



# Resource Center

## Career Marketing Plan Checklist

Directions: Put date(s) by each item as you complete them

| Task  | Date(s) |
|---|---------|
| 1. Keep a weekly tally of accomplishments   |         |
| 2. Understand your strengths and weaknesses   |         |
| 3. Research transferable and soft skills  |         |
| 4. Prepare a Network contact list   |         |
| 5. Contact at least 3 people in your Network every week   |         |
| 6. Update Master Résumé   |         |
| 7. Draft an interchangeable Cover Letter  |         |
| 8. Develop a 5-year career plan   |         |
| 9. List steps to achieve your career goals  |         |
| 10. Meet with a professional in your field of study to discuss accomplishments and future plans |         |
| 11. Develop a mentoring relationship with someone established in your chosen profession         |         |



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| 12. Create Networking Cards   |         |
| 13. Attend professional meetings, workshops, and/or trade shows   |         |
| 14. Attend professional development opportunities (e.g. workshops, seminars)  |         |
| 15. Inform Network Contacts of accomplishments and/or desires for accomplishments                                   |         |
| 16. Develop a selling proposition for current/ perspective employers about your relevant skills and accomplishments |         |
| 17. Have a thought-out elevator pitch (15-30 seconds)   |         |
| 18. Start a Professional Portfolio  |         |
| 19. Attend career fairs   |         |
| 20. Follow up potential opportunities   |         |
| 21. Send thank you notes to contacts  |         |



## Resource Center

### Checklist of Positive Personal Qualities

**Achievement-oriented:** aspires to accomplish difficult tasks, maintains high standards, and works toward distant goals

**Adventurous:** seeks out exciting, novel or dangerous experiences; willing to take risks and meet new challenges

**Aesthetic:** aware of the importance of attractive pleasant surroundings; able to design and develop visually attractive or stimulating elements; concerned with comfort and pleasure of others

**Ambitious:** shows a great deal of effort at tasks; has a strong desire for fame and power

**Analytical:** seeks to understand things or people by breaking them down into their component parts and investigating their meaning

**Assertive:** persistently positive or confident in insisting on one's rights, in expressing thoughts and feelings, or being recognized

**Autonomous:** independent and self-governing; able to complete tasks on one's own

**Calculating:** able to assess risks, rewards, and outcomes in a proposal or plan

**Clever:** smart, bright, intelligent, quick to understand

**Competitive:** enjoys engaging in activities in which rivalry and competition are important; likes to win and surpass one's previous performance and that of others

**Conscientious:** meticulous, hard-working, meets deadlines, and always completes tasks

**Conservative:** respects established traditional values/ideas; understand others' resistance to change

**Cooperative:** has the ability to work together with others, combining efforts and talents in a harmonious, helpful way

