CENTRAL MICHIGAN UNIVERSITY
CAREER GUIDE

CAREER SERVICES | RONAN HALL 240
(989) 774-3068 | CAREERS.CMICH.EDU

Your access to jobs, internships, events, appointments, and career resources
# INSIDE YOUR CAREER GUIDE:

## SUCCESSFUL START

- "Chip-A-Way" At Your Career Plan .................................................. 2
- "Chip-A-Way" At Your Career Plan (continued) .............................. 3,4
- Career Ambassadors ..................................................................... 5
- Utilizing Handshake ..................................................................... 6

## REFLECT AND RESEARCH

- Finding Your Career & Academic Fit ............................................... 9, 10
- Career & Personality Assessments .................................................. 11, 12
- Holland Career Codes .................................................................. 13
- Best Fit Area of Study & Career ..................................................... 14

## MARKET AND MANAGE

- Your Experiences ........................................................................ 17
- Your Skills .................................................................................. 18
- Steps to Adapt Your Brand and Applications ............................ 19
- Build Your Brand ........................................................................ 20
- Resume Formats: “Chronological” and “Functional” ................. 21, 22
- Resume Styles ............................................................................ 23, 24
- Cover Letters .............................................................................. 25, 26
- Job Description .......................................................................... 27
- Showing Your Fit ........................................................................ 28
- Academic Applications: Personal Statement .......................... 29
- Academic Applications: Curriculum Vitae ............................... 30
- Online Branding ......................................................................... 31, 32

## EXPLORE AND EXPERIENCE

- Expand My Brand ......................................................................... 35, 36
- Navigating Career and Online Fairs ............................................. 37, 38
- Choosing References and Mentors ............................................ 39
- Reference Page ........................................................................... 40
- Are You “Career Ready”? .............................................................. 41
- Move & Improve .......................................................................... 42

## SEAL THE DEAL

- Interview Preparation ................................................................ 45, 46
- Types of Interviews .................................................................... 47, 48
- Interview Questions .................................................................... 49, 50
- Closing the Deal .......................................................................... 51
- Following Up ............................................................................... 52
- Salary Negotiations and Job Offers ............................................ 53-56
- Creating a Realistic Budget ......................................................... 57, 58

## “CHIP-A-WAY” AT YOUR CAREER PLAN

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

- **SELF** Awareness
- **OPTIONS**
- **ACTION**

Empowering **ACTION** Through Personal and Professional Experiences

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### Steps to Develop the Process:

- **READ** through information focused on career fields and occupations (ex. LinkedIn)
- **LISTEN/OBSERVE** to professionals in your fields and occupations of interest (ex. info. interviews, job shadowing)
- **TEST/TRY** a variety of experiences (ex. internships, jobs, volunteering)
- **TEACH** others about your profession (ex. professional conferences)

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### CLARITY, COMPETENCIES, COMFORT, AND CONFIDENCE

- **SELF** Values, Interests
- **Skills**, **Goals**
<table>
<thead>
<tr>
<th>SUCCESSFUL START</th>
<th>REFLECT AND RESEARCH</th>
<th>MARKET AND MANAGE</th>
<th>EXPLORE AND EXPERIENCE</th>
<th>SEAL THE DEAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Career Services Website (careers.cmich.edu)</td>
<td>- Career &amp; Personality Assessments</td>
<td>- Resume &amp; Cover Letter</td>
<td>- Interviewing</td>
<td></td>
</tr>
<tr>
<td>- Meet the Career Services Team</td>
<td>- Deciding on Areas of Study</td>
<td>- Personal Statement and CV</td>
<td>- Professional Attire</td>
<td></td>
</tr>
<tr>
<td>- Peer Career Ambassadors</td>
<td>- Career Fields, Occupations</td>
<td>- Business Cards</td>
<td>- Salary &amp; Negotiation</td>
<td></td>
</tr>
<tr>
<td>- &quot;Handshake&quot; Career Management System</td>
<td>- Academics, Graduate School</td>
<td>- Social Media, Website/E-Portfolio</td>
<td>- Budgeting</td>
<td></td>
</tr>
<tr>
<td>- Career Guide</td>
<td>- Informational Interviews</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Campus Involvement (OrgSync)</td>
<td>- Job Shadowing</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**YEAR 1 GOALS**

**YEAR 2 GOALS**

**YEAR 3 GOALS**

**YEAR 4 GOALS**

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**APPPOINTMENTS**

<table>
<thead>
<tr>
<th>&quot;CAREER AMBASSADOR&quot; PEERS: REACH CAREER PEER</th>
<th>MOCK INTERVIEW</th>
<th>FIRST IMPRESSIONS FITTING</th>
<th>outREACH EVENT/PRESENTATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;1ST APPOINTMENT&quot;: MEET WITH A CAREER COACH</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&quot;FOLLOW-UP APPOINTMENTS&quot;: MEET WITH AN ASSISTANT DIRECTOR FOR MAIN ACADEMIC COLLEGE, UNDECIDED, OR CAREER ASSESSMENT INTERPRETATION</td>
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<td></td>
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</table>

- SELECT YOUR ACADEMIC COLLEGE/TOPIC: CHSBS - CCFA - CBA - CSE - CHP - CEHS - UNDECIDED/DECIDING
- ASSISTANT DIRECTOR: 
- EMAIL: 

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[CMICH.JOINHANDSHAKE.COM](http://CMICH.JOINHANDSHAKE.COM)
BUILD YOUR BRAND
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.
LEARN MORE AT: bit.ly/cmichca

DRESS TO IMPRESS
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.
LEARN MORE AT: bit.ly/cmichreach

MAKE A DIFFERENCE
Make a difference in the State of Michigan and beyond through the Capital City Internship Program. The program is open to all students, regardless of major and grade level, with opportunities available every semester. Free transportation from campus to Lansing and parking can be arranged.
LEARN MORE AT: bit.ly/cmichcicp

ACE YOUR 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.
LEARN MORE AT: bit.ly/cmichmock

CONNECT WITH EMPLOYERS
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 MORE AT: bit.ly/cmiches

REQUEST A PRESENTATION
Registered student organizations may request a Career Services overview presentation as well as specific topics like resumes.
LEARN MORE AT: bit.ly/cmichoutreach

NEED HELP NAVIGATING HANDSHAKE?
CALL CAREER SERVICES AT (989) 774-3068 FOR ASSISTANCE OR VISIT bit.ly/cmichhandshake FOR SUPPORT

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 keywords.
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.
REFLECT AND RESEARCH

It's difficult knowing how to plan for the rest of your life. With multiple career options to choose from, the process can often be overwhelming. Your interests, skills, personality, and values all play an important role in securing a best-fit career. Career Services offers several resources to help you gain the self-clarity and confidence you need to make decisions and reach your goals.

