Dear Ball State University Students:

Greetings from YOUR Career Center at Ball State University. On behalf of the entire staff in the Career Center, I want to wish you a wonderful journey through your college experience at Ball State University and into the world of work as a proud alumnus.

We are committed to your success, which is why you have a Career Coach who is responsible for working with you one-on-one. Your Career Coach is also responsible for delivering services and programs which help you become confident in your informed choices, connect you with opportunities to meet employers, and to ultimately help you obtain employment upon graduation.

Before becoming a Career Center Director, I used to hire recent college graduates when I worked at places other than the university. We talk with employers every day about hiring students for internships, full-time and part-time jobs, and on-campus jobs. We know what employers want. As much as we want to help you be successful, we can’t do it alone. We need your help.

You must take ownership of your future by getting involved and participating in career planning and building a relationship with your Career Coach. We cannot “get you a job,” but our dedicated staff will be here to coach you along the way and to help you navigate the process of exploring, developing skills, gaining professional experience, and finding employment, as well as continuing your education, or whatever path you may choose upon graduating. The point is, you have choices, and we are here to help.

Cardinal Career Link is your gateway to:
1. Making an appointment with your Career Coach;
2. Finding an on-campus, off-campus, part-time, or full-time job or internship;
3. Applying for jobs;
4. Scheduling on campus interviews; and
5. Receiving important information from the Career Center.

One of the most important things you can do is to get to know your Career Coach. Be sure to make an appointment and ask about the Intern-Ready Program and Career-Ready program. These programs were created in partnership with employers for your benefit.

Our office hours fall and spring are Monday through Friday, 8 a.m. to 5 p.m. Fall, and for your convenience drop in hours are 10 a.m. to 3 p.m. Summer hours are and 7:30 a.m. to 4 p.m. during the summer and drop ins are 11 a.m. to 1 p.m.

We look forward to working with you to make your career and life goals become a reality!

Jim McAtee, M.B.A., C.D.F.
Director, The Career Center
EXPLORING YOUR OPTIONS

Connecting With the Career Center
Career Coaching Appointment
At the core of the Career Center services is individualized career coaching assistance for all students and alumni at Ball State. Our coaching appointments can be either face-to-face or over the phone. To schedule an appointment, you have a few options:
1. Visit Cardinal Career Link and schedule an appointment online 24/7.
   a. Logon to Cardinal Career Link www.bsu.edu/careers/careerlink
   b. Use your Ball State user ID and password to login
   c. Select “Schedule a Career Coaching Appointment” on the right hand side of the screen.
2. Call our office at (765) 285-1522 Monday through Friday from 8 a.m. to 5 p.m. and we’ll schedule an appointment for you.
3. Visit our office in person at Lucina Hall Room 220 Monday through Friday from 8 a.m. to 5 p.m.

Drop-in Coaching
For more immediate service for quick questions our drop-in service is available Monday through Friday from 10 a.m. to 3 p.m. with no appointment necessary. These sessions are intended for things like resume critique or help with navigating resources. Our drop-in service is staffed by exceptionally trained and knowledgeable Peer Coaches.

Email Us at careercenter@bsu.edu
For quick 24 hours a day, please feel free to email us at careercenter@bsu.edu and we’ll return your question with 2 business days.

SELF-ASSESSMENT TOOLS AT THE CAREER CENTER
Deciding on a career path can be difficult. It’s personal. Begin by identifying your values, skills, and interests. What is important to you? What skills do you have or do you need to develop? What do you enjoy doing? You need to identify careers that are a good fit for you.
TypeFocus is a personal assessment tool that can help you identify your interests. It takes about twenty minutes to complete. When you finish, you’ll get reports on your personality type and potential careers, as well as how to showcase your strengths on your resume and in interviews.

To access TypeFocus:
1. Visit www.typefocus.com
2. Click on the New Users button
3. Create an account using Ball State’s access code, which is bsu788

www.bsu.edu/careers
Career-Ready

The Career-Ready program leads you step-by-step through the career preparation process during your college years. This program is designed to help you develop relevant skills that can make you more competitive in the workforce.

- Networking events with potential employers
- Relevant leadership and volunteer experience
- Expertise in building resumes and writing cover letters
- Development of interviewing skills
- Personalized Career Coaching

Career-Ready Checklist

PROFESSIONAL IDENTITY SKILLS
Complete all of the following items.
1. Career self-assessment offered by the Career Center
2. Informational interview or participate in job shadowing

WORKPLACE READINESS SKILLS
Complete all of the following items.
1. Resume and cover letter review by a Career Coach or Peer Coach at the Career Center
2. A practice interview
3. Professional etiquette training
4. “Using Your Creativity: Workplace Problem Solving” workshop attendance
5. Career fair attendance
6. Demonstration of a power greeting (also referred to as a 30-second elevator pitch)
7. A LinkedIn account

LEADERSHIP SKILLS
Complete at least one of the following items.
1. Serve in a leadership position in a student or professional organization of your choice
2. Lead a Career Coach-approved team to the successful completion of a project
3. Phases one and two of the “Excellence in Leadership” program

SERVICE LEARNING AND GLOBAL UNDERSTANDING SKILLS
Complete one of the following items.
1. 20 hours of community service at non-profit organizations
2. Phases one and two of the “Excellence in Leadership” program

ENTREPRENEURIAL LEARNING/PROFESSIONAL EXPERIENCE SKILLS
Complete two or more of the following items.
1. Internship
2. Externship (two- or three-day job shadow)
3. Professional conference attendance
4. Employment for six or more months
5. Study abroad program
6. Immersive learning project
7. Academic research project/field study
8. Practicum/clinical/student teaching
9. If you have another similar experience, contact a Career Coach to discuss approval.

PERSONALIZED CAREER SKILLS
Attend two or more of the following workshops.
1. From Backpacks to Briefcases: Understanding the World of Work
2. Salary Negotiations: Getting What You’re Worth
4. Is Graduate School in Your Future? Making the Right Decision
5. To Post or Not to Post: How Social Media Impacts the Job Search
6. Sell Your Skills: Understanding the Value of Your Experiences
7. Networking: What It Is and How to Do It

COLLEGE REQUIREMENTS
Complete each of the requirements your specific college has set.

1. 
2. 

Intern-Ready

What skills and experiences do employers want interns to have? How can you be more competitive in the internship search? Intern-Ready can help. Intern-Ready is a program created by employers with you in mind. This short program (can be completed in less than a semester) will give you the opportunity to prepare to compete for internships at a high level. Become a more competitive internship candidate and participate in this unique program.

WHAT DO YOU NEED TO DO?
Meet with your Career Coach to get started (see page 3 for contact information). Your Career Coach will guide you through the following program components:

CORE COMPONENT
Complete all the following items.

INTERN-READY CHECKLIST

- Complete a Career Center self-assessment.
  - Visit www.typefocus.com and complete the personality, interests, and values assessments under the assessments tab. The access code is bsu788.
  - Afterward, visit www.bsu.edu/careers/careerlink to set up an appointment with a Career Coach.

- Conduct an informational interview or participate in job shadowing.
  - Contact a professional in your career field to learn more about the career.
  - Speak with a Career Coach if you need help finding a professional in your field.
  - Remember to meet with your Career Coach to discuss the experience.

- Have your resume and cover letter reviewed.*
  - Visit the Career Center during drop-in hours or set up an appointment with a Career Coach.
  - After your critique, make sure to upload the documents to your Cardinal Career Link account.