**Courteous:** is polite and considerate; displays good manners in dealing with others

**Critical:** able to analyze strengths and weaknesses of people and ideas

**Dominant:** able to control environment and influence or direct others; enjoys the role of leader

**Efficient:** produces desired results with minimum possible time, expense or waste

**Empathic:** perceptive and understanding of others' thoughts and feelings

**Energetic:** active and industrious, approaches tasks and situations with zeal, vigor, and intent

**Expressive:** articulate, verbal and non-verbal interactions with others; shows

SC-BU Resource Center

1500 North Fifth Street • Springfield, IL 62702 • Phone: (217) 525-1420 ext. 320

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# Resource Center

## Checklist of Positive Personal Qualities

**Flexible:** adapts readily to changes in environment

**Forthright:** direct and frank about one's feelings, values, opinions, etc.

**Friendly:** sociable; expresses kindness in interactions with others, congeniality, and interest

**Generous:** willing to give or share; unselfish

**Honest:** trustworthy; is open and genuine in dealing with others

**Humorous:** comical and amusing, witty and entertaining

**Imaginative:** creative, inventive, original in one's ideas; combines elements in a new way

**Individualistic:** behaves, thinks, and feels in a highly personalized and distinct way

**Inquisitive:** curious about one's environment; likes to experiment and investigate

**Intellectual:** interested in acquiring knowledge, in understanding phenomena or being inventive and creative

**Modest:** shows a high degree of humility; not vain or boastful, shares credit or success

**Open-minded:** unprejudiced, willing to consider new ideas

**Organized:** concerned with keeping personal effects, surroundings, and schedules in order; dislikes confusion

**Patient:** endures pain, trouble, etc. Without complaining; calmly tolerates delay, confusion; able to persist toward a goal

**Perfectionist:** concerned with producing a result that is flawless or foolproof

**Persevering:** has stamina and endurance; patient and unrelenting in work habits

**Practical:** matter-of-fact, concerned that actions or objects be useful, realistic, concrete

**Relaxed:** free from tension, frustration, and worry

**Risk-taking:** able to move ahead boldly in an uncertain situation

**Self-confident:** secure and self-assured, believes in own ability to accomplish most tasks undertaken

**Strong:** having a character that is steadfast and determined, even in the face of great difficulty

**Tactful:** takes care to avoid offending in communication with others; diplomatic

**Thorough:** always completes tasks and approaches them in a precise, meticulous way

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# Resource Center

## Questions You Should be Prepared to Answer in an Interview

### **Tell me about yourself**

- ☞ The employee is looking for a brief autobiography. What is in your background experience and personality an employer will find interesting?

### **What did you like most/least about your last job?**

- ☞ The employer wants a brief statement of facts concerning your previous employment.

### **Tell me about your last supervisor.**

- ☞ The interviewer is really asking, "how well did you get along with your supervisors?" Be honest and do not be negative.

### **Tell me about the people you work with.**

- ☞ The interviewer is really asking, "did you get along with your co-workers?" It is best not to mention a specific individual, instead try to project an image of friendly teamwork.

### **Why are you leaving the job you have now or why did you leave your previous employment?**

- ☞ Be honest, however, do not blame others for your past difficulties. If you quit, state your reasons; if you were fired, give an honest estimation of why.

### **Tell me what has made you the most proud of the work you've done.**

- ☞ Provide information about improvements or suggestions that became part of the businesses standard operating procedure. Review your work history carefully.

### **Why do you want this job?**

- ☞ "I don't know" and "I need money" do not make a favorable impression. What makes the job interesting?

### **As an employee, what are your strengths (your good points) and weaknesses (your bad points)?**

- ☞ Things to consider would be: your motivation, your ability to work with people, your past successes. When discussing bad points, emphasize your efforts to improve areas in which you have had difficulty.

### **What are your future plans?**

- ☞ Break your answer into two parts; short-term goals and long-term goals. Short-term goals might include going to school or learning a new skill. A long-term goal might be the position you would like to have in a few years.



# Resource Center

## HANDSHAKING 101



### 5 Factors to Consider when Shaking Hands:

#### Timing

**1** Always shake upon meeting. Wait a few seconds for the recruiter to extend a hand. If the recruiter does not extend a hand, you should offer yours. Make eye contact and smile when you begin to introduce yourself.

#### Mechanics

**2** Place your hand fully in the palm of the other, web to web. A firm, but not painful, grip indicates sincerity.

- ☞ Do not offer your finger tips, or release in a semi-forceful, downward manner.

#### Velocity

**3** Upon greeting, pump the hand two pumps in a not-too-fast manner. At the conclusion of a successful meeting, three or four pumps in at a relaxed pace will help end the meeting on a positive note.

#### Plane

**4** Always shake in a perpendicular way.

- ☞ A palm that is extended mostly up is viewed as passive. A palm that is extended mostly down is viewed as aggressive.

