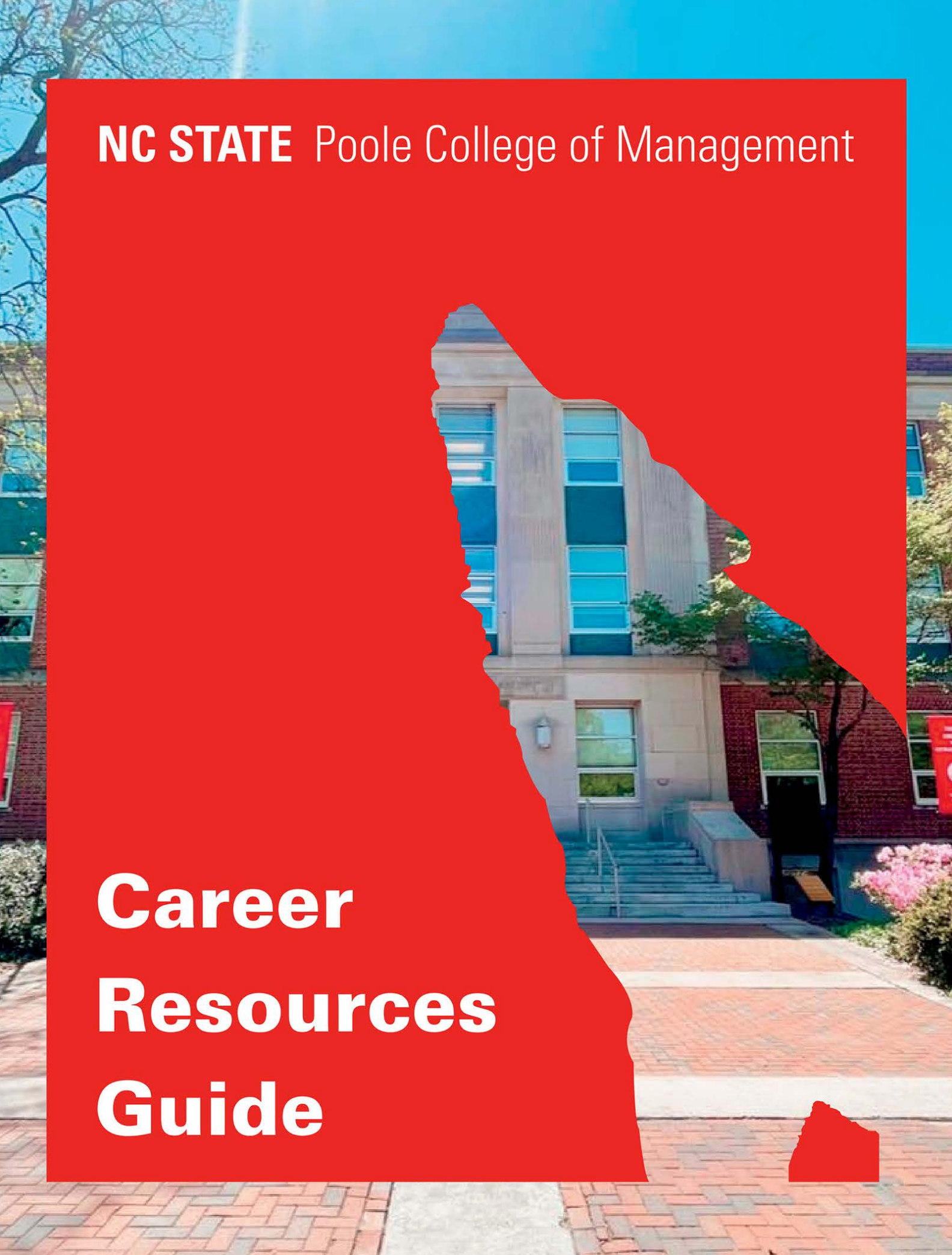


NC STATE Poole College of Management

The background of the slide is a photograph of a brick building, likely a campus structure. A large, solid red shape is overlaid on the left and top portions of the image. The right edge of this red shape is jagged, resembling torn paper, revealing the building's facade behind it. The building has multiple windows, some with blue-tinted glass, and a set of stone steps leading to an entrance. A brick-paved walkway leads from the foreground towards the building. In the bottom right corner, there is a small, irregular red shape that also looks like a piece of torn paper.

Career Resources Guide

NC STATE

Poole College of
Management

CAREER RESOURCES GUIDE

Poole College of Management
Career Center
Undergraduate Programs
1133 Nelson Hall
919.515.7174

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NC State, Poole College of Management, 2801 Founders Drive, Raleigh, NC 27695. www.poole.ncsu.edu/undergraduate/career-services

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WHAT THE POOLE COLLEGE OF MANAGEMENT CAREER CENTER CAN DO FOR YOU

MOST STUDENTS GO through college without ever setting foot in their school's career services office. Yet, outside of the academic realm, job seekers will pay thousands of dollars for the very same services that are provided to you free of charge. The mission of the Poole College of Management Career Center is to teach skills and provide services that will facilitate the career development and job search process, ranging from assessing your abilities to negotiating employment offers. These are life skills that you need not only as a student, but as a professional in your career. Don't overlook this opportunity; it could mean the difference between getting a great job or a marginal job.

DEVELOP RELATIONSHIPS

Get to know the career coaches in the Poole College of Management Career Center. Try to meet with a career coach several different times throughout your time at NC State. Appointments are a great way to stay motivated and to accomplish career-related tasks. A career coach will listen to your concerns and provide objective advice. You can bounce ideas off them, which will help you think through your options. Furthermore, when unique job opportunities come in, career coaches often alert students who they know well and think might be a good fit with the position. Remember, the more you share about your skills and your goals with the staff, the better they will be able to assist you.

PROGRAMS AND SERVICES

Once you get to know the career coaches, become familiar with all of the programs and services offered through the Poole College of Management Career Center which include:

Job and Internship Listings

Hundreds of opportunities are posted for NC State students each year through the Poole College of Management Career Center jobs database, ePACK. Part-time on- and off-campus jobs, internships and full-time positions are all posted in one easy-to-use system that is available to all NC State students and recent alumni. Employers often post positions specifically for Poole students. Career coaches also can provide detailed advice on how to apply for these jobs.

Be sure to read our biweekly eNewsletter, *The Job Howl*, highlighting employers coming to campus, upcoming career events, and the latest jobs and internships that we have received. To make sure you receive these emails, please login to your ePACK account and go to the Profile > Account Information > Privacy Settings on your student home page and set the field called "Receive Email Job Blasts."

Resume and Cover Letter Critiques

During individual appointments, career coaches provide detailed advice on writing resumes, cover letters, and other job search correspondence. We offer a variety of services to help you create the most effective job search correspondence. In addition to one-on-one resume guidance and critiques, the Poole Career Center provides a resume style guide with templates and sample resumes to help you design creative, targeted resumes that will assist you in getting as many interviews and job offers as possible.

Career and Job Search Strategies

The most successful students start early—FRESHMAN YEAR—working with a career coach on both career and job search

strategies. What experience is needed to obtain the ultimate job you want upon graduation? What other ancillary experiences will give you an edge over other candidates, i.e., foreign languages, study abroad, community service, etc.? Talk with a coach early on—we have a checklist to facilitate your career success.

Career Fairs

Career fairs offer a convenient opportunity to network, talk face-to-face—whether virtually or in-person—with a wide range of employers, and set up interviews. The Poole College of Management Career Center sponsors two College of Management career fairs each year. Career fairs are a wonderful opportunity to become familiar with different employers recruiting for your major, browse their available positions, talk with them informally, and provide them with your resume.

Mock Interviews

When it comes to interviewing, practice makes perfect. The experience of having a simulated interview with a career coach can calm nerves, enhance performance, teach you how to answer tough questions, and prevent you from making big mistakes. We find that those students who practice their skills in mock interviews are very successful when they participate in the real thing. Our career coaches will be happy to help you hone your interview skills and become more comfortable in the process.

Employer Information Sessions/On-Campus Recruiting

Each semester, a wide range of employers from various locations and industries engage with Poole to present information about their organizations to students. Learn about potential career opportunities and network with key employers by attending these sessions. Also, students will be able to take advantage of on-campus recruiting programs, where employers collect student resumes and conduct on-campus interviews for various internship and job openings.

Internships

Internships are the most effective way to try out different career fields and gain hands-on experience while you are still a student. You can build your resume and learn the ropes. Many internships lead to full-time opportunities.

Important Note! We send important messages about programs and events via our email newsletter, "Job Howl." Make sure you add us to your address book so our important announcements don't end up in your spam folder. Check out our website at poole.ncsu.edu/undergraduate/career-services and ePACK frequently for the most up-to-date information on programs and events.

KEY WEBSITES

Poole College of Management Career Center
poole.ncsu.edu/undergraduate/career-services

University Career Development Center
<http://careers.ncsu.edu>

ePACK
ncsu.edu/epack

YOUR CAREER STARTS HERE

POOLE COLLEGE OF MANAGEMENT CAREER CENTER

GETTING STARTED



1 Activate ePACK Account

<http://www.ncsu.edu/epack>



3 Explore your Options

Learn more about careers within your major concentration and discuss career plans with a career coach



2 Meet a Career Coach

Schedule through Navigate or stop by and see a Peer Career Coach during their drop-in hours



4 Critique your Resume

Design and adjust your resume with a career coach before meeting with employers

SIGNATURE EVENTS



Poole Affinity Mixer

An Inclusive Employer Evening held each Fall and Spring semester



Poole Supply Chain & Data Analytics Career Fair

Each Fall (Sep.) and Spring (Feb.) semester for those interested in supply chain, operations, logistics, and business analytics



Poole Career & Internship Fair

Held each Fall (Sep.) and Spring (Feb.) semester for all business majors

ONGOING EVENTS



Mentorship Programs

Including ELEVATE Mentor Program, IBM Pathfinders Program, and Truist Emerging Leaders Program



Employer Information Sessions

Attend sessions to learn more about employers and their needs



Corporate Visits

Visit corporate offices for an inside look at how your favorite companies operate

CHECKLIST FOR CAREER SUCCESS

CAREER EXPLORATION: DETERMINE POSSIBLE CAREER PATHS

- ☐ Take a career assessment that will help you match your unique personality, values, interests, and strengths to possible careers you will enjoy. *Focus 2*, a career assessment that can be accessed through the NC State website, is free and easy to use. Schedule a meeting with one of your Poole College of Management career coaches to discuss your results and develop a career plan
- ☐ Visit the *What Can I Do with This Major?* website, <https://whatcanidowiththismajor.com/major/> or the NC State *Majors and Minors* web page, ncsu.edu/majors-careers/ for information on exploring or changing a major
- ☐ Complete the *Career Identity Program* <https://careers.dasa.ncsu.edu/explore-careers/career-identity-program/>, a self-paced, 10-hour program that helps students explore careers and create a classroom to career plan. **Or** for a more in-depth career exploration experience, take the UCS 202 class, Career Exploration & Development, a two-credit hour elective
- ☐ Talk to your career coaches, alumni, mentors, family, and friends about occupations and career paths
- ☐ Get to know faculty in your major of interest. They can talk to you about possible degrees, research opportunities, projects, career options and job leads and possibly provide references when you apply for a job or to graduate school
- ☐ Create a first draft of your resume using our **Resume and Cover Letter Style Guide** (<https://poole.ncsu.edu/undergraduate/wp-content/uploads/sites/23/2023/02/Resume-Cover-Letter-and-Reference-Page-Style-Guide-PDF-2023.pdf>) and have it critiqued by a career coach
- ☐ Conduct informational interviews with professionals. Your career coaches can help you prepare for these. See the *Informational Interviews & Networking* section in this *Guide* to learn how to conduct these interviews
- ☐ Join student organizations related to possible majors and concentrations of interest and take advantage of opportunities on and off campus, learn about careers within those majors and concentrations, and gain leadership and team skills. Be sure to document your activities and accomplishments on your resume
- ☐ Join professional associations of interest (American Marketing Association, Society for Human Resources Management, etc.)
- ☐ Attend career fairs, employer information sessions, and other networking events to gather information on potential careers and employers. Practice introducing yourself at these events and learn to navigate a career fair
- ☐ Obtain an experiential introduction to a possible career field through job shadowing, volunteer, project work and research opportunities
- ☐ Consider part-time jobs, co-ops and internships to help build your resume, broaden your experience, and explore various occupations

- ☐ Take courses early in your academic career that will provide insight into different aspects of business to help you determine desired career paths
- ☐ After conducting a thorough career exploration, select your major/concentration based on your career goals and interests

CAREER READINESS: DEVELOP THE SKILLS TO GET YOU WHERE YOU WANT TO GO

- ☐ Take M 120, *Professional Development & Career Planning* class. Learn how to write effective resumes, cover letters, LinkedIn profiles, and reference pages. Learn how to introduce yourself to employers, develop your personal brand and networking skills, ace an interview, evaluate and negotiate a job offer, and succeed on the job
- ☐ Take BUS 225, *Personal Finance*, a class that will teach you budgeting and money management skills, how to stay out of debt, stretch your dollars, invest your money wisely, and build a comfortable retirement nest egg
- ☐ Attend career-related workshops on resume writing, interviewing, job searching, salary negotiations, and LinkedIn development
- ☐ Explore Poole College of Management Career Center & University Career Development Center resources
 - *ePACK*: log into ePACK https://ncsu-csm.symplcity.com/students/?signin_tab=0 to create your profile, explore the Events and *Job & Internship Postings* that sound interesting to you, and view ePACK tutorials that will teach you how to use the ePACK system
 - *Poole Undergraduate Virtual Career Center*: access within your Moodle site under your Projects tab. This center provides information on career exploration, resume writing, interviewing, job searching, negotiating a job offer, graduate school, and much more!
 - *Poole College of Management Undergraduate Career Center website*: <https://poole.ncsu.edu/undergraduate/careers/student-resources/>
 - *Job Howl Newsletter*: Poole College's undergraduate career newsletter that keeps you up-to-date on all the latest employment news, distributed approximately every two weeks via email during the fall and spring semesters
 - *Occupational Outlook Handbook*: Google OOH. This guide provides you with information on salary, job outlook, educational preparation, and job descriptions regarding most careers found in the U.S.
 - *Career Fair Plus app*: It's free and is essential for navigating the Poole College Career Fair. Obtain through your App store
- ☐ Develop skills that all employers value: leadership, public speaking, written and interpersonal communication, data analytics, critical thinking, and technology skills
- ☐ Update and fine tune your resume and professional cover letter with a career coach. Add relevant class projects to your resume

- ☐ Update your ePACK account each semester, including uploading your most up-to-date version of your resume into the ePACK system
- ☐ Conduct practice interviews
- ☐ Assume leadership roles in student organizations and note your roles and accomplishments on your resume
- ☐ Attend the annual Poole College Etiquette Dinner, held each October, to learn how to ace a dining interview
- ☐ Set up your LinkedIn profile
- ☐ Prepare a reference list—include employers, faculty, and mentors. See sample reference page in this *Guide*
- ☐ Be sure all of your social networking sites look professional; employers do check
- ☐ Choose electives to enhance skills and qualifications

GET THE JOB: EMPLOYER AND/OR GRADUATE SCHOOL OUTREACH

- ☐ Set up an appointment with a career coach to discuss /refine career strategies, including questions about graduate school, and prepare for job offers and salary negotiations
- ☐ Identify target companies, research companies, and network with relevant professionals
- ☐ Reconnect with professionals you met at previous career fairs and other career-related events
- ☐ Attend career fairs and employer information events to learn about employers, internship, and employment opportunities

Obtain business cards/contact information where possible, to follow-up for possible interviews

- ☐ Attend Poole College's Etiquette Dinner to network with employers
- ☐ Use holidays to talk with family, friends, and significant contacts regarding your career plans and to obtain job leads
- ☐ Consider participating in a co-op (type "co-op" into the NC State search window to learn about NC State's co-op program)
- ☐ Many employers now offer internship programs that lead to full-time job offers. Try to gain career related experience in a company that you want to work for when you graduate through internships, summer jobs, or part-time employment. Apply for internships and on-campus interviews posted in ePACK or that you learn about from networking
- ☐ If interested in graduate school, begin researching graduate school options and apply according to established guidelines and deadlines. Schedule GMAT and other admissions exams if required by graduate schools of interest. Review the *Is Graduate School Right for You* section in this *Career Resource Guide* for more information
- ☐ Begin your active full-time job search at least two semesters prior to graduation. Consult the Recruiting Timeline table in this *Guide*
- ☐ Notify a Poole College of Management Career Center coach and update your ePACK profile once you have accepted an offer
- ☐ Complete the New Graduate Future Plans Survey and join the LinkedIn Poole Alumni Group

Poole Packways

With so many choices in and outside the classroom, it can be hard to figure out the best way to build key skills and create your own brand during college. Poole Packways is designed to help guide you by providing structure and a way to track and showcase experiences in six important competency areas that the college and employers know are important.

- Personal Development
- Problem Solving
- Global Mindset
- Social Responsibility
- Communication
- Knowledge Application

Each pathway is different as students decide how to engage during their time at Poole. Track your progress and share what you want in your digital portfolio.



Poole
PACKWAYS

WHY SHOULD I PARTICIPATE?

- Competency skills are equally as important as a student's GPA in the hiring process.
- Competencies are based on what employers are looking for when hiring.
- The digital portfolio helps you reflect on your engagement with your employers in an easy way.
- The digital portfolio helps you organize and plan high-impact experiences at Poole and NC State.

<https://poole.ncsu.edu/undergraduate/student-life/poole-pathways/>

SET UP YOUR ePACK ACCOUNT

WHAT IS ePACK?

- ePACK is NC State University's online job board and career information management system where jobs, on-campus interviews, and career events and programs are posted throughout the year.
- Jobs & Internships: Access hundreds of current jobs (part-time, full-time) and internships. Set up a search agent (job alert) and receive a message when the job or internship you desire is posted.
- On-campus Interviews: See which employers are coming to campus to interview. Submit your resume directly for consideration.
- Employer Contacts: Access thousands of employer contacts. Search by industry and location.
- Document Management: Safely store resumes, cover letters and other documents to support your job search.
- Events: RSVP to attend events, such as career fairs, employer information sessions, and other career development programming.

Follow these three easy steps to set up your ePACK account.

STEP 1: REGISTRATION

- Go to ncsu.edu/epack
- Enter your username (Unity ID) and password. If you don't know your password, click on "forgot password" and instructions regarding how to obtain one will be provided.

STEP 2: COMPLETE YOUR PROFILE

- Fill in all requested information (contact information, academic and employment details).
- Complete your *entire* profile. An incomplete profile will limit the ePACK features that you can use.

STEP 3: UPLOAD A RESUME

- Meet with a career coach to discuss/critique your resume.
- Have a career coach approve the final resume draft before you upload it.
- Log on to your ePACK account and click on "documents".
- Click on "add new" to upload your resume and other documents in PDF format. Check them for accuracy after the upload.

CAREER ASSESSMENTS & INFORMATION RESOURCES

CAREER ASSESSMENTS CAN help you explore your interests, skills, values, and preferences as they relate to choosing a major or career. They can also help you narrow your search or consider new options. Be sure to make an appointment with your career coach to discuss your assessment results. **NC State University's online assessments:** https://careers.dasa.ncsu.edu/explore_careers/career-assessments/

FREE ASSESSMENTS

O*NET Interest Profiler
www.onetcenter.org/IP.html

A self-assessment career exploration tool that can help students discover the type of work activities and occupations that they would like and find exciting. Students identify and learn about broad career interest areas most relevant to themselves.

O*NET Work Importance Locator
www.onetcenter.org/WIP.html

The O*NET Work Importance Locator is a computerized self-assessment career exploration tool that allows individuals to focus on what is important to them in a job. It helps people identify occupations that they may find satisfying, based on the similarity between their work values (such as achievement, autonomy, and working conditions) and the characteristics of the occupations.

CareerOneStop Self Assessments
<https://www.careeronestop.org/ExploreCareers/Assessments/self-assessments.aspx>

CareerOneStop offers an interest assessment, skills assessment, and work values assessment to help you learn more about yourself as it relates to different careers.

Focus 2

Focus 2 is a career assessment located on NC State University's website. Learn about how your values, interests, competencies and personality fit into the NC State majors and your future career.

OTHER CAREER INFORMATION RESOURCES

NC State Counseling Center

If you have tried other resources and feel you have continuing difficulties with major or career decisions, make an appointment by calling 919-515-2423. Following a consultation, other assessments may be suggested.

Occupational Outlook Handbook (OOH)
www.bls.gov/ooh/

The OOH describes most of the careers in the U.S. and contains job descriptions that include nature of the work, training, qualifications, advancement, job outlook, projections, earnings, related occupations, and sources of additional information.

O*NET OnLine
www.onetonline.org/

O*NET OnLine contains work descriptions and career videos for job seekers, workforce development and HR professionals, students, and researchers. Descriptions include on-the-job tasks and the technology, tools, education, skills, and abilities needed to complete these tasks. The resource describes how different occupations appeal to varying interests, values, and work styles.

CAMPUS RECRUITING CYCLE

TO FIND SUCCESS during your job and internship search, you must become aware of the standard recruiting cycle utilized by most employers. Recruiters begin searching for qualified candidates immediately at the beginning of the fall and spring semesters. We encourage all students to begin searching and applying for potential job and internship opportunities immediately when the semester begins. Stay active on ePACK to see current job openings, application deadlines, and campus recruiting events (e.g. career fairs, employer information sessions, and on-campus interviews).

Early Fall (August-October)

- Recruiters are on campus for information sessions, events, and career fairs to attract students to apply for their open positions.
- Fall job and internship application deadlines approach in mid to late October.

Late Fall (November-December)

- On- and off-campus interviews are being conducted.
- Recruiters are significantly scaling back on-campus recruiting. Instead, they are screening and interviewing current applicants.
- Job and internship offers are presented.

Early Spring (January-February)

- Job and internship offers extended in the fall are confirmed.
- Recruiters are on campus for information sessions, career fairs, and other career events. They are here to maintain their brand while filling additional job openings and last minute employment needs.

Late Spring (March-April)

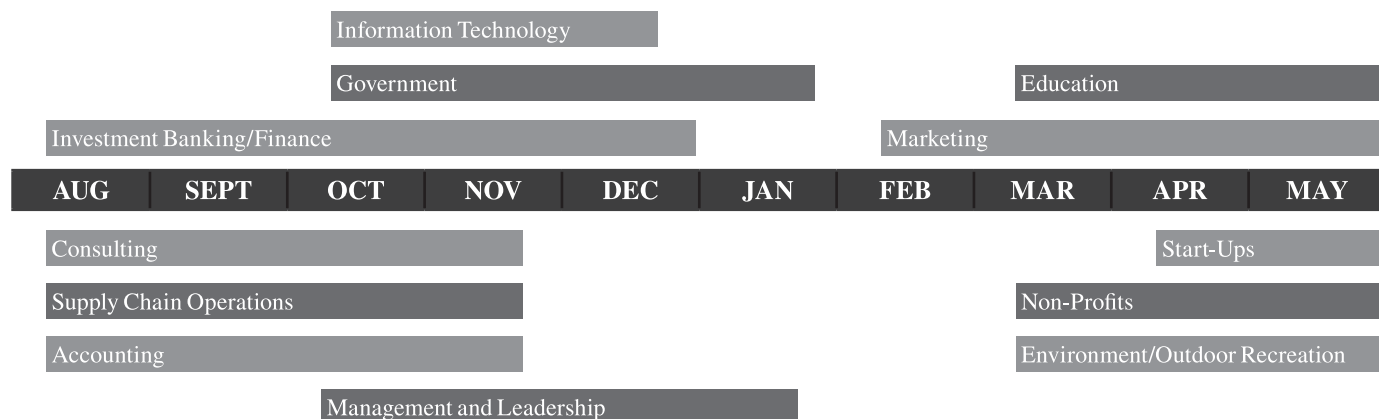
- Active recruiting tends to end by spring break and employers generally stop making visits to campus.
- Interviews are conducted for job and internship positions.
- Offers are extended and confirmed by employers.

Summer (May-August)

- Summer internships are taking place.
- Full-time position start dates begin for May graduates.
- Intern performance is evaluated at end of the summer, and full-time positions are often extended to rising seniors.

RECRUITING TIMELINES BY INDUSTRY

WHILE WE ENCOURAGE all of our students to begin searching for employment in the fall semester, it can be useful to know the typical recruitment schedule for your specific field of interest. Below is a visual representation of when students are most heavily recruited for each industry.



**This table reflects a standardized recruiting cycle. ePACK continues to receive job posts for positions throughout the year. Please contact a Career Coach for more detailed information regarding your job search.*

HOW TO FIND THE RIGHT JOB

FINDING THE JOB you want takes many steps and involves just as many decisions. This checklist is designed to help you along the way and guide you to the appropriate resources. Be sure to discuss your progress with your career coach.

KNOWING WHAT YOU WANT

- Choose your ideal work environment—large corporation, small business, government agency or nonprofit organization.
- Choose your ideal location—urban, suburban or rural.
- Know whether you want to work with people, data or things.
- List your three most useful job skills and know which is your strongest.
- Know whether you enjoy new projects or prefer following a regular routine.
- List some of the main career areas that might interest you.
- List your favorite leisure time activities.
- Know what kind of reward is most important to you in a job—money, security, work/life balance, etc.

RESEARCHING CAREER OPTIONS

- Develop a list of career possibilities to research.
- Use the Internet to learn about various careers. *The Dictionary of Occupational Titles* and the *Occupational Outlook Handbook* are valuable resources.
- Determine whether your desired career requires an advanced degree.

Make at least three professional contacts through friends, relatives, professors, or LinkedIn.com to learn more about these professionals and your field of interest.

- Keep up with current trends in your field through trade publications, news/business magazines and newspapers.
- Identify employers interested in interviewing someone with your academic background and experience; create a list of three or more employers in the field you are considering.
- Use the Internet to learn more about potential employers and check out salary surveys and hiring trends in your anticipated career field.
- Make at least three professional contacts through friends, relatives, professors, or **LinkedIn.com** to learn more about these professionals and your field of interest.
- Meet with faculty and alumni who work or who have worked in your field to talk about available jobs and the outlook for your field.

GETTING EXPERIENCE

- Narrow down the career options you are considering through coursework and career research.
- Participate in work experience and/or internship opportunities in your chosen field to learn of the daily requirements of the careers you are considering. Such assignments can lead to permanent job offers following graduation.
- Become an active member in one or more professional associations—consult the *Encyclopedia of Associations* for organizations in your field.
- Volunteer for a community or charitable organization to gain further work experience. Volunteer positions can and should be included on your resume.

CREATING A RESUME

- If using an Objective be sure it is clean and concise.
- Know how your skills and experience support your Objective.
- Use action verbs to highlight your accomplishments.
- Unless you have extensive relevant experience, limit your resume to one page and make sure it is free of misspelled words and grammatical errors.
- Create your resume using Poole College of Management Career Center guidelines and duplicate it on neutral-colored paper, preferably white, light gray or light cream. When you are submitting your resume (paper or online), be sure to include relevant keywords from the job description and don't overuse italics, bold or underlining.
- Compose a separate cover letter to accompany each resume and address the letter to a specific person, if possible. Avoid sending a letter that begins "Dear Sir/Madam." Use a subject line with job title and job number (if available), when you cannot locate a specific person. See Sample Cover Letters in this *Guide*.

PREPARING FOR THE INTERVIEW

- Arrange informational interviews with employees from companies that interest you. Use your network of acquaintances to schedule these meetings.
- Thoroughly research each employer with whom you have an interview—be familiar with product lines, services offered, growth prospects, and those who will interview you (names and positions). Ask who the interviewers are before the day of the interview and research their profiles on **LinkedIn.com**, as well as other websites.
- Research salaries and know how to handle salary questions.
- Practice your interviewing techniques with your career coach to help prepare for the actual interview. Have your accomplishment stories ready (what you did, why it was important, and your results—in metric form if possible).
- Using the information you have gathered, formulate questions to ask the interviewers.
- Arrive on time in professional business attire.
- Collect the needed contact information/business cards to write a thank-you letter to each interviewer after the interview.

HOW TO STAND APART FROM THE CROWD

COMPETITION FOR JOBS is at an all-time high, so it's essential that you distinguish yourself from other job applicants. Regardless of the field you're entering, individuality matters. Everything you've experienced until now—in the classroom, during after-school jobs and internships, and through volunteer experiences—sets you apart from your fellow students. These unique experiences provide knowledge and abilities that must be demonstrated to potential employers through the resume, cover letter and interview. This is your chance to prove that you're the best candidate for the job and that you will make a great addition to their team. Here are some ways to make sure your true potential shines.

WHAT MAKES YOU SPECIAL?

Your roommate may have the exact same major and GPA as you do, but those are secondary characteristics. More importantly, everyone has his or her own set of life experiences that influence personal growth and skill development. Maybe you've traveled around the world, speak several languages, or were born in another country. Or perhaps you've worked your way through college. When an employer is evaluating you for a job, you have to make sure your unique experiences come through on your resume and cover letter so that you have the opportunity to elaborate on the details during the interview.

GO TEAM!

Employers want employees who can hit the ground running and work well with others in a team environment. Your academic experience has been packed with teamwork even if you don't realize it. Just think back to all those group projects and study sessions. Many extracurricular activities, such as athletics, fraternities and sororities, clubs, volunteer work and student government, require team participation as well. By using the language of teamwork and cooperation on your resume and cover letter, you've taken the first step toward proving that you're a collaborator. During the interview, you can further express what you've learned about yourself and others through teamwork.

DO'S AND DON'TS

- DO dress the part. Even employers with casual dress codes expect interviewees to be dressed in professional business attire.
- DON'T chew gum, wear cologne/perfume or smoke before the interview.
- DO offer a warm smile, introduce yourself, and maintain good eye contact.
- DON'T try too hard to please or appear loud or cocky.
- DO emphasize your skills and accomplishments for their job.
- DON'T make excuses for failures or lack of experience. Instead, take responsibility for your mistakes and change the subject to something positive.

LEADERSHIP 101

Teamwork is important, but employers also want candidates who can step up to the plate and take charge when it's appropriate. If you've never been class president, however, don't fear—leadership can be demonstrated in many subtle ways. In addition to traditional leadership roles, leaders also take on responsibility by providing others with information and advice. If you've ever helped a friend with a project, volunteered to teach a class or given a speech that motivated others, then you've served as a leader. Class projects are opportunities to demonstrate leadership as well. During your interview, speak confidently about your accomplishments, but don't cross the line into arrogance. Good leaders know when to show off, as well as when to listen to others.

ART OF THE RESUME

Your resume provides the opportunity to stand out, but don't distinguish yourself by using bright-colored paper or an unusual font. Those tactics are distracting and leave employers remembering you negatively. Instead, it's the content of your resume that will really get you noticed. Make sure to describe each experience in clear detail; highlight not only what you did, but why it was important to the organization and the results gained from your actions. Don't forget to include special skills, such as foreign languages and international travel.

COVER LETTER NEEDED

While your resume chronicles your experiences, the cover letter lets your personality shine through. Here you can expand upon your past experiences and briefly discuss what you learned. Use concrete examples from your resume in order to showcase specific skills and characteristics. Be sure to tailor each letter to the specific organization and position, and state specifically why you want to work for the organization. Demonstrate that you've done your research; it will impress employers and set your letter apart from the rest.

INTERVIEW EXPERT

When it comes to the interview, preparation is key. Be ready to talk about everything you've done in a positive light, and make sure you're well informed about the organization and industry. Focus on what distinguishes the employer from their competition and why you are a good fit. If possible, speak to alumni or other current employees to learn more. **LinkedIn.com** is a good resource for these contacts. Remember, practice makes perfect; career coaches offer mock interviews. Don't be afraid to ask for help from friends and professionals as you review the answers to common interview questions.

Adapted from material written by Jennifer Bobrow Burns, Director, Industry Relations, Tisch Center, New York University.

