Career Guide

CMU, an AA/EO institution, strongly and actively strives to increase diversity and provide equal opportunity within its community. CMU does not discriminate against persons based on age, color, disability, ethnicity, familial status, gender, gender expression, gender identity, genetic information, height, marital status, national origin, political persuasion, pregnancy; childbirth or related medical conditions, race, religion, sex, sex-based stereotypes, sexual orientation, transgender status, veteran status, or weight (see http://www.cmich.edu/ocrie). 18-261 MGX 11/19
Student Programs

REACH Career Peers
Stop by Ronan Hall 240 for a walk-in peer-to-peer career coaching appointment. Our Career Peers are trained to help you with resumes and general career guidance.

OutREACH
Registered student organizations may request a Career Development Center overview presentation as well as specific topics like resumes.

First Impressions
Our dedicated student Sales Associates are here to help you look your best at your next interview or networking event. Learn more on how to submit an application for FREE professional clothing.

Mock Interview
Mock Interviews provide an opportunity to practice communication and interviewing skills in a simulated interview setting. Our peer-to-peer interviewers craft an experience that fits your field of study while providing feedback that focuses on verbal and non-verbal strategies. Schedule a Mock Interview through Handshake.

Employer Spotlight
The Employer Spotlight program educates undergraduate and graduate students as early as freshman year to prepare for their careers. Network with featured employers on campus to learn about future internship and job opportunities. Utilize Handshake to see who will be visiting campus and when.

Learn about Resources and join our team at bit.ly/cmichca
Providing students access to jobs, internships, events and career resources

**Call the Career Development Center at (989) 774-3068 for assistance.**

NEED HELP NAVIGATING HANDSHAKE?

**Call the Career Development Center at (989) 774-3068 for assistance.**

**Utilizing Handshake**

Providing students access to jobs, internships, events and career resources

1. Sign-in with your CMU email, Global ID, and password at cmich.joinhandshake.com.
2. Complete your profile and upload your resume.
3. Fill out your “Career Interests” profile. The system adjusts to your preferences.
4. Schedule an appointment for career coaching or a mock interview.
5. Search for opportunities and resources based on key words.
6. Check your news feed, which adapts to user preferences.
7. Scope out events related to your area of study and career interests.
8. Explore full-time jobs and internships.
9. Discover additional career resources in the “Planning” section.

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**Reflet and Research**

04. Utilizing Handshake
05. Personalize Your Career Plan
07. Career and Personality Assessments

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**Employers Actively Recruiting on Campus**

Companies whose booths on campus recently or are coming to campus soon:

- **Technical Systems Administration Associate**
  - Sponsor: Henry’s Food
  - Location: Traverse City, MI
  - Full Time
  - Apply before close date

- **Analyst - Healthcare Business, Finance, Insurance, Revenue...**
  - Sponsor: Henry’s Food
  - Location: Traverse City, MI
  - Full Time
  - Apply before close date

- **Sales Representative (entry-level)**
  - Sponsor: Henry’s Food
  - Location: Traverse City, MI
  - Full Time
  - Apply before close date

- **Software/Dev Training Program Manager**
  - Sponsor: Henry’s Food
  - Location: Traverse City, MI
  - Full Time
  - Apply before close date

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**NEED HELP NAVIGATING HANDSHAKE?**

Call the Career Development Center at (989) 774-3068 for assistance.
Increased time and effort with the process above develops Clarity, Competencies, Comfort, and Confidence

**Personalize Your Career Plan**

**Steps to Develop the Process:**

- **Read** through information focused on career fields and occupations (ex. LinkedIn)
- **Listen/Observ**e to professionals in your fields and occupations of interest (ex. Informational Interviews, job shadowing)
- **Test/Try** a variety of experiences (ex. Internships, jobs, volunteering)
- **Teach** others about your profession (ex. Professional conferences)

The Career Development Center facilitates discussion and strategic decision-making for our students and alumni to promote life-long student success through:

- Self Awareness
- Exploring Career Options
- Empowering Action through Personal and Professional Experiences
Career and Personality Assessments

These assessments highlight career and major exploration, decision making, and action planning in one comprehensive resource.

