

Career Center



Ball State University

The Job Search



Your guide to finding professional employment.



www.bsu.edu/careers

Welcome to the Career Center!

Visit the Career Center to meet the staff who are available to assist you with your career and job-search planning. The Career Center is in Lucina Hall 220. We are open 8 A.M. to 5 P.M., Monday through Friday (7:30 A.M. to 4 P.M. during the summer). Short-Term parking is available at parking meters in the Lucina Hall Visitors' Parking Lot west of Lucina, off of University Avenue.

No permit is required (but, of course, coins are).

As those of us in the Career Center strive to fulfill our mission, we have developed an array of services focusing on three primary areas—information services, educational programs, and networking assistance.



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Information Services

Career Lab

The Career Center maintains a comprehensive career library in Lucina Hall 235, the only centralized source of career information on the Ball State University campus. The collection is open 8 A.M. to 5 P.M. Monday through Friday (7:30 A.M. to 4 P.M. during the summer). The lab contains print and electronic resources for all Ball State majors covering career and major exploration. The lab also contains information about developing job-search skills including résumé writing, interviewing, networking, portfolio development, and professional etiquette. Staff provide assistance in finding internships and using Career Center internship databases. Employer directories are also available. The lab also houses specialized resources for finding jobs in education, health care, government, and the green industry. Resources pertaining to graduate school and the admission process are also available. For more information about the lab visit our website at <http://www.bsu.edu/careers>. Click Career Lab and Resources.

Career Center Website

Check out the Career Center 24 hours a day, 7 days a week on the Web at www.bsu.edu/careers for information and links to sites about career planning, student employment, internship preparation, job-search assistance, and more. Some websites will require your Ball State username and password. You can find Career Center publications on our publications page. Go to <http://www.bsu.edu/careers/publications>. For reviewed links to help with every aspect of your career-planning and job-search process, go to <http://www.bsu.edu/careers/links> and click on a category of interest.

Networking Assistance

Cardinal Career Link Online Job Postings

Ball State students and alumni can easily access a list of full-time, part-time, and internship employment opportunities on the Career Center website. Visit <http://www.bsu.edu/careers/ccl>.

On-Campus Interview Program

Throughout the year, more than 200 employers visit the Career Center to interview qualified candidates for full-time employment as well as for internships. You can schedule your on-campus interviews through the Cardinal Career Link system on the web at <http://www.bsu.edu/careers/ccl>. Check with the Career Center for more information.

Special Events

Fall Career Fair

Attend the Fall Career Fair to discuss career opportunities with the representatives of employers that interest you. Log in to your Cardinal Career Link account to research employer participants. Dress professionally, bring copies of your résumé, and be prepared to discuss your educational and practical experiences. More information can be found at <http://www.bsu.edu/careers>. Click Job-Search and Graduate School Preparation, Job Fairs and Other Events, and then Fall Career Fair.

Cardinal Job Fair

The Cardinal Job Fair consists primarily of employers representing businesses, industries, government agencies seeking to fill seasonal, internship, and full-time professional vacancies. Cardinal Job Fair is held each spring semester. More information can be found at <http://www.bsu.edu/careers>. Click Job-Search and Graduate School Preparation, Job Fairs and Other Events, and then Cardinal Job Fair.

Teacher Fair

Teacher Fair is an opportunity for teacher candidates 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 at <http://www.bsu.edu/careers>. Click Job-Search and Graduate School Preparation, Job Fairs and Other Events, and then Teacher Fair.

Educational Programs

Drop-in Career Advising

Drop-in advising is for candidates who have quick career-related questions and concerns or want their résumés critiqued. 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. Stop by Lucina Hall 220 when you've got a minute.

Individual Career Advising

You have a career advisor in the Career Center, assigned based upon your major. Your advisor can help answer in-depth questions about the job search that cannot be adequately addressed in drop-in advising sessions. Request an advising appointment online at <http://www.bsu.edu/forms/careers/careerappt/> or call 285-2430.

Quest

Do you know what you want to do when you graduate, but not how to get there? Perhaps you know what you want to study, but you don't know what kinds of careers that major will prepare you for. Or maybe you're completely undecided. In any case, it's time to go on a Quest!

Quest is a career interest inventory developed by Career Center and other Ball State University staff to help you identify Ball State University majors and careers that relate to your interests. Go on a Quest today at <http://www.bsu.edu/careers/quest>.

Career Management Action Plan

The Career Center is here to help you succeed in reaching your career goals. The Career Management Action Plan, or Career MAP, is a highly structured, action-oriented plan to guide you through the career-planning process throughout your academic program at Ball State and teach you how to use campus resources effectively. Career MAP consist of four objectives. Choose the objective that fits your needs. Follow the Career MAP at <http://www.bsu.edu/careers/cmap> and say yes to success!

- Objective 1: Assess and explore your values, skills, and interests as well as career options.
- Objective 2: Develop key skills employers are seeking and learn job-search techniques.
- Objective 3: Develop leadership skills and pursue opportunities for professional experience.
- Objective 4: Secure professional employment or enroll in graduate school.

Professional Development Seminars

Jump-start your job search by attending a professional development seminar. Learn how to write an effective résumé, interview like a pro, and present yourself as a top candidate during your internship or job search. Contact the Career Center at 285-1522 or careercenter@bsu.edu, or visit the website at <http://www.bsu.edu/careers> for more information.