DEVELOP YOUR ELEVATOR PITCH

THROUGHOUT YOUR JOB SEARCH and especially when you are in a job interview, you need to be able to introduce yourself in a powerful way to people who don't know you. What you say at that moment will set the tone for the rest of your interaction. To do this most effectively, you need a power greeting called an Elevator Pitch.

An Elevator Pitch is like a "30-second commercial." It provides just enough information to make the listener want to know more about you.

It is clearly in your best interest to control this introduction and advanced preparation is the key. An Elevator Pitch is composed of three distinct parts and a follow-up question:

1. Your education and credentials (what you have studied).
2. Your experience in the field (employment, internship/co-op, volunteer positions).
3. Your strengths (what you do best).

4. An open-ended probing question about their needs and challenges.

Here's an example, "Hello, my name is Sam Jones. I am pursuing a bachelor's degree in Business Administration from NC State University with a minor in Spanish. I have gained a year and a half of experience in the operations field through a summer internship with NACCO Material Handling Group in Greenville, NC, and a two-semester co-op position with National Waterworks in Charlotte, NC. I have discovered that I enjoy supply chain management and just-in-time delivery challenges. I chose this field because I enjoy finding new ways of solving problems. I am a hands-on person, and I like getting into the thick of things and dealing with tangible, concrete problems. What role does logistics play in your business?"

Adapted from and reprinted with permission from The Career Center, East Carolina University.

YOUR TURN

Hello, my name is _____. I am pursuing a degree in _____ from NC State with a concentration in _____.

I have gained _____ experience in the field of _____ through an internship with [name company].

I have discovered that I enjoy _____

_____.

I chose this field because (or "I'm interested in your company because...") _____

_____.

Could you tell me more about your organization and positions you are seeking to fill? _____

_____.

YOUR ONLINE BRAND

YOUR ONLINE BRAND is a reflection of you. **Your emails and your “online footprint” will be scrutinized by employers to help them make hiring decisions.** Use your online brand as an effective recruiting tool in your job search. We all use the web differently, but however you use it, it is critical to devise and follow an online branding strategy. Below are some usage tips for getting the most out of your online brand from some of the most popular online sites and tools.



Keep correspondence professional and use your email account for recruiter contacts (it's part of your brand).



Google yourself and make sure you (and recruiters) are comfortable with the online you.



Write clear and concise subject lines and professional content that is on-point. Employers are evaluating how you correspond with them; be professional!



Check your privacy settings and confirm they are what you want. Facebook will occasionally change privacy settings without your approval.



Make posts suitable for all audiences and be sure to keep it positive. Remember, followers can share your posts.



Many recruiters use LinkedIn as a recruiting tool, so your profile should be robust and detailed, reflecting your skills and interests.



Convey a professional image: Add a signature line to your outgoing email messages.

Jane Doe
Class of 20XX
Poole College of Management
North Carolina State University
jdoe@ncsu.edu
Tel: XXX.XXX.XXXX
[Optional] Your LinkedIn URL and/or other professional social networking account

BUILDING YOUR LINKEDIN PROFILE

Creating and maintaining a strong LinkedIn profile is a critical aspect of your job search and professional networking. Many recruiters use LinkedIn as a recruiting tool, so your profile should be robust and detailed, reflecting your skills and interests.

Follow these tips to create and maintain your professional profile:

Include a PHOTO—Networking contacts feel more connected to you once they've seen you. Choose a recent, professionally appropriate photo of yourself with attire and degree of formality corresponding to your target industry. You should be portrayed alone with clearly distinguishable eyes/face and a neutral-to-positive expression.

Create a HEADLINE—This is a personal tagline. Keep it succinct, but use terms that signal your brand; this phrase will be included in the results list of a Google or LinkedIn search of your name and may be searchable by LinkedIn recruiters.

Write a keyword rich SUMMARY—This is where you have a chance to tell your story: summarize who you are (present), your background (past), and your career ambitions (future). Write in the first person and be conversational in showcasing your experience. Use keywords found in job descriptions in your target function/industry or in profiles of people who are in the job you're targeting.

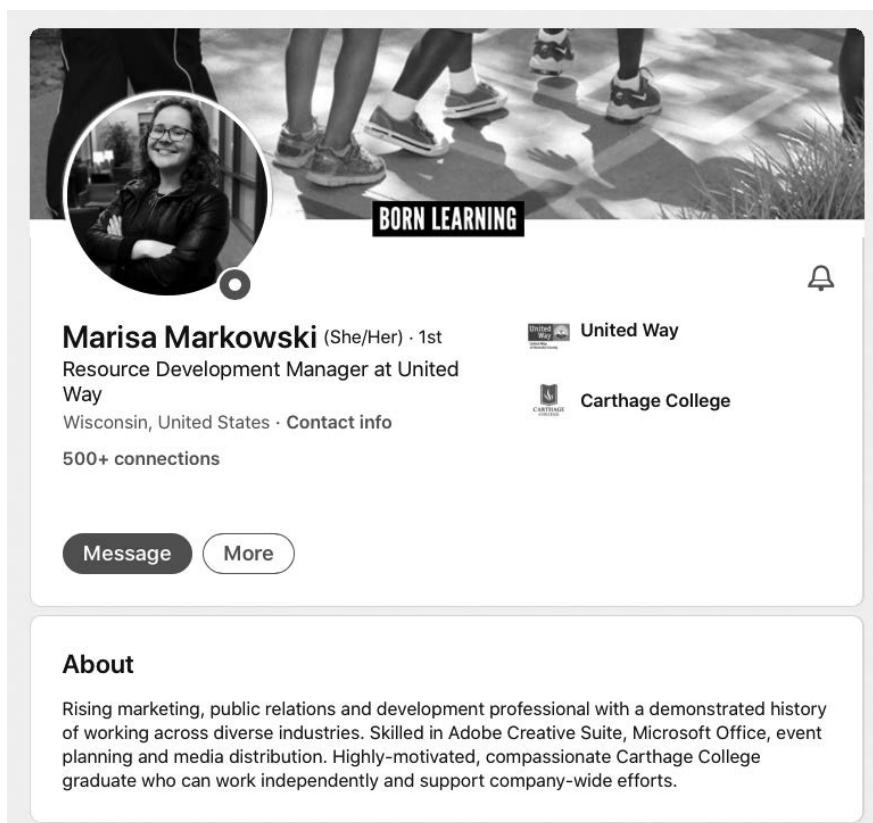
List your EXPERIENCE—Include jobs, internships, or substantial volunteer/leadership experiences. For each experience, write one to two sentences that answer the question, “What did you accomplish?”

Complete your PROFILE—LinkedIn will walk you through the profile completion process. (See the LinkedIn Profile Checklist elsewhere in this *Guide*.)

Reprinted with permission from Your Guide to the BBA Career Search, University of Michigan, Ross School of Business.

BUILD YOUR LINKEDIN PROFILE

LINKEDIN IS THE single best social media platform for job seekers because of its professional focus. Some savvy employers are now even requesting LinkedIn profile info as part of the job application process. One of the most powerful aspects of this profile is the recommendations from previous bosses and co-workers. Testimony from others is proof positive of your professionalism.



HEADLINE

Your headline can be creative or based on your job title. There are many job titles for the same type of work, so add other titles that match your experience and skills.

ABOUT SECTION

Emphasize your accomplishments in the About Section in 1-2 paragraphs so recruiters will be hooked to read more.

End the About section with your summary statement. It is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals. Consider using bullet points and including relevant work, extracurriculars and key words.

SHOW OFF YOUR EDUCATION

Include all of your schools, major(s) and minor(s), courses and study abroad or summer programs. Don't be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

FILL "SKILLS & EXPERTISE" WITH KEY WORDS

This section is the place to include key words and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.

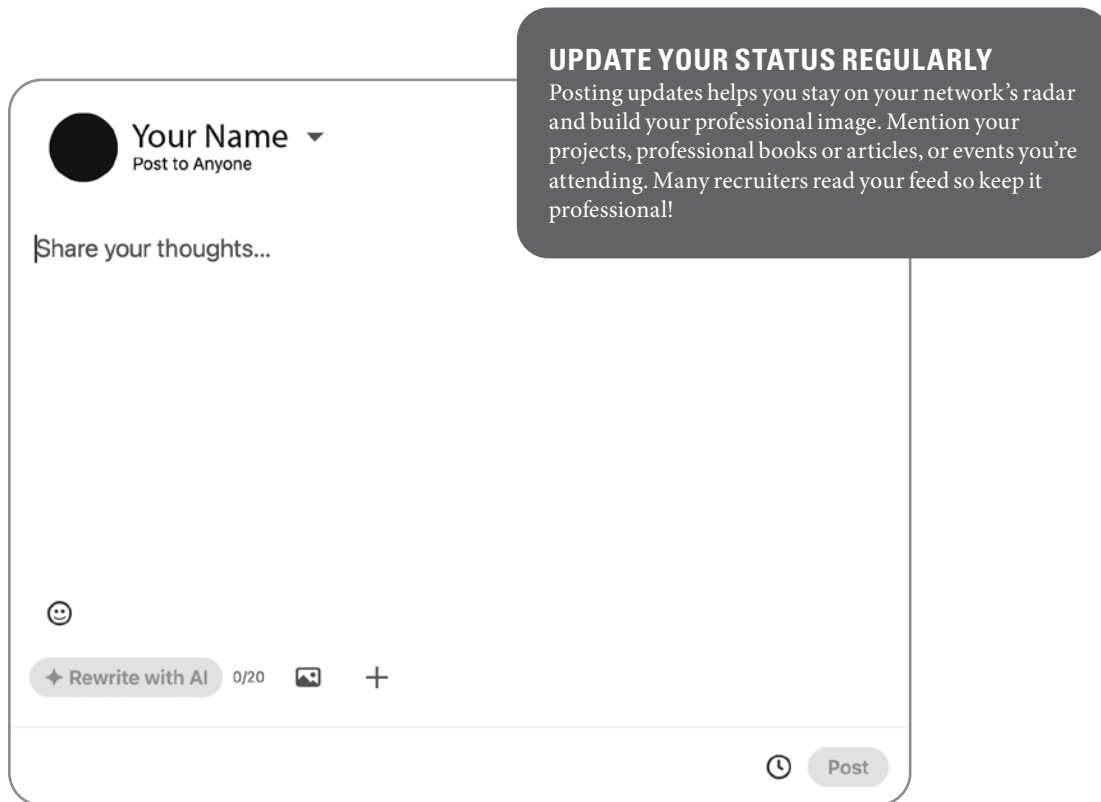
PHOTOS

Profile Picture - 300 x 300 pixels

- Professional-looking head shot
- Recent and identifiable
- Simple composition
- Personable and authentic — you don't need to over-edit your photo
- Don't include children, spouses, or pets

Cover Image - 1128 x 191 pixels

- Reference your work, location, or achievements
- Don't force the fit — a default background is preferable to a fuzzy photo



SHOW YOUR CONNECTEDNESS

Groups you join appear at the bottom of your profile. Joining shows that you want to engage in professional communities and learn the lingo. Start with your university and industry groups.

COLLECT DIVERSE RECOMMENDATIONS

The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you but colleagues, peers, and mentors can provide recommendations as well.

CLAIM YOUR UNIQUE LINKEDIN URL

To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL.

SPOTLIGHT THE SERVICES YOU OFFER

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer.

SHARE YOUR WORK

You can add actual examples of your writing, design work, or other accomplishments on your profile (where you can share rich media or documents). What better way to sell your skills than to show employers exactly what you can produce.

TAKE A SKILLS ASSESSMENT

Skills assessments are available inside LinkedIn and there is data to suggest displaying a Verified Skills badge on your profile could increase your chance of being hired by up to 30%. Displaying your result is voluntary and you can retake assessments as your skills develop.

INCOMPLETE PROFILES ARE A TURN OFF

Incomplete profiles — lack of work experience, accomplishments, skills or education — make it harder for someone to determine if you're a good fit for a position. Complete profiles make a good first impression.

GET CONNECTED!

The most effective people have robust networks. Your LinkedIn profile should represent that. While you don't need several hundred connections, your network consists of more people than you realize. Peers, colleagues, professors, and advisors are all part of your network.

Compiled by Nan Mellem from “Build your LinkedIn Profile” from the LinkedIn Corporation) and Jane Deehan’s “20 Steps to a Better LinkedIn Profile in 2022”.

JOB SEARCH STRATEGIES & TAPPING INTO THE HIDDEN JOB MARKET

YOUR JOB SEARCH should neither begin nor end with posted job opportunities. Studies have shown that only 15-20% of available jobs are ever advertised. It takes much more than merely perusing the Internet. By employing a number of methods, you constantly increase your chances of landing a job.

NETWORKING

Probably the most effective way to meet potential employers and learn about possible jobs is to tap into your personal network of contacts. You might think it's too early to have professional contacts, but think about everyone you know—family members and their friends, co-workers, professors, past employers, neighbors and even your dentist. Don't be afraid to inform them of your career interests and let them know that you are looking for work. They will likely be happy to help you and refer you to any professionals they think can be of assistance. Use **LinkedIn.com** to network; it is free and an essential tool in your job search.

INFORMATIONAL INTERVIEWING

This approach allows you to learn more about your field by setting up interviews with professionals. The purpose of these interviews is to gather career information and investigate career options, get advice on job search techniques and get referrals to other professionals. When setting up these interviews, either by phone, email, or LinkedIn, make it clear to the employer that you are seeking information only. Interviewing also familiarizes you to employers, and you may be remembered when a company has a vacant position. These interviews can result in jobs at a later date.

RECRUITING EVENTS/CAREER FAIRS

ePACK internship/job notices, employer information sessions and interviewing, and career fairs are a great way to become familiar with recruiting employers and take advantage of employer accessibility. Use ePACK to receive internship and job notices and research companies. Easy, 5-minute tutorials are available on ePACK to familiarize you with the system. If you need help, talk with a coach. A number of employers participate in our career fairs. Get your resume ready, even as a freshman, and take advantage of this opportunity to connect with them. Become familiar with the event and how to navigate a career fair successfully.

PROFESSIONAL ASSOCIATIONS

Many professional associations have a resume bank and provide an opportunity at chapter meetings for unemployed individuals to stand up to introduce themselves and provide their resumes. Attend meetings of professional associations and become an active member. After you begin the above processes, and your network base expands, your search will become easier. Employers will appreciate your resourcefulness and professionalism—and view you as a future professional in the field.

TEMPORARY WORK

As more companies employ the services of temporary or contract workers, new graduates are discovering that such work is a good opportunity to gain experience in their fields. Temporary

workers can explore various jobs and get an inside look at different companies without the commitment of a permanent job. Also, if a company decides to make a position permanent, these “temps” already have made good impressions and often are given first consideration.

IN-PERSON VISIT

You can glean useful information from an in-person visit to a company. Your visit can provide insight into whether or not this organization is a good fit for you. Also, it allows you to introduce yourself to the organization's staff.

Persistence is the key to cracking the hidden job market.

INTERNET

Although it's important to use the internet for your job search, don't just use it to search for job openings. Studies show that only 15% of job seekers have success landing a job from an internet job posting. More importantly, use the internet to expand your network and develop employer contact lists. Use it to conduct employer research and understand more about your career direction.

EMPLOYER TARGET LIST

An important task in any job search is to develop an employer target list. Determine where (geographically) you want to work and in which industry (banking/finance, manufacturing, healthcare, etc.). Use databases such as CareerShift (through ePACK) to generate lists of companies that match your criteria.

SAMPLE BUSINESS CARD

Fatima Smith

Business Administration/Finance Major
Poole College of Management
NC State University
Raleigh, NC

P: 919-755-6213

fatimasmith2@gmail.com

INFORMATIONAL INTERVIEWS & NETWORKING

INFORMATIONAL INTERVIEWS AND NETWORKING are handled in similar ways; the purposes are different. Informational interviews are designed to get career information and identify other potential professionals willing to share their career development and advice.

An informational interview is not an interview for a job, but rather, a way of getting valuable information about your field(s) or career of interest. Savvy job hunters have always used informational interviewing as a way of networking with potential employers. Informational interviewing can help you choose a major or industry and make connections with people in your field. This type of interviewing may be done in person, by phone, or virtually using a virtual meeting platform such as Zoom.

Networking is contacting professionals to help you make contacts in your field of choice. Potentially, these individuals may have a job or know of colleagues who have jobs. The goal for both informational interviewing and networking is **NOT TO ASK FOR A JOB**, rather it is to obtain career information and contacts. However, be ready to share your resume during an informational interview or networking event if asked.

STEPS FOR A SUCCESSFUL INFORMATIONAL INTERVIEW

1. Identify key people to interview. Ask for leads from family, friends, past or current co-workers and employers, neighbors, NC State University alumni, faculty, advisors, colleagues at professional association meetings, plus their connections!
2. Be clear about your objective before you contact the professional. Decide what you want to know and write a short email script (samples follow). Have your career coach review your email before you send it. Be flexible with meeting places and times to fit their schedule and needs—20-30 minutes is a reasonable time span to request.
3. Explain why you are contacting the person and be clear about what you want. Be professional, polite, positive, and businesslike.
4. Try to schedule an in-person meeting, virtual meeting or phone call. In person is preferable to gain exposure to the work environment/culture and to allow the professional to have a personal experience of meeting you.
5. Research the person and company prior to the meeting or phone call. Call to confirm the meeting the day before.
6. Dress professionally for an informational interview and arrive promptly.
7. Show enthusiasm and balance staying on track with your prepared questions with letting the conversation flow naturally. Share appropriate information about yourself. Don't dominate the conversation or divulge anything you wouldn't want them to know if they WERE actually interviewing you.
8. Share your resume, and if appropriate, ask for a critique.

Steps continue on next page

SUGGESTED INFORMATIONAL INTERVIEW QUESTIONS

About the Career Field

- How did you get into this career?
- What do you do at work on a typical day? What are your responsibilities?
- What advice do you have for someone preparing for a career in this field?
- What majors and/or minors do you recommend for someone interested in this field?
- What courses and/or advanced degree(s) would be helpful for me?
- What experience/skills are necessary to enter this field?
- What do you like most about your job? What is most challenging? What one thing would you change?
- What are the challenges in balancing work and personal life?
- Why do people enter/leave this field?

About the Organization/Industry

- How did you get into this organization/ industry? What other organizations have you worked for?
- What is unique to your industry, organization, or office?
- What do you like most about the work you do? Anything different you would want? What is your work environment like?
- How does your organization fill job openings? Is that typical of other organizations in your field?

About Future Growth/Salary Information

- What are the employment prospects for someone entering this field?
- What is the growth and promotional potential in your field?
- What areas are growing/changing in this field?
- What is a typical starting salary in this field?
- How do salaries in your field compare with those of other fields? (And you should research this as well.)

Follow-up Questions

- Can you recommend other professionals in this field with whom I should speak? May I use your name when I contact them? (Be sure to get correct spelling and pronunciation of name, job title, phone, email, and how the person knows them)
- May I contact you again if I have further questions? May I send you an invitation on LinkedIn?
- Do you have any feedback to strengthen my resume?
- Which professional publications, organizations and other resources do you consider important?

9. Ask your contacts to recommend others you might speak to in your specific field or industry, and ask that they keep you in mind should they hear of any positions or prospects.
10. Offer your business card, ask them for theirs, and ask if you can add them to your LinkedIn network. If you do not have business cards, obtain them now before networking; it is much easier to ask for a card if you have one to give away. Talk with your career coach about what to put on the card if you need help creating one.
11. Send a thank-you note after your call or visit and include your phone number and/or email address. Ask them to contact you if more information becomes available or if new opportunities arise.
12. Keep a record of all of the people with whom you have conducted informational interviews. Evaluate how the interview went, and make notes regarding what you learned, what you still want to know, and what you plan to do next.
13. Try to help your contacts out when you can. You don't want them to get into the habit of thinking that every time you contact them, you want something from them. Be sure to make your relationship mutually beneficial.
14. After you obtain employment or an internship, notify all networking contacts. Tell them briefly about your new position and thank them again.

INFORMATIONAL INTERVIEW TIPS

- Provide a brief introduction of yourself to the professional. State that you are a student who is seeking advice and information regarding this person's career and/or industry.
- State how you found out about this person (through a career fair, friends, family member, their professional colleague, **LinkedIn.com**, etc.).
- Identify what you hope to get out of a meeting or call with this person (career and/or industry information).
- Once the interview/call date and time have been established, verify the professional's address, location, date and meeting or call time.
- Research the company and individual prior to the meeting/call—be prepared!

If you aren't having any success contacting professionals in your field of interest, contact a Poole career coach for further assistance and resources.

Dear _____,

I am currently an undergraduate Accounting student in the Poole College of Management at North Carolina State University. A colleague of mine, Megan Smith, who previously interned for your accounting firm, suggested I contact you. I would like to meet with you to learn more about your firm, background and the type of work you perform at Smith & Associates.

My passion is to become an Audit Accountant. My colleague mentioned that you are an excellent mentor who could provide me with great insight regarding the skills and background necessary to be successful in this field. Currently, I am in the process of exploring different Master of Accounting programs. Your experience and career development in Audit Accounting will be invaluable to me as I explore my options.

At your convenience, I would like to schedule a 30-minute informational meeting with you in which I would like to treat you to coffee or a light lunch to discuss your career path and your current job duties, as well as the day-to-day operations of your firm. I have attached my resume to help you gain an understanding of my background and experience thus far.

I will contact you by telephone on April 26th to see if we can schedule a meeting. Thank you for considering my request, and I look forward to meeting you and learning more about Smith & Associates.

Sincerely,

Patti Jones
Sophomore, Accounting Major
(Contact information)

SAMPLE #1: INFORMATIONAL INTERVIEW EMAIL

NETWORKING DEFINED

A network is an interconnected group of professionals who serve as resources for your job search and ultimately for your career. Some great network contacts might include people you meet at business and social meetings who provide you with career information and advice. Students often hesitate to network because they feel awkward asking for help, but it should be an integral part of any job search. Though you might feel nervous when approaching a potential contact, networking is a skill that develops with practice. Most people love to talk about themselves and their jobs and are willing to give realistic—and free—advice. Offer your business card and ask if the other person is on LinkedIn.com and if you can send them an invitation. Make sure your LinkedIn profile is up-to-date along with your resume.

NINE KEYS TO NETWORKING

15. **Be Prepared.** First, define what information you need and what you are trying to accomplish by networking. Remember, your purpose in networking is to get to know people who can provide information regarding careers and leads. Some of the many benefits of networking include increased visibility within your field, propelling your professional development, finding suitable mentors, increasing your chances of promotion and finding your next job.
Second, know yourself—your education, experience and skills. Practice a concise, 30-second introduction of yourself so that people will know the kinds of areas in which you are interested. Your networking meeting should include the following elements: introduction, self-overview, Q&A, obtaining referrals and closing. Follow up with a thank-you letter.
16. **Be Targeted.** Identify your network. “I don’t have a network. I don’t know anyone,” may be your first reaction. Start by listing everyone you know who is a potential prospect: family members, friends, faculty, neighbors, classmates, alumni, bosses, co-workers and community associates. Attend meetings of professional organizations in your field and get involved. You never know where you are going to meet someone who could lead you to your next job.
17. **Be Professional.** Ask your networking prospects for advice—not for a job. Your networking meetings should be a source of career information, advice and contacts. Start off the encounter with a warm smile, introduction, and good eye contact. Focus on asking for one thing at a time. Your contacts expect you to represent yourself with your best foot forward.
18. **Be Patient.** Heena Noorani, research analyst with New York-based Thomson Financial, recommends avoiding the feeling of discouragement if networking does not provide immediate results or instant answers. She advises, “Be prepared for a slow down after you get started. Stay politely persistent with your leads and build momentum. Networking is like gardening: You do not plant the seed, then quickly harvest. Networking requires cultivation that takes time and effort for the process to pay off.”

Dear ___,

I located your contact information from the North Carolina State University alumni network, and I was hoping we might be able to connect over the telephone for 15 minutes at your convenience. I am graduating in May from the Poole College of Management at NC State with a Business Administration degree and a concentration in Finance. It would be most helpful to me to learn more about your background, including how you got started in private equity at Weaver Smith and to connect with a fellow Poole College of Management alumnus.

While at NCSU, I have enjoyed participating in two internship experiences as a financial planning assistant with Vanguard and Edward Jones. I have also participated in the Poole Council and served as a Student Ambassador. These experiences have been essential to my leadership development and have furthered my interest in pursuing a career in the private equity markets. I have attached my resume so you can gain a better understanding of my background and experience thus far.

Your help in discussing your career and identifying others who are also willing to meet with me and share their career information in private equity would be greatly appreciated. If a telephone discussion is possible, please send me some dates and times convenient for you.

Thank you for considering my request, and I look forward to talking with you.

Best Regards,

Ken Smith
Junior, Business Administration Major; Finance Concentration
(Contact information)

SAMPLE #2: NETWORKING EMAIL

19. **Be Focused on Quality—Not Quantity.** In a large group setting, circulate and meet people, but don't try to talk to everyone. It's better to have few meaningful conversations than 50 hasty introductions. Don't cling to people you already know; you're unlikely to build new contacts that way. If you are at a reception, be sure to wear a nametag and collect or exchange business cards so you can later contact the people you meet.
20. **Be Referral-Centered.** The person you are networking with may not have a job opening, but they may know someone who is hiring. The key is to exchange information and then expand your network by obtaining additional referrals each time you meet someone new. Be sure to mention the person who referred you.
21. **Be Organized.** Track your networking meetings. Keep a list of your contacts and update it frequently with the names of any leads given to you. Send a thank-you note or email. Ask if you can follow-up the conversation with a phone call, or even better, with a more in-depth meeting in the near future.
22. **Be Proactive and Dedicated to Networking.** Most importantly, networking should be ongoing. You will want to stay in touch with contacts over the long haul—not just when you need something. Make networking part of your long-term

EFFECTIVE NETWORKING DO'S AND DON'TS

- Do keep one hand free from a portfolio or purse so you can shake hands when necessary.
- Do share copies of your resume and research both the company and individual prior to the meeting/call.
- Don't tell them your life story; you are dealing with busy people, so get right to the point.
- Don't be shy or afraid to ask for what you need.
- Don't pass up opportunities to network.

career plan. Ask those you contact if you can send them an invitation to **LinkedIn.com**.

23. **Help Others and Say "Thank You."** It is important to help others. Most of us notice who helped us and who did not. We also notice others who are gracious in their assistance and who offer help without being asked. It is a trait that prospective employers notice. Be sure to thank those who help you.

Adapted from information written by Thomas J. Denham, managing partner and career counselor of Careers in Transition LLC.

APPROPRIATE ETIQUETTE WITH EMPLOYERS AND VISITORS

AT INFORMATION SESSIONS, MOCK INTERVIEWS & OTHER CAREER EVENTS

- **RSVP:** When you register for an event, you are expected to attend. Employers base their decisions regarding number of handouts, gifts and catering on the number who have RSVP'd. When you cannot attend an event you've signed up for, you need to cancel your RSVP as soon as you know this.
- **Research and be prepared:** When employers visit NC State University, they are encouraged to spend as much time as possible talking about careers within their organizations. It is the students' responsibility to use Google or the company website to research the company's history, products and services, customers, recent announcements, etc. Asking pertinent questions will impress the employer. Don't ask: "So, what does your company do?". You should know this before you attend the employer's event.
- **Arrival and seating:** Try to arrive 10 minutes early to an employer's event. When you enter the room, fill the seats from the front to the back. The front row should be full and the back row empty if any available seats remain.
- **Entering the room late:** This should rarely occur. If you are late, enter quietly and take the first available seat. Afterwards, go forward, meet the presenter and apologize for your tardiness.
- **Approaching the speaker:** Your speakers are generally volunteering their time for your benefit. Show them that you are a professional business person by introducing yourself,

providing them with a business card (sample found on page 16 of this *Guide*) and thanking them for visiting. If the speakers are setting up, offer to help with handouts or AV equipment setup.

- **While the speaker presents:** Show your respect for corporate visitors. The impressions they take back to their company directly determine whether they will continue to recruit at NC State. Keep your laptop closed and maintain eye contact. Refrain from engaging in side conversations with your classmates during the presentation. Make sure your cell phone is silenced and put away in a non-visible spot. The speaker deserves your undivided attention.
- **Questions:** When the time is right for questions, be thoughtful in how you pose them. For instance, do not immediately ask a company representative who has just described a position in Dallas whether you can work from home in Raleigh.
- If the recruiters visiting campus do not work in the area of your interest, you may certainly ask for an introduction to someone in their organization who does. Be careful on your approach. For instance, say, "I am not a supply chain major, but rather finance. I am very interested in your company, though, and would appreciate an introduction to someone in the finance area. Are you able to give me the name and contact information for someone in your finance department?" (Not: "I don't want a supply chain job; don't you have anything in finance?")

- **Never** argue with Poole guests. The Poole College is continually building relationships and good will with employers to create employment opportunities for students, and arguing a point is not appropriate.
- **Attire and demeanor:** You only get one chance to make a positive first impression. Students are expected to wear business professional attire at recruiting events. How the presenter is attired is irrelevant. Do not wear hats, t-shirts, jeans, sunglasses or sloppy attire. Do not chew gum or suck on candy.
- **After the presentation:** You may approach the employer representatives with the idea of introducing yourself and making a brief statement about their presentation. Remember that others are waiting to meet the employers and you must not monopolize the employers' time. Instead, exchange business cards and ask, "May I contact you by telephone or e-mail? I have a few more questions and would like to learn more about your company and the positions you wish to fill." If the speaker is accepting resumes, offer yours. Then, step aside and let the next person introduce themselves. Do not follow recruiters to their cars afterwards unless they specifically invite you.
- **Leaving early:** Students are expected to attend the entire presentation. Leaving early is considered rude. If you absolutely must leave early, it is best to come early, introduce yourself and tell the speakers that you'll need to slip out prior to the conclusion of their remarks, but you are grateful they have chosen NC State and hope they will return and recruit here. Do not come, take food, and then promptly leave. Leave the room quietly.
- **Remember your manners:** Some employers bring snacks or drinks as well as promotional items. When gifts are given, it is imperative to express gratitude.
- **Follow-up:** If you are interested in the company, be sure to follow up with the recruiters by phone and/or email. Thank the recruiters for coming to NC State and find out next steps to apply for a job or internship. Remain in contact with the recruiters as you go through the application process.

DON'T FORGET THE SMALL COMPANIES

MOST STUDENTS CONCENTRATE their job search on *Fortune* 500 corporations or other large, well-known companies with defined and approachable personnel departments. And in an economic climate that has proved challenging for small business, it would be easy to follow the path of “most students.”

But don't count out the small companies just yet. Small businesses have been at the forefront of innovation, economic growth and job creation, and there's no reason to doubt they'll continue to find themselves in this position in the future.

Generally, any business with 200 or fewer employees is considered a small company. Whether the business has 20 employees or 20,000, the research you do in preparation for an interview opportunity will be the best gauge of the company's outlook. As we've seen, large companies can be just as shaky as small ones, so the questions really come down to, “Is a small company right for you?” and “Are you right for a small company?” There are several things to consider when deciding between working in a large versus a small company.

IS A SMALL COMPANY RIGHT FOR YOU?

Small companies tend to offer an informal atmosphere, an all-for-one camaraderie and require more versatility and dedication on the part of the company and workers. Small companies are usually growing so they are constantly redefining themselves and the positions within them. Look at the following list of small company traits and consider which are advantages and which are disadvantages for you.

- You are given more responsibility and are not limited by job titles or descriptions.
- Your ideas and suggestions will be heard and given more attention.
- Career advancement and salary increases may be rapid in a growing company.
- You have less job security due to the high rate of failure for a small business.
- You have the opportunity to be involved in the creation or growth of something great.
- You may be involved in the entire organization rather than in a narrow department.
- You may be eligible for stock options and profit sharing.
- The environment is less bureaucratic; there are fewer rules and regulations and thus fewer guidelines to help you determine what to do and whether you're succeeding or failing.
- Successes and faults are more visible.
- Starting salaries and benefits may be more variable.
- A dominant leader can control the entire organization. This can lead either to more “political games” or a healthy, happy atmosphere.
- You must be able to work with everyone in the organization.

