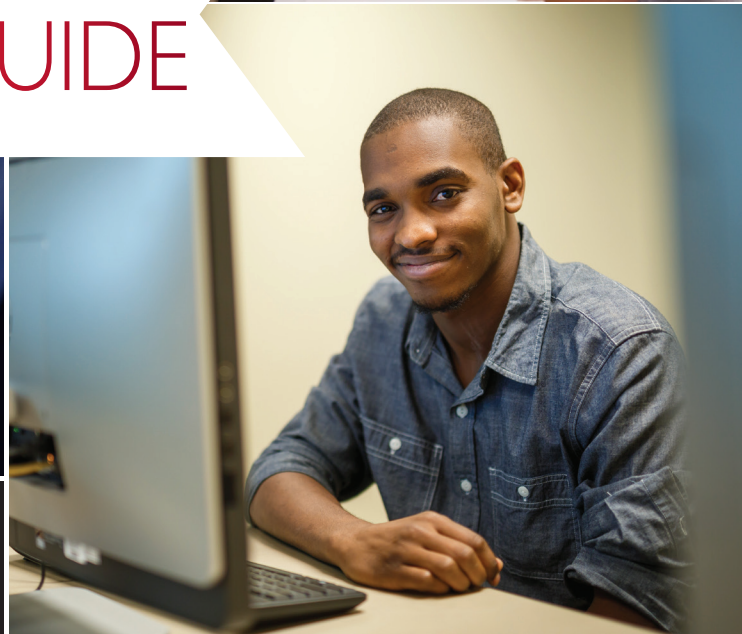
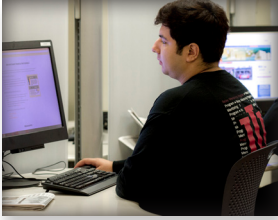


CAREER
RESOURCE GUIDE



INDIANA UNIVERSITY
SOUTH BEND
CAREER SERVICES OFFICE

CAREER SERVICES OFFICE (CSO)



ONE-ON-ONE COUNSELING

The staff of the Career Services Office is available to meet with you regarding your career needs. Contact the CSO to make an appointment concerning any of the following:

- Major and Career Counseling
- Internship/Job Search Strategies
- Interview Preparation
- Résumé/Cover Letter Writing
- Social Media/Networking
- Student Employment

WALK-IN HOURS ASSISTANCE

No appointments necessary. Walk-in hours vary each semester. Review careers.iusb.edu for specific hours. Spend 10-15 minutes with a CSO staff member for:

- IUSBCareers Assistance
- Student Employment Assistance
- Résumé Review
- Cover Letter Review
- LinkedIn Profile Review

PRESENTATIONS

The CSO offers various presentations throughout the academic year. Go to careers.iusb.edu/faculty/index.php to see what we offer each semester. We would be more than happy to speak to your group or class on various topics:

- Major and Career
- Career Options within a Field
- Internship/Job Search Strategies
- Interview Preparation
- Résumé/Cover Letter Writing
- Social Media
- CSO Services

HOURS OF OPERATION

Monday – Thursday | 9:00 am – 5:30 pm

Friday | 9:00 am – 5:00 pm

Walk-in hours vary each semester

CONTACT INFORMATION

sbcareer@iusb.edu

careers.iusb.edu

(574) 520-4425

Visit One.IU for [IUSBCareers](http://iusbcareers.com)

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Basic structure and tips regarding cover letters, interest or inquiry letters, salary requirements and salary history information can be found in this section.

Basic Structure of Cover Letters	9
Interest or Inquiry Cover Letter.	10
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Fun with formatting from headings to listing references. Learn the best way to format your résumé, discover the truths behind résumé myths, and much more to help you score an interview.

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Interview preparation techniques How to be prepared and remain calm the day of, during and after the interview.

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Build your network Tips on networking and writing a networking email.

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GETTING STARTED



Over the span of your life, you may find yourself repeating the job search process multiple times since most people will change positions several times throughout their working lives. Learning and adapting job search skills will provide you with a lifelong ability to effectively maneuver through the job search process.

BEFORE YOU BEGIN

Career Planning Basics

- Determine your objectives
- Develop effective documents
- Prepare for Interviews
- Extend your career network
- Interview and afterward

Example of Effective Job Search Documents

Job search documents can include not only résumés and cover letters, but also portfolios, thank you notes, acceptance letters, and any additional documents related to the job search. This guidebook will assist you in the development of effective documents that will assist in marketing your skills and abilities to potential employers. The CSO has several resources to assist you including:

- CSO website; careers.iusb.edu
- Programs/Presentations
- Individual appointments
- Check the Career Events website for a list of upcoming CSO events; careerevents.iusb.edu

ISIAH D. SUTTON
1700 Mishawaka Avenue ~ South Bend, IN 46615 ~ (574) 520-4425 ~ sbcareer@iusb.edu

CYNTHIA REEVES
Administrative Assistant
Haworth College of Business
Western Michigan University
(574) 520-1000
sbcareer@iusb.edu

YUKI OKADA, Ph.D.
Associate Professor of Communication
Indiana University South Bend
(574) 520-1000
sbcareer@iusb.edu

SAMANTHA JOYCE, Ph.D.
Assistant Professor of Mass Communication
Indiana University South Bend
(574) 520-1000
sbcareer@iusb.edu

ISIAH D. SUTTON
1700 Mishawaka Avenue ~ South Bend, IN 46615 ~ (574) 520-4425 ~ sbcareer@iusb.edu

Bachelor of Arts, Communication Studies, Indiana University, South Bend, Indiana, 2011

- Five years experience in broadcast and print journalism
- Proven skills in producing television news and regional fundraising events and corporate communications
- Extensive media contacts at local level newspapers
- Ability to create sales/media pitches
- Outstanding project management skills

JOURNALISM

- Developed thousands of story ideas
- Wrote daily news under deadline pressure
- Created graphics to enhance and support stories

TELEVISION AND VIDEO PRODUCTION

- Produced hundreds of television news stories
- Developed story ideas, feature topics
- Performed live that has allowed for creative storytelling

EVENT MANAGEMENT

- Scheduled and promoted news anchor appearances
- Helped book numerous guests for shows
- Solicited and developed promotions
- Managed and coached corporate social media

PRESENTATION

- Delivered comprehensive media campaign proposals
- PowerPoint, written proposals and speeches
- Established sponsorships with numerous organizations and the College Football Hall of Fame

Associate Producer, Entertainment Reporter
WSBT-TV (CBS), South Bend, Indiana, 2010-2011

Associate Member, National Association of Broadcasters
Treasurer, Student Communications Club, Indiana University South Bend, 2010-2011

IU Alumni Association Scholarship, Indiana University South Bend, 2010-2011
21st Century Scholarship, Indiana University South Bend, 2010-2011
IAPD Scholarship, Indiana University South Bend, 2010-2011

ISIAH D. SUTTON
1700 Mishawaka Avenue ~ South Bend, Indiana 46615 ~ (574) 520-4425 ~ sbcareer@iusb.edu

September 17, 2017

Cynthia Reeves
Administrative Assistant
Office of the Dean
Haworth College of Business
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5206

Dear Ms. Reeves and Members of the Search Committee,

Please consider this letter an application for the Office Associate position posted on the university's website. The position seems to fit well with my experience, skills, and career interests. I am looking forward to leveraging my mix of experience for the Haworth College of Business at Western Michigan University.

Your position posting expresses the need for an office professional with the aptitude to use word processing, spreadsheet and design software to produce a wide variety of publications, the interpersonal skills to establish productive relationships and the experience to oversee a budget. Currently, in the Career Services Office at Indiana University South Bend, I am responsible for compiling, design and publishing print and electronic publications including e-mails, assessment reports, and promotional material. I collaborate with a wide range of people, within Student Services as well as among the Academic Units. My natural composure and diplomacy enables me to nurture relationships with faculty, students, and staff at all levels. I am responsible for the payables and receivables of a vast office financial accounts. Additionally, I have a proven track record of project management, writing, proofing, budgeting, assessment and experience with web publishing and social media marketing.

Please take a look at my resume. I believe you will agree I have the experience you need. Feel free to contact me any time. You can reach me on my cell phone at (574) 520-4425 or e-mail me at sbcareer@iusb.edu. I look forward to speaking with you soon.