Professional Etiquette Dinner

Learn the “do’s” and “don’ts” of dining during an interview. Offered at least once each semester, the Professional Etiquette Dinner can help you learn how to network at a social event, what to order at dinner, where to place eating utensils, and other helpful hints. Contact the Career Center at 765-285-1522 for more information.

Graduate School Preparation

The Career Center offers a variety of resources related to graduate school preparation. The Career Lab has directories of graduate school programs, decision-making guides, application guides, and preparation timelines. Once a semester the Career Center hosts a workshop on navigating the graduate school research, application, admission, and decision-making process. Current students share their experiences and offer advice, and a member of the Graduate School staff also shares tips on applying to grad schools across the country.

Group Presentations

Members of the Career Center staff are available to present a wide range of career-related workshops to student organizations and residence halls on such topics as résumé writing and finding internships. To arrange such a program, contact the Career Center at 285-2430.

Career Planning . . It's about TIME!



<p>Spring (Junior Year)</p>	<ul style="list-style-type: none"> _____ Register with Cardinal Career Link at http://www.bsu.edu/careers/ccl. _____ Visit the Career Center to prepare your résumé. _____ Search for career-related work experience for summer (internships). _____ Visit the Career Center to research opportunities; pick up free job-search handouts and other publications in Lucina 235.
<p>May to August</p>	<ul style="list-style-type: none"> _____ Identify professional skills, strengths, competencies, and interests. _____ Draft a résumé; upload résumé to Cardinal Career Link, revise, edit, and produce final copy using paper and printing of high quality. _____ Research, design, and draft sample cover letter. _____ Buy professional employment portfolio cover; assemble materials for use in portfolio. _____ Buy professional interview attire. _____ Identify and research potential employers. _____ Begin to build professional network—develop list of contacts, acquaintances, and friends who work in career of your choice. _____ Set up informational interviews with people in your network. _____ Set up and organize job-search file and record-keeping system.
<p>September (Senior Year)</p>	<ul style="list-style-type: none"> _____ Attend Fall Career Fair. _____ Follow up on contacts made during summer internship, informational interviews, and Fall Career Fair. _____ Begin researching employers who will be interviewing on campus. _____ Schedule fall on-campus interviews. _____ On-campus interviews for fall begin.
<p>October</p>	<ul style="list-style-type: none"> _____ Participate in drop-in advising as needed. _____ Revise and update résumé. _____ Attend the Career Center's professional development seminars. _____ Begin asking supervisors, advisors, professors to write references. _____ Begin customizing cover letters for known job vacancies. _____ Continue to assemble materials for portfolio. _____ Before interview, research employers. _____ Based on research, develop questions to ask employers during the interview. _____ Become familiar with commonly asked interview questions. _____ Prepare to demonstrate how your goals and skills relate to specific positions and organizations.

November	<ul style="list-style-type: none"> _____ Use personal and professional connections to find out about job opportunities and send résumés and cover letters to all job leads. _____ Use Cardinal Career Link on the Career Center website to identify potential job opportunities. _____ For on-site interviews, ask for agenda in advance and prepare accordingly. _____ Follow up each interview with thank-you letter. _____ Attend Professional Etiquette Dinner. _____ Update your job file as you explore possible job opportunities, send or receive correspondence, and schedule interviews.
December	<ul style="list-style-type: none"> _____ Add new materials to portfolio; update layout and design. _____ Continue follow-up to employer contacts. _____ Complete follow-up for all fall interviews.
January	<ul style="list-style-type: none"> _____ Research employers who will be interviewing on campus. _____ Schedule spring on-campus interviews.
February	<ul style="list-style-type: none"> _____ Sign up for Teacher Fair if you are an education major. _____ Revise and update résumé; have your résumé critiqued. _____ Customize cover letters for known job vacancies. _____ Research employers in the Career and Experiential Learning Lab. _____ Based on research, develop list of questions to ask employers during interview. _____ Become familiar with commonly asked interview questions. _____ Prepare to demonstrate how your goals and skills relate to specific positions and organizations. _____ On-campus interviews for spring begin. _____ Attend the Career Center's professional development seminars. _____ Use professional network to find out about job opportunities. _____ Attend Cardinal Job Fair.
March	<ul style="list-style-type: none"> _____ Follow up each interview with thank-you letter and requested supporting documents. _____ Attend Professional Etiquette Dinner.
April To May	<ul style="list-style-type: none"> _____ Attend Teacher Fair if you are a teaching major. _____ Update contact information on résumé before graduation. _____ Request transcripts from transcripts office. _____ Update and inform references of job-search status. _____ Graduate! _____ Remember, the Career Center is here to help you after graduation too!

The Job Search – Be Prepared

Self-Assessment

Before involving others in your job search, you must begin with yourself. Take some time to reflect on and write answers to the following questions:

- What can I do?
- What do I like to do?
- What do I expect to gain from my work?
- What would a job in my degree area entail (job description, education, experience, structure)?

If you are unsure of your career goals, there are several resources on campus to help you determine your direction. Make an appointment with a counselor in the Counseling Center to complete assessment tests, or use assessment tests on the Career Center website. On the Career Center's homepage click Career and Experiential Learning Lab, Great Links to Explore, then Career Assessment. Typefocus and SIGI3 are particularly helpful. You will need your Ball State username and password to access TypeFocus and SIGI3.

