

The Center for Career + Calling Presents:



PROFESSIONAL  
**SURVIVAL GUIDE**  
FOR THE  
**JOB & INTERNSHIP**  
**SEARCH PROCESS**



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Professional Survival Guide for Interviewing

Professional Survival Guide for Informational Interviewing

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## Top 5 Candidate Skills/Qualities

### Employers Seek

*NACE Job Outlook 2013*

1. Ability to **verbally communicate** with persons inside and outside the organization
2. Ability to **work in a team** structure
3. Ability to **make decisions** and **solve problems**
4. Ability to **plan, organize, and prioritize** work
5. Ability to **obtain and process** information

# INTRODUCTION

Searching for the perfect job or internship can be a full-time job in itself. Are you getting out of it what you put into it? Use this survival guide as a tool to support you in your job/internship search.

**Did you know that over 80% of available opportunities are NOT posted anywhere??**



## 10-20% of available opportunities are **publicized**:

These consist of open postings on company and job search websites, as well as those available through employment agencies. Most job seekers spend the majority of their time and efforts looking here.

## 5-10% of available opportunities are **anticipated**:

These are jobs and internships that employers expect to eventually fill. They are sometimes posted on company websites, but best heard about from people working within the company. These positions are most readily found through your network of contacts and at Career + Calling' events.

## 80-90% of all available opportunities are **HIDDEN**:

These are usually unadvertised and are acquired through networking and personal connections. See **Step 3: Networking 101** for ideas on uncovering these opportunities.

## 10 Reasons to Get an Internship (paid or unpaid!)

1. Learn more about a chosen field of work
2. Clarify your career goals
3. Apply classroom theory to real work situations
4. Identify and strengthen your interests and talents
5. Investigate organizational cultures
6. Gain professional skills: written and oral skills, teamwork and problem solving skills
7. Add related experience to your resume
8. Create contacts to build your network and gain future employment
9. Become more marketable when you graduate
10. **Did you know?** Graduates with internship experience typically receive **higher** starting salaries than graduates without internship experience (*NACE Experiential Education Survey, 2006*)

# INTRODUCTION

## 10 KEY JOB SEARCH TIPS FOR NEW GRADUATES

### 1. Don't wait to start job searching.

You might be tempted to take a few months off after graduating to relax, but you might not realize how long job searches take. Hiring processes often take months, and getting a job in this market—especially without much experience—may really take a long time. Start actively searching now, since even with a May start, you might not find a job until the fall or later.

### 2. Include all of your work experience on your résumé.

New grads sometimes exclude certain types of work from their résumé, like fast food or retail, figuring that it won't be relevant to the types of jobs they're targeting now. But especially if you don't have much other work experience to show, these sorts of jobs can be key in demonstrating that you know how to deal with customers, show up reliably and that you have a track record of handling paid employment like an adult. Don't shy away from including them.

### 3. Don't listen to every piece of job-search advice you hear.

If your parents or friends are your main source of job-hunt guidance, you might be at a disadvantage. Job-search conventions have changed significantly in the last decade, so your parents might not know what's most effective in the process today. And your friends probably don't have much more experience than you do, so take their suggestions with some skepticism. Seek out more current and reliable sources of advice instead.

### 4. Don't apply for everything you see.

Anxious job seekers sometimes blast off their résumé to every opening they spot, hoping that something will garner them a call-back. But carefully targeting your search to jobs you're truly qualified for—and writing a tailored cover letter for each—will get you far better results than simply aiming for quantity. That said...

### 5. Broaden your horizons.

While you shouldn't apply for everything you see, you also shouldn't be narrow and only willing to consider a very specific role in a very specific field. The reality is, in today's job market you might not have the luxury of being picky about the specific roles you'll take. Open yourself up to a broader range of possibilities, and you might find it easier to find work (and might also discover that you like some of the alternatives that you hadn't originally considered!).

### 6. Don't think you can't intern just because you're no longer a student.

If you're having trouble finding a full-time job—and if you're like a lot of new grads, you might be—don't assume that internships are no longer a possibility. Many internships are open to non-students, and they can be a good way to get experience and give you something to put on your résumé while you continue to search for something full-time. Volunteering can play a similarly useful role as well.