Market and Manage

- 09 Your Experiences
- 10 Steps to Adapt Your Brand and Applications
- 11 Your Skills
- 13 Resume Formats: Chronological
- 14 Resume Formats: Functional
- 15 Cover Letter
- 16 Reference Page
- 17 Academic Applications: Personal Statement
- 18 Academic Applications: Curriculum Vitae
- 19 Online Branding
What type of resource or material will allow you to best showcase your overall value within each unique situation?

Medium
- Traditional: Resume, Cover Letter, Personal Statement, Business Card, Curriculum Vitae
- Electronic: Social Media Profiles, Website/e-Portfolio, Video Resume

Based on the medium you select; how can you present your information in a clean and consistent format and style that makes your most relevant information stand out? Do you want to start from scratch or find templates to help?

Appearance (Format & Style)

Organization (Experiences)
How will you categorize and label all of your relevant experiences so that the most important stand out?

Details (Skills)

Storytelling through descriptive language and sentences brings your experiences to life! The key is to develop language that is balanced in showing value without being too short or lengthy. An example Bullet Point is below:

Strong Action Verb + Who and What = Why/Result of Action

Note: Use the correct verb tense when writing bullet point statements. If you currently hold the position, or are currently performing a task, use a present tense verb (ex: Coordinate). If it is a position you’ve held in the past, or a past task, use a past tense verb (ex: Coordinated).
Your Skills

In order to better understand and present your whole story, you will want to focus on relevant Skills, Interests, and Qualifications you gained from your experiences. Overall, any experience can help you gain the skills that employers are looking for:

- **Communication**
  - Addressed
  - Advertised
  - Arranged
  - Collaborated
  - Composed
  - Described
  - Edited
  - Incorporated
  - Interpreted
  - Interviewed
  - Marketed
  - Negotiated

- **Creative**
  - Acted
  - Composed
  - Condensed
  - Created
  - Customized
  - Displayed
  - Entertained
  - Fashioned
  - Illustrated
  - Initiated
  - Integrated
  - Invented

- **Research**
  - Collected
  - Compared
  - Conducted
  - Determined
  - Diagnosed
  - Evaluated
  - Examined
  - Explored
  - Gathered
  - Identified
  - Inspected
  - Interpreted

- **Teaching**
  - Advised
  - Coached
  - Consulted
  - Critiqued
  - Encouraged
  - Explained
  - Facilitated
  - Focused
  - Guided
  - Instructed
  - Motivated

- **Organization**
  - Cataloged
  - Categorized
  - Classified
  - Compiled
  - Corrected
  - Distributed
  - Inspected
  - Logged
  - Maintained
  - Monitored
  - Obtained

- **Technical**
  - Adapted
  - Applied
  - Assembled
  - Built
  - Calculated
  - Computed
  - Constructed
  - Designed
  - Engineered
  - Maintained
  - Operated
  - Printed

- **Financial/Data**
  - Adjusted
  - Administered
  - Allocated
  - Analyzed
  - Appraised
  - Assessed
  - Audited
  - Balanced
  - Budgeted
  - Calculated
  - Corrected
  - Estimated

- **Teamwork**
  - Advocated
  - Aided
  - Answered
  - Clarified
  - Contributed
  - Cooperated
  - Counseled
  - Demonstrated
  - Educated
  - Ensured
  - Familiarized
  - Furthered

- **Management**
  - Administered
  - Coordinated
  - Developed
  - Directed
  - Executed
  - Hired
  - Implemented
  - Initiated
  - Managed
  - Motivated
  - Organized
  - Planned

- **Personal Qualities**
  - Accurate
  - Analytical
  - Confident
  - Consistent
  - Deliberate
  - Dependable
  - Efficient
  - Enthusiastic
  - Flexible
  - Independent
  - Innovative
  - Organized

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**Top 10 Transferable Skills**

1. Communicating with others
2. Working well on a team
3. Problem-solving
4. Organizing and prioritizing work
5. Processing information
6. Analyzing data
7. Obtaining job-related technical knowledge
8. Understanding computer programs
9. Writing and editing
10. Influencing others

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**Career Readiness Competencies**

- Critical Thinking/Problem Solving
- Global/Intercultural Fluency
- Oral/Written Communications
- Digital Technology
- Teamwork/Collaboration
- Career Management
- Leadership
- Professionalism/Work Ethic
Resumé Formats

