Graduate Development Conference
September 17, 2011

Promote Your Self:
Networking, Resumes and Interviewing

The Center for Career Services and Cooperative Education

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The Center for Career Services and Cooperative Education

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WHO IS MY ADVISOR?

School or College	Advisor	Location
College of Education and Human Services	Linda Flynn	University Hall 2154
School of Business	Diane Freedman	Partridge 402
College of the Arts	Elaine Russo	Life Hall 128A
College of Humanities and Social Sciences	Beverly Ververs	Dickson Hall 437
College of Science and Mathematics	Gennae Hinson	Richardson 236

Career Development Services

- Career Counseling available by appointment
- Interest testing – Myers-Briggs Type Indicator, Strong Interest Inventory & the Self-Directed Search are available
- Mock interviewing, resume and cover letter writing, job search techniques
- "Drop-in" counseling - help with a brief question or a resume critique is available without an appointment

Career Development Services

FOCUS is a guidance-oriented self-assessment program available on the web.

VAULT provides inside information on 100s of organizations, including industry overviews, occupation profiles and company discussion areas.

OptimalResume guides you throughout the creation of your resume (up to 5!), offering suggestions on how to phrase your education and employment history.

Career Development Services

Part of **OptimalResume**…

Interview Prep offers *online* video-based practice interviewing, specifically created for Campus Career Centers.

Online Portfolio offers a rich, visual representation of a variety of files--.DOC, .XLS, .PDF, .ZIP, .JPG, .TXT, .WAV

Letter Builder helps you create online cover letters that support your OptimalResume.

Career Development Services

Career Directions

On and off campus **FT/PT** jobs and internships are listed 24/7 via **Career Directions**

Networking Basics

Networking Defined

- Have you ever discussed your career with someone who knows about your profession?
  - Your boss?
  - Your PROFESSOR?
  - Your friend's dad?
  - Your mom's friend?
  - Your aunt in California whom you never see, but who is in your industry!!!!?

You may already have begun networking!

Where to begin?

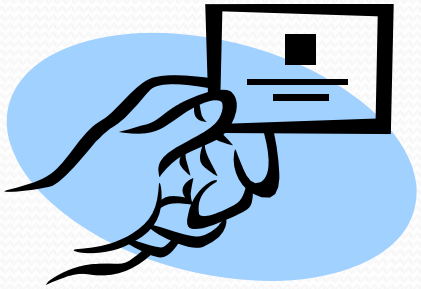
- Begin where you're most comfortable
  - ✓ Your neighborhood
  - ✓ Your class
  - ✓ Your college alumni office
  - ✓ Your Career Center
  - ✓ Online…
- Don't narrow your networking to *work environments*.

Whom should I Network with?

- College alumni: Try the Mentoring section of **Career Directions**, a site for MSU students to network with alumni
- Family members
- Friends
- Professors, advisors, coaches, tutors, clergy
- The local chapter of your professional association
- Your former bosses and coworkers
- Industry events such as Career Fairs
- Networking events in your town
- On-line networking tools such as facebook.com, linkedin.com
- People you meet when doing VOLUNTEER work.

Anyone, Anywhere, Anytime!

What does a Networking business card look like?



- It looks like a traditional business card and contains key contact information (name, phone, e-mail, address).
- Instead of listing a job title and company, it focuses on job objective, resume highlights, or a unique selling proposition.

Example . . .

Anne Matthews

Pursuing a position where I can apply my marketing education and creative marketing skills.

BS – Montclair State University, GPA: 3.25

Concentration: Marketing

PO Box C-1238 Montclair, NJ 07043

973.555.3838 Anne.Matthews@gmail.com

Business Card Design

- Clean & simple
- Use traditional fonts – with serifs T not without T
- Font size – 10-11 points
- Traditional colors of ink & paper (Special business card paper-Avery 3612)
- High quality inkjet or laser printer only

Keep a Networking Log

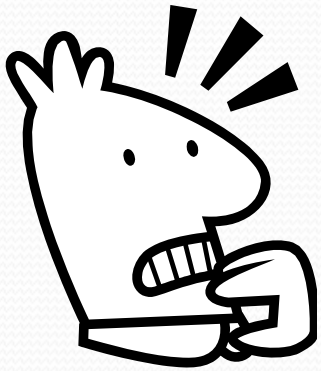
Include in your log…

- Contact name
- Company name
- Address of company
- Referral source
- Date of meeting
- Follow-up actions
- Key points learned
- Suggestions that the contact made
- Names of referrals the contact gave

I am *Afraid* of Networking!

