet some of the professionals in my field, and participate all for free. By the end of the event, I had introduced myself to several individuals, gave out my résumé, and got contact information for internship opportunities. Ultimately, my time spent volunteering led to an awesome summer internship."

—Ryan Sagar
Ball State senior

Internships . . .

Working for Your Future

Perhaps you have already been introduced to the idea of obtaining an internship. In fact many academic departments on campus require students to have completed internships before graduation. However, regardless of your major, you owe it to yourself to build an internship experience into your academic studies. Internships offer you the chance to integrate classroom theory with career-related work experience. They can enhance your classroom learning while you explore and clarify your career goals. Career-related work experience also increases your chances of finding satisfying employment upon graduation. Perhaps most important, employers prefer to hire candidates who have had career-related work experience.

Getting Started in Your Internship Search

As mentioned in previous sections of this book, doing your research will help tremendously as you start your search for an internship and begin the process of contacting employers. Here are some suggestions to get started:

- Talk to your academic department's internship coordinator about internship and career-related job opportunities. Find out where students with your academic background and experience have served internships in the past.
- Meet with an advisor in the Career Center. You can come to one of our daily drop-in sessions or arrange an individual advising session with your career advisor.
- Visit the Career and Experiential Learning Lab, Lucina Hall 235, to conduct internship research and pick up valuable free job-search materials.

- Attend the special events and job fairs sponsored by the Career Center.

Do Your Homework!

So how do you find internship opportunities that match your interests, goals, needs, and preferences? A little detective work will uncover the possibilities. There are many print and electronic resources to assist you in finding internship opportunities.

Internship directories are available in the Career and Experiential Learning Lab. These directories list internships offered by companies along with the information needed to apply. Current offerings include

- *The Internship Bible,*
- *Vault Guide to Top Internships,*
- *Peterson's Internships,*
- *National Internships Guide,*
- *The Internship Advantage,*
- *The Intern Insider,*
- *Internships with America's Top Companies,* and
- *Making the Most of Your Internship.*

The lab also has specialized internship directories. These include

- *Gardner's Guide to Internships in New Media;*
- *Criminal Justice Internships;*
- *The Internships USA Series, including Community & Social Service Agencies, Environmental, Sports, Museum, and History;*
- *National Directory of Arts Internships;*
- and other academically related books.

More internship leads come from general information about organizations themselves. Track down information on private and public firms by visiting the library. The lab can also help.

You can also research employers on the Internet. Looking for internships this way may be a bit more indirect and time-consuming than consulting directories and Internet internship databases, but this approach is one to include in your job-search strategies. Many of the best and most recent internships are not listed in directories, and by searching off the beaten path, you won't have to compete with so many other prospective interns for the leads you do uncover.

Search for information online. The Career Center purchases several databases to help you find internships. Some of the databases and sites you may want to start with include

- Cardinal Career Link at <http://www.bsu.edu/careers> (Click on Cardinal Career Link, create your profile, and start searching for internships. You can use the Résumé Builder to create your résumé and get an automatic review by e-mail from a Career Center advisor. Use the on-campus interviewing feature to interview with employers offering internships.)
 - Internships.com at <http://www.bsu.edu/careercenter/secure/pwinternships> (requires BSU username and password).
 - InternshipsUSA.com at <http://www.bsu.edu/careercenter/secure/internshipspass/> (requires BSU username and password).
 - Vault Career Insider at <http://www.bsu.edu/careercenter/secure/careerlibrary/> (requires BSU username and password).
 - IndianaIntern.net (if you want to stay in Indiana).
- ReferenceUSA.com (to locate employers; available on University Libraries' databases page);
 - Great Links to Explore, Internships category. (Go to <http://www.bsu.edu/careers>. Click Career and Experiential Learning Lab, then Great Links to Explore, scroll down the page and click the Internships category.)

You can also find internships and build your network by contacting professional associations. The Career and Experiential Learning Lab has the *National Trade and Professional Associations Directory* to assist in this process, as well as links to websites where you can search for professional associations.

In addition to using the resources available in the Career and Experiential Learning Lab, there are additional strategies that will help to maximize your results. The following are other sources of job leads that can be helpful:

- trade journals related to your field;
- faculty members;
- department bulletin boards;
- friends and family;
- previous employers;
- chambers of commerce;
- local small business associations;
- telephone books;
- business sections of local papers;
- job and career fairs;
- reference sections in local libraries and college libraries;
- local business activities, receptions, and open houses.

"[In my internship] I learned my strengths and weaknesses, along with how to develop myself as a prospective employee to a new organization. I met new, exciting individuals who will help me along my career path."

—Blakely Clements
Recent BSU graduate

You have taken the time to do a self-assessment, gather relevant information, and conduct informational interviews. Now you are ready to identify and contact prospective employers.

Develop an Employer Prospect List

- List organizations you want to work for (based upon your research on the career field, informational interviews, and networking information).
- Do not ask yourself, “Do they have internship openings?” Instead ask yourself, “Have they ever hired people with backgrounds like mine?” Don’t pass up an opportunity with an employer because an internship is not currently posted.
- After making your list, research the employers.
- If you have difficulty finding information, contact the organizations directly to request literature and ask questions.

Begin Contacting Prospective Employers

- Choose eight to ten prospects from your list. Send your résumé and cover letter to a hiring official at each organization. (See pages 17-29 for résumé and cover letter information.)
- If the prospect is a result of your networking, refer to your contact person in your cover letter. (Make sure you ask for permission to use your contact’s name.)
- In your final paragraph indicate where the employer can contact you to schedule an interview.
- Follow up. If you stated that you would contact the employer, make sure you do!
- Remember: your goal is to get an interview.
- Focus on what you have to offer the organization.
- If, in your effort to secure an interview, the employer indicates that there are no job openings, make sure that you ask to

be set up at least with an informational interview. A face-to-face interaction will help the employer remember you in case a position becomes available at a later date.

Follow Up

- Whether you secured an interview or simply gathered information over the phone, it is imperative that you write a thank-you note to the employer. (See page 30 for a sample thank-you letter.)
- In your note, restate your interests and mention highlights of your conversation or meeting.
- Mail your note within forty-eight hours of your contact. When you follow up right away, you increase your chances of being successful.
- It is becoming more acceptable to send an e-mail thank-you to an employer; just remember to follow the same professional guidelines in your e-mail correspondence as in a mailed thank-you letter.

Keep Good Records

- Be sure to keep track of the contacts, appointments, phone calls, correspondence, etc. involved in your search for an internship. A comprehensive record-keeping system should include both a calendar and a filing system.