WHAT'S INSIDE THIS SECTION

Finding Your Career & Academic Fit 9, 10
Career & Personality Assessments 11, 12
Holland Career Codes 13
Best Fit Area of Study & Career 14

TOPICS:
• Career & Personality Assessments
• Deciding on Areas of Study
• Career Fields, Occupations
• Academics, Graduate School
• Informational Interviews
• Job Shadowing

EXAMPLE RESOURCES:

handshake PLANNING ("CAREER CENTER" DROP-DOWN MENU)
Career Services facilitates discussion and strategic decision-making for our students and alumni to promote lifelong success through:

1. **SELF**
2. Exploring Career **OPTIONS**
3. Empowering **ACTION**

**QUESTIONS TO SUPPORT PROCESS:**
- WHAT?
- WHERE?
- WHEN?
- WHO?
- HOW?
- WHY?

**EXAMPLE QUESTIONS:**
- What do I do with my free time?
- Where do I want to live?
- When do I want to intern?
- Who do I want to help through my career?
- How can I reach my career goals?
- Why did I choose my area of study?

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**FINDING YOUR CAREER & ACADEMIC FIT**

**SELF**

Enhance **SELF**-clarity through reflection on values, skills, interests, and personality, as well as personal and professional goals.
- Take the following Career Assessments:
  - mbti
  - FOCUS 2
  - strong

**OPTIONS**

Explore and select academic and career **OPTIONS** that best fit your sense of self and goals.
- View the following Career and Academic Exploration resources:
  - BLS
  - o-net

**ACTION**

Be empowered to take **ACTION** by confidently participating in strategic decision-making to secure personal and professional opportunities that promote experiential learning, competency development, and align with goals.
- Use Networking, Internship/Co-Op and Job Search tools:
CAREER & PERSONALITY ASSESSMENTS

DIRECTIONS: Check the items on the next page that best describe you. Total each theme and check page 9 to view the Holland Career Codes that match. These can be used to find best fit areas of study, career fields, and occupations.

FOCUS 2 highlights career and major exploration, decision making and action planning in one comprehensive resource. Customized with CMU’s majors, your assessment results are matched to career options and majors/programs offered at CMU. FOCUS 2 guides you through a reliable career and education decision-making model to help select majors, make informed career decisions and take action! Make sure to SCHEDULE AN APPOINTMENT to evaluate and apply your results. A shortened sample assessment can be seen on the following pages. You can access the full FOCUS 2 assessment at bit.ly/cmichfocus2

THEME 1
- Hands-on
- Product-oriented
- Likes using physical skill
- Prefers taking action
- Skilled in dexterity or agility
- Practical
- Seeks tangible results
- Appreciates adventure
- Provides restoration
- Desires practicality

THEME 2
- Analytical
- Research-oriented
- Likes discovering “why” or “how”
- Prefers problem-solving
- Skilled in logical reasoning
- Rational
- Seeks knowledge
- Appreciates complexity
- Provides solutions
- Desires intellectual challenges

THEME 3
- Expressive
- Idea-oriented
- Likes being imaginative
- Prefers conceptualizing
- Skilled in creating new things
- Inventive
- Seeks flexibility
- Appreciates aesthetics
- Provides enjoyment
- Desires originality

THEME 4
- Helpful
- Service-oriented
- Likes providing care to others
- Prefers developing relationships
- Skilled in understanding others’ needs
- Supportive
- Seeks ways to make an impact
- Appreciates community
- Provides encouragement
- Desires social harmony

THEME 5
- Persuasive
- Results-oriented
- Likes influencing others
- Prefers taking the lead
- Skilled in verbal communication
- Competitive
- Seeks to achieve status
- Appreciates risk-taking
- Provides motivation
- Desires accomplishing goals

THEME 6
- Orderly
- Data-oriented
- Likes working with processes
- Prefers following a routine
- Skilled in finding efficiency
- Systematic
- Seeks accuracy
- Appreciates stability
- Provides structure
- Desires predictability
HOLLAND CAREER CODES

THEME 1 – REALISTIC
You are a DOER. Do you like to work outdoors with tools and machines? Do you have a preference to deal with things instead of people?

Some of your possible hobbies include: woodworking, gardening/landscaping, playing sports, hunting or fishing, coaching, building, and/or exercise and fitness.

Some of your possible majors include: engineering, biology, geology, geography, mathematics, statistics, outdoor recreation, environmental studies, or anthropology.

THEME 2 – INVESTIGATIVE
You are a THINKER. Do you love science and scientific activities? Are you task-oriented and not particularly interested in working around other people? Do you like to think through problems rather than act upon them? Do you like challenges and creativity but dislike structure and rules?

Some of your possible hobbies include: astronomy, crossword puzzles, board and video games, computers, visiting museums, and/or collecting items.

Some of your possible majors include: any science-related area: computer science, pre-medicine, pre-physician assistant, pre-pharmacy or pre-dentistry.

THEME 3 – ARTISTIC
You are a CREATOR. Do you have little interest in problems that are highly structured or require physical strength, preferring those that can be dealt with self-expression? Do you have a need for individualistic expression?

Are you less assertive about your own opinions and capabilities? Are you more sensitive and emotional? Are you independent, original, unconventional, expressive, and tense?

Some of your possible hobbies include: photography, writing, sewing, visiting art museums, designing, travel, music, homemade crafts, and/or painting.

Some of your possible majors include: art, journalism, fashion, interior design, broadcasting, video game design, communication, music, or theater.

THEME 4 – SOCIAL
You are a HELPER. Are you concerned with the welfare of others? Do you usually express yourself well and get along with others? Do you seek situations that allow you to be at or near the center of the group? Do you describe yourself as a cheerful, popular, and a good leader?

Some of your possible hobbies include: volunteering, joining organizations, attending sporting events, caring for children, religious activities, going to social gatherings, and/or planning team sports.

Some of your possible majors include: teacher education, child development, social work, sociology, psychology, management, hospitality, or family studies.

THEME 5 – ENTERPRISING
You are a PERSUADER. Do you have a great way with words, which you put to effective use in selling and leading? Do you see yourself as energetic, enthusiastic, adventurous, and self-confident? Do you enjoy persuading others?

Some of your possible hobbies include: discussing politics, reading business journals, watching the stock market, selling products and services, leading organizations and/or operating a home or small business.

Some of your possible majors include: marketing, retail management, sales, political science, history, finance, public health, or women’s studies.