ARE YOU RIGHT FOR A SMALL COMPANY?

Because most small companies do not have extensive training programs, they look for certain traits in potential employees. You will do well in a small company if you are:

- Self-motivated
- Risk-taker
- Enthusiastic
- Quick-learner
- A generalist with many complementary skills
- A good communicator, both oral and written
- Responsible enough to get things done on your own

There are fewer limitations, and it's up to you to make the best or worst of that freedom. A small business often has a strong company culture. Learn that company's culture; it will help you on your way up the corporate ladder.

FINDING A JOB IN A SMALL COMPANY

One of the biggest hurdles to finding a job in a small business is contacting a hiring manager. Good timing is critical. The sporadic growth of many small companies can mean sporadic job openings, so you need to network. A small business tends to fill its labor needs informally through personal contacts and recommendations from employees. Job hunters must find their way into the organization and approach someone with hiring authority. This means you must take the initiative. Once you have someone's attention, you must convince them that you can do something for the company. How do you find information on small companies? Try these techniques:

- Contact the chamber of commerce in the area you would like to work. Get the names of growing companies in the industry of your choice. Peruse the membership directory.
- Participate in the local chapter of professional trade associations related to your career. Send prospective employers a cover letter and resume, then follow up with a phone call.
- Read trade publications, business journals and area newspapers for leads. Again, follow up.
- Speak with small business lenders such as bankers, venture capitalists and small business investment companies listed in directories at local libraries.

Keep the following differences between large and small companies in mind as you conduct your job search:

LARGE COMPANY	SMALL COMPANY
Centralized Human Resources	Small or no HR
Formal recruiting program	Few or no full-time recruiters
Standardized hiring procedures	Few or no standard hiring procedures
Interview held with recruiters and managers	Interview often held with the founder or direct boss
Career section on website	Small or no career section on website
Hiring done months in advance of starting date	Hired to begin immediately
Formal training programs	On-the-job training
Predetermined job categories	Jobs emerge to fit needs

Always do your homework on the company and persuade them to hire you through your initiative and original thinking. If you haven't graduated yet, offer to work for them as an intern. This will give you experience, and if you do well, there's a good chance that a job will be waiting for you on graduation day.

Adapted with permission from the Career Resource Manual of the University of California, Davis.

GETTING THE MOST OUT OF A CAREER FAIR

MANY EMPLOYERS USE career fairs to promote their opportunities and to pre-screen applicants. Career fairs come in all shapes and sizes, from small community-sponsored events to giant regional career expositions held at major convention centers to virtual engagements.

In-person career fairs consist of booths and/or tables staffed by recruiters and other representatives from various organizations. For on-campus events, some employers also send alumni representatives. Large corporations and some government agencies have staffs who work the career fair “circuit” nationwide.

An employer’s display area also varies. It could be a simple table with a stack of brochures and business cards and a lone representative or an elaborate multimedia extravaganza with interactive displays, videos, posters and a team of recruiters or a virtual chat room.

PREPARATION

It is important to thoroughly prepare for any career fair you attend. The Poole College of Management career fairs and participating employers are listed on ePACK. Select 5-10 companies you are particularly interested in and do research on each. You will need this information to talk with recruiters and to make the most of your time at the fair.

FASHION AND ACCESSORIES

The appropriate attire for career fair attendees is what you’d wear to an actual job interview. In most cases, a suit is the norm. If you’re unsure of the dress code (particularly for off-campus events), it would be wise to err on the overdressed side—you’ll make a better impression if you appear professional. Think of it as a dress rehearsal for your real interviews.

Remember to bring copies of your resume (or resumes, if you have several versions tailored to different career choices), a nice pen, a portfolio and some sort of note-taking device (paper or electronic pad). Keep track of the recruiters with whom you speak and send follow-up emails. Don’t bring your backpack; it screams “student” instead of “candidate.”

STOP, LOOK AND LISTEN

Keep your eyes and ears open—there’s nothing wrong with subtly eavesdropping on the questions asked and answers received by your fellow career fair attendees. You might pick up some valuable information, in addition to witnessing some real-life career fair “do’s and don’ts.”

In order to maximize your career fair experience, you must be an active participant and not just a browser. If all you do is stroll around, take company literature and load up on the freebies, you really haven’t accomplished anything worthwhile. It is essential to chat with the company representatives and ask meaningful questions.

YOUR COMMERCIAL

Create a 30-second “commercial” or Elevator Pitch as a way to sell yourself to an employer (see sample on page 10). The goal is to connect your background to the organization’s need. In 30 seconds or less, you need to introduce yourself, demonstrate your knowledge of the company, express enthusiasm and interest, and let them know how you can help them. In closing, offer your resume and ask if you can come to their organization for an interview. Find out what steps you need to take to stay in contact with them and ask for a business card. Then thank them for taking the time to speak to you.

CAREER FAIR ETIQUETTE

1. Don’t interrupt the employer reps or your fellow job-seekers. If someone else is monopolizing the employer’s time, try to make eye contact with the rep to let them know that you’re interested in speaking. You may be doing a favor by giving the recruiter an out. If all else fails, move to the next exhibit and plan to come back later.
2. If you have a real interest in an employer, find out the procedures required for an interview. At some career fairs, initial screening interviews may be done on the spot. Other times, the career fair is used to pre-screen applicants for interviews to be conducted later (either on campus or at the employer’s site).
3. Sincerity always wins. Don’t lay it on too thick, but don’t be too blasé either. Virtually all employers are looking for candidates with good communication skills.
4. Don’t just drop your resume on the employers’ display tables. Try to get it into a person’s hands and at least say a few words. If it is too busy and you can’t get a word in edgewise, jot a note on your resume to the effect of, “You were so busy that we didn’t get a chance to meet. I’m very interested in talking to you.” Look around the display for the recruiter’s business card (or at the very least, write down his or her name and get some literature with the company’s address) and send a follow-up note and another copy of your resume.
5. Ask before taking anything on the display table. You are not there to collect promotional items. You are there to sell yourself.

VIRTUAL CAREER FAIRS

Virtual career fairs have become very popular since the start of the COVID-19 pandemic. They have been so successful, in fact, that many college career services centers are continuing to offer virtual career fairs in addition to returning to in-person career events. Some students prefer virtual career fairs because they do not need to travel to attend the fair, can participate in the fair from the privacy of their homes, do not have to worry about in-person career fair noise and other distractions, and can count on having an employer’s undivided attention for a specified period of time (usually 5-20 minutes).

Preparation for a virtual fair has much in common with in-person career fair preparation. Students should:

- Prepare a professional resume and have it critiqued by a career coach
- Research companies before interviewing with them
- Develop an introduction, called an Elevator Pitch (see sample in this guide), and practice saying it several times
- Dress professionally (preferably in a suit from head to toe – you never know when you might need to suddenly stand up)
- Prepare a list of questions for the recruiter that shows you are interested in the position and the company (save questions about salary, benefits, vacation, etc. until you are offered the job)

There are, of course, some striking differences between virtual and in-person career fair preparation. Since you will be speaking to a recruiter through a computer screen, be sure to:

- Obtain a high-quality webcam and microphone. Perform a test drive before speaking with the employer to ensure your video and audio are working correctly and your voice is neither too loud nor soft
- Interview in a quiet place with no distractions (pets, children, distracting noises. Silence cell phones)
- Create an attractive, uncluttered background
- Make sure your camera is at eye level and about arm's length away from you. You do not want to appear to be either looking up or down at the recruiter. Make sure your body is framed well with your shoulders visible
- Limit your movement, particularly back and forth motion. Sit up straight with both feet on the floor and avoid fidgeting
- Create good camera lighting. Do not interview with a bright window directly behind or beside you. Close blinds. Make sure your lighting source shines from behind the camera directly upon your face, reflecting upon you evenly. You do not want your face partially shadowed

When meeting employers virtually, be sure to smile and introduce yourself as you would at an in-person career fair. Maintain excellent eye contact with the recruiter throughout your conversation, smile, offer your resume, show enthusiasm for the job, and obtain contact information before your conversation concludes. Ask how you should follow-up, and thank the recruiter for speaking with you before exiting the virtual room, when the recruiter invites you to do so. When conversations conclude, be sure to follow up on promises and write thank you notes within 24 hours, just as you would after attending an in-person fair. A sample thank you letter can be found in this *Guide*.

YOU'RE A PROSPECTOR—START DIGGING

The questions you ask at a career fair depend upon your goals. If you're seeking internship/job opportunities with a specific employer, focus your questions on the needs of the organization and application/interview process.

INTERVIEW PRACTICE

By all means, try to attend at least one career fair before beginning your formal job interviewing process. For new entrants into the professional career marketplace, this is a good way to make the transition into "self-marketing mode" without the formality and possible intimidation of a one-on-one job interview.

RECORDS AND FOLLOW-UP

Make sure you keep good networking and job search records and send a thank-you email with your resume attached. Ask if you can send the recruiter an invitation to **LinkedIn.com**. Whatever you promise to do, make sure you follow up.

Sample Career Fair Thank You Email

Good morning/afternoon [Recruiter],

Thank you for taking the time to speak with me today [virtually] at NC State's Poole College of Management Internship and Career Fair. The field of [field of interest] has interested me for quite some time and it was a pleasure to learn more about your company, [company name], and its mission.

I found [opportunity or project] very interesting and enjoyed learning about [something you discussed at the fair]. In particular, we discussed [company name] internship program and opportunities for the upcoming year. I think I would be a perfect fit for one of these positions due to my [insert skills, experiences, accomplishments].

I am eager to further discuss with you my skills and qualifications and how they may contribute to your organization's goals. Attached is my resume for your review and consideration and I look forward to hearing from you to schedule an interview.

Sincerely,

[Your Name]

THE CAREER FAIR PLUS APP AND WEB PLATFORM

NC State University uses the Career Fair Plus app (CF+) to host virtual career fairs and as an interactive tool for in-person event details. You can download this free app by going to the App Store or Google Play Store. You can access the web platform at app.careerfairplus.com.

After downloading the CF+ app and/or logging into the web platform:

- Click on "North Carolina State University", then find Poole fairs. Be sure to update to the most recent fair
- Filter employers by job type, major, degree level, and visa type accepted (if you are not a US citizen)
- For virtual fairs you can book recruiter appointments early, preferably when the booking time window opens. Prioritize your favorite companies. Keep in mind that recruiters may add new meeting schedules up until the day of the fair, so keep checking for your favorite employers
- It is best to use the web version to speak with employers on the day of the fair. Keep the app open on your phone or tablet during the fair to receive announcements
- Review the announcements section for employer additions or cancellations leading up to and during the fair
- Create/update your profile in the Career Fair Plus app by clicking on the virtual appointments tab, or by attempting to book an appointment. You will then be prompted to create a profile
- Use the major picklist offered by the CF+ app instead of typing in your major/concentration when completing your profile since employers will be using this picklist to filter candidates
- Upload your one-page resume into the CF+ app. If you need to update your resume before the career fair begins, upload your new resume into the app. It will replace your older version
- Log in on the day of the fair to see your video chat meetings and enter chat rooms with employers
- Make sure your phone number is accurate! Employers may need to call you if you become disconnected before or during a video chat
- Chrome or Firefox browsers are recommended
- If technical difficulties occur during video chats, log back into CF+, knock to enter the meeting room again, and send a chat to the recruiter apologizing and explaining what happened
- For in-person fairs use CF+ for maps, employer lists, and announcements during the fair

TEN BEST WAYS TO GO OFFLINE... AND GET THE JOB

RICHARD BOLLES, author of the legendary job search book, *What Color Is Your Parachute?*, warns that the biggest mistake he sees job hunters make is spending too long looking online and getting nowhere. Experts estimate that only 4% to 10% of online job seekers have any success using that method. What's a better option? Ask for leads and info from family, friends, professors, and any other folks you run into. That's how most people find a job.

1. GET FROM ONLINE TO IN PERSON

If you've been spending time searching online, you may have developed virtual friendships with members of industry, special interest or alumni groups. See if you can take those relationships offline. "Maintaining contacts made online is time consuming," says Vicky Oliver author of *201 Smart Answers to Business Etiquette Questions*. "Then I realized that this LinkedIn group I belong to, for the alums of Ivies, was actually meeting in my area, so I attended an event. What a great way to network!"

If there isn't a group already meeting, set up one yourself (maybe through MeetUps.com) or invite one person for coffee. Face time can take a relationship to a whole new level.

2. JOB FAIRS, CONFERENCES AND CLASSES

Get connected with groups of people in your field of interest. Because everyone has a common interest, and often their intention is to make connections—conversation will flow naturally. While job fairs catering to your major and career interests are best, it may be worth casting a bigger net. "Say you hear about a medical clinical professional job fair, and maybe you're looking for a staff accountant job. Pay your money and show up anyway," says Kathleen Downs, recruiting manager at Robert Half International in Orlando, Fla. "There will be HR folks there, so bring your resume, dress in interview clothes, and talk to them." Downs especially recommends this tactic of networking for people who are extroverted and present well.

3. SET UP INFORMATIONAL INTERVIEWS

Spending 20 minutes with someone in the trenches is the best way to research a position, industry or company you've targeted. It's a good way to add contacts to your network too. You can have interesting, meaningful conversations. They'll also be more likely to want to help you—possibly put in a good word on your behalf or hand-deliver your resume.

Tap your network of friends and family and keep your request simple. Try some variation of this script: "Do you know anyone who works in sports marketing?" Or, "Do you know anyone who works at Nike?" Or, "Do you know anyone who might know someone who knows such a person?" and finally, "Is it okay for me to contact them and mention you suggested I get in touch?"

At the end of each informational interview, ask for more leads so you get passed on to others.

4. BE THE TOTAL PACKAGE

Tattoos, body piercings, or hipster attire may be your personal image statement, but don't let your appearance scream so loudly that people can't hear what you're saying. "Some girls will come in with a small nose ring, and while I don't think there's anything

wrong with that—it doesn't help," says Downs. "Look as conservative as you can and remove all distractions."

5. TELL A STORY ABOUT YOURSELF

In addition to discussing general topics of interest, learn how to slip in a bit about your job search: "I'm looking for a staff accountant job." Later, practice relaying more detailed, career-related information about yourself. "You need to be specific about your skills and talents," said Peggy Klaus, author of *BRAG! The Art of Tooting Your Own Horn Without Blowing It*, "so you're able to explain what it is that you do. Prepare and rehearse little stories so it comes off conversationally."

6. BE A GIVER

Now is a great time to volunteer for a nonprofit or industry group. You'll get out of the house, feel a sense of accomplishment and pick up some new skills. Maybe best of all: "Nonprofits have people serving on their boards that may be able to help you, and you'd never make their acquaintance otherwise," says Downs.

7. PUT ON A HAPPY FACE

A job search can be stressful, especially if it's protracted, but "don't bring your emotional baggage with you," when you're out and about, says Klaus. "You may have just had a fight with your girlfriend, but you still have to act as if you're delighted to be there."

8. GYMS, COFFEE SHOPS AND BIKE PATHS

Develop the ability to strike up a casual conversation about things that interest you, such as karaoke, city bikes or house-roasted coffee. (Geeky is good.) The low-risk first step prepares you to engage in step two, which is an information-gathering career-related conversation, and finally, the actual job interview.

Plus, by meeting people everywhere you go, you can engage innumerable pairs of eyes and ears helping you look for a job, which is what often leads to success. "The best way to find a job is still friends of friends," says Oliver. "Build a network of connections so that you hear about a job *before* it's posted."

9. NETWORK FROM WITHIN

Taking a not-perfect-fit job at a dream company is a great way to network and develop relationships from the inside. "Say you want to be a software developer at Apple, but you're offered a junior quality control position. Take it and in a few years you may be right where you want to be," says Tim Sanders, author of *Love is the Killer App: How to Win Business and Influence Friends*. Don't worry about getting stuck in your first role. If you're a talented person who makes a good fit with the corporate culture, a smart company will find a way to train and promote you.

10. RINSE AND REPEAT

Even after you're hired, don't stop adding to your network and nurturing your contacts. In an uncertain world, no job is permanent; we're all temporary employees.

Written by Jebra Turner, a former human resources manager, who writes about career issues and other business topics.

RESUME BUILDING OPPORTUNITIES: BEYOND INTERNSHIPS AND PART-TIME JOBS

OPPORTUNITIES TO EXPAND your relevant experience extend beyond internships and part-time employment. As a student you have multiple opportunities both on-campus and within the local community to gain experience through a variety of ways. Check out these options for diversifying your resume and gaining valuable experience both before and after you land your first internship.

CAMPUS INVOLVEMENT

As a student at NC State and Poole College of Management you have the opportunity to join one of the hundreds of student organizations on campus. Poole offers many organizations specifically related to business and all majors within the college. Adding involvement to your resume can demonstrate a deeper interest in the profession as well as provide networking opportunities and leadership experience. Below are links to both the Poole student organizations as well as the general NC State student organizations.

<http://poole.ncsu.edu/undergraduate/why-poole/our-students/student-organizations/>

<https://studentinvolvement.dasa.ncsu.edu/>

INTERNATIONAL EXPERIENCE

Employers appreciate diverse experiences in business beyond the classroom and your local area. Poole offers business specific study abroad summer programs in several countries including China, Argentina, France, Italy, Germany, Spain, and Australia. In addition to study abroad opportunities you can explore international work experience, semester study abroad opportunities, international organizations, and more on the international programs website.

<http://poole.ncsu.edu/undergraduate/global/>

VOLUNTEER EXPERIENCE

Volunteering is an excellent opportunity to gain experience related to your major and concentration. This is a great option for underclassmen who are preparing for their first internship or for upperclassmen who are hoping to expand their professional network. Many nonprofit organizations have strong needs in the business area but do not always have the funds to pay for an additional employee. Reach out to a nonprofit or organization that supports a cause you are passionate about and offer your professional services. For a list of local non-profit organizations divided by location and mission visit the North Carolina Center for Nonprofits website.

<http://www.ncnonprofits.org/>

TECHNOLOGY

Expanding your exposure to the different types of technological systems in your field is a great way to expand your skills and make you more marketable to future employers. Research your industry and take note of the top software programs and other technological systems in use and identify if there are any training opportunities or certification programs. Both trainings and certifications can be added into your resume to demonstrate knowledge beyond the classroom setting.

TRAINING & DEVELOPMENT OPPORTUNITIES

The current job search process relies heavily on networking skills and knowing people in your field. Take advantage of local conferences, training experiences, and young professional groups to begin building your network while expanding your knowledge of current trends and developments within your profession. Search for professional associations, email list-serves, and advocacy groups to make contacts, build your network, and get involved within your field.

TRANSFERABLE SKILLS

IF YOU'RE WONDERING what skills you have that would interest a potential employer, think about your transferable skills in addition to carefully reviewing your coursework, work and project history, campus and community involvement, leadership and professional affiliation activities, sports involvement, language and travel, etc.

You may still have a difficult time seeing how the skills you learned in college will transfer to the workplace. Keep in mind that you've been acquiring skills since childhood. Whether learning the value of teamwork by playing sports, developing editing skills working on your high school newspaper or developing countless skills while completing your college coursework, each of your experiences has laid the groundwork for building work-related skills.

WHAT ARE TRANSFERABLE SKILLS?

A *transferable* skill is a "portable skill" that you take with you to other life experiences.

Your transferable skills are often:

- acquired through a class (e.g., technical writing or computer skills)
- acquired through experience (e.g., the student government representative who develops strong motivational and consensus-building skills)

Transferable skills supplement your degree. They provide an employer concrete evidence of your readiness and qualifications for

a position. Identifying your transferable skills and communicating them to potential employers will greatly increase your success during the job search.

Remember that it is impossible to complete a college degree without acquiring transferable skills. Campus and community activities, class projects and assignments, athletic activities, internships and summer/part-time jobs have provided you with countless experiences where you've acquired a range of skills—many that you may take for granted.

IDENTIFYING TRANSFERABLE SKILLS

While very closely related (and with some overlap), transferable skills can be divided into three subsets:

- Working with people
- Working with things
- Working with data/information

For example, some transferable skills can be used in every workplace setting (e.g., organizing or public speaking) while some are more applicable to specific settings (e.g., drafting or accounting).

The table below provides examples of skills often acquired through the classroom, jobs, athletics and other activities. Use these examples to help you develop your own list of the transferable skills you've acquired.

EXAMPLES OF TRANSFERABLE SKILLS		
Working With People	Working With Things	Working With Data/Information
Selling Training Mentoring Teaching Supervising Organizing Soliciting Motivating Mediating Negotiating Advising Delegating Entertaining Representing Translating	Repairing Assembling Designing Operating (machinery) Driving Maintaining equipment Constructing Building Sketching Working with CAD Crafting/Creating Engineering Processing Troubleshooting	Writing Editing Accounting Working with spreadsheets Researching Computing Gathering data Auditing Analyzing Forecasting Budgeting Calculating Developing databases and systems Testing

EASY STEPS TO IDENTIFY YOUR TRANSFERABLE SKILLS

Now that you know what transferable skills are, let's put together a list of your transferable skills. You may want to work with a career coach to help you identify as many transferable skills as possible.

Step 1. Make a list of every job title you've held (part-time, full-time and internships), along with volunteer, sports and other affiliations since starting college. Be sure to record officer positions and other leadership roles.

Step 2. Using your transcript, list the classes in your major field of study along with foundation courses. Include electives that may be related to your employment interests.

Step 3. For each job title, campus activity and class you've just recorded, write a sentence and then underline the action taken. Avoid stating that you learned or gained experience in any skill. Instead, present your skill more directly as a verifiable qualification.

"While working for Jones Engineering, performed 3D modeling and drafting."

NOT *"While working for Jones Engineering, I gained experience in 3D modeling and drafting."*

"As a member of the Caribbean Students Association, developed and coordinated the marketing of club events."

NOT *"As a member of the Caribbean Students Association, I learned how to market events."*

Step 4. Make a list of the skills/experiences you've identified for future reference during your job search.

ADDITIONAL TIPS TO HELP IDENTIFY YOUR TRANSFERABLE SKILLS

1. Review your list of transferable skills with someone in your field(s) of interest to help you identify any additional skills that you may want to include.
2. Using a major job posting website, print out descriptions of jobs that interest you to help you identify skills being sought. (Also use these postings as guides for terminology on your resume.)
3. Attend career fairs and company information sessions to learn about the skills valued by specific companies and industries.

USING TRANSFERABLE SKILLS IN THE JOB SEARCH

Your success in finding the position right for you will depend on your ability to showcase your innate talents and skills. You also will need to demonstrate how you can apply these skills at an employer's place of business. Consult the staff at the Poole College of Management Career Center to help you further identify relevant transferable skills and incorporate them on your resume and during your interviews. During each interview, be sure to emphasize only those skills that would be of particular interest to a specific employer.

Transferable skills are the foundation upon which you will build additional, more complex skills as your career unfolds. Start making your list of skills and you'll discover that you have more to offer than you realized!

Adapted from information written by Rosita Smith.

BECOME A SKILL SEEKER

HOW TO DEVELOP SKILLS SOUGHT BY EMPLOYERS

Year after year, regardless of job market conditions, employers have a similar wish list for candidates' skills and qualities. Until recently, "career readiness" was not specifically defined. Through extensive employer surveys conducted by an eminent national association, the National Association of Colleges and Employers (NACE), 8 competencies that contribute to career readiness were identified.¹ Listed below each competency are some opportunities to explore and develop that particular skill or behavior. Use these suggestions to create your own powerful set of skills while in college—in and out of the classroom. A strong set of these skills and behaviors will increase your marketability for internships, jobs and graduate school.

1. CAREER & SELF-DEVELOPMENT

- Complete self-assessments such as Focus 2, Strong Interest Inventory, Clifton Strengths Finder, Myers-Briggs Type Indicator and/or one of the O*Net Profilers, and have your results reviewed by a Poole career coach
- Enroll in the M120 Professional Development and Career planning course
- Conduct an informational interview(s) to learn about a specific profession, industry or company
- Explore and utilize job search platforms such as ePACK and CareerShift
- Create your LinkedIn profile and connect with fellow students, professors, alumni, recruiters, and companies to build your professional network
- Attend the many employer engagement opportunities the Poole College offers such as employer info sessions, career fairs, etiquette dinners, employer treks
- Join a professional association such as the American Marketing Association (AMA) or the Society for Human Resource Management (SHRM)
- Establish, maintain, and leverage professional relationships with those who can assist you with your career goals
- Meet with a career coach to discuss career goals and establish strategies

The number one way to develop any of these skills is through becoming involved in on-campus organizations and through work, internship and volunteer experiences

2. COMMUNICATION

- Write stories, advertisements, press releases or newsletters for Student Media, or a campus or community organization
- Enroll in an academic class that is writing intensive, or includes presentations or speeches
- Work in a campus office; i.e. at an information desk, or in an operations or program assistant position
- Improve the way you listen to others; use empathy and self-control when diffusing disagreements
- Refine your job search materials and skills (resume, cover letter, interviewing skills) at your Poole College of Management Career Center
- Act with a theater group, film or broadcast production
- Do fundraising for charities or nonprofit events; volunteer to work on a political campaign
- Help in a literacy or conversational English program

3. CRITICAL THINKING

- Participate in undergraduate research with a faculty member
- Work as a lab assistant in computer, science or language labs
- Organize a campus event, including recruiting volunteer staff, budgeting, publicity, etc.
- Seek opportunities to evaluate data to support decision making
- Manage your time well; meet deadlines
- Take a topic you are passionate about, and research the opposing view
- Read an article in an academic area different from your own and develop implications for your area
- Develop a decision tree for an upcoming purchase, researching all relevant information (brand, model, size, etc.)
- Develop a three-year strategic plan for a student organization
- When considering a difficult decision, appraise your choices realistically and seek professional advice when appropriate
- Seek opportunities to analyze and evaluate data to support decision making

4. EQUITY AND INCLUSION

- Engage in discussions with people representing diverse cultures, races, ages, genders, sexual orientations, religions, lifestyles and viewpoints
- Study abroad and seek out global cross-cultural interactions
- Participate in a virtual international internship
- Live in an NC State Living & Learning Village or other interest-based living community (on or off campus)
- Volunteer for a telephone hotline, women's shelter, after school program, hospital, nursing home, etc.
- Attend Poole Diversity, Equity and Inclusion (DEI) events to learn about innovative employers and their inclusive practices and programs

- Work as wait staff, info desk assistant, office or retail staff, recreation assistant, customer service staff, etc.
- Engage with NC State's Campus Community Centers comprised of the African American Cultural Center, the GLBT Center, Multicultural Student Affairs, and the Women's Center
- Become a personal assistant for an individual with disabilities
- Develop interpersonal skills in classes that emphasize human relationships or intercultural issues
- Advocate for equity and inclusion, take an active role in driving change
- Participate in affinity group activities and events

5. LEADERSHIP

- Earn Leadership Certificates through the Center for Leadership, Ethics, and Public Service
- Run a campaign for student government or campus issues; or get involved in local or state politics
- Become an active officer or committee chair for a campus organization
- Identify a campus or community need and proactively find and implement solutions
- Facilitate group discussions in class or in a campus organization²
- Organize and manage an intramural sports team, camp or recreation group
- Lead children's programs, tutor kids in a local school, or coach a children's sports team
- Get an internship in an area of career interest; consult with your career coaches to find opportunities
- Train new campus organization members or employees at your job

6. PROFESSIONALISM

- Identify a campus or community need and proactively find and implement solutions
- Select a skill which you would like to improve, and seek out experiences which help you achieve that goal
- Appropriately balance academics, co-curricular activities and employment
- Solicit strong instructor/supervisor references from academic, co-curricular or employment activity
- Take pride in your work and maintain a positive personal brand
- Study abroad; interact with other cultures
- Start your own business while in college

7. TEAMWORK

- Lead a project team or committee in class, a student organization or at your work site
- Use an internship, study group, class or research project to help turn a group of people into a team with common goals
- Help a new team develop through the stages of forming, storming, norming and performing
- Join a musical group or act in a play
- Participate on an intramural team or sports club, coach Little League, become a summer camp counselor or recreational leader
- Contribute as a valuable member of a team focusing on team goals more than personal goals

8. TECHNOLOGY

- Work as a student network or computer lab consultant
- Design or maintain web sites for a student or community organization, campus office or yourself
- Design a brochure, advertisement or newsletter using desktop publishing software
- Assist community agencies with databases, statistical analyses, financial or service reports
- Keep budgets or financial records for campus or community organizations, or work in a billing office
- Design PowerPoint presentations for class or a campus organization
- Work as a tech or projectionist
- Sell computer hardware or software, or start a web-based business
- Work in the studio or control room of a radio or TV station
- Learn computer and technical skills in classes and workshops that focus on software programs and applying technology

¹ Sources include the National Association of Colleges & Employers (NACE), Michigan State University, University of Illinois at Urbana-Champaign, Hart Research Associates, CareerBuilder, US News & World Report, World Future Society, American Society for Training & Development and the U.S. Department of Labor.

² Campus leadership and peer educator positions include Resident Assistant, Orientation Leader, Poole Ambassador or Peer Leader, Student Council Member, Fraternity or Sorority Leader, Student Government Representative, Academic Tutor, Club Officer

Adapted with permission from the University of North Carolina - Wilmington's Career Center.

FOR MORE INFORMATION

Poole College Student Organizations

<https://poole.ncsu.edu/undergraduate/about/our-students/student-organizations/>

Jobs & Internships

poole.ncsu.edu/epack

QUALITIES DESIRED IN NEW COLLEGE GRADUATES

By Businesses, Industries and Government Agencies

ENERGY, DRIVE, ENTHUSIASM AND INITIATIVE

- Hard-working, disciplined and dependable
- Eager, professional and positive attitude
- Strong self-motivation and high self-esteem
- Confident and assertive, yet diplomatic and flexible
- Sincere and demonstrates integrity
- Ambitious and takes risks
- Uses common sense

ADAPTS TEXTBOOK LEARNING TO THE WORKING WORLD

- Quick learner
- Asks questions
- Analytical; independent thinker
- Willing to continue education and growth
- Committed to excellence
- Open-minded, willing to try new things

KNOWLEDGE OF COMPUTERS

- Established word processing, spreadsheet, data analytics, database and presentation software skills
- Excellent computer literacy

COMMUNICATIONS SKILLS

- Good writing skills
- Excellent oral communication skills

- Listens well; compassionate and empathetic
- Excellent problem-solving and analytical skills
- Creative and innovative

LEADERSHIP SKILLS

- Organizational skills and attention to detail
- Accepts and handles responsibilities
- Action-oriented and results-driven
- Loyal to employers
- Customer-focused
- Team-spirited; understands group dynamics
- Always willing to help others
- Mature, poised and personable
- Understands and appreciates diversity; treats others with respect and dignity

ORIENTED TO GROWTH

- Acceptance of an entry-level position; doesn't view required tasks as "menial"
- Academic excellence in field of study
- Comprehends the organization's total picture, not just one area of specialization
- Willing to accomplish more than required

Source: Recruiting Trends by L. Patrick Scheetz, Ph.D., Collegiate Employment Research Institute. ©Michigan State University.

MEET OUR PEER CAREER COACHES



INTRODUCING: PEER CAREER COACHES



Don't have time to make a career appointment but have career questions?

See a Peer Career Coach during drop in hours! This Poole student group is trained and approved to provide resume and cover letter critiques, interview prep, and career guidance by the Poole College of Management Career Center. To learn more, and view their drop in hours, visit the website below.

 poole.ncsu.edu/undergraduate/career-services

 poole_careers@ncsu.edu

 1133 Nelson Hall

WHY SEE A PEER CAREER COACH?

- 1 Resume & Cover Letter Critiques
- 2 ePACK Questions
- 3 Peer-led brief information sessions to identify resources for your career needs (e.g. job search, interviews, etc.)
- 4 Updates on upcoming career events & opportunities

THE ART OF WRITING RESUMES

PURPOSE

Getting a job is a sales process. You are both the product and the salesperson, and the resume is your advertisement. The end result may be a job, but no one gets hired from a resume. The purpose of the resume is to cause the employer to want to talk with you enough to invite you for an interview.

