



Rowan University

Class Guide: Career Planning & Development Course
2019 - 2020

<https://sites.rowan.edu/oca/>

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The Office of Career Advancement

Our Mission:

The mission of the Office of Career Advancement (OCA) is to engage students in the development and implementation of meaningful educational and career goals consistent with their personal values, interests, and abilities. To this end, the office team helps students and alumni create an effective framework for a lifetime of active career management through one-on-one counseling, workshops, recruitment programs, career fairs, and job posting databases and by promoting strong partnerships with employers, academic departments, and the university community.

Using the Career Planning & Development Class Guide

The Office of Career Advancement's Career Planning and Development Guide will assist you in identifying, facilitating, and securing your own career aspirations. This tool was specifically designed to accompany students' through their Career Planning and Development course, and its assignments. The Career Planning and Development Guide includes topics such as researching potential careers, understanding what internships and experiences are required for employment in your desired industry, creating a resume and cover letter, networking strategies, and much more.

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Chapter 1: Self-Assessment & Career Research

Career Management Cycle: Know Yourself



Image retrieved from: <https://berkeleycitycollege.libguides.com/careers>

Understanding Yourself

In selecting a career, it is paramount for each applicant to recognize their values (principles that guide you towards career satisfaction), interests (tasks and concepts that you enjoy completing), and strengths (competencies that potential careers require). Recognizing this information is

paramount to identifying possible career options, and the OCA offers various career assessments such as the FOCUS-2 to help students understand this material.

Completing the FOCUS-2 (<https://sites.rowan.edu/oca/careerexploration.html>) will not only guide students in recognizing their interests, values, and strengths, but also connecting these concepts to realistic majors available at Rowan University. For example, there are currently over 150 undergraduate and graduate-level degrees that students can pursue. These majors can be centralized to provide access to careers in one specific area, such as education or accounting. There are also majors that offer the opportunity to enter multiple industries upon graduation. Elastic majors (business, communication, liberal arts, etc.) can provide highly transferrable competencies to numerous careers or settings. Purposely selecting a major however, comes from the time and energy that students invest in their career journey. While this process can sound daunting, completing the FOCUS-2 is the first step in the beginning of this career journey.

For the maximum effectiveness of the FOCUS-2, students will be tasked to complete the five separate tests, which include the personality, work-interest, leisure, values, and skills assessments. Each section is outlined as follows:

- **Personality:** This component matches the student’s personality type to occupations compatible with their characteristics and traits. Examining how the user organizes information, reacts to potential situations, makes informed decisions, and solves problems are all valuable frameworks to assess their personality.
- **Work-Interest:** The work-interest code is used to recognize occupations that provide work-related activities and tasks that the user enjoys completing.
- **Leisure:** The leisure assessment assists users to identify occupations that reflect activities and opportunities which they would find enjoyable and exciting. These concepts can then be compared to potential occupations that include these activities.
- **Values:** This component identifies employment principles and beliefs that are important to you as an individual, but also as a potential employee.
- **Skills:** The skills assessment assists users to outline current proficiencies, but also recognize how these concepts are transferable to potential careers.

In completing each of the sections listed above, students will then be able to build their career portfolio. Once students are logged into their FOCUS-2 account, clicking on “Review and Print My Portfolio,” then “Select All,” and then “Build My Portfolio,” will allow for all five sections to be analyzed. This will provide a list of occupations that correspond with students’ results, as well as information relating to the skills, educational requirements, job outlook, and earning potential for each role. Students are also provided a three-letter Holland Code which is a system to classify careers into job categories, interest clusters, or work personality environments. The Holland Code is a system to classify careers into job categories, interest clusters, or work personality environments. The listing of Holland’s codes are outlined below:

- **Realistic:** These individuals are usually assertive and competitive, interested in activities requiring motor coordination, skill, and strength, and typically prefer to work a problem through by doing something, rather than talking or thinking about it. Realistic individuals are often interested in scientific or mechanical activities rather than cultural and aesthetic concepts.
- **Investigative:** Individuals of this code typically evaluate their options and observe before acting, and enjoy organizing and understanding information. Individuals of this code tend

to prefer personal endeavors rather than group-oriented activities and enjoy working with data.

- **Artistic:** This type of individual exhibits creative, open, inventive, original, perceptive, sensitive, independent, and emotional characteristics. They often think, organize, and understand artistic and cultural areas, and tend to work with abstract ideas.
- **Social:** These individuals typically satisfy their needs by engaging and helping others, but also through teaching. There is a contrast between investigative and realistic types due to social individuals seeking close relationships with others and primarily enjoy working with people.
- **Conventional:** These individuals gravitate towards structure, rules, and regulations, but also emphasize self-control. They typically dislike unstructured or unclear assignments and interpersonal relationships within the professional work setting.
- **Enterprising:** People who exhibit this code enjoy talking and feel comfortable using their skill sets to lead or persuade others. Additional concepts this code values are status, money, reputation, power, and they typically enjoy working with data and people in combination with each other.

Informational Interviews

Informational interviews are a valuable tool to understand specific careers and desired industries of interest. Initiating this conversation will allow you to understand the daily responsibilities of desired jobs, learn how to navigate and enter a specific industry, and can increase overall networking capabilities.

1. **Identify Potential Roles of Interest:** Begin researching specific job titles that can be attained from your current major. Identifying particular positions of interest will provide you a baseline for who can serve as a viable candidate to interview.
2. **Recognize the Purpose of this Exchange:** To request an informational interview, inform these professionals that you are pursuing a career in their industry and that you are seeking career advice and information regarding their career journey.
3. **Maintain an Open Conversation:** During the informational interview, ask the interviewee if they have any questions for you or if there is anything you can do to assist them.
4. **Send a Thank You Email or Note:** Within 24 hours of your appointment send a thank you email or note that outlines the major concepts you learned from your conversation, but also expresses your gratitude for this opportunity.

Identifying Professionals to Interview:

Career Shift: Career Shift assists users to navigate, network, and apply to opportunities that might not otherwise be available through traditional job search websites (Indeed, Monster, etc.) or Profs Jobs. Additionally, students will be able to search and identify specific Rowan University alumni present within the workforce, as well as within particular organizations as well.

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Friends & Family: Reflect on if there is anyone in your neighborhood, circle of friends, or family group that is employed in a role or industry that reflect your career interests.

LinkedIn: LinkedIn is a website designed specifically for professional networking. Users of this website can connect with Rowan University students, staff, faculty, and alumni through their profiles and specific industries.

Academic Affairs & Student Affairs: Connecting to professionals from both Academic Affairs (Academic Advisers, Career Counselors, etc.) and Academic Affairs (Assistant Professors, College Deans, etc.) can provide a network of contacts for a specific career or industry of interest.

Sample Questions to Ask in an Information Interview:

- Can you please help me understand your career journey?
- What are the top three skills and/or attributes you believe are most important for your role?
- What do the day-to-day activities of your role include?
- What specific skills do you believe I should proactively develop to secure employment in your role and industry?
- What is your educational background and employment experience prior to acquiring your current role?
- What are the components of your position that you enjoy and dislike?
- Do you have recommendations for other professionals I should contact to conduct an informational interview?
- Do you have any questions for me?

Guided Reflection (Please check syllabus for Chapter 1 Discussion Questions):

1. What was your three-letter Holland code, and what does this code say about you?
2. Do you agree or disagree with the three-letter Holland code that you were assigned?
3. After reading the informational interview section, identify two professionals that you would be interested in contacting to conduct an informational interview. Specifically, what are job titles and organizations that employ these individuals?

Chapter 2: The Office of Career Advancement & Profs Jobs

The Office of Career Advancement's Services

The OCA assists the career progression of Rowan University students and alumni. Rowan University students can contact 856-256-4456 or use their Starfish account (<https://sites.rowan.edu/student-success/rsn/index.html>) to access any of the services listed below.

Career Development: The Office of Career Advancement can assist students with any of their career needs. These services can include understanding how strengths, interests, and values translate into specific careers, creating or updating a hiring document (resume, CV, personal statement, cover letter, etc.), preparing for an interview, or negotiating a salary or benefits package.

Workshop Presentations & Employer Events: This office hosts and supports a diverse array of activities relating to students' career wellness. These events are established through collaborating with both internal and external stakeholders, and the most recent activities are listed on our website (<https://sites.rowan.edu/oca/>).

Career Fairs: Each fall and spring semester, the OCA hosts numerous career events for Rowan University students. Students who attend are provided the opportunity to engage with employers and apply to both internship and entry-level career opportunities.

Online Tools

FOCUS-2: This tool (<https://sites.rowan.edu/oca/careercounseling.html>) allows students to collect, analyze, and make informed career decisions by assessing their personal values, strengths, and interests.

Profs Jobs: Profs Jobs (<https://sites.rowan.edu/oca/profsjobs1.html>) provides access to internship, part-time, and full-time employment opportunities that are exclusively for Rowan University students and alumni.

Career Shift: Career Shift (<http://www.alumni.rowan.edu/s/1653/02-alumni/index.aspx?sid=1653&gid=2&pgid=476>) allows users to research and identify job listings from across the world. This resource increases students' capability to create new connections by providing the contact information to various professionals and companies.

Understanding Profs Jobs

Profs Jobs is an essential tool for any student or alumni interested in securing employment. This website hosts internship, part-time, and full-time opportunities that are only accessible to Rowan University stakeholders.