**Chronological**
The Chronological Resume is the most frequently-used resume format.

1. **STUDENT NAME**
   100 Washington Ave Mount Pleasant, MI (888) 555-2222
   Ronan240@eduication.edu Ronan.ketringguide.com www.linkedin.com/in/studentname

**EDUCATION**
Central Michigan University, Mount Pleasant, MI
Bachelor of Science, May 2020 (expected)
Major: Communications; Minor: Marketing
Overall GPA: 3.5 (Major GPA: 3.6)

**HONORS**
Elected to Alpha Kappa Delta, International Sociology Honor Society; Fall 2017
Dean’s List: Fall 2017, Spring 2018 and Fall 2019
Best Undergraduate Communications Paper Award: Spring 2019

**PROFESSIONAL EXPERIENCE**
Special Olympics, Mount Pleasant, MI
Public Relations Intern, January – August 2017
- Managed social media marketing content for Facebook and Twitter including event promotion, participant recognition and community partnerships
- Established “Athlete of the Week” and “Volunteer of the Week” series to highlight and promote program involvement
- Created promotional fliers for Summer Games using InDesign that were posted to social media
- Planned and executed a web satisfaction survey to assess seniors served by health awareness
- Designed and implemented new program for seniors facing multiple health issues
- Adapted Headings
- This could become “Customer Service Experiences”
- Bullet Points
- Not all experiences have to include a description.

**PROFESSIONAL DEVELOPMENT**
Central Michigan University Program Board
President, Fall 2016 – Present
- Lead weekly meetings with elected officers to discuss recruitment, programming, campus outreach, and professional development opportunities for members

General Member, Fall 2015
- Developed educational programming on diversity, health and professional development for 100 members to meet Registered Student Organization (RSO) guidelines

**Media for Millennials** (Capstone Project), Fall 2015
- Researched trends in social media engagement amongst millennials to develop marketing plan for college admissions offices when communicating with potential students

**The Social Media Conference, Summer 2014**
Presenter: “A Study of Technology’s Impact on Diversity Awareness”

**EMPLOYMENT**
Mountain Town Station, Mount Pleasant, MI
Host, September 2015 – Present

**SUMMARY OF QUALIFICATIONS**
Communication Skills
- Familiar with analysis software (including SPSS and Excel) for quantitative data
- Familiar with a variety of office-related software packages
- Planned and executed a statistical analysis of survey data, and presented results to Central Michigan University’s Council of Chaps
- Wrote a 25-Page data analysis report for agency director and staff based on survey findings
- Provided PowerPoint presentations to agency director and board members summarizing survey results
- Assisted with the development and implementation of focus groups with parents of youth served by agency

Organization Skills
- Assisted with the transition from a paper to a web-based system for managing schedules of Multicultural Advisors
- Created educational and social programs that focus on diversity themes for residence hall of 300 students
- Assisted with training entire residence life student staff and making them aware of cultural sensitivity issues
- Designed and implemented new program for seniors facing multiple health issues
- Developed a nine-part documentary series for campus audience, averaging an attendance of 85 persons per viewing
- Raised $10,000 for programs for seniors through the Isabella County Commission on Aging; this was the largest amount ever raised by students in the country

**EDUCATION**
Central Michigan University, Mount Pleasant, Michigan
Bachelor of Science, May 2020
Major: Sociology; Minor: Psychology

**EXPERIENCE**
Ruby Tuesday, Mount Pleasant and Novi, Michigan
Bartender, September 2016-Present

Central Michigan University, Mount Pleasant, Michigan
Multicultural Advisor, Office of Residence Life, August 2016-Present

**Functional**
The Functional Resume showcases relevant information through experiential and skill-based categories.

1. **STUDENT NAME**
   100 Washington Ave Mount Pleasant, MI (888) 555-2222
   Ronan240@eduication.edu Ronan.ketringguide.com www.linkedin.com/in/studentname

**SUMMARY OF QUALIFICATIONS**
Communication Skills
- Familiar with a variety of office-related software packages including; Word, Publisher and WordPerfect Office
- Able to utilize, and understand, the following social media and communication platforms: Twitter, Facebook, LinkedIn, Skype, webinars and various conferencing packages
- Composed information letters for clients seeking agency services
- Wrote reports for agency directors on the volume of clients served, in addition to utilizing SurveyMonkey for timely follow-up with clients
- Maintained good working relations with clients including: daily telephone contact with current clients, researching problem areas and providing thorough follow-up for agency director
- Assisted with training entire residence life student staff and making them aware of cultural