Create Your Own Internship

By creating an internship, you have the chance to tailor it to your interests and geographic requirements. Start by asking the question, “Where would I *love* to work?” Looking for organizations rather than listings opens up a world of possibilities in which to find work that is meaningful and challenging. Take the initiative to create your own internship! Follow these steps:

1. Clarify your goals and objectives

When approaching potential employers to persuade them to offer you an internship, you must know not only what you would like to do, but what you have to offer in terms of educational training, skills, and abilities. Be sure that your résumé effectively communicates to employers the skills, educational background, and experience you would bring to the organization.

2. Focus your search.

Research places you would like to live, the industry or type of organization you desire, the type of work, the work environment, and the time commitment you would prefer.

3. Investigate the (not so) obvious.

If you already have a relationship with local organizations through volunteer or part-time work or summer positions, approach them about serving an internship. The key is to create a

position that would fit your academic experience and career interests.

4. Make a direct contact with the hiring official in the organization.

Contact the executive director in small businesses or small not-for-profit organizations. In larger organizations contact the head of the department or unit where you want to work. If you want to learn marketing at a large company, for example, find out the name and e-mail address of the director of marketing by calling the company’s general number and asking for this information. Then call or e-mail your internship proposal or résumé and cover letter to the director of marketing. Set up a time to discuss your internship proposal.

5. Get an interview.

Sell your ideas for how you can help the organization or department through an internship by clearly stating your objectives, why you chose the organization, and how your skills, education, and abilities can contribute to its needs.

6. Evaluate offers.

When an organization says that it will accept you as an intern, it is important for you to understand clearly what type of work assignments you will be given, how you will be supervised, and any other conditions for the internship. Once you have this information, evaluate the offer carefully before you accept it.

“My internship was with Cintas Corporation at a location in Columbus, Ohio. I was able to become an asset to this facility early on because of my ability to learn quickly and be effective in my tasks. I showed great flexibility, which was impressive enough for the company to offer me a full-time position after graduation as a management trainee.

I recommend interning as a great way to find if a company is the right fit for you.”

—Carleton Butler
Ball State alumnus



Résumé Development

The average employer will spend approximately 15 to 30 seconds reviewing YOUR résumé.

15 to 30 seconds?!

That's right. The goal of your résumé is to capture the attention and interest of the employer within 15 seconds. Unfortunately, it will take more than 15 seconds for you to create a résumé that can accomplish this goal. Developing a résumé of high quality takes time, effort, and a little know-how. This section contains the know-how—general guidelines and basic information about résumé writing to get you started. You will need to provide the time and effort.

**Remember, only 15 seconds!
Make them count!**

Purposes of a Résumé

- Your résumé is a personal marketing tool. It is an essential part of the job-search campaign because it is an important tool used in securing an interview, whether you are searching for a part-time job, internship, or professional employment. As such, your résumé must attract attention, create interest, and provoke action: getting an interview.
- A résumé is a written summary of your education, work experience, professional skills, and interests. Your résumé documents your value as a potential employee.
- A résumé is a sample of your ability to organize information and express yourself in writing clearly and concisely.
- Your résumé can be an important step in interview preparation because it focuses your attention on your strengths and accomplishments. During an interview your résumé can serve as a point of reference. Many interviewers will base their questions on the content of your

résumé, so in a sense you can help guide the course of your interviews by preparing a résumé of high quality.

Before You Begin . . . PREPARE!

Know Yourself

Résumé preparation begins with self-analysis. As with all phases of the job search, you need to understand your career goals, strengths, skills, and abilities and be able to communicate their value to potential employers. You will also want to evaluate your professional interests and likes and dislikes of past work environments. In addition, inventory your past experiences, paid or voluntary. Which experiences are relevant to your current job search? What skills did you develop or strengthen through those experiences?

Know Your Audience

You should target your résumé to your audience. What level or types of positions are you seeking? What skills and experience are necessary for these work environments? Does your work experience match the requirements? If so, you will be able to organize your résumé to “fit” each job you seek.

The Career and Experiential Learning Lab (Lucina Hall, room 235) is a great place to begin your research.

Ingredients of an Effective Résumé

What is Essential?

Identifying Information

Include your name, address, city, state, ZIP code, e-mail address, and telephone number with area code. Specify if the number is a cell phone.

If you will be graduating, include both a permanent and a current address on your résumé.

Education

Working backward from most recent to oldest, list all college, university, and professional school information. You do not need to list your high school. Be certain to include the following information for each institution from which you received a degree:

- Degree awarded (check your DAPR for degree information if you are unsure)
- Name of institution, city, and state
- Major, minor, area of concentration
- Graduation date (month and year)

Experience

Include information about part-time, full-time, volunteer, internship, practicum, community, and organization experiences as they relate to the job you are seeking. List the information from most recent to oldest. Choose a heading for this section such as Professional Experience or Related Experience. Be sure to include the following information for each experience:

- Title of position
- Name of employer (company or organization)
- City and state of employer
- Beginning and ending dates of employment (month and year)
- Accomplishment statements beginning with action verbs

Describe your experiences using power words (see list on page 25) in sentence fragments. Write concise explanations of the duties you performed, emphasizing major responsibilities, accomplishments, and results. Quantify your experience with facts and figures wherever possible to help employers determine your level of authority, responsibility, and impact on an organization. This is your opportunity to persuade employers to interview you!

What is Optional?

Depending upon your background, you may include the following:

Career Objective

The career objective should be brief and specific to each position you are seeking. You may omit the objective and discuss your interests in your cover letter, or you can prepare a separate résumé for each objective.

G.P.A.

Include your cumulative or major G.P.A. only if it is 3.0 or higher. Always indicate the grading scale: for example, "3.9/4.0" means 3.9 on a 4.0 scale.

College Courses

Include course work only if it is relevant to the position you are seeking and wouldn't be assumed under your major curriculum. Include descriptive names of courses, not course numbers.

Honors/Awards/Scholarships/Fellowships

Include titles and years awarded.

Licenses/Certificates

List any you currently hold that are required for the position.

Publications/Presentations/Research

Include the title, date, and bibliographical information for each entry.

Memberships/Activities

Include community, campus, volunteer, and professional groups. Indicate leadership roles and dates for each position held.

Skills

Include computer proficiency, foreign languages, coaching, and other skills appropriate for the position.

References

You can indicate that references are available upon request, but most employers will make this assumption.

If an employer requests a list of references, enclose a separate page entitled “References.” (See page 24.) Provide the names of three to five people to serve as references. For each reference, include name, job title, employer, relationship (if not clear from résumé), business address, and telephone number with area code. Use only professional references from such people as faculty members and past and present supervisors.

Send a reference list only when an employer requests one.