Profs Jobs allows students to manage their own job applications. This includes:

- Reviewing potential employer's current job openings.
- Submitting resumes and cover letters to be critiqued by a career professional.
- Being alerted to what interviews an applicant is selected for and scheduling potential interviews.
- Proactively understanding what employers will be present at OCA job fairs, and the specific openings to these organizations.

Helpful Prompts:

- It can be beneficial for all students to update their Profs Jobs profile at least once a semester.
- Scheduling an appointment with the OCA can provide hands-on instruction for how to navigate Profs Jobs.
- Once a resume is approved on Profs Jobs, all future resumes that are uploaded will automatically be approved.

Fraudulent Job Postings

Rowan University's Office of Career Advancement allows students to directly connect with a wide array of employment opportunities. As such, we proactively seek to prevent scam employment postings from being posted on Profs Jobs. There are specific indicators that everyone should keep in mind. Please review the essential tips below on how to avoid these scam postings:

- Fraudulent job postings can include positions that require a reduced work schedule or overly flexible ways (can work solely online or at home) to make an income.
- These types of postings often include not needing to complete an interview to be hired for employment.
- Never provide personal bank account, credit card, or PayPal information to any employer, and especially not prior or during the hiring process.
- The potential opening neglects to mention the responsibilities of the position and instead concentrates on the salary and benefits.
- Do not agree to have paychecks or funds deposited directly into an account owned by an employer.
- Never send, forward, transfer by external means (UPS), or "wire" any money to or for any employer as a mandated part of the interview process.
- In the vast majority of instances, applicants do not need to pay a fee to obtain a job.
- Please contact the OCA if you have encountered or have concerns about a potential fraudulent position.

Chapter 3: Resume Development

Expectations for a Resume

An applicant's resume represents their personal and professional brand. As such, this marketing tool includes a roadmap to an individual's education, soft and hard competencies, academic projects, and employment experiences. Outlining this information in a clear, concise, and persuasive format allows employers to understand what value an applicant can add to their organization.

Identify Transferable Skills & Professional Achievements:

- It is vital to recognize previous volunteer and professional experiences to showcase how these opportunities can provide transferable competencies for your future career. These experiences can include volunteer work, internships, part-time and summer jobs, extracurricular activities, leadership programs, and course projects when establishing a resume.
- Identify specific achievements and aptitudes that were gained from these experiences.

Research Desired Roles & Employment Industries:

An applicant can also use their resume as a baseline to compare their current experiences to their positions of interest. For example, there are specific questions you can use to understand this information. These questions include:

- What and how much experience do you have in reference to your desired role?
- What are the top three responsibilities of your desired position?
- What skills are you currently lacking? All these questions must be answered before a resume is finalized.

Choosing a Resume Format:

- Functional – This format is primarily used by professionals with over ten years of career experience and those who have gaps from being in between jobs. Resumes of this style highlight functional skills compared to a strict chronological order.
- Reverse Chronological – This format is highly recommended for the majority of undergraduate students, but also entry-level job seekers. In this format, an applicant's information is listed from most recent to least recent and is beneficial for applicants who have not developed a significant amount of employment experience.
- Combination – This hybrid orientation incorporates components of the reverse chronological and functional formats. Specifically, this format emphasizes individual competencies and places less concentration on an applicant's employment history.

All of these resume formats highlight and minimize specific information. In this regard, a resume format must be selected based on where an applicant currently is in their career and needs to be continually evaluated. The resume format an individual starts their career with will not be the same format for their retirement.

Structure for a Resume

Each resume section will be based off an applicant's current background and experience. As such, while no two resumes will never truly be the same, there is a baseline of expectations to what should be included. For instance, these expectations include an applicant's:

- Contact information (Name, address, phone number, and email address).
- Summary of Qualification (optional): Three bullet points that summarize and highlight the applicant's current experience, and reflects their specific positions of interest.
- Education: Information regarding an applicant's current/future academic achievement.
- Professional Experience: An outline of previous part-time, full time, and internship opportunities that the applicant completed.
- Optional sections: Summary of qualifications, technical skills, relevant course projects, leadership, related courses, and awards and honors.

Please review the information below to understand the content needed for a resume:

Resume Checklist General Resume Guidelines.

Professional Appearance

- Material fits neatly on one page. Margins approximately 1 inch on left & right sides and ½ inch at the top and bottom. High quality print in black ink.
- White or neutral colored paper, 8.5 x 11 inches, 20lb weight. No staples or folds.
- Plain font with straight lines, such as Ariel, Cambria, Times New Roman, Calibri. Font size 10-14 points.
- Bold and capital letters used where _____ for emphasis, but not overdone.
- No italics, script, parentheses, brackets, underlining, shading or graphics.
- Avoid use of unnecessary punctuation, horizontal or vertical lines.

Format

- Name, address, telephone, and e-mail address centered at top, with name in bold and larger font.
- Omit extraneous and personal information such as height, weight, age, sex.
- Use format that best suits your needs. Reverse chronological format, listing education and experience from most recent to least recent, is most commonly used.
- Education category including any college/university from which a degree was earned. GPA, expressed in tenths, may be included if 3.0 or above. Examples in correct format:

Rowan University , Glassboro, NJ Bachelor of Arts, History May 201x Minor: Psychology GPA.4, Dean's List	B.S. in Finance expected May 201x Rowan University, Glassboro, NJ GPA 3.9, Dean's List, Medallion Award Summa Cum Laude Honors anticipated
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- Experience category including several entries in consistent format:

Job Title	Dates of employment
Company, City, State	
Descriptive statements of experience	

Content

- Job descriptions/accomplishments written in 1-5 bulleted statements or brief paragraph format, reading in the first person, with pronouns "I", "my" or "we" omitted. Use a variety of action verbs and keyword nouns specific to the major/profession, often the same words used in typical job postings for such position.
- Descriptive statements highlighting skills and abilities, as well as experience and accomplishments. Show evidence of teamwork, computer proficiency, attention to detail, customer satisfaction, willingness to learn new skills, ability to produce results, and your enthusiasm/work ethic. Supply enough description to create reader interest but not to overwhelm.
- Finished product should be a unique statement about you. It must be professional looking, error free, with consistent verb tense and end punctuation. Do NOT rely on computer spell check, grammar check, or resume writing software for your final resume.

BUILD A RESUME

Name: _____
Home Address: _____ College Address: _____
Street: _____ Street: _____
City: _____ State: _____ Zip: _____ City: _____ State: _____ Zip: _____
Phone: _____ Phone: _____
Email: _____

Summary Of Qualifications (List skills and capabilities)

Education

Name of College: _____ City: _____ State: _____
Degree: _____ Expected Graduation Date: _____
GPA: _____ (If 3.0 or higher)

Course Highlights (Use primarily in resumes for internships.)

Work Experience (Start with most recent place of employment.)

Job Title: _____ Period Employed: _____
Name of Company, City, State _____
Responsibilities: (Use action words.) _____

Skills (EXAMPLE: computer, leadership, language skills)

Awards

Activities & Interests

Please review the template below regarding what information is expected to be on a resume:

Name	
Address City, State Zip Phone Number Email	
SUMMARY OF QUALIFICATION	
<ul style="list-style-type: none"> ➤ List at least three bullet points that summarizes and highlights the applicant's current experience and is reflective to the desired position of interest. 	
EDUCATION	
Bachelor of (Insert Science or Arts), (Insert Specific Major)	Anticipated Month Year of Graduation
<i>Rowan University, Glassboro, NJ</i>	Current GPA: (Only list if above 3.00)
TECHNICAL SKILLS (Optional)	
Languages: List languages such as Java, C, C++, MatLab, etc.	
Operating Systems: List systems such as Unix, Sun Solaris, MacOS, etc.	
Software: List software such as Eclipse, Adobe Photoshop, Minitab.	
RELEVANT COURSE PROJECTS (Optional)	
<ul style="list-style-type: none"> ➤ Explanation of projects the student completed that are relevant to the applicant's specific position of interest. Be sure to include technical and non-technical skills that were used in the completion of the project. ➤ Example of a non-technical bullet: "Supervised a group project that concentrated on the branding of a specific company. Analyzing the general and task setting of this organization allowed our group to develop a new marketing and branding campaign for this employer." 	
RELEVANT COURSES (Optional)	
<ul style="list-style-type: none"> ➤ List courses related each individuals current major and reflects the applicant's position of interest. 	
AWARDS & HONORS (Optional)	
<ul style="list-style-type: none"> ➤ List any honors or awards the student received throughout their undergraduate and graduate academic career. 	
PROFESSIONAL EXPERIENCE	
Job Title	Start Month Year – End Month Year
<i>Company/Organization, City, State</i>	
<ul style="list-style-type: none"> ➤ Each bullet point must provide an explanation of duties, highlight the applicants' role in the organization, as well as quantify (exact numbers or percent figures) what the employee accomplished. ➤ Action verbs should be used at the beginning of each statement. 	
CAMPUS & VOLUNTEER INVOLVEMENT	
Position Title	Start Month Year – End Month Year
<i>Student Organization/Association/Team/Club, City, State</i>	
<ul style="list-style-type: none"> ➤ Each bullet point must provide an explanation of duties, highlight the applicants' role in the organization, as well as quantify (exact numbers or percent figures) what the employee accomplished. ➤ Action verbs should be used at the beginning of each statement. 	