### 7. Use your network.

You might feel pushy reaching out to co-workers at past internships, your parents' friends and other people you know, but it's very normal to do that as part of a job search. At a minimum, make sure that you've alerted your managers from past jobs to the fact that you're now looking—that's a basic and crucial step that far too many new grads overlook.

### 8. Practice interviewing.

You might have been able to get away with occasionally skipping a reading for a class, but job interviews don't work that way: Interviewers will be able to tell whether you prepared or not, and winging it—especially when you don't have much experience interviewing—virtually guarantees that you'll crash and burn. If you prepare ahead of time and practice your answers to likely interview questions, you'll do far better in interviews and dramatically increase your chances of getting an offer.

### 9. Keep your image professional.

Make sure that your email address, outgoing voice mail message and online presence all portray you as a professional, mature adult, not a partying college student. Employers will form opinions about you based on these things, and the more mature and polished you appear, the better your chances.

### 10. Don't panic.

Your job search might take time, possibly a lot of time. That's pretty common these days. But it doesn't mean that you'll be unemployed forever or living with your parents when you're 45. You will find a job eventually!

*Reference:* <http://money.usnews.com/money/blogs/outside-voices-careers/2013/05/06/10-key-job-search-tips-for-new-graduates>

# STEP 1: Self-Awareness

It's important to begin your job or internship search with an **understanding of what you are looking for** in a position and the **skills and experience you have to offer**. Taking the time to do this at the beginning of your search will help you to **focus your efforts** on finding the job or internship you really want, write a fantastic resume and cover letter, and stand out in interviews. Take a few moments to fill out the following sections:

## INTERESTS

What interests you? You can list anything! Sometimes your interests can help you as you brainstorm potential industries and companies later.

**For Example:** I am interested in music and I love going to concerts, but I want to be an accountant. Why don't I become an accountant for a record label or concert venue?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## SKILLS

For the job seeker, list 4 skills you have acquired. If you are looking for an internship, list 4 skills you would like to develop. Look at the list on page 1, do you have the skills that employers are seeking? Do you need to develop those skills?

**For Example:** Written Communication Skills, Presentation Skills, Research Skills, Leadership Skills, etc.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## VALUES

Workplace and personal values influence our career decisions a great deal. Think about your personality and your current or past experiences. What were some things you liked and didn't like? List 4 workplace/personal values that you are looking for in a position.

**Example:** *Short Commute* – My internship was over an hour away from my apartment and I don't want to travel that far on a daily basis.

**Example:** *Teamwork* – I would like to work in an environment that functions as a team; a collaborative environment.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## PREFERENCES

### Location (Be as specific as possible)

- 1.
- 2.
- 3.

### Compensation

- Amount I can live on: \$  
Comfortable amount: \$  
Dream amount: \$

### Type of Organization

- For-Profit     Religious Affiliation  
 Non-Profit     Non-religious Affiliation

### Size of Organization

- Microbusiness (1-19 Employees)  
 Small (20-99 Employees)  
 Medium (100-499 Employees)  
 Large (500+ Employees)

Was filling out this information difficult for you? If you struggled to fill out these sections, we recommend you meet with a Career Consultant to talk more in depth about this information and possibly participate in some interactive activities to help you determine your skills, values, and preferences.

## STEP 1: Self-Awareness

### LIST OF EXPERIENCES

Before you start your job search, it is good to know what experience you bring to the table. Start **compiling a list** of experiences below and try to **identify the skills** you acquired in that position and the **industry** (the businesses that provide a particular product or service i.e.: the entertainment industry or banking industry) that relates to that experience. If you are looking for an internship, include any relevant research and classes you've taken that are relevant to the internship you want. This information will later be included in your resume, so begin compiling it now in order to get an understanding of your top soft/transferrable skills and how or where you developed them.

See our *Survival Guide for Resumes* at [www.apu.edu/career](http://www.apu.edu/career) for further explanation and examples of transferrable skills.