Get permission in advance from all references; make sure each one has a copy of your résumé and a description of each job you plan to request a reference for; notify them when you use their names; keep them informed of your progress; send them thank-you notes; and tell them when you get a job.

Choosing a Résumé Format

Choosing the best résumé format depends on your background and the requirements of the jobs for which you want to interview. Choose the format that best emphasizes your strengths, skills, and accomplishments. The *two most common* résumé formats are

Chronological

The chronological résumé focuses on time and continuity. It is easy to organize, write, and read, and it is the most commonly used type of résumé. In a chronological résumé, you present your most recent job and educational experience first, then trace backward in time. The duties you performed are described under each listed experience. This format allows you to emphasize your career growth and progression. It is not a good choice for people with limited or unrelated

employment experience, and gaps in employment are readily noticeable.

Functional

The functional résumé focuses on professional skills, responsibilities, and accomplishments while it de-emphasizes dates and specific work experiences you have had. This format is organized by functional titles that explain general areas of expertise. Under each function heading is a brief explanation of your accomplishments in that area. You can tailor the functional résumé to highlight your specific skills that the job requires. This format is good for recent graduates, liberal arts majors, career changers, and people with limited work experience or interrupted careers.

My Résumé . . .

- Is well spaced and visually attractive.
- Is concise.
- Is tailored to the position through the objective and cover letter.
- Has a second page if necessary that is identified with my name and the page number.
- Uses power words and sentence fragments to describe my accomplishments.
- Quantifies my experiences wherever possible.
- Is consistent in the use of dates, numbers, spacing, and abbreviations.
- Has been checked and rechecked for mistakes in grammar, punctuation, and spelling.
- Has been critiqued and proofread by others.
- Is printed on quality white, ivory, cream, beige, buff, or light gray bond paper.
- Will be mailed in a matching envelope or in a 9" x 12" white or manila envelope.

My Résumé Doesn't . . .

- Have "Résumé" typed above my name.
- Use abbreviations or contractions.
- Have lengthy prose.
- Use multiple fonts, typographic symbols, or other visual elements.
- Use personal pronouns (I, we, my).
- Mention personal data (e.g., height, weight, health, age or date of birth, marital status, race, religion, sex, etc.).
- State my previous salary.

Additional Resources for Résumé Writing

Career and Experiential Learning Lab

Visit the Career and Experiential Learning Lab in Lucina Hall 235 and browse through several résumé and cover letter books. Keep in mind that the sample résumés in this booklet are only

a few examples. There are hundreds of résumé samples in the lab, as well as electronic résumé tools like the Résumé Deluxe CD-ROM.

You can also use the Résumé Builder in Cardinal Career Link to build your résumé. One benefit of using the Résumé Builder is that your résumé will get an automatic review by a Career Center staff member.

Drop-in Advising

Once you have a refined copy of your résumé, come to drop-in advising for a résumé critique. The drop-in hours are Monday, Tuesday, and Wednesday 1 to 3 P.M. and Thursday and Friday 10 A.M. to noon



Sample Résumé for a Sophomore Seeking Summer Employment

Kelly M. Wright

kmwright@aol.com -----

Current Address

Howick Hall, Box #350
Muncie, Indiana 47306
(765) 555-2183

Permanent Address

1440 Timber Lane
Sidney, Ohio 45365
(937) 555-2081

EDUCATION -----

Bachelor of Arts, Expected May 2011 -----

Ball State University, Muncie, Indiana
Major: Telecommunications, Sales and Promotion Option
Minor: Marketing
GPA: 3.1/4.0 -----
Honors: Ball State University Presidential Scholar; Dean's List (1 semester) -----

WORK EXPERIENCE -----

Student Assistant, August 2007-present

Ball State University Bracken Library, Muncie, Indiana

- Advise library patrons with circulation concerns, such as check-out policies, renewals, and hours of operation
- Answer the phone to handle patrons' questions regarding library services
- Provide assistance with printers and copy machines when problems arise

Crew Leader, October 2006-August 2007

Jimmy Johns; Sidney, Ohio

- Assisted with hiring of new employees and trained new Crew Leaders -----
- Prepared food for customers and maintained quality customer relations
- Arranged store displays and promotional items
- Demonstrated leadership during store ownership change

Box Office Attendant, Summers, 2006-2007

Kerasotes Theatres, Cinema 7; Sidney, Ohio

- Sold and distributed movie tickets to patrons
- Maintained accurate cash drawer and recorded box office sales

ACTIVITIES -----

WCRD-FM, promotions team member; October 2007-present

Howick Hall Council, member; September 2007-May 2008

Intramural Softball, Howick Hall team member; March 2007-April 2008

4-H, club president, July 2004-July 2006; member, January 1999-July 2007

Sidney High School Class of 2005, vice president; August 2003-June 2007

Sidney High School Swim Team, member; October 2002-March 2006

Wilson Memorial Hospital, Sidney, Ohio; volunteer; January 2004-July 2006

Use an e-mail address that is professional and suitable for an employer to use (e.g., a shortened version of your name).

List only college experience and spell out the name of your degree as well as the entire university name.

List the date of graduation only, not the date you started.

Honors are optional.

List your grade-point average only if it is above 3.0.

Remember to list your position title, dates of employment, name of employer, and the city and state.

Begin each accomplishment statement with a strong action verb. (See page 25 for a helpful list.) Accomplishment statements should describe your responsibilities and accomplishments while you worked.

As you get more involved on campus, replace your high school activities with college activities.

Sample Résumé for an Internship Candidate Highlighting Academic Experience

Matthew A. Rawlings

marawlings@bsu.edu

School Address: 204 W. Spring Avenue <> Muncie, IN 47306 <> (765) 555-2222
Permanent Address: 468 Oak Street <> Madison, IN <> (777) 555-3333

OBJECTIVE: To obtain a summer internship position in the area of human resource management.