THEME 6 – CONVENTIONAL
You are a ORGANIZER. Do you prefer highly-ordered activities, both verbal and numerical? Do you fit well into large organizations but do not seek leadership? Are you dependable?

Some of your possible hobbies include: collecting, using/working with a computer, card games, and keeping records.

Some of your possible majors include: accounting, management, construction, technology, and paralegal.
When it comes to promoting your skills, experiences, values and interests to an employer or graduate school, you have several options to showcase and build your personal brand. This can be done through traditional methods such as resumes, cover letters, personal statements and curriculum vitae. This can also be expanded and enhanced through technology such as social media and personal websites. Career Services is here to assist you every step of the way to ensure your application materials stand out above the rest!
YOUR EXPERIENCES

Any experience you gain on and off campus, inside or outside of the classroom, can support your personal and professional development while helping you build your brand for your next opportunity. Reflecting on what you have accomplished and articulating your value to an employer, school or organization is crucial to accomplishing your career aspirations. Above are several categories/headings that can help you get started when organizing your experiences before creating your application materials. No matter the medium (ex. Resume vs. LinkedIn profile), your goal is to highlight your most relevant experiences while supplementing with additional experiences.

YOUR SKILLS

In order to better understand and present your whole story, you will want to focus on the relevant skills, interests, and qualifications you gained from your experiences. Overall, any experience can help you gain the skills below that employers look to hire:

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

UTILIZE KEYWORDS FOR TARGETED HEADINGS: whatcanidowiththismajor.com

ADDITIONAL ACTIONS VERBS: bit.ly/reachverbs

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

FINANCIAL/DATA

- Adjusted
- Allocated
- Analyzed
- Appraised
- Assessed
- Audited
- Balanced
- Budgeted
- Calculated
- Corrected
- Estimated

TEAMWORK

- Advised
- Answered
- Administered
- Allocated
- Analyzed
- Appraised
- Assessed
- Audited
- Balanced
- Budgeted
- Calculated
- Corrected
- Estimated

MANAGEMENT

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

RESEARCH

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

TEACHING

- Advised
- Coached
- Consulated
- Critiqued
- Encouraged
- Explained
- Facilitated
- Focused
- Guided
- Instructed

ORGANIZATION

- Cataloged
- Categorized
- Classified
- Coded
- Compiled
- Corrected
- Distributed
- Inspected
- Logged
- Maintained
- Monitored

PERSONAL QUALITIES

- Accurate
- Analytical
- Confident
- Consistent
- Consistent
- Deliberate
- Dependable
- Efficient
- Enthusiastic
- Independent
- Innovative
- Organized
**STEPS TO ADAPT YOUR BRAND AND APPLICATIONS**

**1 / MEDIUM**
What type of resource or material will allow you to best showcase your overall value within each unique situation?
- **Traditional**: Resume, Cover Letter, Personal Statement, Business Card, Curriculum Vitae
- **Electronic**: Social Media Profiles, Website/e-Portfolio, Video Resume

**2 / APPEARANCE (FORMAT & STYLE)**
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?
- **Format**: Chronological vs. Functional vs. Cross-Functional (Clean, Consistent, Easy to Scan, No spelling errors, Relevant information stands out) – pgs. 17, 18
- **Style Spectrum**: Basic/Simple, Contemporary/Modern, Creative/Artistic – pgs. 19, 20
- **Resume Builder Resources**: canva.com, Microsoft Word, Hloom

**3 / ORGANIZATION (EXPERIENCES)**
How will you categorize and label all of your relevant experiences so that the most important stand out?
- **Headings**: The more unique/specific the situation (ex. reflection vs. networking vs. application), the more targeted your headings can be using keywords. See examples below:
  - **PROFESSIONAL EXPERIENCE** - MARKETING & SALES EXPERIENCE
  - **PROFESSIONAL DEVELOPMENT** - CAMPUS LEADERSHIP
  - **EMPLOYMENT** - CUSTOMER SERVICE EXPERIENCE

**4 / 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**
- **BASIC**: Shared career resources with students to help them find jobs
- **BETTER**: Advised over 1,000 undergraduates on application materials, career development, and search strategies to help them secure jobs and internships

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).

**BUILD YOUR BRAND**

**PHASE 1: SELF-REFLECT (KNOWLEDGE)**
**SELF-REFLECT** on experiences, skills, interests, gaps and overall value to develop **SELF-KNOWLEDGE**. This is for YOU!
1. **MEDIUM**: Initial/Reflective Resume, Journaling/Blogging
2. **APPEARANCE**: Clean & Consistent to stay organized
3. **ORGANIZATION**: Categorize experiences that are relevant to you with headings that keep you organized (pg. 13)
4. **DETAILS**: Create detailed sentences that articulate skills you feel are relevant to your story (pg. 14)

**PHASE 2: SHOWCASE (NETWORK)**
**SHOWCASE** your experiences, skills, interests and overall value to professionals and employers in your career fields of interest through **NETWORKING**.
1. **MEDIUM**: Networking Resume, business card, social media profiles, personal website
2. **APPEARANCE**: A format and style that is clean and consistent is still key. Consider adjusting appearance to the industries or professionals that will see your information.
3. **ORGANIZATION**: Organize and target headings based on who may see your materials. This means that using industry keyword language that your field recognizes and values can be key.
4. **DETAILS**: Reorganize and adjust sentence content based on relevance to what your profession or employers would value.

**PHASE 3: SUBMIT (MEET NEED)**
**SUBMIT** an application that displays how your experiences, skills, interests, and overall value connect to the specific **NEEDS** of an employer, organization, or school.
1. **MEDIUM**: Targeted “Application Resumes,” cover letters – pgs. 21, 22
2. **APPEARANCE**: Now that you are applying directly to a specific employer, does the format and style of your material match the employer culture and expectations?
3. **ORGANIZATION**: Organize and target sections and target heading language specific to the job posting and employer to showcase the most relevant information. This means that finding themes (ex: types of experience, skills) and using their language can be key.
4. **DETAILS**: Be even more strategic with reorganizing sentences and adjusting content to best align with the job posting requirements to show value and relevancy.
**RESUME FORMATS:**

**“CHRONOLOGICAL”**

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

**RESUME FORMATS:**

**“FUNCTIONAL”**

Consider using this skills-based format when a chronological format may not allow your most relevant skills/experiences to be emphasized.