Please review the resume example below of a Rowan University student:

Anna Acosta
581 Barry Road
Dragonstone, NJ 08018
609-442-7802
acosta42@students.rowan.edu

Summary of Qualifications

- Proven ability to work collaboratively with diverse groups and establish ongoing relationships.
- Fluent in both English and Spanish.
- Over one year of research experience that involves collecting, analyzing, and summarizing data.

Education

Bachelor of Arts, Psychology
Minor, Human Resources
Rowan University, Glassboro, NJ

Anticipated May 2020
Current GPA 3.92

Relevant Courses

Organizational Behavior, Cognitive Psychology, Management of Human Resources, Labor/Employee Relations, Psychology as a Profession & Practice, Psychology of Scientific Thinking

Professional Experience

Undergraduate Research Assistant

January 2017 - Present

Applied Behavior Analysis, Severe Behavior Lab, Rowan University, Glassboro, NJ

- Conduct research to implement different strategies and create solutions for clients' problem behavior.
- Collect data by utilizing data pal, excel spread sheets, charts and graphs.
- Translate and code collected data through a thematic analysis framework.
- Consult with other researchers to improve upon drafted behavioral plans.

Human Resource Department Shadow Event

January 2018

Karen's Bakery, Glassboro, NJ

- Advanced my knowledge of the recruitment and selection process.
- Helped organize and file paperwork.
- Strategized different ways to improve employee satisfaction within the company.

Leadership

President

January 2017 - Present

Applied Behavior Analysis Club, Rowan University, Glassboro, NJ

- Organized and facilitated a Youth Day event where I coordinated 20 families who have children on the autism spectrum and 40 Rowan University students to interact and learn from each other.
- Actively manage club by delegating responsibilities to fellow members, recruiting and training new executive board roles, and coordinating professional development activities for club members.

Member

January 2017 - Present

Society of Human Resource Management, Rowan University, Glassboro, NJ

- Attend Tri-State Human Resource Management Association (HRMA) dinner meetings where I network with different human resource professionals and receive one hour of professional development relating to this industry.

Enhancing Your Resume

- **Keywords:** Keywords are phrases or buzz words listed within an essential job duties sheet or common within an industry. Strategically using keywords conveys desired qualities that reflect employers hiring needs. These keywords can include topics such as employment responsibilities, professional development certifications, and technical skills.
- **Using Keywords:** Keywords should be seamlessly intertwined within the statements of a resume. These sentences should have a natural flow to them, and should not feel manufactured or awkward. To identify what keywords are highlighted in a job description or posting, it can be beneficial to utilize Text Analyzer websites. Text Analyzer websites (<https://www.visualthesaurus.com/vocabgrabber/> & <https://www.online-utility.org/text/analyzer.jsp>) are helpful tools to assist applicants in visualizing information of importance within a job description. These websites allow users to copy and paste text from a Microsoft Word, PDF, or from the internet, and will highlight what words, phrases, or statements are most relevant within the submitted information. Utilizing this tool can assist users in identifying specific keywords that are appropriate for their potential position of interest. Having this information is a distinct advantage when applicants create their own resume, cover letter, and thank you notes.

Action Words: Action words are used to convey purposeful activity and are most effective at the beginning of each bulleted statement. Utilizing these words will assist the reader to understand an applicant’s overall experience, and convey confidence with each job bullet.

Action Words: Communication & People Skills	Interacted	Action Words: Creative Skills	Revised	Reduced	Motivated
Addressed	Interpreted	Acted	Revitalized	Researched	Prevented
Advertised	Interviewed	Adapted	Shaped	Retrieved	Provided
Arbitrated	Involved	Began	Solved	Slashed	Referred
Arranged	Joined	Combined	Action Words: Data & Financial Skills	Sliced	Rehabilitated
Articulated	Judged	Composed	Administered	Action Words: Helping Skills	Represented
Authored	Lectured	Conceptualized	Adjusted	Adapted	Resolved
Clarified	Listened	Condensed	Allocated	Advocated	Simplified
Collaborated	Marketed	Created	Analyzed	Aided	Supplied
Communicated	Mediated	Customized	Appraised	Answered	Supported
Composed	Moderated	Designed	Assessed	Arranged	Volunteered
Condensed	Negotiated	Developed	Audited	Assessed	Motivated
Conferred	Observed	Directed	Balanced	Assisted	Prevented
Consulted	Outlined	Displayed	Budgeted	Clarified	Provided
Contacted	Participated	Drew	Calculated	Coached	Referred
Conveyed	Persuaded	Entertained	Computed	Collaborated	Rehabilitated
Convinced	Presented	Established	Conserved	Contributed	Represented
Corresponded	Promoted	Fashioned	Corrected	Cooperated	Resolved
Debated	Proposed	Formulated	Determined	Counseled	Simplified
Defined	Publicized	Founded	Developed	Demonstrated	Supplied

Developed	Reconciled	Illustrated	Estimated	Diagnosed	Supported
Directed	Recruited	Initiated	Forecasted	Educated	Action Words: Leadership Skills
Discussed	Referred	Instituted	Managed	Encouraged	Administered
Drafted	Reinforced	Integrated	Marketed	Ensured	Analyzed
Edited	Reported	Introduced	Measured	Expedited	Appointed
Elicited	Resolved	Invented	Netted	Facilitated	Approved
Enlisted	Responded	Modeled	Planned	Familiarized	Assigned
Explained	Solicited	Modified	Prepared	Furthered	Attained
Expressed	Specified	Originated	Programmed	Guided	Authorized
Formulated	Spoke	Performed	Projected	Helped	Chaired
Furnished	Suggested	Photographed	Qualified	Insured	Considered
Incorporated	Summarized	Planned	Reconciled	Intervened	Consolidated

Action Words: Management & Leadership Skills	Managed	Charted	Reviewed	Formulated	Critiqued
Contracted	Merged	Classified	Routed	Gathered	Developed
Controlled	Motivated	Coded	Scheduled	Inspected	Enabled
Converted	Navigated	Collected	Screened	Interviewed	Encouraged
Coordinated	Organized	Compiled	Submitted	Invented	Evaluated
Decided	Originated	Corrected	Supplied	Investigated	Explained
Delegated	Overhauled	Corresponded	Standardized	Located	Facilitated
Developed	Oversaw	Distributed	Systematized	Measured	Focused
Directed	Planned	Executed	Updated	Organized	Guided
Eliminated	Presided	Filed	Validated	Researched	Individualized
Emphasized	Prioritized	Generated	Verified	Reviewed	Informed
Enforced	Produced	Incorporated	Action Words: Research Skills	Searched	Instilled
Enhanced	Recommended	Inspected	Analyzed	Solved	Instructed
Established	Restored	Logged	Clarified	Summarized	Motivated
Executed	Reviewed	Maintained	Collected	Surveyed	Persuaded
Generated	Scheduled	Monitored	Compared	Systematized	Simulated
Handled	Secured	Obtained	Conducted	Test	Stimulated
Headed	Selected	Operated	Critiqued	Tested	Taught
Hosted	Streamlined	Ordered	Detected	Action Words: Teaching Skills	Tested
Improved	Strengthened	Organized	Determined	Adapted	Trained
Incorporated	Supervised	Prepared	Diagnosed	Advised	Transmitted
Increased	Terminated	Processed	Evaluated	Clarified	Tutored
Initiated	Action Words: Organizational Skills	Provided	Examined	Coached	Action Words: Technical
Inspected	Approved	Purchased	Experimented	Communicated	Adapted
Instituted	Arranged	Recorded	Explored	Conducted	Assembled
Led	Catalogued	Registered	Extracted	Coordinated	Built

Action Words Received from: https://barnard.edu/sites/default/files/inline/resume_action_verbs_7.pdf

Utilizing Accomplishment Statements

All resumes should illustrate the best representation of each applicant, but also be clear, concise, and persuasive. As such, using accomplishment statements allows the applicant to not only highlight their achievements but also quantify and illustrate the impact of their performance. Ideally, each extracurricular activity, internship, and previously held job should include at least one impactful accomplishment statement.

Two vital aspects of an effective accomplishment statement include actions and results. Actions involve articulating the specific measures the applicant took to solve an issue. These statements can be used in conjunction with action words, and should also illustrate transferable skills and keywords from each specific industry. Conversely, results should detail the quantifiable outcomes from an applicant's actions. Quantifiable concepts include using percentages, dollar amounts, or volume units to depict measurable outcomes.

In writing accomplishment statements, all applicants must proactively recognize what information they are attempting to highlight. This information can include the results and achievements from their actions, descriptions on how their performance can be quantified, and an explanation on how the employer benefited from these results. After reflecting on this information, consider the examples of the following accomplishment statements:

- Decent: Trained new store employees.
- Average: Facilitated 15 individual training sessions for new employees.
- Excellent: Reduced new employee injuries by 20% in a 12 month period by conducting 15 training and onboarding sessions concentrated on reinforcing employee safety practices.

The PAR Approach

The Problem, Action, & Result/Benefit (PAR) approach is a structure that can help applicants highlight transferable skills, accomplishment statements, and keywords to highlight their achievements.