There is no “right way” to put together a resume; many different styles can be effective. A sure way to know if your resume is working is whether or not it is generating interviews.

Jobs exist because employers have a need, a problem, or challenge that they want to resolve by hiring an employee. In other words, they need someone to do something for them. Your resume should let the employer know that you can help solve their problems. Simply listing your education and work experience will probably not convey this information. You must also tell the employer what you could do in your area of expertise to help them solve their problems. As in advertising, your resume does just that: it advertises how you can help employers meet their needs or solve their problems and why they might want to pay you a living wage in return.

A good resume should accomplish three goals. It should: 1) tell the employer what type of internship or career opportunity you are seeking, 2) showcase your background, experience, skills, and abilities relevant to the job, 3) create a positive reaction that results in a phone call for an interview.

A resume is like a map. You have to lead the reader through each aspect of your resume. In your profile and objective, you should describe your capabilities. In subsequent sections describe your education/honors, languages and international travel, projects/experience, leadership and professional affiliations, community service and activities, sports and your computer skills. Ideally in each part of your resume, you will present information that will make the reader want to read more!

Students are often concerned that they cannot land a good job because they do not have significant work experience. Realize that what you are selling is your potential. Your resume is a tool to communicate that potential. Your first task is to learn about your prospective employer's needs. Review the job announcement. Also,

go to <http://online.onetcenter.org> to find the occupation(s) you are pursuing. Review the tasks typical of that position. Decide which skill sets are your strongest and condense the phrases down into resume suitable descriptions. If you are pursuing jobs in several different fields, you may end up with several different resumes. Prepare one for each type of job you are pursuing, each emphasizing the different capabilities required by that field. As you describe the work you have done in the different positions you have held, use action verbs to communicate effectiveness.

If you are having difficulty identifying what the employer's needs and challenges are, come to the Poole College of Management Career Center, and we will be happy to show you how you can obtain that information.

STYLES

Resumes typically fit one of three styles:

- Chronological (most common)
- Functional
- Curriculum Vita (CV)

The chronological style presents information in reverse chronological order (most recent listed first within each resume section) for your job-related experiences.

Functional resumes group your skills and experiences together based on job-related functional areas regardless of when they occurred.

The Curriculum Vita is used for teaching in higher education and for research positions. Come to our office for help if you decide you need to write a CV.

More employers are using scanning devices to sort and pre-screen resumes. Ensuring that your resume is scannable, by following our Resume Style Guide and templates, is essential in making sure your resume is being reviewed and considered by the recruiter. A scannable resume is not an additional style; rather, it is a specific format that allows the resume to be easily read by a scanning device. If you would like to check to make sure your resume is in the appropriate format, consult with the Poole College of Management Career Center for a critique.

RESUME DO'S & DON'TS

DO

- If you need printed copies of your resume, use a high quality paper in white or off-white or very light grey.
- Type your resume using an easily readable font. Print on a laser or high-quality ink-jet printer.
- Be specific in your Objective section. State the type of position you are seeking and list your qualifications that match the job description.
- Have bulleted accomplishments under experience; they should contain what you did, why it was important, and your good results (metrics).
- Use short phrases that convey a positive, concise description of your accomplishments.
- Limit your resume to one page unless you have extensive relevant experience.
- Check the spelling of every word; make sure grammar and punctuation are correct.
- Have your resume critiqued by a Poole career coach before sending it to potential employers.

DON'T

- Include personal information such as weight, height, marital status, social security number, age, race, religious or political affiliation.
- Use graphics (unless you are applying for a graphic arts/design position).
- List detailed descriptions of unrelated jobs.
- Use personal pronouns—words such as I, me, or my—on your resume.
- Exaggerate your experience.
- Start phrases in experience section with “Responsible for”; instead use action verbs.
- State salary.
- Use acronyms without spelling out initially what they stand for.
- Be dishonest about your qualifications or experience.

RESUME CONTENT GUIDELINES

SECTIONS	BASICS	SUGGESTIONS
Contact Information:	- Name, phone number, city and state, and email address should be at the top of the page. - Include personalized link to LinkedIn profile.	Voicemail is instrumental in your job search. Be sure your outgoing message is business appropriate. Sample: "This is Sarah Jones. I cannot come to the phone right now, but if you will leave your name, phone number, and a message, I will call you back as soon as possible. Thank you for calling."
Objective (optional):	- Demonstrate to an employer that you are targeted in your internship/job search. Be specific. An objective that is too general will almost certainly not help you and could in fact work against you. - Always include an objective if you are attending career fairs or other networking events	- Use the job description to highlight key qualifications and skills that match yours. - This section should include the job you want and how you are qualified.
Education:	- Begin with your most recent educational experience. Include the degree you expect to earn or have earned, your major, your minor (if you have one), university, city, state, date of graduation, and GPA if 3.0+. - Add relevant coursework.	- You may include your major GPA if it is higher than your cumulative GPA. - List any study abroad or other colleges attended.
Honors:	Include academic honors such as scholarships and honor societies.	These may be listed under a separate heading or as a subsection under Education.
Experience:	- List employment or internship experience in reverse chronological order. - Include title, name of organization, location, and dates for each position. - Emphasize skills, abilities, and accomplishments appropriate to the position for which you are applying.	- Use phrases beginning with action verbs rather than sentences. - Avoid the use of personal pronouns in your bulleted statements. - No need to restrict this category to paid experience. Include all relevant experience whether you received compensation or not. - You may wish to separate this section into "Relevant Experience" and "Other Experience."
Skills:	Foreign languages, computer skills, and other relevant skills should be included.	List level of fluency/proficiency with languages/computer skills. (Do not overstate your competence.)
Leadership Experience:	- List college-related activities including student government, fraternities/sororities, student clubs, etc. not mentioned elsewhere. - Format this section like the Experience section.	Be sure to note offices held, committee involvement for college or other organizations, and accomplishments.
Community Service & Involvement:	List volunteer and community organizations and activities and how you were involved.	If the setting is religious or political, you may want to use generic descriptions.

Reprinted with permission from East Carolina University's Career Success Guide.

6 KEYS TO CREATING A TARGETED RESUME

1. **Analyze the Job Description.** Review job descriptions for the skills, abilities, and qualifications employers are looking for. Highlight the key words. Both your resume and cover letter should include a number of those key words. It is recommended that you have a specific job in mind when creating a targeted resume.
2. **Organize Your Thoughts and Begin with a Good Resume.** Take your resume and do a “save as” labeling the resume with company name, job title, “resume” and date. Then customize your resume to the key words and requirements of the specific job. Make sure you include results in your accomplishments and use commonly understood terms. Learn and use terminology on your resume that is common to the field you are pursuing. Write out acronyms the first time used.
3. **Objective.** This section is a very important part of the resume because it becomes an employer decision point—whether to read more of your resume or NOT. Indicate what internship/job you want and your qualifications. Sample below:

Business Administration graduate seeking a financial analyst position. Offer hands-on experience in financial analysis, interpreting investment-risk trends, and presenting oral and written reports. Excel in collaborative team settings, delivering tasks on-time and to specifications.

Start by highlighting the job description; note key words and qualifications that are desired. These should be in your resume, as well as your cover letter. Look at the Transferable Skills section on page 26 and think about skills/qualifications you have that are relevant to the internship/job. If you need help thinking about qualifications, look at similar job descriptions and/or go to *The Occupational Outlook Handbook* (Google: OOH) to research occupations. You get

one chance to demonstrate in the Objective section that you understand the qualifications of the position and that you are a good candidate. Make it count!

NOTE TO ACCOUNTING AND FINANCE STUDENTS:

Often, banking and finance organizations want a shorter objective. Do your research/homework; try to find out their specific format preferences.

4. **Create Descriptive Phrases.** Create short phrases to describe your previous job duties and accomplishments with respect to the job description. Avoid using diluted phrases such as “responsible for” or “in charge of.” Arrange the descriptive phrases and accomplishments in order of importance to the position and use action verbs.
5. **Ensure Resume Is Letter Perfect.** Misspelled words, grammatical, or punctuation errors will generally disqualify you from any position for which you apply.
6. **Have Your Resume Critiqued.** Make sure you have your resume and cover letter critiqued by a career coach in the Poole College of Management Career Center.

A resume is a document that summarizes and highlights your education, job-related skills, experiences, and activities. The purpose of most resumes is to obtain an interview for an internship or job. **On average, an employer spends 6 seconds reviewing your resume to determine whether to read more. Make your first impression a good one!**

THE TOP 10 PITFALLS IN RESUME WRITING

1. **Obviously Generic.** Too many resumes scream, “I need a job—any job!” The employer needs to feel that you are interested in that particular position with his or her particular company. Keep the job description in a labeled word document (job postings disappear from ePACK and you may need the information). Highlight the key words and make sure you have many/most of those key words in your customized cover letter and resume.
2. **Too Long.** Most new graduates should restrict their resumes to one page. If you have trouble condensing, get help from a Poole career coach.
3. **Typographical, Grammatical or Spelling Errors.** These errors suggest carelessness, poor education and/or lack of intelligence. Have at least two people proofread your resume. Don’t rely on your computer’s spell-check or grammar-check programs.
4. **Hard to Read.** A poorly typed or copied resume looks unprofessional. Use a plain, easy-to-read font. Suggestions include Times New Roman, 11 point font with your name in 14 point. Asterisks, bullets, underlining, boldface type and italics should be used only to make the document easier to read, not fancier. Again, ask for a career coach’s opinion.
5. **Too Verbose.** Do not use complete sentences or paragraphs. Say as much as possible with as few words as possible. *A*, *an* and *the* can almost always be left out. Be careful in your use of jargon and avoid slang. Spell out acronyms the first time used.
6. **Too Sparse.** Give more than the bare essentials, especially when describing related work experience, skills, accomplishments, activities, interests and club memberships that will give employers important information. Include membership in professional associations.

7. **Irrelevant Information.** Customize each resume to each position you seek. Of course, include all education and work experience, but emphasize only relevant experience, skills, accomplishments, activities and hobbies. Do not include marital status, age, sex, children, height, weight, health status, or religious or political affiliations.
8. **Too Snazzy.** Of course, use high quality resume bond paper, but avoid exotic types, colored paper, photographs and graphics. Electronic resumes should include appropriate industry keywords.
9. **Boring.** Make your resume as dynamic as possible. Use active verbs to describe what you have accomplished in past jobs (what you did, why it was important, and your good results—metrics). Take advantage of your rich vocabulary and avoid repeating words, especially the first word in a section.
10. **Too Modest.** The resume showcases your qualifications in competition with the other applicants. Put your best foot forward without misrepresentation, falsification or arrogance.

THE THREE RS

The three Rs of resume writing are **Research, Research, Research.** You must know what the prospective company does, what the position involves and whether you will be a fit, before submitting your resume. And that means doing research—about the company, about the position and about the type of employee the company typically hires.

Research the company. Read whatever literature and other information the company has placed on its website. Use Google to find recent articles and information. For additional information, call the company and ask for any literature it may have. Find out how the company is structured, community involvement, special events, mission, values, bios of executives, annual reports, and what qualities the company generally looks for in its employees.

Connect with current and former employees through resources such as **LinkedIn.com** and ask to schedule a call with them. Explain that you are considering applying to their company, and ask for their recommendation for next steps. Thank that person for the information. Follow up by contacting the department head and asking for an informational or regular interview. Bring along your critiqued resume.

Research the position. The more you know about the position, the better able you will be to sell yourself and to target your resume to that position. If possible, interview someone who does that same job. In addition to finding out the duties, ask if there is on-the-job training, whether they value education over experience (or vice versa) and what kind of turnover the department experiences. Ask what they like about the position and the company; more importantly, ask what they might like to change about it.

Finally, research yourself. Your goal is not just to get a job. Your goal is to get a job that you will enjoy—a career opportunity. After you find out all you can about the company and the position, ask yourself honestly whether this is what you really want to do and where you really want to be. The odds are overwhelming that you will not hold this position for more than two or three years, so it's not a lifetime commitment. However, this first job will be the foundation of your lifetime career. You must start successfully so that future recommendations will always be positive. Furthermore, three years is a long time to spend doing something you don't like, working in a position that isn't challenging or living somewhere you don't want to live.

One last word of advice: Before you go to the interview, review the version of your resume that you submitted to this employer, so that you can speak in more detail about the information your resume provided. The resume can only get you the interview; the interview gets you the job.

Ask Us About These Resources in Your Next Career Coaching Appointment

What Can I Do With This Major?

Features 100 major profiles with information on common career paths, types of employers that hire in the field, and strategies to maximize opportunities. Scroll to the bottom of each profile for links to professional associations, occupational outlook information, and job search resources.



A tool to manage your job search from start to finish. Navigate published and hidden job markets, and utilize the robust company and contact database.

Poole College Virtual Career Resource Center

Career resource center built for you by your Poole career coaches. Locate it under your Projects tab in Moodle



Search for U.S. and international jobs and internships. Learn more about visas, work permits, and domestic and international business culture.

Learn how to navigate these resources and make them a part of your career planning.

RESUME POWER VERBS

Fundraising research analyze strategize program develop contact inquire inform motivate direct persuade monitor coordinate	Public Relations assess prepare coordinate present negotiate publicize strengthen promote handle participate facilitate troubleshoot	Accounting record assess audit prepare maintain forecast calculate estimate figure appraise examine measure verify	Leadership create lead encourage manage organize compare inspire represent govern direct advise develop implement	Writing conceive construct craft integrate interpret capture abstract express inform summarize conclude	Craft/ Artisan design create build entertain perform draw render illustrate compose construct conceive choreograph	Innovating create modify change upgrade improve design activate restructure establish stimulate implement transform	Language translate interpret lecture converse negotiate compare understand comprehend proficient in fluent in teach tutor
Research & Development identify evaluate review assess compare analyze critique explain prepare recommend conclude determine	Human Resources assess analyze recruit survey screen interview select train mediate appraise coordinate align coach	Finance analyze assess invest budget inventory evaluate appraise construct develop acquire deploy manage project	Analysis assess observe review dissect interpret discern conceptualize discover infer illuminate clarify quantify qualify conclude	Editing review analyze check compare comment correct rewrite revise rework amend improve initiate investigate advise read	Consulting troubleshoot problem solve assess arrange guide counsel survey serve contribute motivate train explain evaluate consult	Teaching educate tutor stimulate inform instruct facilitate awaken explore advise counsel entertain	Performing create present interpret act sing dance perform model read inspire
Program Development analyze design construct develop prepare strategize coordinate formulate recommend persuade implement monitor	Information appraise analyze inventory structure design categorize document process manage program link coordinate organize	Management/ Supervision coordinate facilitate plan schedule delegate mediate evaluate strategize develop listen consult monitor manage	Design organize explore formulate sketch draw draft layout create plan style pattern build display	Technical conceptualize design troubleshoot inspect locate edit analyze implement construct modify operate	Selling inform educate persuade provide serve trade vend handle present sell convince	Organizing/ Logistics classify organize maintain support arrange systematize schedule coordinate streamline simplify	
Marketing review assess survey analyze quantify identify announce promote advertise advance boost improve	Administration monitor track assess coordinate organize requisition access receive process serve furnish	Service/ Hospitality serve troubleshoot present maintain coordinate prepare welcome enhance anticipate	Persuading present articulate clarify challenge negotiate inquire reason influence convince arbitrate mediate reconcile	Mechanical analyze design construct craft troubleshoot create engineer repair manipulate align coordinate balance	Investigating pursue interrogate question analyze intuit seek search probe examine explore	Counseling/ Healing listen sense intuit assess analyze align coordinate understand inform facilitate	

Adapted from Virginia Tech's Career Planning Guide.

RESUME EVALUATION FORM

EVALUATE YOUR RESUME based on the following criteria:

OBJECTIVE *(optional) If including an objective...*

- ☐ Does this objective explain what type of work you want and what makes you a good candidate?
- ☐ Does the objective contain how you meet the key skill requirements specified in the job description?

EDUCATION, CERTIFICATIONS & HONORS

- ☐ Do you have the correct Poole degree name listed including minors and concentrations? Example: Bachelor of Science in Business Administration, Marketing Concentration
- ☐ Does the information include your graduation date?
- ☐ Does your EDUCATION section provide key aspects like certifications or licenses relevant to the job?
- ☐ Have you included honors such as honorary memberships or scholarships?
- ☐ Have you included a GPA, if 3.0 or better?
- ☐ Do you list your relevant coursework?

EXPERIENCE/PROJECTS WITH ACCOMPLISHMENTS

- ☐ For each experience, do you list a job title, company name, city, state, and months/years worked?
- ☐ Have you listed relevant class projects with descriptions that relate to the job description?
- ☐ Are the experiences listed important to the employer?
- ☐ Did you describe accomplishments for your key work experiences that include what you did, why it was important and the results (metrics)?
- ☐ Do all of your listed accomplishments clearly support your Objective?
- ☐ Are accomplishments presented through the use of action verbs?
- ☐ Are your experiences listed in reverse chronological order with most recent stated first?

QUALIFICATIONS

- ☐ Does the resume demonstrate you have the necessary qualifications listed in the job description?
- ☐ Do your qualifications clearly summarize your value to an employer?
- ☐ Does your resume present the key strengths required to be successful on the job?
- ☐ Does it demonstrate that you have the appropriate technical skills?
- ☐ Is the language of the resume focused on what you can do to benefit an employer?

LANGUAGES, STUDY ABROAD & TRAVEL

- ☐ Have you listed languages (even beginning level) and study abroad or international travel?

LEADERSHIP & PROFESSIONAL AFFILIATIONS

- ☐ Have you listed relevant professional affiliations and leadership roles?

COMMUNITY SERVICE, SPORTS & ACTIVITIES

- ☐ Do your activities demonstrate your ability to lead, be a good team member, “give back” as a good citizen?

COMPUTER SKILLS

- ☐ Have you indicated your computer skills for the job and provided your proficiency level for each?

VISUAL IMPACT

- ☐ Is everything on the resume important to the employer—directly or indirectly?
- ☐ Have you been honest, but not overly detailed?
- ☐ Have you avoided excessive italics, bolding, and underlining?
- ☐ Does your resume look centered with sufficient white space? Make sure content is not too dense.

**Great Bullet Points = Strong Action Verb +
Specific, Detailed Information +
Result/Outcome/Accomplishment**

HOW DOES ARTIFICIAL INTELLIGENCE (AI) IMPACT YOUR JOB SEARCH?

EMPLOYERS USE Applicant Tracking Software (ATS) to collect, sort and pre-screen resumes. More often, the ATS is reading your resume and making an employment decision about your qualifications before a human ever does. Formatting your resume correctly, and including the right content, is very important to being chosen as a candidate.

Here are some ways to ensure your resume meets the algorithms and guidelines of an ATS:

1. Create your resume in a Microsoft Word document and send it as a PDF. Refrain from using online resume templates. They may look more professional and appealing to the eye, but may not be read correctly by the scanner.
2. Do not use graphics, boxes, lines, fancy font styles or colors, too many bullets, a double-column format, or other distracting designs.
3. Using the job description, target your resume to the particular job. Keywords found on the job description should be used when describing the skills you possess and your accomplishments.

4. Use correct section headers to properly identify and organize content. Be specific and include words such as “Experience” to assist the ATS in reading your resume correctly.
5. Use the full and proper names of organizations, software programs, technical skills, etc. Do not use abbreviations or short names and capitalize names that should be capitalized. For example, if you did an internship at Cisco in Raleigh, NC, write Cisco’s proper company name on your resume—Cisco Systems, Inc.—as opposed to just Cisco. If you have included the IT program name Python on your resume, be sure to capitalize the first letter of the name *Python* so that a scanner does not misread the word as the name of a snake, therefore not giving you credit for knowing the program.

Have your resume critiqued by a career coach to ensure you have created a resume that follows the above guidelines and is ATS friendly.

SAMPLE RESUMES

Amelie Schmidt

Apex, NC | (919) 783-1151 | amelischmi@ncsu.edu | linkedin.com/in/amel-schmidt

Motivated and data-oriented analyst, strategist, and leader with a global outlook and diverse experiences in sustainability, economics, and statistics. Seeking consulting, analytics, and/or economics internship or full-time position. Eligible to work in the US and the European Union. US citizen.

EDUCATION

North Carolina State University, Bachelor of Science in Economics, Mathematics Minor

Graduation: December 20XX

RALEIGH, NC | CUMULATIVE GPA: 3.54

Courses: Econometrics I & II | Calculus I-III | Business Statistics | Intermediate Micro & Macro Economics | Foundations in Advanced Math | Linear Algebra | Differential Equations | Statistical Programming | Game Theory | Labor Economics | Economics Capstone Course

Wirtschaftsuniversität Wien — Economics

Study Abroad: August-December 20XX

VIENNA, AUSTRIA | School of Economics and Business

Courses: Comparative Analysis: US and EU Financial Systems | Gender Relations & Economics | Social & Economic Policy

Skills — RStudio | Python | SQL | Tableau | Excel | Microsoft Suite | LaTeX | Six Sigma Yellow Belt | Security White Belt

PROFESSIONAL EXPERIENCE

Business Analyst Intern | Cisco Systems | Morrisville, NC

May-August 20XX

- Investigated seller management teams in search of outliers in sales goals attainment. Employed JMP modelling and analysis to mark anomalies in low seller goaling, and flagged teams with particularly high or low attainment in Tableau dashboards
- Ran statistical analysis in RStudio to test whether increased ticket case age led to a decreased customer satisfaction score (CSAT), and concluded that case age is statistically significant to CSAT
- Expanded scalability of Tier 2 reporting by utilizing the DMAIC cycle, benchmarking with major tech companies, and implementing Excel extensions like VBA macros and fuzzy lookup to decrease report processing time by 91%. Presented business outcome live on Cisco TV

Student Consultant | B-Corp Clinic | Raleigh, NC

August-December 20XX

- Collaborated with an inter-collegiate team to quantify the current sustainability practices of a local bicycle-based composting company and drove necessary changes to achieve B-Corp certification

Beyond Oil Intern | Sierra Club National Office | Washington, DC

January-June 20XX

- Collected data on university sustainability to consult with a national base of student leaders. Coordinated with full-time staffers to plan logistics of one of the largest environmental marches in the US, involving 30,000 participants

ECONOMICS & STATISTICAL PROJECTS

Economics Capstone Project

April 20XX

- Created a full-length research paper on the NC State Resident Advisor matching market. Examined optimization issues and proposed practical solutions to maximize the preferences of University Housing while also taking student preference into consideration

Statistical Research Analysis: Econometrics II

October 20XX

- Applied Gretl open source statistical software in a 3-part empirical report analyzing given sets of panel data, employing a linear probability model, and performing statistical forecasting using time series regression

Statistical Research Analysis: Econometrics I

March 20XX

- Utilized the SAS statistical software package to interpret a multiple regression model. Studied 11 countries' degree of sustainability using World Bank and Yale University data

Clemson Biofuels Production Lab

March-May 20XX

- Collected and converted used cooking oil into biodiesel fuel for campus vehicles

LEADERSHIP AND COMMUNITY SERVICE

Resident Advisor | NC State Housing | Raleigh, NC

January 20XX-Present

Provide advising and mentoring to 40 undergraduates utilizing emotional intelligence to resolve conflicts, manage crises, develop intercultural competence, and communicate with peers to best solve cross-residence challenges

Zero Waste Intern | NC State Facilities | Raleigh, NC

August 20XX-May 20XX

Led sustainability program to divert 8,000 pounds of compostable materials from landfills, increasing waste diversion by 43%

Sarah Jonessjones@ncsu.edu | 919-555-1234 | [Linkedin.com/in/sarahjones](#) | Raleigh, NC**OBJECTIVE**

Seeking a part-time position or internship in marketing or sales. Strengths include strong organizational, communication, and design skills. Enjoy a collaborative environment where I can contribute to furthering organizational goals.

EDUCATION**North Carolina State University (NC State), Raleigh, NC**

Bachelor of Science in Business Administration, Concentration in Marketing

Graduation: May 20XX

GPA: 3.2

Relevant Courses: Marketing Research, Branding, Public Speaking, Interpersonal Communications**Study Abroad:** Universitat de Barcelona, Barcelona, Spain**Summer 20XX**

- Lived with host family, studied international marketing and finance, and traveled throughout Spain

SKILLS**Computer:** Proficient in Microsoft Word, PowerPoint, Acrobat Illustrator, basic Canva Pro**Foreign Languages:** Intermediate Spanish (four semesters of study)**MARKETING PROJECT EXPERIENCE**

Branding Project, Marketing Research Class: Redesigned company logo and digital marketing materials using Adobe Illustrator. Received A+ on project for creativity, attention to detail, and problem solving.

WORK EXPERIENCE**Server/Hostess, Southwest Steakhouse, Durham, NC****August 20XX – Present**

- Provide excellent customer service and fine dining experience for approximately 100 guests per day, managing over \$2,000 daily. Managed take-out process during COVID-19.
- Successfully market and upsell menu items, increasing revenue by 15%.

Child Care Provider, Cary, NC**May 20XX – August 20XX**

- Supervised 3 children, ages 2-7, three times a week, providing meals, recreational activities, and homework assistance.

LEADERSHIP EXPERIENCE**Assistant Treasurer, American Marketing Association, NC State****August 20XX – Present**

- Collaborate with Treasurer to manage a budget of \$5,000 and allocate funds as appropriate.
- Monitor reconciliation process and implement improved financial reporting processes.

COMMUNITY SERVICE & INVOLVEMENT**Habitat for Humanity Volunteer, NC State****May 20XX**

- Collaborated with a team of three to raise over \$3,500 to support Habitat for Humanity in Wake County.

Captain, Intramural Soccer, NC State**Fall Semester 20XX**

- Organized players, finalized roster, and acted as team liaison to University Intramural Sports.
- Helped lead team to university-wide championship.

Asha C. Washington

ashawahs2@ncsu.edu • (919) 555-1212 • linkedin.com/in/acwashing

Professional Summary

An organized, detail-oriented, and determined student-athlete, able to strategize and communicate effectively in a team environment. Seeking a finance or management position to utilize my strengths in analysis, problem solving, and leadership and increase company profitability.

Education

NORTH CAROLINA STATE UNIVERSITY

B.S.: BUSINESS ADMINISTRATION/FINANCE

Current GPA: 3.67/4.0, Top 10 Scholar Athlete

Academic Business Projects:

- **Stock Market Project:** Performed a fundamental analysis on Cabot Oil & Gas Corporation using Morningstar and received an A for thoroughly detailing the stock's outlook
- **Mutual Fund Project:** Selected nine mutual funds from the Morningstar database to create a conservative portfolio and received an A for allocating the appropriate percentages of assets
- **MapQuest Case Study:** Researched and presented on the business strategies MapQuest undertook during the late 1990s and received an A for providing an in-depth analysis with alternative strategies

Raleigh, NC

May 20XX

Intercollegiate Athletics

DIVISION 1 SWIMMING AND DIVING

August 20XX - Present

- Seven-time Caterpillar Scholar Athlete
- 20XX All-ACC Academic Team
- 20XX ACC Champion
- 20XX U.S. Olympic Trials Qualifier

Work Experience

HAMPTON SWIM AND RACQUET CLUB

Hampton, NC

HEAD SWIM COACH

May 20XX - July 20XX

- Managed and trained five assistant coaches, creating a top swim program with 150 swimmers
- Accomplished set goals of improving from fourth to second in a league of 35 teams over two years
- Analyzed swimmer performance by tracking time improvements in the Team Manager software system
- Corresponded with parents individually and in group settings to address swim related concerns
- Created and implemented a six week boot camp program for adults that motivated them to join the adult swim program

ASSISTANT SWIM COACH

May - July 20XX

- Taught swimmers effective swimming techniques that allowed them to contribute to team success

CHAPEL HILL COUNTRY CLUB

Chapel Hill, NC

ASSISTANT SWIM COACH

May - July 20XX

- Assessed stroke deficiencies among swimmers in the 9-12 age group through video analysis
- Inspired and educated swimmers to give their best efforts in practices and meets

Volunteer Service

WOLFPACK BLITZ

Raleigh, NC

STUDENT-ATHLETE REPRESENTATIVE

March 20XX - Present

- Serve as a role model, presenting on the importance of reading at local middle and elementary schools

Software Skills

- Morningstar
- Microsoft Word, PowerPoint, Excel

NERMIN PATEL

919.777.9988

Raleigh, NC

nbpatel@ncsu.edu

OBJECTIVE:

To obtain an entry level position in account management or account planning at a global advertising agency where I can utilize my superior communication, leadership, and organizational skills.

EDUCATION:

North Carolina State University, Raleigh, N.C.

Bachelor of Science in Business Administration, Concentration: Marketing

Minor: Design Studies

May 20XX

Major GPA: 3.7/4.0; Overall: 3.5/4.0

Zhejiang University, Hangzhou, China (Study Abroad)

Coursework in Human Resources and International Relations

May - June 20XX

AGENCY EXPERIENCE:

McKinney, Durham, N.C.

Business Development Intern

September – December 20XX

- Gained in-depth understanding of entire new business pitch process by attending planning, strategic and creative meetings for 2 separate new business pitches including G.N.C.; gathered all necessary pitch supplies and ensured shipment of supplies to each pitch location.
- Completed 250+ page competitive audit for Mizuno account team analyzing current advertising, social media, digital, product packaging, and in-store strategies for 21 competing brands in the running, golf, volleyball and baseball/softball product categories; evaluated each brand's strategies and identified opportunities for Mizuno to build a competitive advantage.
- Redesigned business development department's status report to increase clarity and usability; updated report to be used by agency partners for tracking new business prospects and pitch progress.
- Compiled Excel file of all ISCI codes for McKinney broadcast and agency marketing spots; tracked all videos within agency server and matched with client or potential usages; worked to ensure Excel file could be used as launching point for development of internal digital video arsenal requested by agency partners.

Tierney Communications, Philadelphia, P.A.

Account Management Intern

June – August 20XX

- Served as President for 7 member intern team that created a fully-integrated marketing communications plan for 4pm newscast of WPVI-6abc in Philadelphia; designed and updated weekly team status report, organized all team meetings, managed project timeline, and ensured consistent strategy throughout all campaign areas; led team to victory in competition against other team of Tierney interns when campaign was officially presented to client.
- Completed 100+ page competitive audit for Independence Blue Cross account team analyzing current social media strategies including Facebook, X, Flickr and YouTube tactics for 11 competing health insurance companies.
- Researched current industry strategies in the liquor/wine product category and presented findings to account team preparing response to Pennsylvania Liquor Control Board R.F.P.
- Participated in weekly agency sponsored workshops to gain specific knowledge of public relations, creative, broadcast, interactive, and media practices/terminology.
- Attended weekly status meetings as well as completed client support projects such as billing paperwork and Excel files tracking mailers for T.D. Bank and Bayer Environmental Science account teams.

LEADERSHIP EXPERIENCE:

Alpha Kappa Psi Professional Business Fraternity

President (January – December 20XX)

September 20XX – Present

- Headed an executive board of 7 and membership of 74 fellow business students.
- Led chapter to receiving 4 national awards including "first-place national standing" during my presidency.
- Improved positive relationship with college faculty and Deans by increasing visibility and involvement among members; ultimately led the college to host first annual reunion for over 100 chapter alumni in April 20XX.