Organization Skills
- Assisted with a transition from a paper to a web-based system for managing schedules of Multicultural Advisors
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Consider using this skills-based format when a chronological format may not allow your most relevant skills/ experiences to be emphasized.
**Cover Letter**

1. Create a consistent look for your application materials by using the same heading as your resume.
2. When possible, address the letter to a specific person. If you don’t have a specific person to address, include the company, office/department, and address.
3. When you are mailing, mailing, or posting the letter, be sure to include the date.
4. **Introduction**
   - Identify the position you are seeking.
   - Mention names/titles of any referrals.
   - Thank the person for past communication.
   - Connect through common skills, experiences, goals that fit the opportunity, and why you are interested.
5. **Body**
   - Highlight and expand on your strongest qualifications that match the position and employer’s culture.
   - Develop themes based on experiences or skills that match the opportunity.
   - Include transferable skills, industry specific skills, or experiences.
   - Provide concrete evidence throughout to showcase skills.
   - Avoid generic statements that are not validated with any specific information.
6. **Additional Tips:**
   - The best cover letters are customized for the employer receiving them.
   - Show an employer that you’re the best candidate by tailoring your experiences with what they’re looking for in the job description.
   - Be professional and direct while showing a personal interest and passion for their industry and field of study.
   - Applying By Email: Your email message can become a quick summary of your cover letter. Avoid using the same language as you letter. Simply stating “see attached” can be a missed opportunity and shows lack of interest.
7. **Conclusion**
   - Consider summarizing your qualifications and mention when you are available (relocating to a specific area, interview, start date, or hire).

**Reference Page**

1. List the person’s full name and position title.
2. Provide the company name and department office/address.
3. List a professional email address and full phone number. Consider adding online credentials as well, such as LinkedIn profiles.

**Reference Etiquette**

- Start by asking your references if they would agree to serve as a reference for you, confirm which contact information they would prefer you use. Then, be sure to stay in touch with them. Notify them of each position you have applied for and how to best speak on your behalf.
- Use a separate page to list your references. Be sure to list a consistent font and heading from your resume and cover letter.
- Include 3-5 professional references, including past or current supervisors, internship coordinators, and/or professors. Consider avoiding personal references such as family and close friends.
- Select your references who can speak about your different professional qualifications, abilities, or accomplishments.
- Make sure your references can help build a strong case for your candidacy.

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**STUDENT NAME**

183 Washington Ave Mount Pleasant, MI (866) 555-2222
karele@education.edu www.karimcguide.com

August 1, 2019

Mr. John P. Johnston
Vice President
Ajax Accounting Company
555 Tamarack Drive
Boulder, CO 80303

Greeting: Mr. Johnston,

Thank you for meeting with me during your recent visit to the City College of New York Accounting Career Fair. I enjoyed learning more about your background in forensic accounting and the Staff Accounting positions available with Ajax. During our meeting, we suggested that I send a resume and cover letter to you as an application for the position.

As a recent graduate from the University of Colorado at Boulder with a degree in Accounting and a minor in Economics, I believe my education and experiences make me a strong candidate for the Staff Accounting position at Ajax. I have completed several internships with companies in the Denver area, including a finance internship at the University of Colorado, where I assisted with financial statements and internal controls.

Communication skills are essential in this position, as I would be communicating with clients and traveling to corporate locations to complete audits. As a recent graduate of two organizations, an a cappella group and a non-profit, I have a strong background in communication and interpersonal skills.

As a recent graduate from the University of Colorado at Boulder, I have completed several internships and have a strong background in communication and interpersonal skills. I am also a part of the university’s women’s basketball team, where I have developed strong leadership and teamwork skills.

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Thank you for your time,

Kari McGuide

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Thank you for your time,

Kari McGuide


**Additional Tips:**

- Start by asking your references if they would agree to serve as a reference for you, confirm which contact information they would prefer you use. Then, be sure to stay in touch with them. Notify them of each position you have applied for and how to best speak on your behalf.
- Use a separate page to list your references. Be sure to list a consistent font and heading from your resume and cover letter.
- Include 3-5 professional references, including past or current supervisors, internship coordinators, and/or professors. Consider avoiding personal references such as family and close friends.
- Select your references who can speak about your different professional qualifications, abilities, or accomplishments.
- Make sure your references can help build a strong case for your candidacy.