- Participate in professional etiquette training.*
  - Attend the “Using Your Creativity: Workplace Problem Solving” workshop.
  - Participate in a practice interview.
  - Log in through www.bsu.edu/careers/careerlink, find the practice interview option under the resources tab, and complete a practice interview.
  - Remember to meet with a Career Coach to have it reviewed.

*These count toward Career-Ready requirements. Discover more at www.bsu.edu/careers.
A College Timeline: How to Plan for Career Success

FRESHMEN—QUESTION
- Explore your interests and abilities through academic courses
- Utilize self-assessment tools through your career services office
- Consider volunteer positions to help you build your resume and broaden your experience
- Collect information on internships, cooperative education, and other paid work experiences
- Learn about any cooperative education or internship programs offered through your career services office
- Join university organizations that will offer you leadership roles in the future
- Attend job fairs to gather information on potential employers and careers
- Familiarize yourself with the services and resources available at your career services office
- Visit each social media profile you have, and either edit your content or your privacy settings. It is time to put your professional foot forward
- Visit your career services office website
- Attend a resume workshop and create a first draft of your resume

JUNIORS—MAKING DECISIONS
- Complete at least five informational interviews in careers you want to explore
- Shadow professionals in your field of interest
- Find out more about career opportunities related to your major
- Attend job fairs and employer information sessions that relate to your interests
- Narrow your career interest areas
- Research potential organizations
- Talk to recent graduates in your major about the job market and potential employers.
- Obtain an internship or other practical career experience
- Meet with a career counselor to have your resume updated
- Participate in seminars or workshops offered by your career services office to learn more about job search strategies such as networking and interviewing skills

SENIORS—JOB SEARCH
- Stay up-to-date with the your career services office calendar and participate in on-campus recruiting activities
- Participate in interviewing skills seminars/workshops or a mock interview program
- Develop a list of prospective employers with contact names and addresses from organizations you are interested in pursuing
- Determine your career-related strengths and skills; determine what you have to offer an employer
- Meet with your career counselor to have your updated resume reviewed
- Visit job listing websites
- Draft a cover letter that can be adapted for a variety of employers and have it reviewed
- Research information on realistic salary expectations
- Go on employment interviews, evaluate job offers and accept one!

Adapted with permission from Career Services at Virginia Tech.

EXPLORING YOUR OPTIONS

Networking Your Way to a Job

Many people use the classified ads as their sole job search technique. Unfortunately, statistics show that only 10% to 20% of jobs are ever published—which means that 80% to 90% of jobs remain hidden in the job market. For this reason, networking remains the number one job search strategy.

Networking Defined
A network is a connected group of supporters 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, so don’t give up. Most people love to talk about themselves and their jobs and are willing to give realistic—and free—advice.

Eight Keys to Networking
1. 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 perhaps finding your next job.
   Second, know yourself—you’re education, experience and skills. Practice a concise, one-minute presentation 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.

2. Be Targeted
   Identify your network. For some, “I don’t have a professional network, I don’t know anyone...” may be your first reaction. You can start by listing everyone you know who are potential prospects: family members, friends, faculty, neighbors, classmates, alumni, bosses, co-workers

Questions to Ask During Networking Meetings
- What do you like most about your work?
- What type of education and experience do you need to remain successful in this field?
- What are the future career opportunities in this field?
- What are the challenges in balancing work and personal life?
- Why do people entrust the company or organization to you?
- Which companies have the best track record for promoting minorities?
- What advice would you give to someone trying to break into this field?

Networking and Community Associates
Meetings of organizations in your field of interest and get involved. You never know where you are going to meet someone who could help you in your career.

3. Be Professional
   Ask your networking prospects for advice—not a job. Your networking meetings should be a source of career information, advice and contacts. Start off the encounter with a firm handshake, eye contact and a warm smile. Focus on asking for one thing at a time. Your contacts expect you to represent yourself with your best foot forward.

4. 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 networking 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.”

5. 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 a 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 people you met.

6. Be Referal-Centered
   The person you are networking with may not have a job opening, but he or she may know someone who is hiring. The key is to exchange information and then expand your networking by obtaining additional referrals each time you meet someone new. Be sure to mention the person who referred you.

7. Be Proactive
   Stay organized and 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 if appropriate. 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.

8. Be 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 career plan.

DO’S & DON’TS of Networking
- Do keep one hand free from a briefcase or purse so you can shake hands when necessary.
- Do bring copies of your resume.
- 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.

Written by Thomas J. Denham, managing partner and career counselor of Careers in Transition LLC.

SOPHOMORES—RESEARCH
- Choose a major that you will enjoy studying
- Obtain an internship/field experience or other experience-based education, such as cooperative education
- Take on more responsibilities in extracurricular activities
- Explore at least three career options available to you through your major
- Attend job fairs and employer information sessions that relate to your major
- Identify organizations and associations in your interest areas for shadowing opportunities

www.bsu.edu/careers
Informational Interviewing

O ne of the best sources for gathering information about what’s happening in an occupation or an industry is to talk to people working in the field. This process is called informational or research interviewing. An informational interview is an interview that you initiate—you ask the questions. The purpose is to obtain information, not get a job.

REASONS TO CONDUCT INFORMATIONAL INTERVIEWS:
• To explore careers and clarify your career goal
• To discover employment opportunities not advertised
• To expand your professional network
• To build confidence for your job interviews
• To access the most up-to-date career information
• To discover employment opportunities not advertised
• To explore careers and clarify your career goal

STEPS TO FOLLOW TO CONDUCT AN INFORMATIONAL INTERVIEW:
1. Identify the Occupation or Industry You Wish to Learn About
Access your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research.

2. Prepare for the Interview
Read all you can about the field prior to the interview. Decide what information you’d like to obtain about the occupation/industry. Prepare a list of questions that you would like to have answered.

3. Identify People to Interview
• To identify your professional strengths and weaknesses

4. Arrange the Interview
Contact the person to set up an interview:
• By telephone, letter followed by a telephone call, or
• by having someone who knows the person make the appointment for you.

5. Conduct the Interview
Dress appropriately, arrive on time, and be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Before leaving, ask your contact to suggest names of others who might be helpful to you and ask permission to use your contact’s name when contacting these new contacts.

20 QUESTIONS!
Prepare a list of your own questions for your informational interview. Follow some sample questions:
• On a typical day in this position, what do you do?
• What training or education is required for this type of work?
• What part of this job do you find most satisfying? Most challenging?
• What entry-level jobs are best for learning as much as possible?
• What special advice would you give a person entering this field?
• Who do you know that I should talk to next? When I call, how should I use your name?
• Are there any opportunities to job shadow or internship at this company?

6. Follow Up
After the interview, record and analyze the information gathered. Send a thank-you note within one week of the interview. Adjust your job search, resume, and career objective if necessary.

Getting the Most Out of a Career Fair

M any employers use career fairs—both on and off campus—to promote their opportunities and pre-screen applicants. Career fairs come in all shapes and sizes—from small community-sponsored events to giant regional career expos held at major convention centers. Most career fairs consist of booths and/or tables manned by recruiters and other representatives from each organization. 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 is also subject to wide variance. 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, a team of recruiters.