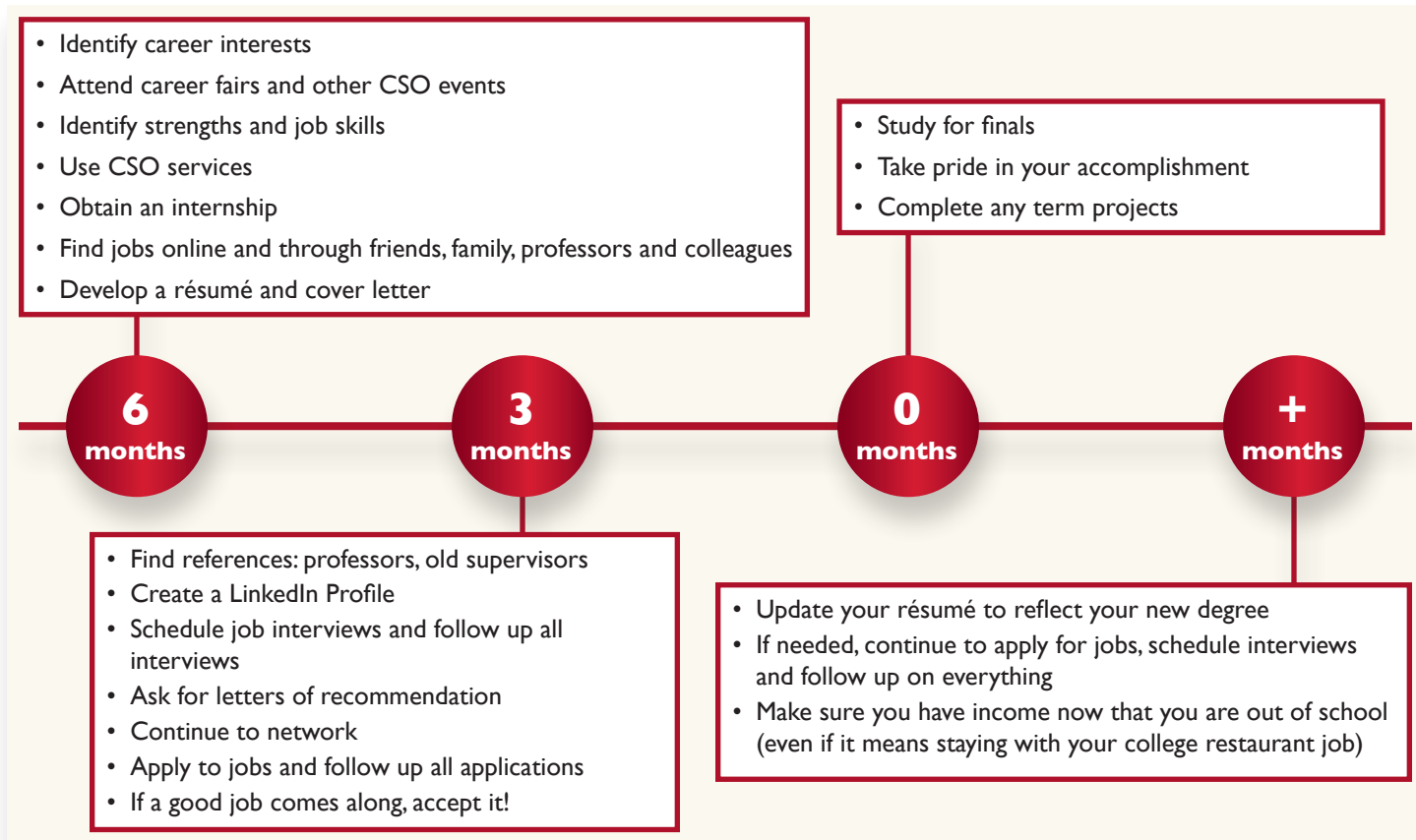
Best regards,

Isiah D. Sutton
Isiah D. Sutton
enclosure

THANK
YOU

EXAMPLE GRADUATION TIMELINE

Ideally, your job search process begins before you have even graduated



1/2 PAGE AD

Interested in placing an ad in the next edition of the Career Resource Guide?

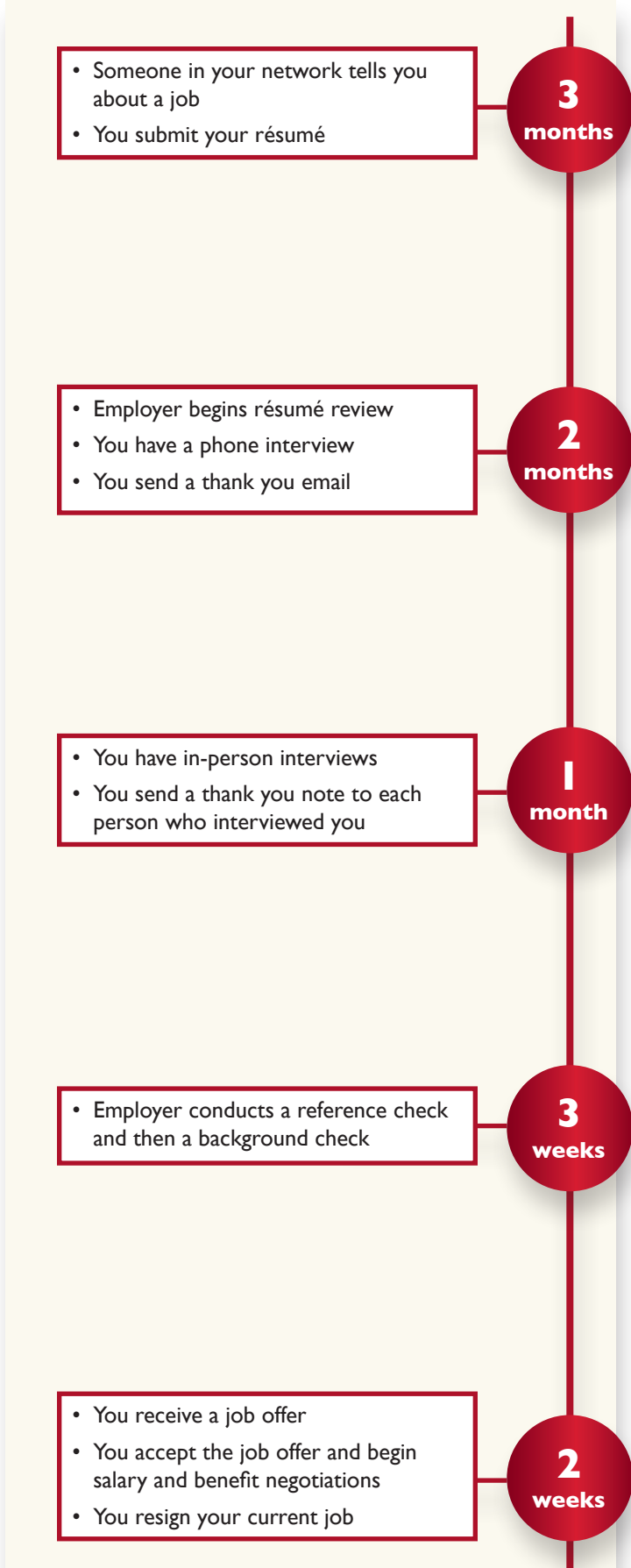
Contact the Career Services Office for options

(574) 520-4425

HireIUSB@iusb.edu

EXAMPLE JOB SEARCH TIMELINE

A position opens and the employer begins accepting applications



RÉSUMÉ BRAINSTORM



COVER LETTERS



A cover letter is an introduction of your interests, skills, and abilities to an employer based upon their company's employment needs. Cover letters function as a career objective (which is recommended as a section on your résumé for 'résumé only' applications) as well as provide the employer a snapshot of your personality.

Cover letters should accompany every résumé that is sent for a position or possible positions. Even when a cover letter is not specifically requested, send one if possible. In fact, few employers will seriously consider a résumé that is not accompanied by a cover letter; therefore, an effective cover letter must be incorporated into your job search strategy to increase your chances of being invited for an interview.

ISIAH D. SUTTON

1700 Mishawaka Avenue ~ South Bend, Indiana 46615 ~ (574) 520-4425 ~ sbcareer@iusb.edu

September 17, 2017

Cynthia Reeves
Administrative Assistant
Office of the Dean
Haworth College of Business
Western Michigan University
1903 W. Michigan Ave.
Kalamazoo, MI 49008-5206

Opening Paragraph:

State why you are writing, identify the position for which you would like to be considered, and indicate how you heard of the position. If you are sending a letter of interest which is not in response to a specific job opening, simply indicate the type of work you are seeking. Be specific.

(1 - 2 sentences)

BASIC STRUCTURE OF COVER LETTERS

Although there are two different types of cover letters, interest/inquiry and application, the structure for both is basically the same, however the wording is different. Three basic paragraphs should be incorporated into your cover letter, with additional paragraphs as needed.

Dear Ms. Reeves and Members of the Search Committee,

Please consider this letter an application for the Office Associate position posted on the university's website. The position seems to fit well with my experience, skills, and career interests. I am looking forward to leveraging my mix of experience for the Haworth College of Business at Western Michigan University.

Your position posting expresses the need for an office professional with the aptitude to use word-processing, spreadsheet and design software to produce a wide variety of publications, the interpersonal skills to establish productive relationships and the experience to oversee a budget. Currently, in the Career Services Office at Indiana University South Bend, I am responsible for compiling, designing, and publishing print and electronic publications including e-mails, assessment reports, and promotional material. I collaborate with a wide range of people, within Student Services as well as among the Academic Units. My natural composure and diplomacy enables me to nurture relationships with faculty, students, and staff at all levels. I am responsible for the payables and receivables of a variety of office financial accounts. Additionally, I have a proven track record of project management, writing/proofing, budgeting, assessment and experience with web publishing and social media marketing.

Please take a look at my resume. I believe you will agree I have the experience you need. Feel free to contact me any time. You can reach me on my cell phone at (574) 520-4495 or e-mail me at sbcareer@iusb.edu. I look forward to speaking with you soon.

Best regards,

Isiah D. Sutton

Isiah D. Sutton
enclosure

Middle Paragraph(s):

Your goal here is to show how you can be useful to this particular organization. Describe what strengths you have to offer this employer.