EDUCATION: Bachelor of Science in Human Resource Management, May 2011
Ball State University, Muncie, IN

RELATED COURSEWORK: Management Principles <> Personnel and Supervision <> Organizational Behavior <> Managing Human Resources <> Entrepreneurship <> Quality Management <> Business Policy and Strategic Management <> Business Ethics <> Employee Development <> Quantitative Business Analysis

RELATED EXPERIENCE: Student Consultant, Managing Human Resources Class
Ball State University, Muncie, IN; August-December 2007

- Created a strategic plan by determining an organization's human resource needs through analysis and development of job requirements
- Developed qualifications for recruitment and selection procedures and placement and orientation
- Performed evaluations of selection programs

OTHER WORK EXPERIENCE: Proofing Assistant, Ball State University Academic Systems
Muncie, IN; August 2010-Present

- Assist in preparation of graduate and undergraduate-catalogs
- Maintain catalogs on the web
- Deliver mail on campus
- File, copy, and provide historical course information

Seasonal Host, Tony and Angelo's Italian Restaurant
Madison, IN; Summers 2008-2010

- Served as first contact for restaurant customers
- Coordinated reservations and seating assignments
- Seated customers while sharing restaurant's history

ACTIVITIES: Chair of Fundraising, Phi Gamma Nu Professional Business Fraternity
Ball State University, Muncie, IN; August-May 2008

- Developed and implemented new income strategies
- Maintained and was responsible for over \$1,000 of fundraising income revenue from four events over the course of the year

VOLUNTEER EXPERIENCE: Habitat for Humanity, Muncie, IN; June 2009-Present
St. Mary's Food Mission, Madison, IN; January 2008-March 2009

Objective
Objectives are optional, but can be helpful in identifying skills and abilities you have to offer an employer if hired.

Related Course Work
Use only descriptive names, not course numbers.

Related Experience
Emphasize classroom projects.

Other Work Experience
Use present-tense verbs for current positions.

Use past-tense verbs for previous positions.

Activities
Quantify your experiences with facts and figures.

Sample Résumé for an Internship Candidate Highlighting Practical Experience

Alexis J. Johnson

722 W. David Drive ♦ Muncie, Indiana 47304 ♦ Cell: (765) 555-1111 ♦ ajohnson@hotmail.com

JOB OBJECTIVE

Internship in sports and exercise science management.

EDUCATION AND ACADEMIC HONORS

Ball State University, Muncie, Indiana
Bachelor of Science, Expected May 2013
Major: Exercise Science

- ❖ GPA: 3.5/4.0, Dean's List (3 semesters)
- ❖ Alpha Lambda Delta, national freshman honorary for 3.5 GPA, inducted Spring 2010

RELATED EXPERIENCE AND TRAINING

Ball State University, Recreation Services, Muncie, Indiana, August 2009 – present

Aerobics Monitor/Instructor

- ❖ Supervise and organize aerobic fitness classes for BSU-Fit Program; includes Challenge Step, Step and Cardio, Step and Tone, and Jump and Jab (cardio kick-boxing)
- ❖ Instruct Water Aerobics class
- ❖ Completed Aerobic Instructor Training through Recreation Programs at Ball State University; Certified Group Exercise Instructor through Aerobics and Fitness Association of America
- ❖ Attended Midwest Aerobics Fit-Fest training programs at Northern Illinois University in Dekalb, Illinois, 2009, and at Indiana University in Bloomington, 2010

Facility Monitor

- ❖ Monitor use of Ball State University recreational facilities and greet patrons, students, staff, and faculty
- ❖ Distribute and collect athletic equipment

Tuhey Municipal Pool, Muncie, Indiana, Summers 2007-2009

Lifeguard

- ❖ Supervised patrons in pool and provided safe environment for swimming
- ❖ Cleaned and assisted with maintenance of pool facilities and operating systems

OTHER EXPERIENCE

Sears Roebuck and Company, Muncie, Indiana, September 2008 – August 2009

Sales Associate

- ❖ Aided customers with product selection and completed sales transactions
- ❖ Stocked floor with merchandise and set weekly sale ads

CAMPUS INVOLVEMENT AND LEADERSHIP EXPERIENCE

Alpha Phi Sorority, Ball State University, Fall 2009-present

- ❖ Vice President of Program Development, Spring 2010-present
- ❖ Chaplain, Fall 2010
- ❖ Wellness Coordinator for Panhellenic Council, Spring 2010-present
- ❖ Attended Leadership Training for Alpha Phi Executive Staff, Chicago, Illinois, January 2010

Motivate Our Minds, tutor, November 2009-March 2010

Example of a local student with only one address.

See Alexis's cover letter on page 29.

Example of two positions for one employer.

Note how seasonal work is listed.

Sample Reference Page

Alexis J. Johnson

722 W. David Drive ♦ Muncie, Indiana 47304 ♦ Cell: (765) 555-1111 ♦ ajohnson@hotmail.com

REFERENCES

Dr. Raymond Jordan
Exercise Science Professor
School of Physical Education
Ball State University
Muncie, Indiana 47306
(765) 555-0000
rjordan3@bsu.edu

Dr. Beverly Stinson
Academic Advisor
School of Physical Education
Ball State University
Muncie, Indiana 47304
(765) 555-0002
bstinson2@bsu.edu

Mr. Mike Parker
Supervisor of Recreation Programs
Office of Recreation Programs
Ball State University
Muncie, Indiana 47304
(765) 555-0030
mparker4@bsu.edu

Ms. Suzanne Jones
Manager
Tuhey Municipal Pool
2800 W. Ridgedale Road
Muncie, Indiana 47304
(765) 555-5555
suzannejones@aol.com

Power Words for Your Résumé

Accelerated	Devised	Inspired	Publicized
Accomplished	Directed	Installed	Purchased
Achieved	Discovered	Integrated	Recommended
Adapted	Distributed	Interpreted	Reconciled
Administered	Doubled	Interviewed	Recorded
Advanced to *	Drafted	Invented	Recruited
Advertised	Earned *	Investigated	Reduced
Advised	Edited	Justified	Reinforced
Analyzed	Effected §	Keynoted	Related
Approved	Eliminated	Launched	Reorganized
Arranged	Engineered	Led	Reported
Assembled	Established	Licensed	Researched
Assisted	Estimated	Maintained	Reviewed
Built	Evaluated	Managed	Revised
Calculated	Examined	Manipulated	Scheduled
Changed	Executed	Marketed	Served
Clarified	Expanded	Mastered	Simplified
Collaborated	Expedited	Modified	Solved
Collected	Explained	Monitored	Sparked
Compiled	Facilitated	Motivated	Specified
Completed	Financed	Negotiated	Stimulated
Composed	Formed	Obtained	Strengthened
Conceived	Formulated	Operated	Structured
Conceptualized	Founded	Organized	Supervised
Conducted	Governed	Originated	Surveyed
Constructed	Guided	Overcame	Synthesized
Consulted	Halved	Participated	Taught
Controlled	Headed	Performed	Trained
Converted	Hired	Persuaded	Transformed
Coordinated	Identified	Pioneered	Transmitted
Correlated	Illustrated	Planned	Tripled
Created	Implemented	Prepared	Unified
Defined	Improved	Presented	Used
Delegated	Increased	Processed	Verified
Demonstrated	Influenced	Programmed	Won
Designed	Informed	Promoted	Wrote
Detailed	Initiated	Proposed	
Developed	Innovated	Provided	

* *Advanced to* rather than *promoted to*, and *earned* rather than *was given* indicate a person who does things rather than receives them.