Michael Jones

899.542.6878 | mjones4@ncsu.edu

EDUCATION

North Carolina State University, Poole College of Management

Expected May 20XX

Bachelor of Science in Business Administration | Finance Concentration

Raleigh, North Carolina

- Major GPA: 3.42/ 4.0; maintained multiple jobs during college career to fund education without using loans
- Honors: Center for Service Leadership Ethics Public Service Award Recipient (20XX); Dean's List (every semester)
- Relevant Coursework: International Finance, Corporate Finance, Business Valuation, Business and Economic Statistics, Investments and Portfolio Analysis

WORK & LEADERSHIP EXPERIENCE

Portfolio Management Intern, Global Wealth & Investments

June 20XX – August 20XX

Bank of America, Merrill Lynch, Raleigh, NC

- Assisted with investment research and economic modeling
- Constructed Excel models to forecast economic metrics for use by firm's decision makers
- Executed Monte Carlo simulations
- Generated pitch presentations for prospective clients
- Gained experience utilizing the Risk Rating Scorecard application and participated in application testing

Chief Financial Officer, Vice Chairman of the Board of Directors

July 20XX – June 20XX

The University of North Carolina Association of Student Governments, Raleigh, NC

- Effectively managed a \$200,000 budget of variable cash flows to deliver mission related services while balancing the general liquidity of the organization
- Represented the interests of approximately 200,000 students attending all 17 universities in the UNC System
- Strengthened financial systems through collaborations with various student association officers
- Finished term with a +12% budget surplus

Intern, Communications and External Affairs

November 20XX – December 20XX

Meredith College, Raleigh NC

- Worked with a team of professional communicators to create financial reports and presentations
- Built campus relationships to promote three large scale alumni events, increasing attendance by over 60%
- Developed and implemented the first consolidated social media strategy for the Communications and External Affairs Office, raising the following on Facebook by over 50%

Student Body Treasurer

January – April 20XX/ Feb – April 20XX

NC State University Student Government, Raleigh, NC

- Managed a \$180,000 fixed budget
- Made over \$100,000 in budget updates through reconciliation and implemented initiatives to improve financial reporting system
- Instituted new ethics protocols on project bids, disclosed conflicts of interest, and finished term with a 10% budget surplus

SKILLS & COMMUNITY SERVICE

Computer Skills: Proficient in Adobe Creative Suite | MacOSX | Microsoft Office Suite

Languages: Working knowledge of German

Community Service: Project Founder & Director, NC State University Recreation Fund | NC State Student Ambassador | Chairman of Finance, NC State Skateboard Club | Chair of Marketing, NC State University Student Government

Activities: Freestyle Skiing | Racquetball | Hiking

JAMEL OWENS

910-555-1212 jamelowens@gmail.com Charlotte, NC

OBJECTIVE

Seeking Operations and Supply Chain/Logistics position. Solid understanding of supply chain with strong team work, creative problem solving, and communication skills. Bring an international perspective and going "above and beyond" approach. Enjoy a diverse collaborative business environment with an eagerness to learn and contribute.

EDUCATION

B.S. in Business Administration, Concentration: Operations/Supply Chain Management May 20XX
 Minor: History
 North Carolina State University (NC State), Raleigh, NC

ACADEMIC PROJECTS

- Supply Chain Practicum, R.Y. Malcolm, Inc., Winston Salem, NC Fall 20XX
- Served as a Make or Buy project consultant. Researched cost-effective sourcing methods for a key product component. Identified almost \$2 million in potential cost savings per year.
- SimQuick Project, Business Process Management Class Spring 20XX
- Analyzed business processes including inventory, cycle times, and buffers. Offered process improvements.
- ITEC Project, Operations Planning & Control Systems Class Fall 20XX
- Projected product demand to plan production schedules and manufacturing processes and determine supplier needs.

LANGUAGES

- Languages: working knowledge of Turkish, basic French

EXPERIENCE

Novozymes AS, NC State Supply Chain Research Cooperative, Franklinton, NC May-August 20XX
Supply Chain Intern

- Assisted the company in Life Cycle Assessments for their Green Initiatives

Coca Cola Company, Eurasia and Africa Group, Istanbul, Turkey June-August 20XX
Intern - Juice Category, Supply Chain and Technical Departments

- Collected, sorted, and analyzed raw data to help develop Product Lifecycle Management (PLM) systems; knowledge used to expand shelf life of products
- Developed an analytical model to eliminate unnecessary Stock Keeping Units (SKUs), crucial in cost reduction
- Cycle counted inventory in the bottling plant; provided greater efficiency and cost savings
- Conducted Request for Information (RFI) and Request for Proposal (RFP)

Aqua International Education Consultants, Adana, Turkey May-August 20XX
Intern - Accounting and Marketing Departments

- Analyzed the income statements and reported the problematic areas in cash flow
- Audited the financial statements and made recommendations to balance annual cash flow
- Developed a market intelligence workbook for better understanding of market segments & competitors

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- Institute for Supply Management (ISM), 20XX-Present
- Supply Chain Club, NC State, 20XX-Present
- President, Student Government, Tarsus American High School, Turkey, 20XX-20XX
- Interact Adana (Youth Version of the Rotary Club), Turkey, 20XX-20XX

INTERESTS & ACTIVITIES

- Intramural Basketball, NC State
- Politics, History, Music, Traveling, Reading, Soccer, Drawing

Valeria Garcia
(919) 542-0976 ~ valgrci@ncsu.edu ~ Durham, NC

OBJECTIVE

Seeking an internship in the field of Information Technology where I can utilize my strong computer and communication skills. Veteran, loyal and dedicated to achieving organizational goals. Work well with minimal supervision. Thrive under pressure.

TECHNICAL & LANGUAGE SKILLS

- Excel: Pivot tables; What if analysis including weighted what if analysis, vlookup/hlookup, if/averageif/countif; Exponential Smoothing; Control Charts (R Chart, xBar Chart); Queuing Models, Linear Programming and Optimization using Solver
- Basic statistical analysis, K-means clustering, and nearest neighbor analysis in IBM SPSS
- Multiple regression in SAS JMP
- Marginal analysis using Mathematica; Project Management using MS Project
- E-R Modeling, process modeling using flowcharts, and swimlane flowcharts in MS Visio
- Fluent in Spanish; Conversational Arabic; Beginning Japanese

EDUCATION

Have financed 100% of educational & living expenses with GI Bill

B.S. in Business Administration, Concentration: Information Technology
North Carolina State University, Poole College of Management, GPA 3.32/4.0
Minor: Political Science

May 20XX

Associates in Arts
Durham Technical Community College, GPA 3.45/4.0

December 20XX

IT PROJECTS

Flow Chart Project: Created a flowchart to describe a process for the Office of Information Technology at Meredith College. Interviewed an IT employee to collect data. Analyzed data to define the Procedures, Decisions, Sub-Decisions, and Data Repositories used to complete the process.

Hardware Project: Created a Bill of Materials for computer. Determined the specifications of each hardware component for compatibility including CPU, motherboard, RAM, CPU cooling method, Graphics, Hard Drives, Case, Monitor, and Peripherals.

Website Development Project: Constructed a website with multiple pages using Google Sites.

Cause and Effect Project: Used MS Visio to create a cause and effect diagram. Project required a minimum of 5 Categories of Causes and a minimum of 3 Subcategories for each cause.

MILITARY & WORK EXPERIENCE

Corporal, United States Marine Corps

20XX - 20XX

- Awarded 5 medals including the National Defense Ribbon
- Supervised, trained, and directed 45 international troops during operations
- Managed over \$150,000 of equipment during deployments
- Built and dismantled patrol bases and helped lead patrols through Syria

Lead Cashier, Chick-Fil-A, Greensboro, NC

August 20XX - December 20XX

- Managed daily cash flow of sales exceeding \$1,000/day
- Consistently maintained 5-star customer satisfaction rating

COMMUNITY SERVICE, INVOLVEMENT & SPORTS

Volunteer, Graduation Marshall, NC State
IT Club, NC State University, Poole College of Management
Intramural Soccer, NC State
Habitat for Humanity, Raleigh, NC
Head Coach, Flag Football, YMCA, Durham, NC

CORRESPONDENCE GUIDELINES FOR HARD COPY AND EMAIL

FOR ALL CORRESPONDENCE, KEEP IN MIND THE FOLLOWING

- While there are common components to all types of letters, each letter should be individually tailored and targeted to the recipient. There is no such thing as an effective “form letter” in a job search. (You know when you get a form letter in the mail; a prospective employer knows too.)
- Grammar, spelling and punctuation should be error-free; wording should be clear, concise and business-like; avoid gimmicky language and slang terms.
- Be your formal, business-like self, but express yourself in a manner which is natural to you. Avoid too much “borrowing” of language from sample letters and friends’ letters. Use good examples as inspiration, but don’t copy.
- Use 8.5” x 11” good-quality paper; preferably the same paper as used for your resume. (Particularly for your resume, make sure you choose paper which produces clean print or photocopies. Some papers with flecks make hazy copies.)
- Produce high-quality hard copy print. Choose an easily readable font type.
- Email is written correspondence. Apply the same rules as in hard copy correspondence: use correct spelling, punctuation, and grammar, and correctly use upper and lower case.
- Retain a copy of every letter and email you send and receive. Label each with company, job title, document type (resume, cover letter, job description, cover email, etc.) and the date. Mark your calendar for any appropriate follow-up.

PERSONALIZING YOUR CORRESPONDENCE

In addition to the points made previously, follow these generally accepted guidelines for business letters. Think about the purpose of your letter and details of your individual circumstances. For example, if you make a telephone call to an employer prior to sending a cover letter, it makes sense for your letter to refer to the telephone call. If you must respond to an employer’s letter to you, read the letter carefully to draft an appropriate response.

COVER LETTERS: LETTERS OF APPLICATION AND INQUIRY

Cover letters generally fall into one of two categories:

1. Letter of application: applying for a specific, advertised opening.
2. Letter of inquiry: expressing interest in an organization, but you are not certain if there are current openings. This typically is networking correspondence.

Purpose of the cover letter:

- Explains why you are sending a resume. Don’t send a resume without a cover letter; it’s discourteous and naïve to do so. Don’t make the reader guess what you are asking for; be specific: Do you want a summer internship opportunity, or a permanent

position at graduation; are you inquiring about future employment possibilities?

- Tells specifically how you learned about the position or the organization—a flyer posted in your department, a website, LinkedIn, a family friend who works at the organization. It is appropriate to mention the name of someone who suggested that you write. The employer wants to know how and where you learned about the company and the job.
- The cover letter must be very well written and targeted to that employer and the job. Pay attention to the qualifications and key words listed in the job description. Market yourself accordingly incorporating the key words from the description.
- Calls attention to elements of your background (education, leadership, experience, coursework) that are relevant to a position you are seeking. Be as specific as possible, using examples.
- Reflects your attitude, personality, motivation, enthusiasm, and communication skills.
- Provides or refers to any information specifically requested in a job advertisement that might not be covered in your resume (availability date or an attached writing sample).
- Indicates what you will do to follow up.
- In a letter of application (applying for an advertised opening), applicants often say something like “I look forward to hearing from you.” However, it is advisable to take the initiative to ask for the opportunity to interview and provide your contact information. You may also want to say you will follow up, saying something like, “I will contact you in the next two weeks to see if you require any additional information regarding my qualifications.”
- In a letter of inquiry (asking about the possibility of an opening) don’t assume the employer will contact you. You should say something like, “I would like to schedule an informational call or meeting to learn more about your company and opportunities.” Request possible dates/times that are convenient for the contact. Follow up with a call if you do not get a response.

You make a better impression by including a cover letter. The cover letter will introduce your resume to the employer and, if well written, will prompt the employer to read the resume for more details.

Even if you just spoke to an employer on the phone, at a career fair, etc., and submit your resume the same day, a cover letter is essential for several reasons:

- Don’t assume you are the only person to whom the employer has spoken. Busy people need a reminder of why your resume is being sent.
- Don’t assume the person you spoke to is the one who will open your envelope or email. A cover letter explains why your resume is showing up in the mail or email.

- A cover letter is a basic professional courtesy. You are trying to present yourself as a person who is ready to enter the professional world.
- A cover letter is an opportunity to call attention to your strengths, interests and qualifications in a different manner than you do in your resume.
- A cover letter is personalized to the individual to whom you are writing, while your resume is not.
- NEVER mail/email a resume without a cover letter.

INFORMATION-SEEKING LETTERS

To draft an effective cover letter, you need to indicate that you know something about the employing organization. Sometimes, even with research efforts, you don't have enough information to do this. In such a case, it is appropriate to request information.

After you receive the desired information, you can then draft a follow-up email/letter which:

- Thanks the sender for the information.
- Explains why you would like to schedule a meeting/call to network; or to obtain career/industry information from the professional; and why you are sending your resume.

THANK-YOU/FOLLOW-UP LETTERS/RSVPS

A thank-you letter should be written after:

- An interview or meeting.
- A contact is helpful to you in a telephone conversation or career fair.
- Someone mails/emails information to you at your request.

If you receive correspondence or email asking you to RSVP, it means "please respond." If RSVP is written on an invitation, it means the invited guest must tell the host whether or not they plan to attend the event. It does not mean to respond only if you're coming, and it does not mean respond only if you're not coming (the expression "regrets only" is reserved for that instance). It means the host needs a definite head count for the event and needs it by the date specified on the invitation.

ACKNOWLEDGING A JOB OFFER

Courtesy dictates that you acknowledge a written job offer, even if you are not ready to accept or decline it. Take note of the details of the offer and respond appropriately.

Items to remember:

- Thank the employer for the opportunity presented.
- Indicate that you understand the terms of the offer, or if you don't, ask for clarification.
- A smart employer will know that you need to consider various employment options to make a wise decision; you may need to compare the offer to another pending offer.
- However, you may need to make a decision before you know whether or not you will receive another offer.
- Consult your Poole career coach if you need assistance handling offers or making a decision.

EMAIL GUIDELINES

All the principles of written correspondence apply to both hard copy and email, with some additional guidelines for email:

- DO use a subject line that would be logical to the recipient, like "Application for Business Analyst position # 465656." Include the job title and number if there is one. Meaningless subject lines include "Can you help me?" or "Read this." If you leave the subject line blank and the recipient does not recognize your email address, they may simply delete your email without reading it.
- DON'T use an inappropriate email address or nickname. Sending email from partyman@xxx.com is a good way to have your email deleted without being read.
- DON'T start off, "Hi, my name is..." Just as in a business letter, your name is at the conclusion of the letter. DO start, just as in a business letter, by explaining why you are writing. Be brief, clear, and cordial.
- DO use a business-like writing style, just as with hard copy correspondence. With friends, for social purposes, you can treat email like verbal conversation. Business emails should be more formal than verbal conversation.
- DO include a clear signature block at the close of your email content. It should include your name, phone, and return email address. After your name, you can include your major and year in school, as in "Sophomore, Poole College of Management, Finance, North Carolina State University."
- DON'T include a URL for a website that is not strictly professional in content or relevant to your career interests. Employers are busy and are not interested in spending time looking at pictures of students' pets; or worse, their friends wearing lampshades. And if they do see this, they're likely to decide you lack the judgment and maturity to be considered as a job candidate.

REQUESTING AN EXTENSION TO RESPOND TO A JOB OFFER

- You may ask for an extension; the employer does not have to grant it.
- Make sure you have a good reason to ask for an extension. Are you waiting to hear from another employer about an offer, or are you just hoping to get more interviews?
- Don't wait until the last minute to ask for an extension; this looks like you don't think ahead and may indicate that you might behave the same way on the job.
- Be tactful and diplomatic in your wording. Show continued enthusiasm for the position and tell the prospective employer you need a few more days to consider the offer so that you can make the best decision for both you and the prospective employer. (See sample on page 64).

DECLINING A JOB OFFER

- If you choose to decline a job offer, do so courteously, in writing, after making a phone call to the hiring manager.
- Never say anything negative in writing about the employer, even if you had a negative experience. If you had a very negative experience, discuss it with your career coach.
- A decision to decline an offer is usually based on the fact that another offer is a better fit for your interests and goals. It is fine to state this, without giving details about why the declined offer is not a good fit for you.

- It is not necessary to state whose offer you accepted.
- Remember that this employer may be a contact for you in the future. Maintain professional, courteous relations. Never burn a bridge.

EMAIL OR HARD COPY?

For most business correspondence, email is the most common form, but sometimes hard copy is appropriate.

- When a job ad invites you to apply online, do it, and follow instructions precisely. Email and employers' websites often make the process easier for both you and the employer.
- If you've found access to use email (job ad or website invites this), but there are no instructions on how to submit your resume, do this:
 - Write your email as a cover letter.
 - Attach your cover letter and resume to the email. In addition, state in your email that you are attaching your cover letter and your resume as MS Word® documents or pdf (and do so). You've thus given the employer the option to view your documents as they choose.
- When you have the opportunity, as in meeting an employer at a career fair, ask the employer's preference for email or hard copy. When you're given the employer's business card, or they tell you to visit the company website and follow up, you can say, "Would it be appropriate for me to email you (or whomever they have told you to contact)?"
- When speed is necessary, use email.

COVER LETTERS

A COVER LETTER introduces you and your resume to a prospective employer. It focuses on your skills, knowledge, experiences and/or work characteristics related to the position sought. Use a block style business letter format and keep it to a single page, if possible.

TIPS

- A cover letter should ALWAYS accompany a resume or application.
- Write to a specific person. Ideally, it should be written to the one who actually makes the hiring decision. Do not use "To Whom It May Concern" or "Dear Sir or Madam".
- If you cannot obtain the name through ePACK, **LinkedIn.com** or other resources (e.g., the receptionist at the company), use a subject line with the job title and job number, if there is one.
- Customize each letter for each position/employer; "generic" letters DO NOT IMPRESS!
- State clearly and to the point why you are sending your resume.
- Your cover letter should be printed on the same kind of paper as your resume, if mailed.

PARAGRAPH STYLE FORMAT

Applicant's address
Applicant's City, State, Zip

Date

Person to whom you are writing, and
their title
Company
Address
City, State, Zip

Dear Mr. or Ms. or First and Last
Name

OR

Re: Marketing Internship, #46752

Your first paragraph should identify the position for which you are applying, where you heard about the position, and why you are interested in this position and company.

Your second paragraph should explain why you are qualified for the position. Highlight the key words in the job description and make sure you address how you are qualified. Mention relevant skills, experiences and accomplishments that make you a good fit for the employer.

Your third paragraph should state your interest in scheduling a brief phone or in-person interview with the employer to discuss the position. Let them know how you can be reached via phone and email.

Sincerely yours,
Add a signature line. You can insert an image of your actual signature, which is impressive, or use a signature font as shown in the sample provided.

**SAMPLE PARAGRAPH
STYLE LETTER**

Will Ace

(555) 111-2222 will.ace@ncsu.edu Raleigh, NC

September 1, 20XX

Dr. Jon Recrute, Vice President
Human Resources Department
Techy Consulting, LLP
245 Jobsearch Way
Greenville, SC 29601

Dear Dr. Recrute:

I am writing to you to express my interest in the Business Technology Analyst position at Techy Consulting, LLP that I saw posted on North Carolina State University's job board, ePACK. I am a senior at NC State University majoring in Business Administration, concentrating in Supply Chain Operations, and minoring in Environmental Sciences and Accounting. I am highly impressed by Techy Consulting's top ranking among technical consulting firms, and I would like to assist your company in achieving its organizational goals by using my experience and skills in leadership, interpersonal communication, and data analysis.

Please note on my resume, I have held three highly analytical internships during my undergraduate career. Most recently, I have been contracted by Novartis as a supply chain intern. While working with Novartis, I developed a manual tool that tracks inventory and demand for over 200 raw materials. In this role I have learned to use SAP ERP efficiently to analyze data across several functions of the organization to help material planners procure raw materials for vaccine production. Also, I worked for GlaxoSmithKline as a procurement intern where I extracted market research data from online commodity indices and used the data to execute purchase price cost analysis. While working at GlaxoSmithKline I was taught five different supply chain management systems during the course of the three month internship. The most enriching part of the internship was communicating daily with representatives from suppliers such as Dow Corning and BASF.

Additionally, I have worked in the University Controller's office at NC State University (specifically with the Capital Asset Management Team) where I assumed responsibility regarding departmental inventory audits. I independently audited the inventory of the Chemical and Biomolecular engineering departments (approximately 400 assets valued above \$5,000 each) and updated and maintained Excel spreadsheets that kept track of my progress on the audits. I believe my experience in market research, auditing, and data analysis will prove beneficial to Techy Consulting, LLP.

I would very much appreciate the opportunity to schedule a phone or in-person interview to discuss in more detail how my background and experience align with your Business Technology Analyst position. My resume and a copy of this cover letter are attached in pdf format. Thank you for your consideration. I look forward to speaking with you soon.

Regards,

Will Ace

Will Ace

**SAMPLE PARAGRAPH
STYLE LETTER #2**

Akil Sayegh

(919) 786-5553 a_sayegh@ncsu.edu Raleigh, NC

April 21, 20XX

Shining Bright Accounting, Inc.
122 Breakthrough Lane
Raleigh, NC 27612

Re: Audit Position #503

I am writing to you to express my interest in the audit position at Shining Bright Accounting that I saw posted on your company's website. I am a senior at North Carolina State University majoring in Accounting with a concentration in Internal Auditing. I am highly impressed by Shining Bright's reputation for excellent customer service and accounting accuracy, and I would like to assist your company in achieving its organizational goals by using my experience and skills in leadership, interpersonal communication, and analytics.

Listed below is a summary of my applicable experiences and skills:

- Ability to conduct financial audits from start to finish at the North Carolina Treasury Department.
- Tax preparation as a tax preparer during tax season.
- Professional workplace experience as a financial investigator intern at the North Carolina Department of Justice.
- Proven analytical, problem solving, and teamwork skills.
- Effective communication skills gained as a building manager and mentor to coworkers and colleagues.
- Three semesters of computer applications experience (SAP, ACL, Excel) with the ability to learn new applications quickly.

In my recent positions as a building manager at Campus Enterprises, a cashier at Harris Teeter, and an intern at the Justice Department, I have demonstrated that I am organized, excellent at prioritizing responsibilities, and I am very open to learning new skills.

I am confident that my skills will successfully transfer and contribute to the success of Shining Bright Accounting. For detailed background information, please review the attached resume in pdf format. Please contact me by email at a_sayegh@ncsu.edu or by calling me at (919) 786-5553. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Akil Sayegh

Akil Sayegh

THANK-YOU LETTER

TIPS FOR WRITING BUSINESS THANK-YOU LETTERS

- If possible try to send a thank-you letter to each person who interviewed you. Before your interview concludes, try to request business cards from everyone who was involved with the interview process to obtain contact information and correct spelling of names.
- Reiterate your interest in the position and why you think your skills are a good match for the position.
- With each thank-you note, include another reason why the employer should hire you. Refer to specific knowledge, products, or projects in which the organization is currently involved.
- Use black ink.
- Center your letter and maintain a 1 to 1½ inch left and right margin.
- Keep the letter to one page.
- Utilize a conversational but professional writing style.
- Send promptly an email that same day, if possible, followed by a formal letter written soon after the interview.
- Avoid beginning the note with the word, "I."
- Only capitalize the first word in the closing. For example, "Yours truly" or "Best regards."
- Sign your name so that it can be easily read.
- If you choose to write a handwritten note, be sure to write very legibly and use conservative stationery (no flowers, fruit, inchworms, or butterflies).

SAMPLE THANK-YOU LETTER

John Jones

919-555-1212 jwjones@ncsu.edu Raleigh, NC

February 25, 20XX

Jamie Smith
XYZ, Inc.
1100 Westridge Avenue
Greensboro, NC 27412

Dear Jamie Smith:

Thank you for the opportunity to interview with you regarding the marketing assistant position with XYZ Company. It was a pleasure meeting with you in person and learning about your company's marketing philosophy and strategies. I was particularly impressed by your use of social networks to market your products to college students and your dedication to superior customer service.

During the interview, you mentioned a need for a marketing assistant who not only can create eye catching flyers and web pages, but also an assistant who can manage Excel and Access databases. While working in the NC State Poole College of Management College Career Center, I successfully managed employer information databases in both Access and Excel, and I also am proficient in the use of PowerPoint as well as Quick Books software. I look forward to contributing my creativity, technical ability, and organizational skills to assisting your marketing team in successfully advertising XYZ's new line of products and services.

Once again, thank you for your kind consideration. I thoroughly enjoyed meeting you and feel confident that I can make a valuable contribution to your imaginative and energetic marketing team. If you need any additional information, please contact me at 919-555-1212 or jwjones@ncsu.edu, and I will be happy to provide it. I will be sure to follow up with you next week.

Sincerely yours,

John Jones

John Jones

JOB INTERVIEWING IN BRIEF

PREPARATION

- Identify the tasks you would perform on the job.
- Research the needs, problems, and challenges the company is facing that might cause them to hire you.
- Create at least 5 open-ended questions probing into the issues you've identified to ask the interviewer.
- Identify what you have to offer the employer and how this position is a good fit for you.
- Create stories using Situation, Task, Action, Result (STAR) format to demonstrate your ability to assist in solving the problems identified.
- Obtain a list of common interview questions and write out your answers.
- Practice answering these questions paying particular attention to your non-verbal body language.
- Review your resume and identify the questions it creates.
- Prepare a list of possible situations you might face on the job and how you would handle each one.
- Print off extra copies of the documents you submitted for the job (e.g. resume, application, etc.) and take them with you to the interview in a portfolio with a pad of paper for taking notes.
- Evaluate what type of interview you will be having. Prepare accordingly (dining, behavioral, virtual, phone, basic, and case).
- Call the day before to confirm your appointment; verify the names and position titles of all those with whom you will be meeting (research their backgrounds on the company website or LinkedIn).
- Identify how employees in your area of the company dress to aid in your outfit decisions. If in doubt, dress formally. (See our guidelines on business attire elsewhere in this *Guide*.)
- Outline what you plan to do and say to create a great first and lasting impression.
- Double check the date, time, and location of the interview. Make sure you know how to get there and how long it will take. Drive by the interview site the day before if you are unsure. Take into account possible heavy traffic and delays on the day of the interview.
- If a virtual interview, set up a quiet room with no interruptions, ensure proper connectivity, lighting and sound quality. Dress the part as if you were meeting in-person.

SELLING YOURSELF IN THE INTERVIEW

- Turn off your cell phone or leave it in the car.
- Visualize yourself being successful in the interview.
- Enter the office no more than 10 minutes beforehand.
- Start the interview off right with a great first impression—a smile, a friendly hello, and a firm handshake if the employer prefers.
- Greet the interviewers by their formal, last names (Mr., Ms., Dr.), unless you know them very well. If you are unsure of the pronunciation of a name, ask the receptionist.
- Offer a copy of your resume to interview attendees who do not have copies of your resume.
- It is best to avoid telling jokes, unless you are applying for a position as a comedian. People's tastes in humor vary.
- Don't chew gum or smoke, even if the interviewer is smoking and offers you a cigarette. Be sure not to smoke before an interview.
- When you are being interviewed by a group, be sure to give everyone a chance to ask questions.
- Maintain good eye contact with all people with whom you interview and sit up straight.
- Avoid answering questions with a simple "yes" or "no". Provide convincing details, stress your accomplishments, and avoid making negative statements about yourself.
- It is generally best to use standard English. Avoid slang and pause words, such as "like" and "um".
- Don't be too soft spoken or too loud. Use a strong, energetic tone that reflects your confidence but is not overbearing or arrogant.
- Answer questions truthfully but diplomatically. If asked an unexpectedly difficult question, you may want to repeat the question, or ask that your interviewer repeat it to allow yourself time to formulate a good answer. A short pause before responding is okay. However, you do not want the pause to be overly extended.
- Avoid controversial subjects, unless the job calls for you to address them. Attempt to be understanding of perspectives on both sides of an issue. You do not want to alienate interviewers by taking a strong position counter to theirs.

BEWARE OF THE UNSCHEDULED INTERVIEW

- If you receive a call unexpectedly from a recruiter in response to your application for an internship/job, express enthusiasm that they have called and then ask to schedule the interview later the same day or the next day, if possible.
- Taking the call without your resume and other materials is inadvisable. You also may be in a noisy place that makes it difficult for the recruiter to hear you and for you to hear the recruiter. Remember, be enthusiastic and schedule a future call.

LIST OF POSSIBLE ITEMS TO TAKE IN A SMALL BRIEFCASE OR PROFESSIONAL PURSE TO AN EXTENDED INTERVIEW

- Cell phone with phone number of recruiter/hiring manager (put phone on silent before entering worksite)
- Padfolio containing a nice pen, tablet, & extra resumes
- Umbrella
- Snack bar
- Small water bottle
- Brush or comb
- Small mirror
- Breath mints
- Tissues
- Cough drops/cold medication
- Stain remover
- Your business cards to pass out to those you spoke with during the interview who did not receive your resume
- List of references (in case the interviewer asks for this list, and you are truly interested in the job. Don't distribute your list unless you are confident you want the job. Usually, references are not requested until second or third interviews. Let your references know when you submit your list)

- Exude eagerness for the job, but don't act as if you are desperate for employment and willing to take anything.
- Be positive! Negative statements about previous supervisors, co-workers, or customers reflect poorly upon you. Describe negative working environments objectively and explain how you turned challenges into successes where everyone won.
- Emphasize your interest in how you will help the company rather than your interest in what the company can do for you. Do not inquire about salary or benefits until you are offered the position or your interviewer brings up the topic.
- Expect the interviewer to take notes during the meeting; it is okay for you to take just enough notes to write nice thank you notes and remind you later of important points.
- Create a discussion environment instead of a cross-examination environment by how you position yourself, your non-verbals, the questions you ask, and your efforts to put the interviewer at ease. This is a conversation, NOT an interrogation.
- Look for opportunities to give STAR (Situation, Task, Action, Results) stories followed by probing questions.
- When you don't know how to answer a question, it is okay to ask for clarification.
- As the interview concludes, summarize the employer's needs, why they should hire you, and express strong interest in the job.
- Do not negotiate anything until they make you a written offer. Know how to handle salary questions if you are asked early in the interview process. Discuss this with your career coach.
- End the interview with a strong last impression.
- Before leaving, make sure you have contact information for all those who interviewed you, an understanding of next steps in the interview process, the timeline for decision making, and who will be contacting you. If appropriate, ask for business cards to obtain contact information and the correct spelling of names. You will need this information to compose interview thank you notes.

INTERVIEW FOLLOW-UP

- Review your notes when you are away from the interview site; make additional notes while they are fresh.
- Write down what new things you learned about the employer's needs, problems and challenges.
- Write down what you need to do differently at the next interview.
- Prepare an *individualized* after-interview thank-you email/letter for *each* person who interviewed you and send them within 24 hours of your interview. This is another opportunity to showcase your qualifications for the job and indicate your interest in the position.
- Be prepared to follow up with the interviewer using various formats—letter, email, phone call—over time until a hiring decision is made, but not to the extent that you will be seen as a nuisance.
- When calling the decision-maker, keep control of the process by leaving a detailed message including your contact information. Don't text the recruiter unless you are responding to their text message.

11 TIPS FOR A SUCCESSFUL INTERVIEW

1. **Dress appropriately and use good manners.** Your appearance should be neat and clean, pressed and polished. Always remember to say please and thank you to everyone.
2. **Be on time.** If you are late for the interview, the employer may decide that you are not really interested in the job or that you would show up late for work.
3. **Show that you are knowledgeable about the company.** Interviewers are inclined to look more favorably on a candidate who has made the effort to research the company and the position.
4. **Think—tropical breezes.** Self-doubts and fear of failure can damage a job interview. Be calm and aware of any nervous behavior (nail-biting, hair twirling, leg bouncing, etc.). Do some deep, slow breathing exercises before entering the meeting room.
5. **Unfreeze your face...SMILE!** Smiling exudes a positive attitude, confidence, and can make the interview more rewarding for both parties. Show your enthusiasm for the opportunity to meet with the potential employer.
6. **Practice good communication skills.** It is important that you exhibit professional communication skills during the interview. Speak clearly and effectively, listen attentively, maintain eye contact, and resist distractions that may steal your attention.
7. **Practice answering questions.** Anticipate questions that may be asked during the interview and prepare answers beforehand to some of the more difficult or sensitive questions. Practice with a Poole career coach.
8. **Follow the interviewer's lead and stick to the point.** Listen carefully; sometimes an interviewer will rephrase a question to check for alertness and consistency. The interviewer also is interested in experience and attitudes that might affect your performance on the job. Avoid discussing details of your personal life or unpleasant work experiences.
9. **Express your interest in the job and be sure to follow up.** At the conclusion of the interview, thank the interviewers for inviting you to meet with them, reiterate your interest in the job and enthusiasm for working for this organization, and tell them that you are looking forward to hearing from them. If the interviewers do not tell you when they will follow up

with you, be sure to clarify from whom, by what means, and when you will be hearing from them again. If you forget to ask, be sure to inquire in your thank-you letter. If a few days have passed beyond the date when you were told you would hear from the employer, politely call or email to inquire about the status of your application. A courteous inquiry demonstrates that you are still interested in working for them and gently reminds them of their promise to follow up. When you inquire, be sure to mention your name, the name of your interviewer, the time and place of the interview, and the position for which you are applying. It is best to contact the lead interviewer directly rather than leaving a message. If the employer fails to contact you after three inquiries (telephone call, email, handwritten or typed note), then the employer has probably lost interest in hiring you, and it is best to cease inquiring, move on, and apply your energy to pursuing other employment opportunities.