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**Taking It a Step Further**

- When applicable, ask your references to write a letter of recommendation on your behalf for your professional portfolio and to attach to your application.
- Remember to give your references adequate time to write the letter, and gently suggest a date to complete the letter.
- Consider adding a reference section to your professional website.
- Write your references a thank you note shortly after they write you a letter of recommendation or give a verbal reference on your behalf. Also, be sure to stay in touch with them to share your job success!
Academic Applications

Personal Statement

Your Full Name – Program Name

Statement of Purpose

Why You: Multiple paragraphs regarding your primary qualifications for the program. This may include many relevant experiences from your background (e.g., education, research, work experience). You may also include barriers or after you graduated experiences (personal stories or other relevant experiences) you’ve had to overcome in your journey, why you’ve decided to make a career change, or even how your soft skills will serve you in their program.

Why Them: Multiple paragraphs (certainly, more than one paragraph recommended), as to why exactly you’re interested in their program and institution. Go beyond the location or how they’re the “best” in the nation or world. Do your homework on them, and point out what you find appealing about them. For instance, if they’re doing research that really intrigues you, think of a way that aligning how you’re qualified to work with them in this research. You may also include how you intend to give back to the program once you are an alumnus.

Future Intentions: Multiple paragraphs (at least one paragraph) on how you intend to utilize this new degree (given the opportunity). This usually includes drawing how the degree aligns with your future career aspirations. You may also include how you intend to give back to the program once you are an alumnus.

Additional Tips

› Rearrange the content order above to fit you and/or the requirements.

› The above template is general in nature and recommended if the graduate program does not specify the content to include. If they indicate specific topics/questions to be addressed, make sure you do so!

› Your statement of purpose/intent should be approximately two pages unless the graduate program specifies the length. They may also specify whether or not your content should be double-spaced, a certain font size/type, etc. Follow their requirements!

Curriculum Vitae

In Summary

› Use a curriculum vitae (CV) when applying outside of the United States and Canada or when applying for grants, fellowships, academic/faculty positions, and scientific/medical/research positions. This is a lifelong document, so add it to frequently. It can be multiple pages in length.

› Include your dissertation, thesis, class projects, and papers.

› Use this format to highlight your teaching experiences.

› Use the correct format for publications, presentations, and papers by referring to the most recent APA manual.

STUDENT NAME

100 Washington Ave Mail Verizon, NH (603) 565-2322


EDUCATION

Central Michigan University, Mt. Pleasant, Mi

Ph.D. in Military History (Focus in American Military History), May 2016

Drew University, Madison, NJ

R.U., December 2012

Major: History, Minor: English

RESEARCH


TEACHING EXPERIENCE

Hunter College: New York, NY

Assistant Professor, August 2013 – Present

• Teach the following undergraduate courses: U.S. History to 1877; U.S. History from 1860; and the Civil War

PROFESSIONAL AFFILIATIONS

New York Military Affairs Symposium (NYMAS), Board of Directors, September 2013 – Present

American Historical Association, Member, November 2014 – Present

PUBLICATIONS

Attrib. to Jones, Phil Sandwich’s Winter Campaign, 1868-1869 in preparation for University of Oklahoma Press


The Little Bighorn Campaign, March-September, 1876, Revised paperback edition, Combined Publishing, 2010

ACADEMIC SERVICE

Hunter College: Cultural History Exam Committee, Fall 2013 – Present

Central Michigan University/Academic Senate’s General Education Committee, Fall 2012 – Spring 2013

COMMUNITY SERVICE


Resume vs. CV

Medium

Information typically presented on a resume can be adapted and showcased through a variety of traditional and electronic mediums. Curriculum Vitae information is typically represented through traditional documentation such as Word document.

Appearance

Resumes can vary in format and style based on use, whereas curriculum vitae typically follow a prescribed look that tends to have a basic style. Typically, curriculum vitae are multiple pages and longer than a resume.

Organization (Experiences)

Resumes focus heavily on hands-on experiences that show relevance to employers whereas curriculum vitae focus more on research, publications, and academic achievements.