Problem: What was the concern or issue that you or your employer faced? For instance, "Assisted in proactively identifying and solving customer complaints to address a 10% reduction in business and a 20% increase in unresolved customer complaints."

Action: What actions did you or your team take to address the previously established problem? It is encouraged to use action verbs to describe the steps taken to alleviate the concern. For example, "Designed, facilitated, and supervised an efficient data tracking system for over 1,500 clients using Microsoft Excel."

Results: What were the positive outcomes from your specific interventions? In this explanation, it is essential to quantify and describe any of the attained benefits. As an illustration, "Increased client involvement by 35% within a year via targeted outreach to specific student groups.", or "Reduced customer complaints by 15% and only 5% of inquires were left outstanding after 40 days."

Professional References

Regardless of the position (part-time or full-time), industry (business, education, engineering, etc.), or size of an organization (small, middle, or large) all job applications will require the applicant to submit at least three to four professional references. Professional references are used to provide additional information about new potential new hires. Additionally, they are also utilized for employers to attain information that is not listed in an applicant's resume, cover letter, or application. While each professional reference will be based on the individual applicant (student's major, industry of interest, etc.), there are best practices that should be included. For example, these can include:

- Utilizing a diverse array of references. Specifically, having one reference from the student's academics (Assistant Professor, Academic Advisor, Career Counselor, etc.), professional experiences (old or current colleague or supervisor), and extracurricular activities or leadership roles (Club Adviser, Coach, etc.) can illustrate a well-rounded applicant.
- Changing professional references based on the job title an applicant is pursuing. For example, if a student is a dual major in accounting and finance, they would not use the same references for the accounting and finance jobs they pursue. Each reference should be selected based on the essential job functions of the 'applicants' desired role, and the relevance of that reference towards each particular role.
- Create a reference page that is on a separate document to the applicants' resume and cover letter. Utilizing this orientation will allow the applicant to upload their reference page if needed, or input the necessary references into their application.
- All reference pages should be submitted in a PDF format.
- Proactively inform an applicant's professional references if they are selected for an interview, and email all submitted references the most up to date version of an applicant's resume. Completing these steps will allow the applicant's references to prepare for a potential phone call, as well as to use the applicant's resume for discussion points with potential employers.
- Being mindful that all feedback will be taken into consideration by the employer. Equally important, concepts that employers will be wary of include inconsistencies between references, and references refusing to answer questions asked by the potential employer. It is also important to consider that not providing any feedback is equally as detrimental as the reference providing negative feedback.
- Refraining from using personal contacts (close friends, family members, etc.) as professional references. Utilizing these individuals can signify that the applicants has a lack of professional experience.

Please review the reference page below of a Rowan University Student:

PAUL SOLO

9601 Apple Street, Maple, Massachusetts 85937
851-748-2480
paul.solo42@gmail.com

REFERENCES

Dr. Félix Rodriguez

Assistant Professor
Rowan University
Phone: (856) 851-8548
Email: frodriguez@rowan.edu

Karen Jaeger

Director
Family Success Center of Vineland
Phone: (609) 847-5817
Email: jaegerk@ihn.org

Andrew Kesselman

Senior Academic Adviser
Rowan University
Phone: (856) 256-4284
Email: kesselman@rowan.edu

Chapter 3 - Discussion Questions

1. After reviewing all of the information from this section, what are three realistic changes and/or updates you need to make to your current resume?
2. Research five buzz and/or keywords that are essential for employment in your desired role or industry. What words did you find, and how can you incorporate these words into your resume?
3. On a scale of 1 to 5 with 1 being not confident and 5 being fully confident, where do you currently stand regarding your resume? What can you personally do and who can you make an appointment with to take your resume to the next highest number?
4. Please review the resume example below. If you were critiquing this resume, what would be five suggestions that you would recommend to its owner?

Anna Acosta	
609-442-7802	
acosta429@students.rowan.edu	
OBJECTIVE	
<ul style="list-style-type: none"> • To secure a human resource internship for the fall 2019 semester. 	
Skills	
<ul style="list-style-type: none"> • Teamwork, organization, communication, and leadership skills. • Proficient in Microsoft Office. 	
EDUCATION	
Rowan University, Glassboro, NJ 75 Credits Completed	Anticipated May 2020
Vineland High School, Vineland, NJ High School Diploma	May 2016
Relevant Courses	
English Composition I, English Composition II, Algebra 1, Rowan 101, and Public Speaking	
PROFESSIONAL EXPERIENCE	
Cape Insulation	January 2016 – Present
<ul style="list-style-type: none"> • Apply, remove, and repair insulation on industrial equipment, pipes, ductwork, and other mechanical systems such as heat exchangers, tanks, and vessels, to help control noise and maintain temperatures. 	
MacDonald's	January 2015 - January 2016
<ul style="list-style-type: none"> • Welcoming customers, answering their questions, helping them locate items, and providing advice or recommendations. • Accepting payments, ensuring all prices and quantities are accurate and proving a receipt to every customer. 	

Chapter 4: Cover Letter Development

Expectations for a Cover Letter

While a resume provides an overall view of an individual's qualifications, a cover letter highlights an applicant's specific experiences that reflect the employers hiring requirements. Due to this orientation, cover letters should include the following concepts:

- Be directed to a specific individual if possible.
- Reflect knowledge relating to the duties and responsibilities for the role the applicant is pursuing. As such, applicants should have specific cover letters reflecting each job title or industry that reflect their career interests.
- State the specific skills and experiences the applicant previously developed, and how these proficiencies will benefit the potential employer.
- Specifically state the job title and company that the applicant is applying to throughout the cover letter.
- Do not repeat the same content that is in an individual's resume. Instead, provide deeper detail and explanation of the applicant's key accomplishments, problems they solved, a new initiative they implemented, etc.
- End each cover letter with a positive message and by suggesting the scheduling of an interview. For instance, this can include "I would welcome the opportunity to meet with you to further discuss my qualifications for this position." Another option would be "I am excited about the opportunity to work for a company with the quality reputation of (insert company name)."
- Undergraduate and graduate-level cover letters should be no longer than a single page.
- All resumes and cover letters should be submitted in a PDF format.
- The formatting of a cover letter will depend on the medium in which it is submitted. For example, submitting a physical copy of a cover letter includes listing the applicant's contact information, date of submission, as well as the contact information (name, job title, name of the organization, and address) of the employer.
- Ensure that the tone and language of the cover letter are portrayed in a professional manner. Conversely, it is also vital to avoid inauthentic cover letters that prevent the applicant's interest and enthusiasm from being represented.

Cover Letter Format 1 and Examples

Your Name
Your present address
City, State & Zip Code
Preferred phone number
Preferred E-mail address

Date of correspondence

Employer Information:

Name of Individual

Title

Name of organization/company

Address

City, State & Zip Code

Dear Dr. /Mr. /Mrs. /Ms. Last Name:

Do not address "To whom it may concern."

PARAGRAPH ONE

State why you are writing. Name the position, field, or general area in which you are interested. Tell how you found out about the job and why you want to work for this company. Check the company web site and mention something about the company that interests you.

PARAGRAPH TWO

Describe your professional/educational qualifications but do not restate the exact information from your resume. Sight one or two areas of expertise which specifically qualify you for the position. Emphasize particular areas of experience and training that match those mentioned in the job description. Stress why you are unique, special, and the perfect candidate for the position. If you claim to have certain skills, back these up with examples as proof. Tell about a professional or personal accomplishment and the skills you gained or demonstrated.

PARAGRAPH THREE

Close by noting that you have enclosed a copy of your resume and that you will provide any additional information requested. Note that you look forward to a future response and that you would like to schedule an interview. Include your home phone number and/or cell phone number. Thank them for their consideration.

Sincerely,

Your signature

Your typed name

Enclosure

Example Cover Letter

Dawn Serious
322 Mullica Hill Road
Glassboro, NJ 08028
856-256-4322

February 12, 201x

Mr. Dwight Thompson
Human Resources Manager
Savitz Pharmaceuticals
856 Bozorth Parkway
Esby, NJ 08028

Dear Mr. Thompson:

In response to your advertisement in the Glassboro Examiner for a sales representative for Savitz Pharmaceuticals, I hereby submit my letter of application. I was excited to read your advertisement as I have had a long-time interest in pharmaceutical sales and your products sound particularly appealing to me.

As a college student, I had the opportunity to attain both sales and customer service experience. Of particular interest to you, I worked at Glassboro Medical Supply serving customers who entered our store. Through reading professional periodicals and magazines that are sent to me as an employee of Glassboro Medical Supply, I have become knowledgeable of the different types of medical supplies. This knowledge enables me to fully address our customers' medical supply needs and answer their questions. Utilizing my proactive approach to sales and customer service, I increased sales this year by 20% over last year's figures. In light of my accomplishment, my supervisor has given me the responsibility to develop a strategy to market medical supplies to local drug stores. In addition to my work experience, I recently completed a course in drug/pharmacology terminology at the University of the Sciences in Philadelphia. Completion of this course increased my knowledge of medicines and their effects.

Since the beginning of undergraduate degree, I have had a keen interest in the medical/pharmaceutical sales field and have attempted to gain the knowledge and experience needed to work effectively in that capacity. With that in mind, I am highly qualified for the position of sales representative for Savitz Pharmaceuticals. My enclosed resume outlines my qualifications in further detail. I welcome any opportunity to meet with you at your convenience. I can be reached at 856-256-4322 or on my cell phone at 856- 222-2348.