<b>Paid Jobs:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Internships (Paid or unpaid):</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Volunteer Work:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Mission Trips (Domestic &amp; International):</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Ministry &amp; Service:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Service Learning:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Student Leadership:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
<b>Athletic Teams:</b>	<b>Skills Acquired:</b>	<b>Industry:</b>
ACADEMIC EXPERIENCE		
<b>Class/Research/Project of Interest:</b>	<b>Skills Acquired:</b>	

### Brainstorm Industries & Companies

If specific companies or organizations come to mind, make note of them for later use in searching for job and internship postings and in conducting informational interviews. See **Step 3: Build Your Network** to read more about informational interviews.

Top 3 Industries	Top 3 Companies	Top 3 Titles
1.	1.	1.
2.	2.	2.
3.	3.	3.

## STEP 2: Identify Openings

Below are ideas for locating opportunities within the **publicized job market**, which account for 10-20% of all available jobs and internships. We suggest that you start searching within the publicized market to get an overview of the types of opportunities that might be available to you based on your field of interest, education and experience level. **Always expand your search beyond publicized opportunities by tapping into your network of professional and personal contacts.** See *Step 3: Networking 101* for tips on searching within the “anticipated” and “hidden” job and internship markets.

### ONLINE RESOURCES

As you search online, you may encounter different types of position titles. For example, if you are looking for a job in marketing, you may find postings for Marketing Assistants, Associates, Coordinators, or Specialists. All may have different expectations for the amount of experience and education needed.

Use the *Occupational Outlook Handbook* ([www.bls.gov/ooh](http://www.bls.gov/ooh)) to view job descriptions, educational and experience requirements, and salary ranges.

#### Recommended Job/Internship Websites

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**APU Career Network** ([www.apu.edu/career](http://www.apu.edu/career)) - postings for APU students and alumni

Current Students: Login through [home.apu.edu](http://home.apu.edu), click on APU Career Network under QuickLinks

Alumni (Before 2010) and Graduate Students: Create a new account.

**Indeed.com** - Jobs and Internships in every field

**Simplyhired.com** – Job and Internship search with the ability to connect to your professional LinkedIn contacts

**LinkedIn.com/studentjobs** - Entry-level jobs in every field for students and new graduates. For additional information on creating a profile, please make an appointment with a Career Consultant.

**Idealist.org** – Non-profit company, jobs, internships, volunteer opportunities database

**InternQueen.com** -Internships in every field (requires free membership) as well as expert advice on everything related to internships.

**Internships.com** -Internships in every field (Register with your @apu.edu email address and select Azusa Pacific University to sign-up without fees)

**Twitter.com/APUCareer** – We have created industry-specific “lists” through the @APUCareer twitter feed so you can follow companies and industries of interest to you. This is a great way to find out about job/internship openings as well as research and interact with a company in a new way.

**Professional Associations** – A comprehensive list of professional associations can be found on [www.weedles.com](http://www.weedles.com), as well as a physical list housed by the Center for Career + Calling.

#### Disclaimer about job boards from PRIVACY and USAGE Policies – APU – The Center for Career + Calling

Though every effort is made to review every job posting on our website, via the APU Career Network, as well as the affiliated and co-branded sites, some positions may not be reviewed before posting. Clients, job seekers, and others are urged to validate job postings and use caution and common sense when applying. APU Career + Calling strongly advises students to not disclose social security numbers, credit card information or bank account numbers to unknown employers. APU and the Center for Career + Calling cannot be held responsible and/or liable for any damages, real or imagined, past, present, or future, from the information contained in or requested by the job postings. (<http://www.apu.edu/career>)

**For more field-specific job/internship websites** (including postings in arts/entertainment, business/finance, and social service/nonprofit, etc.) go to [www.apu.edu/career](http://www.apu.edu/career).

## STEP 2: Identify Openings

### CHECK IN REGULARLY WITH YOUR COMPANIES OF INTEREST

Regularly check their websites to see if they are hiring. If you are searching for internships, many larger companies have **formalized internship programs and strict deadlines** for applying each fall and spring (and sometimes summer). Here's where your list of companies/organizations of interest come in handy. If there are no positions available, consider setting up *informational interviews* to get to know the organization better. (see **Step 3: Networking 101** to read more about informational interviews)

### CAREER FAIRS & EVENTS

Career + Calling holds annual events that allow students and alumni to meet and network with organizations.