Details (Skills)

Resumes typically utilize short, yet informative bullet points to describe experiences and skills. While curriculum vitae utilize paragraphs and bullet points to describe experiences.
To best utilize LinkedIn, follow these five basic steps to research, discover, and connect:

1. Develop an engaging, original, and clear summary of who you are.
2. Search for people you may know and connect with them. Try using the “Alumni” search to connect with fellow Central Michigan University graduates in your field of study.
3. Send your contacts inMail to network professionally.
4. Join groups based on skills, interests, and industries.
5. Search job and internship postings.

LinkedIn

Your LinkedIn profile is one of the most valuable pieces of real estate you have when it comes to showcasing your authentic, genuine, and amazing self. As a job-seeking candidate, you will be able to research people and employers by industry that will help you develop and build your own network. Employers will also be able to view your information by conducting keyword searches and seeking out profiles that match those searches.

Full library of support sources: university.linkedin.com/linkedin-for-students
There are a variety of ways to find and secure opportunities that best fit your interests, skills, values and personal and professional goals. Discovering and solidifying resources and people that can best support your unique situation is a great way to begin a successful search. Find a balance between building your Network and utilizing a variety of Online Search Tools that best fit YOU!

**Location-Based**
- Pure Michigan Talent Connect

**Industry-Based**
- Glassdoor
- SimplyHired
- Indeed

**Search Process**
- Research/Connect
- Apply
- Interview
- Secure/Accept

**CMU Resources**
- Employer Review Sites
- Social Media
- Employer Directories
- Large Search Engines
Navigating Career Fairs

**Before**
- View event details and participating employers in Handshake
- Visit REACH Advising to polish your resume
- If you need professional clothing seek out First Impressions, a program that provides free, professional attire
- Schedule a Mock Interview to practice talking about your experiences and skills
- Research your targeted employers and prepare specific questions to ask them

**During**
- Dress professionally and bring a padfolio with copies of your resume
- Refer to the registration packet to view a map of the event, as well as each employer’s desired majors and available positions
- Use your elevator pitch to initiate a conversation about your experience/skills and how you are a good fit for the employer and your desired position
- Connect with employers by asking relevant questions
- Exchange business cards or contact information

**After**
- Keep the employers’ contact information and your job/internship leads in one place
- Connect with and thank the recruiter via e-mail or LinkedIn
- Follow up with any additional materials or information
- If you were interviewed, send a thank you note
- Make notes about the experience and personal areas of growth for the next career fair

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**Seal THE Deal**

**25** Interview Preparation Checklist
**26** Interview Preparation
**27** Dress for Success
**28** Types of Interviews
**29** Interview Questions
**31** Following Up
**32** Salary Negotiations and Job Offers
**34** Creating a Realistic Budget

Career Development Center
To ensure a successful interview, it is important to keep a few things in mind to prepare you for the big day. Look over the interview preparation steps on the following page, and check each box off before going into your interview. The five online resources below can be helpful in your preparation. Being well-prepared is key, as it reflects responsible qualities that employers will take notice of.

**CONGRATULATIONS, YOU’VE FINALLY LANDED THE BIG INTERVIEW!**

Create and Rehearse Your Elevator Pitch

Create a concise, memorable summary (commonly referred to as an elevator pitch) for introducing yourself to the interviewers. Highlight your most relevant experience, accomplishments, abilities, and future goals that relate to the position. You can use this introduction in response to the prompt “Tell me about yourself?” If you need help verbalizing how your skills and experiences match the job posting requirements, schedule an appointment with a Career Coach.

Select Your Interview Attire

Make a good first impression! If you are in need of interview attire, we encourage you to apply for professional clothing through First Impressions. Visit www.cmich.edu/firstimpressions for more details. Tips for professional dress are in this section.

Schedule a Mock Interview

The best way to prepare for an interview is to actually do it! Through our Mock Interview Program, we will simulate an interview for you to strengthen your interviewing skills. Sign up for a Mock Interview by logging into Handshake.

Prepare Questions for Interviewers

Interviewers expect you to ask questions. Asking questions is another way to express your genuine interest in the position and organization. Keep in mind that you will likely develop additional questions on-the-spot based on what transpired during the interview.
Software, such as Skype, is commonly used to connect you, as a potential candidate, with the hiring committee in a convenient, cost-effective way. Prepare and test your video/audio equipment by practicing with a friend or having a Skype mock interview. Your video screen name should be professional and appropriate. For the interview, make sure that your backdrop is plain and lighting is appropriate. Dress professionally and look at the camera (not your screen) to maintain eye contact.