§ Do not confuse with *affected*.

In describing duties and responsibilities for a current position, use the present tense of the verb, such as administer instead of administered; assist instead of assisted; maintain instead of maintained.

Packaging and Sending Application Materials

Attention to detail is just as important in how you package and send your documents as it is in preparing them. Today, many large employers have online career centers where jobs are posted on their sites. To apply, you might be required to complete a web form or to upload your documents to the site. Other employers may provide an e-mail address where you are to send your documents as attachments. Still, many employers value hard copies of candidate application materials and will request that you send your documents through U.S. mail.

When applying for a position, thoroughly read every piece of communication, follow the instructions, and provide all the information the employer has requested using the format and delivery method specified. The following guidelines will help you ensure your “packaging” is just as professional and polished as what’s inside.

Sending Documents via U.S. Mail

- Your résumé, cover letter, reference page, and other correspondence should coordinate, including font, style, paper, and format.
- Select quality bond paper (24 lb. or greater, linen or cotton) for your final copies. Your paper should produce clean photocopies. Avoid darker colors or speckled paper. White, buff, ivory, or light gray paper is recommended.
- Use a letter-quality or laser printer and black type. Make sure each copy of every document is neat and clean.
- While it is appropriate to fold and mail your documents in a standard business envelope, multiple pages can create a bulky mailing. Consider mailing your documents flat in a 9” x 12” white or manila envelop. This will avoid creasing,

making documents easier for the employer to photocopy.

- Do not handwrite the destination and sender addresses on your envelope; use your computer to print the addresses directly on your envelope or use printed address labels.

Sending Documents Electronically

- Avoid sending a résumé as an e-mail attachment unless directed to do so. Because of computer viruses, many employers may be reluctant to open unsolicited attachments.
- If you want to send your résumé in PDF format, BSU Tech Services offers ePrint, a free service for converting documents into PDFs. It is available at <http://www.bsu.edu/webapps2/eprint>.
- Make sure your e-mail is appropriate and professional and your subject line is clear, is specific, and will be easily understood by the recipient. For example: “Application for Graphic Design Internship #IGD2977.”
- In the body of your e-mail, be professional and to the point. Long, wordy, or unclear messages may lose the reader’s attention or be ignored. Do not use slang, abbreviations, or write as you would with your friends and family. Use proper punctuation and capitalization.
- When sending documents as attachments, attach your cover letter along with your résumé and keep the body of the text of your e-mail short and simple. For example:

I’m applying for the graphic design internship in your department as advertised through Ball State University’s Cardinal Career Link website. This

May I will graduate with a bachelor's degree in visual communications. My experience includes two years of graphics work with the Ball State Daily News and Ball Bearings Online Magazine. As requested in your postings, I've attached my cover letter, résumé, and three professional references. I hope you will consider me a viable candidate for your internship, and I look forward to hearing from you soon.

- Include your full name and contact information at the end of your e-mail. Do not assume the recipient will open your attachments to get information that

should be in your e-mail, such as your name and why you're writing.

- Avoid using images, backgrounds, or emoticons in your e-mail, and be careful about including quips, quotations, or sayings.
- Name your attachment(s) using your full name and document type. "CharlieCardinalResume.doc" clearly identifies whom the document belongs to.
- Keep detailed records of your correspondence with employers and retain copies of the e-mails you send and receive.



Cover Letter Guide

Your Present Address
City, State ZIP Code
Date

Person's Name*
Title
Employer Name
Street Address
City, State ZIP Code

Dear (Mr., Ms., Dr., etc.):§

Include an introductory cover letter with each résumé you send to employers. Each letter must be originally typed and signed.

* Make every effort to get a specific name. If you absolutely cannot, address your letter to the right department, making sure you know the current name of the department—for example, Human Resources vs. Personnel.

(First Paragraph) Indicate the reason for writing, the specific position for which you are applying, and, if there is a position open, the source from which you learned of the job and the date it was posted. If you are inquiring about jobs in general and no opening was advertised, indicate your interest in career opportunities in your field.

(Second Paragraph) Mention why you are interested in the position or organization and its products or services. Relate your academic or work background to the position for which you are applying—how are you qualified for the position? Point out your practical work experience, specific achievements, and unique qualifications. Mention information other than what is on your résumé.

(Final Paragraph) Refer the reader to your enclosed résumé, which summarizes your qualifications, training, and experience. You may also mention how an employer can obtain your references or credentials. Refer to your interest in a personal interview and indicate your eagerness to meet personally to learn more about the position. You may suggest several dates or indicate your flexibility as to the time and place. Include your phone number. If the vacancy notice included the employer's phone number, indicate that you will call within seven to ten days to find out if an interview can be arranged. **If you indicate you will call, follow through!** Thank the employer for taking the time to read your letter and résumé.

Sincerely,

(Your written signature)

Your typed name

Enclosure (refers to enclosed résumé)

Highlight a few important experiences related to the position without repeating everything on your résumé.

§ If you are unable to get a name or do not even have the employer name (as with a blind ad), do not use "Dear Sir/Madam" or "To Whom It May Concern." "Dear Employer" or "Director of (fill in department)" are examples of appropriate salutations in these cases.

Sample Cover Letter for Internship in Exercise Science

722 West David Drive
Muncie, Indiana 47304
January 18, 2011

Mr. Rodney Buchannan
Director, Student Intern Program
U.S. Olympic Committee
One Olympic Plaza
Colorado Springs, Colorado 80909-5760

See Alexis's
résumé and
references on
pages 23-24.

Dear Mr. Buchannan:

Please consider me for the position of Sports Science Intern for the United States Olympic Committee. I recently read of this position on Ball State University's Cardinal Career Link website and feel that my background and experience make me a viable candidate.

I am currently in my junior year at Ball State and am majoring in exercise science. I have worked throughout my high school and college years in part-time and summer positions related to my major. My most recent experience has been as an aerobics instructor for Recreation Services on campus. In this position, I am responsible for developing high-intensity workout routines for a variety of participants. I currently teach aerobics classes that are attended by college students, faculty and staff, as well as community members.

Within my major, I have completed academic courses in anatomy, physiology, chemistry, kinesiology, health science, and fitness assessment. In addition I am trained in CPR and First Aid and hold the Red Cross certification for Lifeguard. This course work and training have given me a strong foundation in the principles of exercise and sports science. Your internship opportunity would be an excellent fit for my background and training.

As requested in your job posting, I am enclosing my résumé and a list of professional references. I am confident that my experience in and knowledge of exercise and sports science will allow me to make a positive contribution to the United States Olympic Committee. You may contact me by phone at (765) 555-1111 or by e-mail at ajohnson@hotmail.com. Thank you for considering me for your internship.