10. **Send a thank-you email or letter within 24 hours.** You should send a nice thank-you email within 24 hours of the interview, followed by a more formal thank-you letter if there is time for the letter to arrive before a hiring decision is made. Thank the interviewer for his or her time, and stress your desire for the job. Restate your qualifications and mention a couple of things you learned during the interview that impressed you.
11. **Respond to rejection with class.** Sometimes recruiters will call or email you to let you know that they have chosen another candidate. Do not take their rejection personally. Most interviews do not result in job offers. Even though you may be feeling highly disappointed, it is important to stay upbeat and maintain a positive relationship with recruiters. One rejection does not mean that the employer will never hire you. Be sure to thank the recruiters for giving you the opportunity to interview, ask them to keep your resume on file, and if another position should become available, to please consider you for it. In addition, ask for feedback regarding how you can strengthen your candidacy for future positions. If you do strengthen your candidacy according to their suggestions, let them know you have done so, send them a revised version of your resume, and let them know that you would like to meet with them again to discuss future career opportunities. Do not view the experience as a failed interview. Instead, view the interview as having been an opportunity to practice your interviewing skills, learn about an organization of interest, and participate in a successful informational interview.

WHEN AN EMPLOYER REQUESTS A TRANSCRIPT

Sometimes employers request a copy of your transcript before or after an interview. An unofficial transcript can be downloaded, at no cost to you, from MYPACK PORTAL. If an employer requests an official transcript, you may order one online through the NC State website at <https://studentservices.ncsu.edu/your-grades/transcripts/>

SUCCEEDING IN VIRTUAL AND VIDEO INTERVIEWS

VIRTUAL AND VIDEO INTERVIEWS, particularly those conducted in the initial screening stages of the interviewing process, have become common. If the position is based in another city, or the hiring manager is interviewing you from a remote location, a virtual or video interview may be critical to obtaining the job. Preparation for virtual and video interviews is very similar to preparation for virtual career fairs and in-person interviews. In addition to following the interview guidelines described in this career guide, students also should do the following to prepare:

- Obtain a high-quality webcam and microphone. Perform a test drive before speaking with the employer to ensure your video and audio are working correctly and your voice is neither too loud nor soft. Ensure that you have a very reliable internet connection. Close all open web browsers that might be using Wi-Fi, and make sure other people in your residence are not using the internet for activities, such as livestreaming, that require high internet connection
- Create good camera lighting. Do not interview with a bright window directly behind or beside you. Close blinds. Make sure your lighting source shines from behind the camera directly upon your face, reflecting upon you evenly. You do not want your face partially shadowed
- Interview in a quiet place with no distractions. Remove pets and avoid interviewing in public places
- Create an attractive, uncluttered, neutral background with no busy patterns
- Dress professionally, preferably in a suit, from head to toe in case you must stand at any point during the interview
- Make sure your camera is at eye level and about arm's length away from you. You do not want to appear to be either looking up or down at the recruiter. Make sure your body is framed well with your shoulders visible
- Limit your movement, particularly back and forth motion. Sit up straight with both feet on the floor, avoid fidgeting, and keep your hands on your lap or on the desk
- Frequently, when you are conducting a video interview, the recruiter is not physically present for you to see. Instead, you will be looking into a camera. If conducting a video interview, practice keeping your responses within the specified time frames for answering interview prompts so that you are not cut off in mid-sentence and are able to make all of your points thoroughly but succinctly
- Maintain very good eye contact and avoid looking down at your notes, if possible. During the video interviewing process, look directly at the camera as if the camera is the face of the recruiter who has asked you a question. Remember to smile (but not constantly!) and show enthusiasm for the organization and position
- Develop a short, concluding statement for why you are an excellent fit for the job and the organization
- Thank the interviewer for interviewing you, and after the interview concludes, write a thank you note, just as you would at the end of an in-person interview

QUESTIONS ASKED BY EMPLOYERS

BEFORE YOU BEGIN interviewing, think about these questions and possible responses and discuss them with a Poole career coach. Conduct mock interviews and be sure you are able to communicate clear answers to interviewers.

BASIC

1. Would you tell me about yourself?
2. What are your hobbies or things you like to do?
3. Why did you choose to interview with our organization?
4. Describe your ideal job.
5. What can you offer us?
6. What do you consider to be your greatest strengths?
7. Can you name some weaknesses or areas for improvement?
8. Define success or failure. Give an example in your life.
9. Have you ever had any failures? What did you learn from them?
10. Of which three accomplishments are you most proud?
11. Who are your role models? Why?
12. How does your college education or work experience relate to this job?
13. What motivates you most in a job?
14. Have you had difficulty getting along with a former professor/supervisor/co-worker and how did you handle it?
15. Have you ever spoken before a group of people? How large?
16. Why should we hire you rather than another candidate?
17. What do you know about our organization (products or services)?
18. Where do you want to be in five years? Ten years?
19. Do you plan to return to school for further education?

EDUCATION

20. Why did you choose your major?
21. Why did you choose to attend your college or university?
22. Do you think you received a good education? In what ways?
23. In which campus activities did you participate and why?
24. Which classes in your major did you like best? Least? Why?

25. Which elective classes did you like best? Least? Why?
26. If you were to start over, what would you change about your education?
27. Do your grades accurately reflect your ability? Why or why not?
28. Were you financially responsible for any portion of your college education?

EXPERIENCE

29. What job-related skills have you developed?
30. Did you work while going to school? In what positions?
31. What did you learn from these work experiences?
32. What did you enjoy most about your last employment? Least?
33. Have you ever quit a job? Why?
34. Give an example of a situation in which you provided a solution to an employer.
35. Give an example of a time in which you worked under deadline pressure.
36. Have you ever done any volunteer work? What kind?
37. How do you think a former supervisor would describe your work?

CAREER GOALS

38. Do you prefer to work under supervision or on your own?
39. What kind of supervisor/manager do you prefer?
40. Would you be successful working with a team?
41. Do you prefer large or small organizations? Why?
42. What other types of positions are you considering?
43. How do you feel about working in a structured environment?
44. Are you able to work on several assignments at once?
45. How do you feel about working overtime?
46. How do you feel about travel?
47. How do you feel about the possibility of relocating?
48. Are you willing to work flextime?

QUESTIONS TO ASK EMPLOYERS

1. Please describe the ideal candidate and duties of the job for me beyond the job description.
2. What kinds of assignments might I expect the first six months on the job? What are the deliverables for the person taking the job at six months and 12 months?
3. Does your company encourage continuing education?
4. How often are performance reviews given?
5. What products (or services) are in the development stage now?
6. Do you have plans for expansion?

7. What are your growth projections for next year?
8. How do you feel about creativity and individuality?
9. In what ways is your company environmentally friendly?
10. In what ways is a career with your company better than one with your competitors?
11. Is this a new position or am I replacing someone?
12. What is the largest single problem facing your staff (department) now?
13. May I talk with the last person who held this position?

14. What is the usual promotional time frame?
 15. Does your company offer either single or dual career-track programs?
 16. What do you like best about your job/company?
 17. What are the strengths of your organization?
 18. Has there been much turnover in this job area?
 19. Do you fill positions from outside the company or promote from within first?
 20. What qualities are you looking for in the candidate who fills this position?
21. What skills are especially important for someone in this position?
 22. What characteristics do the achievers in this company seem to share?
 23. Is there a lot of team/project work?
 24. Will I have the opportunity to work on special projects?
 25. Where does this position fit into the organizational structure?
 26. How much travel, if any, is involved in this position?
 27. What is the next step in the interview process? When should I expect to hear from you and who will be calling me?

CULTURE AND BELONGING INTERVIEW QUESTIONS FOR EMPLOYERS

POSSIBLE QUESTIONS for assessing an employer's commitment to culture and belonging.

COMPANY CULTURE

- How does your company define company culture?
- What are some examples of events or initiatives that describe your company's culture?
- How does your organization promote a sense of belonging within its work environment??

REPRESENTATION

- Can you speak to the diversity of the leadership team? Staff?
- How many (identity group) hold leadership positions?
- How does your HR department recruit diverse talent? Are there opportunities for employees to serve on hiring committees?

TRAINING & DEVELOPMENT

- Who decides on promotion and advancement within the company?
- Does your organization require training for employees on bias? How frequently? Who facilitates them?
- Does your company have affinity groups or mentoring programs for employees? If so, please describe them.

ACTION & GOALS

- Can you provide an example of something your company has done to take action to create a sense of belonging in the past year?
- How does your company handle incidents of harassment?
- How are different abilities considered within your office space?
- How are non-dominant holidays observed? Does your company accommodate holidays for (religion)?
- How does your company measure employee satisfaction and belonging? Do you have any data you can share?
- Does your company consistently review compensation equity?

EMPLOYEE EXPERIENCE

- Where do you think the company needs to improve most when it comes to creating an environment that celebrates belonging?
- As a supervisor, how do you foster a sense of belonging within your team?
- How would you rate your organization's overall commitment to fostering a sense of belonging for its employees?



WHAT HAPPENS DURING THE INTERVIEW?

THE INTERVIEWING PROCESS can be scary if you don't know what to expect. All interviews fit a general pattern. While each interview will differ, all will share three common characteristics: the introduction, discussion and conclusion.

The typical interview will last 60 minutes, although some may be much longer. A typical structure is as follows:

- Five minutes—small talk
- Forty minutes—a discussion of your background and credentials as they relate to the needs of the employer
- Ten minutes—questions (both parties)
- Five minutes—conclusion of interview

As you can see, there is not a lot of time to state your case. The employer may try to do most of the talking. When you do respond to questions or ask your own, your statements should be concise and organized without being too brief.

IT STARTS BEFORE YOU EVEN SAY HELLO

The typical interview starts as soon as you arrive. The recruiter begins to evaluate you the minute you are identified. Be confident and stand to greet the recruiter. Offer a warm smile, an introduction and a firm handshake if appropriate.

It's a good idea to arrive at least five to ten minutes early. Greet the receptionist. Use the time to relax.

THE RECRUITER HAS THE FLOOR

The main part of the interview starts when the recruiter begins discussing the organization. If the recruiter uses vague generalities about the position and you want more specific information, ask questions. Be sure you have a clear understanding of the job and the company before you arrive.

As the interview turns to talk about your qualifications, be prepared to deal with aspects of your background that could be construed as negative; e.g., low grade point average, no participation in outside activities, no related work experience. It is up to you to convince the recruiter that the positive aspects of your background outweigh the negative. A low GPA could stem from having to fully support yourself through college. You might have no related work experience, but plenty of other experience that shows you to be a loyal and valued employee.

Many times recruiters will ask why you chose the major you did or what are your career goals. These questions are designed to determine your goal direction. Employers seek people who have direction and motivation. This can be demonstrated by your answers to these questions.

IT'S YOUR TURN TO ASK QUESTIONS

When the recruiter asks, "Now do you have any questions?" it's important to have a few ready. Dr. C. Randall Powell, author of *Career Planning Today*, suggests some excellent strategies for asking questions. He says questions should elicit positive responses from the employer. Also, the questions should bring out your interest in and knowledge of the organization.

By asking intelligent, well-thought-out questions, you show the employer you are serious about the organization and need more information. It also indicates to the recruiter that you have done your homework.

THE CLOSE COUNTS, TOO

The interview isn't over until you walk out the door. The conclusion of the interview usually lasts five minutes and is very important. During this time the recruiter is assessing your overall performance.

It is important to remain enthusiastic and courteous. Often the conclusion of the interview is indicated when the recruiter stands up. However, if you feel the interview has reached its conclusion, you may stand up first.

Shake the recruiter's hand, if the recruiter offers a handshake, and thank them for considering you. Being forthright is a quality that most employers will respect, indicating that you feel you have presented your case and the decision is now up to the employer.

EXPECT THE UNEXPECTED

During the interview, you may be asked some unusual questions. Don't be too surprised. Many times questions are asked simply to see how you react.

For example, surprise questions could range from, "Can you tell me a joke?" to "What time period would you like to have lived in?" These are not the kind of questions for which you can prepare in advance. The way you react and the response you give will be evaluated by the employer, but there's no way to anticipate questions like these. While these questions are not always used, they are intended to force you to react under some stress and pressure. Pause, think and give a natural response.

WHAT TO DO IF ASKED AN ILLEGAL QUESTION

Your interview is going well, and you are excited that this may be the job of your dreams. Then suddenly you are asked an illegal question. What should you do? Some illegal questions include, "Do you have children?", "Is your middle name your maiden name?", "Since you are in a wheelchair, are you able to drive?", "Where were you born?" These questions may be asked with no harm intended and are often asked by untrained interviewers who are trying to show a personal interest in the applicant. However, interviewers are not allowed to ask these types of personal questions because sometimes responses given by applicants have been used to discriminate against them. Laws vary from state to state, but generally, questions about race, nationality, ancestry, religion, sex, marital status, children and childcare, health, medical history, and disabilities (with the exception of inquiries about accommodations needed to effectively perform the job) are defined as illegal. If you feel uncomfortable answering an illegal question, it is recommended that you either answer briefly and move onto another topic or ignore the question and change the subject. If the question is obviously discriminatory and/or offensive, you have the right to walk out of the interview and report it to the recruiter's supervisors. In addition, inform your Poole Career Center coaches so that they can follow-up with the employer.

EVALUATIONS MADE BY RECRUITERS

The employer will be observing and evaluating you during the interview. Erwin S. Stanton, author of *Successful Personnel Recruiting and Selection*, reports some evaluations made by the employer during the interview include:

1. How mentally alert and responsive is the job candidate?
2. Is the applicant able to draw proper inferences and conclusions during the course of the interview?
3. Does the applicant demonstrate a degree of intellectual depth when communicating, or is their thinking shallow and lacking depth?
4. Has the candidate used good judgment and common sense regarding life planning up to this point?
5. What is the applicant's capacity for problem-solving activities?
6. How well does the candidate respond to stress and pressure?

ARE YOU READY FOR A BEHAVIORAL/SITUATIONAL INTERVIEW?

“TELL ME ABOUT a time when you were on a team, and one of the members wasn’t carrying his or her weight.” If this is one of the leading questions in your job interview, you could be in for a behavioral/situational interview.

Based on the premise that the best way to predict future behavior is to determine past behavior, this style of interviewing is popular among companies. It gives you a chance to validate your resume.

Today, more than ever, each hiring decision is critical. Behavioral/situational interviewing is designed to minimize personal impressions that might cloud the hiring decision. By focusing on the applicant’s actions and behaviors, rather than subjective impressions that can sometimes be misleading, interviewers can make more accurate hiring decisions by asking for situations—small stories that include what you did, why it was important, and your results/metrics.

A manager of staff planning and college relations for a major chemical company says, “Although we have not conducted any formal studies to determine whether retention or success on the job has been affected, I feel our move to behavioral interviewing has been successful. It helps concentrate recruiters’ questions on areas important to our candidates’ success within our company.”

BEHAVIORAL/SITUATIONAL VS. TRADITIONAL INTERVIEWS

If you have training or experience with traditional interviewing techniques, you may find the behavioral/situational interview quite different:

- Instead of asking how you would behave in a particular situation, the interviewer will ask you to describe how you did behave.
- Expect the interviewer to question and probe (think of “peeling the layers from an onion”).
- The interviewer will ask you to provide details and will not allow you to theorize or generalize about events.
- The interview will be a more structured process that will concentrate on areas that are important to the interviewer, rather than allowing you to concentrate on areas that you may feel are important.
- Most interviewers will be taking notes throughout the interview.

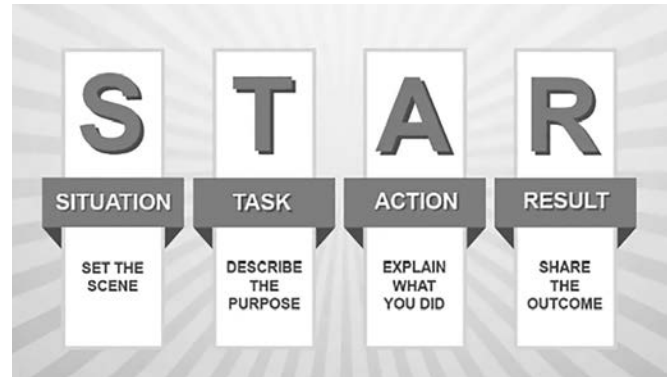
The behavioral/situational interviewer has been trained to objectively collect and evaluate information and works from a profile of desired behaviors that are needed for success on the job. Because the behaviors a candidate has demonstrated in previous positions are likely to be repeated, you will be asked to share situations in which you may have exhibited these behaviors. Your answers will be tested for accuracy and consistency.

If you are an entry-level candidate with no previous related experience, the interviewer will look for behaviors in situations similar to those of the target position:

“Describe a major problem you have faced and how you dealt with it.”

“Give an example of when you had to work with your hands to accomplish a task or project.”

“What class did you like the most? What specifically did you like about it?”



Follow-up questions will test for consistency and determine if you exhibited the desired behavior in that situation:

“Can you give me an example?”

“What did you do?”

“What did you say?”

“What were you thinking?”

“How did you feel?”

“What was your role?”

“What was the result?”

“What did you learn?”

HOW TO PREPARE FOR A BEHAVIORAL/SITUATIONAL INTERVIEW

- Recall recent situations related to the job for which you are applying that show favorable behaviors or actions, especially those involving coursework, work experience, leadership, teamwork, initiative, planning and customer service.
- Prepare short descriptions of each situation; be ready to give details if asked.
- Be sure each story has a beginning, a middle and an end; i.e., be ready to describe the situation, your action and the outcome or result.
- Be sure the outcome or result reflects positively on you (even if the result itself was not favorable).
- Be honest. Don’t embellish or omit any part of the story. The interviewer will find out if your story is built on a weak foundation.
- Be specific. Don’t generalize about several events; give a detailed accounting of one event.

A possible response to the question, “Tell me about a time when you were on a team and a member wasn’t pulling his or her weight” might go as follows: “I had been assigned to a team to build a canoe out of concrete. One of our team members wasn’t showing up for our lab sessions or doing his assignments. I finally met with him in private, explained the frustration of the rest of the team and asked if there was anything I could do to help. He told me he was

preoccupied with another class that he wasn't passing, so I found someone to help him with the other course. He not only was able to spend more time on our project, but he was also grateful to me for helping him out. We finished our project on time and got an 'A' on it."

The interviewer might then probe: "How did you feel when you confronted this person?" "Exactly what was the nature of the project?" "What was his responsibility as a team member?" "What was your role?" "At what point did you take it upon yourself to confront him?" You can see it is important that you not make up or "shade" information and why you should have a clear memory of the entire incident.

DON'T FORGET THE BASICS

Instead of feeling anxious or threatened by the prospect of a behavioral/situational interview, remember the essential difference between the traditional interview and the behavioral interview: The traditional interviewer may allow you to project what you might or should do in a given situation, whereas the behavioral/situational interviewer is looking for past actions only. It will always be important to put your best foot forward and make a good impression on the interviewer with appropriate attire, good grooming, a firm handshake and direct eye contact. There is no substitute for promptness, courtesy, preparation, enthusiasm and a positive attitude.

STUDENTS WITH DISABILITIES: ACING THE INTERVIEW

THE TRADITIONAL in-person interview can be particularly stressful when you have a disability—especially a visible disability. Hiring managers and employers may have had little prior experience with persons with disabilities and may react with discomfort or even shock to the appearance of a wheelchair, cane or an unusual physical trait. When this happens, the interviewer is often so uncomfortable that they just want to "get it over with" and conduct the interview in a hurried manner. But this scenario robs you of the opportunity to present your credentials and could prevent the employer from identifying a suitable, qualified candidate for employment.

It is essential that you understand that interviewing is not a passive process where the interviewer asks all the questions and you simply provide the answers. You, even more than applicants without disabilities, must be skilled in handling each interview in order to put the employer representative at ease. You must also be able to demonstrate your ability to manage your disability and be prepared to provide relevant information about your skills, experiences and educational background. In addition, you may have to inform the employer of the equipment, tools and related resources that you will need to perform the job tasks.

TO DISCLOSE OR NOT TO DISCLOSE

To disclose or not to disclose, and when and how to disclose, are decisions that persons with disabilities must make for themselves during the job search process.

Under the Americans with Disabilities Act (ADA), you are not legally obligated to disclose your disability unless it is likely to directly affect your job performance. On the other hand, if your disability is visible, it will be evident at the time of the interview so it may be more prudent to acknowledge your disability during the application process to avoid catching the employer representative off guard.

REASONS FOR DISCLOSING

You take a risk when you decide to disclose your disability. Some employers may reject your application based on negative, preconceived ideas about persons with disabilities. In addition, you may feel that the issue is too personal to be publicized among strangers. On the other hand, if you provide false answers about your health or disability on an application and the truth is uncovered later, you risk losing your job. You may even be held legally responsible if you failed to inform your employer and an accident occurs that is related to your disability.

TIPS ON MANAGING THE INTERVIEW

Prior to the Interview

1. Identify a career services staff person to help you prepare employers for their interview with you.
2. Arrange for several taped, mock interview sessions to become more confident in discussing your work-related skills and in putting the employer representative at ease; rehearse ahead of time to prepare how you will handle inappropriate, personal or possibly illegal questions.
3. If your disability makes oral communication difficult, create a written narrative to supplement your resume that details your abilities.
4. Explore the interview platform to confirm the accessibility options are sufficient for you.
5. Determine any technical support, resources and costs that might be necessary for your employment so that you can respond to questions related to this topic.
6. Seek advice from other workers with disabilities who have been successful in finding employment.
7. Review the general advice about interviewing outlined in this career guide.

During the Interview

1. Put the interviewer at ease before starting the interview by addressing any visible disability (if you have not done so already).
2. Plan to participate fully in the discussion (not just answer questions); maintain the appropriate control of the interview by tactfully keeping the interview focused on your abilities—not the disability.
3. Inform the employer of any accommodations needed and how they can be achieved, thereby demonstrating your ability to manage your disability.
4. Conclude the interview by reiterating your qualifications and giving the interviewer the opportunity to ask any further questions.

TIMING THE DISCLOSURE

The employer's first contact with you will typically be through your cover letter and resume, especially if you initially contacted the organization. There are many differing opinions on whether one should mention the disability on the resume or in the cover letter. If you are comfortable revealing your disability early in the process, then give careful consideration to where the information is placed and how it is stated. The cover letter and resume should primarily outline relevant skills, experiences and education for the position for which you are applying. The reader should have a clear understanding of your suitability for the position. Therefore, if you choose to disclose your disability, the disclosure should be brief and placed near the end of the cover letter and resume. *It should never be the first piece of information that the employer sees about you.* The information should also reveal your ability to manage your disability while performing required job functions.

WHEN YOU GET THE INTERVIEW

As stated earlier, it may not be wise to hide the disability (especially a visible disability) until the time of the interview. The employer representative may be surprised, uncomfortable or assume that you intentionally hid critical information. As a result, more time may be spent asking irrelevant and trivial questions because of nervousness, rather than focusing on your suitability for the position. Get assistance from contacts in human resources, your career center or workers with disabilities about the different ways to prepare the interviewer for your arrival. Take the time to rehearse what you will say before making initial contact. If oral communication is difficult for you, have a career services staff person (or another professional) place the call for you and explain how you plan to handle the interview. If you require support for your interview (such as a sign language interpreter), contact human resources in advance to arrange for this assistance. Advance preparation puts everyone at ease and shows that you can manage your affairs.

Written by Rosita Smith.

GUIDANCE ON BUSINESS ATTIRE

First Impressions Matter... Make a Great One!

TYPES OF BUSINESS ATTIRE

Business Professional

Appropriate for interviews, career fairs, career treks, and some company presentations and corporate events.

Business Casual

Often used in less formal events, such as company information sessions. Interpretations of business casual can vary widely, but for students seeking employment, business casual should align with the more conservative end of the spectrum.

BUSINESS PROFESSIONAL

Jackets, Trousers, Skirts

- Wool, lightweight wool blend suits (solid or light pinstripe)
- Skirts knee length
- Navy blue, dark gray preferable; black OK for skirt suits and dresses
- Jacket and bottom pieces should match in both fabric and color

Tops, Shirts

- 100% cotton, cotton/poly blends, silk/silk blends (for blouses) with appropriate undergarments; neutral patterns, use color conservatively
- With ties, use white or light blue shirts, conservative in color and pattern
- All buttons buttoned with high-quality tie in conservative color/pattern; no low necklines for dresses/blouses (one button unbuttoned is OK)
- Long sleeve preferable





GENDER-NEUTRAL BUSINESS CASUAL

Gender-neutral business casual attire maintains a polished, professional appearance while allowing flexibility in style and comfort without reinforcing traditional gender norms. It typically includes:

- **Tops** – Collared shirts (such as button-downs or polos), knit tops, blouses with simple cuts, or lightweight sweaters. Neutral colors or subtle patterns are preferred. Tops should be clean, well-fitted (not overly tight or baggy), and free from large logos or graphics.
- **Bottoms** – Slacks, chinos, tailored trousers, or midi skirts with a modest cut. Dark or neutral tones are common, though muted colors are acceptable. Well-fitting, wrinkle-free pants are key.
- **Outerwear (if needed)** – Blazers, cardigans, or casual suit jackets that add structure without formality. Avoid loud patterns or flashy embellishments.
- **Footwear** – Closed-toe flats, loafers, Oxfords, ankle boots, or clean sneakers with a minimalist design. Shoes should be in good condition and appropriate for walking or standing.

RULES FOR ACCESSORIES

- **Jewelry** – Minimal
- **Scarves** – Hand-rolled edging, silk, poly blends
- **Belts** – Match shoes in color and material, simple buckle
- **Bags** – Small, conservative handbag or business tote bag, black or brown polished leather bag
- **Socks** – Dark colors best, lightweight, matching your pants, long enough so skin doesn't show when you cross your leg
- **Shoes** – High sheen leather, black, navy or brown, thin soles, classic heel no higher than 3 inches, matching color to belt
- **Ties** – Silk, conservative color/pattern (limited to three colors)

GENERAL TIPS

Hair: Clean and neatly styled, no wet hair, no bright/excessive colors or hairstyles (if you are interviewing in more conservative industries you may need to go for a shorter haircut)

Facial Hair: Clean shaven (especially for conservative industries like banking or consulting) or trimmed very neat

Shoes: Polished and in good condition

Details: Remember to remove tags, suit tacking stitches, loose threads, lint, and have clothes well pressed; the stitched tag label on the outside of suits should be removed; do not button the bottom button on your suit jacket

Nails: Clean, trimmed, neatly manicured, no extreme colors or lengths

Cologne/Perfume: Use very little or not at all, clothes should be odor free (no smoke or food smell)

Breath: Fresh! Keep mints nearby, but no gum chewing!

Tattoos: Cover all tattoos

Backpacks: Do not take a backpack to an interview

Padfolio: Opt for a padfolio to hold interviewing documents (resume, references, notes, etc.) versus a briefcase; padfolio should be a dark leather or synthetic material



If you are in need of professional attire, or are experiencing difficulty obtaining it, visit our Professional Attire Clothing Closet in the Poole College of Management Career Center.

DEALING WITH REJECTION IN THE JOB SEARCH

AFTER METICULOUSLY PREPARING your cover letters and resumes, you send them to carefully selected companies that you are sure would like to hire you. You even get a few job interviews. But all of your return correspondence is the same: “Thanks, but no thanks.” Your self-confidence melts and you begin to question your value to an employer.

Sometimes, we begin to dread the BIG NO so much that we stop pursuing additional interviews, thereby shutting off our pipeline to the future. We confirm that we couldn’t get a job because we stop looking. Remember, fear of rejection doesn’t have to paralyze your job search efforts. Let that fear fuel your determination; make it your ally and you’ll learn a lot.

EIGHT GUIDELINES TO WARD OFF REJECTION

1. **Depersonalize the interview.**
Employers may get as many as 500 resumes for one job opening. How can you, I and the other 498 of us be no good?
2. **Don’t make it all or nothing.**
Don’t set yourself up for a letdown: “If I don’t get this job, I’m a failure.” Tell yourself, “It could be mine. It’s a good possibility. It’s certainly not an impossibility.”
3. **Don’t blame the interviewer.**
Realize interviewers aren’t in a hurry to think and behave our way. Blame your turndown on a stone-hearted interviewer who didn’t flatter you with beautiful compliments, and you will learn nothing.

4. **Don’t live in the past.**
When you dredge up past failures, your nervous system kicks in and you experience all the feelings that go with failure. Unwittingly, you overestimate the dangers facing you and underestimate yourself.
5. **Don’t get mad at the system.**
Does anything less pleasurable exist than hunting for a job? Still, you must adjust to the world rather than make the world adjust to you. The easiest thing is to conform, to do what 400,000 other people are doing. When you sit down to play bridge or poker or drive a car, do you complain about the rules?
6. **Take the spotlight off yourself.**
Sell your skills, not yourself. Concentrate on what you’re there for: to find out the interviewer’s problems and to show how you can work together to solve them.
7. **See yourself in the new role.**
Form a mental picture of the positive self you’d like to become in job interviews, rather than focusing on what scares you. Before people can effect changes, they must really “see” themselves in the new role. Just for fun, play with the idea.
8. **Keep up your sense of humor.**

Written by Roseanne R. Bensley, Career Services, New Mexico State University.

FOLLOW-UP EMAILS OR CALLS

SEND A FOLLOW-UP email or make a phone call after interviews when recruiters fail to follow up by the appointed time. Contact the recruiters one to three days after recruiters have said they would get back with you.

SAMPLE FOLLOW-UP EMAIL

Dear Ms. (Dr. or Mr.) ReCrute,

Thank you for taking the time to interview me on the morning of Monday, November 14, for the Business Analyst position, for giving me an introduction to your impressive department projects, and for providing me with a detailed description of the analyst position. I am very enthusiastic about working for you and serving your finance team! I am reaching out to you to check on the status of my application and to see if you have made a hiring decision yet.

Thank you for considering me for the Business Analyst position, and I look forward to hearing from you soon.

Sincerely,

Seo-ah Kim

If you prefer to call, then send an email letting the recruiter know when you will be calling, and make sure you prepare your message and questions ahead of calling. If you do not reach the person to whom you wish to speak, leave a clear, professional voicemail message.

TELEPHONE VOICEMAIL SCRIPT

Hello Mr. (Dr. or Ms.) ReCrute. This is Seo-ah Kim. Thank you for taking the time to interview me on Monday morning, November 14, for the Business Analyst position and for providing me with a detailed description of your department projects and the analyst position. I am very enthusiastic about working for you and serving your finance team! I am reaching out to you to check on the status of my application and to see if you have made a hiring decision yet. My phone number is XXX-XXXX, and my email is _____.

Thank you for considering me for the Business Analyst position, and I look forward to hearing from you soon.

SPEAKING TO THE RECRUITER DIRECTLY OVER THE PHONE

If the person to whom you wish to speak answers your call, proceed with the conversation by first introducing yourself, reminding them of when you interviewed and for what position and request an update on their application process.

- Refer to the questions you prepared ahead of time.
- Reiterate your interest in the position and the company
- Thank them for their time and any information they were able to share with you at that time.

REFERENCES

WHO SHOULD SERVE AS YOUR REFERENCES?