Thank you for your time and consideration.

Respectfully,

Dawn Serious

Example Cover Letter

September 27, 2019

Ms. Karen Stormborn
Director of Human Resources
Up Line
682 Driftwood, 3rd Floor
Trenton, NJ 02481

Dear Ms. Stormborn,

I am writing to express my interest for the Consultant position that is posted in Rowan University's Profs Jobs database. I'm very excited about the field of communication and would welcome the opportunity to bring my public relations, research and analysis, and creativity to your growing team.

Up Line's commitment to education equality for all learners is of great interest to me because of my passion for students' interpersonal development. This past summer, I was employed as a Mentor through Rowan University's Pre-College Institute (PCI). This program is designed to assist First Generation College students adapt to the rigors of college study and campus life through a six-week residential summer orientation session. My responsibilities as a Mentor involved me designing and facilitating fun and interactive lessons to groups of first-year college students. Throughout this program, not only did I consistently strive to instill activities to help students feel comfortable on campus but also become engaged within the Rowan University community.

Moreover, in my role as the Director of Public Relations for Rowan University's Rotaract Club, I led our students in establishing a social media strategy to increase our club membership. This strategy involved using platforms such as Prof Link, Instagram, Twitter, and Facebook. With numerous competing events on campus, I had to continually be creative in our attempt to produce content that was both effective and compelling. As a result of this strategy, our club experienced a 10% increase in our social media engagement and a 15% increase to our membership base with a five-month period. I'm excited at the opportunity to bring these competencies to the Consultant role at Upline.

Thank you for your consideration. I very much look forward to the opportunity to speak with you in person about my interest in this position.

Sincerely,

Sally Crimson

Cover Letter Format 2 and Examples

It is recommended that applicants use the same contact material (name, address, and contact information) and format from their resume in this area for their cover letter.

Use “Dear Dr. Mr., Mrs., Ms.” if the applicant knows the contact individuals last name. However, if this is not known, it is appropriate to use “Dear Sir/Madam,” but do not address a cover letter with “To whom it may concern.”

INTRODUCTORY PARAGRAPH

The applicant must state why they are writing and express their interest in the specific job title and organization that they’re pursuing. It is also important to highlight two centralized concepts in this section. First, it is vital to illustrate the applicant’s top accomplishments (completion of their future degree, previously completed internships or jobs, leadership opportunities, etc.). Secondly, applicants must also demonstrate how these experiences have provided them the top three skills that are needed for their position of interest.

BODY PARAGRAPH (Each cover letter should contain at least one body paragraph. Conversely, each additional body paragraph can be created based on the space and available content).

The applicant must illustrate their professional and/or educational qualifications but not restate the exact content from their resume. For example, each paragraph should concentrate on one or two topics that explicitly qualify the applicant for their position of interest. It is also important to connect the applicant’s qualifications (current experience, education, training, etc.) to the content listed in the job description. This involves unpacking the applicant’s information to help the reader understand how this content will benefit the employer.

BODY PARAGRAPH (Each cover letter should contain at least one body paragraph. Conversely, each additional body paragraph can be created based on the space and available content).

The applicant must illustrate their professional and/or educational qualifications but not restate the exact content from their resume. For example, each paragraph should concentrate on one or two topics that explicitly qualify the applicant for their position of interest. It is also important to connect the applicant’s qualifications (current experience, education, training, etc.) to the content listed in the job description. This involves unpacking the applicant’s information to help the reader understand how this content will benefit the employer.

CLOSING PARAGRAPH

The closing paragraph should briefly outline that the applicant’s experience from their body paragraph or paragraphs has provided them with the necessary qualifications for their position of interest. The applicant can also illustrate their excitement to work for this organization, and that they welcome the chance to meet with them to discuss their experience for this opportunity.

Lastly, thank the employer for their time and consideration.

(Your typed name)

Example Cover Letter

Paul Solo

9601 Apple Street, Maple, Massachusetts 85937

851-748-2480

paul.solo42@gmail.com

Dear Sir/Madam,

I am writing to express my interest in the Camp Counselor position for the Life Time Wellness organization. Having one year of experience as a Life Coach and Office Assistant makes me an excellent applicant for this role. My experience in this setting has provided me the communication, organization, and supervisory competencies needed to fulfill these job duties successfully.

Through my experience as a Life Coach, I have developed specific client engagement competencies. As a Life Coach, I was assigned a caseload of clients that I provided individual counseling services for and served as an advocate for external referrals. In this framework, all of my interventions and services met the unique needs of clients. To ensure that clients' needs were addressed, one of my essential responsibilities was to develop a rapport with each individual. Having this relationship provided a platform for clients to solve their concerns, but also strengthen their self-advocacy skills. Serving as a Life Coach has granted me the capability to identify clients underlying needs and will provide a seamless transition with the Life Time Wellness camper population.

Serving as an Office Assistant for Rowan University's Financial Aid Office also provided me a variety of experience that is critical for his opportunity. As an Office Assistant, I supported the planning and facilitation of training presentations and sessions for our undergraduate student employees. This responsibility entailed me collecting data on what topics our employees needed additional training on, and then researching the most effective pathway to instruct this material. I was then able to establish a training curriculum that articulates all the lesson plans and learning objectives for each session that was created. Being responsible for coordinating these activities will allow me to create, instill, and supervise a diverse array of services for our camper population.

In conclusion, my experience as a Life Coach and Office Assistant has provided me the necessary credentials for this role. I am excited to have the opportunity to work for your organization and would welcome the chance to meet with you to discuss my experience for this opportunity.

Thank you very much for your consideration.

Sincerely,

Paul Solo

Chapter 4 - Discussion Questions

1. What is the proper length of a cover letter?
2. What is the purpose of a cover letter, and how is it different from a resume?
3. How can you ensure that you do not regurgitate the same information that is on your resume in your cover letter?
4. What are two ways that you can position your cover letter to reflect your specific job of interest?
5. What other office besides the Office of Career Advancement can assist students with their cover letter? Here is a hint, this office is located on the first floor of Rowan University's Campbell Library.

Chapter 5: Interviewing Skills

Professional Dress Attire

The concept of a professional dress code is based off a flexible standard. Specifically, dress codes can vary based off specific positions, organizations, and hiring industries. It is essential to understand the dress expectations for each potential role, as well as each organizations standard of dress. It is also crucial to keep in mind that it typically takes seven seconds to make a judgment about another person based on their external appearance. With this concept in mind, the professional dress attire being worn can set the foundation for an applicant's entire professional brand.

Moreover, it is also vital never to dress in a casual manner to an interview. What a student wears to their academic classes, hanging out with friends on a Saturday night, or going for a run is inappropriate for the professional work setting. As such, it is more effective to be overdressed for an interview than to be underdressed.

Dress Code Tips:

- Two-piece suit (solid colors vs. print or patterns). Stick to conservative colors such as black, navy blue, dark brown, and dark gray.
- Wear a white shirt or a light color shirt.
- Tie pattern should be simple.
- Applicants can wear a belt or suspenders but never wear both.
- Wear polished and well-preserved shoes with knee-length socks that avoid exposing skin.
- Suit with blazer/pants/skirt combo knee-length skirt and blouse.
- Footwear - Refrain from wearing open-toe shoes. Shoes should also be shined and well preserved.
- Jewelry should be subtle and minimal.
- Hair should be out of the applicant's face.
- Nails should be in a conservative color of polish - if wearing polish.
- Transgender candidates should dress consistently by following their full-time gender expression.
- Applicants must wear clothing that fits properly.

Suit Our Students: Rowan University students have the opportunity to browse through a variety of business-appropriate clothing items and choose their perfect interview look. All students can receive free professional clothing from the Office of Career Advancement's Career Closet for their next professional event. **If interested in learning more, or trying on suits, please come to the Office of Career Advancement, 2nd floor, Savitz Hall, during traditional business hours.**

Expectations for Interviewing

Interviewing provides the opportunity to create a professional relationship and understanding between an applicant and an employer. While this objective can be accomplished through a wide variety of approaches, the main focus is to convey how the applicant can assist the organizations business needs. Due to these differing forces, it is the responsibility of both the applicant and employer to be prepared for each interview.

Types of Interviews

1. Online & Telephone: It is common practice for employers to conduct an online (Skype, WebEx, etc.) or telephone interview before a traditional face-to-face meeting. These interviews are primarily used as a screener to narrow down the applicant pool. Tips for this type of interview include:

Online

- **Connection Capabilities:** Ensure that an applicant's phone or computer is fully charged and that each device has a stable internet connection.
- **Secure the Space:** Secure a location that is free from disturbance, has bright lighting, and has an appropriate background.
- **Concentrate on the Task at Hand:** Close all external programs and/or windows and maintain strict eye contact with the webcam.
- **Install & Test:** Proactively install the necessary software (Skype, WebEx, etc.), and conduct a dry run before the actual interview.

Telephone

- **Dress in a Professional Manner:** Dress accordingly to create a proper state of mind.
- **Be Prepared:** Applicants must proactively equip themselves with their resume, cover letter, a copy of the job description, and other necessary documents within an easy reach.
- **Concentrate on the Conversation:** Attempt not to interrupt the employer by being patient, and letting them guide the conversation.