The Fear

- Most people fear contacting others because they are afraid of imposing, or asking for help.



Reality

- Most people are happy to do something for someone else, if asked.

Golden Rules

- Start networking ***before*** you need something.
- Think 2 steps ahead to build goodwill and credibility.
- Once you begin your job search – *LET EVERYONE KNOW.*
- Never stop.

RESUME BASICS

Common Errors

- Spelling
- Grammar
- Crowded appearance
- Length
- Cross outs
- Lack of focus
- Exaggerations

Objective:

1. Name the job title:
Position as English teacher

2. Name the skills used:

Position involving counseling, writing, and directing volunteers.

Objective: (continued)

3. Name the setting:

Position in an insurance company

4. Combine types:

Position as Graphic Designer in an arts and crafts environment

Related Experience:

9/05 – present **Counselor**, Drop-in Center
Montclair State University, Montclair, NJ

* Counseled 10-12 college students each week.
* Made referrals to campus and community support agencies.
* Selected to provide training to new volunteers.

1/03 – 5/05 **Aide**, Nathan's Nursing Home, Bloomfield, NJ

* Acted as companion for one individual.
* Motivated him to participate in recreational activities.
* Assisted with medical forms.

Other categories

Software:	MS Office, FileMaker, Pagemaker
Operating Systems:	**Windows** XP; Mac OS X, Leopard
Languages:	Reading knowledge of French
Professional Associations:	* American Psychological Association * New Jersey Psychological Association
References:	Available upon request

Reference List

Douglas L. Marten
2621 M. Street, NW
Passaic, NJ 07055
Home: (973) 471-2345 College: (201) 893-4567
Reference List

DENNIS BURKE
Staff Writer – The Daily Telegraph
429 46th Street, Suite 305
New York, NY 10002
(212) 657-3428

TARA MITCHELL
Photographer – The World Wide Web
33 21st Street, Suite 420
New York, NY 10036
(212) 438-7512

BRUCE PARKER
Parker Consultants Inc.
1354 Highland Cross
Rutherford, NJ
(201) 555-3432

Optimal Resume

OptimalResume is a comprehensive, web-based tool, which allows you to create, present and manage up to *5 resumes*. The program will guide you throughout the creation of your resume, offering suggestions on how to phrase your education and employment history.

Current students: You must use your mail.montclair.edu email address to log into the system.

Once your resume is completed, you'll have 3 options:

- Print your resume as a Word document
- Copy and paste a text version
- View as an interactive resume website which you will be able to send to employers.

MONTCLAIR STATE UNIVERSITY

OPTIMALRESUME.COM
THE OPTIMAL FIRST IMPRESSION

Document Center | Skills Center | Calendar | Account | Contact | Help

Interview Prep
Skills Assessment

Welcome, Adam Mayer (Logout)

New Resume | New Letter | New Portfolio | New Website

amayer | CoverLetter_1 | Portfolio_1 | amayer

amayer

Edit | Deactivate | Rename | Clone | Delete | Review Center

Your website is Activated.
http://montclair.confidentialresume.com/amayer

College Job Board

Login

Log into the Montclair State College Central Network Job Board

HELP

Resume
Letter
Portfolio
Website

ANNOUNCEMENTS

Want to improve your interviewing skills? Record yourself with Interview Prep. Click the Skills tab at the top of the page.

TIPS

Virtual Interview Coaching

Resume | Cover Letter | Portfolio | E-Mail

Download

Adam Mayer

mayerad@montclair.edu

PROFILE

Masters degree in Counseling, with over 9 years Career Development experience in Higher Education.
Adept at building strong partnerships with Deans, Faculty, Administrators and Employers.
Experienced department liaison during on and off campus events.
Extensive knowledge of community and professional resources available to assist in career planning.
Highly skilled career counselor, educator and public speaker.
IBM/Mac OS, MS Word, PowerPoint, Excel, Publisher, Meeting Maker, Windows Movie Maker and iMovie.