FASHIONS AND ACCESSORIES
The preferred attire for career fairs is business formal, suit, dress shirt and appropriate tie for men; and for women a blazer, blouses and either matching suit pants or skirt of appropriate length. If you’re unsure of the dress code or have more questions, please reach out to the Career Center for help. The rule of thumb is it’s always wise to be overdressed for career events—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 few pens and pencils (have backups—they have a way of disappearing), a folder or portfolio and some sort of note-taking device (paper or electronic pad). Keep track of the recruiters with whom you speak and send follow-ups that interest you. Don’t bring your backpack; it’s cumbersome for you, it gets in the way of others and 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 search “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 ubiquitous freebies, you really haven’t accomplished anything worthwhile (unless you’re a collector of key chains, mousepads and pocket flashlights). It is essential to chat with the company representatives and ask meaningful questions.

Here’s a great bit of career fair advice from Stanford University’s Career Fair Guide:
"Create a one-minute ’commercial’ as a way to sell yourself to an employer. This is a great way to introduce yourself. The goal is to connect your background to the organization’s need. In one minute or less, you need to introduce yourself, demonstrate your knowledge of the company, express enthusiasm and interest and relate your background to the company’s need."

YOU’RE A PROSPECTOR—START DIGGING
The questions you ask at a career fair depend upon your goals. Are you interested in finding out about a particular career field? Then ask general questions working within the industry. If your seeking career opportunities with a specific employer, focus your questions on the application and interview to seek and ask for specific information about that employer.

FAIR THRE WELL
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. It’s an opportunity that’s too valuable to miss.

A FEW WORDS ABOUT 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 him or her 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 to secure 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. Sincerely always wins. Don’t lay it on too thick, but don’t be too bland either. Virtually all employers are looking for candidates with good communication skills.

4. Don’t just drop your resume on employers’ display tables. Try to talk to them face-to-face, and at least say a few words. If the scene 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. If you know ahead of time that one of your “dream companies” is a career fair participant, do some prior research (at minimum, visit their website). A little advance preparation goes a long way and can make you stand out among the masses of other attendees.
Use the following guidelines to develop an introduction when meeting employers during interviews, career days and other networking events. Your goal is to create a positive and lasting impression in a brief amount of time.

**STEP 1: RESEARCH THE EMPLOYER**

1. Preview the list of organizations participating in the event and plan a strategy for the day. Put together an “A” list and a “B” list of employers you want to target. Contact your career services office to see what employers may be recruiting on campus.
2. Research all the employers on your “A” list. Look for current facts about each employer, including new products, services or acquisitions.
3. Write down some key facts about the employer:
   - (a)
   - (b)
   - (c)
4. Review job descriptions pertinent to your major for employer requirements. Note specific knowledge, skills, and abilities they seek. List academic or employment experiences and activities where you demonstrated these skills.
5. List 2 or 3 of your personal qualities that closely match:
   - (a)
   - (b)
   - (c)

**STEP 2: DEVELOP YOUR INTRODUCTION**

Review the sample below. Using the information above, prepare and practice a brief power greeting or introduction to use when meeting employer representatives.

Hello, my name is ________________. I am currently a junior, majoring in economics and working part-time as a supervisor at Campus Information Services. This role has enhanced my communication, management, and leadership skills. In addition, I had an internship over the summer with ABC Company where I worked in a team environment on a variety of marketing and website development projects. I recently read an article about your company’s plans for business growth in the Northeast, and I’m interested in learning more.

Notes:
- Practice your introduction with a friend or career counselor so it sounds conversational rather than rehearsed.
- You may want to break your opening remarks into two or three segments rather than delivering it all at once.
- Good luck with your all-important first impression!

Adapted with permission from the University Career Services department at Rutgers University, New Brunswick Campus.

---

**NETWORKING & RESEARCHING**

**Power Greeting**

**NETWORKING & RESEARCHING**

Clean Up Your Social Media Identity

The social media profiles of job candidates are an area of scrutiny for recruiters. In fact, there are now even online research analysts who will comb the internet for damaging information on a firm’s applicants. (On the flip side, there are “scrub services” that will clean up a job hunter’s digital footprint.) Here are some simple ways to take a DIY approach to scrubbing your online presence.

**GOOGLE YOUR NAME**

Search for your name online occasionally to see what comes up, or set up automatic name alerts at Google Alerts. You may discover results for many people with your same name, possibly with embarrassing or outrageous content. To find the real “you,” try tweaking your name (e.g., Sam versus Samuel) or add some additional identifying modifiers (perhaps your city or school).

**KEEP SOME MYSTERY**

“Most new grads grew up texting, Skyping, Tweeting, Facebooking and reading or creating blogs,” says Jenny Foss, who operates Ladder Recruiting Group in Portland, Ore. “Older, more experienced competitors aren’t ‘native social media people.’” That’s the plus; the minus is you have to shift your mindset from “impressing the guys” to “promoting myself as a professional observer.”

Foss recommends you adjust the privacy settings on your accounts. But you’re not safe even then since companies can change privacy policies. When possible, it is better to remove negative or overly private content than hide it.

**THERE’S NO SWIMSUIT COMPETITION**

Recruiters will judge you by your profile photos. Do they tell the right story? “Don’t post sexy photographs of yourself online. Don’t even be too glamorous. That’s a really big no-no,” says Vicky Oliver, author of Smart Answers to Business Etiquette Questions. “Dress in a way you would in an interview.”

Remove unflattering pictures, videos, and unfavorable comments you’ve posted on social networks. Post a high-quality headshot, the same one across all platforms. Important: Don’t forget to check out photos where friends have tagged you on Facebook. If you’re pictured at a party with a drink in hand, delete the tag. Adjust privacy settings to prevent that from happening again.

**BLOT OUT THE BITTER**

Have you ever gone online while under the influence or in a foul mood? Bad idea. “Whatever you wouldn’t do at the networking event, don’t do online,” says Oliver. Some examples of social media gaffes: Posting about parties, dates, getting into posting wars with your friends, or using obscenities, faulty grammar, typos, or cryptic texting shortcuts.

“Personally I would never put a thumbs-down sign on someone’s comment,” Oliver says. “I would not write anything negative, no snippy comment at all.”

**GET LINKED IN**

This 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.

Make good use of keywords and set up links between all your social media profiles. LinkedIn, Facebook, Twitter, and Blogspot all rank high in Google searches.

**WITNESS PROTECTION PROGRAM**

Some job seekers are so concerned about privacy they’ve gone into lockdown mode and blocked all of their profiles. Unfortunately, that makes recruiters wonder what they’re trying to hide. Plus, many of them seek employees with social media skills, so cleaning up what’s out there is usually better than shutting it down.

**WHAT WOULD YOUR MOTHER SAY?**

Many career coaches and recruiters say that the rule of thumb for social media content is: Would you want your mother or employer to see it? If not, then don’t post it. “Self-censorship is the key,” says Alexandra Levit, author of Blind Spots: The 10 Business Myths You Can’t Afford to Believe on Your New Path to Success. “Always think before you post, because if there is a single person out there who you don’t want to see your content, I guarantee it will get back to them.”

You may be too close to the situation to judge what’s appropriate or not, so it can be helpful to have a second pair of eyes to look over your profiles. Select someone who’s about the same age as your target employers, experienced in your field, or at least in the hiring process.

**NETIQUETTE TIPS**

Dan Schwabel, a personal branding expert and author of Me 2.0, offers these tips to keep your digital reputation clean:

- Never over-promote yourself or people will get turned off.
- Do share industry insights, useful resources, quotes and facts with your audience.
- Don’t send your resume to employers on Facebook.
- Do build a relationship through tweeting before you email blindly.
- Don’t come to an interview without researching the company and the hiring manager online, using LinkedIn first.