Sincerely,

Alexis J. Johnson

Alexis J. Johnson

enclosure

Each letter should be tailored to the position you are applying for.

Address the employer by title and last name.

Make your cover letter concise. Limit it to one page.

Highlight your academic and work experiences and your accomplishments.

Focus on the employer's needs. Convey that hiring you will mean improved services, innovative ideas, greater efficiency, or increased productivity.

Check and recheck your letter for errors. Look closely for grammar, punctuation, and spelling mistakes.

Have someone else proofread and critique your letter.

Correspondence

Thank-You Letters

A follow-up letter to the interview is an important step in the process. Sending such a letter is not only proper etiquette, but it also makes you stand out from other candidates competing for the position. Although e-mail is becoming more acceptable for correspondence, it may not be the most appropriate form for a thank-you letter. Use discretion in your decision. Send your follow-up letter within forty-eight hours of the interview.

Components of the Letter

- Your thank-you letter should be typed in a business-letter format. Address the letter to the person with whom you interviewed. Include the interviewer's name, title, organization, and complete mailing address.
- Mention the day of your interview and the position for which you interviewed.
- Express appreciation for the opportunities to interview, tour the facilities, meet other employees, etc.
- Express continued interest in the position and the company.
- Re-emphasize your most important skills and qualifications and how you expect to contribute to the organization.
- Include any information you forgot to mention in the interview, if necessary (be brief though).
- Indicate future contact with the employer.

See the sample thank-you letter on page 31.

Acceptance Letters

You should always speak directly to an employer in regard to accepting a job or internship offer, but it is also appropriate to follow-up with an

acceptance letter typed in a business letter format. Address the letter to the person who made you the offer of employment. Express appreciation for the offer and your acceptance of the position, and include the title of the position, department, and an overview of the terms of the offer as they were presented to you.

Sample Acceptance Letter

Dear Mr. Drake:

I am happy to accept the summer internship you have offered me in the market research department at Muncie Marketing earning \$320 a week. The position is a really good match for my skills.

As you requested, I will report to the human resources department at 9 a.m. on June 1 to complete the required forms. If you need additional information before I begin my internship, please feel free to call me either at home (555-555-5555) or at the office (555-111-1111).

I look forward to working with you and the rest of the staff at Muncie Marketing.

Letter Declining an Offer

As with accepting a job offer, it is courteous to speak directly to the employer about your decision to decline an offer. After your conversation, follow up with a formal letter typed in a business letter format. Address the letter to the person who made the offer of employment. Express appreciation for the offer and include the job title and department. Include a few positive statements about the organization but express your decision to decline. You can include an explanation—e.g., accepting another offer—but avoid the temptation to provide too many details or be overly apologetic. In your closing, thank the employer for his or her time and consideration.

Sample Letter Declining an Offer

Dear Dr. Jones:

Thank you for your offer of a job as a nursing intern in the Cardinal Clinic. The clinic offers excellent care to its patients, and I am sure that I would be happy working

there. However, I have decided to accept a position with another organization that focuses on pediatrics, my area of specialization.

I sincerely appreciate the time and consideration that you and your staff gave to my application. I look forward to developing a professional relationship with you in the coming years.

Sample Thank-You Letter for an Internship Interview

255 West Sycamore Avenue
Castleton, Indiana 46250
February 1, 2011

Ms. Jane Harvey
Personnel Coordinator
IMPD Human Resources Office
50 North Alabama Street
Greenwood, Indiana 46204

Dear Ms. Harvey:

I would like to thank you for the opportunity to interview with the Indianapolis Metropolitan Police Department on Wednesday. The thorough overview of your program and the chance to tour the department and interact with staff was very informative. I believe the IMPD internship offers an experience that would enable me to further define my career interests within law enforcement.

I would welcome the chance to observe and learn from the IMPD staff, and I am particularly excited by the prospect of gaining experience in the areas of identifications and records procedures and victim assistance. As I mentioned during my interview, I believe I can offer the IMPD my skills in victim advocacy, which I gained through my volunteer experiences with A Better Way and Crisis Line.

Thank you again for the opportunity to interview for the IMPD internship position. I understand that you will be completing your search for interns by February 15. Please contact me at (765) 555-2429 or drbarnhart4@bsu.edu if I can provide additional information that will help you in the selection process. I appreciate your time and consideration.

Sincerely,

David R. Barnhart

David R. Barnhart

Image and Dress for Interns

For Interviewing and On the Job

A successful internship can lead to job offers and referrals to other organizations that are hiring, and it will provide you with great references for your full-time search. Of course, this all hinges on work performance and the impression you leave with your internship supervisor and employer. As an intern you must present and carry yourself as a professional even though you're still a student. Here are some guidelines:

- Wear a tailored suit to the interview. Choose a conservative, classic style in a neutral color such as navy, charcoal gray, black, or camel for the most versatile, professional look. For women, pay attention to the length of your skirt; it should hit just above or at your knee. For men, wear a cotton-blend shirt with long sleeves; white and light blue are recommended for interviews. Your tie should just reach your belt buckle and should be classic, not flashy.
- Follow the dress code in your organization and industry. In fact consider dressing a level above the dress code for your position.
- Make sure your shoes are clean and polished. Comfort is essential; don't buy shoes that hurt. For women, shoes should be closed-toe with one- to two-inch heels. For men, the best shoes for an interview are leather or simulated leather lace-up shoes, like wingtips. Choose dark colors like black, cordovan, or dark brown.
- Do not over accessorize.
- Pay attention to your grooming. Your hair should be clean, neat, and controlled. Nails should be short and well groomed. Don't let business casual get too casual. You should still look like a professional. Casual clothes should be clean and pressed, never sloppy.



The Art of Interviewing for Internships (and Other Jobs That Build Experience)

A general rule for interviewing is, “Be prepared for anything!” Interviewing techniques and interviewers vary greatly.

- Some do all the talking; some talk very little.
- Some are relaxed and casual; others, aggressive.
- Some ask intelligent questions; others don’t know what to ask.

You can control some aspects of an interview, but not all. The following information focuses on strategies you can use to prepare effectively for your job interviews.

The Purposes of Interviews

- The employer evaluates you.
- You evaluate the employer.
- Both of you obtain valuable information.

Preparing for Interviews

Know Yourself.

- What are your personal and job values (e.g., job security, working conditions, flexibility, advancement opportunities, and family considerations)? What is important to you in a job?
- What are your transferable skills and abilities (e.g., writing, organizing information, managing events, leading a group, counseling an individual)?
- What is your work style (e.g., personal traits like being persevering, responsible, adaptable, self-reliant)? Often job candidates share similar skills and experiences. Your ability to explain how your positive work traits influence the

way you use your skills may distinguish you from other job candidates.

