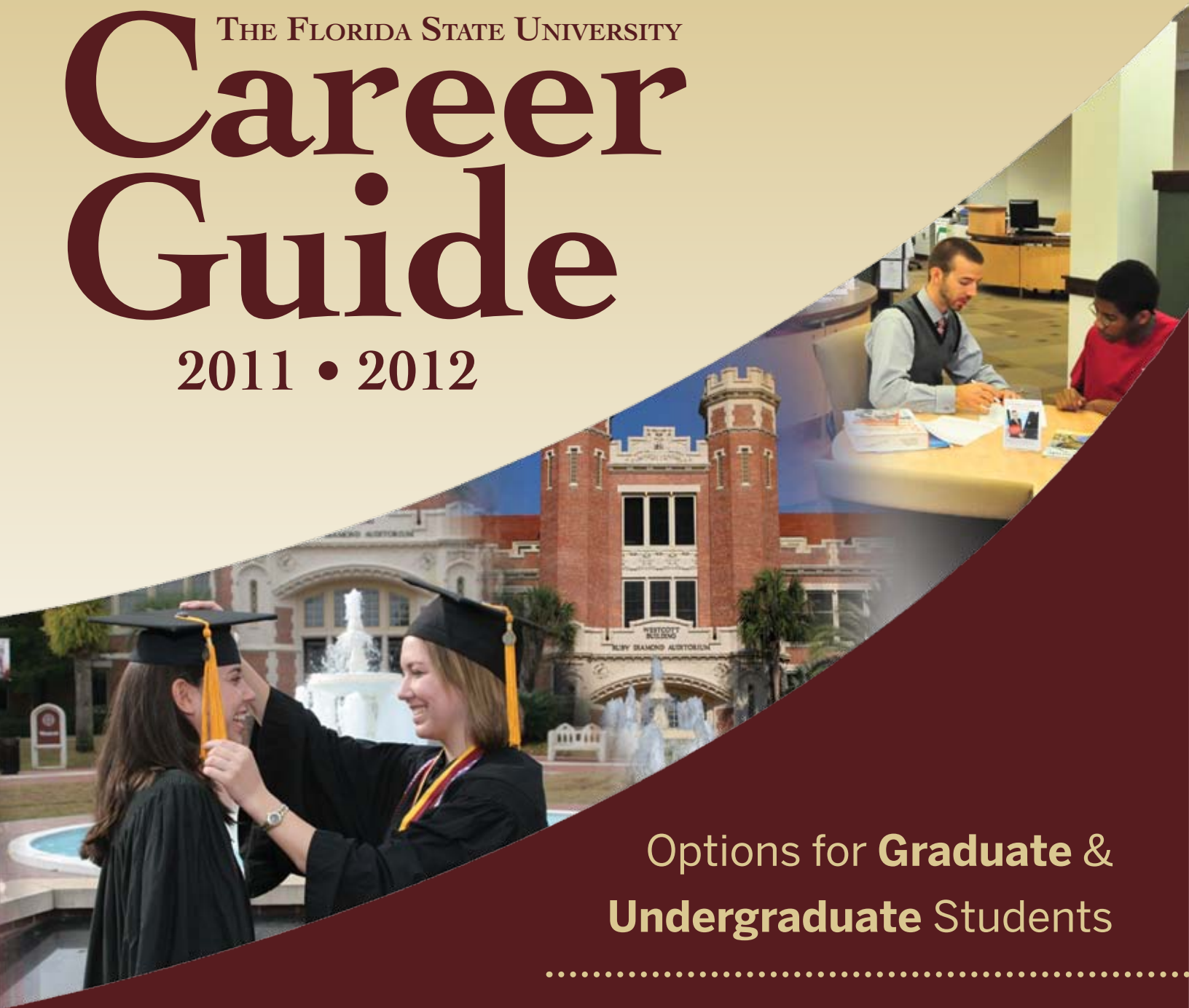


THE FLORIDA STATE UNIVERSITY Career Guide

2011 • 2012



Options for **Graduate & Undergraduate** Students

.....

Explore Major Opportunities

.....

Gain Practical Experience

.....

Land a Job That Fits

.....

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Discover your options.
Conquer your future!



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Why Should I Visit The FSU Career Center?

To Choose or Change your major

- Speak with a career advisor (no appointment necessary)
- Research using our Career Library with over 3,000+ information resources

To Prepare for your future

- Create your online Career Portfolio
- Receive a resume, curriculum vitae (CV), or cover letter critique
- Participate in mock and on-campus interviews
- Search and apply for co-ops, internships, and part- or full-time jobs
- Take the Introduction to Career Development Course (SDS 3340)
- Apply for Career Internship Certification or the University Recognition Program

To Find a job or graduate program

- Explore our Online Jobs' Database, SeminoleLink, or use it to *showcase* skills with the Resume Builder and build your *network* with ProfessoNoles
- Register for SeminoleLink's *Plus!* services to access job listings and set up a mock or on-campus interview with employers
- Attend career expos to meet prospective employers or school representatives
- Find out more about all our FSU Career Center resources, services, and events by visiting career.fsu.edu, or reading this **Career Guide!**



Discover your options. **Conquer your future!**

we want TO FEATURE YOU

Are you a currently enrolled FSU student or alumnus who has used any of our Career Center's services and achieved success?

Would you be willing to send us a short bio, digital photo, answer some questions, and provide career tips?

The FSU Career Center is seeking students' and alumni's full-time job and internship

Seminole Success Stories

as well as positive part-time job, co-op, volunteer, and match major experiences to include on our website and publications, along with a brief article and your photo.

If you are interested in being featured, please visit career.fsu.edu/success for more details.

We look forward to hearing from you!



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Contact, Location, & Hours

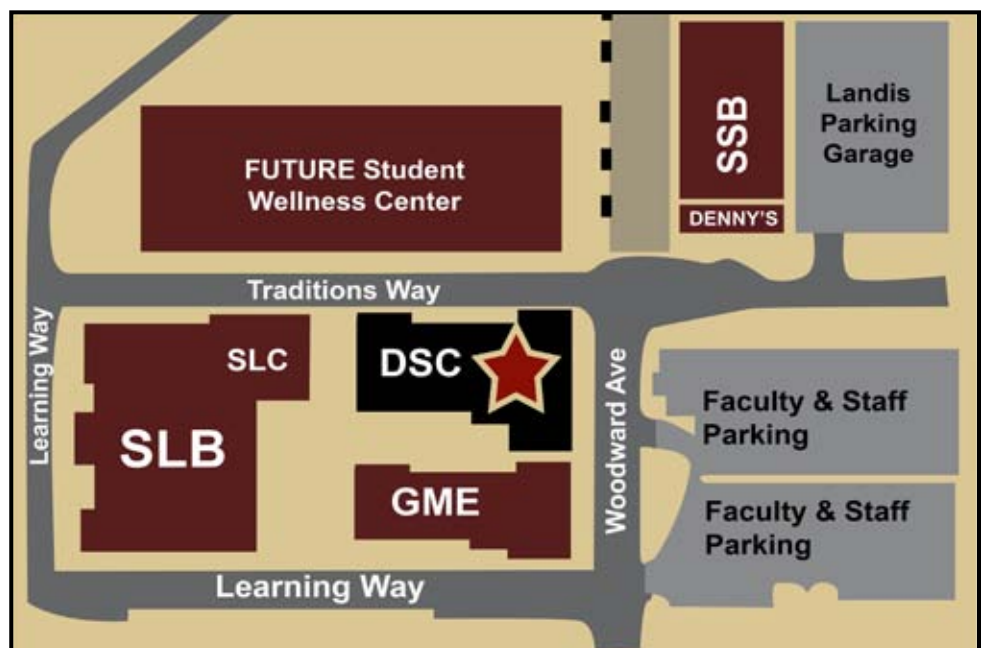
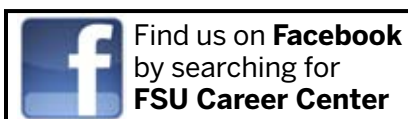
**The Career Center
Florida State University
Dunlap Success Center**
100 South Woodward Avenue
P.O. Box 3064162
Tallahassee, FL 32306-4162

career.fsu.edu

Drop by The Career Center!
Monday-Friday, 8 a.m.-5 p.m.

Meet with a Career Advisor!
Monday-Friday, 9 a.m.-4:30 p.m.
Tuesdays until 8 p.m. during most of the fall and spring semesters

Career Center Reception
850.644.6431



The Career Center is located in the **Dunlap Success Center (DSC)**, situated in the heart of campus at the corner of Woodward Avenue and Traditions Way, across from the Denny's, and next to the Student Life Building. Visit The Career Center today!

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FSU Center for Global Engagement	59	Macy's	46
FSU College of Business	104	PWC	86
FSU College of Human Sciences	67, 74	ReliaQuest	30
FSU College of Communication & Information	71	SCAD	25
FSU Credit Union	95	University of Tampa	78
FSU International Programs	57		

Our valued partners and all employers recruiting at The Florida State University give assurance that they are equal opportunity employers.

Career Center Library

The **FSU Career Center Library** supports all of The Career Center's services through a comprehensive collection of in-house and online resources. These resources provide information on career and life planning, majors, occupations, educational/experiential opportunities, effective job search strategies, potential employers, graduate schools, and more!

The Career Center uses a *web-based catalog* called **Career Key** to help you find resources that meet your information needs. Use this tool to generate a printable list of print or media resources and their locations within The Career Center Library. The FSU Career Center staff can help you find and use each resource.

Below are examples of resources from our extensive collection that can help you discover your options and reach your goals! Additional online resources can be accessed through the **Library Links** page on our website, career.fsu.edu.

For information on library services and resources, drop by the library, visit career.fsu.edu/library, or call 850.644.6431.

Find even more FSU Career Center resources by visiting the **Secure Apps section on Blackboard**.

Career Library Sample Resources

The **FSU Career Center Library** is divided into six sections, each briefly described below:

Section 1: Planning—

Whether you are choosing your major or career, books and modules in this section can help you discover your options!

Modules developed by career advisors are *guides that direct you to resources within the library*.

- **Books:** What Color is Your Parachute?; Vault Guide to Conquering Corporate America for Women and Minorities
- **Modules:** Exploring Your Interests, Values, and Skills; Match Your Major; Maximizing Diversity
- **Online:** CareerOneStop: (careeronestop.org); Career Planning Guides (career.fsu.edu/advising/guides.cfm)

Section 2: Occupations—

Find books on a group of occupations or a specific occupation.

Occupational Files contain *information from multiple resources to provide comprehensive descriptions of careers*.

- **Books:** 150 Best Recession Proof Jobs; Great Jobs for Liberal Arts Majors
- **Occupational Files:** Biomedical Engineers; Forensic Psychologists; Special Education Teachers
- **Online:** Career Guide to Industries (bls.gov/oco/cg); Occupational Outlook Handbook (bls.gov/oco)

Section 3: Education—

Look for information on specific schools, admissions, financial aid, training programs, and more!

- **Books:** Chronicle Financial Aid Guide; Business School Buzz Book
- **Files:** FSU/Study Abroad; Graduate Programs; Paralegal Training Programs
- **Online:** College Navigator (nces.ed.gov/collegenavigator); Virtual Campus Tours (campustours.com); FSU Undergraduate Academic Program Guide (www.academic-guide.fsu.edu); GradSchools.com

Section 4: Experience—

Find information that will help you on your way to gaining professional experience, such as internships and work abroad!

- **Books:** Disney, Theme Parks & Resorts Professional Internships; How to Live Your Dream of Volunteering Overseas
- **Online:** FSU Career Center "Get Experience" Options (career.fsu.edu/experience); Back Door Jobs (backdoorjobs.com)

Section 5: Preparation—

Get advice and examples on writing resumes and cover letters, interviewing, job hunting, etc.

- **Books:** Find a Job on LinkedIn, Facebook, Twitter, MySpace, and Other Social Networks; Gallery of Best Cover Letters: A Collection of Quality Cover Letters by Professional Resume Writers
- **Online:** Career TV (careertv.com); Riley Guide (rileyguide.com)

Section 6: Opportunities—

Search for job opportunities and learn about potential employers.

Employer Files contain information on educational institutions, federal/state/local government agencies, nonprofit organizations, and more!

- **Books:** Federal Career Opportunities; Hoover's Handbook of American Business
- **Employer Files:** Leon County Public Schools; U.S. Department of Homeland Security
- **Online:** Chamber of Commerce (chamberofcommerce.com); Career Center Job Search (career.fsu.edu/employment/jobsearch)

Additional Online Library Resources

Access more online resources, including e-books, from the Databases A-Z list on the **FSU Libraries** website, lib.fsu.edu.

Visit lib.fsu.edu/main for information on how to access resources off-campus.

Contents 2011-2012

Chapter 1:

Discover Your Options

- 6 Know Where You Are
- 8 Know Where You Want to Be
- 9 Conduct an Information Interview
- 11 *Your Plan* to Discover Your Options

Chapter 2:

Make a Lasting Impression

- 12 Create a Career Objective
- 17 Road to a Resume
- 26 Write Your Curriculum Vitae
- 27 Write Effective Letters
- 34 Inspect Your Online Identity
- 35 Build Your Positive Online Presence
- 37 Dress to Impress
- 40 Ace Your First Interview
- 41 Perfect Your Skills: Mock Interviews
- 47 *Your Plan* to Make a Lasting Impression

Chapter 3:

Gain Experience

- 48 Obtain a Part-Time Job
- 49 Volunteer
- 51 Find an Internship or Co-op
- 52 Make the Most of Your Experience
- 54 Get Recognized for Your Experience
- 56 Study, Intern, and Work Abroad
- 59 Cultural and International Exchanges
- 61 *Your Plan* to Gain Experience

Chapter 4:

Conquer Your Future

- 62 Search for Full-Time Work
- 68 2011-2012 Career Expo Dates
- 69 Go to Graduate School
- 75 Prepare for Your Second Interview
- 79 Use Proper Etiquette: Survival Guide
- 82 Negotiate Job Offers
- 85 *Your Plan* to Conquer Your Future



FSU Career Center Tools

87 **SeminoleLink User's Guide**

A complete guide to using The Career Center's Online Jobs' Database. Find and explore:

- 89 Employment, Internships, and Co-op Options
- 90 On-Campus Interviews
- 93 Networking Opportunities
- 94 Credentials Files

96 **Career Portfolio User's Guide**

Organize, describe, and document your accomplishments! Use the portfolio to showcase your experiences to potential employers and graduate school admissions committees.

Statistics

Data including average starting salaries and preferred industries and organizations ranked by FSU students.

101 **Practical Information for Your Future Decisions**

Index

- 103 Search alphabetically for some of the main words referenced throughout this Career Guide.

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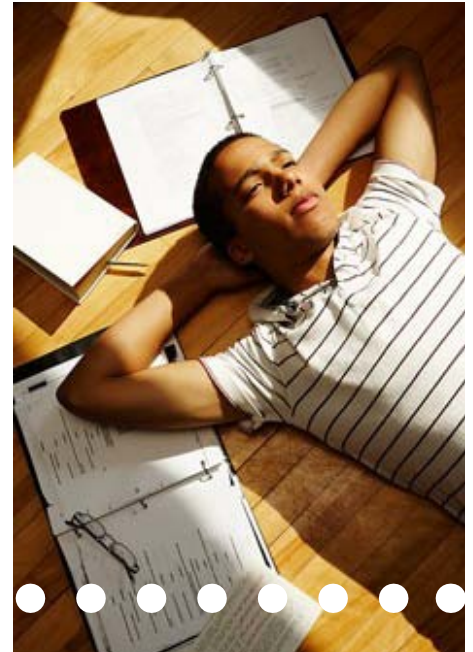
Discover Your Options

The first step to solving a career problem is to bridge the gap between where you are and where you want to be! Exploring your *values, interests, and skills* will help you find major and career options that match up with your goals. Whether you are choosing a major, searching for a job, or applying to grad schools, this chapter can help you formulate and implement a plan for your future!

Where are you now?

Where do you want to be?

- ☐ Choosing the right major
- ☐ Conducting an information interview
- ☐ Attending graduate school
- ☐ Completing an internship or co-op program
- ☐ Working part- or full- time
- ☐ Other: _____



Know Where You Are

Know About Yourself

Knowing what is important to you (**your values**), what you enjoy (**your interests**), and what you do well (**your skills**) will make it easier for you to make a career decision. Think of values, interests, and skills as the three legs of a stool. You will sit more comfortably with your decision if each leg is equally strong. For example, being able to describe your skills is critical to performing well in a job or graduate school interview.

It is common for people to have difficulty identifying their values, interests, and skills, as we are not often asked to think about this topic. A career advisor can help you get started if you find this process challenging.

Know About Your Options

If you struggle to generate options, a career advisor can help you determine **majors, occupations, jobs**, and related alternatives that match your values, interests, and skills. Listing your options is only half the battle. It is also important to know what your options mean in the “real world.”

If your world mirrored prime-time TV, which occupations would you choose? Maybe a lawyer, doctor, detective, or crime scene investigator? The list might be short. Keep in mind that the unexciting duties of some occupations are rarely portrayed on TV. Lawyers spend much more time reading and writing documents than arguing high profile cases inside courtrooms.

To develop a more accurate picture of your options, *do your research!* Read reputable sources on fields or occupations of interest and interview people who are working in occupations which interest you. **See page 48** to begin exploring your options on **how to gain experience** including **how to find an internship or co-op (page 51)** in your career field before graduation.

Know How to Make Decisions

Striking a balance between your opinions and those of other people is important in making good career decisions. Relying solely on others or facts in books to decide will probably lead to an unsatisfying outcome. Likewise, ignoring all advice from others might not turn out so well either. If you procrastinate, start but can't follow through, or are easily

overwhelmed by options, a career advisor can help you develop decision-making skills!

Think About Your Decision-Making

Have you ever had stage fright before a big performance, choked when playing your favorite sport, or experienced butterflies before giving a presentation? These reactions are all caused by a natural reaction to stressful events in your environment. Similarly, some people become anxious when thinking about career decisions they must make. In fact, how they think about their decision may actually keep them from taking action to solve their career problems! If you find yourself having negative thoughts about your current situation, a career advisor can help you learn how to work through these barriers.

Career Center Library

The FSU Career Center Library supports all of The Career Center's services through a *comprehensive collection of in-house and online resources*. These resources provide information on career and life planning, majors, occupations, educational and experiential opportunities, effective job search strategies, potential employers, graduate school listings, and more!

The Career Center uses a *web-based catalog* called **Career Key** to help you find resources that meet your information needs.

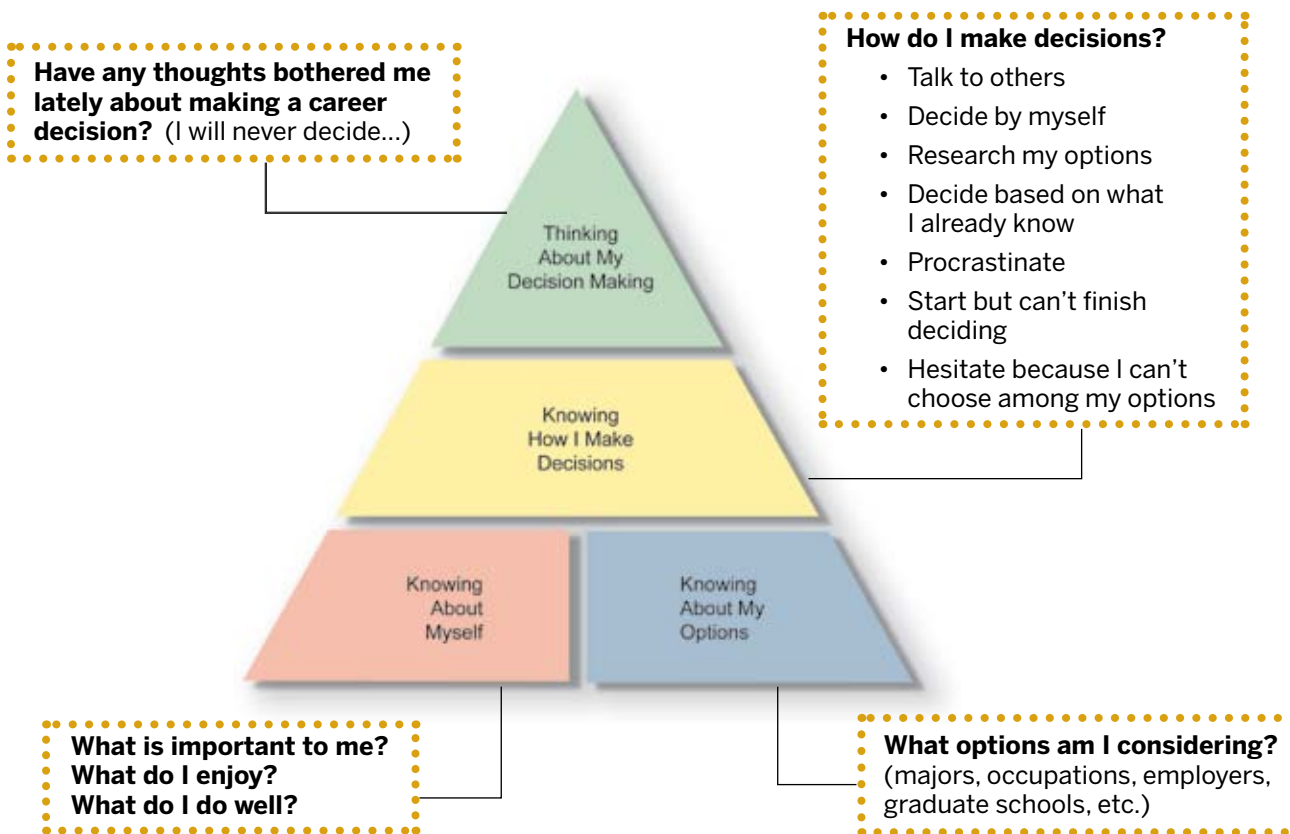
Read more about **The Career Center Library** and *find samples of various available resources on page 4*.

For more information on library services and resources, drop by the library, visit career.fsu.edu/library, or call **850.644.6431**.

Your Decision-Making Process

The pyramid below is a simple way to remember **what is important in making career decisions**.

Answer the questions provided to identify important factors that merit your consideration when outlining your career plan. Then **read** the introductory information that follows in this article about each section of the pyramid.



Adapted from Sampson, J. P., Jr., Peterson, G. W., Lenz, J. G., & Reardon, R. C. (1992).

A cognitive approach to career services: Translating concepts into practice. *Career Development Quarterly*, 41, 67-74.

chapter 1

“Ideally, the job, occupation, or major you choose fits well with your *skills, interests, and values*. Exploring options early in your college career gives you time to discover and experience many opportunities.”

Know Where You Want to Be

The **FSU Career Center** offers several ways to determine your future goals. Exploring options *early* in your college career gives you *time* to discover and experience many opportunities, but it is up to you how much time and effort you invest. You could spend 30 minutes speaking with a career advisor to a whole semester enrolled in **SDS 3340: Introduction to Career Development**.

Speak to a Career Advisor

Whether you are a lower-division student, graduating senior, or an advanced degree candidate, you will likely be faced with a number of career choices over your lifetime. **Some career choices and questions you may face include:**

- What occupations relate to my major?
- How can I market my skills to employers?
- How can I find a job related to my field of study?
- Should I seek employment with my current degree or continue on for additional training?
- Which employers will hire me?
- Am I in the right field?

Career advisors are available both for **drop-in advising and individual career counseling, Monday through Friday, from 9 a.m. until 4:30 p.m.** They can help you explore career options, formulate your job search strategy, develop a resume or curriculum vitae (CV), prepare for interviews, or deal with more general career concerns. Career advisors will assist you in making a plan that **BEST** fits your career needs and goals!

For more information, visit career.fsu.edu/advising, or call **850.644.6431**.

Discover More About Yourself

A key aspect of most career choices is *knowing about yourself*. Ideally, the job, occupation, or major you choose will fit well with your values, interests, skills, and related personal characteristics. The Career Center can help you with this self-assessment process. There is **NOT** a magic test that will tell you what to be, but The Career Center offers a variety of print and computer-based self-assessment activities to help you think about your personal characteristics in relation to the options you are considering. The first step in using self-assessment tools is to meet with a career advisor to discuss helpful resources for your situation. Be sure to set aside *at least one hour* for self-assessment activities at The Career Center!