#### Summer Camp Fair

In early February, this event serves to provide summer opportunities for students in all majors at local and national camps. Most camps hire for various positions including camp counselor, nurse, graphic design, photography, recreation, and many more!

#### Major Specific Event

The Center for Career + Calling is moving toward a model where we partner with academic departments to provide more custom career events for students and alumni. Check your email for upcoming events!

Stay up-to-date on all of our major events and local career fairs by "liking" us on Facebook!

[www.facebook.com/AzusaPacificCareer](http://www.facebook.com/AzusaPacificCareer)

### EMPLOYMENT AGENCIES

Agencies and headhunters can place you in both permanent jobs and temporary positions that can turn into full-time opportunities. **Do not rely solely on them to conduct your job search for you.** Treat even one-day placements as extended job interviews. Stay in regular contact with your agency representative. Also, be sure that the agencies you sign up with **do not charge you** for utilizing their services. Their compensation should come from the companies that contract their services to locate workers.

### KEEP IN CONTACT WITH CAREER + CALLING

Career + Calling maintains a database of hundreds of job and internship opportunities that are updated weekly. We also offer career fairs and networking events to allow you to interact with employers interested in hiring APU graduates. Remember:

**Our services are available FOREVER, FOR FREE for APU Alumni!**

# STEP 3: Networking 101

Many people conduct a job or internship search solely by relying on internet postings and searching job websites. However, you are much more likely to hear about “anticipated” and “hidden” opportunities and chosen for an interview through people you know.

## NETWORKING IS THE #1 WAY TO FIND A JOB/INTERNSHIP!

### IDENTIFY YOUR NETWORK

Believe it or not, there are **people you already know** who are equipped to help you locate job and internship opportunities. Family, friends, faculty, co-workers, former supervisors and fellow APU students and alumni all make up your “**network**” of contacts because they can speak to your professional, personal, or academic abilities. They also may work or volunteer in an organization you are interested in and can help you get your resume directly to a hiring manager. *Use this form to begin brainstorming and building your network.*

Social Clubs: \_\_\_\_\_  
\_\_\_\_\_

Churches: \_\_\_\_\_  
\_\_\_\_\_

Professional Associations: \_\_\_\_\_  
\_\_\_\_\_

Service Clubs: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Friends of family: \_\_\_\_\_  
\_\_\_\_\_