Gathering Information

Before you can effectively market yourself to potential employers, you must have a thorough understanding of your chosen career field by researching possible careers and employers. Sources of information include

- Quest: Majors, Interests, and Career Exploration, <http://www.bsu.edu/careers/quest>
- Career Management Action Plan, <http://www.bsu.edu/careers/cmap>
- Career and Experiential Learning Lab, Lucina 235
- Bracken Library

- Career Center advisors
- Faculty members and advisors
- Professional associations
- Career Center website, <http://www.bsu.edu/careers>

Informational Interviews

An informational interview is not an employment interview; it is an information-gathering technique. You can arrange meetings with professionals who work in your chosen career. Although printed materials and websites are vital to career exploration and research, often the best sources of career and job-search information are people out in the professional world who are actually employed in the fields you are considering. Conducting information interviews with such people gives you an 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.

The first step in informational interviewing is to make contacts and arrange the interview. Ask faculty, staff, friends, and family for names of people they know who are working in the type of career you want to learn more about. You should also identify employers that match your interests and contact them directly about setting up informational interviews. When you call to schedule an interview ask for a specific amount of time—perhaps twenty to thirty minutes. You want to show that you respect the person's schedule. Once you've scheduled an interview, follow up to confirm arrangements and make sure

you know the name and title of the person you will be interviewing. Because you are asking for someone's valuable time, you must be prepared with a list of questions like the following:

- What are the duties, functions, and responsibilities of this job?
- What are the educational and experiential requirements of this job?
- How does one get started in this field?
- What is the employment outlook?
- What is a typical day on the job like?
- What are the advantages and disadvantages of this job?
- What do you enjoy most about your job? About your employer?
- What was your career path?
- What challenges face the profession?
- What further preparations should I make?

You should also be prepared to answer questions about your background and career interests. Make sure you take notes during the interview and don't overstay your welcome. After each interview, send a thank-you letter (see page 30) to the person expressing appreciation for his or her time and consideration. Highlight details from the interview that you found especially interesting and helpful. Make sure to use the information you learned to help refine your career objectives and guide your approach to your job search.

Marketing Plan

You are now selling a product, and that product is you! You are the product of your years of education and experience. Your goal is to sell your skills to prospective

employers. In order to sell your product, you need to develop a marketing plan. You must know

- what your product can do (skills, characteristics, experience).
- what your target market is (geographical location; type of organization; size; type, and level of position).
- why your target market employer needs your product (skills, abilities).
- how your product can fill the needs of your target market.
- when you want to begin work (your time frame).

Marketing Tools

After you have developed your marketing plan, you will need advertisements.

Résumés

A résumé of high quality is an essential marketing tool for your job search. A résumé summarizes your skills and experiences while illustrating your ability to organize your thoughts and express yourself clearly and concisely. Refer to the section of this book titled "Résumé Development" on pages 10-18 for more information.

Cover Letters

A cover letter is often the first information about you that an employer will read; it may determine whether your résumé is read. Refer to the section in this book titled "Helpful Hits for Writing Cover Letters" on pages 22-24 for more information.

Portfolios

A portfolio can make you stand out in the crowd. If used effectively in an interview, it can demonstrate the quality of your skills and accomplishments.

You

You can be your own best advertisement. The professionalism you display in your dress, appearance, and conduct throughout your job search speaks volumes about the kind of employee you will be. Several books on professional image and etiquette are available in the Career and Experiential Learning Lab. Also see pages 32-33 in this book for additional information on professional image.

Networking

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. Successful networking is about knowing people who can help you in your job search and making sure those people are aware of your unique set of experiences and skills.

Most jobs are never advertised. 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.

For more information on networking see page 34.

Identifying Opportunities

You have taken the time to conduct a thorough self-assessment, gather relevant information, and develop a marketing plan. Now, with a résumé in hand, you are ready to identify and pursue opportunities.

Making Contact

Develop a prospect list.

- List organizations you want to work for (based upon your research of the career field, informational interviews, and networking information).

- Do not ask, “Do they have job openings?” Instead ask, “Have they ever hired people with backgrounds like mine?”
- After making your list, do research on the employers.
- If you have difficulty finding information, contact the organizations directly to request literature and ask questions.

Begin contacting prospects.

- Choose eight to ten prospects from your list. Send your résumé and cover letter to a hiring official at each organization.
- If the prospect is a result of your networking, refer to your contact in your cover letter. (Make sure you ask for permission to use your contact’s name.)
- State in your cover letter that you will call the employer to arrange an interview.
- Follow up. Since 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 set up at least an informational interview. The informational interview will be a chance for you to gather more information about the employer, gain insight into the job market for your field, establish a valuable networking contact, and ask for referrals to other employers in the area. In addition, a face-to-face interaction will help the employer remember you in case a position becomes available at a later date.

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 environment. 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 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
- 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 certain 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 20) 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 20.) 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.