Written by Jebra Turner, a former human resources manager, who writes about career issues, and other business topics. She lives in Portland, Ore., and can be reached at www.jebra.com.
Using LinkedIn for the Job Search

CREATE A COMPLETE PROFILE

Photo: Make sure to upload a professional picture of you in business attire.

Headline: Create a strong headline that showcases your top skills and/or industry-based key words in a creative way.

Summary: Describe who you are and what your personal brand is in this section.

Experience: Fully outline your experiences, skills and accomplishments in this section. In order to help people see your creativity, you can add photos and videos of your work.

Organizations: Include any industry relevant organizations that you have joined and worked in.

Education: Starting from college list all of your education and professional development activities.

Skills & Expertise: Add relevant key skills so that co-workers can endorse you.

Honors & Awards: If you received a significant accolade for your work, list it in this section.

Courses: List relevant classes if you do not have much experience in the field.

Projects: If you led a class project or worked on a significant project in college, let the world know by listing it here.

Recommendations: Ask managers, supervisors and professors that you have worked with to write a recommendation for you.

THE LINKEDIN ALUMNI TOOL

This tool allows you the chance to see what career paths alumni choose based on their LinkedIn information. Explore your college to see where alumni live, work, and their career trajectory.

• Log in to LinkedIn and choose the “Networking” option at the top bar. Choose “Find Alumni” in the drop down box.
• Choose the college that you are interested in learning about, or type in the name of another college.

JOIN GROUPS

Find and join LinkedIn groups by searching for groups from the “Groups You May Like” page.

• In the search box at the top of any page, select Groups from the dropdown list on the left. Then type in your keywords or group name to search.

Researching Employers

Name of company/organization ___________________________ Website: ___________________________

What products/services does the employer provide?

What are the mission, vision, and values of the employer?

Who is the head of the organization?

What do you know about him or her?

Where is the company’s headquarters? How many locations does the employer have?

What is the culture of the employer?

What is the reputation of the employer? Who are their major competitors?

What are the employer’s plans for the future?

Company strengths/weakness/challenges:

What projects/divisions of the employer interest you and why?

Why I am interested in working for this employer?

HOW CAN I FIND THIS INFORMATION?

WHO (People I know that work there, or know people that work there):

WHAT RESOURCES (Are there books or websites where I can find this information):

HOW (Are there any job fairs to attend or networking websites to use):
Internships

GAINING EXPERIENCE

FINDDING INTERNSHIP OPPORTUNITIES

- Meet with the internship coordinator in your academic department and ask about organizations where other students in the department have completed internships.
- Speak to your professors. They may be able to give you suggestions, especially about summer research and summer fellowship opportunities.
- Visit the Career Center for printed and web resources for finding internship postings.
- Review the internship positions section on Cardinal Career Link. On the Career Center’s home page click Cardinal Career Link.
- Participate in on-campus interviews in the Career Center. Register through Cardinal Career Link.
- Attend the Fall Career Fair (September) and Cardinal Job Fair (spring semester) to talk with potential employers.
- Network with classmates, alumni, faculty, previous employers, family, friends, and professional organizations.
- Use LinkedIn.
- Look at the businesses and organizations in the Chamber of Commerce in the places where you would like to intern. A directory of chambers of commerce websites can be found at http://www.chamberofcommerce.com.
- Partner with an organization to create your own internship opportunity.
- Meet with the Assistant Director for Student Connections at the Career Center.

CREATE YOUR OWN INTERNSHIP

Looking for organizations rather than listings opens up a world of possibilities in which to find work that is meaningful and challenging.

- Clarify your goals and objectives. Be sure that your resume effectively communicates to employers the skills, educational background, and experience you would bring to the organization.
- Focus your search. Research places you would like to live, the industry or type of organization you are interested in and the type of work, the work environment, and the time commitment you would prefer.
- Investigate the (not so) obvious. If you already have a relationship with local organizations through volunteer part-time work or summer positions, approach them about serving an internship. The key is to create a position that would fit your academic experience and career interests.

INTERNSHIPS

- Involve part- or full-time work experience that is directly related to your field of study, career goal, or both.
- Are either required or optional in each department at Ball State. Contact the internship coordinator in your academic department for more information.
- May be pursued without applying for academic credit.
- May be arranged during the academic year or summer.
- May be paid or unpaid.

INTERNSHIP TIMELINE

One to Two Semesters Before Your Internship

- Conduct research on employers and develop a list of organizations you want to contact.
- Develop a resume and cover letter to send to potential internship employers.
- Practice interview skills.
- Gather application materials (transcripts, references).

One Semester Before Your Internship

- Interview for internships.
- Send thank-you letters to interviewers.
- Follow up with the interviewers if you haven’t heard from them in a few weeks.
- Evaluate offers and examine the entire position, not just the compensation.
- Accept the position in writing.

INTERNSHIP PREPARATION

- Participate in the Intern Ready Program (see page 5)
- Prepare your job-search materials (e.g., resume, cover letter, references, portfolio).
- Meet with an advisor at the Career Center for an individual appointment.

One to Two Semesters Before Your Internship

- May be paid or unpaid.
- May be arranged during the academic year or summer.
- May be pursued without applying for academic credit.
- May be involved on campus.
- May be related to your field of study, career goal, or both.
- Are either required or optional in each department at Ball State. Contact the internship coordinator in your academic department for more information.

INTERNSHIP TIMELINE

One to Two Semesters Before Your Internship

- Conduct research on employers and develop a list of organizations you want to contact.
- Develop a resume and cover letter to send to potential internship employers.
- Practice interview skills.
- Gather application materials (transcripts, references).

One Semester Before Your Internship

- Interview for internships.
- Send thank-you letters to interviewers.
- Follow up with the interviewers if you haven’t heard from them in a few weeks.
- Evaluate offers and examine the entire position, not just the compensation.
- Accept the position in writing.

INTERNSHIP PREPARATION

- Participate in the Intern Ready Program (see page 5)
- Prepare your job-search materials (e.g., resume, cover letter, references, portfolio).
- Meet with an advisor at the Career Center for an individual appointment.

On-Campus Student Employment

- Look for a part-time job? Why not consider an on-campus job? You don’t have to travel far, often look at the positions that are very flexible around your schedule, and most importantly, you will learn valuable transferable workplace skills employers say they want in candidates.
- An on-campus job provides an opportunity to earn extra money, meet people, develop transferable job skills, learn time-management skills, gain experience, and get more involved on campus. Studies indicate that students who are active on campus perform better in the classroom and have greater success in post-undergraduate endeavors.
- All campus student employment is coordinated through the Career Center. To be eligible for employment, you must be currently working toward a Ball State degree and satisfy additional eligibility conditions. Ball State University uses the Federal E-Verify authentication process to confirm that those hired by the university are eligible under the law to hold employment within the United States.
- Cardinal Career Link lists hundreds of employment opportunities. The “On-Campus Student Employment” job postings on Cardinal Career Link are available using your username and password from any location with access to the World Wide Web.
- To begin the job application process, you must first access the account created for you on Cardinal Career Link. Refer to page 5 to learn more about Cardinal Career Link. To learn more about on-campus employment, call 765-285-5634 during regular business hours or drop by the Career Center in Lucina Hall 220 between 8 a.m. and 4:30 p.m. during fall and spring.