Take SDS 3340, The Career Class

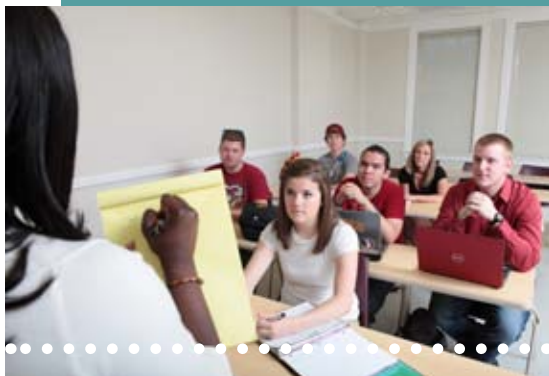
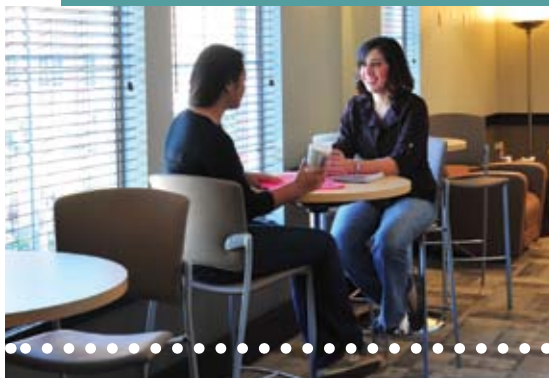
SDS 3340 provides students with an opportunity to learn and develop the necessary skills to engage in life and career planning. *It is a variable credit course and can be taken for one, two, or three credit hours.*

The course is divided into three units:

1. **Unit one, Career Concepts and Applications**, focuses on self-assessment, occupational exploration, and decision-making.
2. **Unit two, Social Conditions Affecting Career Development**, focuses on social, economic, family, and organizational changes affecting careers.
3. **Unit three, Implementing a Strategic Career Plan**, focuses on employability skills and strategies for implementing academic and/or career development plans.

SDS 3340 can assist you in **MANY** areas of your career development— from choosing a major and deciding on occupations to learning about resumes, interviewing, job search strategies, and developing a strategic career plan!

For more details, visit career.fsu.edu or call **850.644.6431**.



Conduct an Information Interview

Why are Information Interviews Important?

Many professionals agree that an important part of career success isn't about what you know, it's about who you know. **Conducting an information interview** encourages an examination of career fields in which you are interested and gives you opportunities to meet and *network* with industry insiders!

How Do I Prepare?

People are generally interested in talking about what they do and how they do it. **Don't waste their time or yours unless you can:**

- **Be prepared AND professional!**
- **Know your interests, skills, and values** and how they relate to the career field represented by the person(s) you will be interviewing.
- **Research your occupation or industry** before contacting volunteers so you are informed and can *ask effective questions*.
- **Know exactly what information you want** by having a *list of questions in mind*. Do NOT ask something routine that is readily available elsewhere!
- **Be sure to note** how the volunteer wishes to be contacted and be respectful of that request.
- **Read about the career area and organization** of the person you will be interviewing. Check for any websites associated with them, their organization, or career field in which you are interested. You may also want ask the organization to send you any literature they might have (annual report, promotional brochures, etc.) that can't be found online.

Prepare for an Information Interview

An **information interview** is an *appointment that you schedule with a particular individual for the purpose of gaining valuable information from an insider's point of view*. If you are in the process of choosing a major, making career decisions, changing careers, or beginning a job hunt, these interviews may help you explore your possibilities. Unlike job interviews, information interviews do not require that you sell yourself to an employer and do not depend on existing job openings.

Where do I Find Potential Contacts?

- **Ask friends, family, neighbors, colleagues, former employers—** ALL contacts can be helpful when you need a referral!
- **Attend meetings** (local, state, regional) for professional associations in your field(s) of interest.
- **Call** community service agencies, trade and professional organizations (Chamber of Commerce, Information Management Association, etc.) or **review their websites**.
- **Scan** the Yellow Pages and articles in newspapers, magazines, and journals.
- **Contact** faculty, personnel, other university offices, and **The Career Center**, which has the names of many employer contacts and their business cards in **The Career Center Library**.

How do I Arrange the Interview?

- **Phone or e-mail** to explain your request and arrange an appointment. E-mail requests are usually most effective if followed up by phone to confirm an appointment time.
- If possible, **introduce yourself** through a personal referral (i.e., "I'm Jessica Long, a sophomore at FSU. I found your name in **The FSU Career Center's SeminoleLink ProfessioNole** database."
- **Explain your request** to schedule an appointment for gathering information about their field of work. *Indicate clearly that you are not applying for a job at this time*, just conducting career research to help you make better decisions.
- If the person you are trying to reach is not in, you can leave a message or ask when you can call back. Try to **schedule a 20-30 minute appointment** to be conducted by phone or in person at their convenience.
- If your intent is to **speak with the individual in person** (which is optimal), attempt to avoid letting your phone call to schedule the appointment turn into the actual interview. You should be prepared to conduct the interview over the phone, however, if the person gives you an opportunity to do so.
- If you are able to schedule an on-site visit, **remember to ask** for directions and parking information.

ProfessioNole

Linking Students & Alumni

SeminoleLink's ProfessioNole database provides FSU students and alumni access to an extensive network of alumni, parents, and friends of the university. Students and alumni who would like to learn more about a particular career field, industry, or employer, discuss internship or job shadow possibilities, or get advice about their job search may contact **ProfessioNole volunteers** to request an information interview. **Read more in the SeminoleLink User's Guide on page 93.**

SeminoleLink

Use the SeminoleLink ProfessioNole database to find alumni and other individuals associated with FSU who are willing to speak with you.

To access ProfessioNole:

1. Go to **career.fsu.edu**.
2. Sign in to **SeminoleLink** using your **Blackboard (FSU ID)** and password.
3. Click on the **"Networking"** tab.

chapter 1

What Do I Do During the Interview?

- **Do not exceed your requested time**, but be prepared to stay longer if the contact indicates a willingness to continue talking.
- **Dress as if it is an actual job interview.** First impressions are always important! **See how to Dress to Impress on page 37.**
- **Get to your appointment a few minutes early** and be courteous to everyone that you meet at the office.
- **Take the initiative in conducting the interview—** you are the interviewer! *Ask open-ended questions* which promote discussion and cannot be answered with a simple yes or no answer.
- **Once inside the organization, look around.** What is the work environment like? Take note of dress style, communication patterns, staff sense of humor, etc. Would you want to work there?

What Should I Do After the Interview?

Evaluate your experience.

- *How did you manage in scheduling and conducting the interview?*
- *How well did you prepare?*
- *Did you get the information you sought?*
- *What information do you still lack?*
- *Do you need to interview others to obtain more than one viewpoint or additional information?*
- *What do you need to do next?*

Follow up with a note or letter thanking your contact for his/her time and interest. You may want to include your conclusions/decisions resulting from the interview, and eventually send a resume and an application letter or form. **Record the information you obtained**, including names, comments, and new referrals for future reference. **Consider** making appointments to interview referrals.

On The Information Interview

What Questions Can I Ask?

- **Background—** Tell me how you got started in this field. What was your education? What educational background or related experience might be helpful in entering this field?
- **Work Environment—** What are the daily duties of your job? What are the working conditions? What skills/abilities are utilized in this work?
- **Problems—** What are the toughest problems you face? What problems does the organization as a whole have? What is being done to solve them?
- **Lifestyle—** What obligation does your work put on you outside the work week? How much flexibility do you have in terms of dress, work hours, vacations?
- **Rewards—** What do you find most rewarding about this work?
- **Salary—** What salary level would a new person start with? What are the benefits? What are other forms of compensation (bonuses, commissions, securities, etc.)?
- **Potential—** Where do you see yourself going in a few years? What are your long-term goals?
- **Promotional—** Is turnover high? How does one move from position to position? Do people normally move to another company/division/agency? What is your policy about promotions from within? What happened to the person(s) who last held this position? How many have held this job in the last five years? How are employees evaluated?
- **Job market—** How do people find out about your jobs? Are they advertised on the web, in the newspaper, by word-of-mouth, by the Human Resources office?
- **Industry—** What trends do you see for this industry in the next three to five years? What kind of future do you see for this organization? How much of your business is tied to external functions (the economy, government spending, weather, supplies, etc.)?
- **Demand—** What types of employers hire people in this line of work? Where are they located? What other career areas do you feel are related to your work?
- **Hiring decision—** What are the most important factors used to hire people in this industry (education, past experience, personality, special skills)? Who makes the hiring decisions for your department? Who supervises the boss? When I am ready to apply for a job, who should I contact?
- **Referral to others—** Based on our conversation today, what other types of people do you believe I should contact? Can you name a few of these people? May I have permission to use your name when I contact them?
- **Resources—** What trade journals or magazines do you recommend? What professional organizations might have information about this career area?
- **Advice—** How well suited is my background for this field? When the time comes, how would I go about finding a job in this field? What experience, paid or volunteer, would you recommend? What suggestions do you have to help make my resume a more effective marketing tool? Do you have any other advice?

Discover Your Options

What's Your Plan?

Create your plan to discover your options! Map out your goals (for example, “learn about my strengths” or “find a job I enjoy”) and choose items from the **Sample Activities list** to begin. Or, use **Career Portfolio** and **SeminoleLink** to discover your options today!

SeminoleLink

SeminoleLink is **The FSU Career Center's Online Jobs' Database** that can be used to find experience and employment options that fit you. Apply for **SeminoleLink Plus! Services** to view all part- and full-time jobs, co-ops, and internships, or speak with FSU alumni who work in your field of interest through the **ProfessioNole** database (pages 9 and 93). **To learn more about how you can use SeminoleLink to discover your options, see page 87.**

Sample Activities

- Speak with a **career advisor**.
- Learn more about yourself and your major options through a **self-assessment activity**.
- Explore your career options by taking **SDS 3340: Introduction to Career Development Course**.
- Start your **Career Portfolio**.
- Use **Career Center Library resources** to research areas in which you are interested.



FSU's Online Career Portfolio, created by The Career Center, helps you demonstrate your skills, qualifications, and experiences. Document your strongest projects, papers, and presentations each semester to compile information you can use to market yourself! **Find out how to get started with the User's Guide on page 96.**

Goal(s): #1 _____

#2 _____

#3 _____

ACTIVITY	PRIORITY

Make a Lasting Impression

After reading Chapter 1, hopefully you have narrowed down some of the interests and activities you enjoy! So how do those ideas translate into steps that land you closer to your dream job? Practicing skills such as *career objective planning, resume-writing, and interviewing* can make all the difference in moving forward to graduation and a successful career!

How can you make lasting impression?

- ☐ Narrowing down your career objective
- ☐ Creating a resume or curriculum vitae
- ☐ Writing effective cover and thank you letters
- ☐ Dressing to impress
- ☐ Acing your first interview
- ☐ Other: _____



Create a Career Objective

What is a Career Objective?

Your **career objective** is a *personal statement defining the specifics you wish to gain via professional work*. An objective can help you target your job search and for employers to know if your description fits well into their hiring plans.

Here are some points to consider when narrowing down your objective:

- **It's personal:** Your objective should state your goals in terms that are comfortable to you.
- **It's a commitment:** State a goal that identifies *who you are AND what you want to achieve*.
- **It's specific:** Clearly identify facts about a work situation. Broad terms like "successful" or "challenging" may mean something to you, but convey no facts to an employer.
- **It's action-oriented:** Take control of your life by proactively communicating your skills and accomplishments to an employer.
- **It's directional:** Focus on your future and identify steps to take and information to seek. Your focus can be short- or long-term. You will be better equipped to evaluate potential work situations by examining your future goals.

You also can choose to include your objective in your *cover letter and NOT your resume*. Regardless, a *clear and focused objective* helps you target your job search and communicate more effectively with potential employers!



Day one

and there's no telling what
you can achieve

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chapter 2

What to consider when writing an objective...

- ☐ Skills
- ☐ Populations
- ☐ Career Field
- ☐ Position Title
- ☐ Organizational Category
- ☐ Functional Area
- ☐ Goals
- ☐ Other Factors

“Identifying your combination of skills lets the employer know where you might fit in the organization.”

What Do I Include in a Career Objective?

Deciding what to include in a career objective can be difficult! The following pages cover elements you can include in your objective, but the elements you choose should *accurately and concisely describe your goals*.

Skills

Skills are special talents, functions (**general skills**), or tasks (**specific skills**) that you have learned to do well. They are behaviors you exhibit and are most likely developed through academic, work, and leisure experiences. Some of these same skills might be used in one occupation or transferred to several different occupations (**transferable skills**).

Skills involve knowledge and physical behaviors that increase your marketability beyond specific career fields and organizational categories. Most jobs require a combination of skills. Identifying your combination lets the employer know where you might fit in the organization.

Specific skills are focused actions or behaviors used to perform tasks. Identifying specific skills in your career objective allows you to highlight your strengths or specializations within a general skill area.

For example:

- “To use my artistic skills creating layout, graphic design, and lettering for an advertising agency.”
- “To work for a rehabilitation agency and use my group and individual counseling skills.”

View the list on page 15 to find skills that are commonly used in career objectives. Also consider your own specific skills when composing your objective.

General skills are broad areas which encompass related specific skills. Identifying general skills in an objective establishes the combination of skill areas you prefer to use in your work.

General areas you may want to highlight include administrative, artistic, athletic, clerical, communications, creative, human relations, management, mathematical, mechanical, scientific, and technical.

For example:

- “To use my scientific and human relations skills as a Nursing Supervisor.
- “To work for a government agency using my management and communication skills.”

Populations

Populations are the people with whom you work. They could be your colleagues, but generally, population in a career objective refers to the clients or customers of your products or services.

For example:

- “To work with elderly individuals in the field of recreational therapy.”
- “To design programs for children with disabilities.”

Career Field	Position Title
<p>Career fields are general areas of work that include many different job titles but encompass similar work activities.</p> <p>You may be considering several different job titles within a career field. Identifying the career field category allows you to specify a <i>broad area in which you are interested</i> without limiting yourself to specific job titles. While you may be interested in several career fields, it is better to limit yourself to one for purposes of the career objective.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To work in the <i>healthcare field</i> as an administrator in a service delivery unit.” • “To research the <i>field of law</i>.” 	<p>Position title, occupational title, or job title is the name of a specific position one holds. While some organizations may have their own reference names, <i>most position titles are generic</i> and generalizable to many organizations.</p> <p>Listing a position title on your career objective is appropriate if you know you will be <i>applying for a specific position</i> either in many different organizations or one targeted organization.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To obtain the position of <i>accountant</i> with a public accounting firm and eventually become a partner.” • “To act as a <i>community organizer</i> where I can use my human relations, administrative, and research skills.”

What verbs are commonly used in career objectives?

account	draw	perform
act	edit	persuade
administer	engineer	photograph
advertise	entertain	plan
advise	establish	play
analyze	evaluate	predict
appraise	exercise	prepare
arrange	exhibit	present
assemble	experiment	produce
assist	facilitate	program
audit	formulate	promote
budget	furnish	propose
build	guide	provide
calculate	hire	publish
catalogue	implement	purchase
chart	improve	qualify
clarify	initiate	raise
collect	influence	read
communicate	inspect	recommend
compete	install	recruit
complete	instruct	repair
compile	interpret	report
compose	interview	research
conduct	investigate	schedule
control	judge	select
coordinate	landscape	sell
correct	lead	serve
counsel	make	solve
create	manage	staff
dance	market	start
delegate	meet	supervise
decide	mobilize	synthesize
design	model	teach
determine	motivate	test
develop	negotiate	train
diagnose	operate	translate
direct	order	tutor
document	organize	type
draft	originate	verify
		write

Organizational Category	Functional Area
<p>Organizational category refers to <i>settings in which you might like to work</i>. In the broadest sense, organizations are categorized as either service- or goods-producing. More specifically, organizations are categorized by industry groups. One or more of these groups may appeal to you!</p> <p>Identifying a category or industry group helps you identify specific employers within that group. Write your objective with a <i>narrow focus</i> and <i>demonstrate interest</i> in a specific setting without naming individual employers.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To work within the <i>telecommunications industry</i> as a technical advisor.” • “To secure a position as an editor for a <i>mid-size publishing firm</i>.” 	<p>Functional area refers to the <i>structure of an organization</i>. Most organizations are divided into various departments, each responsible for completion of specific tasks or functions.</p> <p>A large organization tends to be more differentiated, meaning that it can have more specific functions. Smaller organizations may have the same department handling several functions.</p> <p>Identifying a functional area in a career objective <i>specifies which part of the organization is of interest</i> to you without narrowing yourself to a specific industry group or organizational category.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To work in the <i>government relations</i> area within a Fortune 500 organization.” • “To obtain a management trainee position within the <i>quality control unit</i> of a production department.”

chapter 2



“For your written career objective, choose *at least one element but no more than three* or your objective may be too lengthy.”

Goals	Other Factors
<p>Short-term goals are those you wish to achieve immediately. Identifying short-term goals helps you focus on where to begin your professional career. Also, they help you <i>identify next steps in your job search</i>.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To obtain an entry-level position of Weather Observer.” 	<p>There are other elements you can place in your career objective. These are important to identify and may include <i>limits, conditions, or personal criteria</i> which would affect your work situation. By establishing these factors, you can further focus on communicating your goals to employers.</p>
<p>Long-term goals are those you wish to achieve in five to ten years. Having long-term goals can be beneficial in two ways:</p> <ul style="list-style-type: none"> • Many organizations have staffing plans regarding where they want their employees to be in the organization in the future. By having a plan, you and the employer can evaluate if there is a match with respect to where you may start, advance, and finish in a given time period. • In our society <i>jobs are constantly changing</i>. As you work, it is likely that opportunities and problems will occur. Long-term goals are a yardstick to evaluate the situation and make decisions. <p>For example:</p> <ul style="list-style-type: none"> • “To begin employment in a beverage management position which provides <i>opportunities for advancement</i> to a policy-making position in the organization.” 	<p>However, you may wish to limit the extent to which you detail these types of factors in your career objective. Being <i>too narrowly focused</i> may cause you to overlook potentially satisfying employment options.</p> <p>For example:</p> <ul style="list-style-type: none"> • “To <i>work outdoors</i> in a supervisory capacity for the United States Forest Service.” • “To obtain a secondary teaching position in the <i>southeast United States</i>.” • “To work in law enforcement and <i>pursue additional specialized training in forensics</i>.” <p>Make sure to consider factors regarding your own <i>limits, conditions, and personal criteria</i> for employment when writing your career objective!</p>

How Do I Choose Elements?

- Think about the elements you wish to include in your own career objective. Keep in mind elements that may be useful in other job search activities, such as **how to interview** (pages 40 and 75) or **negotiate offers** (page 82).
- For your written career objective, choose **at least one element but no more than three** or your objective may be too lengthy.
- You may want to have *different career objectives for different career options* you are considering.
- The key is using *elements that match up with your goals*!

A career advisor can help you narrow down your career objective! They are available for drop-in advising, Monday through Friday, from 9 a.m. until 4:30 p.m.

Road to a RESUME

A resume *documents your qualifications for a position*, as well as *summarizes your personal, educational, and experiential skills*. It is a marketing tool and should be unique in both content and format in order to *highlight your capabilities* as they relate to a job or position! Resumes can be used by candidates applying for work, graduate schools, or scholarships/fellowships. This article focuses on the resume primarily as a job search tool.

Style of a Resume

Format

The format should *attract attention AND create interest!*

- Choose *appropriate categories* for your information and list them in order of *relevance to your objective*.
- Once you've selected a format, be *consistent within categories*. The resume should be *easy to follow and pleasing to the eye*.
- Use *italics, bold, indentations, and white space* to emphasize important information. However, it is important NOT to overdo it!
- Two situations that may require your resume in an alternate format include **Internet resume posting** and **resume scanning systems (see how to Make Your Resume Searchable on page 18)**.

Length

How long your resume can be depends on the purpose for which you are using it.

- In the private, nonprofit, and government sectors the traditional resume length is **one page**.
- **Multi-page resumes** may be appropriate when applying to graduate school programs, scholarships, or more academically-oriented positions.
- If you are an active and involved student, keep in mind the maxim "quality over quantity." *Select ONLY those experiences which strongly support your candidacy for a particular position!*
- It may be helpful to keep a **multi-page master resume** which documents ALL of your experiences and then save different, one-page versions of your resume targeted at particular positions.

Design

Resumes follow several formats as there is not one correct design, but certain elements of the resume have become standard. The following descriptions are intended to help you create a resume that will serve your individual needs and represent your unique qualifications.

- A resume **MUST present a positive image!** Keep in mind that while a resume is an essential tool in your job search, it is *not meant as a substitute for the interview*.
- The *resume is a summary*, so you can use *bullets or incomplete sentences* to describe your job duties and accomplishments.
- Some people feel that the resume should be *action-oriented* reflecting on a more assertive and confident job seeker. Others are more comfortable with a *neutral tone* demonstrating qualifications and experience without much attention to assertiveness or salesmanship. Ultimately, the tone and content of your resume **should be customized according to your career field and prospective employer**.

The Two Basic Formats

The two basic approaches to organizing information on a resume are **chronological (or general)** and **functional**.

1 Chronological (or General) 2 Functional

A **chronological resume** lists, describes, and dates the *details of each job and educational experience separately*. Listings under each category are placed in **reverse chronological order**, starting with the most recent schooling or job. This method is most appropriate if you have extensive uninterrupted work experience in the area in which you seek employment. It is also the most common approach, so employers should already be familiar with this format.

A **functional resume** consists of selections from your total experience of those parts which relate to the job you seek. *Under each category, list qualifications, skills, experiences, etc., that logically support your job objective in functional areas such as management, research, writing, teaching, sales, etc.* This approach is more difficult to construct, but may be more effective in documenting the skills or functions you want to perform, especially if your background is varied. *Functional resumes are generally NOT appropriate for traditional college students.* However a **combination of these two formats** may be appropriate (**find example on page 18**).

chapter 2

Resume Categories

Identification

Professional Objective

Education

Experience

References

Personal

Sample Resumes

To the right and on the following pages are some sample resumes. These are intended *only as examples!* The font size of samples has been reduced for inclusion in this article.

Feel free to create a format that fits your own style and career goals. Consider a wide variety in layout styles, writing techniques, and formats when writing your resume!

Sample Resume: Combination of Chronological and Functional

DANIEL TAYLOR 1234 Park Ave. Apt. 15. Tallahassee, FL 32301. (407) 555-6000. Example@fsu.edu	
EDUCATION Florida State University, Tallahassee, FL Bachelor of Science in Biology, 8/2011 GPA 3.55, with Honors, Dean's List	
HEALTHCARE EXPERIENCE Healthcare Services, Tallahassee, FL <i>Self-Employed</i> 6/10-Present • Manage my own business working with adults who have cognitive disabilities • Develop and implement daily routines that utilize physical and mental exercises • Rehabilitate clients on a mental, emotional, and physical level Starlight Child Center, Tallahassee, FL <i>Counselor</i> 1/09-5/10 • Mentored and advised children ages 3-15 • Prepared programs integrating physical and cognitive activities Bobby E. Leach Center, Tallahassee, FL <i>Personal Trainer</i> 12/07-12/08 • Successfully refined fitness goals and introduced proper technique to over 150 clients • Enhanced clients' work-life balance by incorporating physical fitness into daily routines	
MARKETING AND SALES EXPERIENCE Vector Marketing, Orlando, FL <i>Sales Associate</i> 4/08-8/09 • Exceeded quarterly sales goals on a consistent basis • Worked sales and marketing functions for CUTCO product Mail Boxes Etc.—U. P. S., Orlando, FL <i>Sales Associate</i> 8/07-8/08 • Generated store marketing plans • Refined customer service processes	
VOLUNTEER EXPERIENCE • Gretchen Everhart School: Aid to children with a wide range of cognitive disabilities • International Medical Outreach: Medical mission trip serving a third-world population • Clairbridge Nursing Home: Program facilitator for elderly • Hospital: Shadowed physicians and assisted with daily routines	
ACTIVITIES & HONORS • American Medical Student Association, Vice President • Golden Key International Honor Society, Treasurer • FSU Career Center Advisory Board • Seminole Torchbearers	

How do I make my resume searchable?