2. Group Interviews: This type of interview encompasses multiple candidates being interviewed at the same time by one or two interviewers. With this approach, employers evaluate how applicants and their personalities interact with each other.

3. Traditional Interviews: This format includes an applicant being interviewed by one interviewer, or a panel that consists of 3 to 4 interviewers. In this setup, each interviewer will ask the applicant the same amount of questions, and each representative of the committee has equal input to who is hired.

Interview Success Strategies

At each stage of the interview process, there are specific actions that students can complete to increase their chances of becoming employed. Listed below is an outline that can be completed before, during, and after an interview is finalized.

1. Prior to an Interview:

- It is helpful for applicants to review the essential job duties sheet of the position they're interviewing for, compare, and contrast their own experience to their potential role, and identify the top three main functions of their prospective job.
- Applicants must also research their potential employer and record all relevant information on a separate piece of paper. The main purpose of this activity is to record any trends, themes, or critical data that would be relevant to their future role in the company. After all of the information is recorded, it is important to review and comprehend this data.
- Create one or two-word bullet answers for questions that applicants can potentially encounter in an interview. For example, these questions can include: "What can you tell me about yourself?", "What is your greatest strength and weakness?", "Tell me about a time when you demonstrated leadership skills?", "Can you help me understand how you deal with stress?", and "Can you help me understand your communication style?", and "Why should we hire you?"

2. During an interview:

- Record the names and positions of each interviewer to write a thank you note/email after the interview.
- Provide detailed examples of an applicant's current experience is relevant to the position you're applying to, and how this experience will allow you to contribute from day one.
- Maintain eye contact with the interviewer who asks you each question.
- Refrain from asking or speaking about salary or benefits during the interview process. Employers must begin this conversation. However when they do, it is imperative for applicants to proactively outline their salary requirements based on their specific job title and geographic location.
- Never have anything bad to say regarding a previous colleague, teacher, supervisor, or employer.
- Be mindful that the questions an applicant asks at the end of an interview reflect their values as an applicant.

3. After an interview:

- Immediately following an interview, applicants must always take time to reflect on their performance. This can include identifying questions they had difficulty answering, examining their strengths and weaknesses, and brainstorming on how they can improve for future interviews.
- Follow up immediately after the interview is completed with a thank you email or card. This includes thanking the interviewer for their time, reiterating how much the applicant enjoyed the conversation, and how excited the interviewee is about the prospects of working for their company.

Commonly Asked Interview Questions From Employers

Each interview will be composed of both commonly asked interview questions and specific questions that reflect both job and industry requirements. As such, practice responding to the questions below through creating a one to two-word bullet answer that was discussed on the previous page.

General Interview Questions:

- What can you tell me about yourself?
- Can you help me understand one of your strengths and weaknesses?
- Can you help me understand how you deal with stress?
- Can you help me understand your communication style?
- Can you tell me about a time where you dealt with a challenging situation or client before?
- What are the top three skills/attributes you believe are necessary to succeed in the position your applying to?
- Why do you want to work here?
- Can you help me understand how you juggle multiple priorities at the same time?
- What would you find most rewarding about the position you're applying to?
- Can you tell me about a time where you had to solve a difficult problem?
- What is your greatest professional achievement?
- Where do you see yourself five years from now?
- Can you tell me about a time where you led by example?
- Why should we hire you for this position?

Work Environment Interview Questions:

- Do you prefer to work for small or larger employers? Why?
- Do you prefer to work in an independent or team environment?
- Can you help me understand how your college education and employment experience relate to this job?

The Position & Organization:

- Can you help me understand what you know about this opening and our organization?
- What can you tell me about our organization's products and services?
- What type of organizational culture do you prefer working in?

Questions the Applicant can ask the Employer:

- Can you help me understand what I might expect in the first three, six, and nine months into this position?
- Can you help me comprehend the independent or team projects that I will be working on?
- Can you please help me understand the training period or orientation period to this position?
- What type of professional development opportunities are available to our employees?
- Can you please help me understand the next step to this process?

Questions to ask when an Offer is Made:

- Can you help me understand the salary range of this position?
- Does this company have a standard or optional benefits package?
- What does your performance review process look like?
- Can you please help me understand your vacation policy?

Writing a Thank You Message

After each interview, it is essential to send a thank you note or email to the potential employer. Sending a thank you message is an excellent way to illustrate gratitude, but also reaffirm why the applicant would be an excellent employee for the current opening. In this regard, hiring managers pay special attention to how applicants' thank you message is articulated, as well as how fast it is sent out after an interview. As such, each thank you message should contain:

- Thanking the employer for the interview, and for having the opportunity to learn more about their current opening, team, and organization.
- An illustration of how and why the applicant's present experience directly reflects the essential job duties of the interviewed position.
- Helping the hiring manager understand the applicant's gratitude for this opportunity.
- The tone, language, and vocabulary of the thank you message sets the standard for the second round of interviews.
- Each thank you message should be unique and based on the specific factors of the role, team, and organization, the applicant is interested in pursuing.

Please review the thank you message templates and examples below. However, all templates and examples should be used as a guide, and should not be explicitly copied and pasted for discussion board questions or assignments.

Thank You Message Format

Dear (insert name of interviewer),

I sincerely enjoyed meeting with you and learning more about the (insert name of position) opportunity.

Our conversation confirmed my interest in becoming part of (insert name of organization), and I was particularly pleased with having the opportunity to be able to (insert one essential job duty that this position entails). I feel confident that my experiences will allow me to seamlessly transition into your team and complete the essential responsibilities of this role.

Please feel free to contact me if I can provide you with any further information. I look forward to hearing from you and thank you again for the courtesy you extended to me.

Sincerely,

(Insert your name)

Thank You Message Format

Hi (insert name of interviewer),

Thank you so much for meeting with me today. It was such a pleasure to speak with you and learn more about the team and position. I am very excited about the opportunity to join (insert name of company) and assist (insert one essential job duty that this position entails) with your team.

I look forward to hearing from you about the next steps in the hiring process, and please do not hesitate to contact me if I can provide additional information.

Best regards,

(Insert your name)

Thank You Message Example

Dear Dr. Coach,

I wanted to personally thank you for taking the time to speak with me about the EOF Academic Coach position at Gotham University. It was a pleasure to meet you, and I am very grateful to learn more about this role.

Following our conversation, I am confident that my experience and knowledge is an excellent match for this position. I am very passionate about having the opportunity to assist in the development of our EOF students, and I am very thankful for being able to interview for this role.

Thank you for your time, and have a great day.

Best regards,

Roberto Rodriguez

Thank you Message Standards: More Than 4 Interviewers

Furthermore, there are specific standards in terms of the number of interviewers per session. For example, if an interview hosts 1-3 interviewers, it is recommended to create a unique thank you message for each individual. However, if an interview hosts more than 4 interviewers, it is recommended to send an email to one individual on the hiring committee, and then ask if this email can be distributed to the remaining committee members. This strategy helps streamline the overall thank you message process, but also provides a centralized message to all committee members.

Please review the thank you message templates and examples below.

Thank You Message Format: More Than 4 Interviewers

Dear (insert name of individual interviewer),

Thank you for the great conversation regarding the (insert job title) opportunity. Moving forward, I would greatly appreciate if you can please forward the message below to your fellow search committee members.

Thank you for your time, and I greatly appreciate your assistance.

(Insert your name)

Dear Search Committee,

I greatly appreciate you taking the time to speak with me about the (insert job title) position, and for providing an increased understanding of the day-to-day responsibilities of this role. Today's conversation only increased my interest in this opportunity. I am excited to utilize my (insert skills/attributes/experiences that reflect the primary responsibilities of the job you're interviewing for) to benefit the objectives of (insert name of company) and (insert any specific project or responsibility that you would be working on).

Thank you for your time, and I am looking forward to hearing from you in the near future.

(Insert your name)

Guided Reflection (Please check syllabus for Chapter 5 Discussion Questions):

1. What is a business formal outfit that you would wear to an interview?
2. What are the three types of interviews, and on a scale of 1 to 5 with one being not confident and five being confident, how comfortable are you completing each type of interview?
3. After reading this section, what steps do you personally need to complete to improve upon your interview capabilities?
4. What interview questions do you believe you would have the most difficulty answering?
5. Is interviewing a skill that can be practiced and improved upon, and how would you go about doing this?

Chapter 6: Mock Interviewing

Outlining & Explaining Your Experience

All job applicants must have three distinct skill sets to become and remain employed. These skill sets involve being clear, concise, and persuasive with their hiring documents (resume, cover letter, statement of interest, etc.), being able to sell themselves during an interview, and continue performing the essential job duties they were hired to complete. While each of these topics represents a unique aptitude, there are specific strategies that can assist students throughout the interview process.

One methodology is to unpack each section of an applicant's resume. In this regard, there are two specific applications to this approach. First, students can use their resume information to answer commonly asked interview questions. As an illustration, if a student were practicing how to answer, "Can you tell me about a time where you dealt with a challenging situation or client before?" they would be able to review their resume and generate ideas for their response. Secondly, students can study their resume sections and brainstorm what specific questions employers could generate from this information. Please review the information below in reference to developing practice questions for a potential future interview.