INTERNSHIP DATABASES

- Cardinal Career Link: http://www.bsu.edu/careers/careerlink
- Indiana INTERNet: http://indianaintern.net
Sample Resume

NAME
Street, City, State, Zip email phone

Objective
A marketing position with Exact Target in Indianapolis, IN utilizing my skills in data analysis, target marketing, and problem solving

Capabilities Profile
My proven capabilities are applicable in a variety of areas, including:
- Problem Solving
- Statistical Analysis
- Client Relationships
- Research
- Critical Thinking
- Professional Presentations
- Target Marketing
- Web Design
- Customer Service

Education
Master of Business Administration
Expected May 2019
Ball State University, Muncie, IN

Bachelor of Science, Business
May 2018
Ball State University, Muncie, IN

Selected Examples of Coursework:
- Marketing Research, Business Writing, Marketing Strategy, Professional Speaking, Business and Organizational Marketing, Consumer Behavior, and International Business

Marketing Experience
Exact Target, Indianapolis, IN
May 2017 to Aug 2017
Marketing Intern
- Successfully conducted client needs analysis through meeting with client to uncover real needs and discuss expectations
- Responsible for survey development, deployment, data collection, and statistical analysis using SPSS
- Effectively presented findings utilized to enhance the mission of our client

Summer Olympics
Jan 2016
Immersive Learning Project – Ball State University
- Produced five video segments of behind-the-scenes interviews
- Captured action-shot photographs of athletes competing in various sports

Various Customer Service / Sales Experience
US Cellular, WZMB, Furniture Mart, Muncie, IN
Apr 2015 to Present
Customer Service / Sales
- Consistently achieved top sales
- Accurately managed inventory and effectively merchandised sales floor to increase revenue
- High awareness of product and service knowledge resulting in excellent customer service and return business

Honors & Awards
Honor Roll, Dean’s List, American Marketing Association New Member of the Year

Cover Letter Template

(Tip: The cover letter should be one page and use the same font and heading as your resume.)

Date of application
Recruiter Name/Contact
Recruiter Contact Title/Department
Organization Name
Mailing Address
(Tip: use the employer contact information from the job/internship posting or research the website)

Dear Recruiter First/Last Name (Tip: recommended) or Dear Sir or Madam (if unsure of recruiter contact):

Intro Paragraph (3-5 sentences)
- Reference the employer and opportunity and how you learned about the position (website, networking, etc.)
- Discuss your University, major, year of study/grad date, and/or relevant coursework
- Consider why you are applying for the position and discuss your interest and motivation for the opportunity (Tip: review the posting and employer’s about us webpage for ideas)
- For an internship, write about your learning objectives

Middle Paragraph(s) (3-5 sentences)
(Tip: write 2-3 multiple paragraphs with each focusing on a specific skill and/or experience)
(Tip: include a statement that connects your skills/experiences back to the position/employer)
- Review the job/internship posting and employer website and highlight your skills and past experiences that are the most applicable (Tip: complete a SWOT Analysis)
- Remember experiences can be paid, unpaid/volunteer, internships, academic coursework/programs, study abroad, leadership roles, student organizations, community programs, and/or military training
- Provide specific and detailed examples of your experiences and accomplishments
- Focus on your qualifications and transferability of skills if you have limited direct experience (Tip: if you have limited previous experience for the position, discuss an experience where you learned new skills)

Concluding Paragraph (3-4 sentences)
- Restate your interest in the position (Tip: to show enthusiasm, e.g. I am excited about…)
- When appropriate, add a follow-up statement; for example, I will contact you the week of Month/Day to follow-up on my application and address questions you may have
- If you do not plan to follow-up on the application, include your contact information
- End document with a thank you/appreciate statement

Sincerely,
Your Name

www.bsu.edu/careers
RESUMES, COVER LETTERS & PROFESSIONAL COMMUNICATION

Email Correspondence

Dear Ms. Jones:

I just wanted to send a quick note to thank you for your interview review. The points you discussed are exactly what I've been looking for, and I feel that I will be able to make a positive contribution to your organization. I appreciate the opportunity to be considered for employment at XYZ Corporation. Please don't hesitate to contact me if you need further information.

Sincerely,
John Doe

Remember, a thank-you note is just that—a simple way to say thank you. In the business world, even these brief notes need to be handled with care.

COVER LETTERS

A well-crafted cover letter can help "sell" you to an employer. It should accomplish three main things:

1. Introduce yourself to the employer. If you are a recent college graduate, mention your major and how it would apply to the job you are seeking. Discuss your extracurricular activities and how you were involved in both the part-time jobs you held while a student and any projects where you might seem trivial to you. Chances are, you probably picked up some transferable skills that will be useful to you in the workplace.

2. Sell yourself. Briefly state your education and the skills that will benefit the employer. Don't go into a lot of detail here—that's what your resume is for—but mention your skills that will benefit the employer. Don't go into a lot of detail here—that's what your resume is for—but mention your skills that will benefit the employer. Don't go into a lot of detail here—that's what your resume is for—but mention your skills that will benefit the employer.

3. Request further action. This is where you request the next step, such as an appointment or a phone conversation. Be polite but sincere in your desire for further action.

TIPS

In addition to the guidelines stated above, here are a few tips to keep in mind:

- Make sure you spell the recipient's name correctly. If the person uses initials such as J.A. Smith and you are not certain of the individual's gender, then begin the email: “Dear J.A. Smith.”
- Stick to a standard font like Times New Roman, 12-point.
- Keep your email brief and businesslike.
- Proofread everything you write before sending it.

While a well-crafted email may not be the only thing that will get your resume noticed, it isassured that an email full of errors will result in your being overlooked. Use these email guidelines and you will give yourself an advantage over other job-seekers who are unaware of how to professionally converse through email.

Written by John Martalo, a freelance writer based in San Diego.

RESUMES, COVER LETTERS & PROFESSIONAL COMMUNICATION

Email Correspondence

Dear Mr. Smith:

I was referred to you by a mutual acquaintance. I have enclosed my resume for your consideration.

In my experience, I have developed excellent people skills, the ability to work under pressure, and a strong work ethic.

I am available for an interview at your convenience.

Sincerely,

[Your Name]
The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you plan how you would perform on opening night without rehearsing, to help with the interview process, keep the following ten rules in mind:

1. **KEEP YOUR ANSWERS BRIEF AND CONCISE.** Unless asked to give more detail, limit your answers to two to three minutes per question. Tape yourself and see how long it takes you to fully answer a question.

2. **INCLUDE CONCRETE, QUANTIFIABLE DATA.** Interviewers tend to look for specifics. Unfortunately, generalities often fail to convince interviewers that the applicant has assets. Include measurable information and provide details about specific accomplishments when discussing your strengths.

3. **REPEAT YOUR KEY STRENGTHS THREE TIMES.** It’s essential that you comfortably and confidently articulate your strengths. Explain how the strengths relate to the company’s or department’s goals and how they might benefit the potential employer. If you repeat your strengths then they will be remembered and—if supported with quantifiable accomplishments—they will more likely be believed.

4. **PREPARE FIVE OR MORE SUCCESS STORIES.** In preparing for interviews, take a list of your skills and key assets. Then reflect on past jobs and pick out one or two instances when you used those skills successfully.

5. **PUT YOURSELF ON THEIR TEAM.** Allying yourself with the prospective employer by using the employer's name and products or services. For example, “As a member of ... I would carefully analyze the ...” Show that you are thinking like a member of the team and will fit in with the existing environment. Be careful not to say anything that would offend or be taken negatively. Your research will help you in this area.