Internet Posting

- *No line of text should be longer than 65 characters*, including spaces.
- **Pay close attention** to your choice of words, as many employers use keyword search programs.
- **Keep in mind** that your resume posting will be available to anyone who wants to see it. **Avoid** including confidential information, such as your address and telephone number.

Resume Scanning Technology

(used by employers)

- **Specify skills** you have obtained using nouns instead of verbs. "Trained new employees" should be "Supervised employee training."
- **Utilize** white space.
- **Avoid** using underlining, **bold** or decorative fonts, as they may be overlooked!
- **Do not** fold or staple your resume.

Resume Categories of Information

Certain elements of a resume have become standard. The following categories are commonly found on resumes:

Sample Resume: Chronological

ELISA HARTMAN abc3658@hotmail.com	
Present address FSU Box 0000 Tallahassee, FL 32313 (850) 555-5000	Permanent address 1000 Iroquois Dr. Ft. Pierce, FL 34946 (305) 555-1234
CAREER OBJECTIVE To utilize my strong interpersonal and organizational skills as an account executive in an advertising agency	
EDUCATION Florida State University, Tallahassee, FL Bachelor of Science in Advertising , April 2011 Minor: Hispanic Marketing Communication Overall GPA: 3.5 Major GPA: 3.8	
EXPERIENCE Student Assistant , September 2010-Present FSU School of Communication, Tallahassee, FL <ul style="list-style-type: none">Advise undergraduate students on course selectionAssist the dean in carrying out administrative dutiesMaintain resources in Peer Advising Center Securities Agent Trainee , May 2010-August 2010 A. L. Williams Co., Boca Raton, FL <ul style="list-style-type: none">Learned the securities industry by managing accountsCompiled research on investment opportunities for clients Account Executive , January 2010-April 2010 Advice Advertising Agency, Tallahassee, FL <ul style="list-style-type: none">Developed marketing strategies for local businessesSupervised market research, and managed local accounts Data Entry Assistant , September 2009-December 2009 FSU Center for Professional Development, Tallahassee, FL <ul style="list-style-type: none">Organized professional workshopsMaintained record-keeping system	
HONORS/ACTIVITIES <ul style="list-style-type: none">Advertising Club, 2008-PresentGolden Key National Honor Society, 2007-PresentMinority Business Society, Vice President of Programs, 2008-2009Dean's List, 6 semesters	
Portfolio & References available on request	

1 Identification

Your **name, full address, and phone number(s)** with the area code *should be the first items on your resume*. If you are living at a *temporary address*, you can include this in addition to (or in place of) your permanent address, depending on circumstances. It is important to *include your e-mail address*, but make sure it is professional and doesn't contain slang or profanity.

2 Professional Objective (optional)

This should be your **career objective stated as concisely as possible**.

- It should be *broad* enough to cover any suitable employment and to *interest a wide array of employers*, yet be *specific* enough to give an element of career direction to your resume.
- If you are planning to seek employment in several different areas where the same objective would not be appropriate, *consider writing a resume for each area*. Remember to *state clearly* whether you are looking for an internship, part-, or full-time job.
- NOTE:** An alternative is to exclude a career objective from your resume and relay the information in the cover letter. The problem with this approach occurs when cover letters and resumes get separated, creating a void when it comes to comments about your job interests and objectives.

- Statements concerning your objective should be continually reinforced and supported through the other elements of your resume. **You can focus on any of the following:**

- skills you wish to use
- specific population
- organization type
- position title
- career area

For more information, **see how to Create a Career Objective** on page 12.

SeminoleLink

Resume Builder

Showcase your skills!

SeminoleLink offers users an interactive **Resume Builder** service, which assists undergraduate and graduate students as well as alumni seeking part- or full-time jobs and internships by allowing them to effectively showcase their skills! The **Resume Builder** is fully integrated with **SeminoleLink** and can be accessed with a valid **Blackboard (FSU ID)** to create an unlimited amount of customizable resumes and cover letters online. Documents can be generated in PDF, HTML and rich text formats, and the software includes a spell check and assistant-formatting for professional documents. Your resume draft can be submitted for a review online and stop by for The Career Center for a full resume critique! Get started today at career.fsu.edu/seminolelink

chapter 2

3 Education

- The highest level achieved (or the degree you are currently seeking) should come first, using **reverse chronological order**, and continue backward with other schools attended, degrees earned, or training received.
- It is **NOT** necessary to include high school. However, if some items in your high school background show high honors or generally reinforce the career objective, then that data should be included.
- List the *names of schools, dates attended or graduation date, degrees earned, and major/minor subjects*.
- You may include *honors, awards, Dean's list, grade point average, (if 3.0 or above) and other items* which may enhance this section of your resume.
- Consider listing selected *courses you have taken*, as well as *research projects* and other efforts that demonstrate your abilities.
- If you have a long list of such activities, *select only the most important*. You can omit the others or *include them in separate categories* such as "Honors/Awards" or "Activities." Including all of these items under the Education heading can dilute the image of the degree and make your resume look cluttered.

Sample Resume: Chronological

Additional sample resumes are available in The Career Center Library (check with a career advisor for help locating these materials). Also, *resume critiques* are available (find out more on page 21) or you can showcase your skills using the online *Resume Builder service available on SeminoleLink* (read page 19).

Natalie Jones 123 East Park Avenue Tallahassee, FL 32301 Home: 850-555-2000 Cell: 333-555-8000 abcd5518@yahoo.com	
Education	Bachelor of Science, Criminology, April 2011 Florida State University, Tallahassee, FL Minors: Psychology and Sociology Major GPA: 3.5
Experience	Florida State University, Tallahassee, FL, January 2009-Present Assistant to Director of Undergraduate Internships <ul style="list-style-type: none">• Collect and analyze reporting data using website and SPSS• Deliver basic advising services to undergraduate students• Answer phones, open mail, and file documents State Attorney's Office Worthless Check Division, Tallahassee, FL, September 2008-August 2009 Receptionist <ul style="list-style-type: none">• Collected and processed fees and receipts• Processed mail and organized files Thomas Smith Law Offices, Tallahassee, FL, September 2007-August 2008 Administrative Assistant <ul style="list-style-type: none">• Created spreadsheets and performed data entry• Arranged daily appointments and greeted clients National Distribution Centers, Orlando, FL, May 2007-August 2007 Account Representative <ul style="list-style-type: none">• Acted as the sole account representative for the Florida sales territory• Kept accurate and current inventory records and account receivable ledger• Prepared orders and selected individual carriers for distribution
Research Experience	<ul style="list-style-type: none">• Florida State University Center for Excellence Study on School Violence• Federal Public Defender's Office-United States v. Drayton
Honors	<ul style="list-style-type: none">• All American Scholar Award, 2009• Seminole Award Nominee, 2009• Who's Who Among Students in American Universities & Colleges Nominee, 2008• Dean's List, 5 semesters
Activities	<ul style="list-style-type: none">• Alpha Phi Sigma-National Criminology Honor Society• Volunteer: Animal Shelter, Kate Sullivan Elementary School

Resume Do's and Don't's



Do

- Get a resume critique (**see page 21**).
- Use correct grammar and spelling.
- Be brief, clear, and concise.
- Be consistent.
- Be positive.
- Be honest.
- Be neat.
- Proofread!



Don't

- Use standard resume templates found in computer software.
- State salary requirements.
- Give reasons for leaving past employers.
- Limit geographical considerations unless necessary.
- Expound on philosophy or values.
- Offer any negative information.

4 Experience

This category typically *reflects your contact with specific employers*. It is permissible to include co-ops, internships, part-time jobs, volunteer work, summer jobs, special projects, or military experience under this category.

- If you have several experiences very much related to your objective or target audience, you may wish to list those under “*Related Experience*” and your other experiences under “*Other or Additional Experience*.”
- List position titles, names of organizations, locations (city and state), dates, and duties. Present this in a format where the *most relevant comes first*!

Two examples for organizing the same information are as follows:

- Holiday Inn: Tallahassee, FL
Desk Clerk, 1/10-Present
- Desk Clerk - Holiday Inn,
Tallahassee, FL
January 2010-Present

Employers are mainly interested in the *degree of responsibility you held and the skills you demonstrated*. Outline your duties in a way that accentuates your job experience and at the same time relates it to your professional objective. **For example:**

Crew Supervisor, McDonald's
Tallahassee, FL, 1/11-Present

- Manage operations and supervised 19 co-workers
- Compile inventory data and maintained stock
- Assist in hiring and training new employees

Use the *Positive Action Word List* on page 22 to identify and document skills and accomplishments from your past experiences.

Remember, any experience in the world of work may be capable of demonstrating your dependability, resourcefulness, and responsibility, including internships, volunteer experience, leadership positions, class projects, part-time work, etc. Choose items that *show your qualifications and experience to your best advantage!*

5 References

Choose one of the following:

- “References available upon request.”
- Leave off the statement referring to references, as it is assumed you will provide them.
- If you have established a **credentials file (more details about this service on page 94)** through **The Career Center** you may refer people to:
The Florida State University
Career Center
Dunlap Success Center
100 S. Woodward Avenue
Tallahassee, FL 32306-4162
850.644.6431

To document your references, list the names, titles, addresses, telephone numbers, and e-mail addresses of *three to five people on a separate page*.

Include your contact information on this page as well in the event that your resume and reference list are separated. Be sure these individuals can speak about your experience or knowledge of a specific subject matter.

Remember to *ask their permission before listing them as a reference*, and make sure to *provide your references with a copy of your resume*. Offer this list to the employer *only when requested!*

6 Personal (optional)

Personal information about age, gender, marital status, and ethnicity is typically NOT included on a resume. In fact, many employers become uncomfortable when receiving this information out of fear they may violate federal equal opportunity laws. Exceptions to this guideline exist for certain occupations (e.g., acting or modeling) when physical appearance is a factor in the hiring decision. It is also important to note that this information may be necessary writing a resume for use abroad. Other information, such as hobbies and interests, *should ONLY be included if it is relevant to the position to which you are applying*. **For example**, a person applying for a sales position with Nike might list relevant sporting activities.

Get Your Resume (or Cover Letter) Critiqued Today!

A **resume and cover letter** say a lot about who you are to potential employers or graduate school admission committees, so it is important to put your best foot forward. Bring your resume and cover letter to a career advisor at **The FSU Career Center** for a critique! We will work with you to ensure that these documents communicate an accurate

and powerful image of your *goals, experience, and skills*. In fact, you may find it helpful if more than one advisor or professional in your field of interest reviews successive drafts, especially of your resume. After receiving a critique, you can make revisions and print your final draft(s) in our **computer lab**.



The
Career Center
linking futures

 **contact info**

.....

• **visit:** career.fsu.edu

• **call:** 850.644.6431

chapter 2

Positive Action Word List:

accomplish	compete	draw	interpret	persuade	select
account	complete	edit	interview	photograph	sell
achieve	compile	engineer	invent	plan	serve
act	compose	entertain	investigate	play	solve
administer	conduct	establish	judge	predict	speak
advertise	contribute	estimate	landscape	prepare	staff
advise	control	evaluate	lead	present	start
analyze	coordinate	exercise	learn	preside	structure
appraise	correct	exhibit	listen	produce	submit
appeal	counsel	experiment	make	program	supervise
arrange	create	explain	manage	promote	supply
assemble	dance	facilitate	manufacture	propose	synthesize
assign	delegate	formulate	market	provide	talk
assist	demonstrate	furnish	measure	publish	teach
attend	decrease	guide	meet	purchase	test
audit	decide	handle	mobilize	qualify	train
authorize	design	hire	model	raise	translate
budget	determine	implement	motivate	read	travel
build	develop	improve	negotiate	recommend	tutor
calculate	devise	increase	operate	recruit	type
catalogue	diagnose	influence	order	repair	understand
chart	direct	initiate	originate	report	verify
clarify	discover	inspect	organize	research	write
collect	document	install	paint	review	
communicate	draft	instruct	perform	schedule	



Job Duties Exercise

Sometimes people have a difficult time describing what they did in a particular job. At **The Career Center** we often hear, "Oh, I just waited tables." *Every position requires skills which are transferable to work after college!*

Use the following steps to identify these skills and make them relevant to employers:

1. Think about a specific job you held. Picture in your mind what you did on a typical day.
2. Use the **Positive Action Word List** above to brainstorm all of the skills you employed during this day. Mark each word that fits the job.
3. Choose three to five of these words that shows you working at your best.
4. For each verb think of the questions "Who?, What?, When?, Why?, How?" to write a detailed description of the job duty.

These steps can help you create a vivid and accurate picture of a past job. **For example:**

Rabbit's Restaurant, **Head Server**, Tallahassee, FL *January 2008 - December 2009*

- **Promoted** nightly specials while greeting guests
- **Trained** 25 new hires in restaurant policy and procedures
- **Supervised** front-of-house staff when manager was off duty

Use this space and the four steps to describe one of your jobs.

Sample Resume: Chronological

Pick and choose styles that are useful and consistent with your individual needs and objectives, then create your own original resume. *Remember to focus on you, your needs, your objectives, and your qualifications!*

Limited Work Experience	
Current Address 22 Timberwood Circle Tallahassee, Florida	Permanent Address 194 SW 1 ST Avenue Miami, Florida
<u>liso@gmail.com</u> (305) 804-XXXX	
OBJECTIVE	To obtain a position in the management consulting/internal audit field where I will use my analytical tool set in a setting that promotes personal growth and development.
EDUCATION	Florida State University Master of Business Administration, April 2011 GPA 3.75/4.0 Bachelor of Science in Finance and Multinational Business, April 2009 Cum Laude
EXPERIENCE	Department of Management Services Office of Efficient Government Master's Intern Tallahassee, FL August 2010-Current
Project Management:	Analyzed business cases from various state agencies; assisted with the development and distribution of large -scale evaluations relating to contracting methods; managed the development of educational, training, and marketing materials; researched and managed the development of a cost benefit analysis automated tool; gained experience in the procurement process.
	UBC Group Inc./United Micrographics, Accounts Receivable Department Miami, FL June 2010-August 2010 May 2009-August 2009
Office Coordination:	Managed organizing and sending hundreds of past due notices; handled billing for services provided in hospitals, law firms, and doctor's offices across Florida and Georgia; provided quality services in a timely manner while staying on budget; effectively grouped duplicate accounts on the accounting systems.
	Rambana & Ricci, P.A. Legal Assistant Tallahassee, FL February 2009-June 2010
Procedural Organization:	Produced quality correspondence that facilitated in the processing of clients' applications; compiled forms and data per United States Citizenship and Immigration Services regulations; maintained up-to-date records on all administrative actions taken on behalf of clients.
Client Interfacing:	Direct interaction with clients pursuant to immigration and deportation matters; increased the availability of attorney and client communication via the role of translator.
SKILLS	Microsoft Word; Microsoft Excel: Building spreadsheets and use of formulas; Microsoft PowerPoint: Building professional presentations; QuickBooks Type 66 words per minute
LANGUAGES	English, Fluent; Spanish, Fluent; French, Conversational

Other Categories

The previous categories are a foundation of a resume, but there are many other options.

Some possibilities include, but are not limited to:

- Activities
- Background
- Certifications
- Computer Skills
- Honors/Awards
- Languages
- Licenses
- Memberships
- Professional Activities
- Publications/Presentations
- Recitals/Art Shows
- Seminars/Workshops
- Service/Volunteer
- Special Skills

If you have information that you feel is important but does not fit any of the above categories, *create sections to encompass this information and/ or the requirements of specific job targets.*

You may also have *categories unique to your field of study* (for example, clinical nursing experience). The key is creating *categories that best fit the position(s) you are seeking!*



Resume Hints & Suggestions

Before you begin the task of writing your rough draft, thoroughly familiarize yourself with the **Resume Do's and Don't's** included in this article on **page 20**, and complete the **Job Duties Exercise** from the **previous page**. By following these guidelines, you can create a readable and straightforward account of your unique qualifications. While most sources agree that a resume composed along these lines is more competitive and successful, remember to *focus on your needs and objectives*. Consider which hints will help you write the resume most appropriate for your career objective!

The resume you create as a graduate or professional student will differ from your undergraduate resume. The following sections provide basic tips for writing a *MBA resume* or *Curriculum Vitae (CV)*.

Resources for Graduate Students

5 Resume Tips for MBA's

1

Objectives/ Professional Summaries

- **Write** a *clear and concise career objective* or **professional summary**.
- **Keep your professional summary to no more than three lines** and **be prepared** to provide concrete examples to support your statements.
- **Focus** the objective or summary on the job you want, not on those you have held.

3

Education

- **Emphasize** the *degree rather than the school*.
- **Include** your *area of specialization*.
- **List degrees** in *reverse chronological order*.
- **Include the date of degree completion**, not the span of time in school.
- **Include GPA** for graduate degree(s).

5

Review

- **Proofread your resume** for errors in both spelling and grammar.
- Have a **career advisor** and other knowledgeable individuals **critique your resume**.

2

Experience

- **Emphasize skills** relevant to the position/field for which you are applying.
- **Use examples of skills** found in the position for which you are seeking.
- **Focus on accomplishments and results** versus duties in your position descriptions (reduced costs, increased performance, led team, etc.); include promotions and recognitions.
- **Use numbers to describe your accomplishments** (value of transactions, number of people impacted, etc.).
- **Prioritize your skills and knowledge** (most important to least important) as it pertains to the position for which you are applying.
- **Do not exaggerate** your responsibilities; **state the facts**.
- **Eliminate unnecessary** or “filler” words.
- **Use keywords** that describe your strengths and competencies.
- **Highlight** technical skills, foreign languages, and other skills in your job descriptions that are relevant to the job for which you are applying.

4

Format/Style

- **Use** a chronological or combination format.
- **Choose** a conservative font and resume style.
- **Keep your resume length to one page if possible but no more than two** (if two pages, include your name and page number at the top right of the second page).
- **Don't use** “I”, “my”, or other personal pronouns in your resume.
- **Use bulleted text** as opposed to paragraphs if possible.
- **Include skill categories** that emphasize proficiency in technical skills, foreign languages, or other skills relevant to the job for which you are applying.

What do employers say about resumes?

During May 2010 **The Career Center** conducted a survey of employers who participated in on-campus recruiting and career expositions. This survey sought employers' preferences for resume style, content, GPA, resume evaluation, and delivery method.

This sample of 57 respondents from business and government suggests the following tips for both undergraduate and graduate students:

- **Multi-page resumes should be no longer than two pages in length**, while a one-page resume is the ideal length.
- **Chronological style is preferred**, but a combination resume that includes some functional categories is also acceptable.
- **3.0 is the cut off** for including GPA on a resume, but Accounting and Engineering students might consider including any GPA above 2.5.
- **Students should list their activities and interests but not references** on their resume.
- **Misspellings or typos** are automatic "knock out" factors.
- **Your name should be part of the file name for your resume**, i.e., tomsmithresume.doc, janerolandresume.pdf.
- **Resumes should be sent electronically** as a ".doc" or ".pdf" file.

Employers also made the following comments about resumes:

- **"Clear, concise, and not too long."**
- **"Pay attention to your personal e-mail address.** Something coming from "partyboy@yahoo.com" will automatically get tossed into the trash can."
- **"Be honest.** Remember the resume is the first step, the application will be second, and that falsifying information will lead to you not being hired."
- **"Be very specific** when including hardware and software knowledge."

- **"If computer skills are ONLY Microsoft Office, there's no need to put this because we EXPECT that of college students."**
- **"Current and accurate contact information is a must.** Too many students put down phone numbers that are out of service."
- **"I've noticed that students tend to shy away from listing part-time jobs where they may have picked up skills the employer is actually looking for.** For instance, they feel that being a server in a restaurant has no relevance to a marketing position. However, from an employer's perspective, it tells me that they are at least somewhat capable of dealing with people and complaints and that is an important skill to have."

- **"Remember that your resume may be my first impression of you, so make it a good one!"**

“Be honest in your resume! Remember that this is the first step, the application will be second, and that falsifying information will lead to you not being hired.”



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Peter Leix, Ann Arbor, Michigan

Write Your CURRICULUM VITAE

Purpose of a Curriculum Vitae

The **curriculum vitae**, also called an **academic resume** or **CV** for short, is a *summary of one's personal history and professional qualifications submitted as part of a job, graduate school, or internship application process.*

In Latin the term means
"the course of one's life."

Length

- The **length of your CV** will vary depending on your unique experiences. As you become more experienced, your CV will grow!
- Keep in mind that the **relevance of the information** contained in your CV **is MORE important** than the number of pages filled!

Layout

- Remember you are designing your CV to *capture the reader's attention!* Therefore, you want to pay attention to how you format your information.
- Make sure to **put the most relevant information first.**
- In addition, you may want to use *italics*, underlining, and **bold** features to highlight and emphasize certain category headings, position titles, organizations, etc.

Format	Identification
<p>While there is no standard formula or template for preparing a CV, certain information should be included.</p> <p>The basic categories on this chart provide the foundation for creating a CV:</p>	<ul style="list-style-type: none"> • Your <i>name, full address, phone number with area code, and e-mail</i> (make sure it is professional) should be the first items on your CV. • If you are at a <i>temporary address</i>, you can include this in addition to or in place of your permanent address, depending on your circumstances.
Career Objective	Education
<ul style="list-style-type: none"> • A career objective is <i>normally not necessary</i> for your CV, but if you decide to include one, make sure to <i>state your objective as concisely as possible.</i> • The career objective can focus on teaching and research interests, skills, education, career area, type of organization, or position title. • For additional assistance writing an objective, see how to Create a Career Objective on page 12. 	<ul style="list-style-type: none"> • Using reverse chronological order, list your most recent degree first followed by all other degrees earned or training received. • Make sure to include the name of the degree, date of graduation, name and location of the institution. • You may also include the title of your dissertation or thesis topic and the name of your major professor.
Experience	Personal Data
<ul style="list-style-type: none"> • List teaching, research, and related experience including graduate assistantships, internships, and postdoctoral fellowships. • Make sure to include your position title, name of the organization, the organization's location, dates, responsibilities, and accomplishments. • Describe your experiences with <i>short, results-oriented phrases using action verbs.</i> 	<ul style="list-style-type: none"> • Generally, personal data such as one's marital status, ethnicity, birth date, health, height, and weight are not included on a CV. • One reason for this is because your CV should focus on your job-related abilities and potential. Inappropriate information can detract from your professional qualifications and achievements so it is best to leave this type of data OFF your CV.

Resume & Curriculum Vitae (CV) Printing

Given the accessibility of computer technology, most individuals produce their resume or CV using some form of word processing software. However, *do NOT to use the templates or wizards in these software packages.* Using these tools often produces generic results. Plus, it can be difficult to edit and revise documents created by these tools.

You might need to *recreate your resume or CV from scratch.* Use a high quality printer to make copies.

If you want to print on a certain type of paper, specialty papers are sold at most office supply stores and copy centers in town. Be sure to *avoid overly textured or marbled paper* as it does not scan or copy well.

Remember to *save your file on a USB drive or hard drive* so it can be easily updated, and keep a backup file in a safe place. **The FSU Career Portfolio** and **SeminoleLink** are great places to upload your resume or CV for safekeeping and can be found online at **career.fsu.edu**.

Students can access a variety of computer labs on campus to create and print their resume or CV.

For information on **FSU campus computer labs**, visit **its.fsu.edu/Computing/Computer-Labs**.

Students and alumni can also use **The Career Center's Computer Lab** located in 1200 Dunlap Success Center (DSC).

Write Effective Letters

Develop a System

Before you send any letters, it is important to *devise some way of keeping track of what you have sent!* **For example**, if you send a letter to Mr. Smith asking for an interview and offer to call him during the week of June 6, you need to have that date on record so you can be sure to meet that commitment.