### Types of Interviews

#### Online

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#### Telephone

This is typically the method used for the first round of interviews and will be your first “live” interaction with the employer. Make sure your cell phone has a strong signal and connection or use a landline phone. Dress professionally to help yourself get into a professional mindset and be free of distractions and background noise.

#### Group

You, along with multiple candidates, will be assessed in the same room for the same job. Candidates may be asked to all respond to the same question or different sets of questions in either a round table or random format. Group interviews often involve interaction between candidates, which will allow the interviewers to see if you stand out and how well you interact with others. The interviewers will also be able to assess your ability to deal with pressure, take on leadership roles, work well with a team, and remember details such as the other candidates’ names and responses.

#### Panel

Congratulations! You are most likely one of the finalists when invited for a panel interview, as you will meet multiple key stakeholders. Appearance, eye contact with each person on the panel, posture, and overall demeanor are as important as your responses to their questions.

### Dress for Success

#### General Tips

- Find a comfortable pair of dress shoes
- When it comes to jewelry, stick with quality over quantity
- Avoid bright colors and busy prints
- Keep makeup natural and hair groomed
- Avoid heavy cologne and perfume
- No jeans, yoga pants or leggings
- Align tattoos and piercings to company standards
- Make sure clothing fits (if not, visit a tailor)
- When in doubt, stick with dark, neutral colors
- Bring a padfolio to write down questions and notes
- Blouse or dress shirt

#### Types of Interviews

- Business Professional
  - Suit and tie (matching top and bottom)
- Business Casual
  - Blouse or dress shirt

#### Throughout your interview, consider displaying these 4 things:

1. How you will make an impact in the new position, starting on Day #1.
2. Your ability to fit in with the existing team structure.
3. Your enthusiasm about the job and organization.
4. Your sparkle. Be yourself and let your personality shine!
A concise summary of yourself is needed in the form of a 30 second “elevator” pitch at a career fair or networking event, as well as in response to the #1 interview prompt, “Tell me about yourself”. So, what should you say?

- **The basics:** your name, CMU major/minor, and year in school (i.e. sophomore)
- **Experience:** work experience, volunteer work, projects related to the position of interest
- **Distinctions:** your top, relevant accomplishments, strengths and skill sets
- **The future:** your educational and career goals as they relate to the position

**Do Include:**
- Your age, marital status, ethnicity and other potentially discriminatory information
- Details about family, friends, co-workers, etc. Keep the focus on you!
- All of your work experiences - stick to what is most relevant for your listener
- Hobbies, unless you are able to make a clear connection between them and the position

**Don’t Include:**
- Your work experiences - stick to what is most relevant for your listener
- Hobbies, unless you are able to make a clear connection between them and the position

During an interview, you will be asked a variety of questions that will assess your qualifications and character. This will involve general and behavior-based questions. Your goal is to provide clear evidence that you have the skill sets and experiences that best match. This will help you to showcase Foundational, Transferable, and Industry-Specific skill sets. Consider using the BAR Method or STAR Method to develop answers.

**During the Interview**

Example Elevator Pitch:

- My name is Victor Student, and I am currently a junior studying Human Resources at Central Michigan University. For the past two years, I have been the Recruitment Chair of the society for Human Resource Management at CMU, as well as a Mock Interviewer for CMU Career Development Center. I also recently completed an employee recruitment and retention project with three classmates, and we won ‘Best in Class’. I welcome the opportunity to ‘Go Further’ with Ford Motor Company and enhance my recruiting skills through this internship.

**Closing the Interview**

It is important to sell yourself at the beginning and end of your interview. Ending the interview on a positive note can be done by incorporating the following:

**B.A.R. Method:**
- Background
- Action
- Result

**S.T.A.R. Method:**
- Situation/Task
- Action
- Result

**Example Elevator Pitch:**

- “My name is Victor Student, and I am currently a junior studying Human Resources at Central Michigan University. For the past two years, I have been the Recruitment Chair of the society for Human Resource Management at CMU, as well as a Mock Interviewer for CMU Career Development Center. I also recently completed an employee recruitment and retention project with three classmates, and we won ‘Best in Class’. I welcome the opportunity to ‘Go Further’ with Ford Motor Company and enhance my recruiting skills through this internship.”