#### Temperature

**5** Prior to an important meeting, be sure your hands are clean, warm and dry.



# Resource Center

## Job Fair Strategies

### Before the Job Fair:

- Check the Job-Fair sponsor's website for an up-to-date list of participating employers
- Research the employers who interest you
- Go to the employer websites to learn more about the company
- Prepare a thirty- to forty-five second introduction and practice saying it
- Be prepared to ask questions of the representatives
- Develop a strong résumé and bring several copies for distribution
- Decide on appropriate, professional attire to wear (most Job Fair's have strict business attire dress codes)
- Prepare for questions you may be asked by job recruiters (here are some examples):
  - Tell me about yourself (work into this response any ways you've consistently added value to positions that you've had)
  - What do you know about the company?
  - Why do you want to work for us?
  - Why are you searching for a new job?
  - Tell me about your background and accomplishments
  - How does your background related to this position?
  - What are your strengths and weaknesses?
  - How would you describe you most recent job performance?
  - Why did you leave your last position? Or why are you leaving your current position?
  - Why should we hire you?

### During the Job Fair:

- Read the Job Fair timetable/map/handout when you arrive and plan which companies to talk to
  - Visit the companies you are most interested in first
  - Go for quality over quantity
- Make a good first impression
  - Don't carry a back pack, but do bring your résumé and a pen(s) in a folder, portfolio or briefcase
  - Make eye contact immediately when introducing yourself
  - Introduce yourself as a Springfield College-Benedictine University student and quickly summarize your objectives and qualifications
  - Give a firm handshake—it matters (see *Handshaking 101*)
  - Remember the representative's name; if they haven't mentioned it, casually refer to their name tag
  - Smile and be polite; enthusiasm is an important quality
  - Dress nicely; wear a suit if possible, old jeans will not make the right impression
- Body language can often speak louder than spoke words
  - Do not fidget or play with your hair
  - Do not look around when talking or being spoken to
  - Do not chew gum
- Communication is critical
  - Listen carefully to what the representative has to say
  - Avoid using filler words such as "um," "like," and "ya know."



# Resource Center

## Job Fair Strategies

- Show confidence in your voice. The room will be noisy, if they can't hear you, they won't remember you.
- Be articulate and sell yourself
- Offer a professional looking résumé, if you have run out of résumés offer to send one.
- Ask for a business card or write down the representative's name. It is also okay to clarify what the hiring procedure is. You want to make sure you are doing it right.
- Be prepared with a set of questions to keep the dialogue going
  - 10 Questions you may want to ask recruiters:
    - Can you tell me more about the position and the type of person you are seeking?
    - What is your company's competitive advantage in the market place?
    - How would you describe your company's culture?
    - What would you say are the three unwritten rules of success in your organization?
    - What is your organization's commitment to diversity?
    - How diverse is your executive management team?
    - Has your company had any layoffs in the past two years?
    - What can I do to help to add value to the organization?
    - What is the next step for consideration?
    - What time should we schedule an interview?
- Explore all your options
  - In addition to the list you've made, speak with other employers you have not considered before
  - Take the initiative and engage in meaningful conversations
  - Representatives are there to provide information about their companies and career fields
  - Representatives are excellent resources in your career search and decision-making process
- Additional tips:
  - Think of a good reason to go back a second time; return to booths of interest a second time to make the impression stick
  - If the booth is really busy, ask the recruiter for a specific time that you can come back for an actual interview
  - Mark your résumé. Give résumés to everyone you talk to and be sure to make a note on your résumé to help interviewers remember you.
  - Ask about the next step. You won't necessarily get hired on the spot, but your goal is to set up an interview.
  - Talk to other candidates at the career fair. Ask them which companies they've spoken to. You may meet someone who can provide you with some helpful information.
  - Always collect business cards from recruiters. Use the e-mail addresses to send a thank-you and follow-up notes
  - Stay late; sometimes the last contact is the best contact

**Come to the Resource Center for help with your résumé, mock interviews, questions about job fairs, and much more!**



# Resource Center

## Career Networking

### Why should I be interested in Networking?

Networking is one of the most important activities that job-seekers need to master to be truly successful in their career search. Since the vast majority of job openings are never advertised, job-seekers need to have a network of contacts. This is a career network that can help provide information, leads on job openings, and career support.