If you are sending out 40 letters to various employers, it can be critical to know what you have said in a particular letter in order to follow up with accuracy. **Two methods** of organizing your letter campaign are to use a **chart or file system**:

Chart System

- Create a chart with columns for the prospective employer's name, the person contacted, the date sent, any commitments you made in the letter, and follow-up action taken.
- Make another chart for responses you receive from each letter. Include column headings, such as prospective employer's name, person who replied, date of reply, and action taken.
- Keep these charts current and file the letters you receive. This can be done electronically or in a more traditional manner, depending on your style. The main idea is to develop a system!

File System

- Save copies of all letters you send out and file them in an electronic or paper folder. Set up another folder for the correspondence you receive that requires further action on your part and a third folder for your rejection letters.
- The file system can be especially helpful because you can access previous correspondence when composing additional letters. You also can look back over the letters and e-mails you have sent to determine which ones were the most effective in generating interviews.

“Before you send any letters, it is important to devise some way of keeping track of what you have sent!”

chapter 2

Although there are a variety of styles, formats, and content elements, there are two basic formats which may aid you in writing an individualized cover letter of application.

1 Broadcast Letter

This type of letter is used to *broadcast your availability to many employers in your field without composing a separate letter for each one.*

Although it is not usually used to pursue a specific job lead, *it is wise to personalize it.* By inserting the appropriate word or phrase, you can tailor each correspondence with much less effort than individually composed letters.

Examples:

- "I am writing to highlight my qualifications for a position as an account executive at...."
- "I am very aware of the changing role of the nurse in today's (hospital, clinic, etc.)."

Choice OF Cover Letter Format

2 Targeted Approach

The **targeted approach** is used to *investigate a specific job lead.* You may be answering an ad or investigating a suggestion offered by **The Career Center**, a relative, friend, faculty member, etc. It is important to thoroughly read and reread the job advertisement to *determine the potential employer's needs.* This way, you can *demonstrate how your abilities can be applied to meet those needs.* You also can make reference to specific information you discovered through conversations or by doing research about the organization.

Tailor your letter to the job description specified in the ad. Some reading between the lines may be necessary so you can customize your response.

Be sure to:

- *Answer the ad as soon as possible after it appears,* allowing yourself enough time to prepare your response adequately.
- Be as innovative as possible! *Make sure your letter stands out from the wave of response letters the employer will receive.*
- *Be straightforward, professional, and businesslike—*you are marketing yourself!
- *Be brief!* Letters should be individualized, concise, and factual. As with the resume, *stick to the facts!*
- Always consider the reaction of employers by putting yourself in their place. Try to *determine what accomplishments and skills* would be most attractive to a particular employer.

- *Answer all questions,* with the exception of responding to a request for salary requirements. In this case, it is advisable to avoid the question and simply indicate that it is open or negotiable.
- *Follow the advertisement's instructions carefully* regarding where the response should be directed and what to include (resume, statement of geographic preference, etc.).

Remember that the primary purpose of the letter is to get you in the door for the interview—*make sure it has impact!*

Examples:

- "My academic background, together with my work experience, has prepared me to function especially well as a Technology Specialist for IBM."
- "I am impressed by your continual growth through grant-funded activities."
- "My teaching experience and research skills are directly related to the department's core program activities."

Review the cover letter outline and sample letters included in this article for more information.



Inquiry Letter

First, *prepare a list of organizations* which complement your interests and qualifications, as well as the position(s) you are seeking. Then, write a **letter of inquiry** to employers requesting employment information. It is important to research the organization as much as possible to give credibility and insight to your contact letter. **In your letter:**

- *Write to a specific person* within the organization. As a general rule, send the letter to the Employment, Recruitment or Personnel Manager in the Personnel or Human Resources Department. Or, you can direct your letter to the key executive or manager in the department to which you are applying.
- *If the contact person's name is not available, address your letter "Dear Madam or Sir" or "Dear Search Committee Chair."*

- *State your exact interest* in the organization and explain why they should be interested in you. The more you know about employers, the easier it will be to *tailor your letter to their needs and interests*.
- *Emphasize your positive assets and skills*. Be as specific as possible about the type of position you are seeking and tie this to your knowledge of the organization and its products, services, business, or core mission.
- *State when you are available to meet for an interview and include a phone number and/or e-mail* where you can most easily be reached. You also can write that you will follow up via phone or e-mail within a certain time frame.

Interview Appreciation Letter

Follow up the interviews with a **thank you note or e-mail** (*find a sample on page 44*) expressing appreciation for the interviewer's time. Not only is this an accepted courtesy, your letter can also refresh your session in the interviewer's mind. **In your letter:**

- *Express appreciation* for the interviewer's consideration and arrangement of the meeting.
- *State the date of the interview* and name of the employer.

- *Reiterate your interest* in the employer by mentioning new points or assets you may have forgotten to address in the original interview.
- *Ask any questions* you may have which were not answered in the original interview.
- *Express your anticipation* to receive word regarding a decision.

Letter of Acknowledgment

Once you have received an offer from an organization, it is important to respond as soon as possible. While an immediate "yes" or "no" is not essential, acknowledgment of the offer is expected.

In your letter:

- *Acknowledge* the receipt of the offer.
- *Express your appreciation* for the offer.
- *Notify* the employer of the date by which you expect to make a decision.

Letter Writing



Do

- Follow layout and format rules of a standard business letter.
- Be brief, concise, and to the point.
- Spell, punctuate, and format correctly in both print and e-mail communication.
- Write in your own words and use conversational language.
- When possible, address your letter to an individual using his/her correct title.
- Research the employer and reflect on their organizational structure.
- Read the job description thoroughly and show that you meet the specific requirements.
- Slant letter toward what you can offer employers, not what they should be offering you.
- Hand-sign in addition to typing your signature (or sign, scan, and save as a PDF file to send electronically).
- Print using quality paper.
- Close with a direct request for some sort of action (phone call, initial meeting).
- Take advantage of any link to the employer that can give you an edge over the competition (mentioning the name of someone you know in the organization or a mutual contact).
- If including an attachment with an e-mail to an employer, make sure the document can be easily opened (a PDF, for example).
- Thank the employer for considering you as an applicant.



Don't

- Use overly formal language or phrasing.
- Use gimmicks in an attempt to be original or clever.
- Lead sentences with constant use of "I."
- Be arrogant or indicate the employer would be lucky to hire you.
- Be excessively emphatic about your reliability, capacity for hard work, or intelligence. This kind of self-appraisal is usually best understated. The appearance and tone of your letter and resume can say more about you than you can gracefully say about yourself.

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Cover Letters

Sample Cover Letter

Outline of a Cover Letter in Semi Block Format

Letter of Declination

As a matter of courtesy, a letter of declination is due to those organizations whose offers you are rejecting. Despite the negative nature of the correspondence, it is vital that these employers know your decisions. Such a letter often follows a telephone call, making your decision a matter of record and avoiding any confusion arising from verbal communication.

In your letter:

- *Express appreciation* for the offer.
- *State the exact position* for which you were being considered.
- *Mention the name* of your potential supervisor.
- *Decline graciously.*
- *Briefly explain the reason for your choice*, sticking to the facts.
- *Do not profusely apologize*—it is not necessary. Simply re-express your appreciation.

Cover letter formats adapted from The Princeton Review's *Job Notes: Cover Letters*, by L. Michelle Tullier.

Your name
Your street address
City, State, Zip Code
Date

Ms. Jane Employer
Title
Organization
Street Address
City, State, Zip Code

Dear Ms. Employer:

First paragraph • Tell why you are writing; name the position, field, or general career area in which you are interested. Tell how you heard of the opening or organization (this is especially important if you were referred by a mutual contact).

Second paragraph • Mention one or two of your qualifications that you believe will be of greatest interest to the organization, slanting your remarks to their point of view. Tell why you are particularly interested in the employer, location, or type of work. If you have related experience or specialized training, be sure to point it out. Refer the reader to the enclosed application form, resume, and/or the fact that XYZ Career Center will send full credentials to provide additional information concerning your background and qualifications.

Third paragraph • Close by making a request for an opportunity to talk with the employer. Indicate that you will follow up with a phone call or e-mail about the possibility of a meeting. If your request is not concerning an interview but more information on the organization and current job openings, you can request that the information be sent electronically. Prior to requesting this information, make sure it is not readily available on the organization's Web site. Thank the employer for his/her consideration of your application materials.

Sincerely,

Your handwritten signature

Your typed name

Encl.

Letter of Acceptance

Once you have decided to accept the offer, the employer should be notified *immediately*. It is not necessary to wait until the offer expiration date before contacting the person making the offer. Employers will appreciate your promptness as it will allow them to assess the status of their personnel selection process.

In your letter:

- *Acknowledge your receipt of the offer* by letter, face-to-face meeting, or telephone on the date it occurred.
- *Be as specific as possible*, mentioning starting salary and supervisor's name.
- Be sure to *list and detail items* (benefits, moving expenses, etc.) *agreed to in the offer*.
- *State when you will be able to report to work*. Acknowledge if employment is contingent on events such as graduation, certification, etc.
- *Express appreciation* to your contact person and anyone else who has been particularly helpful.
- *Ask if any other information is required*, or if additional details should be covered prior to reporting.

chapter 2

Sample Targeted Approach Cover Letter: In Modified Block Format

! Include

Don't forget to include your address and the employer's address at the top of the letter.

! Specify

Make sure to specify the position for which you are applying.

! Mention

Be sure to mention where you found the position. This is especially important if you were referred by a mutual contact.

“In a cover letter, *emphasize* your positive assets and skills.

Be as *specific* as possible about the type of position you are seeking and *tie* this to your knowledge of the organization and its products, services, business, or core mission.”

Joanne Taylor
105 Seminole Lane #100
Tallahassee, FL 32304
October 24, 2010

Mary Ross
Human Resources Manager
Guess, Inc.
1444 South Alameda Street
Los Angeles, CA 90021

Dear Ms. Ross:

I am interested in the spring 2011 merchandising or retail buying internship in New York that was advertised on the Guess website. My experience in retail sales and customer relations, combined with my courses in fashion merchandising at Florida State University, make me an excellent candidate for an internship position with Guess.

Your internship position requires my past experience and knowledge of retail. I have worked in three Express stores where I received several awards for outstanding sales performance. My work at Express also helped me develop a greater understanding of customer relations. In addition, the Fashion Merchandising program at Florida State has taught me countless business skills to further my career. A recent presentation I gave as part of a group project in Merchandising class resulted in praise from the professor and the highest grade for the group. Many of my portfolios also received high marks and approval from several professors in my program. I have enclosed a resume with additional details of my qualifications.

My experiences and education match well with your internship requirements, and I am genuinely interested in a position with Guess. I would appreciate the opportunity to discuss how my experiences would benefit Guess, and will contact you within a week to see if a meeting can be arranged. If you have any questions, please call me at (850) XXX-XXXX or e-mail jtaylor@fsu.edu.

Thank you for your time and consideration.

Sincerely,

Your Handwritten Signature

Joanne Taylor
Encl.

! Slant Skills

Slant your skills and experiences to the employer. Consider how you will meet their needs!

! Ending

End your plan of action, and commit to that plan. If you tell the employer you will contact them within a week to discuss the job, make that call!

Sample Broadcast Cover Letter:

In Block Format

Jennifer Stevenson
222 Ocala Drive
Tallahassee, FL 32306
May 15, 2011

Mr. Alex Johnson
Vice President
Johnson & Johnson, Medical Products Division
One Johnson & Johnson Plaza
New Brunswick, NJ 08993

Dear Mr. Johnson:

I am currently a senior at Florida State University and will graduate with honors this spring with a degree in Biology. My goal is to pursue a position as a medical sales representative with Johnson & Johnson. In this position, I hope to contribute to a professional environment of committed employees working together to achieve goals set by Johnson & Johnson.

While attending Florida State University, I have held many leadership positions that required organization, discipline, and commitment skills often used by medical sales professionals. In addition, my background in biology has provided me with a foundation to understand complex medical concepts. While at FSU, I also was a member of the sales club, and have extensive experience cold-calling prospective leads. My academic background, combined with experience in sales and marketing, will enable me to play a strong role as an employee with Johnson & Johnson.

I have enclosed my resume and look forward to discussing an opportunity to interview for a professional position with Johnson & Johnson. I will follow up in the next week regarding this request. If you have questions, please contact me at 850-XXX-XXXX or jstevensen@gmail.com.

Thank you for your time and consideration.

Sincerely,

Your Handwritten Signature

Jennifer Stevenson
Encl.

! Advisable

Even when writing a broadcast letter, it is advisable to personalize the salutation if you can find the appropriate contact.

! Personalize

Personalize your broadcast letter by specifying the position and organization which interests you.

! Tailor Skills

If you do not have a specific position description, tailor your skills to a general position description found in the Occupational Outlook Handbook, eDiscover, Sigi, or Choices Planner (found in **The Career Center Library** or online at career.fsu.edu).

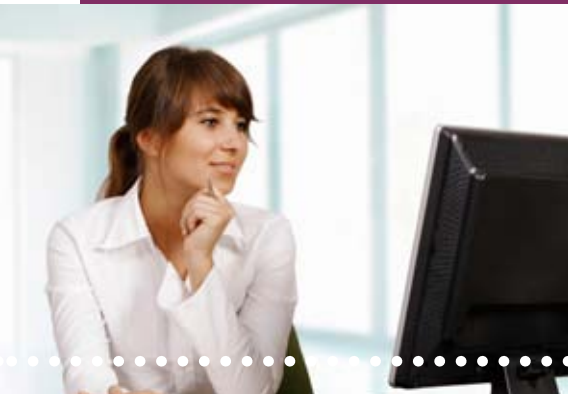
! Thank Employer

Thank the employer for taking the time to read your letter.

Be sure to include your contact information in the closing paragraph to help the employer follow up.

Need help with effective letter-writing?

A career advisor at The Career Center can help you write or critique drafts of your cover, thank you, and graduate school letters! They are available for drop-in advising Monday through Friday, from 9 a.m. until 4:30 p.m.



“A 2009 Career Builder poll indicated that 45% of employers use social networking sites to research candidates, and 35% have found information online that has kept them from hiring a candidate.”

Secure Social Media Accounts 3

If you can't stand to do away with questionable material (politically incorrect, rude, explicit, etc.) on Facebook, then *change the privacy setting to restrict availability to only confirmed friends you trust*. By doing so, recruiters and employers will not have access to your account.

Keep in mind that even if your profile is private, walls for your friends, groups, and pages may still be public. A good way to clean up your online presence is to *remove negative pictures and entries* from your social media pages.

Inspect Your Online IDENTITY

Have you researched and cleaned up your online identity? If not, search for yourself and check your social networking profile(s) to determine if the information out in cyberspace is incriminating, outdated, wrong, embarrassing, or not even about you! Even if you don't look yourself up, employers might, and it may cost you the interview, the job, and your professional reputation. *Here are some ways to help ensure your online identity is clean:*

1 Investigate

Use search engines to explore your online identity. Search:

- with your name in quotation marks.
- your name and your school name, middle name/initial, hometown, fraternity/sorority, organizations, dorm, major, etc.

Search engine examples include:

- **Google.com**
- **Blogsearch.google.com**
- **Video.google.com**
- **YouTube.com**
- **Yahoo.com**
- **Bing.com**
- **Ask.com**
- **Pipl.com**
- **Technorati.com**
(Blog Search Engine)

2 Ask for Help

Your editorial might have been published on your school newspaper's website, you might have added a comment to a blog, or someone might have posted information about you. *If any of this information is damaging, you might want to ask the website owner or editor to remove the information.* Ask nicely and be specific as to the page(s) or section(s) you are requesting to be removed. If the case is extreme, you may want to consult with an attorney. If you are unable to have the information removed, be prepared to speak to an employer about your actions by turning the negative situation into a positive one.

When about to post new content online or reviewing what “digital dirt” to delete from your social media past, ask yourself the following questions:

- *Would you be willing to have the information viewed by the public?*
- *Could you justify the information to others if they question your post?*

Simple rule of thumb: *If you do not want information about you known by an employer, do NOT post it online!* Remember—once you post information online, you lose control over where it is stored or with whom it might be shared.

- **Be selective** about who you accept as friends or connections.
- **Avoid naming** employers or individuals with whom you had negative experiences/encounters (i.e., complaining about work on a Facebook status or in your blog after having a bad job interview).
- **Consider** what the names of any online groups with which you are affiliated convey about you (i.e., FSU Boozers, MySpace Pimps).
- **Be aware** of information written in online blogs or journals.
- **Keep in mind** that even if an employer does not view your site—potential colleagues or clients might!

Build Your Positive ONLINE PRESENCE

If you have no online presence, it could be more of a career killer than if an employer finds “digital dirt.” In order to polish your positive online reputation, *take the following steps:*

1 Connect with Professionals and Industry Peers

Take advantage of the opportunity to *establish one-to-one relationships with employers and recruiters* on **LinkedIn.com** and **Twitter.com** by introducing yourself.

For example:

- Hi, Mr./Ms.____,
I am a student at Florida State University passionate about Multicultural Marketing and was impressed with your company efforts at creating campaigns targeting U.S. Hispanics! Hoping to learn and interact with you, please accept my follow request.

2 Become Your Own Online Agent

Consider the “about me” space in your social media profiles as an elevator speech. *Post content that conveys you positively!* You may want to add videos of you winning an award, giving a speech, or playing a sport on **YouTube.com** or **Video.google.com**. Brand yourself, be creative, and tell us in a couple of sentences who you are, what makes you different, and why we should follow you!

For example:

Advertising major looking for an internship in Miami
Passions: Branding|Social Media Marketing|Ethnic Cuisine

Build your professional identity by creating and posting positive and accurate information about yourself on your social networks, as well as on sites such as **LinkedIn.com**, **Ziggs.com**, **ZoomInfo.com**, which focus on career profiles.

- **Post professional content** to “smother” less professional posts.
- **Make your posts useful** and relatable to your career field.
- **Avoid** joining online groups that could restrict your opportunities.
- **Beware** of others with your same name.

3 Take Advantage of Social Networking

Social networking sites, such as **LinkedIn** and **Twitter**, offer great ways to connect with professionals, since they can provide employers with an authentic look at your personality without crossing the line. **You can use them to:**

- **Search for recruiters and job boards** by typing the words “recruiter” followed by your job industry.
- **Follow industry experts or publications**, and **engage** in meaningful conversations with your contacts.
- **Blend in personal commentary**, but save overly personal tweets or posts for friends. Instead, write or retweet about current events and articles in your industry.

4 Buy A Blog Domain Name

You can determine if your domain name is available by visiting this [list of reputable domain name registrars](#):

- **godaddy.com**
- **register.com**
- **networksolutions.com**

Why blog or use social media?

Blogging and leveraging social media will help you build an active, digitally-savvy online presence that *shows you are truly passionate about a topic or industry, which can set you apart* to employers from other job candidates!

- **Blog, tweet, or post** about things people would enjoy reading about.
- **Make sure** your writing is *free of grammar and spelling mistakes*.
- **Include images or videos** related to your posts to maintain visual interest.
- **Update your blog or page at least weekly**, so it doesn't seem abandoned.

Sources

- [careerbuilder.com/Article/CB-1337-Interview-Tips-More-Employers-Screening-Candidates-via-Social-Networking-Sites](#)
- *Not Just Your Space: The College Student's Guide to Managing Online Reputation*, by Tom Drugan
- [studentbranding.com](#)



In a crowded job market how well will you stand out?

Getting noticed is a crucial first step in being chosen for that internship or job you really want. KPMG Branding U is a perfect place to start creating a personal brand that will help you get the attention of employers.

You'll discover the qualities that make you who you are. Learn to develop key messages, create a consistent look, and market to employers that unique brand called...you. KPMG professionals offer perspectives on personal branding, job-hunting and interviewing, while the self-assessment tool helps you define and communicate your key attributes in ways that really attract employers.

Check out Branding U today
and start getting
yourself noticed!

**kpmg-go.com/
BrandingU**

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Dress to Impress:

The Secrets of Proper Attire

Learn the Employer's Dress Style

Looking the part can help you make a good first impression. Knowing what is expected takes a little research, a shopping trip, and a full-length mirror.

- **Research the culture of the employer.** A more *conservative employer* (accounting, finance, law, etc.) will require more *conservative dress*. A more *creative employer* (retail, advertising, etc.) might offer more *flexibility in dress*.
- **Look at the brochures, website, and employees of the organization to guide your dress.** *What style of clothes are being worn by the people who work there? What image are they projecting with their clothing?*
- **Trust your instincts when selecting your interview attire.** If you have to ask "*Can I wear this?*," then the answer should always be "No."
- **Err on the conservative side when in doubt** about what to wear.
- **Avoid extremes.** Low-cut blouses, sky-high stilettos, and miniskirts are inappropriate.
- **Ask experts at a clothing store** about the fit of your suit. It shouldn't be too loose or too tight.
- **Purchase a quality suit.** It is better to buy one good suit than several inexpensive suits.
- **Always try on your entire outfit prior to the interview day,** looking for any flaws or weaknesses in your appearance. Don't forget to look at the back of your outfit to ensure you have a polished look coming and going.

The Importance of Proper Attire

Making the *BEST* possible impression is paramount when seeking employment! Even though we would like to think that our skills and abilities get us the job, *appearance does count*. First impressions are made within five minutes of meeting someone, and help shape all future impressions, so it is important to dress professionally. This allows the employer to focus on your skills and abilities and not your clothing.

The **National Association of Colleges and Employers (NACE)** surveyed 457 employers who recruit new college graduates and an overwhelming *92 percent* believe a candidate's overall appearance influences their opinion about that candidate!

When meeting potential employers, *dress appropriately*. It can be helpful to remember to always *dress for the job you want!*

Business Attire

Business attire is the *written (or unwritten) dress code of an organization*. Business attire *suggests formal, conservative dress style*. It is expected when interviewing with an employer unless stated otherwise. Attention to detail, impeccable grooming, and a well-fitting suit are vital to make a lasting good impression!

Business Casual Attire

Business casual is an oxymoron! Dress code policies have been changing for the last decade. Dressing more casually is meant to make life easier, but confusion over appropriate attire has caused many employers to adopt some type of business casual standard. Whether it is casual Fridays, shirts with the organization's logo, or a guide for acceptable dress, the casual dress code is becoming more defined. Candidates seeking employment with an organization may be instructed to wear "business casual" to a particular event during the interview process without receiving any guidelines to follow.

Acceptable Attire: Business Casual

MEN'S

- A *sports coat* creates a pulled together look in a business casual environment and eliminates the need for a tie. Pair the sports coat with *khakis or dark slacks*.
- Traditional *dress slacks* (khakis, Dockers, corduroys, wool, and linen) are appropriate with or without a blazer. Be sure to press them beforehand.
- *Casual, button-down oxford shirts* are a great alternative to dress shirts, with or without a tie. Choose basic white, chambray, or pinstripe.
- *Oxfords and loafers* in brown or black are a good match for khakis and corduroys.

WOMEN'S

- *Pantsuits* are a wise choice for a business casual event (i.e. information session, facility tour).
- A *classic sheath* paired with a *cardigan or a blazer* in the same fabric and color is a good choice.
- *Crisp cotton shirts* in white, chambray, and chartreuse paired with dress pants, khakis, or skirts make a casual outfit.
- *Cardigan twin sets* also are an easy way to dress more casually while still looking professional.
- *Jewelry, scarves, and other accessories* will add polish to any outfit, but keep in mind that *less is more*.
- *Shoes* should still be well-made and close-toed. *Flats* are appropriate.
- Wear *trouser socks with pants*.



The Suit:

- Choose a *neutral suit* in charcoal, navy, or gray. Black suits, while still in style and acceptable, are less appropriate for an interview.
- The *pant leg* should touch the front of the shoe and fall just above the heel in the back.
- *Pants* can be cuffed or uncuffed.
- The *fabric of the suit* should be gabardine or wool. Blended material is acceptable, but avoid cotton blends as they wrinkle.
- The *suit jacket* should be buttoned while standing and unbuttoned to sit. Do not button the bottom button of a two- or three-button suit.
- Avoid suits with double-breasted jackets.