Education & Study Abroad

EDUCATION & STUDY ABROAD	
Bachelor of Science, Human Resource Management <i>Rowan University, Glassboro, NJ</i>	Expected May 2019 Current GPA: 3.50
Study Aboard, Program Concentration: Business <i>Valencia, Spain</i>	January 2018 to May 2018
PROFESSIONAL EXPERIENCE	
Intern <i>Villarreal Club de Fútbol, Valencia, Spain</i>	January 2018 to May 2018
➤ Assisted the international expansion of the Villarreal Club de Fútbol brand in the United States, India, and China by identifying and creating content through specific marketing platforms.	

Potential Interview Questions:

- Can you help me understand why you selected your major, and how this major reflects your current career goals?
- What impact did your study abroad experience have on your perception?
- How did your study aboard experience impact your career goals?

Leadership

LEADERSHIP

Club President

Rowan University Psychology Alliance, Glassboro, NJ

September 2017 – Present

- Provide direction to implement strategic vision and mission for club.
- Recruit, train, and onboard new executive board club members.
- Responsible to coordinate and facilitate club fundraisers that generated \$1,500 within the spring academic semester.

Potential Interview Questions:

- Can you help me understand your philosophy of leadership?
- How did you handle conflicts within your club?
- Can you please help me understand your communication style, and did this style change throughout this responsibility?

Extracurricular Activities

EXTRACURRICULAR INVOLVEMENT

Volunteer Career Aide

April 2018 – Present

Rowan University Office of Career Advancement, Glassboro, NJ

- Provide insight regarding job search strategies, and resume and cover letter development in both individual and group settings.
- Collaborate with Career Counselors to enhance students' progress in securing their career objectives.

Potential Interview Questions:

- What transferable skills did you obtain from this experience, and how would they be useful for our company?
- What are two skills or attributes that you were able to strengthen from participating in this activity?

Part or Full-Time Employment Experience

PROFESSIONAL EXPERIENCE

Academic Success Coach

1/2017 - Present

Rowan University Academic Success Center, Glassboro, NJ

- Provided one-on-one engagement with a caseload of Rowan University undergraduate students throughout the fifteen week academic semester.
- Focused on each student within an academic, personal/social, and career context and empowered students to achieve short term and long term goals.
- Created specific success interventions for each student by identifying students underlying issues and promoting effective learning strategies based off their unique disposition.

Potential Interview Questions:

- Can you tell me about a time you dealt with a challenging situation or conflict before?
- Can you please share a rewarding team experience you had from your most recent position?

Laboratory Experience

LABORATORY EXPERIENCE

Parametric Design and Optimization of helicopters

- Model Simulation in MATLAB and POLYMATH to determine final design
- Construct final model with optimized dimensions for physical testing

Simulation of Wave Energy Generators

- Build working scale model of generator for simulation of generator function
- Performed detailed analysis of parameters and energy output to determine optimal designs

Potential Interview Questions:

- Can you help me understand what you learned from these experiences?
- What specific skills and/or attributes did you develop from completing these laboratory assignments?

Answering Interview Questions

With interviewing, it can be ineffective to create, and practice potential answers based on the perceived desires of each hiring committee. Experienced human resource professionals will be able to recognize these types of shallow answers. This type of answers will prevent the hiring committee from recognizing the applicant's genuine and authentic self. As such, it is paramount for the hiring personnel to identify the values, philosophy, and beliefs that are not visible in an individual's hiring material.

Guided Reflection (Please check syllabus for Chapter 6 Discussion Questions):

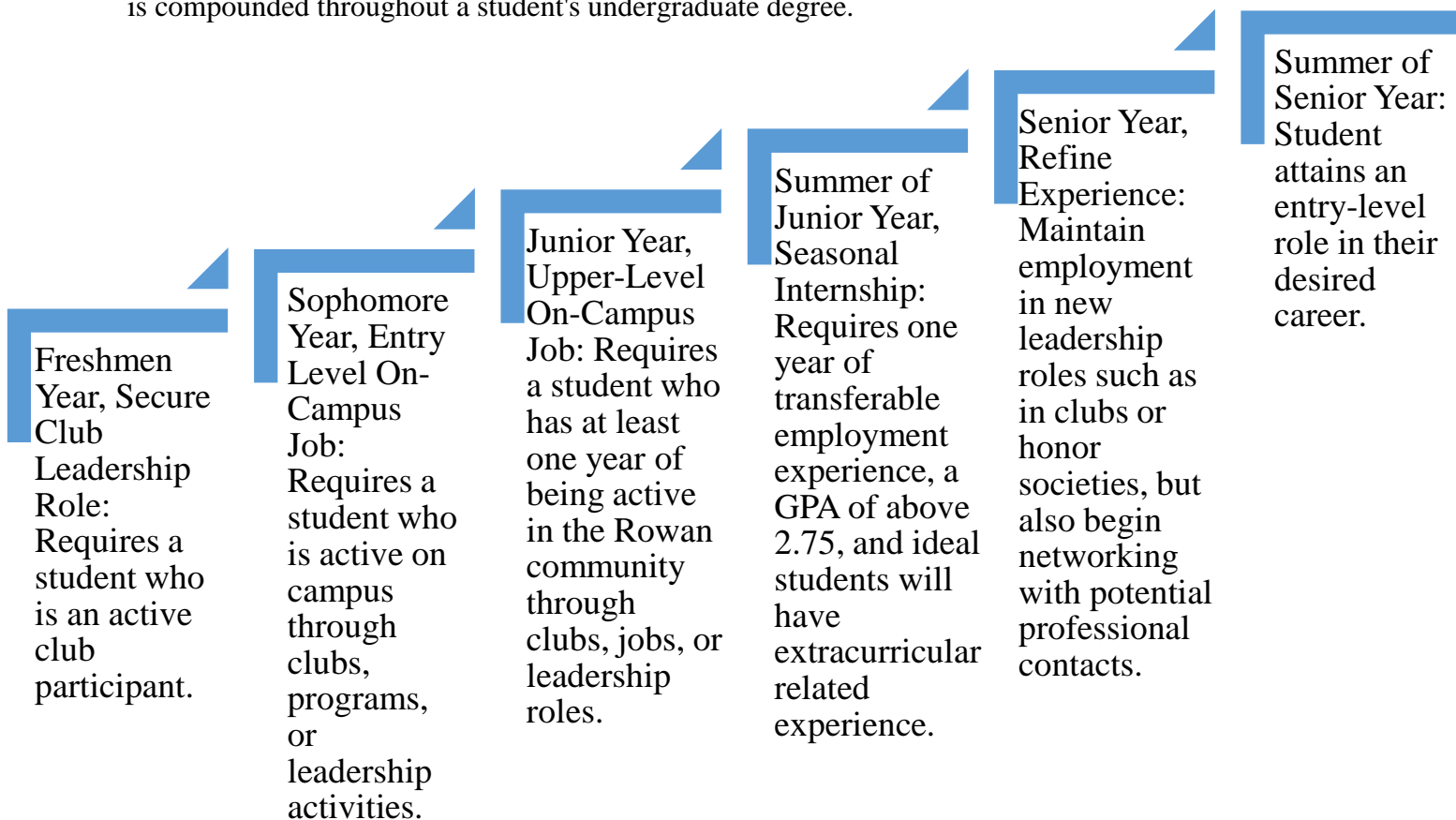
1. What are two interview questions and potential answers that you can create from the current version of your resume? Also, how would you potentially practice answering these two interview questions?
2. Do you believe that you would be able to secure employment upon graduation with your current interview skills? Additionally, what are the specific components for interviewing that you believe you need to develop?
3. How far in advance should you begin preparing for an upcoming interview?

Chapter 7: Keeping the Momentum Going!

Next Steps

Securing Professional Career Experience: In all industries, there is a specific baseline of qualifications required for each role. However, students do not have to declare a major or identify specific career interests to start building upon their experience or to create a resume. As such, developing experience and workplace competencies can begin during students' freshmen year. While all students may not be able to secure an internship during their freshmen or sophomore year, they can still gain experience by participating in leadership opportunities, extracurricular activities, and experiential education opportunities through on and off-campus venues.

Building Up Your Resume: Becoming involved in student organizations, volunteer services, leadership programs, and on-campus employment opportunities all represent valuable experiences for any student. Each of these experiences will allow students to develop transferrable competencies and enhance their overall career readiness capabilities. These career readiness competencies can include those outlined by the National Association of College and Employers (NACE) such as critical thinking and problem solving, oral and written communication, teamwork and collaboration, digital technology, leadership, professionalism and work ethic, career management, and global and intercultural fluency skills. Attaining these competencies are the foundation for increasing all students' marketability and future employment opportunities. Please review the graphic below to understand how each opportunity is compounded throughout a student's undergraduate degree.



Action Plan of Employability

Once students have created their hiring documents, but also became involved and gained experience, they can start applying to internship and full-time opportunities. Please review the following steps to understand the preparation process, but to also recognize the multiple tasks that each job candidate is responsible for completing.