- Ask people who have a positive opinion of you and who can describe your work-related qualities and personal characteristics to address your fit in the organization.
- Past and present employers usually know about your reliability, initiative and ability to work with others. This information is valuable, even if your employment was not career-related.
- Faculty members know about your academic ability, productivity, and timeliness, and perhaps have observed how you work with others.
- Advisors and coaches may be aware of information about you that could be relevant to a potential employer, such as maturity, initiative, interpersonal skills or leadership qualities.
- Don't list references who only know you in a social capacity or are simply friends of your family.

GETTING PERMISSION

- Never give someone's name as a reference without securing that person's permission in advance. Contact references by phone or email.
- Verify spelling of names, titles, and all contact information for your references.
- Give each person who agrees to serve as a reference a copy of your resume (or vita). This lets your references know about your interests, abilities and experiences. A faculty member may know your academic skills and an employer may know your on-the-job characteristics, but each may not be aware of the other facets of your background. Keeping your references well informed will help them serve as better references for you.
- Keep your references posted on your activities and progress. Tell your references the names of persons and organizations to whom you've given their names; provide any supporting information.
- Prior to providing references to an employer, give references a brief copy of the job description for the positions for which you are applying, along with the customized resume, cover letter and other relevant documentation. Then, brief the references about the interview before they are contacted. This helps your references prepare for phone calls and emails they may receive.
- Thank each reference in writing for their assistance.

WHEN TO SEND YOUR REFERENCE LIST

- When you are asked to provide references to an employer, ask who should receive the reference list and who will be contacting your references (may be the same or different person). You can indicate that you want to let your references know to expect contact from this individual.
- Generally do not send reference information with your resume unless it has been requested. Then, make sure your references are kept informed.
- Contacting references is time consuming, and most employers will do some initial screening of candidates—by reviewing the resume and perhaps conducting interviews—before contacting references.
- Usually employers will not contact your references prior to interviewing you.

WHERE TO LIST REFERENCES

- DON'T list on a resume. *It is unnecessary to state "References available upon request"*—and is often a waste of valuable space—because most employers assume you can supply references. They expect them on a separate page when requested.

SAMPLE REFERENCE LIST

Sarah Jones

sjones@ncsu.edu | 919-555-1234

[Linkedin.com/in/sarahjones](https://www.linkedin.com/in/sarahjones) | Raleigh, NC

REFERENCES

Mr. Franklin Robinson

Project Manager

Progress Energy

P.O. Box 151

Raleigh, NC 27612

919.781.6677

Frank.smith@progress-energy.com

Relationship: Supervisor during 20XX fall internship

Dr. Carol Grace

Accounting Professor

2101 Nelson Hall, Box 654

NC State University

Raleigh, NC 27695

919.515.8886

carol_grace@ncsu.edu

Relationship: Professor during spring semester, 20XX

Mr. Don Ringo

Academic Advisor

Poole College of Management

Academic Advising Office

2150 Nelson Hall, Box 8614

NC State University

Raleigh, NC 27695

919.515.5565

don_ringo@ncsu.edu

Relationship: Academic advisor, fall 20XX-present

REFERENCE PAGE FORMAT

- See the sample above. The top section with your name, address, and contact information should be the same as your resume.
- Use the same quality and color paper as your resume.
- Most reference lists have 3-5 entries, centered or on the left margin.

WHAT SHOULD REFERENCES SAY?

Encourage them to mention:

- Capacity in which they know/knew you (e.g., summer intern and they were the supervisor).
- Time frame of the relationship (e.g., summer of 20XX or has known the candidate for four years).
- Positive qualities demonstrated in the position (e.g., project/work leadership and team participation, interpersonal and communication skills, professional/technical skills if they have observed you in that capacity).

Adapted from Virginia Tech's Career Planning Guide

ETHICS & THE ART OF NEGOTIATING AN OFFER

ETHICS OF JOB ACCEPTANCE

Accepting a job offer ethically obligates you to cease your job search efforts and to notify other prospective employers that you must withdraw your name from their consideration. Acceptance of an offer is a contract; changing your mind is a breach of contract and very serious.

NEGOTIATING

An area of the job search that often receives little attention is the art of negotiating an offer. This process begins prior to your first interview with the organization. You need to know what range of pay is appropriate for the job title and geographic area. Sometimes you will be asked about pay early in the interview process—even during the initial phone interview. Research and do your homework. See a career coach if you do not know websites and resources to consult.

Negotiations may be uncomfortable or unsatisfying because we tend to approach them with a winner-take-all attitude that is counterproductive to the concept of negotiations.

Negotiating with your potential employer can make your job one that best meets your own needs as well as those of your employer. To ensure successful negotiations, it is important to understand the basic components. The definition of negotiation as it relates to employment is: a series of communications (either oral or in writing) that reach a satisfying conclusion for all concerned parties, most often between the new employee and the hiring organization.

Negotiation is a planned series of events that requires strategy, presentation, patience and diplomatic communication. Preparation is probably the single most important part of successful negotiations. Any good trial attorney will tell you the key to presenting a good case in the courtroom is the hours of preparation that happen beforehand. The same is true for negotiating. A good case will literally present itself. What follows are some suggestions that will help you prepare for successful negotiating.

RESEARCH

Gather as much factual information as you can to back up the case you want to make. For example, if most entering employees cannot negotiate salary, you may be jeopardizing the offer by focusing on that aspect of the package. Turn your attention to other parts of the offer such as their health plan, dental plan, retirement package, the type of schedule you prefer, etc. Look at the whole compensation package.

PSYCHOLOGICAL PREPARATION

You need to negotiate with the hiring manager—not others, if at all possible. The hiring manager has the budget and the most to lose if you decline the offer. You have been selected by this individual and that person is your internal advocate to negotiate with HR or others in the organization.

Script your conversation before you get on the phone, noting the value you bring, and one to three items you want to discuss. Present your research on wages, weeks of vacation or other issues and competitive information. Then, ask what the hiring manager can do for you. An ultimatum is inappropriate and not helpful in getting a positive outcome. You may not get everything you want; most of the time you get more than the original offer.

If the answer is that the hiring manager cannot change the offer, you must in advance have decided if you want the job or not and then let the manager know about your decision. Be gracious and never burn a bridge.

PRACTICE

Rehearse your presentation in advance using another person as the employer. A coach or friend can critique your reasoning and help you prepare for questions. If this all seems like a lot of work, remember that if something is worth negotiating for, it is worth preparing for.

DOLLARS AND SENSE

Always begin by expressing genuine interest in the position and the organization—and the value you bring. Emphasize the areas of agreement but allow “wobble room” to compromise on other areas. Be prepared to support your points of disagreement, outlining the parts you would like to alter, your suggestions on how this can be done and why it would serve the company’s best interests to accommodate your request.

Be prepared to defend your proposal with research and competitive data. Back up your reasons for wanting to change the offer with meaningful, work-related skills and positive benefits to the employer. Requesting a salary increase because you are a fast learner or have a high GPA are usually not justifiable reasons in the eyes of the employer—competitive market salary data is more useful. Meaningful work experience or internships that have demonstrated or tested your professional skills are things that will make an employer stop and take notice.

NOTE TO WOMEN: Recent research data indicates that women are far less willing to negotiate on salary or to ask for promotions/opportunities once hired. The difference in salary over a lifetime is significant. It is worth your energy and time to negotiate. Get help from a coach if you are reluctant to negotiate—the difference is quite a “chunk of change.”

Remember, this is a series of conversations, trade-offs and compromises that occur over a period of time. It is a process—not a singular event!

Although it may be more comfortable to send an email, you need to schedule a call with the hiring manager—this is the person with whom you negotiate. You will need to be both diplomatic and assertive at this point even though you may feel extremely vulnerable. Keep in mind that the employer has chosen you from a pool of qualified applicants, so you are in a powerful position to negotiate.

Once you have presented your value, the points of agreement, and a few points of negotiation, state exactly what you would like the hiring manager to adjust in the offer. Do not rush the process. Again, ask the hiring manager what they can do for you; remember, no ultimatums.

Once you have reached a conclusion with which you are both relatively comfortable, present in writing your interpretation of the agreement so that if there is a question, it can be addressed immediately. Negotiation, by definition, implies that each side will give. Do not perceive it as an ultimatum.

BE CREATIVE IN NEGOTIATIONS

If the employer does not provide relocation, how about a sign-on bonus that would cover moving expenses?

If the employer has a significant performance bonus, but you are coming in at a time when you will not be eligible and the salary is relatively low because of the bonus structure, ask for a one-time sign-on bonus and indicate you are confident that you will achieve your bonus in the next year.

Be willing to look at a variety of creative ways to negotiate what you want and help by offering creative suggestions to the hiring manager. They will appreciate that you are trying to make this work for all parties concerned.

If the employer chooses not to grant any of your requests—and realistically, they can do that—you will still have the option of accepting the original offer provided you have maintained a positive, productive and friendly attitude during your exchanges.

ACCEPTING AN OFFER AND WITHDRAWING FROM SEARCH FOR OTHER JOBS

Accepting a job offer ethically obligates you to cease job search efforts and to notify other prospective employers that you must withdraw your name from their consideration.

You can always re-enter negotiations after you have demonstrated your worth to the organization, although your power to do so is greatly diminished.

MONEY ISN'T EVERYTHING

There are many things you can negotiate besides salary. For example, benefits can add thousands of dollars to the compensation package. Benefits can range from paid personal leave to discounts on the company's products and services. They constitute more than just icing on the cake; they may be better than the cake itself. Traditional benefits packages include health insurance, paid vacation and personal/sick time off (PTO).

Companies may offer such benefits as child care, elder care or use of the company jet for family emergencies. Other lucrative benefits could include disability and life insurance and a variety of retirement matching plans. Some organizations offer investment and stock options as well as relocation and/or tuition reimbursement or tuition credits for continued education.

Adapted from Lily Maestas, Counseling and Career Services, University of California, Santa Barbara.

BUDGET WORKSHEET EXAMPLE

Category	Expenses (Fixed or Flexible will vary by individual)	Monthly Total
Savings	Emergency Car or Home Repairs, Special Association Assessments, Emergency Health Expenses, and the unforeseen “rainy” day.	\$ <i>Use 10% to start</i>
Personal Debt	Student Loans	\$
	Credit Cards	\$
	Taxes (Income & FICA)	\$
Home	Housing (Rent or mortgage, property taxes, insurance)	\$
	<i>Home Maintenance</i>	\$
	<i>Cleaning Service</i>	\$
Food	<i>Groceries</i>	\$
	<i>Dining Out (Meals, coffee, snacks, etc.)</i>	\$
Transportation	<i>Public Transportation</i>	\$
	Car Loan/Insurance	\$
	<i>Car Maintenance/Gasoline/Parking/Tolls/Registration/Vehicle Tax</i>	\$
Utilities	Electric/Gas (Contact your provider for budget options)	\$
	Water/Sewage	\$
	<i>Internet/Home Phone/Cable/Cell Phone</i>	\$
Health & Personal Care	<i>Doctor Appointments/Co-pay (Out of pocket)</i>	\$
	Prescriptions	\$
	<i>Gym Memberships</i>	\$
	<i>Health & Dental Insurance Premiums</i>	
	<i>Over-the-counter Medication</i>	\$
	<i>Clothing/Grooming/Personal Hygiene</i>	\$
Miscellaneous (travel, entertainment, etc.)	<i>Movies/Concerts and Other Entertainment</i>	\$
	<i>Travel/Vacation</i>	\$
	<i>Subscriptions (Magazines, Netflix, Hulu, SAAS, etc.)</i>	\$
	<i>Other</i> —Save receipts for anything that doesn’t get included in a category above for this line (charity, church, gifts, computer hardware).	\$
Additional categories may include pets, children, property, and special events (wedding).		\$
	Your Total Monthly Income (after taxes, benefits)	\$
	- Your Total Monthly Expenses	\$
	= Surplus or Shortfall (<i>reexamine the flexible items and adjust accordingly</i>)	\$

THE COST OF LIVING INDEX

As you work on your budget or plan to accept an offer in another state, make sure to consider the cost of living index. It is based on the composite price of groceries, housing, utilities, transportation, health care, clothing and entertainment in different cities. Use the www.bestplaces.net/cost-of-living calculator to compare salaries in different cities.

CHOOSING BETWEEN JOB OFFERS

THE FIRST QUESTION many of your friends will ask when you receive a job offer is “What does it pay?” For many college graduates this consideration is near the top of the list, which is not surprising. Most students have invested thousands of dollars in their education, often racking up student loan balances. Most graduates are looking forward to paying off that debt. Also, the value of a salary is easy to understand; the more zeroes after the first digit, the better.

BASE SALARY

In order to evaluate a salary offer, you need to know what the average pay range is for your degree, industry and geographic location. Good sources of salary information are salary.com, payscale.com, indeed.com, and Google (job title, city, state, salary information) to get a variety of resources. Geography is important for cost-of-living differences when considering salary offers.

PERFORMANCE-BASED INCENTIVES

Bonuses and commissions are considered part of your salary, so take them into consideration when evaluating an offer. It's also important to have a good understanding of an employer's policies concerning raises. Never make your decision on base salary alone. Students tend to overemphasize salary when considering job offers. Money is important, but it's more important that you like your job. If you like your job, chances are you'll be good at it. And if you're good at your job, eventually you will be financially rewarded.

FACTOR IN BENEFITS

Of course, salary is only one way in which employers financially compensate their employees. Ask anyone with a long work history and they'll tell you how important benefits are. When most people think of employer benefits, they think of things like health insurance, life insurance, vacation/sick time and retirement savings. But employers are continually coming up with more and more creative ways to compensate their workers, from health club memberships to flextime. The value of a benefits plan depends on your own plans and needs. A company gym or membership at a health club won't be of much value to you if you don't like to sweat.

WHO'S THE MANAGER AND THE TEAM

Who you work for can have as much bearing on your overall job satisfaction as how much you earn and what you do. First, analyze how stable the potential employer is. If the company is for-profit, what were its earnings last year? What are its projections for growth? If the job is with a government agency or a nonprofit, what type of funding does it have? How long has the employer been around? You could receive the best job offer in the world, but if the job is cut in six months, it won't do you much good. Do the manager and the team you will work with have compatible values to yours? Will you enjoy working with them?

SAMPLE LETTER OF JOB ACCEPTANCE

Josh Hunter
(555) 111-2222 jhunter@aol.com Raleigh, NC

February 23, 20XX

Kim Recruiter
XYZ Bank
1100 Westridge Avenue
Greensboro, NC 27412

Dear Kim Recruiter:

I am writing to confirm my acceptance of your employment offer dated February 18, 20XX, and to express how delighted I am to accept the invitation to join the XYZ Banking team. I am excited about assuming the position of Assistant Director of Marketing and feel confident that I can make a significant contribution to the Marketing Department. Thank you for this opportunity.

As agreed, my starting date will be May 18, 20XX, with an annual salary of \$53,200. Additionally, I will receive the standard benefits package along with 10 days of annual vacation as well as holidays observed by XYZ Bank. By May 18, 20XX, I will have completed the medical examination, as well as the new employee orientation session. Please contact me regarding any additional pre-employment procedures.

I plan to arrive in Greensboro on May 12, 20XX. The best way to contact me, in the interim, will be via my email address at jhunter@aol.com. I appreciate your confidence in me, and I am very much looking forward to working for XYZ Bank.

Sincerely,

Josh Hunter

Josh Hunter

Job Acceptance Letter Guidelines

- If you decide to accept a job offer, confirm your acceptance verbally and then follow up with a written confirmation letter of acceptance.
- Express appreciation and enthusiasm for the opportunity and the contribution you bring!
- Restate your understanding of the offer and remember to include salary, starting date, time, location, perks, signing bonuses etc. that were agreed upon.

CORPORATE CULTURE

There are three aspects to a work environment: 1) the physical workspace, 2) the “corporate culture” of the employer, and 3) fellow co-workers. Don’t underestimate the importance of a good workspace. If you are a private person, you probably will not be able to do your best work in an open area or cluster of cubicles. If you are more extroverted, you won’t be happy shut in an office for hours on end.

Corporate culture comprises the attitudes, experiences, beliefs and values of an organization. What’s the hierarchy of the organization? Is there a dress code? Is overtime expected? Do they value creativity or is it more important that you follow protocol? Whenever possible, you should talk to current or previous employees to get a sense of the corporate culture prior to accepting the job. You may also be able to get a sense of the environment during the interview and by meeting your potential manager and co-workers during the interview process. Ask yourself if the corporate culture is compatible with your own attitudes, beliefs and values.

Your manager and fellow co-workers make up the last part of the work environment. Hopefully, you will like the people you

work with, but you must, at least, be able to work well with them professionally. You should ask to meet your manager and potential co-workers during the interview process and have sufficient time to evaluate your interactions/questions with them. Be sure to take this information into consideration when making your final decision.

LIKE WHAT YOU DO

You may or may not get your dream job straight out of school, but it’s still important that you at least like what you do. Before accepting a job offer, make sure you have a very good sense of what your day-to-day duties will be. What are your responsibilities? Will you be primarily working in teams or alone? Will your job tasks be repetitive or varied? Will your work be challenging? What level of stress can you expect with the position?

TIME AND FLEXIBILITY

Will the daily schedule and time off fit your life style? Can your general health meet the demands of this job? Make sure it is a good fit.

SAMPLE LETTER OF JOB DECLINE

Josh Hunter
(555) 111-2222 jhunter@aol.com Raleigh, NC

February 24, 20XX

Kim Recruiter
XYZ Bank
1100 Westridge Avenue
Greensboro, NC 27412

Dear Kim Recruiter:

Thank you for considering me for the position of Assistant Director of Marketing with XYZ Bank. I was pleased to receive your letter on February 23, 20XX, offering me the position and am very thankful for the employment opportunity. My experience throughout the job search process with XYZ Bank has been very positive, and you and the marketing team impressed me with your professionalism and creativity.

I appreciate the job offer that you have extended to me. I have given this job offer a great deal of consideration but have decided to accept another offer. This was a very difficult decision; however, I have accepted the other offer as I believe it is a better match for my career goals at this time.

I wish you and XYZ Bank continued success and hope our paths will cross in the future. Thank you again for your time and consideration.

Sincerely,

Josh Hunter

Josh Hunter

Job Decline Letter Guidelines

- Inform the hiring manager/recruiter verbally and follow-up with a letter that thanks the hiring manager/recruiter for the opportunity.
- Briefly explain that you are accepting a position that is a better fit for your current needs. Stay positive and do not burn bridges!

CAREER DEVELOPMENT AND OPPORTUNITY

Is there a well-established career path or career options for you? Or, will you learn a lot here and then leave? Which appeals to you more? Do you have upward mobility, training, and development in this organization? Will they support you in additional certifications and education?

LOCATION, LOCATION, LOCATION

Climate, proximity to friends and family and local population (i.e., urban vs. rural) should all be evaluated in relation to your desires and preferences. If you are considering a job far away from your current address, will the employer pay for part or all of your moving expenses? Even if you are looking at a local job, location can be important—especially as it relates to travel time. Long commutes will cost you time, money and probably traffic frustration. Make sure the tradeoff is worth it.

TIME IS ON YOUR SIDE

It's acceptable, and in fact desirable, to request two or three days to consider a job offer. And depending on the employer and the position, even a week of consideration time can be acceptable. If you've already received another offer or expect to hear back from another employer soon, make sure you have time to consider both offers. But don't ask for too much time to consider. Like all of us, employers don't like uncertainty. Make sure you give them an answer one way or another as soon as you can.

SPREADSHEETS TO ANALYZE YOUR OFFERS

If you are visual and like data analysis, a spreadsheet can be helpful to compare several job offers. List the organizations along the left. Across the top list the various benefits, bonuses, and base salary and timeline for salary/bonus increases. You also may want to weigh certain items more than others. So along with item comparison, you can get a weighted comparison that may be helpful to you. Ultimately, consider both what your head and heart think about it. Run your thought process by a coach, mentors, parents, friends, and significant others in your life.

IT'S YOUR CALL

Once you make a decision, act quickly. If you are accepting a position, notify the hiring manager by phone followed by a confirmation letter or an email. Keep the letter short and state the agreed upon salary, start date, and other pertinent information. When rejecting an offer, make sure to thank the employer for their time and interest; again be gracious and never, ever burn a bridge. It always pays to be polite in your correspondence. You never know where your career path will take you and it might just take you back to an employer you initially rejected.

Adapted from material of Chris Enstrom, a freelance writer from Nashville, IN.

EMAIL REQUESTING TIME EXTENSION TO CONSIDER JOB OFFER

Dear Ms. Recruiter,

Thank you so much for the Marketing Assistant position offer and for allowing me time to consider it. Your organization and offer are very attractive to me. Currently, I am considering another offer and feel I do not have all of the pertinent information I need to make an informed decision by March 5th. This is a very important decision for me, and I would like to request a few additional days before making my final commitment. I would very much appreciate this extension of time, and I promise you that I can make a solid decision by March 9th. Is this time extension possible? I understand your need for a prompt and firm decision during these final stages of the recruitment process, and I apologize for any inconvenience.

Sincerely,

Josh Hunter

BENEFITS AND OTHER THINGS TO CONSIDER WHEN DECIDING BETWEEN JOB OFFERS

- Salary, bonuses, signing bonuses, & commission
 - Promise of annual salary increases
 - Stock options
 - Relocation reimbursement
 - Tuition reimbursement
 - Performance-based incentives
 - Company discounts through vendors—apartment complexes, auto
 - On-site fitness center/fitness center discounts
 - Retirement (pension, 401K—percentage of company match, if any)
 - Advancement potential
 - Professional development opportunities/graduate school reimbursement
 - Medical, dental, vision, disability, life insurance, daycare, long-term care benefits
 - Benefits beginning immediately upon starting work
 - Leave (vacation, sick, family, maternity/paternity)
 - Working conditions
 - Responsibility and stress level
- Mentoring
 - Financial stability of the company and stability of the job
 - Employee retention rate
 - Commuting distance
 - Access to a company vehicle
 - Location & opportunities for relocation
 - Travel
 - Reputation of the employer
 - Corporate values and culture
 - DEI initiatives and affinity groups
 - Supervisor/co-worker relationships
 - Hours, flextime, part-time work options, and ability to work remotely
 - Frequent & fair performance reviews and realistic expectations
 - Employee assistance programs (counseling, legal services, etc.)
 - Sense of fulfillment/enjoyment of the work
 - Dress code
 - Start date

RENEGING ON A JOB OFFER

THE POOLE COLLEGE OF MANAGEMENT CAREER CENTER

does not have a job offer deadline policy. However, we take the acceptance of a job offer by a student very seriously, and even more seriously, the renegeing of a previously accepted offer.

Students must be mindful of the “compliance with professional standards” that they agree to when they complete their ePACK profile, specifically, the following statements that relate to a job search, interviewing, and job offers.

- Obtain and honor employer timelines for accepting or rejecting a job offer
- Honor the commitment to the position I accept
- Stop any and all job search activities after accepting a job offer

If we are contacted by an employer stating that a student has reneged on an accepted job offer, the Poole College Career Center will take the following actions:

1. Revoke all student access and privileges to ePACK, any employer events, and any other career resources until the student has met with a career coach to explain their actions.
2. Reinstatement of resource access, including ePACK, will be granted if the career coach deems it appropriate following the required meeting, and the action below is taken by the student.
 - An apology letter/email is written and approved by a Poole career coach and is then sent to the recruiter or hiring manager.

If you have any questions or are struggling with making a decision on a job offer, please set up an appointment with a career coach to be advised on the most professional course of action.

FEDERAL JOBS: WORKING FOR UNCLE SAM

AS THE LARGEST employer in the U.S., the federal government offers a wide variety of career opportunities. No matter what your degree or level of experience, there is a job for you with the feds. Federal employees work with (and create) cutting-edge technology. They create policy, programs and services that impact the health, safety and welfare of millions of people in the U.S. and abroad.

If you do not like working within a bureaucratic system and following a defined chain of command, a federal job might not be for you. This bureaucracy is evident in the hiring process as well. Federal agencies follow strict hiring procedures, and applicants who do not conform to these procedures are left by the wayside. Typically, the federal hiring process can stretch on for many months. In fact, many career professionals recommend that students applying for federal jobs begin the process at least two semesters before their graduation date.

TYPES OF FEDERAL JOBS

Federal jobs are separated into two classes: competitive service and excepted service positions. Competitive service jobs, which include the majority of federal positions, are subject to civil service laws passed by Congress. Job applications for competitive service positions are rated on a numerical system in which applications are awarded points based on education, experience and other predetermined job qualification standards. Hiring managers then fill the position from a pool of candidates with the highest point totals.

Hiring managers for excepted service agencies are not required to follow civil service hiring procedures or pick from a pool of candidates who have been rated on a points system. Instead, these agencies set their own qualification requirements, as occurs in private industry. However, both competitive service and excepted service positions must give preference to veterans who were either disabled or who served in combat areas during certain periods of time. The Federal Reserve, the Central Intelligence Agency and the National Security Agency are examples of some excepted service agencies. It's important to note that even agencies that are not strictly excepted service agencies can have excepted service positions available within them.

OPM AND USAJOBS

The U.S. Office of Personnel Management (OPM) acts as the federal government's human resources agency. OPM's website (opm.gov) is expansive and contains a wealth of information for anyone interested in federal jobs, including federal employment trends, salary ranges, benefits, retirement statistics and enough links to publications and resources to keep a research librarian busy for days. Linked to the OPM site is the USAJOBS site (usajobs.gov), which has its own set of tools and resources. USAJOBS acts as a portal for federal employment.

TEN STEPS TO THE FEDERAL JOB SEARCH

Do you know what to expect when applying for federal jobs? Navigating the federal job search can be very time-consuming and confusing. However, with the right tools and steps, the process can run very smoothly. Here are ten steps worth taking in order to land a federal job, which often results in good pay, benefits, stability, and career growth. Any student can apply for a federal job or internship, you just need to be prepared!

Tips from: Troutman, K, & Troutman E. (2004).

1. Network

Think about this statement, "They can't hire you if they don't know who you are. They can't hire you if you don't know who they are." Start talking to friends and family who may have contacts in the federal government. Furthermore, contact individuals who hold federal jobs and ask to conduct an informational interview.

2. Find Your Agency and Job Title

Know what job titles are correct for you.

3. Internships: A Federal Internship Can Be Your Ticket to a Federal Career

More than 100 different intern programs are identified in the following websites: www.gogovernment.org and www.usajobs.gov/studentsandgrads. Many of these positions are paid. Also be aware that there are Fellowship Programs as well.

4. Understanding Federal Jobs—Target Your Salary and Grade

The federal civil service has different grading and pay structures for its professional and trade workforces. It is important for you to know what categories you fall into when applying for jobs.

5. Find Vacancy Announcements

Locating a vacancy announcement for which you are qualified can be like finding gold! Find an agency and office whose mission is right for you. A great place to start researching is www.usajobs.gov.

6. Write Your Federal Resume

Your federal resume is your federal application. This is the most important document you will write and submit for a federal job. Also, be aware that a federal resume is not the same as a private industry resume.

7. Write KSAs and Cover Letters

KSA is an acronym for "Knowledge, Skills, and Abilities." They are narrative statements written by applicants that reflect successful performance in their background. Cover letters should be limited to one page, and should be well written and express your appreciation for a review of your resume.

8. Apply for Federal Jobs

There are more than 50 ways to apply for federal jobs; therefore, it is imperative that you follow the directions of each individual vacancy announcement.

9. Track and Follow Up

Asking questions, gaining information, developing relationships, and becoming known are a helpful part of the application process.

10. Interview for a Federal Job

The federal government uses many different approaches to interviewing. Please use Poole career coaches to assist you in understanding these approaches and preparing for your interviews.

Adapted from Virginia Tech's Career Planning Guide

SUCCEEDING IN THE INTERNSHIP

ONE OF THE BENEFITS of an internship or other work experience is that it can serve as your passport to future employment opportunities. Getting your foot in the door by landing the internship is only half of the challenge in turning your career dreams into reality. During this career experience, the more important half is to build a reputation that will culminate in a full-time job offer, or at the very least, an excellent reference.

A growing number of employers are using internships as a way to gain a first in-depth look at prospective employees. In this way, both you and your employer have a common goal—namely, to determine if there is a good fit between you and the position/company.

10 TIPS TO BECOMING A SAVVY INTERN

1. **Exhibit a Can-Do Attitude.** Pass the attitude test and you will be well on your way to success. Attitude speaks loud and clear and makes a lasting impression, so make sure that yours is one of your greatest assets. Take on any task assigned—no matter how small—with enthusiasm. Take the initiative to acquire new skills. Accept feedback/criticism graciously and put it to work; it is valuable data.
2. **Learn the Unwritten Rules.** Get to know your co-workers early in your internship. They will help you figure out quickly the culture in which you will be working. You will need to adapt, observe, learn, and process a large volume of information. Watch closely how things get done. Ask questions and pay attention to how people interact with each other and what the organization's "unwritten rules" are—and follow them.
3. **Take Your Assignments Seriously.** Build a reputation for being dependable. Be diligent and accurate in your work. You may encounter a great deal of ambiguity in the work environment, so seek direction when in doubt and do whatever it takes to get the job done. As an intern, you will generally start out by performing small tasks, asking a lot of questions, and learning the systems. Your internship supervisor knows that there will be an initial learning curve and will make allowances for mistakes. Learn from your errors and move on to your next task. From there, your responsibilities and the expectations of others are likely to grow.
4. **Meet Deadlines.** Always assume the responsibility to ask when an assignment is due. This will help you understand your supervisor's priorities and manage your time accordingly. Alert your supervisor in advance if you will be unable to meet expectations. This shows respect and professional maturity.
5. **Set Realistic Goals and Expectations.** Invest actively in the most critical element of your internship—the learning agenda that you set up with your supervisor at the beginning of the assignment. Your learning agenda should target specific skills

and competencies that you wish to acquire and demonstrate. After all, the learning agenda is what distinguishes a short-term job from an internship. It is up to you to establish a correlation between your learning goals and the daily work you are asked to perform. Maintain a journal of your activities and accomplishments in order to monitor your progress. Begin creating a portfolio of your projects that you can use later to highlight your skills, talents, and accomplishments. In addition, seek regular reviews from your supervisor to assess your performance and reinforce the fact that you mean business.

6. **Find a Mentor.** A mentor who can provide you with additional guidance will contribute to your effectiveness as an intern. Identify at least one individual to serve as your mentor or professional guardian. It should be someone who is willing to take a personal interest in your career development and success. Once you know your way around, begin to network wisely and get "plugged in" by associating with other seasoned employees who may share their knowledge, perspectives, and insights. Get noticed, because more people will have a role in determining your future than you might at first realize.
7. **Communicate Respectfully.** Assume that everyone else knows more than you do, but don't be afraid to present useful ideas that solve problems or save time or money. Mentors and supervisors can be great sounding boards. Don't hesitate to check in with them ahead of time if you're uncertain or want additional guidance. Make sure, however, that your style does not come across as arrogant. Employers value assertiveness but not aggressiveness. Find out the proper way to address individuals including customers. Maintain a pleasant and respectful demeanor with every person regardless of his or her rank.
8. **Be Flexible.** Accept a wide variety of tasks, even those that may not relate directly to your assignments or those that may seem like menial work. Your willingness to go the extra mile, especially during "crunch time," will help open up the way to assuming greater responsibilities. This demonstrates the increased value you bring to the organization.
9. **Be a Team Player.** Learn how your assignment fits into the grand scheme of things and keep a keen eye on getting the job done. In today's work environment, success is often defined as your ability to get along with and interact with others. You're a winner only if your team wins.
10. **Have Fun!** Last but not least, enjoy learning, sharpening your skills, and developing professionally and personally. Participate in work-related social functions, committees, and become an active member of your work community.

Adapted from San José State University's Job & Internship Guide.

PROFESSIONAL ETIQUETTE

YOUR ACADEMIC KNOWLEDGE and skills may be spectacular, but do you have the social skills needed to be successful in the workplace? Good professional etiquette indicates to potential employers that you are a mature, responsible adult who can aptly represent their company. Not knowing proper etiquette could damage your image, prevent you from getting a job and jeopardize personal and business relationships.