**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 articles for agency directors on the volume of clients served, and in addition to utilizing SurveyMonkey for client and follow-up for agency director
- Counseled residents and served as a campus/community resource
- Trained new staff and volunteers

**Analysis Skills**
- Familiar with analysis software including SPSS and Excel for quantitative data and NVivo for qualitative data
- Planned and executed a web satisfaction survey to assess senior services by health awareness program
- Conducted a statistical analysis of survey data, and presented results to Central Michigan University’s Council of Chicks
- Wrote a 20-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 languages with parents/youth served by agency
- Research and wrote additional scholarly papers for various undergraduate and graduate classes

**Organizational Skills**
- Associated 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 500 students
- Assisted with training entire residence life student staff and making them aware of cultural sensitivity issues
- Designed and implemented new program for seniors during multiple health concerns
- Developed a nine-port document series for campus audience, averaging an attendance of 85 people per showing
- Refined Search 2008 for programs for seniors through the Inland Counties Commission on Aging; this was the largest amount ever raised by students in the county

**EDUCATION**

Central Michigan University, Mount Pleasant, Michigan
Bachelor of Science, May 2011 (Expected)
Major: Sociology; Minor: Psychology

**EXPERIENCE**

Reb’s Taland, Mount Pleasant and Rovi, Michigan
Bar tender, September 2013–Present
Central Michigan University, Mount Pleasant, Michigan
Multicultural Advisor, Office of Residence Life, August 2013–Present

**HONORS**

- Received the Alfa Kappa Delta, International Sociology Honor Society; Fall 2014
- Earned the Fall 2014, Spring 2015, and Fall 2016 Best Undergraduate Communications Paper Award; Spring 2016

**PROFESSIONAL EXPERIENCE**

**Special Olympics**
Mount Pleasant, WI
Volunteer, March 2014
- Established the Communications and Volunteer Coordinator’s Program
- Created a communications plan for Special Olympics, utilizing a digital platform that was posted on social media and distributed to organizations throughout the community

**ADAPT HEADINGS:**
- Ties and positions. This heading could become “Public Relations Experience.”
- Adapting headings such as “Campus Leadership.”
- If you’ve had multiple positions within one organization, you can split up the experiences.

**BULLET POINTS:**
- Include class projects, research, group work and area/industry content knowledge.
- This could become “Customer Service Experience.”
- Not all experiences have to include details.

**MULTIPLE PAGES:**
- Carry-over header or format as: Last Name, Page #
When creating a resume, it is important to find a style relevant to your unique situation. Resources such as Canva, Microsoft Word, and Hloom can be helpful in providing you with templates and easy-to-use programs in the creation of a resume that stands out.
### COVER LETTER FORMAT

**ME + YOU = US**

Showcase how your qualifications meet an employer’s unique need.

<table>
<thead>
<tr>
<th>Your Full Name</th>
<th>Address</th>
<th>Phone</th>
<th>Email</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Person’s Name</td>
<td>Title</td>
<td>Organization/Company Name</td>
<td>Address</td>
<td></td>
</tr>
</tbody>
</table>

Dear [Mr./Ms./Mrs./Dr. Last Name],

S tate which position you are applying for and where you found the opening. Be sure to mention the names and titles of any referrals. Give information that shows your interest in the company and why you are writing. Connect through common skills, experiences, and goals that fit the opportunity.

Explain why you are interested in working for this employer. Highlight and expand on 2-3 of your strongest qualifications that will benefit the employer. Provide concrete evidence and relate these back to the organization and job description. Avoid repeating information found on your resume and any generic statements that are not validated with specific information.

Leave the reader with one last deliverable either about yourself or why you would like to work for that company. Thank the reader for their time (e.g., area, interview, start date, or hire).

Best regards,

Your Full Name

### PRO LEVEL TIPS:

1. Use the same header as your resume to ensure consistency in application materials.
2. Only include priority information – most cover letters are only one page or slightly less.
3. Emphasize what the company does that intrigues you (e.g. special projects, reputation, etc.
4. Conclude by informing the employer of when and how you will follow-up with them.
5. Convert your document to a PDF before uploading to prevent an extra blank page.

### COVER LETTER EXAMPLE

**CHIP A. WAY**

103 Pickard St., Apt. 45 - Mount Pleasant, MI - (231) 455-2322 - chip@email.com

August 1, 2014

Mr. Jane F. Johnston
Vice President
Ajex Accounting Company
350 Eastlake Drive
Billings, MT 59101

Greetings Mr. Johnston:

Thank you for reaching out to me during your event visit to the City College of New York’s Accounting Career Day. I feel confident in my background in finance and accounting and the Staff Accounting positions available at Ajex. During our meeting, you suggested that I send my resume and cover letter to you as an application for the position.

As I complete my Accounting major and the required 100 hours to be eligible for the CPA exam, there are several dozen that have prepared me for the Staff Accountant position. In the Auditing and Accounting class, for example, we had to complete five audits in different departments on campus. We were given limited access to their past year financial statements to determine any discrepancies and we were able to present cost savings recommendations to the Director in each area. I also completed two Forensic Accounting courses, which gave me necessary auditing and due diligence skills needed to succeed with Ajex. My 40 hours also gave me the opportunity to present these to college students. I have completed over 15 tax returns through my hands-on program.

Communication skills are essential in this position. As I feel I will be meeting with clients and traveling to corporate locations to complete audits. As the president of non-profit organization, I am expected to spend a semester in Italy where I have focused on developing strong communication and interpersonal skills. In addition, I was awarded the most productive summer and winter break jobs in the clothing retail field. Strong communication skills are certainly a must when traveling, returns the day after major holiday in a high traffic mall.

I know the skills attained in my coursework, through internship and work experiences, and from my co-curricular involvement make me a well-qualified candidate for this position. I look forward to speaking with you further about the position my contact information is above, and I look forward to hearing from you as you begin to make hiring decisions.

Thank You For Your Time,

Kari McGuide

KariMcGuide

### ADDITIONAL TIPS:

1. The best cover letters are customized for the employer receiving them.
2. Show an employer that you’re the best candidate by tailoring your experiences with what they’re looking for in the job description (see page 24 for an example).
3. Be professional and direct while showing a personal interest and passion for their industry and your field of study.
4. APPLYING BY EMAIL: Your email message can become a quick summary of your cover letter. Avoid using the same language as your letter. Simply stating “See Attached” can be a missed opportunity and shows lack of interest.
POSITION SUMMARY
The Career Coach will advise students in one-on-one appointments and will conduct group presentations on a wide variety career development topics, such as: advantages associated with pre-professional experiences, university, state, and federal laws affecting career planning, placement, and recruitment, resume, cover letter, reference, and writing sample preparation, internship search resources, networking opportunities, and interviewing techniques, and general professional etiquette guidelines.