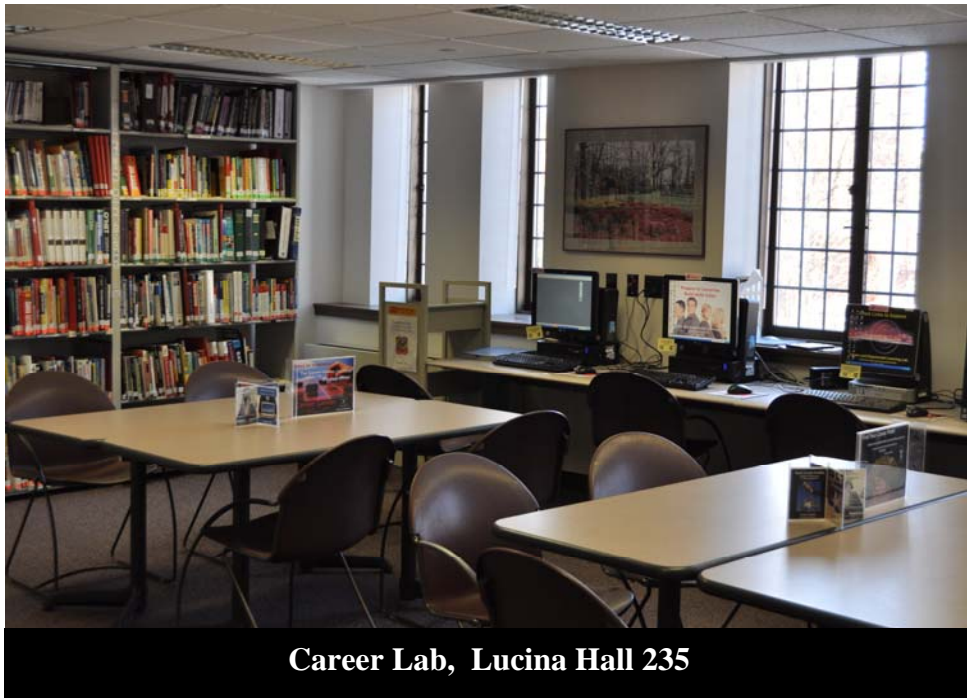
My Résumé . . .

- 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.

- 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.
- List names of my supervisors or references.
- Have the street addresses from previous jobs.
- List my high school diploma.



Career Lab, Lucina Hall 235

Chronological Résumés

Bridget Jones

2000 W. Bridal Wood Lane

Muncie, Indiana 47306

Cell: (765) 555-1234

bejones@bsu.edu

Portfolio: <http://bjones.iweb.bsu.edu/>

EDUCATION

Bachelor of Science, May 2011

Ball State University, Muncie, Indiana

- Major: Elementary Education
- Concentration Area: Mathematics
- GPA: 3.65/4.0
- Honors: Dean's List (6 semesters), Ball State University Presidential Scholarship

TEACHING EXPERIENCE

Student Teacher, Woodburn Elementary School, Woodburn, Indiana; August 2010 – present

- Coordinate field trips to the Fort Wayne Zoo and Art Museum for 80 first grade students
- Assess student learning through a pre and post test as part of LAMP (Learning Assessment Model Project)
- Created unit on butterflies to teach students about butterfly life cycle while incorporating art projects and writing
- Attend professional development training on curriculum, reading recovery, and lesson differentiation
- Design grading rubrics and course activities including learning stations, group work, and worksheets
- Organize after school tutoring program 3 days a week for an average of 35 students
- Participated in 27 parent teacher conferences and designed monthly parent newsletter

Practicum Teacher

Garfield Elementary School, Muncie, Indiana; January – May 2010

- Taught 23 fifth grade students in math, reading, social studies, and science
- Planned daily lessons including content standards, objectives, procedures, and materials
- Developed and instructed unit plans over solar systems, rainforests, and women in history
- Used technology in the classroom in the form of supervised Internet-based research

Liberty Christian School, Anderson, Indiana; September – December 2009

- Developed and taught multi-week unit on problem solving for 18 third grade students

Burriss Laboratory School, Muncie, Indiana; January – April 2009

- Observed second grade and created an interactive bulletin board on the topic of weather

Assistant Teacher, Appletree Daycare, Muncie, Indiana; January – December 2008

- Created games and other activities to increase fine motor skills
- Assisted lead teachers in activities
- Communicated daily with parents

OTHER EXPERIENCE

Assistant Manager, Perry Hill Swim Club, Indianapolis, Indiana; May – September 2008

- Coordinated swim lesson program at pool for an average of 100 students
- Organized staff and pool events, such as birthday parties and staff training
- Supervised staff of 40 high school and college students
- Developed lifeguard and desk schedules

Sales Associate, Sears Roebuck and Company, Muncie, Indiana; June 2006 – February 2007

- Aided customers with product selection and completed sales transactions
- Maintained accurate cash drawer
- Stocked floor with merchandise and set weekly sale ads

ACTIVITIES

Member, Kappa Alpha Theta, December 2008 – present

President, May 2009 – present

- Supervise and direct group of 30 sorority women
- Head chapter and leader's council meetings and reinforce parliamentary procedures
- Raise money for arthritis research

Member, Student Education Association, September 2009 – present

Participant, Ball State University Intramural Sports, September 2008 – present

VOLUNTEER EXPERIENCE

Volunteer, Habitat for Humanity, Muncie, Indiana, September 2008 – present

Tutor, Ball State University Learning Center, Muncie, Indiana, September 2009 – present

- Work as math tutor and supplemental instructor for small groups and one-on-one meetings with students

Reading Coach, Eaton Elementary School, Eaton, Indiana, August 2009 – December 2009

- Established positive role model relationships with children by engaging them in conversation and activities

Brandon M. Hill

Bmhill@bsu.edu

Current Address

1010 West Main Street
Muncie, IN 47303
(765) 555-1111

Permanent Address

1536 East Seventh Street
Richmond, IN 47374
(765) 555-1313

EDUCATION AND HONORS

Bachelor of Science, May 2011

Ball State University, Muncie, IN

Major: Accounting

GPA: 3.8/4.0

Honors: Dean's List (6 semesters); Alpha Lambda Delta Freshman Honorary Organization;
Beta Gamma Sigma Honor Society for Collegiate Schools of Business