(4 - 5 sentences)

Closing Paragraph:

Refer the reader to your enclosed résumé for additional information. End your letter by clarifying what will happen next and how they can most easily reach you. You might say, "I look forward to meeting with you to discuss my qualifications in more detail."

(2 - 3 sentences)

INTEREST OR INQUIRY COVER LETTER

An interest or inquiry cover letter is sent to investigate possible job or internship opportunities. In this type of cover letter, you will need to state:

- How you found out about the organization
- Why you are sending them your résumé
- Indicate if you received a referral from someone within the organization

It is important to follow up these types of cover letters within two weeks with a telephone call since you will most likely not receive any response, especially if no positions exist.

**NATASHA R.
MOORE**

T: (574) 520-4425
E: sbcareer@iusb.edu
W: careers.iusb.edu
L: www.linkedin.com/in/nicole-markham-27d09112

1700 Mishawaka Avenue
South Bend, IN 46615

June 16, 2016

Mr. Brett Newkirk
Director of College Recruiting
Midwest Mercantile Company
4500 Randolph Drive
Chicago, IL 60601

Dear Mr. Newkirk:

I read your company's description in NACE's Job Choices magazine and would like to inquire about employment opportunities in your management training program. I want to work in retail management and would like to move to the Chicago area.

I will receive my B.A. degree in Mass Communications this August. My interest in business started in Junior Achievement in high school and developed further through a variety of sales and retail positions during college. My internship with Macy's convinced me to pursue a career in retail. When I researched the top retailers in Chicago, Midwest Mercantile emerged as having a strong market position, an excellent training program, and a reputation for excellent customer service. In short, you provide the kind of professional environment I seek.

My résumé is enclosed for your consideration. My education and experience match the qualifications you seek in your management trainees, but they do not tell the whole story. I know from customer and supervisor feedback that I have the interpersonal skills and motivation needed to build a successful career in retail management. My relatively extensive experience gives me confidence in my career direction and in my abilities to perform competently.

I know how busy you must be during this time of year, but I would appreciate a few minutes of your time. I shall call you during the week of June 25 to discuss employment possibilities. In the meantime, if you need to contact me, my number is (574) 520-4425 and my e-mail is sbcareer@iusb.edu.

Thank you very much for considering my request. I look forward to talking with you.

Sincerely,

Natasha R. Moore
Natasha R. Moore

APPLICATION COVER LETTER

An application cover letter is sent in response to an advertisement for a job or internship opportunity. In this type of letter, you will need to:

- Indicate how you found out about the position
- Relate your skills and experience to the specific position

As with the interest/inquiry cover letter, it is vital to follow up with the employer within two weeks to ascertain your application status.

1700 Mishawaka Ave
South Bend, IN 46615

(574) 520-4425
sbcareer@iusb.edu

Brooke M. Winston

September 24, 2016

George Kuta, Coordinator
Human Resources
St. Joseph County Probate Court
1000 S. Michigan St.
South Bend, IN 46601

RE: Electronic Monitoring/Day Reporting Officer

Dear Mr. Kuta:

While browsing the Juvenile Justice Center website, I was excited to learn about the Electronic Monitoring/Day Reporting Officer opportunity within the Monitoring Home Detention Program. I have enclosed my résumé for your review for this position.

While working at Madison Center, I developed a passion to assist our local at-risk youth in achieving personal goals and becoming contributing members of the community and society. Additionally, while interning at the Northern District of Indiana Federal Community Defenders, Inc., I had the opportunity to grasp the impact we all have as civil servants. Therefore, I look forward to the opportunity to apply my knowledge, skills and abilities from my education and professional work experience to assist the Juvenile Justice Center in achieving its goals.

Upon review of my résumé, I am confident you will find my skills and experience to be an excellent complement for your Electronic Monitoring/Day Reporting Officer position. I would welcome the opportunity to further discuss my qualifications in an interview at your earliest convenience. Should you have questions or need additional information please contact me at (574) 520-4425 or sbcareer@iusb.edu.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Brooke M. Winston
Brooke M. Winston

Enclosures: Résumé
 References

SALARY REQUIREMENTS AND SALARY HISTORIES

If a position advertisement indicates they would like a salary requirement or history, you should always address the issue in the final or next to last paragraph of your cover letter.

Salary Requirements

In the situation of a salary requirement, it is best to indicate that this can be negotiated or discussed in the interview. This allows you flexibility in determining a salary fit for the position after you are able to discuss the full details of the position. You do not want to lock yourself into a salary figure that is either too high for the employer or too little for what the position deserves.

If you feel inclined to provide a salary requirement, perhaps because it is requested in the job advertisement, you should always give a range.

You can research salary ranges by occupation and location on the internet:

- O•Net Online
- Occupational Outlook Handbook
- Salary.com
- Indeed.com

The image displays four overlapping screenshots of websites used for salary research:

- O•Net Online:** Shows the homepage with the URL www.onetonline.org. It features the O*NET logo and navigation links like "Help" and "Find Occupations".
- Occupational Outlook Handbook:** Shows the homepage with the URL www.bls.gov/ooH. It includes the Bureau of Labor Statistics logo and a list of "OCCUPATION GROUPS" such as Architecture and Engineering, Arts and Design, and Computer and Information Technology.
- Salary.com:** Shows the homepage with the URL www.salary.com. It features the "salary.com" logo and a prominent green button labeled "Free Salary Info".
- Indeed.com:** Shows the "Salary Search" page with the URL www.indeed.com/salary. It includes the Indeed logo and a search form with fields for "What" (Job Title, Keywords) and "Where" (City, State or Zip), along with a "Search Job Titles On" checkbox.

NOTE: Additional Tips

Research the employer to determine how you will fit the position and organization's culture

Do not copy the position description word-for-word, but use keywords and terms from the position advertisement

Analyze your own background and highlight skills and experiences that relate to the position

In addition to yourself, have the CSO, friends and family members proofread the letter before sending

Format your cover letter and references to match and be consistent with your résumé style

Address your cover letter to a specific person rather than Human Resources or Personnel, if possible

1/2 PAGE AD

Interested in placing an ad in the next edition of the Career Resource Guide?

Contact the Career Services Office for options

(574) 520-4425

HireIUSB@iusb.edu

Salary Histories

- Give the salary history of your recent work experiences or most relevant work experiences
- Can be included in one of the final two paragraphs of your cover letter or as a separate document; formatted to match your cover letter, résumé and references
- Should always be accompanied by a salary requirement since your current salary requirement may not match your salary history

For example:

You have worked part-time as a student and your top hourly wage is \$12.50 per hour. (A full-time employee earning \$12.50 per hour will earn \$26,000 per year.)

Now you are applying for a full-time position in your field where the average starting salary is \$40,000 per year.

In this situation your:

- **Salary History** is \$12.50 per hour (or \$26,000 per year as a full-time employee)
- **Salary Requirement** is \$38,000 - \$42,000 per year

1700 Mishawaka Ave
South Bend, IN 46615

(574) 520-4425
sbcareer@iusb.edu

Brooke M. Winston

COMPENSATION HISTORY

ST. JOSEPH COUNTY COURT SUBSTANCE ABUSE PROGRAM

- 2014-2016: \$13.50 per hour
- 2009-2011: \$13.00 per hour

THE LEBERMUTH COMPANY

- 2013-2014: \$13.00 per hour
- 2012-2013: \$12.00 per hour

MADISON CENTER

- 2011-2012: \$11.00 per hour

RÉSUMÉS



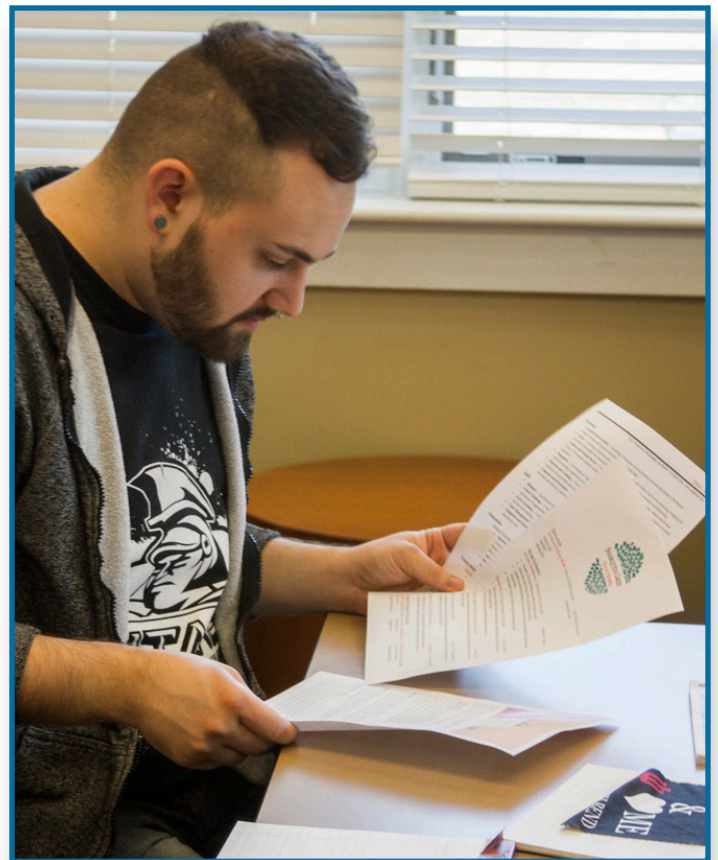
The résumé is a personal marketing tool that outlines your skills and experiences so an employer can see, at a glance, how you can contribute to their organization. The most effective résumés are clearly focused on a specific job title and address the employer's stated requirements for the position. While you may have all the requirements for the position, your résumé may be overlooked if it does not clearly identify these requirements. The more you know about the duties and skills required for the job, and organize your résumé around these requirements, the more effective the résumé.