Church Leaders: \_\_\_\_\_  
\_\_\_\_\_

APU Alumni: \_\_\_\_\_  
\_\_\_\_\_

Classmates: \_\_\_\_\_  
\_\_\_\_\_

Friends of Friends: \_\_\_\_\_  
\_\_\_\_\_

Work Friends: \_\_\_\_\_  
\_\_\_\_\_

Supervisors: \_\_\_\_\_  
\_\_\_\_\_

Clients/Customers: \_\_\_\_\_  
\_\_\_\_\_

Former Supervisors: \_\_\_\_\_  
\_\_\_\_\_

Others: \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Spouse: \_\_\_\_\_

Parents: \_\_\_\_\_

Siblings: \_\_\_\_\_

Aunts/Uncles: \_\_\_\_\_  
\_\_\_\_\_

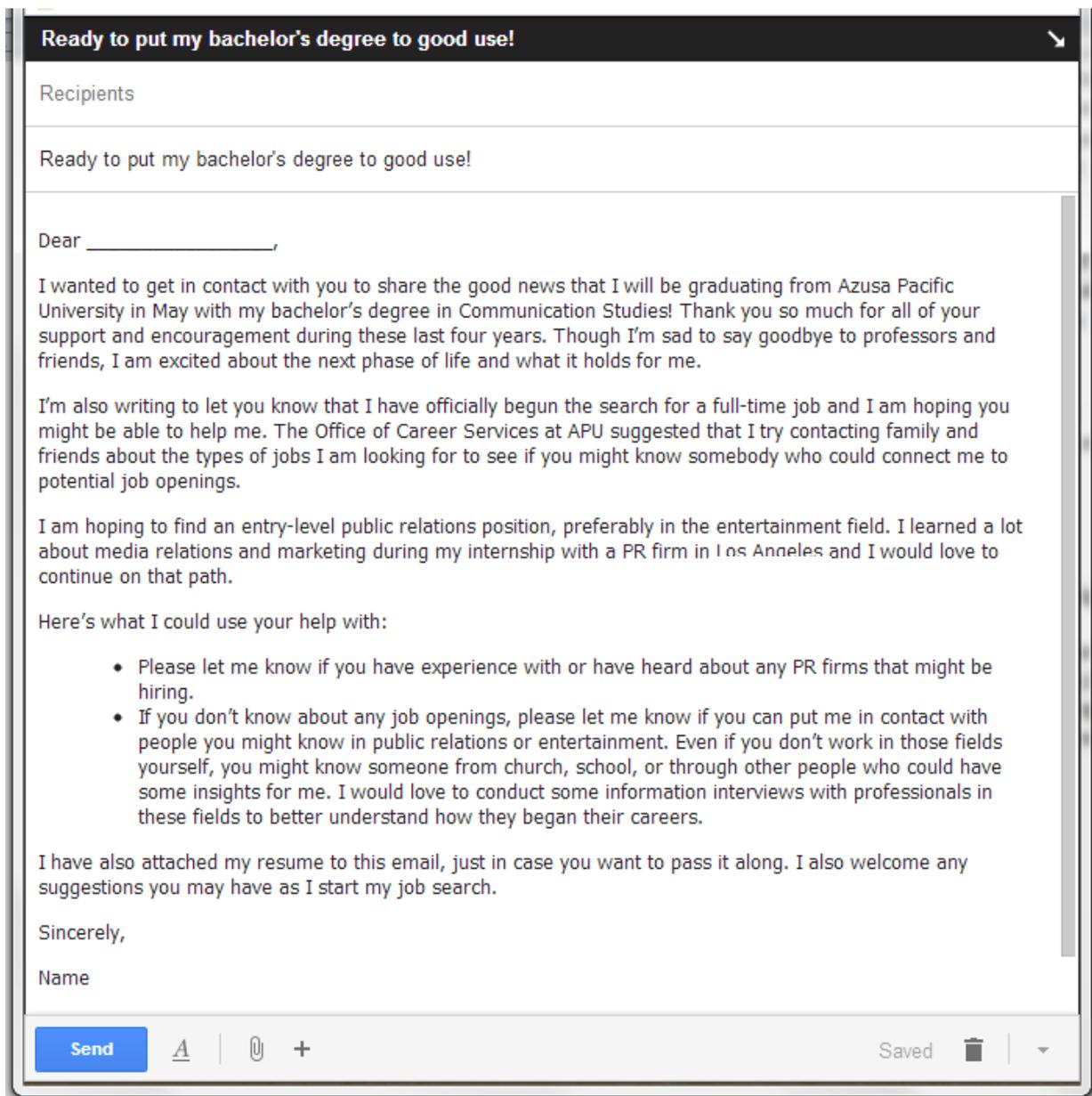
Cousins: \_\_\_\_\_

Grandparents: \_\_\_\_\_

## STEP 3: Networking 101

### EMAIL YOUR NETWORK

You will find that most of the people who know you **want to assist** you in finding a job, but they need specific direction from you about your career goals and interests. This is why **Step 1: Self-Awareness** is so important. If you know what you are looking for, you are much better equipped to direct your network in how to help you. Try emailing closer family, friends and acquaintances in your network to **announce that you are beginning or continuing your job search**. This is a non-threatening way to ask for help. Keep the letter upbeat and to the point. Be sure to state that you are not only asking for job leads but contacts within your field so you can expand your network. *For Example:*



**Ready to put my bachelor's degree to good use!**

Recipients

Ready to put my bachelor's degree to good use!

Dear \_\_\_\_\_,

I wanted to get in contact with you to share the good news that I will be graduating from Azusa Pacific University in May with my bachelor's degree in Communication Studies! Thank you so much for all of your support and encouragement during these last four years. Though I'm sad to say goodbye to professors and friends, I am excited about the next phase of life and what it holds for me.

I'm also writing to let you know that I have officially begun the search for a full-time job and I am hoping you might be able to help me. The Office of Career Services at APU suggested that I try contacting family and friends about the types of jobs I am looking for to see if you might know somebody who could connect me to potential job openings.