MEETING AND GREETING

Etiquette begins with meeting and greeting. Terry Cobb, Human Resource Director at the former Wachovia Corporation in South Carolina's Palmetto region, emphasizes the importance of making a good first impression—beginning with the handshake. A firm shake, he says, indicates to employers that you're confident and assertive. A limp handshake, on the other hand, sends the message that you're not interested or qualified for the job or perhaps very insecure. Good social skills include smiling, making eye contact and having a firm handshake if a handshake is offered.

The following basic rules will help you get ahead in the workplace:

- Always rise when introducing or being introduced to someone.
- Provide information in making introductions—you are responsible for keeping the conversation going. "Joe, please meet Ms. Crawford, CEO at American Enterprise, Inc., in Cleveland." "Mr. Jones, this is Kate Smith, a senior majoring in computer information systems at Northwestern University."
- Unless given permission, always address someone by his or her title and last name.

DINING

Shirley Willey, owner of Etiquette & Company, reports that roughly 80% of second interviews involve a business meal. Cobb remembers one candidate who had passed his initial interview with flying colors. Because the second interview was scheduled close to noon, Cobb decided to conduct the interview over lunch. Initially, the candidate was still in the "interview" mode and maintained his professionalism. After a while, however, he became more relaxed—and that's when the candidate's real personality began to show. He had terrible table manners, made several off-color remarks and spoke negatively about previous employers. Needless to say, Cobb was unimpressed, and the candidate did not get the job.

Remember that an interview is always an interview, regardless of how relaxed or informal the setting. Anything that is said or done will be considered by the interviewer.

In order to make a good impression during a lunch or dinner interview, make sure you:

- Arrive on time.
- Wait to sit until the host/hostess indicates the seating arrangement.
- Place napkin in lap before eating or drinking anything.
- When ordering, keep in mind that this is a talking business lunch. Order something easy to eat, such as boneless chicken or fish.
- Order moderately, taking cues from your host on how much your order should cost. Avoid ordering a more expensive meal than your host is ordering.

- Do not hold the order up because you cannot make a decision. Feel free to ask for suggestions from others at the table.
- Wait to eat until everyone has been served.
- Keep hands in lap unless you are using them to eat.
- Practice proper posture; sit up straight with your arms close to your body (no elbows on the table).
- Bring food to your mouth—not your head to the plate.
- Try to eat at the same pace as everyone else.
- Take responsibility for keeping up the conversation.
- Place napkin on chair seat if excusing yourself for any reason.
- Place napkin beside plate at the end of the meal.
- Push chair under table when excusing yourself.

EATING

Follow these simple rules for eating and drinking:

- Start eating with the implement that is farthest away from your plate. You may have two spoons and two forks. The spoon farthest away from your plate is a soup spoon. The fork farthest away is a salad fork unless you have three forks, one being much smaller, which would be a seafood fork for an appetizer. The dessert fork/spoon is usually above the plate. **Remember to work from the outside in.**
- Dip soup away from you; sip from the side of the spoon.
- Season food only after you have tasted it.
- Pass salt and pepper together—even if asked for only one.
- Pass all items to the right. If the item has a handle, such as a pitcher, pass with the handle toward the next person. For bowls with spoons, pass with the spoon ready for the next person. If you are the one to reach to the center of the table for an item, pass it before serving yourself.
- While you are speaking during a meal, utensils should be resting on plate.

- Don't chew with your mouth open or blow on your food.
The interviewer will usually take care of the bill and the tip. Be prepared, however, if this doesn't happen and have cash or credit card ready to take care of your part, including the tip. Never make an issue of the check.

Social skills can make or break your career. Employees have to exhibit a certain level of professionalism and etiquette in their regular work day, and particularly in positions where they come in contact with clients. Be one step ahead—practice the social skills necessary to help you make a great first impression and stand out in a competitive job market.

Adapted from material written by Jennie Hunter, a professor at Western Carolina University.

DINING OUT

TIPS AND STRATEGIES to help you successfully navigate the interview meal with poise and polish.

ACCEPTING THE INTERVIEW INVITATION

- RSVP (*répondez s'il vous plaît*=please respond) to the invitation within 24 hours.
- Write down the date, time, location and the name and phone number of the person with whom you will meet. Also ask exactly where to meet inside the restaurant.
- Verify the information the day before the interview.

THE DAY OF THE INTERVIEW

- Arrive a few minutes early to organize yourself and check your appearance.
- Turn off your cell phone and other electronic devices.
- Enter the building with a warm, professional confidence.
- Greet your host with and a smile as you introduce yourself.

BEFORE YOU ARE SEATED

- Follow your host's cue and wait to be directed to take a seat at the table.
- Enter your chair from the right.

AFTER YOU ARE SEATED

- Do not place keys, phones, purses, sunglasses or other items on the table.
- Wait for your host to place their napkin on their lap before you do. Sometimes the waitstaff will place your napkin on your lap for you, so be observant.
- Fold the napkin in half and place it on your lap with the crease facing your waist.
- Use good posture and do not cross your legs under the table. Keep both feet flat on the floor, or cross your ankles.
- Avoid touching your hair and face and do not apply makeup at the table.
- If you must excuse yourself, exit from the right side of the chair, place your napkin on the seat of your chair and remember to slide the chair under the table until you return. When you return, enter your chair from the right and place your napkin on your lap.
- Study the place setting for a moment and follow your host's lead before taking a sip of water or disturbing the silverware.

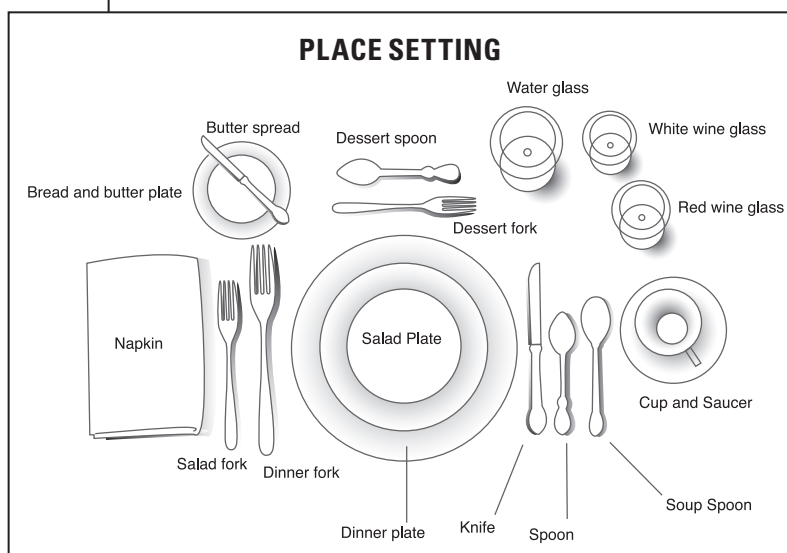
ORDERING

- Follow your host's cue and pay attention to any recommendations they make regarding menu selections. It will be a hint from them as to the level of hospitality they wish to extend to you. If you are not given recommendations you can ask for one. Try to select a menu option comparable to what your host orders.
- Remember to order menu items that are neat and easy to eat with a knife and fork such as chicken breast, cut vegetables and roasted potatoes. Do not order messy food such as spaghetti or lobster.

- Do not order alcohol during an interview as you will need to be focused and mentally sharp to make the best impression possible.
- Do not smoke during the interview.

DINING TERMINOLOGY

<i>a la carte</i> -	off the menu and items priced separately
<i>au jus</i> -	in its own juice
<i>aux fines herbes</i> -	with parsley, herbs and butter
<i>bearnaise</i> -	sauce with butter
<i>bordelaise</i> -	sauce made with wine, bone marrow, herbs, and beef stock
<i>brochette</i> -	a skewer, or anything cooked on one
<i>consomme</i> -	enriched, concentrated meat stock
<i>en crouste</i> -	baked in pastry crust
<i>hollandaise</i> -	heavy sauce with egg, butter and lemon
<i>maison</i> -	in style of the restaurant
<i>maitre d'hotel</i> -	head waiter who greets you at the table
<i>mousse</i> -	whipped dessert made with cream, gelatin and/or egg whites
<i>tarte</i> -	pie
<i>tempura</i> -	prepared in batter and fried
<i>soup du jour</i> -	soup of the day



NAVIGATING THE PLACE SETTING

- Your bread plate will always be on your left.
- Your dinner plate will always be in the center.
- Your glassware will always be on your right.
- Forks will always be on your left and knives on your right.
- Begin using silverware from the outside and work your way in toward the dinner plate.

Sonia Zubieta, Etiquette Coaching, Training and Consulting March 2011®

INTERNATIONAL STUDENTS AND THE JOB SEARCH

LOOKING FOR A JOB is seldom easy for any student. As an international student, you may face unique challenges as the process of finding an internship or job is very different. Plus some employers may express concerns about a need to sponsor your visa, which is not the case. The Career Development Office can assist you with understanding the U.S. employment regulations and the impact your career choice has on your job search. You may also need to learn your role as the job-seeker and the resources used by American employers to find candidates.

The following is an overview of the issues most relevant to international students in developing a job search strategy. Additional information about the employment process and related topics can be found through the Poole College of Management Career Center and The Office of International Services.

OFFICE OF INTERNATIONAL SERVICES (OIS)

The Office of International Services at NC State facilitates the University's global mission in education, research, and community engagement by providing effective educational programs, advising, immigration processing, research and employment support, cross-cultural experiences, and community extension activities. As you enrolled at NC State you interacted with OIS in obtaining your student visa.

Depending on your student visa type, you are eligible for different work opportunities during and after your studies at NC State. Please consult the OIS website (ncsu.edu/ois/) and the team of talented OIS staff as you consider academic employment opportunities. OIS offers a number of workshops and information sessions to educate you on the process and to ensure you follow the regulations governing short-term academic employment.

In most cases, the visa you have to support your studies at NC State will allow you to work for a company. Please confirm this with OIS before you begin your search.

LONG-TERM EMPLOYMENT

Depending on the type of student visas you have while studying at NC State, you have certain eligibility for employment after completing your degree. The amount of time varies by visa type and student situation so please confirm this with OIS. If you are interested in remaining in the United States and working for a company in a long-term capacity, you must obtain an H-1B visa. This is not offered by NC State and must be sponsored by the hiring company. Availability of H-1B visas is limited. Please consult an immigration attorney and the HR company representative for additional details.

CV VERSUS A RESUME

The terms CV and resume are similar in many ways as they are documents job seekers create to outline the skills, experience, and education they have to qualify them for various positions. Many international students may have a CV that has worked well in their home country. In the United States, a resume is the traditional document used by job seekers. As you can see from the resume examples in this *Guide*, the U.S. resume is different from an international CV. First, you will notice that a resume does not include a photo or any personal information (date of birth, gender, etc.). While a resume provides your name and contact information, the primary focus is to highlight your education, work experience and skills. The career coaches in the Poole College of Management Career Center can help you develop your resume.

ROLE OF EMPLOYERS

It is the employer's responsibility to find the right people for the company—*not to help you find a job*. The interview is successful when both of you see a match between the employer's needs and your interests and abilities to do the job.

The employer (through hiring managers, human resources staff or employment agencies) will most likely use several resources to find employees, including:

- College recruiting
- Campus or community career fairs and information sessions
- Posting jobs on company websites or ePACK
- Posting jobs online on LinkedIn, Indeed or other job platforms
- Posting jobs with professional associations
- Employee referrals
- Regional and national conferences
- Employment agencies ("headhunters"); make sure you do NOT need to pay a fee—the employer pays

Are you accessible to employers through at least some of the above strategies? If not, develop a plan to make sure your credentials are widely circulated. Notify as many people as possible in your field about your job search; post your resume on safe sites.

NETWORKING & STRONG COMMUNICATION SKILLS

In the United States, networking is a critical element of the job search process. Making connections and having conversations outside of a formal interview is a very effective way to engage in

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Please consult the OIS website (ncsu.edu/ois/) and the team of talented OIS staff as you consider academic employment opportunities.

finding your dream job. Networking can happen at career fairs, company presentations or meeting a speaker who comes to your class.

Also, employers in the United States want to see good communications skills. Given English is the language of business, especially in the United States, some strategies to highlight your communications skills include:

- Present a well-prepared resume that includes desirable skills and relevant employment experiences that is free of spelling and grammatical errors.
- Do your best in speaking to recruiters in English, but also highlight that you are multi-lingual.

It's important to be able to positively promote yourself and talk with confidence about your education, relevant skills and related experiences. Self-promotion is rarely easy for anyone. But, it can be especially difficult for individuals from cultures where talking about themselves is considered inappropriate.

In the U.S. positive non-verbal cues may include an open posture (leaning in and/or not crossing the arms), eye contact, and active listening which may include head nods or quiet verbal agreements. The opposite of these examples may indicate confusion or misunderstanding. In any interview, if you are unsure about a non-verbal cue, don't hesitate to ask for, or offer, clarification.

If you feel that you need to further develop your English language skills, either take a English language class for non-native

speakers through the World Language English Department (WLEN), sign-up for a student conversation group with OIS, and get involved with campus and community activities. These activities will allow you to practice speaking English. The more you use the language, the more proficient you will become. You may want to join a conversation club through OIS. These activities are also a great way to make networking contacts.

POOLE COLLEGE OF MANAGEMENT CAREER CENTER

The Poole College of Management Career Center can be a valuable resource in your job search. Be aware, however, that some employers using the College Career Center are searching for students they can hire in the United States for a long-term position, which you may not be eligible for. While this may limit your ability to participate in some campus interviews, there are numerous ways to benefit from the College Career Center:

- Attend sessions on job search strategies and related topics.
- Work with coaches to develop your job search strategy.
- Attend campus career fairs and company information sessions to inquire about employment opportunities and to practice your networking skills.

It's a good idea to get advice from other international students who have successfully found employment in this country and to start your job search early. Create and follow a detailed plan of action that will lead you to a great job you can write home about.

EXPERIENCE BUSINESS GLOBALLY

EACH AND EVERY DAY, millions of people travel across the oceans and national borders to foreign countries. During this same time, billions of products and services are bought and sold and trillions of stock, bonds, currency, and other financial instruments are traded throughout the world. This is all part of the global workplace you are entering!

As you plan to start your career, you will be working in a "global" context. To be successful in your career, the education and experience you gain while studying at the Poole College of Management must be inclusive of a global perspective to ensure that you build a foundation to successful work in the international marketplace.

The Poole College of Management and NC State University offer numerous opportunities for you to gain international experience and experience business globally. Below are a few ideas to consider.

- Take classes that have an international theme like international economics, international finance, etc.
- Take a COIL (collaborative online international learning) designated class where students from around the world work together in your Poole College course.

- Meet and interact with international students in the Poole College of Management. There are many exchange students and degree seeking students from other countries who value knowing American students.
- Sign up for the Developing Cultural Competency (DCC) Program offered by NC State's Global Training Initiative. This four-week, online program will aid you in learning about different cultures. Visit <https://gti.ncsu.edu/dcc> for more information.
- Participate in one of Poole College faculty-led Study Abroad Programs where you take Poole courses taught by Poole faculty while being immersed in a global environment. Visit go.ncsu.edu/pooleglobal for more details.
- Study for a semester or academic year at one of hundreds of partner universities throughout the world. Please note that studying abroad during the fall or spring semester is one of the least expensive ways to study abroad, often costing less than a regular semester at NC State.
- Obtain an internship overseas through Poole College Global Internship Program where you gain valuable global work experience and a deep cultural immersion all while earning academic credit.

- Become a Hamilton Scholar or participate in the International Business Dual Degree Program (IBDD).
- For more information about these programs and others, email the Global Programs Office in the Poole College of Management (poole_global@ncsu.edu) or visit them online at go.ncsu.edu/pooleglobal.

Entering today's workforce means engaging with a globalized world. From your first day to your retirement, you'll collaborate with individuals across the globe. As a Poole College student, seize every global opportunity available. These experiences will cultivate a deeper understanding of diverse cultures, perspectives, and work styles, ultimately propelling your career success.

IS GRADUATE SCHOOL RIGHT FOR YOU?

WHETHER OR NOT to attend graduate school is a big decision. Graduate school is often expensive and time consuming, and you want to make sure you get the return on your investment that you desire. Before going to graduate school, carefully assess your goals. Exactly what kind of career are you seeking, and does it require additional education to reach? Even within the same industry, some organizations desire advanced degrees and some do not. Others want certain types of graduate degrees. Below is a checklist designed to help you make your decision about whether or not to attend graduate school and to successfully obtain admission if you decide graduate school is right for you.

SHOULD I GO TO GRADUATE SCHOOL?

- Assess yourself and your career goals carefully. Consider taking career assessments that evaluate your interests, skills, values, and personality and how they relate to the world of work. NC State University has several career assessments you can take. Go to NC State's Career Development Center website: <https://careers.dasa.ncsu.edu> and click on "Explore Careers" and then "Career Assessments."
- After you have assessed yourself and identified some career titles of interest, begin researching those careers (job outlook, nature of the work, salary, etc.) Consult the Occupational Outlook Handbook (www.bls.gov/ooh) or O*Net for information (www.onetonline.org)

- Conduct informational interviews with professionals in your chosen field.
- Consider shadowing a professional. Also, consider volunteering, or doing an internship in your chosen field to be sure this field is the right fit for you.

GRADUATE SCHOOL IS DEFINITELY THE RIGHT CHOICE FOR ME!

- Once you are SURE graduate school and the degree you seek will help you to achieve your career goals, begin researching schools. Talk to your professors, employers, and friends. Consult graduate school guides, such as *Peterson's*. Visit schools, schedule meetings with professors, and talk to students who are presently in the graduate program. Begin identifying references who may write letters of recommendation for you.
- Prepare a resume or a vita (for references as well as graduate schools).
- Obtain school catalogs and other program information.
- Find out what standardized tests you will need to take. Are you prepared to take them? Take practice tests. Prepare well in advance (start one to two years before admission deadline). Find out when tests are administered and how to complete the registration process. When must your scores be submitted? Have you allowed ample time for your scores to be reported?

- Check graduate school application deadlines, and make sure your application materials are current. Send application materials well in advance of the deadline.
- Check financial aid deadlines (sometimes earlier than admission deadlines).
- Arrange for your transcripts to be sent.
- Investigate possible scholarships, graduate assistantships, tuition waivers, health insurance, and reimbursements.
- Carefully select your references and prepare them for writing letters. Talk to your references and explain why you want to go to graduate school, why you want the degree, what your career and life goals are, and why you have selected particular schools. Ask permission and express appreciation! Explain to references what they need to do – write a letter, fill out a form, etc. Provide them with all needed materials at one time, if possible. Organize materials and make the process simple for them. Provide them with a resume, and perhaps a transcript and statement of purpose. Let them know if you are accepted into graduate school, and thank them for helping you.
- Check to make sure reference letters have arrived. It is your responsibility if the letters fail to arrive on time.
- When writing a statement of purpose, clearly describe your professional and educational goals. Relate your goals to your background, training, special skills, and experiences. Avoid irrelevant information. The statement should be simply written with no grammatical errors. Ask several people to proofread your statement. When writing essays and personal statements, remember that requirements vary widely. Some graduate schools request one or two paragraphs. Others require several lengthy essays. Reviewers are looking for enthusiasm for the field of study and depth of thinking and writing ability. Sometimes graduate schools want a personal history, but unless specifically requested, you do not have to supply autobiographical information. If you do choose to provide a personal history, autobiographical pieces do not need to be in chronological order.
- When reviewing applications, most admissions committees are looking for a statement of ideas and goals, motivation and commitment to the field, expectations of the program, major areas of interest, research and/or work experience, educational background, short and long term goals, a definite sense of what you want to do, reason for deciding to pursue graduate education, and personal uniqueness.
- Carefully assess yourself regarding the criteria admissions committees use to make their decisions. Admissions decisions are usually based on a variety of considerations:
 - GPA and appropriateness of undergraduate degree (although type of degree is not a consideration for all schools)
 - Standardized test scores
 - Statement of purpose
 - Related experiences
 - Letters of recommendationWeight assigned to specific factors fluctuates from program to program.
- When completing the application process, organize your efforts. Make a chart of schools, deadlines and required materials. Work toward earliest deadlines. Consider completing all tasks at each stage for all schools at once (submitting applications, requesting transcripts, obtaining letters of recommendation).
- Check with each graduate school to make sure all materials have been received, including processing fee payments. Keep copies of your application materials.

QUESTIONS TO ASK WHEN COMPARING GRADUATE SCHOOLS

- What is the employment record of the department? What are former students doing now? What are their salaries?
- What is the emphasis of the program? Strengths? Weaknesses? What are the research interests of faculty?
- What specializations exist within your general field of interest?
- Does the program offer field experience, teaching experience, research projects, and opportunities to publish?
- How rigorous is the program? How competitive is it regarding enrollment? What are your chances for getting accepted?
- What reputation does the school and department have? Is it widely recognized by employers?
- How long does it take to complete the program?
- How large is the department? Will you receive proper attention?
- Where is the school located? Are there residency requirements?
- What are the total costs? Is financial aid provided?

Don't forget, you have career coaches to help you think through your decisions!

ONLINE RESOURCES

Princeton Review—<https://www.princetonreview.com>

Petersons— www.petersons.com

Poets & Quants—<https://poetsandquants.com>

My Fit Custom College Ranking —<https://www.usnews.com/best-colleges/myfit>

LETTERS OF RECOMMENDATION

CANDIDATES FOR EMPLOYMENT, graduate school, scholarships or any activity for which others will evaluate their talents and abilities will need to request letters of recommendation. The content and quality of these letters, as well as the caliber of the people who write them, are critical to the selection process.

SELECTING PEOPLE TO SERVE AS REFERENCES

Select individuals whom you feel are knowledgeable of your skills, work ethic, talents and future capacity. The selection of your references is critical, as a reference that is ill-informed could sabotage all the great work you have done in a matter of minutes. Choose people who have known you for a minimum of three months. The longer they have known you the better, but they must have had regular contact with you to observe your growth and development. A reference from someone who may have known you several years ago but you have not spoken to in a year or more may not be in a position to critique your skills.

If you must choose between several people, select those who know you the best but who also hold a higher rank in their profession. A department head is a better candidate than a graduate assistant or an instructor. Never choose someone on status alone. Continue to choose people based on how well they know you and how much they want to assist you in your job search. *Do not choose people who are not committed to you or who are not very familiar with your background.*

TRY TO MEET FACE TO FACE

Never assume someone will want the responsibility to serve as your reference. Make an appointment to discuss your career goals and purpose of the letter of recommendation. Determine if the person would want the responsibility of serving as your reference, which involves not only writing a letter supporting your skills, but also handling any phone inquiries and responding to other questions which may be posed by a selection committee. Persons who serve as a reference have responsibilities that go beyond the words they put on paper. They should feel strongly about your success and desire to do whatever they can to assist you in reaching your goals. You have come too far to let someone jeopardize your future.

A personal meeting is always best because you can observe your potential reference's body language to see how interested they are in assisting you. A slow response to a question or a neutral facial expression may be this person's way of trying to show you that they don't feel comfortable serving as your reference. Trust your instincts. If you don't feel that you want to pursue this person as a reference you are not required to inform them of your decision. At any rate, always thank the person and end the meeting on a positive note.

HELP THEM HELP YOU

You must assist your reference-givers so they can do the best job possible. Provide them with a copy of your current resume, transcript, job descriptions for the type of employment you desire or other detailed information related to the purpose of the

letter. Provide a one-page summary of any achievements or skills exhibited with the person who will be writing the letter. They may not remember everything you did under their supervision or time spent with you. Finally, provide them with a statement of future goals outlining what you want to accomplish in the next few years.

An employer will interview you and then contact your references to determine consistency in your answers. You should not inflate what you are able to do or what you may have completed in work or school assignments. A reference is looked upon as someone who can confirm your skill and ability level. Any inconsistencies between what you said in your interview and a reference's response could eliminate you from further consideration. The key is to keep your references informed of what you are going to be discussing with employers so there is a clear understanding of what is valued by the employer.

WHAT'S THE MAGIC NUMBER?

Each situation will dictate the appropriate number of references that will be required. The average is three to five letters of recommendation. Generally, references are people whom you have known professionally; they should not be family or friends. When selecting people as references, choose people who know you well and have the most to say pertaining to the purpose of the letter. One person may be very appropriate for a reference for employment, while another would be best for use in admission to graduate or professional school or a scholarship application.

Encourage your reference to use strong, descriptive words that provide the evidence of your interpersonal skills, initiative, leadership, flexibility, conflict resolution, decision-making, judgment, oral and written communication skills, and grasp of your field of study.

MAINTAIN PROFESSIONAL COURTESY

Give your reference writers ample time to complete their letters. Make it as easy for them as possible so they don't have to spend valuable time figuring out how to submit their letters. Follow up with your letter writers and let them know the status of your plans and search. They will want to know how you are doing and whether there is anything else they may do to support your candidacy. You never know when you will need their assistance again, and it is just good manners to keep those who care about you informed of your progress. Finally, many times when two or more candidates are considered equally qualified, a strong letter of reference can play an important role in determining who is selected for the position.

Maintaining a good list of references is part of any professional's success. Continue to nurture valuable relationships with people who will want to do whatever they can to aid in your success. Your personal success is based on surrounding yourself with positive people who all believe in you. No one makes it alone; we all need a little help from our friends.

Adapted from and reprinted with permission from Roseanne R. Bensley, Career Services, New Mexico State University.

SPECIAL INTEREST POPULATION RESOURCES

THE POOLE COLLEGE CAREER CENTER views diversity as central to its academic mission. We are committed to fostering a supportive and inclusive environment that celebrates different human characteristics, backgrounds, experiences, and perspectives. Below are some available resources for students who may identify with special interest populations.

STUDENTS WITH DISABILITIES

- National Business & Disability Council
- Careers & Community for People with Disabilities
- Equal Opportunity Publications

VETERAN STUDENTS

- U.S. Department of Veterans Affairs
- Hiring Our Heroes
- TAOnline.com

INTERNATIONAL STUDENTS & AMERICAN STUDENTS SEEKING INTERNATIONAL EMPLOYMENT

- GoinGlobal – Access through your ePACK account: <https://ncsu-csm.symplicity.com>
- Interstride – student.interstride.com



Interstride—a platform to help international students find career opportunities—provides an excellent resource for Poole College of Management students to find international jobs, gather immigration information and support, and expand their professional network. Users can also build connections with fellow international students and job seekers, alumni, and globally-minded professionals. Interstride also offers webinars, courses, and resources specifically tailored for international students and U.S. students looking for opportunities abroad, providing expert guidance on job search strategies, employment options, and immigration pathways in the U.S. Access Interstride at student.interstride.com.

AFRICAN AMERICAN, HISPANIC, NATIVE AMERICAN, ASIAN & MULTICULTURAL STUDENTS

- Urban National League
- Hispanic Alliance for Career Enhancement
- LatPro.com
- iHispano.com
- Equal Opportunity Publications
- The Society for Human Resource Management
- DiversityWorking.com
- America's Best Employers for Diversity

RELIGIOUS STUDENTS

- www.christianjobs.com
- www.jccworks.com
- www.simplyhired.com/k-muslim-jobs.html
- www.simplyhired.com/k-hindu-jobs.html
- www.simplyhired.com/k-buddhist-jobs.html

LGBTQ+ STUDENTS

- Out for Work
- Transgender Law Center
- Pride at Work
- Corporate Equality Index
- National Center for Transgender Equality

PARENTING STUDENTS

- Working Mother - Best Companies for Working Moms & Dads

WOMEN STUDENTS

- The National Association of Female Executives
- Women in Business & Industry
- Women's Job List
- Women for Hire
- Career Contessa

NON-TRADITIONAL, OLDER STUDENTS (OVER 50)

- AARP
- The Best Employers & Jobs for Workers Over 50

OTHER HELPFUL SITES

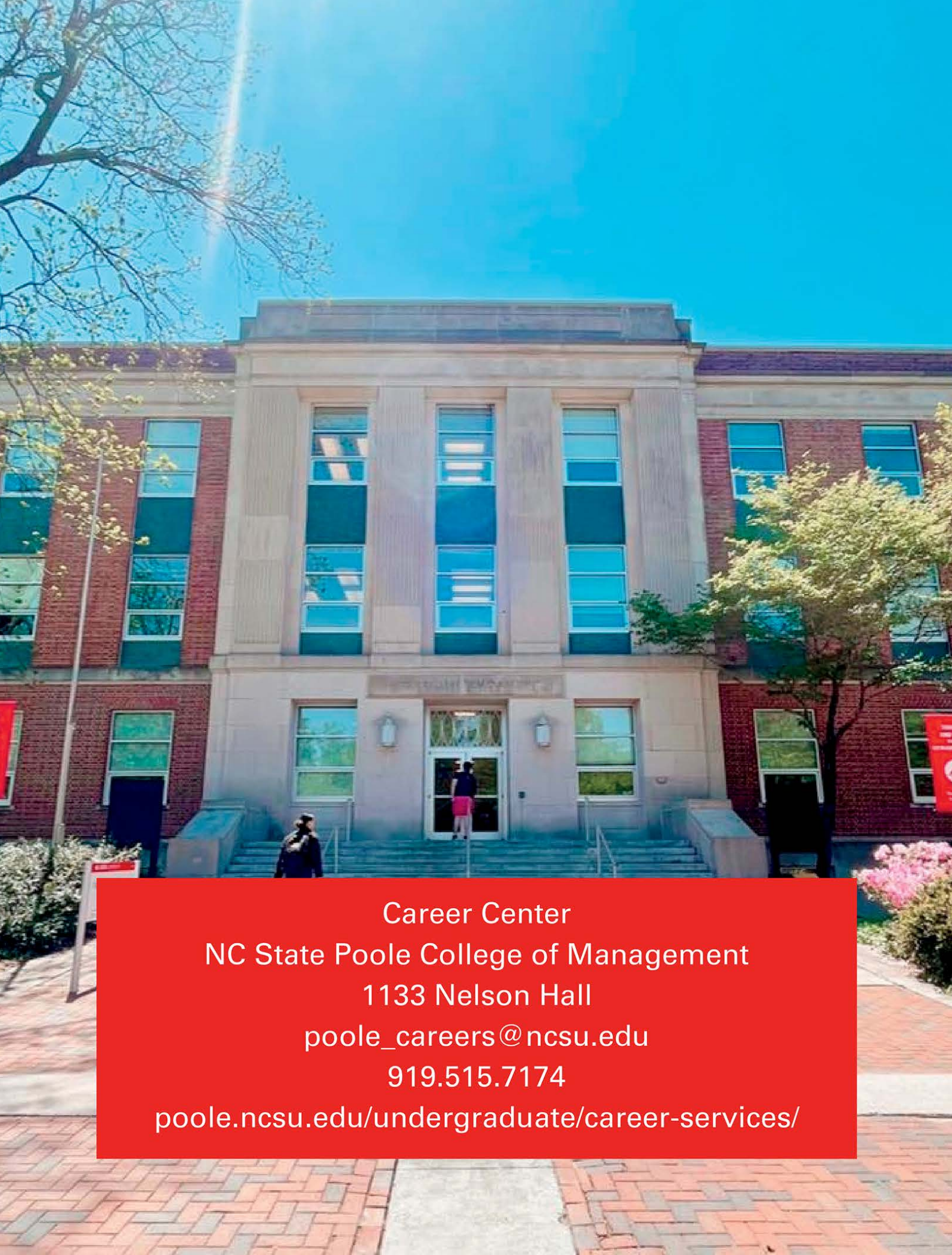
Relocation Resources

Realtor.com – www.realtor.com

Industry & Company Information

If you experience difficulty navigating these websites, ask a NC State librarian for help.

- Business Source Complete – access through the NC State Libraries website
- IBIS World – access through the NC State Libraries website



Career Center

NC State Poole College of Management

1133 Nelson Hall

poole_careers@ncsu.edu

919.515.7174

poole.ncsu.edu/undergraduate/career-services/