### What do I do first?

- ◆ Create a list of contacts
- ◆ Make effective use of those contacts and organizations
- ◆ Keep good records of contacts you have made
- ◆ Prepare a list of questions you might like answered
- ◆ Set objectives for networking outcomes
- ◆ Be safe when meeting new contacts

### Who should I contact?

Contact people you know! Start by making a list of 30 people you know. Include family, friends, neighbors, teachers, past and present co-workers, colleagues, and supervisors and employers. Reach out to other media sources such as the internet; job related chat rooms, career development sites, job placement sites and job posting sites. For example:

[www.sci.edu/rc-career.htm](http://www.sci.edu/rc-career.htm) [www.monster.com](http://www.monster.com) [www.careerbuilder.co](http://www.careerbuilder.co) [www.usajobs.com](http://www.usajobs.com)  
<http://regionalhelpwanted.com/home/219.htm?SN=219&> [www.sj-r.com](http://www.sj-r.com)  
[www.co.sangamon.il.us/sangscripts/JobList.asp](http://www.co.sangamon.il.us/sangscripts/JobList.asp) [www.illinois.gov/jobs/](http://www.illinois.gov/jobs/)  
<http://springfieldil.expresspersonnel.com/>  
<http://localsite.manpower.com/localhome/index.jsp?site=519>

### Where should I network?

Online through email and interviews, as well as Internet social networks. You can also network through colleagues and established contacts, in addition to past and present employers. Use Alumni functions and community functions as places to network. Attend as many career fairs and job fairs to get your name out there. When attending open house events with associated career businesses, community events, social events and religious events, take the opportunity to network.

It is important to prepare what you will say ahead of time. Know what your objective is when you attend an event. Come prepared with questions.

### Networking Tips

- ◆ Ask questions and listen to the speaker
- ◆ Identify his or her concerns and/or interests
- ◆ Offer solutions or connections
- ◆ Immediately follow-up with the person by email or by phone
- ◆ Stay in touch!!!



## Resource Center

### Career Networking

Networking business cards, which have the look and feel of a traditional business card, give you the opportunity to provide critical career and contact information with people you meet in social and professional situations.

#### *Networking cards for college students:*

Looking to secure a position where I can apply my creative marketing skills, marketing education, and experience and be part of a team that helps achieve the organization's success.

#### **Fisher Stevens Johnson**

FSjohnson@yahoo.com (407) 555-5555

1837 Curvy Lane Road, Winter Park, FL 12345

#### **Amy Matthews**

Objective: To apply my leadership, education, and health management skills in a challenging position with a growing firm.

BS—Harvard University

Major: Health Sciences Minor: Management

Box A-12312 Cambridge, MA 456789  
(654) 890-1234

#### *Networking cards for college students:*

Award-winning, buzz producing publicist with 5+ years PR experience can take your product to the next level!

#### **John S. Randall**

1597 NE 147th St. john@johnsrandall.com  
Winter Park, FL 12345 www.johnsrandall.com

**Telephone: (407) 555-1111**

#### **Michelle B. Armay**

*Top-grossing salesperson five years running. Give me your best or worst territory— and I'll produce superior sales results!*

108 Hiltop Way P: 407-555-7891  
Winter Park, FL 12345 F: 407-555-7892  
armay@xmail.com C: 407-555-7893

#### **Networking Cards Printing Details:**

You can have networking cards printed for you at a local printer or on the Web, or you can try designing and printing them yourself on your computer. Make sure to print the final versions on a high-quality inkjet or laser printer only and on professional paper!