REQUIRED QUALIFICATIONS
• Bachelor’s degree
• General knowledge of university curricula and policies
• Familiarity with computers and application programs such as Microsoft Office

PREFERRED QUALIFICATIONS
• Masters Degree in Higher Education/Student Affairs, Human Resources, Business or related

DUTIES & RESPONSIBILITIES
• Hardworking with a genuine care for the success of students
• Ability to manage time effectively and adapt to changing demands
• Utilize career management technology such as Handshake and LinkedIn to assist students with career-related topics
• Demonstrated positive interpersonal and public communication skills with diverse audiences with ability to project a positive image
• Advise students in one-on-one appointments and conducting group presentations on a wide variety of career development topics including application materials, interviewing, job and intern search, and networking
• Collaborate with faculty and staff to develop career development programming focused on unique interests and needs of a variety of academic programs

ARE YOU QUALIFIED? Put a star next to each sentence

**Position: Career Coach**

**Position Summary**

The Career Coach will advise students in one-on-one appointments and will conduct group presentations on a wide variety career development topics, such as: advantages associated with pre-professional experiences, university, state, and federal laws affecting career planning, placement, and recruitment, resume, cover letter, reference, and writing sample preparation, internship search resources, networking opportunities, and interviewing techniques, and general professional etiquette guidelines.

**Required Qualifications**

- Bachelor’s degree
- General knowledge of university curricula and policies
- Familiarity with computers and application programs such as Microsoft Office

**Preferred Qualifications**

- Masters Degree in Higher Education/Student Affairs, Human Resources, Business or related

**Duties & Responsibilities**

- Hardworking with a genuine care for the success of students
- Ability to manage time effectively and adapt to changing demands
- Utilize career management technology such as Handshake and LinkedIn to assist students with career-related topics
- Demonstrated positive interpersonal and public communication skills with diverse audiences with ability to project a positive image
- Advise students in one-on-one appointments and conducting group presentations on a wide variety of career development topics including application materials, interviewing, job and intern search, and networking
- Collaborate with faculty and staff to develop career development programming focused on unique interests and needs of a variety of academic programs

**Are You Qualified?**

<table>
<thead>
<tr>
<th>Skill Types</th>
<th>Examples Highlighted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundational</td>
<td>Transferable</td>
</tr>
</tbody>
</table>

**Major Themes/Qualifications from Job Posting**

Use as headings in a resume or themes in a cover letter

**Examples:*

- Skills/Knowledge – ex. public speaking, teamwork, technical knowledge, languages...
- Experiences – ex. volunteering, campus leadership, professional experiences...
- Interests – ex. short-term and long-term goals, employer culture and mission...

**Resume Example**

**Career Coaching Experience**

Central Michigan University Career Services, Mount Pleasant, MI

Graduate Assistant, September 2016-Present

- Coached over 500 undergraduate and graduate students through individual and group sessions on topics such as: career exploration, application process and materials, interviewing strategies, networking, and job and intern search to secure opportunities that best fit their professional goals
- Utilize “Handshake” to manage and schedule student appointments and streamline resource sharing

**Cover Letter Example**

As the liaison to the College of Humanities and Social and Behavioral Sciences and College of Communication and Fine Arts, my goal is to provide a unique and crafted experience for every student, alumni, parent, faculty and staff member, and employer partner to ensure that I provide valuable resources based on needs and goals. These conversations and collaborations have come in the form of one-on-one appointments, workshops and events with students and alumni, as well as employer visits and academic department meetings. In addition, involvements in programs such as “Pathways to Academic Success,” “College 101,” and “English Conversation Partners” have provided me the opportunity to mentor first generation and international students to learn how to more effectively serve a diverse population of learners.
SECTION 2

ACADEMIC APPLICATIONS: PERSONAL STATEMENT

STATEMENT OF PURPOSE/INTENT TEMPLATE

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: i.e. education, research, work experience. You may also include (before or after your relevant experiences) a personal story about your path to this moment in applying to their program. Doing so may show challenges you’ve had to overcome on your journey, why you’ve decided to make a career change, or even how your soft skills would cause you to thrive in their program.

Why Them: Multiple paragraphs (certainly more than one paragraph recommended) on 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 most appealing about them. For instance, if they’re doing research that really intrigues you, include this while stating/repeating how you’re qualified to work with them on this research, why you’re interested in this research (i.e. a possible career path for your future), and recognize the professor you’d be working with. If you use this approach, be sure to also state that you’re still open to other opportunities in their program so they don’t rule you out if that research area is full.

Future Intentions: Multiple paragraphs (at least one paragraph) on how you intend to use this new degree if given the opportunity. This usually includes showing 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:

1. Rearrange the content order above to fit you and/or the requirements
2. The above template is general in nature and recommended if the graduate program does not specify the content to include. If they indicate specific topic/questions to be addressed, make sure you do so!
3. 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!

ACADEMIC APPLICATIONS: CURRICULUM VITAE

IN SUMMARY:

CHIP A. WAY


EDUCATION
Central Michigan University, Mt. Pleasant, MI
Ph.D. in Military History (with American Military History), May 2016

Duke University, Madison, Wi
B.A., December 2002

Major: History, Minor: English

RESEARCH


TEACHING EXPERIENCE
Hunter College, New York, NY
Assistant Professor, August 2014 – present
• Teach the following undergraduate courses: U.S. History to 1776; U.S. History from 1865; and the Civil War

PUBLICATIONS

Arrest at Dawn: Phil Sheridan’s Winter Campaign, 1868-1869, University of Oklahoma Press.


ACADEMIC SERVICE
Hunter College-College of Journalism Tenure Committee, Full time present

Hunter College-History Society Advisor, Fall 2014 – present

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

COMMUNITY SERVICE


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, where as 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.
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.

To best utilize the LinkedIn network, 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 "Find 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.
6. Full library of support sources: university.linkedin.com/linkedin-for-students

A personal website will also help you stand out among other applicants. Some free platforms include WordPress, Wix, Jimdo, and Weebly, but feel free to experiment with any other favorites. Use your website to host all of your professionally-based social media links in one location and to host pictures, video highlights, documents, and video references to better connect with employers. Lastly, be sure to include a link to your personal website on your resume, cover letter, business cards, and email signature line.