The Dress Shirt:

- Choose *shirts* in white, ecru, or light blue.
- Have your *shirt professionally laundered*.
- Always wear a *long sleeve shirt*.
- *Pointed collars* give a more professional image than button down collars, yet both are acceptable.
- Avoid shirts with insignias.
- Your *shirt sleeves* should extend beyond jacket sleeves by ½ inch.
- Always wear a *crew-neck undershirt* as they give the appearance of a finished look.

The Tie:

- Wear a *conservative tie* with subtle patterns or solid colors.
- *Ties should be of good quality* and made of 100% silk.
- The *tie should be darker* than your shirt.
- The *tie should fall* to the middle of your belt.

Socks, Shoes & Belt:

- *Wing tips or lace up conservative shoes* are most appropriate. Loafers should be used for business casual.
- Choose *black, brown, or cordovan shoes*. Shoe color should match your suit or be slightly darker.
- *Shoes* should be in good condition and polished.
- *Socks should match* the color of your suit and cover your calves.
- *Belts should be* in good condition and match the color of your shoes.

Grooming:

- *Facial hair should be neatly trimmed* (moustache, sideburns); beards are not recommended for an interview.
- *Hair should be neat and conservative*, not touching the collar of your shirt.
- *Heavy cologne should be avoided*. Soap and antiperspirant will allow the interviewer to remember you, not your scent.
- *Nails should be clean and manicured*.

Accessories:

- Men should limit accessories/jewelry **to three pieces**.
- **Accessories include** watch, ring, handkerchief, lapel pins, cuff links, and tie tacks. A dress watch should be worn—avoid athletic styles.
- **Avoid** bracelets, necklaces, and visible piercings.

WOMEN'S Interview Attire

The Suit:

- Choose a *classic suit*, avoiding trendy styles.
- For a conservative organization, a *skirt suit* is still considered the most appropriate interview attire. A *pantsuit*, while acceptable for some organizations, is still considered less formal.
- Hemlines should be *knee length or longer*. Mini-skirts are inappropriate and give the impression that you are not serious about the interview.
- Choose wool, gabardine, or rayon.
- You are not limited to a dark-colored suit, but remember the rule—if you have to ask yourself “Can I?” then don’t.
- Make sure the suit flatters your figure and fits well, not too tight or loose.
- Jacket sleeves should fall ½ inch below your wrist

Shoes & Hose:

- Wear *pumps or sling backs*. Avoid sandals or shoes with open toes or ankle straps.
- Shoes should be of good quality.
- Shoe color should match your suit or be slightly darker.
- Heels should be 1-2 inches; higher heels should be saved for after hours.

The Blouse:

- Blouses should be current, but neither low-cut nor revealing.
- Do not wear a camisole or sheer blouse.

Accessories:

- Jewelry should be minimal and conservative. Remove all facial piercing except earrings.
- Wear only **five accessories**. Earrings count as two and a watch is the third, allowing two additional accessories. Do not over-accessorize!

Make-up & Grooming:

- Make-up should be natural and conservative. Avoid overly dark or bright eyeshadow and lipstick.
- Nails should be clean and manicured. Avoid very long nails, nail art, and trendy or bright nail polish.
- Hair should be clean and neat.
- Perfume should be applied very lightly if at all. A good soap and antiperspirant will allow the interviewer to remember you, not your scent.



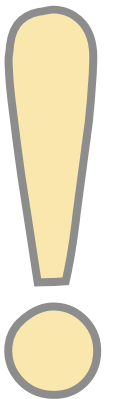
MEN & WOMEN:

Regardless of the occasion, *dressing appropriately is one of the easiest ways to impress potential employers!*

It may not guarantee you a job, but it should prevent your elimination from the candidate pool.

Unacceptable Attire

- Jeans, denim pants, or shorts
- Leggings, stretch or stirrup pants, sweats, spandex, or other form-fitting attire
- Athletic shoes, hiking boots, sandals or flip flops
- Flannel shirts or t-shirts
- Hats/caps



Ace Your FIRST Interview

Often it is the degree of preparation that makes the difference between a successful and unsuccessful interview candidate.

Read carefully—the following information will *guide* you through your *first interview* and provide the groundwork for your *future success*!

“Be prepared to tell an employer why you should be hired. With many applicants competing for the same job, *it will be up to you* to convince the interviewer that *you are the best choice!*”

Prepare for the Interview

Know the Employer

This is an opportunity for you to *demonstrate your research skills*! It is important for you to find out as much as you can about the organization, agency, institution, etc., with which you are interviewing. **Ask yourself the following questions:**

- What does the organization make or what service does it provide?
- What is the size of the organization? What is its organizational structure? How much potential for advancement is there within this structure?
- Who are the organization's officers, administrators, etc.? Try to learn about their background and recent achievements.

Find out *how the position for which you are applying relates to the whole organization*. Attempt to narrow down *some challenges, opportunities, policies, or philosophies of the organization*, and plan to focus on these during the interview.

You can find some of this information in **The Career Center Library, Strozier Library**, or at the local library. Visit employer websites to find additional information.

This research can be very valuable to you during the interview. It will not only increase your self confidence, but also impress the interviewer, who will regard you as a person who has sincere interest in the organization because you conducted your research.

For additional information, read the **Researching Potential Employers guide** in **The Career Center** or located online at:
career.fsu.edu/advising/guides.cfm

Know Yourself

You need to know many facts about the employer and the interviewer needs to know about you in order to make a fair evaluation. Interviewers are often amazed at the answers they receive in response to the question “*Who are you and what do you want to do?*” Before your interview, *know what you have to offer* the potential employer and organization.

Evaluate yourself in terms of your strengths and how you can *translate these strengths into skills* your prospective employer can use. It is also helpful to *know your weaknesses*, as no one is perfect. If you are asked to state a weakness, do not elaborate on it! Instead, *state steps you are taking to improve upon your weakness*. **For example**, if you are shy and public speaking is difficult, think about taking a Toastmasters course or volunteering to lead meetings or give presentations. This demonstrates that you are self-aware and proactively working to better yourself.

Be ready to talk about your *career objectives*, your *short- and long-term goals*, and your *interests*. Study your resume and *be familiar with your education and experience*. Practice illustrating how your extracurricular activities are examples of skills in leadership and responsibility.

The most important point to remember when preparing for an interview is that the prospective employer is primarily concerned with hiring someone *who will make a valuable contribution to the organization*. Be prepared to tell an employer why you should be hired. With many applicants for the same job, it will be up to you to *convince the interviewer that of all those interviewed, you are the best choice!*

Learn to Communicate Effectively

It is imperative for you to know yourself and the organization with which you are interviewing, but if you are unable to communicate your knowledge clearly and concisely, your interview will not be impressive. You must be able to *express yourself to the interviewer!*

- The best way to improve your communication skills is to practice role-playing before the interview. Consider participating in a **mock interview at The Career Center (read more below)** or ask a friend, your partner, or your roommate to help you simulate an interview.
- Make sure you are *critiqued on your voice tone, body language, and eye contact.*

- **To prepare for an interview, study the sample questions on page 45.** Another suggestion for role-playing might be to get together with people who also are preparing for interviews. You can learn a lot by critiquing different approaches, and comparing experiences might be a good way to boost morale.
- A critical point to remember while practicing is to *avoid memorizing what you want to say!* If you come across like you have a speech prepared, your interview will be less effective.
- Set up your **Career Portfolio** to identify and describe your skills (**refer to the Career Portfolio User's Guide on page 96**).

- You will be nervous during the interview. *Concentrate on what is being asked and respond appropriately.* Many people make their voices more monotone to sound professional. Don't! Speak as you normally would in conversation.
- Another essential component of effective communication is active listening. Be sure to *pay close attention to the interviewer's questions.* Don't get distracted or daydream. Remember to take a moment after each question is asked to *prepare a thoughtful, thorough answer.*

Perfect your Interviewing Skills by Having a Mock Interview Today!

The way you present yourself in an interview can make the difference between getting a job, internship, co-op or graduate school offer and getting a rejection letter. The **Mock Interview Program** provides FSU students with the opportunity to practice their interview skills and then receive feedback on their performance. In addition to face-to-face interviews, students can also participate in **mock telephone and panel interviews.**

Mock interviews last about an hour and are recorded, replayed, and critiqued immediately afterward by a Mock Interview Mentor. Mentors are current FSU student leaders that are selected and trained on all aspects of the interview process.

The Mock Interview Program is designed to help students:

- Practice interviewing.
- Communicate skills clearly.
- Create a good first impression.
- Reduce nervousness before an actual interview.
- Discuss interviewing style and develop interviewing strategies.

You will get the most from your mock interview if you treat it like an actual interview. In fact, many of the questions asked during your mock interview are questions submitted by employers who participate in on-campus recruiting at FSU.

Each **mock interview** *focuses on how well you know yourself, your past experiences, and the industry you hope to enter.* Mentors also critique how well you articulate this knowledge. Several recent evaluations suggested that mock interviews offered information and feedback that helped participants prepare for future interviews.

Mock Interviews are offered by **The Career Center** during the fall and spring semesters throughout the following dates:

- **Fall 2011 semester** mock interviews can be scheduled **September 26-November 18.**
- **Spring 2012 semester** mock interviews begin **January 30** and continue through **April 6.**

All mock interviews take place at **The FSU Career Center**, which is located on the first floor in the Dunlap Success Center (DSC) on South Woodward Avenue (**view map on page 2**).

- To sign up for a mock interview, you must be authorized for **SeminoleLink Plus! services** (**read the SeminoleLink User's Guide on page 88** to learn how to upgrade to *Plus!* services).
- For step-by-step registration instructions and more details on the **Mock Interview Program**, visit: **career.fsu.edu/mockinterview**

chapter 2

Break the Ice

Interviews are unpredictable and no two interviews are alike. Much depends upon the interviewer's personality and experience. Remember that your interviewer is in control, and your responses should reflect this dynamic.

Interviewers usually try to make you as comfortable as possible once the interview begins. Often they start with basic questions from your resume. Since this information is familiar to you, the interview will become less tense. Be ready when the interviewer starts to concentrate on specific facts!

“Employers often use the *STAR approach* to gauge past behavior. When answering questions about previous jobs or responsibilities, be able to describe past work **Situations**, **Tasks** at hand, **Actions** you took to complete the tasks, and the **Results** you achieved.”

Attend the Interview Be On Time



It is better to be a *few minutes early* than one minute late for your interview. Interviewers have a busy schedule and if you are late, it will cut down the amount of time allotted to you. Most important, if you are late you will make a *bad* initial impression.

Dress Appropriately

When seeking a professional position, *you must look like a professional!* A good guideline to follow is to *dress as others do in the same occupation*. Remember, *the first impression is a lasting one*, and you want it to be great!

For more on business dress, **read how to *Dress to Impress* on page 37.**

Women:

- Wear a simply tailored *suit* or *dress*.
- Wear conservative *nail polish* and *lipstick*.
- Make sure your *hairstyle* is neat and professional.
- Leave flashy earrings in your *jewelry box*.
- Be moderate in use of *perfume* and *make-up*.

Men:

- Wear a clean, pressed, conservative *suit* with a subtle *shirt* and *tie*.
- Have your *shoes* shined and wear plain *socks* that match your suit color.
- Make sure your *hair* is neat and trimmed.
- Long hair and extremely long sideburns are considered unprofessional.
- Clean and trim your *nails*.
- Avoid gaudy or flashy *jewelry*.

Anticipate the Interview Situation

The **interview** situation *can vary* from one-on-one contact between you and an employee of the organization (human resources manager, campus recruiter, department manager, etc.), to a panel composed of several different employees or department heads representing various levels or functions. It is also possible that you will have a single interview with an organization representative or a sequence of several interviews on a given day.

Performance interviewing is another technique some organizations use. In this case, *you will be asked to perform tasks which your possible job will entail in a limited amount of time*. Mistakes are expected! The employer is looking at the way you handle yourself. In other situations, especially academic settings, you may be asked to lecture or present in your area of expertise.

Another type of interviewing is called **behavioral interviewing**, where *the employer seeks to predict future behavior by examining past behavior*. Employers often use the **STAR approach** to gauge past behavior. When answering questions about previous jobs or responsibilities, be able to describe past work **Situations**, **Tasks** at hand, **Actions** you took to complete the tasks, and the **Results** you achieved.

For more information on behavioral interviewing strategies, read articles in **The Career Center Library Mobile File**.

Remember, *you need to respond and actively participate in each interview!* Don't assume what you have told the first interviewer will be communicated to others in the organization.

During the Interview

Answer the Interviewer's Questions (*refer to page 45*)

After an introduction, the interviewer will usually get to the point.

Typical questions are:

- *What was your major when you started college? What is it now?*
- *Did you change your goals? Why?*
- *How can a job with this organization help you meet your career objectives?*
- *What contributions do you see yourself making to our organization?*

From this type of questioning, the interviewer can gauge whether you are looking for any job you can get or if you know yourself well and are trying to meet your needs through selective

interviewing. The interviewer will attempt to assess your motivations as well as the way you operate. While a **resume** provides the facts, the **interview** provides the "why's" and "how's."

During the interview, the most important thing to remember is to be **honest!** Interviewers will not be able to evaluate you fairly if you attempt to deceive them. Telling interviewers what you think they want to hear is not the purpose of the interview. If you are deceitful and interviewers sense this, the chance of being invited for a second interview is slim.

Be prepared to *back up what you say!* According to interviewers, too many applicants make statements

that they are unable to prove. If you state that you have certain skills and abilities, cite specific examples where you have demonstrated them.

The FSU Career Portfolio is a good way to document your skills and accomplishments. **Read the Career Portfolio User's Guide on page 96** for more information.

Some interviews might include stress questions so that the interviewer can get to know you better. **Stress questions** usually involve problem solving and have no right or wrong answers. The purpose of this type of questioning is to determine how you think and react under pressure.

For sample stress questions, visit **The Career Center Library**.

Ask the Interviewer Questions

During your pre-interview research, you should prepare some intelligent questions to ask your interviewer.

Examples include:

- *What training do you provide?*
- *How long is the training period?*
- *What is the normal progression of a trainee over the first few years?*
- *How much travel is required?*
- *Do you encourage continuing education and reimburse tuition?*
- *What options do I have in selecting/accepting assignments?*
- *What continuing staff training programs are available?*

NEVER ask about vacation time or retirement! These are not work-related activities. *You must talk opportunity, not security*, although you can ask for more information regarding all benefits. It can be helpful to prepare questions concerning the organization's markets, methods, and projected plans. Ask for general information, not how these issues will affect you. Interviewers will be impressed by your interest in the organization.

During the interview you should be sensitive to signs that it has run its course. Campus interviews are usually scheduled for twenty or thirty minutes. Interviews end in different ways. Some interviewers might look at their watch, which is a cue for you that the interview is nearing an end; some interviewers are blunt by standing up, holding out their hand and thanking you for coming in. Most employer representatives, however, expect you to *sense the proper time to leave on the basis of subtle indications that your time is up.*

When the interview is over, thank the interviewer for taking time to talk with you. Re-emphasize your interest in the position and your appreciation for being considered. This is important, since many candidates mistakenly assume that interviewers sense their interest.

If the interviewer does not offer you a job (this is very rarely done in the first interview) or indicate when you will receive word, *ask when you might hear about a second interview or an actual offer.* This is important because even though the interviewer is interested in you, sometimes they may continue looking for a more qualified candidate.

Interviewers are less likely to keep you waiting if they specify a deadline date. If the interviewer is impressed with your performance, you will probably be invited to visit the organization, meet other personnel, and go through more extensive screening. *The main purpose of an initial interview is to qualify you for a follow-up! It is usually after the second interview that a job offer is given (learn how to Prepare for a Second Interview on page 75).*

SeminoleLink On-Campus Recruiting

Employers from fortune 500, regional and local companies, nonprofit organizations, and government agencies recruit students for internships, co-ops, and full-time positions by interviewing at FSU.

Search for on-campus recruiters in **SeminoleLink** routinely throughout the semester to apply for interviews through and participate in the on-campus interviewing program.

Find out more on pages 90-92, and get started today at:
career.fsu.edu/seminolelink

Be Prepared to Talk Salary (But Don't Bring It Up First)

One question you should be ready to address is **expected salary**. On your resume it is not proper to mention salaries. You can even *leave it open on your application form or write negotiable*. But in an interview, you might be asked to state a figure. *Know standard starting salaries for those with your general qualifications in similar positions.* For salary information, consult resources in **The Career Center Library**, including the **National Association of Colleges and Employers Salary Survey**. Refer to page 102 for some **National Starting Salary Averages**.

There are also several websites that provide salary information, such as **salary.com**. Many other sites can be found by simply searching the web using the term "salary" in conjunction with your desired position title. These sources can give you some idea of what your salary range will be. By knowing the rate beforehand, you can be realistic in your terms. Candidates whose rates are too high might price themselves right out of the job. If you are too low, the interviewer might not consider you an ambitious person, and there is a chance you will not be given further consideration. Another possibility is that they might hire you at a lower rate and there will be no chance for renegotiating your salary.

One way to handle salary questions is to *give a range*. Be prepared to back up your salary request with specific information about your education and experience! Generally it is recommended that candidates allow employers to address salary. For more information, **read about how to Negotiate Job Offers** on page 82.

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Tallahassee, FL 32302
(850) 324-0078
example@my.fsu.edu

June 24, 2011

Name
Title
Organization
Address
City, State, Zip Code

Dear Mr./Ms. Last Name:

Thank you for taking the time out of your busy schedule to talk to me about the _____ position with _____ Company. I appreciate your time and consideration in interviewing me for this position.

After speaking with you (and the group), I believe that I would be a perfect candidate for this position, offering the quick learning and adaptability that is needed for a diversified position.

In addition to my enthusiasm for performing well, I would bring the technical and analytical skills necessary to get the job done.

I am very interested in working for you and look forward to hearing from you once the final decisions are made regarding this position. Please feel free to contact me at any time if further information is needed. My cell phone number is (850) 324-0078.

Thank you again for your time and consideration.

Sincerely,
Your Handwritten Signature
John Flenderson

Write a Thank You Letter

Ask for the interviewer's business card and write a **letter of appreciation**, *either as an e-mail or handwritten note*. Previous communication with the organization may give you an idea of the best format to use.

Make your letter more than a plain thank you note. *Tell the interviewer you are still interested in the position and review some of your qualifications* discussed in the interview so his/her memory will be refreshed.

You also can include some pertinent questions you did not ask in the interview. If the interviewer answers you quickly, this might be an indication that the organization is interested.

Review above as a sample of how to write a post-interview thank you letter.

Make Each Interview a Learning Experience!

As soon as possible after the interview, write down what you have learned. **Ask yourself:**

- Which of my points interested the employer?
- Did I present my qualifications well?
- Did I talk too much? Too little?
- Was I too tense? Too aggressive? Too passive?

- How can I improve my next interview?
- What questions did I find easier versus more difficult to answer?

By reviewing your performance, you can make plans to improve your skills. The more you interview, the sharper your skills become and the sooner you will receive an offer!

Sample Interview Questions

- What are your short- and long-term goals and objectives? When and why did you establish these goals? How are you preparing yourself to reach them?
- What specific goals, other than those related to your occupation, have you established for yourself in the next ten years?
- What do you see yourself doing five years from now?
- What do you really want to do in life?
- How do you plan to achieve your career goals?
- What are the most important rewards you expect in your career?
- What do you expect to be earning in five years?
- Why did you choose the occupation for which you are preparing?
- What are your greatest strengths and weaknesses?
- How would you describe yourself?
- How do you think a friend or professor who knows you well would describe you?
- What motivates you to make your greatest effort?
- How has your college experience prepared you for your chosen occupation?
- Why should I hire you?
- What qualifications do you have that will enable you to be successful in this field?
- How do you determine or evaluate success?
- What do you think it takes to be successful in an organization like ours?
- In what ways do you think you can make a contribution to our organization?
- What qualities should a successful manager possess?
- Describe the relationship that should exist between a supervisor and those reporting to him or her.
- What two or three accomplishments have given you the most satisfaction? Why?
- Describe your most rewarding college experience.
- If you were hiring a graduate for this position, what qualities would you look for?
- Why did you select your college or university?
- What led you to choose your major or field of study?
- What college subjects did you like best? Like least? Why?
- If you could do so, how would you plan your academic study differently? Why?
- What changes would you make in your college or university? Why?
- Do you have plans for continued study? An advanced degree?
- Do you think your grades are a good indication of your academic achievement?
- What have you learned from participation in extracurricular activities?
- What have you learned from previous jobs?
- In what kind of work environment are you most comfortable?
- How do you work under pressure?
- In what part-time or summer jobs have you been most interested? Why?
- How would you describe the ideal job for you following graduation?
- Why did you decide to seek a position with this organization?
- What do you know about our organization?
- What two or three things are most important to you in your job?
- Are you seeking employment in a organization of a certain size? Why?
- What criteria are you using to evaluate the organization for which you hope to work?
- Do you have a geographical preference? Why?
- Will you relocate? Does relocation bother you?
- Are you willing to travel?
- Are you willing to spend at least six months as a trainee?
- Why do you think you might like to live in the community in which our organization is located?
- What have you done that shows initiative?
- What major problem have you encountered and how did you deal with it?
- What have you learned from your mistakes?
- Describe an example where you worked as part of a team.

Questions adapted from *The Endicott Report: Trends in Employment of College and University Graduates in Business and Industry*, by Frank S. Endicott.

If you are interested in an academic career, see the **Interviewing for a Faculty Position** guide at career.fsu.edu/advising/guides.cfm or located in **The Career Center Library** (Dunlap Success Center, Room 1200).

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Make a Lasting Impression

What's Your Plan?

Create your plan to make a lasting impression! Map out your goals (for example, “learn to ‘market’ myself” or “keep track of my accomplishments”) and choose items from the **Sample Activities list** to begin. Or, use **Career Portfolio** and **SeminoleLink** to put your best foot forward. Learn more today!

Sample Activities

- Use **Career Center Library** resources.
- Create a **career objective**.
- Write a **resume** and/or **cover letter**.
- Receive a **resume/cover letter critique**.
- Practice interview skills with a **mock interview**.
- Answer the **sample interview questions**.
- Inspect your **online identity**.
- Build your **positive online presence**.
- Compile and update your online **Career Portfolio**.
- Upgrade to **SeminoleLink Plus! services**.

SeminoleLink

Make contacts and network with FSU alumni and friends through the **ProfessioNole** database in **SeminoleLink**. Find out *more details* on pages 9 and 93.



CAREER PORTFOLIO

Impress employers or graduate school admissions committees by using FSU's **Online Career Portfolio** to document and showcase your skills and accomplishments! Also, use the **Career Portfolio** to ace your interview. Read the *User's Guide* on page 96.

Goal(s): #1 _____

#2 _____

#3 _____

ACTIVITY	PRIORITY

Gain Experience

Real-world experience is a key part of determining your interests, values, and skills outside of an academic setting. *Part-time jobs, co-ops, internships, volunteer work, and international experiences* are examples that provide valuable lessons about the way organizations function and how to relate to others in work or social environments. These activities can help you *refine your career goals AND develop your abilities!*

How would you like to gain experience?

- ☐ Obtaining a part-time job
- ☐ Volunteering
- ☐ Completing an internship or co-op program
- ☐ Studying, interning, or working abroad
- ☐ Cultural or international exchange program participation
- ☐ Other: _____

“Employers in many instances rely on the additional resources and energy gleaned from student employees. They look forward to your arrival!”



Obtain a Part-Time Job

Employment Options for Students

Student Employment is usually part-time work (less than 40 hours per week) and scheduled around the academic calendar. Employers may hire only students or advertise their part-time jobs to everyone in the community. The jobs do not require completion of a degree, and may be on- or off- campus. Compensation is usually an hourly wage with few or no benefits. These jobs may be full-time during academic breaks.

Visit career.fsu.edu and click “Find a Part-time Job” under “Our Tools” or log in to your SeminoleLink Plus! account.