6. **IMAGE IS OFTEN AS IMPORTANT AS CONTENT.** What you look like and how you say something are just as important as what you say. Studies have shown that 65 percent of the conveyed message is nonverbal: gestures, physical appearance and attire are highly influential during job interviews.

7. **ASK QUESTIONS.** The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you plan how you would perform on opening night without rehearsing, to help with the interview process, keep the following ten rules in mind:

8. **MAINTAIN A CONVERSATIONAL FLOW.** By consciously maintaining a conversational flow—a dialogue instead of a monologue—you will be perceived as more positively. Use feedback questions at the end of your answers and use body language and voice intonation to create a conversational interchange between you and the interviewer.

9. **RESEARCH THE COMPANY, PRODUCT LINES AND COMPANY NEWS.** Include measurable information and provide details about specific accomplishments when discussing your strengths.

10. **KEEP AN INTERVIEW JOURNAL.** As soon as possible, write a brief summary of what happened. Note any follow-up action you should take and put it in your calendar. Review your presentation. Keep a journal of your attitude and the way you answered the questions. Did you ask questions to get the information you needed? What might you do differently next time? Prepare a brief interview letter. Restate your skills and stress what you can do for the company.

In summary:

- Because of its importance, interviewing requires advance preparation. Only you will be able to positively affect the outcome. You must be able to compete successfully with the competition for the job you want. In order to do that, be certain you have considered the kind of job you want, why you want it and how you qualify for it. You also must face reality: Is the job attainable?

- In addition, recognize what it is employers want in their candidates. They want “can do” and “will do” employees. Recognize and use the following factors to your benefit as you develop your sales presentation. In evaluating candidates, employers consider the following factors:
  - Ability
  - Loyalty
  - Initiative
  - Personality
  - Communication skills
  - Acceptance
  - Work record
  - Recommendations
  - Outside accomplishments in school
  - Impressions made during the interview

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

---

**Are You Ready for a Behavioral 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 upcoming interview, be prepared to show how you handled the situation. Based on the premise that the best way to predict future behavior is to determine past behavior, this style of interviewing is popular among recruiters.

Today, more than ever, each hiring decision is critical. Behavioral interviewing is designed to minimize personal impressions that might cloud the hiring decision. By focusing on your applicant’s actions and behaviors, rather than subjective impressions that can sometimes be misleading, interviewers can make more accurate hiring decisions.

A manager of staff planning and college relations for a major chemical company believes, “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].” The company introduced behavioral interviewing in the mid-1980s at several sites and has since implemented it companywide.

**BEHAVIORAL VS. TRADITIONAL INTERVIEW.** If you have training or experience with traditional interviewing techniques, you may find the behavioral interview quite different in several ways:

- 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 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.
- You may not get a chance to deliver any prepared stories. Follow-up questions will be taking notes throughout the interview.
- The behavioral interviewer has been trained to objectively judge information and works from a profile of desired behaviors that are needed for success on the job. A candidate who has demonstrated in previous positions is likely to be repeated, you will be asked to share situations in which you may or may not 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, it is important to look for behaviors in situations similar to those of the target position.
  - With experience, it is essential to assess your ability to perform in a variety of situations.

**DON’T FORGET THE BASICS**

- Instead of feeling anxious or threatened by the prospect of a behavioral 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 interviewer is looking for past actions only. It will always be important to put your best foot forward; however, you may find the interviewer with appropriate attire, good grooming, a firm handshake and direct eye contact. There is no substitute for preparation, confidence, preparation, enthusiasm and a positive attitude.

**HOW TO PREPARE FOR A BEHAVIORAL INTERVIEW.** Recall recent situations 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. Initially he 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 team him with the other course. He was only 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 a ‘B’ on it.”

- The interviewer might then probe: “How did you feel when you confronted this person?” “Exactly what was the nature of the question?” “What was his responsibility as a team member?” “At what point did you take over?” 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.

- In summary, interviewing is a two-way street whereby you and the interviewer are testing each other’s skills. Don’t ask about benefits or salary. 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.

- With experience, it is essential to assess your ability to perform in a variety of situations.
Dress to Impress

Part of researching an employer is trying to find out how the company culture dictates employees’ appearance. For an interview, try to dress to one level higher than the employer expects. Best practices for interview appearance are as follows.

Suits

A suit or tailored dress is the most professional attire. Choosing a conservative, classic style is usually a good rule because it is versatile and a good investment. Build your professional wardrobe around a neutral color like navy, charcoal gray, black, or beige.

Accessories

Shoes should be comfortable, conservative, closed-toed heels or dress flats that match your suit or dress. Such accessories as handbags, belts, and scarves should be coordinated with your outfit and match the most prominent neutral color in your wardrobe. Stay away from jewelry that moves too much or makes noise as it is distracting. Choose small gold, silver, or pearl jewelry. Facial jewelry is not appropriate for a conservative professional setting. When applying makeup, aim for a natural look that enhances your appearance.

Accessories

The best fabric for ties is silk; followed by polyester that has a silk appearance. The tie should reach just above your belt buckle and be a repetitive pattern in a dark color. The best shoes for an interview are leather or simulated leather lace-up shoes that match the color of your pants. Watches, wedding rings, and conservative men’s rings are appropriate, but facial jewelry is not appropriate for a conservative, professional setting.

Grooming

Personal hygiene is essential in all professional settings, including clean and well-groomed hair; clean, healthy nails; and well-groomed facial hair. A short, conservative hair style is the most professional. If you have a beard or mustache, groom it daily. Tattoos should be covered for a professional look.

Grooming

For Women

For Men

Should be short and well groomed.

The best choice in a suit is a pure wool or wool-blend suit in navy or charcoal gray with or without pin-stripes. Wear traditional cotton or cotton-blend shirts in white or light blue with long sleeves and straight or button collars.

The best choice in a suit is charcoal gray, black, or beige.

Most professional look. The condition of your hair is also important. Nails should be short and well groomed. Choose a neutral or clear nail polish.

1. Should I consider going to graduate school? Going to graduate school might be a good idea if you...

- want to be a professor, lawyer, doctor, investment banker or work in any profession that requires a post-secondary education;
- wish to develop additional expertise in a particular subject or field to maximize your future earning potential and opportunities for career advancement;
- are deeply interested in a particular subject and wish to study it in-depth—and have the time and financial resources to devote to further education.

Going to graduate school might not be a good idea if you...

- are trying to delay your entry into the “real world” with real responsibilities and real bills.
- are clueless about your career goals.
- aren’t prepared to devote the time and hard work needed to succeed.
- want to stay in school longer to avoid a poor job market.

2. Is it better to work first or attend graduate school immediately after I complete my undergraduate degree? Work first if...

- you would like to get some real-world work experience before investing thousands of dollars in a graduate degree;
- the graduate school of your choice prefers work experience (most MBA and some Ph.D. programs require this);
- you cannot afford to go to graduate school now, and you haven’t applied for any scholarships, grants, fellowships and assistantships, which could pay for a great deal of your education.

Go to graduate school now if...

- you are absolutely sure you want to be a college professor, doctor, lawyer, etc., and need a graduate degree to pursue your dream job;
- you’re an undergraduate student who has been awarded a scholarship or fellowship that will cover your tuition;
- your study habits and mental abilities are at their peak, and you worry whether you’ll have the discipline (or motivation) to write papers and study for exams in a few years.