Related Coursework: Quantitative Business Analysis, Managing Human Resources, Financial Accounting Endeavors, Quality Management, Business Ethics

RELATED EXPERIENCE

Accounting Intern, Color Box, Richmond, IN; May 2010-August 2010

- Performed daily cash receipts for three operating business plants
- Prepared journal entries with appropriate conversions for all Canadian payments made on account
- Recorded daily value of recyclable waste and corresponding payments
- Prepared weekly payroll journals for hourly and salaried employees
- Prepared monthly bank reconciliations
- Created journal entries for each month-end closing

Accounting Clerk, Color Box

Richmond, IN; June 2008-August 2008, May 2009-August 2009

- Reviewed daily accounts payable batches
- Conducted physical inventories of raw materials
- Performed data entry for inventory adjustments and month-end transactions
- Gathered and examined documents for company audit

OTHER WORK EXPERIENCE

Referral Assistant, Ball State University Career Center, Muncie, IN; January 2008-present

- Developed working knowledge of student employment policies and procedures
- Reviewed information on computer system to verify students' eligibility for employment
- Conducted an average of fifty appointments a week to review job descriptions with applicants
- Generated computerized referral forms and reviewed contact procedure with applicants

ACTIVITIES

Beta Alpha Psi (Accounting Honorary Fraternity), Publicity Chair, August 2008-present

Accounting Club, Member, January 2009-present

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) 555-3081

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 2005

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

Functional Résumé

KIMBERLEY M. HAYES

5347 Monterey Circle • Muncie, Indiana 47304 • (765) 555-5555

OBJECTIVE

To obtain a position as a case manager at ABC Agency using my excellent organizational, communications, and management skills.

EDUCATION

Bachelor of Social Work

Ball State University, Muncie, Indiana, December 2005

Minor: Gerontology

SUMMARY OF SKILLS

Organization

- Initiated "Adopt-a-Grandparent Program" at the local junior high school providing group activities for students and elderly in community.
- Planned and coordinated educational, health, and social programs for Senior Citizens Coalition; increased weekly program participation by 40 people.
- Organized and promoted workshops for 4-H clubs and livestock groups in three states.
- Coordinated volunteers' schedules for "Meals on Wheels" program.

Communication

- Developed listening skills through volunteer work for Friends of the Elderly program; assisted elderly with reading and writing correspondence.
- Edited bimonthly volunteer activity newsletter.
- Conducted monthly meetings for 200 parents, teachers, and school administrators.
- Made presentations to community organizations about Girl Scout Council activities.

Teaching/Instruction

- Recruited, trained, and scheduled 60 volunteers for a nursing home visitation program.
- Created reality-orientation programs for mentally impaired nursing home residents.
- Coordinated weekly educational and social programs for 25 Girl Scouts.

Management

- Supervised regional conference for Girl Scouts of America, including staffing, accommodations, and programming arrangements.
- Managed farming operation.

WORK EXPERIENCE

Assistant Activities Director, Erick Manor

Daleville, Indiana, January 2006-Present

Student Assistant, Department of Gerontology

Ball State University, Muncie, Indiana, July 2002-December 2005

Program Assistant, Senior Citizens Coalition

Webster, Arkansas, January 1997-June 2002

LEADERSHIP EXPERIENCE

- **Vice President**, Student Social Workers Association (2004-2005)
- **President**, Parent-Teacher Association (2001-2003)
- **Group Leader**, 4-H Clubs of America (1996-2001)
- **Troop Leader**, Girl Scouts of America (1995-2000)

Sample References Page

Brandon M. Hill
Bmhill@bsu.edu

Current Address

1010 West Main Street
Muncie, IN 47303
(765) 555-1111

Permanent Address

1536 East Seventh Street
Richmond, IN 47374
(765) 555-1313

REFERENCES

Ms. Suzanne Jones
Office Manager
Color Box
2800 E. Memorial Drive
Richmond, Indiana 47374
(765) 555-5555
suzannejones@aol.com

Dr. Raymond Johnson
Accounting Professor
College of Business
Ball State University
Muncie, Indiana 47306
(765) 555-0000
rjohnson3@bsu.edu

Dr. Beverly Stinson
Academic Advisor, Accounting Department
College of Business
Ball State University
Muncie, Indiana 47306
(765) 555-0002
bstinson3@bsu.edu

Mr. Mike Parker
Supervisor of Student Employment
Career Center
Ball State University
Muncie, Indiana 47306
(765) 555-0020
mparker4@bsu.edu

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	

Personality Descriptors

Use these personality descriptors to highlight specific personal and professional attributes.