Federal Work Study is an employment program sponsored by the government. Students may work on- or off-campus at certain nonprofit organizations. Learn more at **The FSU Office of Financial Aid** website: www.finaid.fsu.edu/aid/workstudy

Internships provide career-related experience for students. The work schedule can be part- or full-time. Internships are usually full-time during the summer, and part-time during the fall and spring. They may be located on or off campus. An internship experience involves learning skills related to your chosen career field or gaining practical experience to complement your academic coursework. **To get recognition for your internship through The Career Center, see page 54 and visit career.fsu.edu/experience/document/recognition**

Temporary Services Employment is gained through a temporary staffing agency. This can be part-time or full-time employment. Some agencies work only with people who have completed a college degree, others may have part-time work for undergraduate students.

Find a Job On-Campus

The Career Center posts part-time, seasonal, and temporary student jobs in **SeminoleLink** (more information available on page 89). This includes on- and off-campus positions. Visit career.fsu.edu and click "Find a Part-time Job" under "Our Tools" or log in to your SeminoleLink account.

The FSU Office of Financial Aid assists students with **Federal Work Study**. They can help you apply for Work Study and locate on-campus

positions. For more information, visit The Office of Financial Aid on the 4th floor of UCA, or view information on their website, finaid.fsu.edu.

The Office of Human Resources posts university job listings in FSU's OMNI system. Some part-time positions do not require a degree and may be appropriate for students. The HR Office is located in UCA on the 6th floor. To view and apply for current job openings, visit jobs.fsu.edu.

Many academic and administrative departments at FSU advertise part-time jobs through their websites and bulletin boards. This is especially true of departments seeking students in a certain major or college. A **directory of academic and administrative departments** is located on the FSU website, fsu.edu/departments.

Find a Job Off-Campus

The FSU Career Center provides information about part-time, seasonal, and temporary student jobs through the following channels:

- **Career advisors**, who can be seen on a drop-in advising basis, advise students about the job search and can refer them to internships, co-ops, summer work, and externship programs. These programs are available to **FSU students only!** Meet with a career advisor or co-op/internship staff advisor at **The Career Center** from **9:00 a.m.-4:30 p.m., Monday through Friday**. Visit career.fsu.edu or call **850.644.6431** for evening hours.
- **SeminoleLink** can be used to access jobs using your **Blackboard (FSU ID) login (User's Guide on page 87)**.
- **The Career Center Library** also has information and job listings for many local employers. Library files (including job listings) and career advising services are available to all students and community members. To access these resources, visit our Library at the Dunlap Success Center.

Other Off-Campus Job Leads

- The Tallahassee Democrat maintains classified employment ads at tdo.com
- **County government** may occasionally have part-time positions for students at leoncountyfl.gov
- **Leon County School Board** may have part-time positions available at leon.k12.fl.us
- **The State of Florida** lists vacant positions (including internships) at peoplefirst.myflorida.com
- **City of Tallahassee** may list part-time jobs at talgov.com/hr
- **The FSView Newspaper** lists part-time jobs in their classified section online at fsunews.com

Volunteer

If finances are not a primary reason for your job search, **volunteering** is an excellent method of gaining experience and exploring career options! The **FSU Center for Leadership and Civic Education** is located in the Dunlap Success Center next to The Career Center. Students can request to meet with a **service advisor (available Monday through Friday from 8 a.m.-5 p.m.)** by calling **850.644.3342** or submit a form under "Advising Services" at their website, thecenter.fsu.edu.

FSU is one of the only higher education institutions that recognizes students' service activity hours on their official academic transcripts. You can also choose to enroll in one of several **service learning courses** taught each semester. Search the course schedule by department at registrar.fsu.edu. These courses will either require **community service** or note that it is optional.

Temporary Staffing

Some **temporary staffing agencies** may have part-time positions for students. For more information about employment in the temporary staffing services industry, you may want to view The Career Center's **Searching for a Temporary Job guide**. It is available in print at The FSU Career Center Library and online at: career.fsu.edu/advising/guides.cfm

You can locate other temporary staffing agencies through various resources, including the Tallahassee phone book and the **American Staffing Association** at staffingtoday.net.

Graduate Students

In addition to exploring the options above, you may wish to contact **The FSU Graduate School (gradstudies.fsu.edu)** and specific academic departments to learn more about **teaching or research assistantship** opportunities and other part-time employment options.

PART-TIME JOB FAIR

FALL- September 1, 2011
SPRING- January 12, 2012
10:00AM-2:00PM
Union Ballrooms
career.fsu.edu/expos/parttime

- On- and off-campus part-time employers will be available!
- Find a complete list of 2011-2012 Career Expo Dates on page 68.



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Opening Doors to Careers...

Find an Internship or a Co-op

Most people are familiar with the paradox that you can't get a job without experience and you can't get experience without a job. One way of solving this dilemma is to *intern or participate in a co-op program!*

Prepare for a Co-op or an Internship

Both of these opportunities are available throughout the year, although *more opportunities are available during the summer semester.*

- **Co-ops** are paid, multi-semester work/study programs which enable students to combine classroom learning with practical, on-the-job experience. However, all co-op positions are paid and provide more progressive responsibilities.
- **Internships** are usually defined as one-time work experiences where students are supervised by a practicing professional. Depending on the internship, it may be paid or unpaid, be full- or part-time, involve observing or hands-on experiences, and may or may not count for academic credit.

Benefits of a Co-op or an Internship

When deciding whether you would like to participate in a co-op program or intern, it may be useful to consider some of the advantages. **This experience may allow you to:**

- **Obtain exposure** to fields of interest.
- **Make contacts** and expand your network.
- **Learn** what it is like in an organizational environment.
- **Gain** a sense of self-confidence and professionalism.
- **Bring** classroom learning to life.
- **Increase your marketability** by expanding your portfolio and resume.
- **Narrow** your focus and **clarify** career goals.
- **Learn** and **understand** the jargon of a profession.
- **Determine what is expected** of someone in this type of work.
- **Earn an income** to support your education (if a paid position).

Recommendations

The following list of activities regarding *what to do before, during, and after a co-op or an internship* is drawn from professionals and literature in this area:

- **Start your search early**, ideally one semester prior to the semester you would like to intern.
- **Identify** what you would like to gain from the experience.
- **Speak with peers and professionals** to identify suitable environments for learning. If possible, *do NOT limit yourself* to one type of employer or geographical location.
- **Register for SeminoleLink Plus! services** to access **The Career Center's Internship Database** (find out how on page 88).
- **Identify target organizations** and make them aware of your interest and enthusiasm by providing all the information they require.
- **Prepare a resume** geared toward seeking a co-op or an internship.
- **Turn to** family, friends, teachers, and previous employers for advice about where to apply and what openings are available.
- **Find out** if the organization requires a certain GPA.
- During the interview, **articulate** your past accomplishments and relate them to your future contributions to the organization.
- **Participate in a mock interview** to practice techniques (page 41).
- Before accepting an offer, **review** how well the co-op or internship matches your goals.
- During your co-op or internship, **monitor** your activities closely to get a feel for where you fit in the organization.
- Throughout your co-op or internship, **establish contacts**.

- **Develop** a personal file or **portfolio** of all your significant experiences. Be sure to **gather artifacts** (samples of your work) for your **Career Portfolio** (see page 96).
- After successfully completing your co-op or internship, **request recommendation letters** from your supervisors.
- Once the co-op or internship is over, **send a thank-you note or letter to your employer**.
- Last of all, **compare** your co-op or internship expectations to the realities of your experience.

..... Ways to Begin

There are several ways you can pursue a co-op or an internship. The following list is not mutually exclusive. In fact, you may find combining these methods to be very beneficial!

- **Visit** the co-op/internship office at **The FSU Career Center**.
- **Search SeminoleLink** for internship and co-op openings (refer to **User's Guide** on page 87).
- **Use** information resources available in **The FSU Career Center Library**.
- **Network!** Use your contacts (professors, friends, and relatives) or **browse** the **ProfessioNole** database in **SeminoleLink** (more details on pages 9 and 93).
- **Contact** organizations directly.
- **Research** employers online.
- **Check** with your academic department about potential opportunities.
- **Attend** various **Career Center sponsored expos** (find full list with 2011-12 dates on page 68).
- **View websites** of professional organizations and associates in your field of interest.

chapter 3

It Pays to Intern!

A 2011 study from the National Association of Colleges and Employers (NACE) found that:

- **Internships** are an integral and ever-important part of the college recruiting scene.
- **Employers expect to increase** internship hiring by about 7% and co-op positions by 9%.
- **Hiring increases for interns** are expected in every region and virtually ALL industries for which there are data.
- **Hiring increases for co-ops** are expected to be felt broadly.
- The **average wage rate for interns** at the bachelor degree level was \$16.68 and master's level was \$24.21.
- The **average co-op wage** at the bachelor's level was \$16.46 and master's level was \$23.65.
- The overall **rate of conversion into full-time employment for interns** was 57.7%; for co-ops was 55.5%.
- Approximately **40% of employer new college hires will come from their internship and co-op programs.**



Make the MOST of Your Experience!

Many students make the mistake of assuming that all they have to do is show up for work, sit back, and relax. It's just a co-op or an internship and it's not a real job. Right?

This is far from the reality of today's student work experiences. *Your presence at work is more important and meaningful to employers than you might think!* Employers in many instances rely on the additional resources and energy gleaned from student employees. They look forward to your arrival!

As an intern, *this is your opportunity to absorb as much as possible from this experience!* Keep in mind this opportunity could provide practical, hands-on experience in your major/field of study, open the door to future employment, and serve as a future job reference. This can be a **win-win situation** for you and the employer, but *you MUST do your part in making this a reality!*

You've heard the old cliché, "You only get out of it what you put into it." To that end, the practical tips that follow will assist you in making the most of your internship or co-op work experiences, when you land your first entry-level position after graduation, and throughout your professional career.

Practical Tips for Success

Before You Start...

- **Contact your supervisor** to determine your starting date, the hours you are scheduled to work, and where to report.
- **Ask** for directions if necessary, and where to park if you are driving to the site.
- **Confirm** the office dress code AND whether you need proper identification for security purposes.

First Two Weeks on the Job...

- **Be responsible.** Arrive a few minutes before your scheduled time. Form a habit of arriving a few minutes early daily.
- **Observe your new environment.** As a new student employee you'll be unfamiliar with the systems, norms, and culture of your workplace. Make mental notes on the office culture in terms of how people address each other, how they dress, the interactions between co-workers, and those between supervisors and employees. *What is your supervisor's management style? Will you be working with other interns or be assigned a mentor?* The more you observe and understand, the more you'll learn what is expected and how to conduct yourself to fit in and to feel comfortable.
- **Discuss details.** Meet with your supervisor within the first two weeks to confirm when your workday begins and ends, lunch break, the number of workdays per week, etc. If applicable, discuss any pre-planned dates that require you to take time off. It is suggested you keep these types of requests to a minimum. Ask about anything else that is unclear at this point.
- **Define or clarify job expectations.** Meet with your supervisor to review your job description, what type of projects and responsibilities you will perform, and his/her general expectations of you during this experience. Also talk about what you hope to learn. Determine if your goals are realistic and within the scope of the experience. Ask how you will be evaluated and how feedback is provided. *A good way to ensure that you and your supervisor have mutual expectations is to write down learning objectives or a learning contract.*

7 Strategies to Get the Most from Your Experience

1 Be Professional Always Do Your Best Work 4 Network 6

Arrive at work on time (preferably a few minutes early) and **resist** the temptation to leave early.

Respect the employer's dress code. If you have doubt or hesitation about an outfit, then it is probably inappropriate for the workplace. Be mindful of your place as an intern!

Show Enthusiasm!

It has been said that "attitude determines your altitude." Interns are highly valued by the work team when they are upbeat, enthusiastic, courteous, flexible, willing to pitch in, and to learn new things.

Be aware that the emphasis on attitude differs in the work and academic settings. In a work setting, attitude plays a greater role in how you are judged. *If you do good work, but you have a negative attitude, you will not succeed!*

3 Immerse Yourself

- **Learn** as much as you can about the industry or organization! Read training manuals, contracts, letters, memos, press releases, trade publications, and business newspapers.
- **Interact** with people in different departments as time permits.
- **Immerse** yourself in your assignments.
- **Use your time efficiently**— limit socializing with other co-workers, minimize breaks and lunch hour, and avoid gossip and office politics. Doing so will go a long way toward proving your integrity and worth.
- **Go ABOVE and BEYOND** what is expected!

Best Work

During those occasions *when you are asked to do clerical or repetitive tasks, do so without murmuring or complaining!* Keep in mind that supervisors need to know that you are capable of small things before they can trust you with more important tasks. *Your performance on the menial tasks will be noted and can earn you more responsibility down the road.* This is especially true for co-op positions, as you will return for a second work experience.

5 Take Initiative!

Seek out opportunities to learn! Volunteer to help with a project that interests you. Ask questions and try to sit in on department meetings.

Look for a mentor who is willing to show you the ropes! If you are not finding enough guidance or direction, discuss your concerns with your supervisor.

Network

This is an *excellent* opportunity to **develop a professional network!** You are in a prime position to meet people at all levels of your organization and to learn about their experiences and career paths. Focus on the quality rather than the quantity of people you meet. A relatively non-threatening way to network is to ask a few people to grant you a brief **information interview** (no more than 20 minutes). As a young professional, your primary interest at this point is about meeting people who can teach you about your future profession or career area.

7 Build Your Portfolio

Your co-op or internship can be more than just a new entry for your resume. As you progress, begin gathering "**portfolio fillers**." Get permission from your supervisor to collect any relevant projects, papers, presentations, and other supportive tasks or assignments in which you were involved to become part of your **Career Portfolio**. You also may want to include any positive performance reviews, supervisor feedback, new skills acquired, and letters of recommendation. *Building your Career Portfolio now will offer great advantages during your future job search!* **To start your Career Portfolio**, go to portfolio.fsu.edu or read the **User's Guide** on page 96.

Internship and Co-op Do's and Don't's



Do

- Network!
- Be honest and ethical.
- Display energy and enthusiasm!
- Maintain professionalism (both in your actions and your attire).
- Take initiative and assert yourself!
- Take your position seriously, whether paid or unpaid.
- Complete menial tasks quickly and ask for more challenging work.
- Ensure that all work assignments are accurate and completed in a timely manner.



Don't

- Say no to assignments.
- Be late or absent. If you must, call in prior to your reporting time.
- Do homework on the job.
- Make personal telephone calls.
- Wait for someone to give you assignments. Take the initiative to create your own assignments or ask your supervisor for additional tasks.
- Gossip.

chapter 3

Leave on a Positive Note !

- ❑ A week before you leave, **meet with your supervisor** to personally thank him/her for the opportunity to be part of the organization.
- ❑ **Discuss** any pending projects you were assigned or assisted with that need additional attention.
- ❑ **Complete** any paperwork required by the employer.
- ❑ The day you leave, **return** any company property that was issued to you (keys, cell phones, security id, laptops, etc.).
- ❑ Be sure to **leave your contact information**.
- ❑ **DON'T slack off or skip out early** just because your time is coming to an end.
- ❑ **Send a formal thank-you letter** reiterating important concepts you learned and expressing your appreciation of the experience.

When you sign up for **SeminoleLink Plus! services**, you can browse through internships and co-op opportunities from a variety of employers. **Check out the SeminoleLink User's Guide on page 87** to learn more about signing up for **Plus! services** to search for internships, co-ops, and jobs.

Got experience?

If you are an FSU student or alumni who has been hired for a part-time, co-op, internship, or full-time job, **please report to The Career Center through your SeminoleLink account** (using the Profile tab, select the Placements tab). Also, find out how you can be featured as a ***Seminole Success Story*** by visiting career.fsu.edu/success

Get Recognized by FSU for Your Experience!

At FSU you have four options for earning "recognition" of your internship or co-op experience. For each option it is important for you to make arrangements for credit or recognition *prior to the start of your work experience*.

Academic Credit Options

- You may be able to **earn course credit** through your academic department. It is your responsibility to contact the appropriate department to determine if credit is available and comply with the policies and procedures required. Please note that *credit is granted at the discretion of individual departments*. Therefore, it is possible it may **NOT** be available so be sure to check!
- **Academic credit** may be earned for the experience if taken as a **Directed Independent Study (DIS)**. The amount of credit is arranged by the student through a faculty sponsor or academic advisor.

Career Center Options

- **University Recognition Program (URP)**— You may be eligible to receive recognition (notation) on your transcript in the form of a S/U grade and zero credit hours through **The FSU Career Center's University Recognition Program**. You must first notify **The Career Center's Career Experience Opportunities (CEO)'s office** for approval of the intern or co-op position in advance to registering and completing all required paperwork by pre-established deadlines. *Recognition does NOT impact your grade point average.* **To initiate the process go to career.fsu.edu/ceo/urpform.cfm or call 850.644.9775** for more information on this option, which must be approved in advance.
- **Career Internship Certification Program (CICP)**— You may be eligible to participate if you have *completed an internship within the last academic year AND you meet the program requirements.* **For more information, visit: career.fsu.edu/cicp**

SeminoleLink

FSU Career Center's Online Jobs' Database

Sources

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FOLLOW A CAREER PATH? OR BLAZE YOUR OWN.



THE CHOICE IS CLEAR. After all, the Enterprise Management Training Program is where you'll unleash your management potential and hone your sales abilities. You'll learn how to run a successful business and lead a team of professionals. And, since we have locations across the country, you can build your career where you want to build it. There's a reason why *BusinessWeek* magazine named us to their list of "Best Places To Launch A Career" for the fourth year in a row.

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Study, Intern, and Work ABROAD

Why Go Abroad?

Spending time in another country can be a rich and rewarding experience, especially when you are prepared! Consider your options carefully, and do your research before going abroad.

What Experience Do You Want?

Once you decide how long you want to live abroad, think about what kind of experiences will benefit your career goals. Students have many options for finding experience abroad!

Study Abroad

For many people, *studying in a foreign country can be VERY rewarding!* Experiencing another culture may help you grow personally and develop options for your future. Many students report a higher interest in international events, improved academic performance, and increased self-confidence following a study abroad experience.

Study abroad options include attending a U.S. university study program, participating in a U.S. organization's program, attending an American college located in a foreign country, or attending a foreign university. Remember to verify that the credits you earn abroad will transfer back to FSU!

Like any decision, the decision to study abroad requires considerable thought.

You will want to answer the following questions before studying abroad:

- *Should I go independently or college-sponsored?*
- *How long will I live abroad?*
- *How well do I need to know the language?*
- *How do I behave in a foreign culture?*
- *Will my credits and financial aid transfer?*

FSU's Office of International Programs provides in-depth information about study abroad options. Visit international.fsu.edu to learn about specific programs and locations.

Work Abroad

As an American **working abroad**, you will be seen as a representative of the United States and of the organization with which you work. Your actions may be more closely scrutinized than if you were in a comparable situation in the U.S. It is imperative that you familiarize yourself with cultural norms and native customs so you do not unknowingly offend the people with whom you work and live. Your employer might help you find a mentor to facilitate your adjustment to the new culture. Resources in **The FSU Career Center** can help get you started!

If your family moves abroad with you, familiarize yourself with the educational philosophy of your host country so that you and your children may adjust more easily to the inevitable differences. *Language fluency will ultimately add to the ease of your transition*, as well as increase the enjoyment and freedom you experience while abroad.



A Great Way to Enhance Your Resume!

"Studying Abroad" helped me secure an excellent position with a prestigious employer who rarely interviews students not graduating from a 'Big Ten' university." -Allison Hein, FSU Business Graduate

"Interning Abroad" at London's Parliament provided amazing work experience and impressive international references, giving me a huge edge in a very competitive job market." - Kyle Rausch, FSU International Affairs Graduate



Paris, France Program

Just one percent of U.S. graduates are able to include study abroad experience on their resumes.

You can become part of this standout group while having the learning experience of a life-time!

Choose from over 50 programs in more than 20 locations.

Explore our Internship opportunities in London, Florence, Valencia, Panama, Australia, Peru, and independent locations.



London, England Internship

GO Abroad with us NOLES!



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THE FLORIDA STATE UNIVERSITY

INTERNATIONAL PROGRAMS

Since 1957

A Foreign Employer

With some exceptions, your chances of being hired by a foreign-based firm are slim. Often the employer must prove to the government that none of his/her fellow nationals are being denied employment because a foreign employee is being hired. As always, changing global economic and political trends, as well as technological needs, can shape the availability of employment for Americans in foreign countries. *Permit and visa requirements also vary among countries.*

An American Employer

American-based firms with branches in foreign countries have two choices for filling job vacancies—*American employees or qualified nationals.* Americans sent abroad by their firm are usually employees who have been with the company and proven

their desire to establish themselves within that company. If you choose this route for obtaining international employment, remember that you may have to work in the United States before you work abroad. It is always important to gather information regarding **international employment possibilities** from a company prior to accepting employment. *Be sure you inform your employer early on if you desire to work abroad at some point in your career.* If you wish to work abroad for an American firm, it is advisable to negotiate with the company while still in the United States. This way, you can discuss transportation and relocation costs in your negotiations.

The U.S. Government

Some **United States government departments** hire personnel to work abroad. **The Foreign Service branch of the Department of State** has placements in embassies and

consulates worldwide. Applicants must pass one or more exams (the Foreign Service Exam, etc.) to be considered for these positions. Learn more at **careers.state.gov** or by visiting **The FSU Career Center.**

The Department of Defense (DOD) offers many opportunities abroad as well, including employment as a teacher, counselor, or educational specialist. The DOD (**dodea.edu**) hires Americans with proper credentials to be employed on military and government bases in foreign countries. Language fluency is sometimes less of a concern in these work settings, since Americans are the majority of the population.

The Peace Corps also provides volunteer opportunities for individuals with a wide variety of interests and geographical preferences. Information is available online at **peacecorps.gov** and in **The Career Center Library.** Representatives frequently visit the FSU campus to provide information and recruit participants during the academic year.

chapter 3



Receive a Global Pathways Certificate

Have a love of travel and other cultures?

Think about applying for the Global Pathways Certificate!

Visit
global.fsu.edu/globalpathways
for more information.



Non-Governmental Organizations (NGOs)

International organizations like the **United Nations** and the **Red Cross** can be another source of **employment abroad**. These organizations conduct a multitude of programs, such as UNICEF, the International Monetary Fund, and the World Health Organization.

The needs of these organizations vary greatly depending on their activities, and employment opportunities may be limited. You will probably work in the same professional capacity abroad as you do in the United States. *You should directly contact any organization in which you are interested to determine their current hiring needs.*

Teach Abroad

If you are looking for a new experience abroad, but are not fluent in a language other than English and have not been hired by an international organization, you might consider teaching. Many countries seek out recent college graduates to teach English to both children and adults. While some countries require a **TESOL certificate** (tesol.org), many do not. A general search online will result in thousands of different agencies to assist in locating **teaching positions abroad**. It can be difficult to discern a reputable site from a poor quality site, but one way to do this is to contact someone who has previously or is currently teaching English abroad. A career advisor can help you begin this process if you are unsure of where to start.

Search on Your Own

Be sure you are particularly fluent in the native language of a country before striking out on an independent job search. A successful job hunt is more likely to occur in countries with labor shortages, in certain fields, and in developing countries with inadequate employee pools from which to draw. *Keeping informed about current events and global economic and political trends will help you in your search!*

Volunteer & Internship Opportunities

*If salary is not a concern, a **work camp or service project** may be a solution.* A wide range of options are available, from building homes and schools to teaching basic community hygiene. Opportunities are also available through churches, service organizations, and famine and relief agencies.

You could even consider a **traineeship or internship overseas**. Economics, architecture, mathematics, management, and sciences are just a few of the disciplines in which training is available. **FSU's Office of International Programs** has information about international internships and more on their website, international.fsu.edu.

What Documents Will I Need?

Many countries require **working papers**. In some countries you must have a firm job offer before working papers will be issued. If possible, get your working papers before you leave the United States. **The Council on International Educational Exchange (CIEE)** can help you get a work permit for a summer job in France or New Zealand, or for temporary jobs year-round in England and Ireland. Work in Israel on a kibbutz may also be arranged through CIEE. Visit ciee.org to learn about these and other options for working abroad.