- What are your weaknesses? Often employers will ask you to identify your weaknesses. It is true that everyone has room for improvement, so take time to identify your areas of weakness. Choose an example that is specific enough that you can explain to an employer the steps you have taken and will take in the future to overcome the weakness you mention. Do not leave room for the employer to raise further questions about your abilities.

Study Your Résumé and Take It to Your Interview!

Know your résumé from top to bottom. Be able to respond to any questions about information on your résumé. Be able to defend any statement in your résumé or cover letter.

Research the Organization and Position

Researching the prospective employer before your interview is a must. It not only helps you understand the company better, but it also gives you a chance to display your knowledge of the company as a strong selling point. You will be expected to know the organization’s

- product or service,
- size and locations,
- titles and names of top officers,
- major competitors,
- potential for growth, and
- mission statement, philosophy, and values.

The Career and Experiential Learning Lab in Lucina Hall 235 is a great place to start! You can

begin learning about an organization by using the following resources:

- business, industry, and organization directories;
- annual reports and other company or organization literature;
- computer databases such as the Vault Career Insider;
- library databases of employers and news articles, newspapers, trade journals, and professional associations.

Other strategies you should use include

- researching the company's website,
- networking,
- informational interviewing, and
- job shadowing.

Take full advantage of your personal contacts. Employees are excellent sources of information. Finally, feel free to call the organization and ask for promotional materials to review. (You should request these materials when the interview is scheduled if you do not already have information on the organization.)

Knowledge of your prospective employer will greatly enhance your performance in an interview. Often, it is imperative to getting a job.

It is a good idea to call the employer before the interview to confirm the date and time of the interview and directions to the office. Use this opportunity to obtain the correct pronunciation and spelling of your interviewer's name. In doing so, you can correctly greet the interviewer and correctly spell the name when you write a follow-up thank-you letter. (Be sure to ask for the spelling of even the simplest sounding names. "John Smith" could actually be "Jon Smyth.")

Be Ready to Answer the Employer's Questions.

Common Questions

- What do you consider to be your greatest strengths and weaknesses?
- Why did you select your college or university?
- Why did you choose your major? Why did you choose the career for which you are preparing?
- What are your career goals? Where do you see yourself five years from now?
- Describe your most rewarding accomplishment.
- How has your college experience prepared you for this internship?
- What qualifications do you have that you think will make you successful in this position?
- Describe a challenge or problem that you encountered. How did you deal with it?
- Why are you interested in working for our company or organization?
- What do you know about our company?
- Tell me a little about yourself.
- How would you describe yourself?
- Why should I hire you?

Storytelling: The Behavior-Based Approach to Answering Interview Questions

This approach to interviewing focuses on examples of how you have applied your skills. Behavior-based interviewing is built on the premise that past behavior predicts future behavior. To be successful using a behavior-based approach, you must have analyzed your experiences and know how to relate them to the position the company is seeking to fill. Here's how to prepare:

- Analyze the type of positions for which you're applying. What skills are required by the employer?
- Analyze your own background. What skills do you have that relate to your job objective?
- Identify examples from your experience where you demonstrated these skills. What stories can you tell about your use of particular skills or knowledge?
- Wherever possible, quantify your results. Use numbers to illustrate your level of authority and responsibility.
- Before starting the interview process, identify two or three of your top selling points and determine how you can illustrate them during the interview.
- Use the P.A.R. approach to answer questions. The P.A.R. answer states a Problem or situation you were facing, describes the Action you took, and explains the Results of that action.

Here is a sample P.A.R. answer to the question "Describe a problem or challenge you've encountered; how did you deal with it?"

Problem or Situation

Advertising revenue was falling for the student paper and large numbers of long-term advertisers were not renewing contracts.

Action

I designed a new promotional packet to go with the rate sheet and compared the benefits of the paper's circulation with other ad media in the area. I also set up a special training session for the account executives with a professor who discussed competitive selling strategies

Result

We signed contracts with fifteen former advertisers for daily ads and five for special supplements. We increased our new advertisers by 20 percent over the same period last year.

Formulate Questions for the Interviewer.

Never go to an interview without preparing questions beforehand. Your knowledge of the profession and the information you gather through research and networking will help you formulate questions of high quality. The following are some questions candidates may ask in an interview:

- What is the philosophy of the company or organization?
- What do you consider to be the company's or organization's strengths and weaknesses?
- What are the company's plans and goals?
- Describe the work environment.
- What attracted you to this organization?
- Why do you enjoy working for this company?
- Describe typical responsibilities of the position.
- What are the challenging facets of the position?
- Describe the opportunities for training and professional development.
- Are there opportunities for advancement within the organization?

Types of Interviews

Preliminary Interview or On-Campus Interview

Employers use preliminary interviews to determine whether there might be a match between their organization and a candidate. The interviewer closely examines a candidate's qualifications, background, and interests. One type of preliminary interview is the on-campus interview, which takes place in Lucina Hall. Visit Cardinal Career Link for a list of employers interviewing on campus. Go to <http://www.bsu.edu/careers>. Click Cardinal Career Link. If you are new to Cardinal Career Link you will need to create your profile and

upload a résumé before you can participate in on-campus interviews.

The typical preliminary interview will last thirty to sixty minutes and consist of the following:

- Welcome and introduction
- Small talk
- Getting-acquainted questions
- Description of the job and the company (or a request of the candidate to tell what he or she knows about the company)
- Questions from the interviewer
- Questions from the candidate
- Closing

But remember, each interview is unique and different interviewers have different styles.

Phone interview

Employers typically use telephone interviews when it is not convenient to meet in person. The employer arranges a time with the candidate and places the call. Prepare for a phone interview just as you would for a preliminary interview. Remember to smile as you would in a face-to-face interaction. A smile can be “heard” over the telephone and it communicates enthusiasm and friendliness. Prepare some notes highlighting your key strengths and skills. You can refer to your notes since the employer can’t see you. Just be sure not to shuffle papers or sound as if you are reading from a prepared statement. Your notes should be an outline, not an essay.

Also be sure that you are using a reliable phone. A cell phone cutting in and out or running out of power could definitely hurt your chance to be considered further.

Site Interview

On-site interviews tend to be substantially longer than preliminary interviews. They may include dining with the employer and touring the facilities. You will probably meet supervisors, colleagues, and support staff. You will be expected to speak in more depth about your academic record, related skills and strengths, work experience, knowledge of the company, and career and life goals.