RÉSUMÉ HEADINGS

Select headings to be used on your résumé that best highlight achievements and experiences that are relevant to the position you seek. Begin with the basic sections: Identification, Summary of Qualifications, Education, Skills, Experience, and Work History. Add additional sections to customize your résumé.

I. Identification Section

- The identification section does not require a title.
- Be sure to list your full name (no nickname) including your middle initial.
- At a minimum, you should provide the basics including your current mailing address, city, state, zip code, telephone number, and email address. (When uploading your résumé to a large job board, like Monster.com, it's okay to list your telephone number and email address only.)
- Web addresses can act as an additional plug for your qualifications, used **ONLY** if they are professional and promote you as a job seeker.
- Consider including your LinkedIn address. Most employers will review your LinkedIn account before offering you a position anyway.
- Do not display personal information from any of the links on your website; if it is not visible on your résumé, it should not be on your website.



NOTE: Objective Section

The objective section of a résumé is often used in place of an accompanying cover letter, when an employer asks for a résumé only.



2. Summary of Qualifications Section

This is a list of the strongest qualifications you can bring to the job and should be tailored to each of the positions for which you apply. It is important to use a summary of qualifications. It can be one of your defining elements. The employer will typically scan your résumé, looking for keywords which can be clearly marked in this section. Summary of Qualifications examples include:

- Fluent in English and Spanish
- 10+ years in financial management and forecasting, team management, and mentoring
- A professional educator with seven years of experience in the field working with students and teachers
- Improved standardized test scores in reading and writing on average by 4% over three years
- 5+ years of familiarity with PCR DNA PCR HPLC and sterilization techniques
- Highly skilled in microbiology techniques, terminology and equipment and supplies in addition to having an in depth knowledge of laboratory tests
- 10+ years of experience of maintaining confidentiality of medical, civil, and research documents
- Strong ability to develop and maintain professional relationships with clients and staff
- 3+ years experience with Adobe Creative Suite: Acrobat Pro, Dreamweaver, Illustrator, InDesign, and Photoshop; Microsoft Office Suite; Windows and Macintosh OS environments

Examples

- Summary of Qualifications
- Profile
- Qualifications Summary
- Career Summary
- Key Qualifications
- Career Profile
- Career Highlights

SUMMARY OF QUALIFICATIONS

- Six months of basic bookkeeping
- Over three years combined of customer service
- Possess the initiative to work independently as well as part of a team
- Strengths: Communication, Honesty, Integrity, Organization, Creativity, Detail-oriented
- Computer Skills: MS Office (Excel, Outlook, PowerPoint, Word), Peachtree, SPSS, Prosystem

1/8 PAGE AD

Interested in placing an ad in the next edition of the Career Resource Guide?

Contact the Career Services Office for options

(574) 520-4425

HireIUSB@iusb.edu

3. Education, Training, and Certifications Section

List your primary academic institutions (those institutions that have granted a certification/degree to you or that you are currently attending). Include the institution's name, city, state, graduation date, degree/diploma, field(s) of study, grade point average (if 3.0 or higher), and academic honors and awards. If you have limited experience in the field for which you are applying, consider listing relevant course work related to your job objective and career-related research and projects.

EDUCATION

**Bachelor of Science in Business with Concentrations:
Accounting and Finance** **Dec 2016**

Indiana University South Bend **South Bend, IN**

Relevant Coursework:

- Auditing
- Applications in Financial Management
- Introduction to Taxation
- International Business
- Business and Professional Communication
- Intermediate Finance

Examples

- Education, Training, and Certifications
- Education and Certification
- Education
- Training and Certification
- Education and Training
- Training
- Academic Achievements and Accomplishments
- Educational Profile

4. Skills, Experience, and Work History Section

For most job seekers, this is the most difficult section of a résumé to develop. It requires you to take a look at your current and previous experiences in full-time, part-time, paid, unpaid, volunteer, and internship positions plus be able to put these experiences on your résumé in a way that will garner attention. Choose action verbs to start each statement describing your work experience (examples on pages 24-25.)

Examples

- Work History
- Relevant Experience
- Work Experience
- Relevant Skills and Experience
- Employment History
- Skills and Experience
- Employment Experience
- Volunteer Experience
- Volunteer Skills and Experience
- Career Profile
- Particular Area (i.e., Accounting, Counseling, ...) Experience

ACCOUNTING AND FINANCE EXPERIENCE

Tax Intern Feb 2016-April 2016
RSM Elkhart, IN

- Verified all relevant information
- Complete data entry into computer tax program
- Discovered discrepancies by comparing this year's return to last year's

Accounts Payable Intern July 2015-Dec 2015
Markley Enterprise, Inc. Elkhart, IN

- Transferred purchase orders between programs
- Received goods against purchase orders
- Matched up invoices and packing slips, key bills, and completed check runs
- Performed daily price audits to guarantee correct information

Vice President May 2014-May 2015
Treasurer May 2013-May 2014

Finance Student Association South Bend, IN

- Balanced finances and secured additional funding for club
- Organized meetings
- Initiated contact with new speakers

NOTE: Bulleted Lists

Timothy McAdoo notes in his **APA Style Blog** entry 'Lists, Part 5: Bulleted Lists' 'Bulleted lists allow a writer to create a list that stands out from the text without the implied chronology or order of importance that a numbered list might convey... When full sentences are used, the first words should be capitalized and appropriate end punctuation should be included.'

Most word processing programs will create list formatting automatically. Look for an icon that looks like a bulleted list. Click the icon and then type your list. Click the icon again to stop the formatting.

5. Individualized Section

Although all résumés have the same purpose, your résumé should be unique to you and not a generic template. Employers receive hundreds of résumés for jobs every day and it is to your advantage to design a résumé that will set you apart from all the other candidates. Consider using text box quotes, lines, graphics, lightly colored or textured paper, or a unique layout to enhance your résumé.

Examples

- Computer Skills
- Honors
- Technical Skills
- University/Community Involvement
- Laboratory Skills
- Professional Affiliations
- Awards and Recognitions

ASSOCIATIONS

Accounting Association - Member Aug 2015-Present
Nap Club - Treasurer Aug 2014-Present

ACHIEVEMENTS

**Who's Who Among Students
in American Universities & Colleges** April 2016



The Do's

- State your Summary of Qualifications clearly and concisely
- Focus on accomplishments, skills, and results
- Show verifiable accomplishments in terms of numbers, percentages, or dollars
- Make sure your résumé is accurate, concise and error free
- Use short phrases and strong action verbs and words
- Write in the active voice
- Allow for ample white space
- Use a visually appealing format
- Use bolds, small caps, italics, underlines, and bullets to emphasize key points and create visual interest
- Use graphics only when necessary
- Use a quality paper in white, ivory or a light hue
- Be consistent in all matters of style, punctuation, grammar, and format

The Do Not's



- Include personal or discriminatory information such as; height, weight, race, religion, etc.
- Include anything not considered absolutely essential
- Include any misrepresentations or any statements that cannot be proven
- Send your résumé out with errors or incorrect information
- Use flowery language or self-congratulatory puffery
- Use I, me, my, or we
- Use too little or too much white space
- Send out copies with smudges and marks on them
- Overuse bolds, small caps, italics, underlines, and bullets
- Use tasteless or unnecessary graphics or attach a photograph
- Use odd sized or brightly colored paper, fancy binders or folders
- Use abbreviations, acronyms, or buzz-words where misunderstanding may result

of Formatting your Résumé

Heading Options

Academic Achievements and Accomplishments	Laboratory Skills
Awards and Recognitions	Professional Affiliations
Career Highlights	Profile
Career Profile	Qualifications Summary
Career Summary	Relevant Experience
Computer Skills	Relevant Skills and Experience
Education	Summary of Qualifications
Education and Certification	Technical Skills
Education and Training	Training
Education, Training, and Certification	Training and Certification
Employment History	University/Community Involvement
Honors	Volunteer Experience
Key Qualifications	Work Experience

NOTE: Individualized Section

Although all résumés have the same purpose, your résumé should be unique to you and not a generic template. Employers receive hundreds of résumés for jobs every day and it is to your advantage to design a résumé that will set you apart from all the other candidates. Consider using text box quotes, lines, graphics, lightly colored or textured paper, or a unique layout to enhance your résumé.

RÉSUMÉ MYTHS



Myth #1: Your Résumé Must Be Only One Page

“Your résumé should be as long as needed [in order] to get your concise message across with zip and punch,” says Joyce Lain Kennedy, career columnist and author of *Résumés for Dummies*. If your experience and background justify two or more pages, so be it. Recent grads should not go beyond one page, but senior executives with decades of experience will probably need at least two pages.

Myth #2: Employers Do Not Read Cover Letters

“Remember that anything you send is part of an image you’re projecting,” says Dominguez Chan. “If [nothing else,] your cover letter shows your writing skills...and if all the candidates [for the position] really are top notch, it could be the cover letter that lands you the job.”