Accurate	Enthusiastic	Noteworthy	Sharp
Action driven	Entrepreneurial	Objective	Skilled
Adaptable	Ethical	Observant	Skillful
Amenable	Experienced	Organized	Sophisticated
Analytical	Expert	Outstanding	Spirited
Artful	Expressive	Participatory	Strategic
Assertive	Forward thinking	Perfectionist	Subjective
Bilingual	Hard working	Performance driven	Successful
Communicative	Helpful	Persevering	Tactful
Competent	High impact	Persistent	Talented
Competitive	High potential	Personable	Teacher
Conceptual	Honest	Persuasive	Team builder
Confident	Honorable	Philosophical	Team leader
Conscientious	Humanistic	Pioneering	Team player
Cooperative	Humorous	Poised	Technical
Creative	Impressive	Polished	Tenacious
Cross-cultural	Incomparable	Positive	Top performer
Culturally sensitive	Individualistic	Practical	Top producer
Customer driven	Industrious	Pragmatic	Traditional
Dauntless	Independent	Precise	Trainer
Decisive	Ingenious	Preeminent	Troubleshooter
Dedicated	Innovative	Prepared	Trustworthy
Dependable	Insightful	Proactive	Truthful
Determined	Intelligent	Problem solver	Unrelenting
Devoted	Intense	Productive	Understanding
Diligent	Intuitive	Professional	Upbeat
Diplomatic	Judicious	Proficient	Valuable
Direct	Keen	Progressive	Venturesome
Dynamic	Leader	Prudent	Verbal
Eager	Loyal	Punctual	Vigorous
Earnest	Managerial	Quality driven	Visionary
Effective	Market driven	Reactive	Vital
Efficient	Masterful	Reliable	Well behaved
Employee driven	Mature	Resilient	Well versed
Empowered	Mechanical	Resourceful	Winning
Encouraging	Methodical	Results driven	Wise
Energetic	Motivated	Results oriented	Zealous
Energized	Motivational	Savvy	
Enterprising	Multilingual	Sensitive	
	Notable		

Helpful Hints for Writing Cover Letters

- Each letter should be an original.
- Address the employer by title and last name. Research names in the library or call the company.
- The goal of your opening is to capture the employer's attention. You may want to refer to a mutual contact who referred you for the position or present a reason (e.g., qualities and skills) that the employer should consider you the "right fit" for the organization. Remember: an employer may receive hundreds of cover letters. You need to create enough interest in your opening that the employer feels compelled to continue reading.
- Make your cover letter concise. A cover letter should be one page.
- The body of your cover letter should highlight your experiences and accomplishments. Focus on the needs of the employer to whom you are writing. You want to convey that hiring you will mean improved services, innovative ideas, greater efficiency, or increased productivity.
- Your cover letter should ask for something—most often an interview. State how you plan to follow up with the employer.
- Your closing should briefly summarize the body of the letter. Leave the reader with an important thought to remember you by.
- Check and recheck your cover letter for errors. Look closely for mistakes in grammar, punctuation, and spelling.
- Have someone else proofread and critique your cover letter.
- Select quality bond paper for your final copy. The paper you select should coordinate with the paper you use for your résumé.
- Use a high quality printer and black type.
- Fold and mail your cover letter and your résumé in a matching envelope or mail them flat in a 9" x 12" white or manila envelope.

Cover Letter Resources Career and Experiential Learning Lab, Lucina 235

Adams Cover Letter Almanac
Cover Letters That Knock 'Em Dead
Dynamite Cover Letters

Web Sites

JobWeb: Sample Job Search
Correspondance

[http://www.jobweb.com/students.aspx?
folderid=134](http://www.jobweb.com/students.aspx?folderid=134)

Quintessential Careers: Sample Cover
Letters

[http://www.quintcareers.com/cover_letter_
samples.html](http://www.quintcareers.com/cover_letter_samples.html)

Cover Letter Guide

Your Present Address
City, State ZIP Code
Date

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

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.**

Dear (Mr., Ms., Dr., etc.):§

(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)

§ 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

4321 W. Cross Avenue
Fort Wayne, IN 46835
February 8, 2011

Patricia Meier
Manager
Hilton Hotel
804 East Ocean Boulevard
Long Beach, CA 90831

Dear Ms. Meier:

Please consider me for the position of meetings and convention services coordinator at the Hilton in Long Beach, California. I learned of the position on February 5, 2011, through a mutual LinkedIn contact, Carla Sanchez, who is the assistant manager at the Hilton. This position fits my education, experience, and career interests.

I will be graduating from Ball State University in May with a bachelor's degree in communication studies. As the Bed Race chairman for the Ball State University Homecoming Steering Committee, I coordinated all of the details for the event. The execution of chairman responsibilities such as organizing subcommittees and planning the minute-by-minute schedule for the event demonstrate my detail-oriented work ethic. Through the implementation of all the aspects of organizing the Bed Race, I gained valuable communication and publicity experience that would be a great asset to this position at the Hilton.

In addition to my organization and leadership experience, I am also fluent in Spanish. I studied at the University Pontificia of Salamanca in Spain for a semester. With the flexibility of being bilingual, I would be able to communicate effectively with Spanish-speaking clientele as well as English speakers.

Please accept my enclosed résumé as my application for the meetings and convention services coordinator position. It provides you with more of my qualifications and experience. I will contact you early next week to discuss an interview. If you have any questions, please feel free to contact me at (765) 264-7453 or e-mail me at petersensk@bsu.edu. Thank you for considering me for this position. I look forward to speaking with you about the possibility of joining the Hilton organization.

Sincerely,

Sarah K. Petersen

Enclosure

The Art of Interviewing

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

- Some interviewers do all the talking.
- Others don’t talk at all or talk very little.
- Some are relaxed and casual.
- Others are 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 Purpose of Interviews

- The employer evaluates you.—An interview is a chance for the employer to meet you and get to know you better. You can use your communication skills to describe your accomplishments for the employer, demonstrating why you are the best person for the job.
- You evaluate the employer.—An interview is an opportunity for you to ask questions about the company. You can inquire about the atmosphere, philosophy, technology, and protocol of the office. At on-site interviews, you can observe and evaluate these aspects for yourself.
- Obtain valuable information.—Many candidates, after interviewing with an organization, find that they are either certain of their interest or are no longer interested in the prospective job. In addition,

employers are better able to decide which candidates they are interested in pursuing. In both cases, the interview does exactly what it is supposed to do—it provides information to help employers and candidates make decisions.