You may also want to use your Facebook and Twitter accounts to research employers and connect with career opportunities. In this case, make sure they are professional, appropriate, and reflect you in a positive manner. Always be careful what you post online, even if you use the highest privacy settings.
Since it’s a full-time job to land a job, it is important to develop search strategies. You need to stay organized and get connected through online and in-person networking, as well as identify resources that can help you find people, organizations, employers and positions that fit your personality, interests, skills and values. It is key to find a BALANCE of resources and strategies that fits your unique situation!
EXPAND MY BRAND

LOCATION-BASED

INDUSTRY-BASED

LARGE SEARCH ENGINES

CMU RESOURCES

CAMPUS

• Campus Involvements
  • Faculty and staff
  • Employment

MY NETWORK

It’s not just WHO you know, but HOW you know them.

INFO INTERVIEWS

The goal of informational interviews is to learn as much as possible from professionals in your field of interest. These people could become some of your best advocates with your career development. After asking to set up an informational interview, create a list of questions to bring with you. LinkedIn is a great way to find and connect with those that can support you.

JOB SHADOWING

Take it a step further by observing the day-to-day responsibilities of a person in your career field and occupation of interest. This will give you an inside look to determine if the job will be a good fit. These types of interactions can even lead to an internship or job opportunity in the future.

INTERNSHIPS

Internships/Co-Ops can be one of the best ways to gain hands-on professional experiences in your career field while helping you get your foot in the door. Many employers use these experiences to hire full-time employees. Consider gaining multiple professional experiences to build your network and to become more competitive.

EMPLOYER DIRECTORIES

EMPLOYER REVIEW SITES

SOCIAL MEDIA

SEARCH PROCESS: RESEARCH/CONNECT APPLIED INTERVIEW SECURED/ACCEPT MY TOP EMPLOYERS:

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!
BEFORE THE FAIR
- View event details and participating employer lists, and determine which employers to target. (Details and employer lists for all CMU career fairs and events are available on Handshake.)
- Review other sections of this Career Guide, especially the Elevator Pitch on page 37.
- Visit REACH Advising to polish your resume and get advice on tailoring it for your targeted employers.
- If you need a suit, seek out First Impressions, a program that provides free, professional attire.
- Practice talking about your experience and skills through the Mock Interview Program.
- Attend a prep event, such as Fire Up Your Career, or schedule an appointment with a career coach.
- Research your targeted employers and prepare specific questions to ask them.

DURING THE FAIR
- Dress professionally and bring a padfolio with your tailored and general resumes.
- Refer to the career fair’s registration packet, which usually includes a map of the fair’s layout, 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 THE FAIR
- Keep the employers’ contact information and your job/internship leads in one place, such as Handshake.
- Connect with and thank the recruiters via e-mail and LinkedIn.
- Follow up with any additional materials/information, such as a project write-up or updated resume.
- If you were interviewed, send a thank you note.
- Make notes about the experience and personal areas of growth for the next career fair.

With virtual career fairs, you can customize your avatar and visit a virtual auditorium, where you can speak with employers via chat or voice function. Visit Handshake and go to “Events” to sign up, create your own avatar, and start networking virtually!
CHOOSING REFERENCES AND MENTORS

CONSIDER BOTH PERSONAL & PROFESSIONAL CONTACTS

Reflect on people in your life that can best support your goals and/or speak highly of your qualifications and character based on the unique opportunities you are applying to. Several to consider include:

- Family, friends, faculty/staff, colleagues, supervisors

Select people who can speak to your unique skill sets and experiences and/or your overall character. Try to find a good balance in WHO will represent you and HOW they will share your personal and professional story.

INDUSTRY
ex: technology, content knowledge

TRANSFERABLE
ex: communication, teamwork, organization

FOUNDATIONAL
ex: genuine, hard-working, positive attitude

REFERENCE PAGE

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

REFERENCE ETIQUETTE

- Use a separate page to list your references. Be sure to use 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 carefully. Consider several references who can speak about your different professional qualities, abilities, or accomplishments.

- Make sure your references can help build a strong case for your candidacy.

- Start by asking your references if they would agree to serve as a reference for you, and 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.

- 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!

- Utilize online resources manage your networks well. You can do so through online sources such as LinkedIn.

SOCIAL MEDIA:

Utilize online resources to manage your personal and professional network. You can even receive endorsements and recommendations through resources like LinkedIn. Learn more at university.linkedin.com/linkedin-for-students

REFERENCE ETIQUETTE

TAKING IT A STEP FURTHER

CHIP A. WAY
202 Washington Road • Mount Pleasant, Michigan 48858 • (313) 850-1000 • antm139@msu.edu

References

1. [Name] [Title]
   Eligibility, Education and Sport
   Central Michigan University
   Mt. Pleasant, MI 48858
   (616) 620-1130

2. [Dr. Benjamin, Jane]
   Vice President
   [Company Name]
   [City, State ZIP]
   [Phone Number]

3. [Mr. Smith, George]
   [Title]
   [Company Name]
   [City, State ZIP]
   [Phone Number]
ARE YOU “CAREER READY”?

Employers are looking to hire those with not only specific qualifications/skills, but those who also bring a variety of experiences to the table. Are you able to prove that you are “CAREER READY”? The following are career readiness competencies as identified by NACE (National Association of Colleges and Employers):

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

ACADEMICS

Coursework, your content/industry knowledge, capstone projects, and continuing education opportunities such as graduate school and certifications can help you stand out to employers. Different industries focus on GPA more heavily than others, but overall, your GPA can showcase a wide variety of skills and abilities in a quick and easy format:

- Maintain a strong GPA throughout college and actively participate in class.
- Meet with an Academic Advisor early and often to map out your field of study.
- Meet with a Success Coach through the Office of Student Success early and often to best navigate campus resources.
- Network with fellow classmates and meet with faculty to help develop your career path. This can lead to research opportunities, conferences, and developing a strong support group.
- Consider the pros and cons of Graduate School and different certifications in your fields of interest.

CAMPUS LEADERSHIP

There are so many ways to get involved on campus, in the community, and beyond. There are offices all over campus that want to help you gain experiences through a variety of outlets.

- Become a member of our Career Services team by becoming a “Career Ambassador.”
- Get involved with the Mary Ellen Brandell Volunteer Center through Alternative Spring Breaks and other various programs.
- Meet with a Study Abroad advisor.
- Join Registered Student Organizations (RSOs) of interest through OrgSync and take on leadership roles.
- Attend conferences such as through CMU’s Leadership Institute.

JOBS AND INTERNSHIPS

Gaining hands-on professional experiences is highly recommended, even if your degree doesn’t require an internship or cooperative education (co-op) experience. Internships are designed to provide relevant experiences and will allow you the opportunity to build relationships with professionals in your field of interest. In addition, many employers use their internships as a first step in the recruitment process for full-time positions.

- Gain multiple internship/co-op experiences in your areas of interest. Meet with the Internship Coordinator or a faculty member in your department to inquire about academic credit for the experiences.
- Secure jobs throughout college to gain transferable skills.