## Resource Center

### Do's and Don't's of Using the Internet in your Job Search

- √ **Do** make the internet a part of your job search plan.
- √ **Do** use all the job-hunting information and tools the internet offers, not just job sites.
- √ **Do** use all job sites, not just general ones. Use industry, geography, and job-seeker-specific sites.
- √ **Do** use all of the features each web site offers you (posting résumés, browsing jobs, and job search agents).
- √ **Do** follow the instructions carefully for posting your résumé or applying for a posted position.
- √ **Do** know how to send e-mail cover letters, as well as how to prepare scannable résumés.
- √ **Do** post different versions of your résumé online to market yourself and your skills in different ways.
- √ **Do** post other documents on the web to build your e-portfolio, such as cover letters, letters of reference, evaluations, etc.
- √ **Do** follow-up with each potential employer after posting your résumé and applying for jobs.
- √ **Do** keep records of who you have contacted or submitted information to, for networking purposes.
- √ **Do** consider online newspaper classified want ads as another part of your job search.
- √ **Do** use all available resources on the internet to research companies and industries.
  
- √ **Don't** expect to get a job from submitting or posting one résumé. Only about 5% of job-seekers actually find a job solely through the internet.
- √ **Don't** spend your whole job search on the internet. It is a great networking tool, but only a part of your job search.
- √ **Don't** be passive in your job search, be active and take initiative to market yourself efficiently.
- √ **Don't** apply for or respond to jobs that you are not qualified for. Make sure you understand the job qualifications and duties completely.
- √ **Don't** be afraid to e-mail the employer if you have questions before applying. This shows interest in the position.

(adapted from [www.quintcareers.com](http://www.quintcareers.com))

**Don't Forget.** . . to research yourself on Google or another search engine to make sure you know what is available for employers to see!!!



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## Electronic Portfolio

- √ The electronic portfolio should be available to employers as a supplement to your résumé
- √ Your e-profile can be on the World Wide Web, CD-ROM, or zip drive
- √ You can set up your e-profile as a PowerPoint presentation or include a PowerPoint presentation slideshow as part of your e-portfolio

### What should it Include?

An e-portfolio should include more than the traditional paper portfolio!  
It can include:

- Audio and video clips
- E-mail link
- Link to SC-BU website
- Your current job's website
- Other appropriate links that are professional

### Why an Electronic Portfolio?

- √ It is easy for employers to access and use, especially if they are on the web
- √ By including a "mail to" link in your portfolio, employers can contact you simply by clicking on the link and typing in a message
- √ It shows employers that you are familiar with various types of computer technology and programs



**Be Creative!!!**





# Resource Center

## Professional Portfolio

- ✓ Your professional portfolio can be one of the most powerful tools to market yourself!
- ✓ Your professional portfolio sets you apart from your peers and your competition for jobs.

### Organizing your Professional Portfolio:

- Determine the skills necessary for the job you will be interviewing for
- Choose items that will document how you have used those skills for the employer
- Use a professional appearing portfolio notebook
- Arrange your portfolio to show how your abilities relate to the employer's needs
- Label the different sections for ease of finding information in the portfolio

### Items You May Want to Include:

- ✓ A few copies of your résumé
- ✓ An official copy of your transcripts
- ✓ A fact sheet, in list form, that displays your skills and what you like to do
- ✓ A list of experiences that do not fit into your résumé
- ✓ Certificates of awards and honors; special certifications for special training
- ✓ A program from every event you planned or in which you participated
- ✓ A list of conferences and workshops you have attended with a description of each
- ✓ Samples of your writing
- ✓ Documentation of your technical or computer skills
- ✓ Letters of commendation or thanks
- ✓ Letters of nomination to honors and academic organizations
- ✓ Newspaper articles that address achievements
- ✓ Internship or co-op summary report

### Why an Professional Portfolio?

- A portfolio shows your achievements, skills, and abilities!
- It also documents the scope and quality of your experience and training!



**Be Creative!!!**