I am hoping to find an entry-level public relations position, preferably in the entertainment field. I learned a lot about media relations and marketing during my internship with a PR firm in Los Angeles and I would love to continue on that path.

Here's what I could use your help with:

- Please let me know if you have experience with or have heard about any PR firms that might be hiring.
- If you don't know about any job openings, please let me know if you can put me in contact with people you might know in public relations or entertainment. Even if you don't work in those fields yourself, you might know someone from church, school, or through other people who could have some insights for me. I would love to conduct some information interviews with professionals in these fields to better understand how they began their careers.

I have also attached my resume to this email, just in case you want to pass it along. I also welcome any suggestions you may have as I start my job search.

Sincerely,

Name

Send | A | 📎 | + | Saved | 🗑️ | ▾

### SOCIAL MEDIA

It's important to create a **positive online presence**.

#### Facebook:

Your first step is to be sure that your Facebook page is cleaned up of any negative or compromising photos and comments. Socioclean ([www.socioclean.com](http://www.socioclean.com)) is a free, easy to use software program that searches throughout your Facebook history to identify posts, comments, and groups that may place you in a negative light with employers.

#### LinkedIn:

Next, create and complete your entire profile on LinkedIn ([www.linkedin.com](http://www.linkedin.com)). This is the most commonly used professional social networking site available. Fill out the summary and job history sections, provide a photo, and begin connecting with other professionals. *For more information about how to create a good profile and the best strategies for networking through LinkedIn, make an appointment with a Career Consultant.*

### 30 SECOND ELEVATOR SPEECH

If you stepped onto an elevator and realized that the person next to you is the CEO of the company you want to work for, what would you say to introduce yourself and your career goals? Your "elevator speech" should explain who you are, why you wish to speak to the person, and what you are hoping to achieve through your interaction. You can use this speech in person, over the phone, and in emails to let people know how they can help you in your job search. *For Example:*

"I am a college student majoring in psychology, hoping to break into sports administration. I am on several campus committees devoted to promoting and producing sporting events, both intercollegiate and intramurals. My ultimate goal would be to land in sports marketing and sponsorship sales, but I am also interested in other areas. I got your name from the alumni office and I wonder if you would have a moment to speak with me about the sports business."

Tell (a) **who you are** (b) **how you know them/found their name** (c) **your job goals/interests**, and (d) **what you want from them**. Be straightforward and direct. If they can't help you, ask if they can refer you to someone else for further help. Here is the skeleton of a typical script for a thirty-second elevator speech:

Hello, \_\_\_\_\_. My name is \_\_\_\_\_. I was referred to you by (or found your name on) \_\_\_\_\_. I'm hoping to talk to you to learn more about \_\_\_\_\_ because my ultimate goal when I graduate is to \_\_\_\_\_. I wonder if you would have a moment to share with me any advice, ideas, leads or referrals.

Construct your own elevator speech right now. Remember to explain who you are, why you wish to speak to the person, and what you are hoping to achieve through your interaction.

**Read it aloud and revise it until you can make it sound natural.**

*Adapted from The Foolproof Job-Search Workbook, by Donald Asher*

## STEP 3: Networking 101

### INFORMATIONAL INTERVIEWING

Set up short (20-30 minute) meetings with professionals at companies or in your field of interest. Your purpose is to gain information and advice, learn more about the industry and to build a new connection. Never assume you will be offered a job or internship because of your meeting. *See our Survival Guide for Informational Interviewing at [www.apu.edu/career](http://www.apu.edu/career) for more tips on conducting informational interviews.*

### JOIN PROFESSIONAL ASSOCIATIONS

Many professional associations offer **student discount rates** for membership. Join online discussions (these can also be found on LinkedIn) and attend events. This is the best way to get face to face contact with a variety of professionals who are also interested in building their network.

### LOOK FOR INTERNSHIP OR VOLUNTEER OPPORTUNITIES

Besides keeping busy and adding experience to your resume, an internship or volunteer position can help you expand your network of professional contacts. If you are job searching, consider getting a short-term internship (even if it's unpaid!) to build your experience. Most companies require you to be enrolled in school to participate in an internship; however, some will extend internship opportunities through the summer after you graduate.