Myth #3: Résumés Should Include and Describe Your Entire Work History

Your résumé is a sales piece, a personal marketing tool. Take time to consider what skills the position requires. It is likely that a part-time job you took for a few months is not going to be relevant or impressive. Unless you need to cover a significant time gap, it is wise to include only those jobs that will showcase your ability to excel in the position for which you are applying.

Volunteer and other unpaid positions can be just as valuable as paid ones—especially if you are a recent grad or are re-entering the workforce after an absence. Use your résumé format to communicate volunteer work as experience.

Myth #4: It Is Okay To Fib On Your Résumé

If you think “blowing smoke on your résumé—inflating grades, inventing degrees, concocting job titles—is risk free because nobody checks, you’re wrong,” says Joyce Lain Kennedy. Employers do check, and those fibs will catch up with you. “People think they have to puff themselves up,” says Ronnie Gravitz, a career counselor at UC Berkeley. “You just need to make a good case for what you have done.”

Myth #5: Including References Available Upon Request Is Standard Protocol

“An employer won’t assume [that] you don’t have references,” says Dominguez Chan. “[Removing the line] gives you more room to include important information about who you are.” She adds, “The only reason to include that [information] is if for some reason references are absolutely needed in the field. Academic positions, for example, typically ask for several reference names and/or letters.”

1/8 PAGE AD

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(574) 520-4425

HireIUSB@iusb.edu

Myth #6: If Your Résumé Is Good Enough, It Will Produce a Job Offer

Your résumé is only one part of the process. The résumé’s job is to land you an interview. “Once you get the interview,” says Joyce Lain Kennedy, “you are what gets you a job—your skills, your savvy, your personality, your attitude.”

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THE WINNING RÉSUMÉ!

The ultimate test of your résumé will be adapting it to fit multiple positions. This is why it is crucial to review each job that you apply for and spend quality time on developing a résumé that will target each job. This will show the employers that you have taken the time to think about their needs and how your experiences and skills relate to their qualifications by highlighting the key qualifications in the job description. By doing so, you can clearly communicate in the employer's language that you have what it takes to get the job done!

Chronological Résumé

A chronological résumé is the most common type of résumé. It lists your work experience in reverse chronological order. So, your most recent work experience is listed first, then the one prior to that and so on. Because a chronological résumé is sequenced by dates, it is customary to clearly list the dates of your employment, education, and related activities.



1700 Mishawaka Avenue, South Bend, IN 46615 | Cell: 574-520-4425 | sbcareer@iusb.edu

SUMMARY OF QUALIFICATIONS

- Six months of basic bookkeeping
- Over three years combined of customer service
- Possess the initiative to work independently as well as part of a team
- Strengths: Communication, Honesty, Integrity, Organization, Creativity, Detail-oriented
- Computer Skills: MS Office (Excel, Outlook, PowerPoint, Word), Peachtree, SPSS, Prosystem

EDUCATION

Bachelor of Science in Business with Concentrations: Accounting and Finance Dec 2016
Indiana University South Bend-South Bend, IN

Relevant Coursework:

- Auditing
- Applications in Financial Management
- Introduction to Taxation
- International Business
- Business and Professional Communication
- Intermediate Finance

ACCOUNTING AND FINANCE EXPERIENCE

Tax Intern RSM-Elkhart, IN Feb 2016-April 2016

- Verified all relevant information was included
- Complete data entry into computer tax program
- Discovered discrepancies by comparing this year's return to last year's

Accounts Payable Intern Markley Enterprise, Inc.-Elkhart, IN July 2015-Dec 2015

- Transferred purchase orders between programs and completed check runs
- Received goods against purchase orders
- Matched up invoices and packing slips, key bills, correct information
- Performed daily price audits to guarantee correct information

Vice President Finance Student Association May 2014-May 2015

Treasurer Finance Student Association May 2013-May 2014

- Balanced finances and secured additional funding for club
- Organized meetings
- Initiated contact with new speakers

ADDITIONAL WORK EXPERIENCE - IU SOUTH BEND

Peer Mentor Student Services June 2015-Present

- Direct students and guests to answers about campus operations
- Support students during registration phase

Orientation Team Leader Student Services April 2015-Present

- Follow through with students for additional support
- Lead presentations

ASSOCIATIONS

Member Accounting Association Aug 2015-Present

Treasurer Nap Club Aug 2014-Present

ACHIEVEMENTS

Who's Who Among Students in American Universities & Colleges April 2016

Relevant Coursework:

Courses should only be listed when they are 'relevant' to the position that interests you. They should be courses that incorporate 'specialized' information or experience.

Skills:

Only skills relevant to the position that interests you should be listed. Be prepared to provide examples of how you have used each skill during in an interview.

Functional Résumé

A functional résumé organizes your work experience by job function rather than by date. It emphasizes your abilities, rather than your career history. For instance, a functional résumé could be divided into headings, such as Supervisory Experience, Accounting Experience, Technology Experience and other headings that are related to the job and career.

ISIAH D. SUTTON

1700 Mishawaka Avenue ~ South Bend, Indiana 46615 ~ (574) 520-4425 ~ sbcareer@iusb.edu

EDUCATION

Bachelor of Arts, Communication Studies, Major: Journalism
Indiana University, South Bend, Indiana, August 2015

SUMMARY OF QUALIFICATIONS

- Five years experience in broadcast and print media
- Proven skills in producing television newscasts, radio features and sales presentations; coordinating regional fundraising events and corporate sponsorships
- Extensive media contacts at local level including affiliates, independent stations and large regional newspapers
- Ability to create sales/media pitches that result in generous positive publicity
- Outstanding project management skills and organization

PROFESSIONAL SKILLS & EXPERIENCE

JOURNALISM

- Developed thousands of story ideas and wrote features for local television broadcast
- Wrote daily news under deadline pressure for television
- Created graphics to enhance and support newscast clarity

TELEVISION AND VIDEO PRODUCTION

- Produced hundreds of television newscasts and weekly features
- Developed story ideas, feature topics, and news reports
- Performed live that has allowed for creative flair to be developed and entertain.

EVENT MANAGEMENT

- Scheduled and promoted news anchors for regional fundraising events, benefiting various community needs
- Helped book numerous guests for shows and events
- Solicited and developed promotions for weekly movie review show
- Managed and coached corporate softball team

PRESENTATION

- Delivered comprehensive media campaign presentations to local businesses and corporations, including PowerPoint, written proposals and speeches
- Established sponsorships with numerous companies including 20th Century Fox, Buena Vista Studios, and the College Football Hall of Fame

RELEVANT WORK EXPERIENCE

Associate Producer, Entertainment Reporter, TVMC/Studio Operator
WSBT-TV (CBS), South Bend, Indiana, 2010-2015

MEMBERSHIPS

Associate Member, National Association of Broadcasters, 2010-Present
Treasurer, Student Communications Club, Indiana University South Bend, 2013-2015

SCHOLARSHIP AWARDS

IU Alumni Association Scholarship, Indiana University South Bend, South Bend, Indiana, 2013-2014
21st Century Scholarship, Indiana University South Bend, South Bend, Indiana, 2012-2013
IAPD Scholarship, Indiana University South Bend, South Bend, Indiana, 2009-2010

Bullet Points:

Each bullet point should contain relevant, verifiable experiences. Quantifiable accomplishments are most useful.

Combination Résumé

As the name implies a combination résumé format combines the functional and chronological résumé formats. A combination résumé format may be a more desirable variant of a functional résumé. Here the functional aspects of your career are highlighted within a chronological format.



SHARQUIDA B. GREEN
ACCOUNTANT

1700 Mishawaka Avenue, South Bend, IN 46615 | Cell: 574-520-4425 | sbcareer@iusb.edu

SUMMARY OF QUALIFICATIONS

- Six months of basic bookkeeping
- Over three years combined of customer service
- Possess the initiative to work independently as well as part of a team
- Strengths: Communication, Honesty, Integrity, Organization, Creativity, Detail-oriented
- Computer Skills: MS Office (Excel, Outlook, PowerPoint, Word), Peachtree, SPSS, Prosystem

EDUCATION

Bachelor of Science in Business with Concentrations: Accounting and Finance **Dec 2016**
Indiana University South Bend-South Bend, IN

Relevant Coursework:

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- Applications in Financial Management
- Introduction to Taxation
- International Business
- Business and Professional Communication
- Intermediate Finance

ACCOUNTING AND FINANCE EXPERIENCE

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Vice President **Finance Student Association** **May 2014-May 2015**

Treasurer **Finance Student Association** **May 2013-May 2014**

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- Organized meetings
- Initiated contact with new speakers

ADDITIONAL WORK EXPERIENCE - IU SOUTH BEND

Peer Mentor **Student Services** **June 2015-Present**

- Direct students and guests to answers about campus operations
- Support students during registration phase

Orientation Team Leader **Student Services** **April 2015-Present**

- Follow through with students for additional support
- Lead presentations

ASSOCIATIONS

Member **Accounting Association** **Aug 2015-Present**

Treasurer **Nap Club** **Aug 2014-Present**

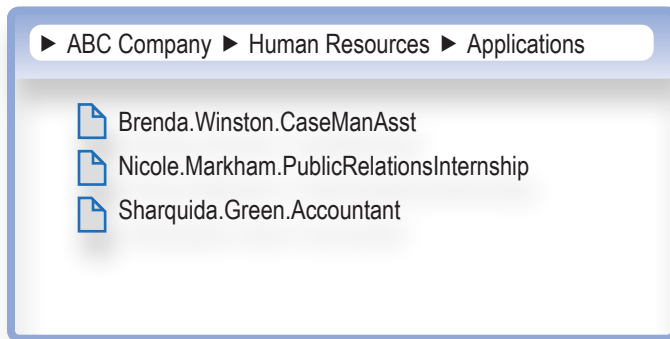
ACHIEVEMENTS

Who's Who Among Students in American Universities & Colleges **April 2016**

Scanned or Uploaded Résumés

Get in the habit of naming your résumés in this manner: `firstname.lastname.jobtitle`. This will ensure the recruiter can identify your résumé by the document title. This can be a great advantage when applying for a highly sought after position.