3. I am broke. How will I pay for tuition, books, fees and living expenses?

- Family: You’ve likely borrowed from them in the past; maybe you’re lucky enough for it to still be a viable option.

- Student Loans: Even if you’ve taken out loans in the past, another $50,000 - $75,000 may be a sound "investment" in your future.

- Fellowships: Applying for a fellowship is usually a good first step to determining whether graduate school is right for you. Here are some pointers to help you make an enlightened decision.

- Teaching/Research Assistantships: Many assistantships include tuition waivers plus a monthly stipend. It’s a great way to get paid for earning an education.

- Employer Sponsorship: Did you know that some companies actually pay you to attend graduate school? This is when the catch is usually expected you to continue working for them after you complete your degree so they can recoup their investment.

4. What are the pros and cons of going to graduate school full-time vs. part-time? Benefits of attending graduate school full-time:

- you’ll be able to complete your degree sooner.
- you can totally commit your intellectual, physical and emotional energy to your education.
- ideal if you want to make a dramatic career change.

Benefits of attending graduate school part-time:

- work income helps pay for your education.
- you can take a very manageable course load.
- you can juggle family responsibilities while completing your degree.
- allows you to work in the function/industry/career of your choice while continuing your education.
- employer will often pay for part (or all) of your graduate degree.

5. Assuming I want to go to graduate school in the near future, what should I do now?

a. Identify your true strengths, interests and values to help you discover what fits right for YOU—not your friends or parents.

b. Keep your grades up and sign up (and prepare) to take the required standardized tests.

c. Talk to faculty, friends and family who have gone to graduate school to get their perspective about the differences between being an undergraduate and a graduate student.

d. Talk to faculty, friends and family who are in your targeted profession to get a realistic sense of the career path and the challenges associated with the work they do.

e. Investigate creative ways to finance your education—by planning ahead you may reduce your debt.

f. Research graduate schools to help you find a good match.

g. Investigate the admissions process and the current student body profile of your targeted schools to evaluate your probability for admission.

h. Have faith and APPLY! Remember, you can’t get in unless you apply.

Written by Roslyn J. Bradford.
Guidelines for Writing Your Personal Statement

STEP 1: BRAINSTORMING

Actions:
- Devote time to reflect on the following questions.
- Discuss them with friends or family members.
- Jot down notes. In some cases write sentences.
- Think about the flip side of each question. For example, why are you really committed to the field of biology despite pressure from your parents to become a lawyer or to get a job?

Your answers to some of these questions will form the heart of your personal statement.

1. How did your pre-college education influence your decision to pursue graduate study in your field?
   Think about: High school courses, teachers, special, programs, student organizations, and community or volunteer work.

2. How has your college experience influenced your decision?
   Think about: College courses, professors, academic interests, research, special programs, student organizations, and the decision-making process you went through to choose your major.

3. How has your work experience influenced your decision?
   Think about: Internships, externships, part-time jobs, summer jobs, and volunteer or community work.

4. Who has had the most influence on your decision to pursue graduate study in your field?
   Think about: Parents, relatives, teachers, professors, clergy, friends of the family, college friends, parents of friends, local merchants, supervisors, coaches, doctors, dentists, lawyers, etc.

5. What situation has had the most influence on your decision?
   Think about: Family, academic, work or athletic situations. Think about happy, sad, traumatic, moving, or memorable situations.

6. What personally motivates you to pursue graduate study in this field?
   Think about: Your personal skills, interests, and values.

STEP 2: WRITING YOUR PERSONAL STATEMENT

Actions: Incorporate your responses to the above questions.

Begin writing your first draft:
1. Develop an outline of your statement prior to writing. It doesn’t have to be detailed. It can be three or four main points in the order you want to make them.
2. Accentuate your strengths and what makes you unique.
3. Explain your weaknesses in positive ways. For example, refer to them not as weaknesses but as areas for improvement or growth.
4. Paint pictures and tell stories about what makes you special. In this way the admissions readers will remember you. The story can be happy or sad. The more feeling you can inject into your statement, the more you will stand out.
5. Find out the specific orientation and philosophy of the graduate program. Adapt and refine your statement to fit. This will make you stand out from other applicants who recycle the same personal statement with each application.

Suggested Outline

Paragraph 1: The qualities you will bring to this school
Paragraph 2: Your academic interests and achievements
Paragraph 3: Your career interests
Paragraph 4: The qualities you will bring to this school

Your personal statement will likely range from 250-1200 words or 1-6 pages. The typical personal statement should be 2-3 double-spaced pages or 500-700 words. Here is a suggested outline. You should adjust the main point of each paragraph and number of paragraphs depending on the desired length of your personal statement and the areas in your background that you choose to emphasize.

Paragraph 1: A personal human-interest story
Paragraph 2: Your academic interests and achievements
Paragraph 3: Your relevant work and/or research experiences
Paragraph 4: Your career interests
Paragraph 5: Why you are interested in this particular school
Paragraph 6: The qualities you will bring to this school

REFERENCES


PERSONAL STATEMENT CRITIQUES

Contact your campus career office and make an appointment with a career counselor to have your personal statement critiqued. Ask a professor if they would review it as well. Having feedback from professionals with different points of view can only make for a stronger personal statement overall.

Adapted with permission from the University Career Services department at Rutgers University, New Brunswick Campus.
Glick Careers: More than Just a Job.

When you join the Glick team, you embark on more than just a career path. You join a mission. Our company makes a difference in peoples lives.

The Gene B Glick Company has internship & full time position openings to help you take the next step in your Property Management Career!

- Privately owned and operated for over 70 years
- Supportive team environment
- 20,000 units in 13 states
- Competitive compensation and benefits
- Paid summer internships with housing provided
- Generous rent discount at our communities

Visit Our Website to learn more! GeneBGlick.com

Willowbend Living Center: a skilled nursing facility in Munice, IN, is committed to residents and employees. Willowbend Living Center provides the utmost quality of care to residents by selecting the best, qualified employees to work on our team. At Willowbend Living Center, we support and empower employees in their role by trusting them to perform direct care to residents while also encouraging them to lead their department.

Willowbend Living Center is seeking compassionate RNs, LPNs, & CNAs who want to make a difference and be part of a team who excels to succeed.

Willowbend Living Center offers competitive compensation & benefits including: Tuition assistance, Scholarships, Verizon cell phone discounts, group health, dental, & vision insurance, & life and disability insurance!

Work at Willowbend Living Center & bloom into a career
https://www.jobs.net/jobs/magnolia-healthcare/
A n area of the job search that often receives little attention is the art of negotiating. Once you have been offered a job, you have the opportunity to defend your terms of employment. Negotiations may be uncomfortable or unsatisfying because we tend to associate the concept of negotiation with something that is counterproductive to the concept of negotiations. Negotiating with your potential employer can make your job search one that benefits 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 and preparation. Negotiation 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.

**DOULARS AND SENSE**

Always begin by expressing genuine interest in the position and the organization, emphasizing the areas of agreement but avoiding “yes” or “no” without a second thought. Be prepared to support your points of disagreement, outlining the rationale for your position and the reason for compromise. A good test of logic is this: can you do this and why it would serve the company’s best interests to accommodate your request.

Prepare your list of priorities in advance. Back up your reasons for wanting to change the offer with meaningful, work-related skills and positive references. The employer is usually ready to negotiate 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. Meaningful work experience or internships that have demonstrated or tested your professional skills are things that will make an employer listen.

It is sometimes more comfortable for job-seekers to make this initial request in writing and plan to meet later to hash out the differences. You will need to be fairly direct 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 not as powerless as you think.