If you are searching for an internship, or if you have already graduated and are job searching, consider volunteering. Also try talking to your professors about conducting research for them. Many volunteer opportunities can provide the same type of training or experience as an internship or job, though they will be unpaid. Regardless of the type of volunteer work you are doing, employers like to see that you are dedicated to the needs of your community and are active outside of the workplace.

#### 15 Day Networking Challenge

**Day 1:** Email three old friends to reconnect

**Day 2:** Complete your entire profile on LinkedIn

**Day 3:** Send your resume to your closest friends and family

**Day 4:** Conduct an informational interview at a company/organization of interest

**Day 5:** Contact APU's Alumni Relations to find out about mixers and events

**Day 6:** Revise your networking matrix

**Day 7:** Catch up with old professors over email or coffee

**Day 8:** Volunteer for a charity event in your neighborhood

**Day 9:** Research the top three companies in your industry of interest and request informational interviews with leaders

**Day 10:** Join two industry association groups on LinkedIn

**Day 11:** Strike up a conversation with two new people (neighbors, people in line at the bank, church, grocery store, movies, etc.)

**Day 12:** Introduce two of your contacts who would benefit from knowing each other

**Day 13:** Join a book club, church group or new student group to meet new people

**Day 14:** Attend a city council meeting

**Day 15:** Send a handwritten thank you note to two people who have helped you at some point in your job search

*Adapted from "Stop Job Searching, Start Networking"  
By Brad Karsh and Courtney Pike, 2009  
[www.jobbound.com](http://www.jobbound.com)*



## STEP 4: The Application

### TAILOR YOUR RESUME AND COVER LETTER TO EACH POSITION

Include **key words** and **industry-specific language** directly from the job description. Many employers use an online application system to sort through resumes in search of matching keywords from the job description. It is therefore necessary to include keywords and phrases from the job description in order to get your resume read by the hiring manager.

Explain in a cover letter why you are interested in the company and how the position works into your overall career goals. Also be sure to address your cover letter to the hiring manager, not just “To Whom it May Concern.” Try calling Human Resources to get the manager name, or search the company website and LinkedIn. *See our Survival Guide for Resumes, Cover Letters, and References at [www.apu.edu/career](http://www.apu.edu/career) and make an appointment to have your resume reviewed by a Career Consultant.*

### SUBMIT YOUR APPLICATION

Be sure to **follow the directions** the company gives for completing the application *exactly*. You may also try sending your resume and cover letter to the hiring manager directly, especially if you were referred to the position by someone within your network. Be sure to also include that person as a reference (if he or she can vouch for your academic or professional performance).

### FOLLOW UP WITH THE HIRING MANAGER

Once you’ve submitted your application, follow up directly with the hiring manager. We suggest contacting him or her **no more than twice**: once by phone and once via email. Also, be sure to give him or her at least three business days before calling. You may also try contacting Human Resources to get more information about the hiring process, but they may not know much about the hiring manager’s intentions and timeline.

# What is your NEXT STEP?

## CREATING SMART GOALS

Creating an attainable list of goals for your job search will help you focus your energy and help you not get overwhelmed with the process. You can be as ambitious as you would like in your job search and a list of goals and action items will make you feel like there is progress being made in your search.

### S

#### SPECIFIC

*What, where, how?*

A specific goal is distinct and defines as much of the goal as possible and contains no ambiguous or vague language

### M

#### MEASURABLE

*How do you know you did it?*

A measurement gives feedback and let's one know when the goal is complete

### A

#### ACHIEVABLE

*Too much? Not enough?*

Set goals that are within your ability to complete

### R

#### RELEVANT

*Aligned?*

It is helpful if goals are related and build on each other as well as align with your short-term and long-term plans

### T

#### TIME-BASED

*When?*

Time frame must be aggressive yet realistic

**Use the sample below as a guide to creating your own goals:**

**Goal #1:** I will schedule an appointment with a Career Consultant to look over my resume in the next week.

**Goal #2:** I will schedule at least one informational interview with someone in my field each month.

**Goal #3:** I will send out a Job/Internship Search Email to my network at the beginning of my senior year to inform them of the type of work I would like when I graduate.