Many businesses use computers to scan résumés, whether they are submitted on paper or electronically. Computers read résumés differently than people. If you are sending a résumé that may be scanned by a computer, here are a few tips:



- Put your name as the first readable item on the page (one page preferred to two), then list your contact information including your email address
- Substitute a Keyword Summary for your Summary of Qualifications
- Use nouns as your keywords
- As always, do not include personal information, particularly information that could expose you to identity theft; such as birth date, social security number
- Use a non-serif font (e.g., Helvetica or Arial) and 10-14 point size, not decorative type
- Use white (preferred) or light-colored paper, printed on one side
- Avoid italics, underlining, shading, graphics, and horizontal and vertical lines; also avoid staples and folds

Adapted from

North Carolina's Career Resource Network. 'Electronic Résumés.'
Career Choices in North Carolina 2009–2010: 39

MAKE THE MOST OF YOUR REFERENCES

After hours and hours of searching for positions, focusing your résumé, and scoring an interview, you are still not done. Potential employers often want an outside opinion on your work habits, skills, and qualifications. In your last stretch of the application process, be sure your references do not shut the door on your chances for employment.

1. Choose the Best 3-6 References

Select people who can speak about the skills that are relevant to the job. Good choices may include: former or current supervisors, co-workers, customers, vendors, colleagues, coaches, mentors, and professors. Less impressive references may be an adviser, or other more personal contacts. Tailor your reference list for each job, similar to how you tailor your résumé for each position.

NOTE: Reference List

Tailor your reference list for each job. Remember to ask permission before including someone as a reference.

2. Ask for Permission

This is very important! Before including someone as a reference, ask for their permission. This will also give them a heads up that they may soon be contacted. Occasionally, someone will tell you they will not be the best reference. You would rather know this before the employer contacts them. If necessary, remind your references to focus on: how they know you, the time frame of your relationship, and positive qualities they remember about you.

Sending a copy of your résumé may also be helpful. Ask how they prefer to be contacted, and include all contact information they are willing to provide. For example, provide the person's name, title, organization, and two ways to contact them (phone number and email address being the most popular.) Be sure they will be available during the hiring process.

3. Provide a Reference List When Asked

A reference list should be prepared ahead of time, and provided after the employer has asked for references, or toward the end of the interview process. Have your references on a separate sheet of paper, with the same header as your résumé and cover letter. Check for typos as one wrong digit or letter could prevent them from being contacted.

4. Keep References Up-to-Date on Your Job Search

As appropriate; keep your references up-to-date on your job search. They are often excited to hear of your successes, and it is polite to let them know when and from whom they may be contacted.

5. Properly Thank References

Thank your references at the end of your job search. Although a handwritten note is usually best, a personalized email is also an acceptable way to say thank you.

Five tips to help you make the most of your references. University Career Services, Brigham Young University. Retrieved June 2, 2013, from <https://ucs.byu.edu>

NOTE: Résumé Review

Ask those who know you best (i.e., friends and family) to review your résumé and give you an honest opinion about its effectiveness.

The staff at the CSO can also review your résumé and answer any questions you may have about preparing and presenting your résumé.

Make an appointment with CSO

(574) 520-4425 or
sbcareer@iusb.edu

We offer individual appointments to help you with any job search related needs.

ACTION VERBS

The following list, in alphabetical order, includes some great action verbs to make your resume stand out. Begin each of your phrases with an action verb. Keep the tenses consistent: use the past tense of verbs for former positions and experiences and present tense of verbs for current experiences and positions.

A			B		D
Abated	Advanced	Approved	Balanced	Canceled	Debated
Abbreviated	Advertised	Arbitrated	Banked	Capitalized	Decorated
Abolished	Advised	Arranged	Billed	Centered	Decreased
Abridged	Advocated	Articulated	Blended	Centralized	Defined
Absorbed	Affirmed	Assembled	Bolstered	Certified	Delegated
Abstracted	Aided	Assessed	Booked	Challenged	Deleted
Accelerated	Alerted	Assigned	Boosted	Championed	Deliberated
Accompanied	Alleviated	Assisted	Braced	Changed	Delineated
Accomplished	Allocated	Assured	Branded	Channeled	Delivered
Achieved	Altered	Attained	Bridged	Charged	Demonstrated
Acquired	Amassed	Attracted	Briefed	Charted	Derived
Acted	Ameliorated	Augmented	Broadened	Checked	Designed
Activated	Analyzed	Authenticated	Budgeted	Circumscribed	Developed
Adapted	Anchored	Authored	Built	Circumvented	Devised
Added	Answered	Authorized		Classified	Directed
Addressed	Anticipated	Automated		Completed	Distinguished
Adjusted	Applied	Averted		Cured	Distributed
Administered	Appointed	Avoided			Doubled
Adopted	Appraised	Awarded			
	Appropriated				

E	H	M	Q	Shortened	V
Earned	Halted	Made	Qualified	Slashed	Vacated
Edited	Handled	Maintained	Quantified	Sold	Validated
Eliminated	Hastened	Managed	Queried	Sorted	Valued
Enabled	Headed	Measured	Quickened	Staffed	Verbalized
Established	Heightened	Mended	Quizzed	Stimulated	Verified
Evaluated	Helped	Minimized		Stocked	Vitalized
Examined	Hired	Molded	R	Streamlined	Voiced
Executed	Honed	Motivated	Raised	Strengthened	
Expanded	Hosted	Multiplied	Rated	Stressed	W
Explored			Rebuilt	Submitted	Waged
Extracted	I	N	Recruited	Summarized	Widened
	Identified	Narrowed	Reduced	Summed	Withdrew
F	Implemented	Negotiated	Regained	Supervised	Withstood
Facilitated	Improved	Nurtured	Regulated	Supported	Won
Fashioned	Increased		Reinforced	Sustained	Wove
Fielded	Individualized	O	Relieved		Wrote
Finished	Innovated	Observed	Removed	T	
Focused	Instructed	Obtained	Renewed	Taught	Y
Forecast	Introduced	Operated	Renovated	Tested	Yielded
Formed	Invented	Organized	Reorganized	Thinned	
Formulated	Invested	Oriented	Repaired	Tightened	
Fortified	Itemized	Outlined	Researched	Tracked	
Fostered		Oversaw	Resisted	Transformed	
Founded	J	P	Resolved	Translated	
Fueled	Joined	Packaged	Retained	Transported	
Funded	Judged	Performed	Revised		U
Furthered	Justified	Persuaded		S	Undertook
		Planned	Saved	Scheduled	Unified
G	L	Positioned	Screened	Segmented	United
Gathered	Landed	Presented	Selected	Serviced	Updated
Generated	Launched	Probed	Shared	Utilized	Upgraded
Grounded	Led	Programmed			Urged
Guarded	Liaised	Proposed			
Guided	Located	Published			
	Logged	Purged			
	Lowered				

INTERVIEW SKILLS



Now that you have spent weeks or even months working on your job searching skills, networking with employers, and sending out résumés, your hard work has finally paid off with an interview. The interview process will not only allow the employer to evaluate you, but also you to evaluate the employer. Interviews are a great opportunity to determine if you will fit within a particular organization and will be an excellent opportunity to learn more about how your skills and abilities can be utilized in a professional setting.

Many job seekers mistakenly think the interview begins when you step foot into the company on the day of the interview. In reality, the interview began the second you were contacted by the employer and invited for an interview.

Your communication, organization, and preparation skills (or lack thereof) will determine the success of the interview from beginning to end and even beyond. Perhaps the most important element to remember is to be yourself!

TYPES OF INTERVIEWS

Screening or Initial interview

- **Phone Interview:** normally a 30-45 minutes interview with human resources and/or the hiring manager.
- **Skype/Video Interview:** (same as the phone interview) be sure to dress as you would for an on-site/in-person interview.



NOTE: The Interview Process

The interview process will not only allow the employer to evaluate you, but also you to evaluate the employer

On-site Interviews

- **One-on-One Interview:** normally 30-60 minutes meeting with one specific person. In the course of an interview day you can have several of these types of interviews.
- **Group Interview:** same time frame as above but with several people asking questions. Normally interviewers are organized by departments or work groups.
- **Presentation Interview:** 15-60 minutes. In some situations, you may be asked to present on a specific topic related to the job for which you are interviewing. There can be several people in the room and normally there is a question and answer session after the presentation.
- **Social Informal Interview:** this type of interview involves a social type event such as a lunch or dinner with certain members of the interviewing team. It may feel informal but don't let that fool you. It is designed to see how well you carry yourself and interact with people in social situations.