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. What may distinguish you from other job candidates is your ability to explain how your positive work traits influence the way you use your skills.
- What are your weaknesses? Often employers will ask you to identify your weaknesses. It is true that everybody has room for improvement, so take time to identify your areas of weakness. Choose a weakness that is specific enough that you can explain to an employer the steps you have taken and will take in the future to overcome it. Do not leave room for

the employer to raise questions about your abilities.

Have a résumé and keep it up to date.

You will be asked for one.

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 on your résumé or your cover letter.

Research the organization, interviewer, and salary range for the position.

The Organization

Researching the prospective employer before your interview is a must. It not only helps you understand the company better, but also gives you a chance to display your knowledge of the company as a strong selling point. This knowledge is important: it shows the recruiter that you are interested enough in the position to have done some research, and it prepares you to ask insightful questions during the interview. Candidates who are unfamiliar with their prospective employers are at a great disadvantage in job interviews.

You are not expected to know every detail about the organization, but you should know about the organization's product or service, the size of the organization, where its headquarters and major offices are, the names and titles of its top officers, its potential for growth, its major competitors, career paths available in the organization, what the organizational culture is like, what its mission statement says about its philosophy and values, and any recent developments in the organization or profession.

How do you begin learning about an organization? There are several sources of information, all of which you should

explore. Business, industry, and organization directories, the Internet, annual reports and other company or organization literature, computer databases, periodicals and newspapers, trade journals, and professional associations are just a few of the resources you can use in your research. The Career and Experiential Learning Lab in Lucina Hall 235 is a great place to start your research. Other strategies you should use include networking, informational interviewing, and job shadowing. You should take full advantage of your personal contacts. Employees and former employees of organizations 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.)

Regardless of how you conduct your research, your knowledge of your prospective employer will greatly enhance your performance in a job interview. Such knowledge is more than just an edge over people who do not do their homework. It is imperative to getting a job.

The Interviewer

It is a good idea to call the employer before the interview to confirm the date and time 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 can 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.") This extra attention to detail can help you make a great first impression.

Salary Range

Research salaries and benefits for the position. Be able to quote good data showing the market salary range for the position. You can find information on average starting salaries for a variety of positions on the Web. The Foreign Labor Certification Data Center's *Online Wage Library* is a great place to start. Go to <http://www.flcdatacenter.com/> and click FLC Wage Search Wizard to get started. The *Salary Survey*, published by the National Association of Colleges and Employers, available in the Career and Experiential Learning Lab, Lucina Hall 235, is a compilation of reported beginning job offers for various majors.

Be ready to answer the employer's questions.

Common Questions

- What do you consider to be your greatest strengths and weaknesses?
 - Tell me about a time when you worked in a group to complete a task.
 - What are your career goals? Where do you see yourself five or ten years from now?
 - Describe your most rewarding accomplishment.
 - How has your college experience prepared you for your career?
 - What qualifications do you have that you think will make you successful in this position?
 - Describe a challenge or problem 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 bit about yourself.
 - How would you describe yourself?
- What two or three things are most important to you in your job?
 - 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 current position the company is seeking to fill.

Follow these steps to prepare your storytelling approach.

- 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 (content, functional, and adaptive) 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 off 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 the 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 15 former advertisers for daily ads and 5 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 before hand. 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 possible 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 the typical responsibilities of the position.
- What are the challenges of the position?
- Describe the opportunities for training and professional development.
- Are there opportunities for advancement within the organization?

Types of Interviews

Preliminary Interview

Employers use preliminary interviews to determine whether there might be a match between them and the candidate. The interviewer closely examines the candidate’s qualifications, background, and interests. The typical interview will last 30 to 60 minutes and consist of the following elements:

- Welcome and introduction
- Small talk
- Getting-acquainted questions
- Description of the job and 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.

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).
- Within two days, send thank-you letters to all the people you met. Do not overlook 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.

Tips from Employers

Employers interviewing students and alumni from Ball State list the following as important characteristics they look for in candidates:

- Ability to communicate clearly and concisely (orally and in writing)
- Career-related work experience
- Demonstrated teamwork skills
- Demonstrated leadership skills
- Demonstrated problem-solving skills
- Involvement in campus or community activities
- Ability to identify and give good examples of transferable skills
- Knowledge of the organization
- Asking good questions
- Flexibility
- Enthusiasm
- Ambition and motivation
- Interpersonal skills
- Good grades
- Professional appearance
- Follow-up after interview

Interviewing Correspondence

Thank-You Letters

A follow-up letter to the interviewer is an important step in the process, one that candidates often forget to take. Sending such a letter is not only proper interviewing etiquette, but it also makes you stand out from the other candidates competing for the position. Write 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.
- Express appreciation for the opportunities to interview, tour the facility, meet other employees, etc.
- Mention the day of your interview and the position for which you interviewed.
- 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).
- Close your letter with a comment about future contact with the employer.