If you must travel to the on-site interview, be sure to inquire beforehand how expenses are to be handled to avoid any misunderstanding. If you are to be reimbursed, you must save all receipts to document your expenditures.

Tips for the On-Site Interview

- Be prepared to answer many of the same questions over and over since you will be meeting many different people.
- Expect little, if any, free time, since even your meals may be reserved for interviews.
- At meals, avoid ordering messy or expensive foods. Don’t order alcohol.
- Don’t smoke.
- You may be asked to complete some tests during your visit (e.g., psychological and aptitude tests or drug screening).
- Obtain business cards or write down the name and title of each person who interviewed you.
- Within forty-eight hours, send thank-you letters to all the people you met. Do not overlook the people who took you to lunch or guided you on a tour. Don’t expect a job offer at the end of the day, but be prepared to give your impressions of the day if asked.
- If the interviewer doesn’t tell you what to expect next, ask what the next steps in the process are.

Network Your Way to an Internship or Job

You have probably heard the old saying, “It’s not what you know, but who you know.” That is only partially true. It is both “what you know” and “who you know” that leads to a successful job search. Networking is about knowing people who can help you in your job search and making sure they are aware of your unique set of experiences and skills.

It is estimated that 80 percent of jobs are not advertised anywhere. Most people get their job leads through their personal and professional contacts. That means that networking is a very important strategy when you are looking for a job.

Purposes of Networking

Networking has a variety of purposes, including

- Gathering information and advice about organizations or schools in which you have an interest.
- Asking for and receiving help from members of your network about your approach to your job search and your application materials.
- Obtaining referrals to other people who can give you additional helpful information.

Identify Contacts

Develop a list of people you can talk to about your job search and look for opportunities to network with people who can help you achieve your objective. Start with family, friends, faculty, former employers, and social contacts.

Participate in organizations and events that provide a forum for networks such as departmental clubs, professional associations, community organizations, and career fairs. Tell these people what type of position you are seeking. Share with them information about

your education and experience, the type of organization you want to work in, and what you have to offer an employer.

Networking through Social Media

Using social media sites like LinkedIn, Twitter, and Facebook is a great way to grow your network, share resources, build your professional image, and demonstrate your professional brand. Online networking is available 24/7, removes the fear of face-to-face networking, and allows you to keep your information current. LinkedIn is strictly for business, but Twitter and Facebook can also be used to facilitate professional networking to find internships and jobs. Take advantage of joining groups related to your career interests offered on most social media sites. Maintain a professional image in all social media sites you belong to.

Before you begin building your job-search network you need to clean up your online image. Google yourself to see what kind of information can be found about you online. Remove all unprofessional information if possible. Information that can’t be removed can be “buried” by joining professional social networks like LinkedIn, writing blogs, participating in professional discussion groups, and posting your portfolio online.

For more information on networking through social media check out the Career Center publications *Online Networking*, *Using LinkedIn*, and *Using Twitter and Facebook*. Go to <http://www.bsu.edu/careers>. Click Career and Experiential Learning Lab, then Publications. Join the Ball State Career Network group on LinkedIn and follow the Career Center on Facebook and Twitter.

The Elevator Pitch

Imagine you are standing in an elevator and the doors are about to close. Someone sticks an arm in at the last possible second. You're frustrated at the delay until the doors open and Bill Gates (or Oprah Winfrey, or some other person you want to impress) walks into the elevator. Now what?

Are you going to stand there speechless and lose this once-in-a-lifetime opportunity, or are you going to use those 15 seconds to your advantage?

Even if you are not meeting someone famous in an elevator, an elevator speech can help you be able to explain your goals to someone when you are networking with them. An elevator speech helps you make your message clear, concise, and coherent.

What should you communicate?

- Greeting—Introduce yourself, smile, have a good handshake, and make eye contact.
- Message—Decide how you want to steer the conversation with one or more of these tools:
 - Pay a compliment.
 - Make a statement (about your strengths, your area of study, or what you're looking for). Your elevator speech is about what you can do for others, not what they can do for you.
 - Ask a question, but don't ask for a job.
- Response—Communication is a two-way street. Give him (or her) the chance to talk—don't use up the entire fifteen seconds talking about yourself. Prepare a ten-second elevator speech and leave time for the person to respond.

Below are examples of elevator speeches.

Mr. Gates, my name is Charlie Cardinal. It's a pleasure to meet you. I am currently a senior at Ball State University studying history with a minor in peace studies and conflict resolution. I just got back from a trip to Africa. I really admire your foundation's work with the underprivileged there. How could I find out about opportunities to work with your organization?

Ms. Winfrey, my name is Jane Doe. I just completed an internship in the marketing department at CNN and helped develop several commercials currently airing on other networks. I am very excited about your new television network and the positive impact it can have on people's lives. How can I find out about opportunities to help market your new television network?

Steps in Building and Maintaining Your Network

- Determine your career or educational objective.
- Prepare and circulate your job-search materials among your network contacts.
- Communicate with people who can help you achieve your objective.
- Register and fill out your profiles completely and professionally in LinkedIn, Twitter, and Facebook. Join groups related to your profession, major, and job-search goals to build your network.
- Keep people in your network informed about your job-search status.
- Keep records and update them frequently.

Networking Tips

- Always exhibit good manners; you never know whom you might meet.
- Attend meetings that relate to your interests and get to know people.
- Be open-minded and think broadly about who could be a networking contact; maybe the mail carrier's brother works for an organization that you are interested in.
- Keep good records. Make a list of contacts you meet, what they do, and how to get in touch with them.
- Don't abuse contacts; keep in touch and share helpful information without becoming a pest.

Networking Etiquette

Maintain a professional image at all times while networking. Here are a few hints to help you present a professional image.

- Dress appropriately.
- Arrive at networking events early.

- Keep your conversations professional, short, and focused.
- Follow up with contacts you make within two business days.
- Thank contacts for helping you.
- Practice a confident handshake.
- Bring business cards to networking events.
- Turn off your cell phone at networking events.
- Listen, show interest, and ask questions.
- Never ask for a job; inquire about opportunities.
- Avoid alcohol, messy foods, and overeating.
- When networking online never use texting shortcuts or emoticons; always use proper grammar and spelling.

For More Information

For more information on networking, visit the Career and Experiential Learning Lab in Lucina Hall room 235.



Career questions? We have answers!

- **Drop-in Advising:**
Monday – Wednesday, 1 - 3 P.M.
Thursday and Friday, 10 A.M. - Noon
- **Ask an Advisor (online):**
careercenter@bsu.edu
- **Advising by Appointment:** If drop-in advising does not meet your needs, call 285-2430 to schedule an advising appointment.