INTERVIEW PREPARATION

1. Research the Company

Learn as much as you can about the company and its position. This provides a basic understanding of who the company is, services and/or products they provide, dress code, culture, and any other points of interest.

Much of this information can be found by researching the company's website, networking with contacts within the company, and researching employer databases such as **Hoovers.com** or **Vault.com**.

NOTE: Research

As a candidate, make sure to familiarize yourself with the company, the job and even the people who may interview you. Many job opportunities have been lost because a candidate has not been prepared.

2. Know the Job Description

It is important to have a complete job description prior to the interview in order to understand the full spectrum of duties and responsibilities. If you are unable to obtain a complete job description prior to the interview, research the occupation using the Occupational Outlook Handbook (OOH) or Dictionary of Occupational Titles (DOT), both of which are available online.

3. Practice Your Interview

Conduct practice interviews with the CSO staff, friends, family members or yourself. Practicing the interview beforehand will allow you the opportunity to pinpoint areas in need of improvement such as communication, posture, dress code, etc.

4. Prepare for Questions

Evaluating and thoroughly understanding your interests, skills, and abilities as they relate to the position will help you answer questions. Although you want to be prepared with answers to possible questions, you want to be genuine and sincere in your answers. It is best to have a general idea of the types of questions anticipated and be able to communicate your answers concisely, while allowing yourself freedom to change gears if asked a question you did not expect. On the next page is a list of possible questions you may answer and questions you may want to ask.

1/2 PAGE AD

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Contact the Career Services Office for options

(574) 520-4425

HireIUSB@iusb.edu

Questions Employers May Ask You

- Tell me about yourself.
- What attracted you to this position?
- What do you consider to be your greatest strengths and weaknesses?
- What are your short- and long-term goals?
- Where do you see yourself in ten years?
- Describe your most rewarding accomplishment.
- What qualifications do you have that you think will make you successful in this position?
- Why are you interested in working for our company or organization?
- What two or three things are most important to you in your job?
- Why should I hire you?

In addition to answering questions, be prepared to ask questions. This is your opportunity to demonstrate your interest and knowledge of the business as well as garner information from the interviewer. The following is a list of possible questions you may want to ask.

Questions You May Ask Employers

- What skills and abilities would you ideally look for in the person filling this position?
- What are the major responsibilities of this position?
- How would you describe a typical day in this job?
- How does one advance in the organization?
- What is the greatest challenge your organization faces or will face within the next year?
- What are the challenging facets of this position?
- What will be expected of me as a new employee?
- Why do you enjoy working for this company or organization?
- If I am extended an offer, how soon would you like me to start?
- When can I expect to hear from you?
- May I have your business card?



Legal and Illegal Questions

In addition to anticipating what questions they may ask, you should be aware of legal and illegal questions.

Legal Questions	Illegal Questions
Are you authorized to work in the U.S.?	What country are you a citizen of?
Are you over the age of 18?	How old are you?
Will you be willing to relocate if necessary?	Are you married/ have kids/ plan on moving?
Are you able to perform the essential functions of this job?	Do you have any disabilities?
Have you ever been convicted of _____ ? <i>(with relevance to the job)</i>	Have you ever been arrested?
In what branch of the Armed Forces did you serve?	Were you honorably discharged from the military?

Prepare an Interview Package

It is always best to be well-prepared and make a checklist of items you will need to bring with you when you attend an interview. Your list might include:

- Extra copies of your résumé
- Copies of your references
- Portfolio of work samples, if requested or needed
- List of skills and abilities for your own reference
- Complete job description
- Names of interviewers
- Typed questions for the interviewers about the company and the job
- Interview schedule, if one was provided
- Paper and pen or a tablet to take notes
- Cliff notes of information about the company and about the people you are interviewing with (use LinkedIn or the company website to find this information)
- Breath mints (no gum!)
- Maps and directions, flight or hotel accommodations (if needed)
- Briefcase or portfolio to hold items

NOTE: Interview Package

If you take the time to prepare an interview package or file, be sure to actually bring it! Make sure you have all your items in the package and keep it near the door or in your car, so you will not forget it. You will appear to be and feel much more confident about yourself.

1/8 PAGE AD

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DAY OF THE INTERVIEW

Punctuality

Before the interview, know where you are going and arrive 15-20 minutes before the interview. This will allow you time to get adjusted and prepare for the interview while indicating to the employer your commitment and promptness. Do not arrive late or miss an interview. If you cannot avoid being late for your interview (e.g. involved in a traffic accident), call ahead and indicate so. Although employers do not look favorably upon tardy interviewees, they will appreciate your consideration in calling.

Relax Before the Interview

If you are like most job seekers, you may have some anxiety and nervousness associated with interviewing, which is normal. Practicing some relaxation techniques may help relieve some of your nervousness.

Dress the Part

You will need to identify proper interview attire including outfit, accessories, and appearance prior to the interview. If you are concerned about what this may entail for a particular employer, be sure to contact them and simply ask. Here are some guidelines for men and women:

Men and Women

- Neatly trimmed, well groomed hair
- Modest jewelry and accessories
- Polished shoes
- No missing buttons, crooked ties/scarves, lint or loose threads
- Crisp and clean clothing (dry cleaning interview attire is best)
- Portfolio or briefcase only
- No visible, eccentric piercings or tattoos!
- No perfume or cologne



Images on this page courtesy of stockimages at FreeDigitalPhotos.net

DURING THE INTERVIEW

Greet and Shake Hands



It is common in American business culture to shake hands with those you first meet. It is seen as a sign of respect. Also, making physical contact with an individual will have a much greater positive impact on their impression of you, if handled

properly. The general rule for shaking hands is for the receiver of the handshake to adjust his or her grip depending on the individual who initiates the handshake. Before shaking hands, be sure your hands are clean and not sweating, clammy or cold because this may come across as unfavorable.

Atmosphere and Culture

Nonverbal cues are any gestures or ways in which we communicate without using words. These can include but are not limited to:

- Body posture
- Facial expressions
- Hand gestures
- Eye contact

Nonverbal cues help us in evaluating situations and determining our effect on others.

NOTE:

Salary and Benefits Questions

Given the opportunity during the interview to ask questions, do not jump right into asking what the pay is and how much vacation time you get.

Salary Negotiations

Salary negotiations normally take place only after you have received a job offer. Many companies consider it unprofessional to ask about salary and benefits during the initial interview and the on-site interview phases. However, during these interviews you may be asked "What are your compensation requirements?" Be prepared to answer this question. A safe answer is asking what the salary range is for the position. If the interviewers open the door first regarding compensation, then it is OK to discuss.

When preparing to discuss/negotiate your compensation do your homework and attempt to find what comparable salaries are for the position you are being offered. There are several web sites with information such as **Glassdoor**, **Salary.com** and job boards will have salary tools as well. Avoid looking at just one site, check several to get an average. Try to use compensation sites that will provide you with geographical breakdown based on the location of the job. The more informed you are the better the chances you will successfully negotiate your starting compensation.

Before You Leave

Ask when a hiring decision will be made about the position. This will give you an approximate date by which you can expect to receive a telephone call or email regarding the hiring status.

Get business cards from all the interviewers. The business cards you collect will come in handy later when writing thank you notes or emails and when following up after the interview. In addition, the business cards should be kept in a network file for later use.

NOTE:

Consider the Company Culture

Look at the environment around you to see if this is the right position for you.

- » Do the people seem happy?
- » Are they helpful?
- » Do you feel welcome?
- » Do you like the people?
- » Are they enthusiastic about their work?
- » Does this seem like a good place to work?

AFTER THE INTERVIEW

Thank You Note

Oct 11, 2017

Dear Ms. Reeves:

Thank you for taking the time to speak with me this morning. I enjoyed meeting you and Ms. Moore.

My enthusiasm for the Haworth College of Business has been strengthened by our talk. I am energized by the opportunity to leverage my skills and past successes for the benefit of WMU. Please be assured of my strong interest in the position and in working with you and Ms. Moore. Feel free to contact me at 574-520-4425 or sbcareer@iusb.edu if I can provide you with any additional information. Thank you again. I look forward to hearing from you soon.

Best regards,
Isiah Sutton

Be sure to follow up with a thank you note or email. It is a rarity for employers to be thanked for their time. A thank you note not only shows your gratitude for the interview, but also may help you stand out from other candidates.

A handwritten note may be the thing that sets you apart from the other candidates. This will only be the case if your handwriting is neat and legible. Otherwise an email may be the better option.



Job Search Status

Follow up with the interviewer within one to two weeks after the interview. If the employer has given you a deadline for making a hiring decision, do not be afraid to contact them by either telephone or email if you do not hear by that date. This will allow you to determine the status of the hiring process and whether or not you have a chance of being offered the position. Depending on the outcome, you can continue to focus your energy on your job search or accepting/rejecting job offers.

If offered the job, be sure to follow up with an acceptance or rejection letter. An acceptance or rejection letter will serve as formal means of concluding the interview process. It is important to objectively weigh the pros and cons of each job offer and make a sound decision based upon your individual needs.

PLANNING & STRATEGIES



Networking, whether social or professional, is about building and maintaining relationships. Your professional network may provide you with the means to tap into the hidden market of unadvertised jobs and internships. Creating a network can be intimidating when you feel as though you have no professional connections. At first, networking can seem unnatural. However, being prepared can alleviate the fear associated with networking.