*You also may need a **residence and/or immigration visa**.* Check with resources, agencies, and foreign government officials before you leave to make sure you do not become a victim of red tape once you are abroad. Also, keep in mind that governments often put restrictions and lengthy procedures on the employment of foreign nationals to protect jobs for their own citizens. *Plan well in advance of your departure date!* Prepare for delays and difficulties as they will occur. Your best remedy is to ensure you have a buffer zone of extra time!

BEYOND BORDERS

UNIQUE CULTURAL EXCHANGE PROGRAMS

FSU's **Beyond Borders** offers an alternative to traditional academic study abroad programs and provides students with rich cultural learning experiences through immersion in the target cultures.

Small groups of students spend one week at the University of the West Indies in Kingston, Jamaica during FSU spring break; or 2 ½ to 3 weeks after the end of spring semester at either the Studentenwerk in Dresden, Germany; or the University of Costa Rica's branch campus in Turrialba, Costa Rica.

The benefits of participating include:

- An enhanced cultural experience while earning credit toward your liberal studies requirements.
- Learn about the local culture through a variety of social, cultural, service and academic settings.
- Increase awareness of the social, cultural, political and environmental issues facing the region.
- Actively engage through volunteer activities.
- Gain cultural competencies needed to make a difference in a global society.
- Participate in leadership learning opportunities and share your culture with your counterparts during their exchange visit to FSU.



Center for
Global Engagement
THE FLORIDA STATE UNIVERSITY



GLOBAL PATHWAYS



GARNET & GOLD
SCHOLAR SOCIETY

INFORMATION SESSIONS

Tuesday, September 13 & 20 at 4 p.m.

Wednesday, September 14 & 21 at noon

Wednesday, October 5 & 12 at noon

at the Global and Multicultural Engagement Bldg., Rm 2400

APPLICATION DEADLINES:

Friday, September 23 for Jamaica

Friday, October 21 for Germany and Costa Rica

FOR MORE INFORMATION:

Phone 850.645.1220

E-mail bb@admin.fsu.edu

Web cge.fsu.edu/beyondborders/bbinfo.cfm



International Exchanges

In this era of globalization, your education may benefit from more cultural exposure than is available only on FSU's campus. **The FSU Center for Global Engagement**, in collaboration with the **Division of Academic Affairs**, helps develop and support international agreements between FSU and universities abroad. A large number of FSU Colleges already have agreements for a reciprocal exchange with universities in Europe, Asia, South America, the Caribbean, and Australia. If you have already experienced international education, or if you want more cultural immersion than is available through a traditional study abroad program, participating in an **international exchange program** can be your next step! These exchanges can apply towards the international requirements for the **Garnet & Gold Scholar Society** (garnetandgoldscholar.fsu.edu). It can also serve as the cornerstone for those working towards the **Global Pathways Certificate** (global.fsu.edu/globalpathways).

Students who go on these exchanges enroll and pay FSU tuition and fees (which are waived at the host university). All participants must be currently enrolled, degree-seeking students in good standing who have attended FSU for at least one semester prior to the exchange. The academic credit earned at the host institution will be counted toward the student's degree at FSU. Students receive pre-departure orientation, including information on safety and security. Learn more about exciting opportunities to go abroad while enjoying a rich international experience at: global.fsu.edu/currentInternationalExchanges.htm

Going Global: Find Work Abroad!

Part of the mission of **The Career Center** is to help prepare FSU students to be contributing members of the global economy and competitive job candidates in the international marketplace. **Going Global** is an expert resource that allows you to search for work abroad with an online database, find culture-specific tips on resumes, interviews, and employment trends, and view profiles for key employers in 34 countries! Use your **FSU ID** and password to access **Going Global** as a secure application through **Blackboard** (campus.fsu.edu).



GOINGGLOBAL
Expand your horizons... your career... your future

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Gain Experience

What's Your Plan?

Create your plan to gain experience! Map out your goals (for example, “look for an internship that will allow me to develop my business sense and entrepreneurial skills” or gain exposure to health care occupations”). Choose items from the **Sample Activities list** to begin. Or, use **Career Portfolio** and **SeminoleLink** to get started compiling your experiences!

Sample Activities

- Research **internships and co-ops** at **The Career Center**.
- Search **SeminoleLink Plus!** for internships, co-ops, or part-time jobs.
- Get a **part-time job** to explore career options.
- **Volunteer** through **The Center for Leadership and Civic Education**.
- Enroll in a **service learning course**.
- Learn from FSU alumni and other professionals through **ProfessioNole** available via **SeminoleLink**.
- Update your **Career Portfolio** with items that document your skills and experiences.
- Participate in a **cultural or international exchange** program.
- Use **Going Global** to find **work abroad**.

SeminoleLink

Register for **SeminoleLink Plus!** services to view internship, co-op, part-, and full-time job opportunities that match your interests. **Review the SeminoleLink User's Guide on page 87.**



Use **FSU's Online Career Portfolio** to document your academic and employment experience for easy reference during interviews. **To get started, follow the step-by-step User's Guide on page 96.**

Goal(s): #1 _____

#2 _____

#3 _____

ACTIVITY	PRIORITY

Conquer Your Future

Graduation is just around the corner, and it's time to look ahead! Are you off to graduate school? Do you plan to search for full-time employment? No matter your choice, *it's important to start deciding early so you can find a school or employer that fits.* It's time to start your transition into the world beyond Florida State!

How will you conquer your future?

- ☐ Going to graduate school
- ☐ Seeking full-time work
- ☐ Preparing for a second interview
- ☐ Using proper etiquette during the interview and at work
- ☐ Negotiating job offers
- ☐ Other: _____



Search for Full-Time Work

Job Search Strategies

The job market for graduates has varied in recent years and the long-term outlook is difficult to predict. Regardless of economic conditions, the most effective method for graduates to find desirable, professional employment is to conduct an active, self-directed job search campaign.

FSU students should consider using **on-campus interviewing** services that are available through **The FSU Career Center**, keeping in mind that jobs obtained through **on-campus recruiting** typically account for less than 15% of all employment attained by recent college graduates.

Most students find meaningful employment by developing their career goals, identifying desirable employers, assuming control of their job search campaign, and actively pursuing employment opportunities. Many job seekers only focus on developing a resume and polishing their interview skills. While effective resumes and interview skills are key aspects of a job search, it is important to know that there are many other steps in this process.

The most *careful, comprehensive job search involves each of the following steps*, though not necessarily in the order presented. Read them carefully and decide how many you want to implement.

The Career Center can help you with any of the following on these pages:

The Job Search Process: A Step-by-Step Approach

Step 1: Start Early and Visit The Career Center Before Your Senior Year

Use **on-campus recruiting** and take advantage of many additional services that are available through **The Career Center** to assist in your search process.

Step 3: Decide What Type of Work You Want

Whether you are seeking an internship, part-time, or full-time position, employers are most interested in individuals who have focused their job/career interests. Many employers say that they cannot place someone who is vague or agrees to "do anything."

When formulating your **career objectives**, think specifically about *what you have to offer* (skills, abilities, knowledge, experiences, etc.). It also is helpful to ask yourself *what kind of work environment you might want* (large or small business, nonprofit organization, educational institution, health, government, cultural, etc.).

The following format is designed to help you focus your ideas. If you have several possible goals in mind, you can write two or more different goal statements. This is not necessarily the best form for your resume, however. **See how to Create a Career Objective on page 12** to get started.

I want to do...

(tasks, activities)

Using _____

(skills, knowledge, experience)

In _____
(setting)

Step 2: Read About the Job Search Process

There are numerous books that can help you generate effective strategies, feel more motivated, and organize your approach. Both print and electronic books about job search techniques are available through bookstores, the library, and The Career Center. The Career Center website, **career.fsu.edu**, also includes links to various job search sites.

Step 4: Research the Field

After writing some possible goal statements, you should find out what work in your field of interest involves. You can do this through reading occupational information or job descriptions and by interviewing people in these fields.

The Career Center Library has books, brochures, and other resources which describe occupations and aspects of work in various fields. You can also find **Occupational information online** under our **Career Center Library Links** at: **career.fsu.edu/library/links.cfm**

The Career Center website, **career.fsu.edu**, provides lists of other web-based resources useful for researching occupations. Consider speaking with somebody in your field of interest to learn about a typical day on the job (**read about how to Conduct an Information Interview on page 9**). This practical information can help you decide if you want that type of work.

You also can learn where and how people obtain positions, what skills and information are important on a resume or curriculum vitae (CV), and how various work settings differ. This can be one of the most important steps in the job search process, especially if your field of interest is difficult to enter.

Step 5: Develop a List of Possible Employers

There are several sources of information regarding which employers may be hiring in your field(s) of interest. *Tell everyone you know that you are looking.* You never know who may have a lead! Resources include books, people, and the Internet. **Use the following items to broaden your search:**

- **SeminoleLink (User's Guide on page 87)**
- **Alumni or others in the field (see how to access the ProfessioNole database linking FSU students and alumni on pages 9 and 93)**
- **Social Networking sites such as LinkedIn.com (tips on page 35)**
- **Contacts** from professors, instructors, friends, neighbors, and family
- Members of **professional associations** in the field
- Reputable private **employment agencies**
- Workforce **career centers**
- Newspaper **job listings**
- Employer **directories**
- Professional **journals**
- Telephone **books**
- Internet **sites**

As you identify potential employers, **consider the following employment sectors on page 64**. There may be possibilities for someone with your major in each of these settings. Also note that these are not mutually exclusive; they may overlap to some extent.

Continued on page 64...

chapter 4

Step 6: Gather Information About Employers

To demonstrate sincere interest in and commitment to an employer, it is advisable to get specific information about the agency, institution, or company. This is often easier than people realize.

Information can be obtained from any of the following sources:

- Websites
- Chambers of Commerce
- National Association of Colleges and Employers (NACE)
- FSU students and alumni can use **The Career Center's Professionole** database to make contacts and research employers (*read more on pages 9 and 93*)
- Receptionist, secretary, professionals in your field, human resources personnel, or employer public relations departments
- Annual report, organizational newsletter, or brochure
- Directories of manufacturers, companies, agencies, or institutions (available in **The Career Center Library**, as well as in campus and community libraries)

Remember to *take notes and write down the names of anyone who provides you with information.*

For additional information on this topic, read the **Researching Potential Employers** guide, available at: career.fsu.edu/advising/guides.cfm

Step 5: Develop a List of Possible Employers (Continued...)

Business/Industry

Employers vary tremendously in size, and they hire from all majors. Types of businesses also vary, including merchandising, manufacturing, public utilities, communications, transportation, hospitality, financial services, information technology, insurance, consulting, etc.

Federal Government

Includes agencies such as Census Bureau, Commerce, Defense, Environmental Protection, FBI, Health & Human Services, Homeland Security, Labor, etc. You can also check **government job listings** at usajobs.gov.com.

State Government

Job classifications or departments vary from state to state. Examples include Community Affairs, Fish and Wildlife Conservation Commission, Law Enforcement, Lottery, Children and Families, Probation and Parole, Licensing and Regulatory agencies.

County/Municipal Government Agencies

These can include the Agency on Aging, Children's Services, Tax Office, Parks and Recreation, Police Department, Planning and Zoning, Voter Registration, Judicial System, Fire Department, etc.

Education

This sector consists of public and private schools, community colleges, trade/technical schools, colleges and universities, nature centers, etc.

Nonprofits, Foundations, and Associations

Social services (both public and private) include YWCA/YMCA, American Heart Association, Women's Centers, American Cancer Society, housing agencies, mental health services, centers for persons with disabilities, etc. Many hospitals and medical services are nonprofit. Cultural foundations and centers, such as museums, zoos, community theater, etc., may be nonprofit organizations as well.

Professions

Sectors include law, medicine, the many allied medical professions, clergy, counseling, etc.

Private Enterprise

This segment encompasses all forms of individual and private ownership. Many overlap with previously listed categories.

Step 7: Prepare One or More Versions of Your Resume and Cover Letter

It is much easier to write an effective resume when you have knowledge about the job. If you seek employment in a competitive field, it is best to tailor the resume to the specific type of position for which you are applying. If you are looking for several types of positions, you will be more competitive if you have different versions of your resume that are relevant to each position you seek.

The Career Center can help you prepare a polished, professional resume. **See pages 17-27** for more detailed information on **resume and CV writing**.



Step 8: Contact Potential Employers and Apply for Jobs

There are various ways to make the initial contact in order to express interest in potential employment. **You can:**

- **Send your resume with a cover letter.**
- **Send an e-mail** to an appropriate contact within the organization.
- **Meet** with someone directly.
- **Call** someone who may be in a position to hire you (**find out how to Conduct an Information Interview on page 9**).

When making initial contact, it is important to express (in the cover letter, in person, or via e-mail) *why you are interested in that employer/job* and to clearly and concisely explain *why you are qualified*. If you have talked with someone else, read a brochure, or reviewed the website, this should be mentioned in your letter. The *least* effective method of getting a job interview is to send 50 to 100 standardized resumes. Instead, try to obtain information about 10 to 20 employers in which you are most interested and *make more personalized contact* with a phone call, e-mail, direct walk-in inquiry, or cover letter and resume tailored to the position. More information on **how to Write an Effective Cover Letter** can be found **on page 27**.

Step 10: Prepare for the Interview

There are a variety of interview formats, from a highly structured list of questions to a very unstructured discussion. **All interviewers are looking for answers to these major questions:**

- *Is this candidate sincerely interested in the position and in us as an employer?*
- *Will they be successful in the position?*

Thorough preparation for the interview is *essential*! It takes time and **involves identifying, processing, and organizing the following information:**

- **Specific details** about the job and organization.
- Your **short- and long- term career goals**, how they developed, and how they relate to that position.
- Your **relevant background** (paid, volunteer, extracurricular activities, course work, etc.).
- Your **skills, strengths, and characteristics** that will help you succeed in the job.
- **Specific examples** of your ability to get things done.
- **Read about how to Ace Your First Interview on page 40** for more tips, and take advantage of **The Career Center's Mock Interview Program to practice your interviewing skills (program details on page 41)**.

Step 9: Follow Up, Even If You Have Not Received a Response

Many employers are so busy and see so many resumes that they fail to respond to all of the resumes sent. There are many examples of people who obtained jobs after following up their initial contact with another e-mail, letter, visit, or telephone call. Remain courteous, but do not be afraid to be persistent. You can explain to the employer that you would appreciate an appointment to discuss employment even if there are no present openings.

Step 11: Send a Letter of Appreciation After Each Interview

Though not mandatory, this step is an additional way to leave a good impression and express your interest in the job and employer. It needs to be done almost immediately after the interview and is much more effective if your letter is personalized rather than a form letter that could be sent to many different employers. The letter will have more meaning to the employer if you reiterate your interest. You can refer directly to things you were told during the interview or information you read about the job and/or employer. You may use e-mail or the United States Postal Service—base this decision on what type of communication formats were used in previous contact with the organization.

Step 12: Continue to Network (refer to page 66 for Networking Guide & Tips)

One of the most effective ways to obtain a job is to learn about it from another person! The individual may know what a specific position involves and thinks you would perform well, or they may have heard about a possibility and share the lead with you. For this reason, *it is important to develop a broad and extensive network* of contacts. This can be done in two ways. You can tell everyone you know that you are looking for a job and provide a brief description of your interests and background. You also can make it a point to get to know people in jobs related to your interests— by visiting the workplace at a time they may be free, calling and making appointments, attending professional association meetings, or reaching out to possible contacts using **social networking sites** such as **LinkedIn.com (read advice on page 35)**.

You can also access the **ProfessioNole** database in **SeminoleLink (pages 9 and 93)** for possible leads! Keeping a list of possible contacts, as well as a record of people you have met, helps you stay motivated and organize the information you generate. Take some time and devise an organizational system for your job search that works well for you!

Job Searching as an International Student

International students can face unique challenges in the job search process. An effective approach requires preparation, so be knowledgeable about the benefits and restrictions of your particular status. Advisors, faculty, friends, international student advisors, career advisors, and foreign alumni are all important people to consult in your job search.

The Career Center offers many **resources for international students**, including lists of foreign firms operating in the United States, databases of employers who have previously hired international students as well as services such as resume critiques and mock interviews. Drop by to learn how to gain experience in your field, polish your interviewing skills, or locate employers more likely to hire an international student!

More information can be found in the **Job Search for International Students guide** at: career.fsu.edu/advising/guides.cfm

SeminoleLink Plus! Services

When you sign up for **SeminoleLink Plus! services**, you can search for, internships, part- or full-time job opportunities and schedule on and off-campus interviews with a variety of employers. **Check out the SeminoleLink User's Guide on page 87** to learn more about signing up for **Plus! services**, searching for full-time jobs, and scheduling interviews.

Purpose of Networking

To **obtain the name of organization(s)** that may be looking for someone with your skills.

To **acquire names** of other people whom you might contact.

New Contacts

- **Introduce** yourself and **shake** hands.
- **Mention** your **referral** (if applicable).
- Briefly **describe** your background and job search objective, etc.
- **Clarify** that you are not asking for a job, but seeking information about how to approach the industry related to your job search.
- If not possible to arrange a meeting, **request** for a few minutes on the phone.

Tips on What to Say/Do

- **Talk about** your **background/type of job** you are seeking.
- **Provide** the recruiter your **resume**.
- **Discuss tips** on how to make yourself stand out in your given career field.
- **Ask questions** for advice about their work and how they landed in their field.
- **Ask** if they are they aware of any related job openings.
- **Ask** for introductions to such people...or
- **Ask** for permission to use their name when contacting these people.
- **Obtain names** of people who may know of openings or are knowledgeable about your target career field.

Pointers

- **Ask for a business card.**
- **Offer** several copies of your **resume**.
- To aid in follow-up with employers, **take notes** before moving on to new employers.
- **Be considerate** of your contact's time, as well as your own.
- Always **send thank you notes or e-mails** to follow up!
- **Nurture** your contact list to maintain the contacts you made.
- **Make** the most of the networking event or career expo!

Step 13: Assess Your Progress and Decide on Changes

Remember, *looking for a job is often a full-time job!* Even highly qualified people experience rejection and disappointment during the job search process. **Ask yourself the following questions:**

- *How much time each week am I actually spending on job search activities?*
- *Are my job objectives focused enough?*
- *How much have I learned about the work and career paths leading to what I want to do?*
- *Am I developing a network of contacts?*
- *When I send a resume and cover letter, are they tailored to the position?*
- *Have I looked for and exhausted all possible job leads?*

If you're having difficulty starting your search or staying focused, drop by **The Career Center** and meet with a **career advisor**. Advisors can help you brainstorm strategies and ideas if you get frustrated, anxious, or begin to feel overwhelmed by your job search process. **Refer to page 8** for more information about **FSU career advising services**.



Retail Merchandising and Product Development



This major has been offering unique opportunities to enrich students' educational and professional experience for over 75 years.

The Undergraduate Program

The Department of Retail Merchandising and Product Development (RMPD) is one of the largest programs in the United States. As a major, one participates in an industry-savvy curriculum resulting in graduates who can contribute to the retail and apparel-related companies that hire them. The RMPD major prepares men and women for executive training programs and other professional positions in retail merchandising and product development within a diverse range of related businesses. The curriculum produces highly marketable graduates who are able to add value to successful management of organizations, whether through corporate operations, the product development function, or field operations.

The Internship Program

The RMPD Internship Program has been successfully placing interns in real-world environments for over 40 years and works with a reputable list of internship partners that includes over 200 outstanding companies globally. Interns work in cities such as Los Angeles, Atlanta, Dallas, New York City, Orlando, Miami, and London.

Career Opportunities

The Retail Merchandising and Product Development (RMPD) major prepares graduates for executive trainee or entry-level management positions leading to a variety of opportunities within the retail, textiles, apparel, merchandising, and related industries.

Representative careers include:

Allocating, Buying, Sourcing, Forecasting, Store Management, Product Development, Sales Management, Visual Merchandising, Public Relations, Publications, and Styling.

Representative employers include:

department and discount store retailers; mass merchandisers; food retailers; specialty stores; electronic shopping networks; fashion publications; fiber, fabric, and apparel manufacturers; retail merchandise manufacturers; entertainment retailers; U.S. and state governments; trade organizations; shopping centers and malls.

For More Information Contact:

mjwarren@admin.fsu.edu

850.644.2498

207 Sandels Bldg.

Tallahassee, FL 32306

chapter 4

Attend Career Expos

Fall 2011

PART-TIME JOB FAIR

Thursday, September 1, 2011
10 a.m.-2 p.m.
FSU Oglesby Union Ballrooms

ENGINEERING DAY

Wednesday, September 21, 2011
9 a.m.-3 p.m.
FAMU-FSU College of Engineering

SEMINOLE FUTURES (all industries)

Thursday, September 22, 2011
9 a.m.-noon and 1-3 p.m.
Leon County Civic Center

COLLEGE OF COMMUNICATION & INFORMATION CAREER DAY

Monday, October 10, 2011
1-3:30 p.m.
FSU Alumni Center

GRADUATE AND PROFESSIONAL SCHOOL EXPO

Tuesday, October 25, 2011
10 a.m.-2 p.m.
FSU Oglesby Union Courtyard

Spring 2012

PART-TIME JOB FAIR

Thursday, January 12, 2012
10 a.m.-2 p.m.
FSU Oglesby Union Ballrooms

ENGINEERING DAY

Tuesday, January 24, 2012
9 a.m.-3 p.m.
FAMU-FSU College of Engineering

SEMINOLE SUCCESS NIGHT

Wednesday, January 25, 2012
5:45-7 p.m.
FSU Dunlap Success Center, Room 2201

SEMINOLE FUTURES (all industries)

Thursday, January 26, 2012
9 a.m.-noon and 1-3 p.m.
Leon County Civic Center

HEALTH PROFESSIONS EXPOSITION

Thursday, February 16, 2012
11 a.m.-3 p.m.
FSU College of Nursing

COLLEGE OF COMMUNICATION & INFORMATION CAREER DAY

Monday, March 19, 2012
1-3:30 p.m.
FSU Alumni Center

EDUCATION AND LIBRARY EXPO

Tuesday, April 24, 2012
10 a.m.-2 p.m.
FSU Oglesby Union Ballrooms

Each fall and spring semester, **The Career Center** hosts and supports several **career expos**. These events offer a chance for you to speak with employers about career opportunities and present your qualifications for positions. Career expos can help you enhance your job search network and learn more about organizations hiring FSU students. During expos, employers look for professional, articulate, and career-directed candidates to fill part- or full-time and co-op/internship positions. Many use expos as a pre-recruiting screening tool. Therefore, you should *present yourself as you would at an interview!*

Follow the tips below to make the most out of your career expo experience:

- Prepare and **bring** several copies of your **resume (read about the Road to a Resume on page 17)**.
- **Dress** as you would for an interview! You will have just minutes to present yourself and **make a positive and lasting first impression (page 37)**.
- Prior to the expo, **view organizations** that plan to attend at **career.fsu.edu/expos**. Identify those of interest, but don't eliminate options due to lack of information or stereotypes. If you come prepared, you will have more time to focus on representatives from organizations of interest.
- **Introduce yourself to employers** in a positive and confident manner. Offer a firm handshake, state your name, major, and the year you graduate.
- **Discuss your professional interests with the recruiter.** This can include learning more about the organization and its opportunities or a particular position or job within the organization.
- **Give** the representative a **resume** and be ready to discuss your background, qualifications, and career goals. Make sure to determine the most appropriate way to **apply for a position**.
- **Think of questions** you want answered regarding your interests. Take notes on what you learn. **Questions can include:**
 - *What are common career paths within your organization?*
 - *What is the training program for hires?*
 - *What qualities do successful candidates possess in this organization?*

Check **career.fsu.edu/expos** for more information about our career expos and **page 66 for Networking Tips** to make the most at these events!

Take advantage of opportunities to meet and network with potential employers at FSU career expos/events such as:



Go to Graduate School

Why Go to Graduate School/ Professional School?

Some common reasons people choose to attend graduate school are:

- To **satisfy** intellectual **curiosity**.
- To **postpone job hunting** and remain in the academic environment.
- To **obtain career entry or advancement** in a job.
- To **fulfill** others' **expectations**.