MOVE & IMPROVE

Whether you have just landed a new position, or have been in a position for several years, consider what resources are available to support you in advancing your career. Mentors, professional organizations, and continuing professional development through training, workshops, conferences and events both internal and external to your employer can be vital in getting you to the next level.

CAREER ADVANCEMENT

For both advancement and career transitioning, consider utilizing resources like the ones below:

- Mentors & References: Make sure to manage and stay connected with your personal and professional network to discuss your interests, skills and goals. You never know when an opportunity will arise. Many jobs can be found in the “hidden market” through networking as opposed to visible job sites.
- Social Media Groups: Connect and stay updated through LinkedIn, Facebook, Twitter (ex. alumni, professional organizations).
- Young Professional Networks: Meet a wide range of professionals in a specific location.
- Professional Organization Directories: Discover organizations through resources such as “Career One Stop”, “What Can I do with this Major?”, the Yellow Pages, and Buzzfile.
- Continuing Education & Certifications: Resources like “Career One Stop”, GradSchools.com, the “Graduate Guide”, and CMU’s College of Graduate Studies can help you identify academic programs that best fit your career goals. Additional resources such as “Moodle”, “Open Stax”, “Khan Academy”, and even your local library can provide FREE resources to help you gain new knowledge and skill sets.

CAREER TRANSITIONS

With so many career options and employers available to research and connect with, it is difficult to stay with one employer or industry throughout your career. Often, people will change positions multiple times throughout their lives. If you are looking to transition from one employer to another, or one industry to another, consider how your interests, skills and goals TRANSFER and FIT your next employer’s unique culture and need.
Since it's a full-time job to land a job, it is important to develop search strategies. You need to stay organized and get connected through online and in-person networking, as well as identify resources that can help you find people, organizations, employers and positions that fit your personality, interests, skills and values. It is key to find a BALANCE of resources and strategies that fits your unique situation!
SECTION 4

INTERVIEW PREPARATION

- **RESEARCH THE ORGANIZATION AND INDUSTRY**
  Your knowledge of the employer and industry should be evident in your responses to interview questions, as well as your questions for the interviewers. When you demonstrate this knowledge, you also express your sincere interest in the position.

- **IDENTIFY YOUR TOP QUALIFICATIONS**
  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, refer to page 37 and schedule an appointment with a career coach.

- **SELECT YOUR INTERVIEW ATTIRE**
  Make a good first impression! Refer to page 38-39 for a guide to appropriate and professional attire. 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.

- **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 at www.careers.cmich.edu. To practice your responses to common interview questions, see page 36. For additional practice, consider visiting Ready, Prep, Interview at www.readyprepinterview.com or Big Interview at www.biginterview.com.

- **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. Refer to page 36 for sample questions to ask during the interview process. Keep in mind that you will likely develop additional questions on-the-spot based on what transpired during the interview.

- **BRING YOUR REFERENCES LIST**
  References are typically requested at the conclusion of the interview. Refer to page 26 for a sample reference list. Make sure to bring a copy with you to your interview and notify your references that you have an upcoming interview. They may be receiving a call from the hiring manager soon!

- **PLAN AHEAD**
  An important step in the interview process is following-up with the employer. Request each interviewer’s business card at the conclusion of the interview, and send each of them a thank you note. Refer to page 41 for a guide on how to write them.

Congratulations, you’ve finally landed the big interview! However, 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 three online resources above can be helpful in your preparation. Being well prepared is key, as it reflects responsible qualities that employers will take notice of.
SECTION 4

BEHAVIORAL INTERVIEW
“Tell me about a time when...” or “Give me an example of a situation where...” are prompts that seek your best examples of how you would satisfy the requirements of the job. These behavioral interview questions are frequently asked in interviews of all types. See page 37 for examples of common behavioral-based interview questions.

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.

ASSESSMENT
This method will provide you the opportunity to prove your knowledge, skills, and abilities pertaining to the job. You may be required to do one or several activities in front of the interviewers and key stakeholders. The activities may involve a presentation or role-playing, for instance, and last from an hour to several days. Organizations are willing to include assessment center techniques in the interviewing process to make a wise investment in the successful candidate.

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.

ONLINE
Software, such as Skype, is more and more 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 through the Mock Interview Program before your scheduled 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.

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!
INTERVIEW QUESTIONS

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 your answers.

Ex: How have you used “InDesign” to create awareness around a product or resource?

Ex: “Tell me about yourself.”

“Why are you interested in this position?”

“Why are you the best candidate?”

Ex: Describe a time when you’ve worked on a team to achieve a common goal.

B.A.R. Method

S.T.A.R. Method

- BACKGROUND/Situation/Task: orient your interviewer by providing the “who, what, when, where, why” of the situation.
- ACTION: describe what exactly you did in this situation and why you did it in that particular way.
- RESULT: conclude your example with the outcome of your actions and what you learned from the experience.

Interviewer: Tell me about a time when you successfully handled a difficult situation.

Your response: In my HR Training and Development class at CMU this past semester, I worked with two classmates to complete a semester-long training project for our business client, Enterprise Holdings. I decided to take the lead on the project, and delegated responsibilities and tasks to my classmates. One classmate in particular had been late for two meetings and did not complete his first task on time, so I approached him individually to discuss the issue. He mentioned that he was having difficulty understanding the first task and was too embarrassed to speak up. I walked him through the task using visual aids to make sure it fit his individual learning style. I’m proud to say that we achieved an A on the project and Enterprise Holdings will be implementing our work into their new employee training program. I also learned that, as a leader, you should check your team’s understanding of the tasks before moving forward.

RESPONDING TO THE #1 INTERVIEW PROMPT: “TELL ME ABOUT YOURSELF”

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?

✓ Do include:

• 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

✗ Don’t 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

EXAMPLE ELEVATOR PITCH:

Position of Interest: Human Resources: Recruiting Internship with Ford Motor Company

My name is Victor Chip, 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 Services. 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.

VIEW MORE EXAMPLE QUESTIONS BASED ON CAREER FIELD AND OCCUPATION THROUGH THE RESOURCES BELOW:

www.glassdoor.com
www.qinncia.com
www.jobinterviewquestions.com

TIP: use what you’ve learned from the interview to ask specific questions (ex. “You mentioned that...I was curious to learn more about...”).
CLOSING THE DEAL

IMPORTANT CONSIDERATIONS

If you are no longer interested in taking part in the interview process, be sure to remain professional! Contact the person you scheduled the interview with and politely state you are no longer interested and would like to cancel. Do this with at least a 24-hour notice before the time of your interview. It is considered very disrespectful and unprofessional to simply not show up for a scheduled interview. You risk damaging your reputation, the reputation of those who helped you get the interview, Central Michigan University, and potentially many others!