BUILDING YOUR NETWORK

Network Preparation

- Know the key players in your industry, including individuals, employers, and current trends
- Understand that rejection is not a reflection of who you are and should not be taken personally

Confidence will be built with each positive response; persistence will be gained with each negative response. With the two working in conjunction with each other, you are well on your way to becoming a networking pro!

Cultivating Current Contacts

Many students believe they have no place to start because they have no direct links to professionals in their field of study. This is simply not true. As a student you have access to an excellent source of contacts: professors! In addition to professors, you can cultivate contacts within your:

- Immediate and extended family
- Friends or neighbors
- Social clubs and organizations
- Campus clubs and organizations
- Religious groups
- Professional associations
- Alumni and classmates
- Former employers, supervisors and co-workers



Cultivating New Contacts

The contacts you already have can be extended to secondary contacts. This will include those you may not know directly, but through someone who knows them. In addition, if you have not already done so, cultivate new contacts from the preceding list.

Social Media

Recruiters check online to find out about you; everything from LinkedIn to Facebook. Therefore, it is important to make sure your online profile appears professional. Information posted about you, such as provocative photos, references to drinking and drug use, are cited by employers as 'red flags'. Bad mouthing previous employers/colleagues and poor online communication skills are also a problem.

NOTE: Social Media

It is reported that 90% of recruiters use social media to vet candidates. Prior to starting a job search, do an audit of your online presence or have someone else do it. First impressions count – even online!

BUILDING A STRONG LINKEDIN PROFILE

1. Use Keywords

Your summary of qualifications should contain keywords that match your background and goals. Many employers search by keyword, e.g. technical terms and skills from your field. Not sure what your best keywords are? Find profiles of people who hold the job you would like to get and see which keywords they use.

Sample keywords: Analyze, Communications, Coordinate, Data, Database, Fund-raising, Image, Promotion, Public Speaking, Relationships, Special Events, Write

BACKGROUND



Summary

Producer | Writer | Media Contact

After five years in broadcast and print media, I have proven skills in television news, radio features, and sales presentations.

I will leverage my extensive media contacts to promote your image, special event or fund-raising campaign.

Analyzing your relationship data to coordinate your communications efforts, I will improve your public image.

2. Write Short Text

Describe your skills and abilities in short bursts of keyword-rich text. Use bullets to separate information.

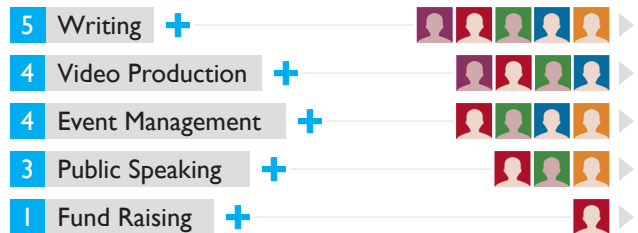
3. List All Your Experience

LinkedIn helps you connect with former colleagues and networking contacts that may be able to help you find a job opportunity. It also gives employers a description of your expertise.



Skills

Top Skills



4. Ask for Recommendations

Collect one or two recommendations from someone at each organization where you have worked. Do not forget to get recommendations for internships you have completed.



1/8 PAGE AD

Interested in placing an ad in the next edition of the Career Resource Guide?

Contact the Career Services Office for options

(574) 520-4425

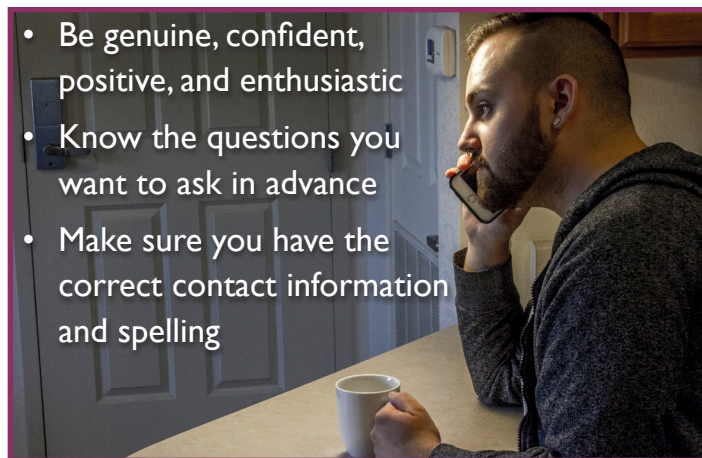
HireIUSB@iusb.edu

5. Refresh Your News

Frequently update your status about major projects you have completed, books you are reading, and professional successes you have had. This lets your professional contacts know what you are doing and serves as a sign of activity for potential employers.

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STRATEGY AND APPROACH



- Be genuine, confident, positive, and enthusiastic
- Know the questions you want to ask in advance
- Make sure you have the correct contact information and spelling

In networking, you can take either a direct or indirect approach. The direct approach is to contact your network lead in-person or by telephone. The indirect approach is to send an email.

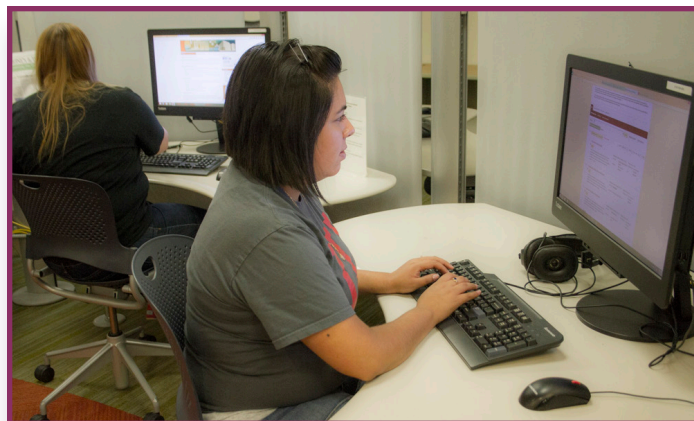
Depending upon your individual style, either approach can be successful within some basic guidelines:

- Be genuine, confident, positive, and enthusiastic in all communications
- When you approach a contact by either telephone or email, know the questions you want to ask and decide in advance how to ask them. Do you want to know:
 - a. More about that person's type of field or career path?
 - b. What types of employees the person's firm hires?
 - c. About the requirements for a posted opening at the person's firm?
- When you are calling a cold contact, write down what you would like to say on a card or piece of paper and keep it handy just in case you get nervous and forget your lines
- Ask your contact if you may forward your résumé to him or her and, if the contact says yes, send it promptly, along with a cover letter referring to your conversation
- Before you end a conversation with a cold contact, make sure you have the correct spelling of his or her name, the correct job title, telephone number, mailing, and email addresses

Informational Interviews

In developing a job search strategy, networking is one of the most important elements. It is reported that over 75% of jobs are gained through networking. One of the strongest elements in networking is the Informational Interview. In preparing your search strategy you should have a solid idea of the industry you want to work in and have selected companies you are interested in.

Using the strategy outlined in the previous section, use your connections to these companies to arrange a face to face informational interview. An informational interview is not about directly obtaining a job but more about getting perspective employers to see you face to face and learn something about you. The focus of this type of networking is for you to learn about the industry, the company and to get noticed. Prepare for this as you would any interview. If nothing else it's great practice for doing interviews.



Keeping the Details Straight

In your effort to cultivate networks, you will begin to develop numerous relationships. It is vital to maintain these relationships. In order to keep your contacts organized, it is best to keep a manual or electronic log including the following:

- Correct spelling of first and last name
- Title, employer, address, telephone, and email
- Priority of contact (high, medium, low)
- Dates when contact is made and nature of contact

First Name	Last Name	Title	Company	Phone	Email	Address	Priority	Date of Contact
Sherise	Devaneau	Administrative Assistant	WMU/ Haworth	269-555-1000	sdevanea@wmu.edu	Kalamazoo, MI	Med	9/11/16 10/28/16
Brett	Newkirk	Director of College Recruiting	Midwest Mercantile Company	312-555-2000	bnewkirk@midwest.com	Chicago, IL	High	1/16/17
George	Kuta	Coordinator, HR	St. Joseph County Probate Court	574-555-3000	georkuta@court.org	South Bend, IN	Low	9/24/16

JOIN the IU South Bend Alumni Association



SB Cubs Game; St Joe County Chapter

Titan Talks Networking



Wine Tour with IU Family



Continue to be involved with the IU Family

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- St Joseph County IUAA Chapter
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- Discounted Continuing Ed. Courses
- And so much more...

See our website at alumni.iusb.edu

Join online at
alumni.indiana.edu/membership/membership-levels.html

A Networking Email

Structure this email along these lines:

- Make a connection between you and the reader — e.g., mutual acquaintance, similar background, etc.
- State your purpose without pressuring the reader. Explain your situation briefly
- Request a meeting at a mutually convenient time, and indicate that you will call to make arrangements



Following Up

After you make a connection with a contact, be sure to send a thank you letter. This will indicate your appreciation of their time and maintain the relationship. On a weekly basis, check your network log and make contact with those individuals with whom you have not connected in a while. If your contact gives you additional names of individuals, make sure to connect with these leads as soon as possible.



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SOUTH BEND**

CAREER SERVICES OFFICE

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Photography provided by
Mindy Strayer Photography

Design/Layout by
Maureen Green, Employer Relations and Data
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Edited by
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