1. Create and Prepare Hiring Materials

- Resume
- Cover letter
- Secure at least 3 professional references
- Academic transcripts

2. Create a Game Plan

- Visit the Office of Career Advancement to create a job search strategy, for a resume and cover letter critique, to conduct a mock interview, or to prepare for an upcoming career fair.
- Proactively outline realistic job titles that an applicant is interested in pursuing.
- Record the date, job title, and organization to all the roles where applications are submitted.
- Ensure that all hiring documents are specified for each specific position.
- Incorporate keywords from the job description and posting for each specific application.
- Ensure that the primary qualifications for each position are present in the hiring material and take time to highlight transferable skills.

3. Networking

If everyone in a specific major is graduating with similar education qualifications and grade point averages (GPA), what can individual applicants do to distinguish themselves? Networking provides current and future job applicants the opportunity to connect with professionals within a desired industry. Establishing these relationships is critical to stay abreast with potential openings in a desired field, but also create references for the hiring process.

- Utilize Networking Websites: Websites such as LinkedIn, Career Shift, and other social media websites represent a new and exciting way to connect with employers. However, all websites must be used professionally and consistently.
- Actively create new contacts: Rowan University host numerous opportunities to establish new professional relationships. For example, each year, multiple career fairs, networking sessions, employer information tables, and industry nights are held at Rowan University. Visit our website (<https://sites.rowan.edu/oca/>) for the most recent information relating to these events.
- Utilize current relationships: It is essential to remain connected with available friends, family, staff, faculty, alumni, and employers. Establishing this foundation is critical for building upon the applicant's professional network.

4. Apply

It is important to schedule a time when applicants can search, apply, and check the status of previously submitted applications. As part of this process, it is vital to begin searching for both internship and employment opportunities at least two semesters in advance to a desired start date. It is also critical to record the deadlines and the date applied to for all positions of interest. Keeping track of this information will allow the applicant to recognize trends within the job market and industry they're currently pursuing. Additionally, Rowan University hosts multiple opportunities to secure both internship and employment opportunities as listed below:

- Profs Jobs: Rowan University's premiere website that hosts internship and job opportunities that are exclusive to all Rowan University students and alumni.
- Career Shift: Allows users to search numerous job listing that are posted throughout the world.
- Industry and Career Fairs: Each year, the Office of Career Advancement hosts multiple career and industry nights for students to connect with realistic employment opportunities.
- Job Postings: Company websites, industry-specific websites, classified newspaper bulletins, and other online job boards.

5. Interview

Please review the "Interview Skills" section for detailed information relating to the interview process. Some of the main topics that will be examined in this area include:

- Practicing interview answers to commonly asked questions.
- Outlining questions to ask the interviewer.
- Dressing in a professional manner.
- The appropriate time to arrive for an interview.
- Being mindful of body language and nonverbal cues.
- Following up with a "thank you" letter or email 24 hours after an interview.
- Ensuring that applicants reflect on their interview performance to identify their strengths, areas of improvement, but also how they can increase their preparation for future interviews.

Preparing for a Job Fair

Attending an Office of Career Advancement career fair is an excellent way to build relationships with employers, develop networks, and practice interviewing skills. During these events, students will be able to interact with a diverse array of organizations and industries, as well as fellow job applicants. Due to these opportunities, all students must have an elevator speech and understand how to navigate a job fair.

Employer Expectations for Career Fair Participants

When exploring potential careers, it is essential to ask opened questions, proactively outline the job titles or industries the applicant wishes to enter and be able to answer inquiries relating to their career objectives. Conversely, those seeking employment opportunities should proactively research the company they are applying to, ask and answer potential interview questions, and follow up with each contact with 24 hours of the initial interaction.

Preparing for a Career Fair

Applicant Responsibilities Prior to a Career Fair:

- Double check your resume for any errors and ensure that appropriate action words and keywords are being used. It is also recommended to have all your hiring documents critiqued by a career professional in the OCA.
- Proactively outline and prioritize what specific positions and employers you're interested in and begin to research these opportunities.
- Print out multiple copies of your resume to bring to each event.
- Understand that some employers may not take your resume and that they may recommend that you apply online instead.
- Create and practice your elevator speech.
- Prepare questions for employers relating to their specific positions, openings you would be qualified for, and the company itself. These questions can include:
 - What majors do you traditionally hire for your (insert job title) position?
 - What training is provided to new employees?
 - What is the hiring process like for your interns and new associates?
 - What characteristics do your most successful employees have?
 - When you were a junior or senior in college, what job experiences, trainings, or actions did you take that enabled you to be in your current position?
- Attempt to carry as little as possible, which includes not taking a coat or backpack to these events. Conversely, items you can take to a career fair include:
 - A list of target employees at the career fair and a list of questions you can ask employers.
 - Professional portfolio with samples of work if this is appropriate for your desired industry.

Applicant Responsibilities During a Career Fair:

- Dress professionally and make sure to **turn your cell phone off**.
- Be independent – applicants can be perceived as more professional walking alone rather than with a group of friends.
- While waiting in line to speak with an employer, listen to what the employer is saying. Doing this will allow you to hear what questions other candidates are asking and the employers' response to these questions.
- Answer questions concisely and directly. This conversation should be two-sided, with both parties asking questions and providing information.
- Keep an open mind when talking to employers. Even if you are interested in a specific geographic area or career interest area, there can be employers that host-related departments in other locations.
- Make an excellent first impression - greet the employer and introduce yourself. Smile, make eye contact, and use a firm handshake. Use your one-minute script about yourself to start conversations with employers.
- Make sure that you acquire the business cards from your top 5 employers of interest.
- Keep a record of your correspondences during the career fair to use in your follow-up activities.

Applicant Responsibilities After a Career Fair:

- Send a thank you email to specific organizations that you're interested in pursuing. This email should include how you appreciate the employer's time, your interest in working for them, and how you would be able to contribute to their organization.
- Reflect on your performance at the career fair. Take time to evaluate what you did well, what you need to improve upon, and what actions you can personally complete to be more effective at the next career fair.

How to Create an Elevator Speech for Career Fairs & Networking Events

Imagine that you just walked into an elevator located on the 1st floor. As the elevator reaches the 2nd floor, the hiring manager for an organization you're interested in walks into the elevator. Considering that you only have 30 to 40 seconds until the elevator reaches the 6th floor. What would you need to say to the hiring manager? This scenario illustrates the purpose of an elevator speech. An elevator speech is a concise synopsis to help the employer understand an applicant's education, qualifications, and career experiences. Providing this information within a reduced timeframe is essential not to waste the employer's time. Please review the examples below for the following elevator speeches:

Example 1: Hello, my name is Tara Strong. I am a Rowan University senior majoring in human resource management. I am employed as a part-time Recruiting Coordinator for The Davis Companies. This role has strengthened my skills in leadership, teamwork, and communication through leading a team where we developed a new training program to better onboard our new temp to hire employees. In researching your company, I read about the plans for expanding upon your human resource department, and I am interested in learning more about this endeavor.

Example 2: Hi, my name is Charles Christie. I am currently a sophomore attending Rowan University. My major is public relations with a minor in psychology, and for the past year, I worked as an Admissions Ambassador at Rowan University. Last summer, I volunteered with Braithwaite Communications in Philadelphia, and I am hoping to secure a marketing internship for this summer season. I am very interested in expanding upon my skill set, and the marketing position will provide me the sales experience needed for my future career.

Example 3: Hello, my name is Angelica Maine. I am a junior at Rowan University, and I am a biological science major. Currently, I am the President of the Biology Club, where I have organized field trips to the Environmental Field Station in Cape May. I have also completed Rowan University's Summer Undergraduate Research Experience (SURE) program, where I conducted supervised research in mitochondrial and developmental biology. I am interested in utilizing both my leadership and research experiences to secure a summer internship to expand upon these aptitudes.

How to Create Your Elevator Speech

Hello my name is _____.

I am currently a (insert current academic level) _____ at Rowan University, and I

am majoring in _____. My current experience entails

(include part time or internship opportunities you held) _____

where I primarily developed my (insert skills/attributes that were developed from these

experiences) and my main responsibilities entailed (insert top one to three duties that

are most relevant to your position of interest). I have also attained transferable career

experience through being involved in (list any student organization, club, office, leadership, or

volunteer roles you held) _____ where

I _____ (insert what you did in these experiences). Through

previously researching your company, I am interested in (include something that interests you or

that you learned about this institution) _____. I am also

interested in having the opportunity to learn about the (insert job or internship title you're

interested in) _____ with your company.

Ethical Considerations When Accepting A Job

In confirming a job offer through email or verbal correspondence, the applicant is providing an assurance to their employer. Reneging on a job offer damages an applicant's professional brand and serves as a poor reflection of Rowan University. Furthermore, once an employment offer is made, applicants should not continue to search, apply, and interview for other positions of similar starting dates. Please contact an OCA career professional if you require assistance in evaluating a job offer or making a significant career decision.

Guided Reflection (Please check syllabus for Chapter 7 Discussion Questions):

1. Create a potential plan of employability for any leadership, volunteer, or employment position that you are interested in pursuing. What are the strengths and weaknesses of your current plan? What actions do you need to take to improve upon the weaknesses of your plan?
2. Why is it essential to attend a career fair, and what specific Rowan University career fair (<https://sites.rowan.edu/oca/careerevents.html>) would be the most effective for you to attend?
3. Create the first draft to your elevator pitch. One a scale of 1 to 5 with one being not confident and five being confident, how confident do you currently feel presenting your elevator speech to an employer?
4. Why is it vital to create an elevator speech for any career fair you attend?