100 White River Way
Muncie, Indiana 47303
March 4, 2011

Ms. Emily Morris
Personnel Coordinator
Stuckey Memorial Hospital
1234 S. 23rd Avenue
Los Angeles, California

Dear Ms. Morris:

I appreciated the opportunity to interview at your hospital on Monday. The tour of the medical facilities and conversations with Stuckey's laboratory staff gave me a clear overview of the role of technologists at your facility. In particular I was impressed with the state-of-the-art equipment in Stuckey's laboratories and the exciting medical research that is being conducted there.

The entire experience has confirmed my desire for employment as a medical technologist with Stuckey Memorial Hospital. My internship as a lab assistant and my microbiology and chemistry course work have prepared me well for this position. Based on my interview, I think I would fit in well with the Stuckey laboratory staff.

Thank you again for the experience of getting to know your organization better. I would welcome the opportunity to work for Stuckey Memorial Hospital, and I look forward to hearing from you in the next two weeks.

Sincerely,

Shirley Anderson

Acceptance Letters

While you should always speak directly to an employer in regard to accepting a job offer, it is also appropriate to follow-up with an acceptance letter. Your acceptance letter should also be typed in a business letter format. Address the letter to the person who made you the offer of employment. The body of the letter should express appreciation for the offer and your acceptance of the position. You should include the title of the position, the 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 position you have offered me in the market research department at Muncie Marketing at a starting salary of \$35,800 a year plus benefits. 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 new job, 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.

Letters Declining Offers

As with accepting a job offer, it is considered most courteous to speak directly to the employer regarding your decision to decline an offer. After your conversation, you should follow-up with a formal letter. Address the letter to the person who made you 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 the offer. You can include an explanation—e.g., you have accepted 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 nurse practitioner in the Cardinal Clinic. The clinic offers excellent care to its diverse range of 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 all in the coming years.

Dressing for Professional Success

It only takes twelve to fifteen seconds to form a first impression. Most of that first impression is based upon appearance. In professional settings, your clothing sends a message about you, your organization, and your position. The impression you make is crucial, especially during first meetings.

Women

Suits/Dresses

A suit or tailored dress is the most professional attire. Choosing a conservative, classic style is usually a good rule because it is versatile and a good investment. Choose a fabric that can carry you through several seasons, such as lightweight wool crepe or wool gabardine. Of course, your chosen career path will influence what you wear. Many career fields, such as law, finance, and accounting, tend to be conservative, a fact reflected in the way people in these fields dress. Other fields, such as fashion design and art, allow greater creative expression. Some professions, such as sales, marketing, and education, bridge the gap between the creative and traditional fields.

Color/Pattern

Build your professional wardrobe around a neutral color like navy, charcoal gray, black, camel (beige, khaki, or taupe), or olive. The best patterns for professional suits are solid, tweed, houndstooth, and plaid.

Shoes

Shoes should be closed-toe pumps, with wide heels no more than two inches high. Styles should be on the conservative side. Neatness is important, so make sure that your shoes are clean and polished.

Remember, comfort is essential. Do not buy shoes that hurt.

Accessories

Such accessories as handbags, belts, and scarves should be coordinated with your outfit. When choosing a handbag, pick one versatile enough to coordinate with many outfits. Go with the most prominent neutral color in your wardrobe. Be careful not to overdo your accessories. Remember, your message should stand out, not you. Tattoos should be covered up for a professional look.

Jewelry

Stay away from dangling earrings, multiple rings, and noisy bracelets. Jewelry that moves too much or makes noise is distracting. Choose small jewelry that is gold, silver, or pearls. Facial jewelry is not appropriate for a conservative professional setting.

Grooming

Select a style appropriate for your hair type, face, life-style, profession, and personality. Your hair should be clean, neat, and controlled. A short hair style is always professional. Long hair should be pulled away from the face for the most professional look. The condition of your hair is also important. Dry, oily, or bleached-out hair communicates poor personal hygiene.

Nails

A neat appearance is important. Nails should be short and well groomed. Choose a neutral shade or clear nail polish.

Makeup

When applying makeup, aim for a natural look that enhances your appearance.

Men

Suits

The best choice in a suit is a pure wool or wool-blend suit in navy or charcoal gray with or without pin-stripes. Single-breasted styles are considered a conservative look. Double-breasted styles are trendier. Other styles such as muted plaids and tweeds in neutral colors are acceptable.

Shirts

Wear traditional cotton or cotton-blend shirts with long sleeves and straight or button collars. White and light blue are recommended for interview situations. Reserve pin-stripes or chalk-striped shirts for less conservative situations.

Ties

The best fabric for ties is silk, followed by polyester that looks like silk. The tie should just reach your belt buckle. For traditional professions choose from classic polka dot, paisley, or repetitive patterns in dark colors. In non-traditional fields or companies, such trendy patterns as florals may be acceptable.

Shoes

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. Your shoes should match the color of your pants or shoes and should reach mid-calf.

Jewelry

Watches, wedding rings, and conservative men's rings are appropriate in any situation. Steer clear of items like bracelets and earrings, which convey a more casual look. Facial jewelry is not appropriate for a conservative professional setting.

Grooming

Personal hygiene is essential in all professional settings, including clean and well-groomed hair; clean, healthy nails; and well-groomed facial hair. A short, conservative hair style is the most professional. If you have a beard or mustache, groom it daily. In particular, your mustache should be well above your upper lip. Tattoos should be covered for a professional look.





Network Your Way to a 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, so 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 to 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 online networking never use texting shortcuts or emoticons; always use proper grammar and spelling.

For More Information

For more information on networking, visit the Career 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.