HIGHER EDUCATION EXPERIENCE

12/97 - present

Montclair State University, Montclair, NJ

The Center for Career Services and Community-based Learning

Beginning as a Graduate Assistant, I successfully expanded my responsibilities from Career Counselor to Assistant Director to fulfilling the role of Director.

- **Assistant Director**: 12/04 - 09/05 & 12/06 - 1/07
- **Interim Director**: 9/05 - 12/06
- **Career Counselor**: 12/99 - 12/04

Cover Letter

SALUTATION

Letter should be addressed to a specific person.

INTRODUCTORY PARAGRAPH

Indicate how you learned of the position.

BODY OF LETTER

1) Explain why you're interested in this organization.

2) Pinpoint the skills you have that relate to the position.

3) Use key words from the job description to show that your skills match the employer's needs.

CONCLUDING PARAGRAPH

1) Indicate your strong interest in an interview

2) State how and when you plan to follow up

What is Interviewing?

- An interaction between yourself and an employer to determine whether a match exists.

- Important to note that you are interviewing a possible employer as much as they are interviewing you, it is **mutual**.

The 2 Types of Interviews

- Traditional
- Behavioral

Traditional Interview Questions

- **Tell me about yourself.**
  - Stay professional, no social/personal stories, recent and relevant
  - Include Education/Experience
  - Tie your strengths to the job description

- **Why should I hire you?**
  - Draw parallels between the job and your background
  - Draw specific examples from your resume

- **What kind of experience have you had?**
  - Include ANY experiences that are professionally related including: full-time jobs, part-time jobs, summer work, internships, class work/projects, research and volunteer work

<u>Behavioral</u> Interviews

- Employers look at past behavior to predict your future success in the position.
  - The past is the most accurate prediction of the future.
  - Behavioral Interviews examine past accomplishments and may start with: *"Tell me about a time when…"*
  - Many questions examine leadership, teamwork, problem solving, initiative.
  - If you don't have relevant work experience, it is okay to refer to classes you have taken as examples.

<u>Behavioral</u> Interview Questions:

- Tell me how you handled a time when a team member did not carry his or her weight on the team.
- Describe a major problem you faced and how you handled it.
- Tell us about a time when you failed at something and how you handled the situation.

Five Steps to Successful Interview Preparation

1. **Research Employer/Salary**

- Research via the company website, company literature, job descriptions and salary (www.salary.com) or using the Occupational Outlook Handbook (www.bls.gov/oco)

- Information to note includes: Press Releases/Mergers ● Mission Statement ● Leaders ● Products/Services ● Locations ● Reputation ● Company Values

2. **Know Yourself**

- Prepare STAR answers that you anticipate.
- Know if you are a morning or night person and prepare accordingly (test drive to the interview location).
- Arrive early to calm your nerves/review company literature.
- Know your resume and relevant coursework inside out.
- Be courteous to everyone you meet.

3. What to Wear

- Men
  - Conservatively colored suit, basic tie, polished shoes
  - Clean/neat appearance with a fresh haircut
  - Little to no cologne

- Women
  - Conservatively colored suit (skirt should come below the knee)
  - Pantyhose and closed toe conservative shoes
  - Minimal jewelry, make-up, and perfume
  - May want to pull hair back from face

4. What to Bring

- Several copies of resume printed on quality resume paper
- Portfolio/Examples of work
- Attaché case/leather notebook to hold papers
- Certifications, degrees, brochures, publications
- Notebook, pencils/pens
- SHUT OFF CELL PHONE or leave it in the car

5. Be aware of your speech and nonverbal behavior

- Firm handshake and keep hands on table or lap
- Enunciate and moderate speech rate
- Minimize “ums” and “likes”
- Avoid nervous habits (i.e. Nail biting)
- Maintain eye contact
- Mirror body image of interviewer (don’t slouch)

Thank you.

Questions?

The Center for Career Services and Cooperative Education

Morehead Hall, room 337

www.montclair.edu/careerservices

Montclair State University