It is strongly recommended that you only interview if you have a legitimate interest in the position. It is not fair to the employer and takes away from the other candidates’ potential in moving forward if you take part in an interview simply for fun or practice. To schedule a practice interview, utilize CMU’s Mock Interview program or set up an account on cmich.biginterview.com.

Be sure to diversify your job search. It is not in your best interest to turn down interviews based on the assumption that you will get an offer from another company.

For professional advice on your unique situation, schedule an appointment with a career coach. You may also consult the career-related resources and information available at careers.cmich.edu.

CLOSING THE INTERVIEW

It is important to sell yourself at the beginning (see page 37) and end of your interview. Ending the interview on a positive note can be done by incorporating the following:

- Summarize your key points: relevant experience, distinctions, your passion for the position, and how you see a future with that employer
- Respond to information revealed by the hiring team, especially if it intrigues you and fits your skills/experience
- Ask appropriate, specific questions regarding the employer or position that haven’t already been answered by the job description or hiring team (see page 36)
- Leave out salary/benefit questions until the employer initiates the discussion or presents you an offer

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 1-2 business days after 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.

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

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. See the following example:

“Thank you for taking the time to talk with me on the phone today. Please let me know if I can answer any other questions, and I hope to hear from you again soon.”

Thank you note etiquette can be a challenge when you meet with 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.

“Dear Judy, It was a pleasure to meet you on Wednesday. Your description of the coordinator role and how you facilitate the weekly office communications was very helpful. Good luck with the event next week, and thanks again!”

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

“I enjoyed meeting you and the rest of the team yesterday. Please tell Anna, Victor, and Lisa thank you for their time and thoughtful questions.”

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.

“We talked about the conference where I learned about the new IT governance strategies, and I wanted to share a link to the presentation I mentioned.

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 X? I should have told them about that project!” The thank you note can be your second choice.

“It was good to learn more about how you collaborate with your managed service vendors. I don’t think I mentioned that my previous role involved negotiating a new IT services contract.”

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.

“Dear Phil, Thank you for setting up the call with Donna today. She and I had a good conversation about the regional office’s rapid growth—and it was nice to find a fellow Houston native!”

Combine the above examples that work for you to form a complete thank you note of three sentences to a couple of paragraphs. Be sure to write your note in your neatest handwriting and add a personal touch from your interview!
SECTION 5

STEP 1: REFLECT – KNOW YOUR VALUE AND YOUR VALUES

Think about the job you have or the one you seek. How do you or bring value to the company or organization? What accomplishments, skills, and work experiences are relevant to the position? Consider things such as...

- Accomplishments related to your major
- Leadership roles
- Measurable positive results from your work (increases in revenue or client base)
- Skill areas where you particularly excel

Write down as many of these as you can.

These accomplishments, skills, and work experiences will not only help you establish an appropriate target salary, but provide you with persuasive responses during your negotiation that will help you justify any request to increase your salary.

In addition to knowing your value and worth to an organization, you must also reflect on your individual values when it comes to a position and a company/organization.

STEP 2: RESEARCH – BENCHMARK YOUR SALARY AND BENEFITS

Grounding yourself in objective research is essential to preparing for your negotiation. Use the following resources to determine the market value for your position based on job title, location, and skill set...

- www.salary.com
- www.payscale.com
- www.glassdoor.com
- CNN Money's Cost of Living Calculator

Be sure to assess the market and take into account factors such as...

- The overall economic conditions of the area
- Who the company’s competitors are
- The company’s financial health
- Local occupational growth/decline

MARKET RANGE: \[
\text{LOW (10%)} \quad - \quad \text{HIGH (90%)}\]

Finally, determine a resistance point, or the lowest salary you would be willing to accept and still reach agreement. REMEMBER: Salary is not the only area of an offer that you can negotiate!

MY PERSONAL SALARY RANGE: \[
\text{LOW (BUDGET NEEDS)} \quad - \quad \text{HIGH (IDEAL)}\]
STEP 3: NEGOTIATE – KNOW YOUR STRATEGY

WHEN IS IT APPROPRIATE TO NEGOTIATE?

Once an official offer has been extended.

1) AVOID answering any questions about salary during the interview and answering any questions about desired salary throughout the interview process. The employer should always be the first to name a number. These questions can be deflected with responses such as “I’d like to continue to learn more about this position and it’s responsibilities before estimating my value in this position.” If an employer absolutely expects to make between $__,____ and $__,____ based on the position and the skills you bring to the table.

2) If you have tangible evidence that your current salary is too low, you may be in a position to negotiate.

THE CONVERSATION

When you get an offer,

DO:

• Thank them and demonstrate appreciation for the offer
• Tell them you’d like to consider the offer and would like to know whom they can speak to about negotiating salary and benefits (whether it’s that person or an HR representative)
• 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’s your desired salary or 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
  - Additional areas: 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

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

Useful phrases:

- “I am confident I will bring value to the organization. However, based on my research the market range in the area for someone in this position with my demonstrated skill set is - $__,____ - $__,____. Would you consider an offer within that range?”
- “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?”

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.

Useful responses if an employer rejects to negotiate into your proposed salary range:

• “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 this position. Is there a more realistic range that we can consider and work towards?”
• “I absolutely understand budget constraints; however, I’ve demonstrated that my skills and experiences are competitive for a higher range. If not now, do you think we could revisit this in the future and discuss what a salary review would look like for this position?”
• “If the salary is non-negotiable, can we talk about benefits or other non-monetary benefits?”

If the offer is at or above your targeted salary - congratulations! Be sure to look at the overall package and decide whether or not you want to negotiate further on salary or benefits.

STEP 4: 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 turn down and 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.
Establishing a monthly budget is essential to estimating how you'll be able to manage your money with a given salary.

The **50/20/30** rule is a guideline to help you have a proportionally healthy budget. It is meant to be flexible based on your particular situation and needs. The rule recommends allocating the following:

**50%**
- Housing
- Food
- Transportation
- Utilities (electric, gas, water, cell phone, cable, etc.)

**20%**
- Savings & Debt

**30%**
- (or less) to fixed expenses
- (or more) to financial goals & obligations

**NEEDS**

**SAVINGS & DEBT**

**WANTS**

**ADDITIONAL FINANCIAL LITERACY & PLANNING TOOLS:**
- mint.com
- learnvest.com
- nerdwallet.com
- paycheckcity.com
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