Sometimes the employer will bristle at the suggestion that there is room to negotiate. Stand firm, but encourage the employer to think about a day or two at which time you will discuss the details of your proposal with him/her. Do not rush the process because you are uncomfortable. The employer may be counting on this discomfort and use it to derail the negotiations. Remember, this is a series of volley and lob, trade-offs and compromises that occur over a period of time. It is a process—not a singular event!

Once you have reached a conclusion with which you are both relatively comfortable, prepare a written document in which you interpret the agreement so that if there is any question, it will be addressed immediately. Negotiation, by definition, implies that each party is free to receive as low as an ultimatum.

If the employer chooses not to grant any of your requests—and realistically, he or she can do that—you will still have the option of accepting the original offer which you have maintained a positive, productive and friendly atmosphere during your exchanges. You can always return a. At a later negotiation. Remember, you have demonstrated your worth to the organization.

**MONEY ISN’T EVERYTHING**

There are many things you can negotiate besides salary. For example, benefits can include additions as well as relocation compensation package. Benefits can range from paid personal leave to discounts on the company’s products and services. They constitute more than just dealing on the cake; they can be even be better than the cake itself. Traditional benefits packages include health insurance, paid vacation and personal/sick days. Companies may offer such benefits as child care, elder care or use of the company jet for family emergencies. Other lucrative benefits could include insurance and a variety of retirement plans. Some organizations offer investment options as well as relocation reimbursement and tuition credits for continued education.

Written by Lily Maestas, Career Counselor, Career Services, University of California, Santa Barbara.

**FACIER IN BENEFITS**

Of course, salary is only one way in which employers financially compensate their employees. Ask anybody with health care away from your current address, will the employer pay for part or all of your moving expenses? Even if you are looking for a longer term job, location can be important—especially as it relates to travel time. A long commute will cost you money, time and possibly even a little frustration. Make sure the tradeoff is worth it.

**TIME IS ON YOUR SIDE**

It’s acceptable to request two or three days to consider a job offer. And depending on the employer and the position, even all of us. Employers don’t like uncertainty. Make sure you give enough 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 enough time to consider the position? Can you give us an answer one way or another as soon as you can.

**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 and the start date. When rejecting an offer, make sure to thank the employer for their time and interest. It always pays to be polite in your correspondence. You never know where your career path will take you in the future. It just takes by carefully accepting an offer you initially rejected.

Written by Chris Enstrom, a freelance writer from Nashville, Ind.

**WHO’S THE BOSS?**

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. Is the company for-profit, what were its earnings last year? What are its projections for growth? If the job is with a government agency or nonprofit, what type of funding does it have? How long has the employer been around? You want to receive the best job offer in the world, but if the job is cut in six months, it won’t do you good.

**CORPORATE CULTURE**

There are three aspects to a work environment: 1) the salary; 2) the ability to understand 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, will you be able to do your job without feeling trapped in a cluster of cubicles. If you are an extrovert, 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 protocols? Whenever possible, you should talk to current or previous employees to get a sense of the corporate culture. You may also be able to get a sense of the environment during the interview process. Meet your potential boss and co-workers during the interview process. Ask yourself if the corporate culture is compatible with your work? Your boss 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 may not be able to get a good sense of your potential co-workers or boss during the interview process. But if you do develop strong feelings one way or the other, be sure to take them into consideration when making your final decision.

**LIKE WHAT YOU DO?**

Recent college graduates are seldom able to land their dream jobs right 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 travel is expected for your current position?

**LOCATION, LOCATION, LOCATION**

Climate, proximity to family and local population (i.e., urban vs. rural) should all be evaluated against 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 for a longer term job, location can be important—especially as it relates to travel time. A long commute will cost you money, time and possibly even a little frustration. Make sure the tradeoff is worth it.

**THE FIRST QUESTION**

When rejecting an offer, make sure to thank the employer for their time and interest. It always pays to be polite in your correspondence. You never know where your career path will take you in the future. It just takes by carefully accepting an offer you initially rejected.

Written by Chris Enstrom, a freelance writer from Nashville, Ind.
How to Excel at Work

1. MANAGE YOUR OWN CAREER
   a. Become proactive about managing your career and do not expect others to do this for you.
   b. Develop a clear outline of your career goals and consider new opportunities that align with your current vision and values you hold for your life and work.

2. MAKE YOUR PERSONAL BRAND KNOWN
   a. Know your purpose in life, and ensure that your career supports the fulfillment of that purpose.
   b. Have a clear and compelling personal brand that conveys your industry expertise that you are passionate about. Infuse your personal brand in everything that you do in and outside of the company.

3. BECOME AN INDUSTRY EXPERT AND DELIVER RESULTS
   a. Continue to learn at least one critical industry skill per year. This will ensure that you will have an above-average level of technical skills relevant to your profession. Seek to enhance your communication skills, whether by reading, taking courses, participating in organizations, or acting on feedback from peers and mentor(s).
   b. Work on projects that expand the scope of skills and knowledge you currently possess.
   c. Learn to solve complex, work-related problems and figure out creative solutions to obstacles that may surface.

4. SHOW YOUR LEADERSHIP QUALITIES—EVEN IF YOU ARE NOT IN A LEADERSHIP ROLE
   a. Take initiative on projects within your scope of authority and do not wait for someone to ask you to do it.
   b. Take informal opportunities to manage or mentor other people.
   c. Appreciate and acknowledge others’ work and accomplishments.

5. CONTINUE TO NURTURE AND BUILD YOUR PROFESSIONAL CONTACTS
   a. Treat everyone respectfully inside and outside the organization.
   b. Talk respectfully about your manager, coworker, and customers.
   c. Participate on cross-functional teams so that other people outside your department can see your value.

Create Your 30/60/90 Day Plan

Starting a new role can be stressful. Developing a 30/60/90 day plan may help to set you on the right professional track. Your 30/60/90 day plan is your written roadmap from a new hire to an effective leader. By organizing and prioritizing your activities and goals, you can make the most out of the initial stages of your new role.

Here is a sample outline of suggested goals to incorporate into your own, customized plan:

30 DAYS—THE STARTING LINE
It is imperative at this stage to take the time to understand exactly what it is that the company is trying to accomplish through their strategic plan. As a new hire, it is important to put in the effort to study and learn the internal workings of the company as follows:
- Understand the mission statement and vision in order to reach these core values in your work.
- Understand your boss’s expectations of you in the job and with key projects.
- Begin forming professional relationships with coworkers by making appointments with key staff members to talk about their role in the organization.
- Learn about your customers and clients.
- Understand the overall company culture.

60 DAYS—CREATING YOUR OWN PATH
Once you have taken time to fully understand the company, begin adding your strengths to the position:
- Start building your own personal brand within the company by showcasing what you do well.
- Eagerly find new projects to work on that might add to your skill set outside of your normal set responsibilities.
- Continue to keep your boss’s expectations of you at the forefront of all that you do.

90 DAYS—COASTING STAGE
By this time, you fully understand the role you play in the company. You may start to become interested in taking on a leadership role with some of the projects. At this point, consider the following:
- You know your company well and all of the key players within it.
- Be aware of new projects and offer possible solutions to key issues in the company.
- Start to grow and nurture your contacts proactively.
- Look into getting more involved by joining a club, council, board, or committee.
College Recruitment Media and Ball State University wish to thank the above participating advertisers for making this publication available to students.