**Goal #4:** I will attend the Summer Work and Career Fair in February and talk to at least 5 employers.

## WHAT ARE SOME OF YOUR GOALS?

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**Not sure how to articulate your goals? Meet with a Career Consultant to create your SMART goals!**

# What is your NEXT STEP?

## REFLECT

Have you received any calls about your applications? If not, you may want to rework your resume or spend more time searching for opportunities within your network of contacts. Are you receiving interviews but no job or internship offers? If this is the case, consider setting up a mock interview in Career + Calling to refine your interviewing skills.

*See our Survival Guide for Interviewing for further help in this area.*

## KEEP NETWORKING: GIVE BACK WHAT YOU GET

Don't forget to keep regular contact with your network. Update them on your progress, and share new insights and positive outcomes of your search. Did you secure an interview or meet a new contact because of their help? If so, send individual thank you cards to those people. Also, remember to stay in touch with your network and see how you can help them. **This relationship should be ongoing and reciprocal.**

# FAQ

## Question: How long does a typical job or internship search last?

A typical job search can last **3 months or more**. An internship search may not take quite as long, depending on the type of experience you are looking to get. Both types of searches can take even longer in a slow economy. Regardless, you should be getting some kind of response to applications within the first few months of searching. If you aren't seeing any results, try revising your job search strategy or make an appointment with a Career Consultant.

## Q: Can I send my resume directly to the person in charge, or do I have to apply through the Human Resources office?

We recommend that you **do both**, especially if you have a contact within the company or have made one through talking to your network about your search. Be sure that you always follow the specific guidelines laid out by HR in their application process, whether it's through submitting your resume online or directly to an HR representative via email.

## Q: I have sent out at least 30 applications. Why haven't I heard anything?

Chances are you are relying solely on job boards or "cold" leads to find a job. Take time to **ask your network** if they know anyone who works at the company you're interested in, or try **making contact with someone** at the company through LinkedIn. Always try to send your application directly to an actual employee of the company along with applying online or through Human Resources. In addition, **review your resume and cover letter** to be sure that they contain keywords from the job description. Online application systems search for matching keywords and identify the top candidates based on those keywords. Otherwise, a live person may not ever see your application before a computer weeds you out.

## Q: What if a job requires more years of experience than I have?

**Don't be discouraged!** Most entry-level positions count internship experience as part of the required experience for candidates. If you have other leadership experience, related coursework/research experience and a high GPA, don't rule the job out. Work on including key words from the job description and proving why other life and academic experience make you a qualified candidate for the job. Prove that you are teachable and willing to learn based on other things you've been involved in. Most employers realize that they will need to train new employees, especially for entry-level jobs. They tend to look for **transferrable/soft skills**, rather than hard skills or actual training or experience.

## Q: If the job application asks for my salary history, what should I do?

Most entry-level jobs will not ask for a salary history, but do include it if they require it. To do this, include a sheet separate from your resume with each job title, average hours worked per week, company name, dates of employment, and beginning and ending pay. This type of information is also often requested on an application form.

## Q: How do I negotiate for a higher salary?

Start by finding out the going rate of pay for your position by using Salary.com, Glassdoor.com and the NACE salary calculator (<http://www.jobsearchintelligence.com/NACE/salary-calculator-intro/>). You will want to research the type of pay you can expect based on your education level, experience, and area of the country in which you live. If asked to state your salary expectations, tell the employer that you've researched what's fairly paid in the area based on your education and experience level. **Your goal is to get the employer to state an actual number first and negotiate from there, if necessary.** You may also ask to postpone the salary discussion if you feel you haven't had a chance to talk enough about what you have to offer. Remember, it's also about fit, and not just what you will be paid. The goal is to **receive the offer and then talk salary.**

Also keep in mind that employers usually have about 6% leeway with salary negotiations. For example, if the employer offers \$40,000 a year, you can negotiate for up to \$2400 a year more and the employer will likely be able to approve it. If you are pressed to give an amount first, use the average amount of pay you've found in your research and then provide a range of 6%. So, if you've done your research and know that a fair rate is \$40,000 a year, give a range of \$40,000-43,000. You will also have more liberty to negotiate more than 6% if you have professional work experience in your field and can prove how you've been an asset to a similar employer in the past.