- The above points may naturally weave into your responses. Even if they do (and especially if they don’t!), make sure to mention them as you close the interview.
Following Up

If you are looking for ways to stand out from other applicants, be the one who sends a thank you note or email immediately following the interview. The thank you note is a chance to stand out, demonstrate follow-up skills, add to interview conversations, and reiterate your top qualifications.

Send a thank you note after a phone interview. You don’t have to wait for an in-person interview to write a thank you note. A quick, simple note can go a long way.

Thank you note etiquette can be a challenge when you meet multiple people during an interview. A good rule to follow is to write an individual follow-up note to each person. Before leaving, ask for business cards of each person interviewing you.

If you don’t have the contact information for each person on the interview panel, it is important to name each person you met with.

Use the thank you note to expand or reinforce your interview conversations. If you mentioned a project, organization, or article, you can include a link to further information.

You can also add information that you didn’t cover in the interview. You know that feeling when you walk out of an interview and think, “Why didn’t I say that? I should have talked about that project!” The thank you note can be your second choice.

Finally, if you are working with an HR representative or recruiter who is coordinating the interview process for you, follow up with him/her as well. When you finish a round of interviews, let your recruiter know how it went.

Salary Negotiations and Job Offers

Use the guidelines below for why, when, and how to write a thank you note:

- **DO:**
  - Thank them and demonstrate appreciation for the offer
  - Tell them you’d like to consider the offer and would like to know who you can speak to about negotiating salary and benefits
  - Ask for the offer in writing so you can take your time to review it
  - Ask when the individual needs to know your decision by

- **DO NOT:**
  - Accept the offer on the spot – even if it is more than you expected
  - Come to the conversation unprepared (your employer may be ready and available to enter the negotiation process upon extending the offer)
  - Neglect to negotiate things beyond base pay such as:
    - bonuses, salary reviews – timing, basis, percentage, benefits, retirement, parking, overtime policies, sick days/vacation, tuition reimbursement, employee discounts, relocation/moving expenses, professional memberships, professional development, certifications, sign on bonuses

When you get an offer:

**The Conversation**

When is it appropriate to negotiate?

Once an official offer has been extended:

- AVOID asking or answering any questions about desired salary throughout the interview process. These questions can be deflect with responses such as “I’d like to continue to learn more about this position and its responsibilities before estimating my value in this position.” If an employer absolutely persists on you giving a specific amount, you can demonstrate that your research has indicated that you can expect to make between $____ and $____ based on the position and the skills you bring to the table.

- If you have tangible evidence that your current salary is too low, you may be in a position to negotiate.
Salary Negotiations and Job Offers

If the offer is lower than expected, then you should attempt to negotiate upward.

Useful phrases:
- I understand there may be some challenges in processing my request. Based on my research, the range I’ve asked for is fair market value and reflects the contributions and value I bring to the position. Is there a more realistic range that we can consider and work towards?
- Given my experience with (insert accomplishments, skills, experiences), I was expecting to start in this position with a salary that was between $____ and $____. Do you think we can work together to come to a salary that reflects my qualifications within that range?
- If the salary is non-negotiable, can we talk about benefits or other non-monetary benefits?

Be mindful that often this conversation is a process. It may take several separate sessions of going “back and forth” before you receive your “top” or “final” offer from the employer. Throughout the process remember to remain positive and appreciative for the employer taking interest in you and working with you to reach an offer that you are both satisfied with. The employer should know that you have a continued interest in supporting the company’s goals and that you are reaching for a win/win situation.

If the offer is at or above your targeted salary - Congratulations! Be sure to look at the overall package and decide whether you want to negotiate further on salary or benefits.

Decide - Concluding the Negotiation

Based on your objective research and your personal values in a position, you should know whether or not the final salary and benefits offer is worthy of consideration.

- If you are satisfied with the salary and benefits you negotiated, you can give verbal acceptance of the offer in the negotiation. Be sure to ask for the complete job offer in writing and read it carefully before signing to make sure everything you discussed is included.

- If you decide the final offer is not one that you’re able to consider, it is okay to decline that offer. Make sure to do so in a professional and respectful manner and thank them for the offer and the experience of going through their selection process.

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