When making a decision, consider the following:

- How will you finance your schooling?

- Are you confident enough in your decision to make the necessary commitment in time, effort, and resources?
- Will this advanced degree lead you to where you want to be professionally or personally?
- How will attending graduate school affect your relationships?
- Do the programs you are considering require or recommend related experience before entry?

What Degrees are Available?

Master's Degree

(M.S., M.A., M.Ed., M.B.A., M.M., M.F.A., M.S.W., ETC.)

- **Course-type program:** students satisfactorily complete a required program of studies.
- **Comprehensive exam program:** student is required to complete coursework before passing an examination.
- **Thesis-type program:** students complete required coursework and must submit a **thesis** (original piece of research).
- **Proficiency program requirements:** Many of the creative disciplines (music, dance, theatre, art) offer programs requiring the student to demonstrate proficiency to graduate.

Specialist and Advanced Master's Degree

(Ed.S., Adv.M.)

Entail studying beyond the master's degree but less extensive than the doctoral degree. They are most often offered in education.

Professional Degree

(J.D., M.D., D.V.M., PHARM.D., D.D.S., D.M.D., ETC.)

These degrees are awarded upon completion of a program of study that prepares individuals to enter certain professions. Though the degree may contain the term doctor, a professional degree is the initial degree awarded in that area. Master's degrees and Ph.D.s may be available in conjunction with the professional degree.

Doctoral Degree

(Ph.D., Ed.D., D.M., Psy. D., ETC.)

These are the *highest degrees awarded*. In addition to completion of an academic program of studies and a comprehensive examination, the majority require a **dissertation** (a significant work of original research).

Post Doctorate

These are not degrees but simply advanced study, research, or training in a particular area.

What are Credentials Files?

FSU students and alumni may establish credentials files at The Career Center. **Credentials files are often used when applying to:**

- graduate and professional schools
- academic positions at a post-secondary institution
- positions in K-12 education
- positions in the fields of nursing, social work and library science.

Other fields usually do not use credentials files.

Credentials files typically consist of letters of recommendation, unofficial transcript (optional), and your resume or CV. **If you would like to set up a credentials file at The Career Center, visit: career.fsu.edu/credentials**

There is a nominal fee for our credentials file service. The Career Center will maintain credentials for **three years** unless notified otherwise.

For further information, contact **850.644.3459** or refer to **page 94**.

If applying for graduate school, professors with whom you have studied or worked would normally write these letters. Try to provide contacts of who you request **references at least two weeks** or more time to complete your letter. You can find more information about **requesting letters of recommendation on page 73**.

If applying for a position, the letters might come from professors, former employers, or supervisors in field-related work. A candidate appraisal form is available for your use. References can also use personal letterhead or stationery if they prefer.

chapter 4

How Do I Apply?

After doing your research, select the programs to which you will actually apply. Most prospective graduate students will apply to several programs, ranging from an ideal choice to a back-up, safety net program.

Applications to graduate programs can be complicated, require fees, and have specific deadlines. *Creating a chart of deadlines, fees, and contacts* can help you keep track of this information.

Begin the application process at least a year before you plan to enter your graduate program!



Fall 2011 Grad & Professional School Expo

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10 a.m.-2 p.m.

Oglesby Union Courtyard
Rain Location: Union Ballrooms

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Learn more at: **career.fsu.edu/expos/gradpro**

How Do I Choose a School or Program?

Like any important decision, selecting a graduate program is often complex. If possible, start early to give yourself a year or more to explore and choose.

Research Possible Programs

Identify programs in your chosen field. There are various resources available to help, including many that are available in **The FSU Career Center**.

Reference books, such as:

- *Peterson's Guides to Graduate Study*
- *The Chronicle Four-Year College Databook*
- *The Official GRE/CGS Directory of Graduate Programs*
- *Edition XII Worldwide Directories of Postgraduate Studies*

Computer-assisted guidance programs such as **Choices Planner** and **eDiscover**. **Websites to check include:**

- **gradschools.com**
- **graduateguide.com**
- **petersons.com/gradchannel**

Gather information on programs of interest. You can:

- **Contact** departments directly for materials describing the department, programs, and courses in detail.
- **Get** copies of the university bulletins/catalogs.
- **Check** with your department or academic advisor.
- **Review** institutional and departmental web pages.

Determine Accreditation

Rankings are one aspect to consider when evaluating post-baccalaureate programs. However, it is perhaps more important to consider the issue of accreditation. **Accreditation** is a *designation given to an educational program that has met standards set by a third party organization*. **For example**, the American Psychological Association sets standards and provides accreditation for doctoral programs in counseling, school, and clinical psychology.

Accreditation can be linked to many issues, such as obtaining financial aid, professional credibility, and ability to obtain certification and license. To investigate the importance of accreditation for your specific field of study, speak with knowledgeable faculty and professionals in the workforce. You also can visit the **Council for Higher Education Accreditation** at **chea.org** to learn more about the accreditation of institutions and programs of study you are considering.

Check Program Rankings

- **Research current events in your field.** *What are the issues and who is writing about them? Are the programs you're considering active in these areas?*
- **Ask your professors and advisors** what they know about the programs you are considering.
- **Consult resources that review and evaluate programs.** Make sure you check the criteria used for the evaluation and see if it is relevant to your decision. Many of these resources are available in both print and electronic formats. **Some you might want to consult include:**
 - *The Gourman Reports* (several volumes that review programs in different graduate areas)
 - *National Research Council Research-Doctorate Program Rankings*
 - *U.S. News & World Report Graduate School Rankings* **usnews.com/sections/rankings/index.html**

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chapter 4

Choose Where to Apply

Application Forms and Fees

Write, telephone, pick up, or check the program's website for necessary application materials prior to, or early in the year before you plan to begin your graduate studies.

Complete the application forms exactly as instructed. Each item is included for a reason and referring the recipient to your resume or CV is not normally appreciated.

Submit the application form, fee, and all other materials to the proper office by the specified deadline.

Your initial search should help you identify a manageable number of programs for further consideration. Now it is time to select the programs where you intend to apply. Your satisfaction depends on the compatibility of the department and program with your goals. A visit to the program is often the only way to acquire the information you will need to determine your fit.

Consider the following questions:

What is the cost of the degree?

- How much will the degree cost and what forms of assistance are available?
- Are there assistantships, fellowships, scholarships, or other forms of institutional awards available that would help meet your expenses?

What is the culture of the program?

- Is it research- or application-centered?
- Are the faculty members active in their field and do they involve students in their professional endeavors (research or application)?
- How do faculty, staff, and students get along with one another?

What is the quality of the program?

To determine this, you will need to know whether the department is accredited by an appropriate entity, if faculty are publishing in your area of interest, if any of the faculty have been recognized with honors in their field (Are they members of NSA or winners of prestigious awards?), and how recent graduates are employed.

The best way to answer questions like these is to visit the program, speak with faculty and students, sit in on classes, and observe.

How do you compare to those who are admitted?

In other words, how do your qualifications stack up against the competition? What are your chances?

What other features of the program are important?

This will depend a lot on your situation, but may include program length, time classes are offered, entering and actual class size, and program requirements (comprehensive exam or thesis/dissertation).

Will the program lead to a license or certification?

If you are entering a field where licensure or certification is required or desirable, will completion of the program meet the necessary educational requirements?

What Should be in My Personal Statement?

A **personal statement** may be requested to assess your interest in the program or field and your ability to write clearly and correctly. For additional information, read the ***Writing Personal Statements*** guide at: career.fsu.edu/advising/guides.cfm

Personal statements often include:

- Information about yourself.
- When or how you became interested in the field.
- What you have learned from experiences related to the field (employment, volunteer activities, research).
- Your career goals.
- Explanations of gaps/oddities in your academic record.
- If you have overcome any unusual obstacles.
- What personal characteristics (integrity, persistence) or special skills (leadership, writing) you have that would enhance your prospects for success in this program or field.
- Why you are interested in the particular program.
- Anything else that makes you a strong applicant.



Admission Exams

The majority of graduate programs *require examinations* as part of the admission process. The test you need depends on the field you plan to enter. **Commonly required exams include:**

- **DAT** (*Dental Admissions Test*):
Most dental schools
ada.org/dat.aspx
- **GMAT** (*Graduate Management Admission Test*):
Most graduate programs in business
mba.com
- **LSAT** (*Law School Admission Test*):
Law schools
lsac.org
- **MCAT** (*Medical College Admission Test*):
Most medical schools
aamc.org/students/applying/mcat
- **GRE** (*Graduate Record Examination*):
Most other programs
gre.org
- **MAT** (*Miller Analogies Test*):
Used by some graduate schools
milleranalogies.com

Plan to *take these exams early!* Programs *require test scores* to consider your application. Scores generally stay current for five years.

Letters of Recommendation

Most graduate and professional programs require you to obtain letters of recommendation from people in a position to speak about your qualifications. They may specify the types of recommendations that must be submitted, including academic, personal, and employment. Some programs will ask that detailed forms be submitted, others will ask for individualized letters.

In general you should *check the program's requirements for recommendations before asking anyone*. Determine the type of recommendations requested and the format (usually a form or letter) they must follow. Always ask permission before listing someone as a reference, and send a written request for the recommendation to each person you ask.

At least two weeks before the due date, provide each reference with:

- A **copy of your resume/CV** and any other information you feel is relevant.
- The **forms or guidelines** that outline exactly what is expected in the recommendation.
- The **deadline** by which the recommendation must be received.
- Correctly addressed, stamped envelope or information on **how to submit** electronically.

Remember to *send a note of thanks* to each person writing a letter!

How Can I Finance My Degree?

Ideally, you should *begin researching sources of financial support early* in the application process. This is because many funding organizations have applications due in the fall for the following year.

TYPES OF ASSISTANCE:

- **Fellowships:** *Prestigious awards*, often quite substantial. They are competitive, *based on academic achievement*, and do not usually require work. Learn more at **FSU's Office of National Fellowships** at **onf.fsu.edu**.
- **Loans:** Low-interest loans are *available to most graduate students*. Contact the institution's **Office of Financial Aid** for more information.
- **Grants and Scholarships:** *As gifts of money*, they do not require work or repayment, but occasionally are *designated for a specific purpose*. For instance, science organizations may award a grant for a specific student research project.
- **Assistantships:** *Paid, part-time employment that may include full or partial tuition waiver* (often the out-of-state portion of tuition). Those with this award often teach, conduct research, or work in student affairs.

FOR MORE INFORMATION:

- **Call the Federal Student Aid Information Center** at **800.433.3243**.
 - **Check** the financial aid section of **Career Key**, in **The Career Center Library**.
 - **Visit The FSU Graduate School's** website at: **fsu.edu/gradstudies**
- Some financial aid websites are:**
- **FinAid**
finaid.com
 - **FSU Financial Aid**
finaid.fsu.edu
 - **Student Loans**
estudentloan.com
 - **Peterson's Graduate School Guide**
petersons.com/graduate-schools.asp

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Prepare for Your Second Interview

The second interview is a chance for you and your potential employer to determine how you will fit in the organization. Read on for tips to ensure *you put your best foot forward!*

Characteristics of a Second Interview

Importance of a Second Interview

The **second or on-site interview** is usually the final step in obtaining a job offer. You most likely have a 50% chance of receiving an offer, although this probability varies according to industry.

Purpose of On-Site or Second Interviews

Both the employer and the interviewee should have specific goals during the second interview.

Employer's Goals

To identify your unique qualities.

During the **first interview**, employers try to identify many **general qualities** important to their organization.

In the **second interview**, employers try to determine if you have **specific qualities** they want in a new employee.

To identify if you fit the organization.

Employers also want to see how others in the organization respond to you and if you are a good fit in their culture.

Your Goal

To decide if you want to work with this organization!

The second interview provides you with the opportunity to view the facilities, meet employees of the organization, possibly see the community, and determine whether or not you want to work for this organization.

A Typical Interview Day

Some interview visits begin with a dinner or reception the night prior to the actual interview. Interviews usually begin the following morning at 8:30 or 9:00, although some may begin with a breakfast as early as 7:30. Most interview visits end at 5:00 p.m.

Organizations typically pick up candidates before 8:00 a.m. and deliver them to the airport in the evening. Little, if any, free time can be expected, as even lunch may be reserved for interviews. If offered breaks to freshen up, take advantage of this time to go to the rest room, if for no other reason than to take a break from this intensive process.

Upon arrival you will usually meet with someone from the Human Resources Department, or in some settings, a person on the search committee. They will likely outline the day's activities and answer any questions you have about the organization and what will occur during your visit. Throughout the day they may discuss salary and benefits, employment guidelines, and reimbursement of expenses.

You may have private interviews with four or more individuals, including managers, executives, department heads, alumni from your school, and new trainees.

The employer will probably give you a tour of the facilities. If a tour is not scheduled, try to ask for one if time permits.

Types of Second Interviews

There are several types, but most will usually fall under these categories:

1 Structured Interviews

A second interview is structured if the interviewers have specific criteria they use to assess you.

Example: One person may ask questions to determine your work ethic, technical skills, computer skills, or sales ability. Another person may only ask you about your educational background or your work experience.

The key to doing well in a structured interview is to identify the specific quality or skill that is being assessed and direct all your answers to information about that area!

2 Unstructured Interviews

In an unstructured interview, the interviewer makes a broad evaluation. All interviewers may ask similar questions, but make sure to treat each interviewer with equal importance! Answering the same question repeatedly can become tedious, but try not to let it show.

Example: Why should I hire you? This question would be answered differently to different people. Express to your immediate supervisor that you have the necessary skills to get the job done, as this person's goals would be focused on how efficiently you can do the job. The president of an organization, however, may be looking at your potential for retention and advancement.

The key to doing well in an unstructured interview is to identify the interviewer's goals and to answer their questions accordingly!

3 Panel Interviews

You may have a second interview that is conducted as a panel. This interview could be either **structured** or **unstructured**. Remember to bring plenty of resumes for everyone on the panel!

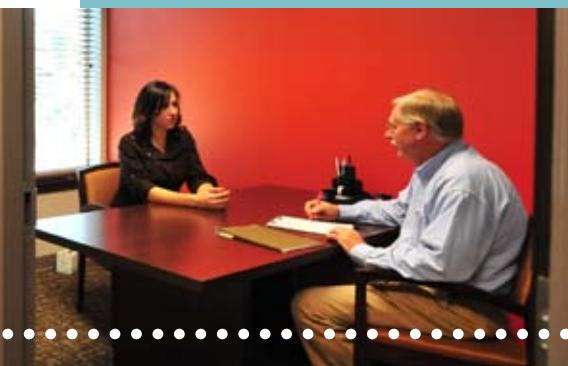
One tactic to doing well in a panel interview is to make eye contact with every panelist while remembering that the person who asked the question should still have the answer addressed to them.

chapter 4



Review The Career Center's **Researching Potential Employers guide**, available at: career.fsu.edu/advising/guides.cfm

“The *second* interview allows you the opportunity to view the facilities, meet employees of the organization, possibly see the community, and determine whether or not you want to work for this organization.”



“Interviewees who... have knowledge of the organization and its industry stand a greater chance of success than candidates who do not do the necessary research.”

Prepare for the Second Interview

It is imperative for you to be fully prepared when you attend an interview!

Research the Employer

Interviewees who are prepared for the upcoming schedule, know what to expect, and have knowledge of the organization and its industry stand a greater chance of success than candidates who do not do the necessary, relevant research.

- Ask the first round interviewer to send you any additional information that you should know about the job, the organization, the department you would work for, and anything else they think is important to review before your visit.
- Check periodicals and the Web for timely articles or information about the organization or industry. Several **FSU Library databases**, including ABI/Inform, Business Index, Business NewsBank, Investtext Plus, Lexis-Nexis, Standard & Poor's Net Advantage, and Wilson Business Abstracts, can help you identify articles and other employer information from varied sources. They can be found at lib.fsu.edu/eresources/a.php. Some databases contain full-text information, while others provide abstracts or a mix of full text and abstracts. **Strozier Library's Business Reference** section contains many types of directories with private, public, and non-profit employer data.
- Use articles and other information to review the organization's operations, products or services, and management structure.

Prepare Questions to Ask Your Interviewers

Questions show enthusiasm about working for the employer! This is the time to learn more about the organization. Remember, you also are interviewing to see if this position is right for you. **The list below suggests topics to cover:**

- **Request** a complete **job description**.
- **Find out** who will **supervise** you.
- **Ask** what you will be **expected to accomplish** in the first six months.
- **Ask** about support for **professional development** and training.
- **Inquire** about the **performance appraisal** system.
- **Ask** about the **organization's philosophy** and **management style**.
- **Find out** about **employee turnover** and/or how **economic conditions** have affected the organization.
- **Ask** about the **timeline for filling the position** for which you are interviewing.

Obtain an Itinerary in Advance

It is important to know the schedule of the day's activities, including names and titles of the interviewers. If possible, obtain biographical information about your interviewer. For large organizations, brief biographical sketches are available in *Who's Who in Business* and *Who's Who in Government*. Some organizations post staff profiles on their website. This will give you the opportunity to think about the goals of the interviewers in relation to their responsibilities and allow you to respond accordingly to their questions.

Review Your First Interview

Review your notes from the first interview. Prepare your responses to effectively address these issues and questions.

- *What were the most important candidate qualifications?*
- *What objectives/goals did the employer want to meet?*
- *Did you have any trouble answering any questions?*

Interview Trip Logistics

Travel Arrangements

Your travel plans can be handled in a number of ways. You may be asked to make your own arrangements or the organization may coordinate your travel arrangements.

Car Rental

If you rent a car, you will need your driver's license and a major credit card. Some agencies require you be at least 21; others set the minimum age at 25. Call in advance to obtain this information.

Lodging

If you arrive the day before your interview and stay at a hotel, ask if the organization will be making arrangements for your lodging. Ask the Human Resources representative what expenses are prepaid and which will be reimbursed. Make sure you have clear directions from your hotel to the organization and estimates of time needed to travel to the interview from the hotel. Check parking options if you are driving to the interview.

Miscellaneous Expenses

Use a credit card to handle unexpected expenses and cash for incidentals (tips, cab, etc.).

Reimbursement for Expenses

Large employers will reimburse you by check. Smaller employers and government agencies often do not pay travel expenses. If the organization has not stated they will pay expenses, ask them in advance so you know what to expect. On your trip, *maintain an accurate record and keep receipts for all expenses* (meals, tips, hotels, car rental, taxis, etc.).

Day of Interview

- **Arrive 10-15 minutes early!**
- Always **allow extra time** for your first visit to the employer site.
- **Dress professionally.**
- **Be enthusiastic** at the interview!
- Remember to **take notes** when appropriate.
- Always **write down names** and titles of people with whom you speak if you did not obtain this information in advance, and record important points.
- **Ask for the interviewers' business cards** to refer to when **writing thank you notes!**

Meals and informal social events are often part of a second interview.

Demonstrate good **dining etiquette** and conversational skills during the meal! The meal is part of the interview and you are being evaluated. Employers view this as an opportunity to see how well you fit with their current mix of employees— and you should use it as a time to see how you feel about the group. **See how to Use Proper Etiquette on page 79** for more information and tips on **business etiquette.**

Observe the work environment. The corporate culture is the environment or personality of an organization. It dictates acceptable business practices, the treatment of employees, and much more. Take the time to get a feel for the corporate culture so you can decide whether it is the type of environment where you would feel comfortable working. Be sure to ask yourself if you would like to work in this atmosphere and with the kinds of people that you meet during the interview.

Clarify the next step in the employer's decision-making process by asking when you can expect to hear a decision. *If you receive a verbal offer, ask for a **written offer** as well.* While you want to thank the employer, *never accept a verbal offer on the spot!* Instead, be prepared to give them a date by which you will inform them of your decision. **Read tips about how to Negotiate Job Offers on page 82.**

After the Interview

Follow Up Letter

After the visit, *send letters*, separate from the expense voucher, to the human resources manager, the person for whom you would work, the head of the search committee, and anyone else who interviewed you. *Reiterate your interest in the job and stress positive qualities that you have to offer the organization!* **Read more about post-interview follow up on page 44.**

If you do not hear from the employer within the previously specified amount of time, call them! If you failed to get a follow up time frame it is appropriate to contact them after one week. Be sure to talk with the person who arranged the interview and ask about the status of your candidacy.

The Job Offer

If a verbal offer is made, you will usually receive a phone call anywhere from two days to three weeks after the interview. In non-business settings, it may be longer. This verbal offer should be followed by a written offer restating the terms. **Find out how to Negotiate Job Offers on page 82.**

No Job Offer

If you do not receive a job offer, *stay positive!* Maybe the position or organization was NOT a good match for you.

Reflect on your interview experience.

What did you do right? What areas could you have improved? Remember, you can call the employer to ask for feedback about your qualifications and interview presentation to help you with future interviews.

REMEMBER...

- Get an itinerary
- Research the organization
- Go prepared
- Follow up

*Best of luck
on the interview!*

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Use Proper Etiquette: Survival Guide

Good business etiquette is essential at *every* phase in your career. Keep this advice in mind to make a great impression during the interview process, in the workplace, and as you advance in your field!

What is Etiquette?

Webster's defines it as "*the forms, manners, and ceremonies established by convention as acceptable or required in social relations, in a profession, or in official life.*" Some business organizations have administrative manuals in which acceptable codes of behavior are listed. **Etiquette** is respect, good manners, and good behavior. It is not just each of these things, but it is *all of these things rolled into one*. More and more, proper business etiquette is viewed as an important part of making a good impression. These visible signals are essential to your professional success. For the purposes of this guide we will focus on **five elements of business etiquette: work, social, telephone, dining, and correspondence.**

Work Etiquette

The following principles can be utilized by office employees to show proper etiquette. They include all aspects of the work environment.

- **Be timely.** Arrive to work and meetings on time. Complete work assignments on time.
- **Be polite,** pleasant, and courteous.
- **Learn office politics.** Utilize effective listening skills to discover appropriate office behavior. Pay attention to the way things are done.
- **Appearing professional** and being well groomed are essential! Dress for your next promotion or job.
- **Understand the four unwritten rules of business.**
 1. **The Boss is the Boss:** right or wrong, the boss always has the last word.
 2. **Keep the boss informed.** Good or bad, you don't want the boss to hear information mentioned from an inappropriate source.
 3. **Never go over the boss' head,** without telling him or her first.
 4. **Make your boss look good!** Promotion and opportunities arise when you help the organization reach its goals.
- **Adopt a can-do attitude.** Those who accept challenges and display creativity are valuable.
- **Be flexible.** By remaining flexible and implementing change you gain a reputation as a cooperative employee.
- **Give credit** to everyone who made a contribution to a project or event.
- **Do not differentiate** people by position or standing in a company.

Social Etiquette

When meeting people, both nonverbal and verbal behavior help to define your social skills. *Using effective handshakes, maintaining eye contact, and making the proper introductions show good business etiquette.*

Handshakes are vital in social situations

- Develop a comfortable handshake and keep it consistent.
- Handshakes should not be too forceful or limp.
- Make a solid connection with the web of skin between the thumb and forefinger.
- The host or person with the most authority usually initiates the handshake.
- It shows confidence and good interpersonal skills.
- Eye contact shows respect for the person and business situation.
- **Introduce people in the following order:** older to younger, official to non-official, senior executive to junior executive, customer to colleague.
- **Keep the introduction basic.**
- **Remember names** for future reference.
- **Provide some information about the people you are introducing** to clarify your relationship with that person.
- Always **carry business cards.**
- Keep written notes on people in order to **follow up** both personally and professionally.

Eye contact is a critical factor when meeting people

- Eye contact increases trust.

Proper introductions help establish a connection when meeting people.

- **Authority defines whose name is said first.** Say the name of the most important person first and then the name of the person being introduced.
"Ms. Client, I'd like you to meet Mr. Colleague" or "Mr. Boss, I'd like you to meet my husband, John."

chapter 4

Dining Etiquette

In today's world, business often is conducted at the dinner table. Whether at home or in a restaurant, it is important to have a complete understanding of how to conduct yourself.

You can reduce dining anxiety by following these simple guidelines:

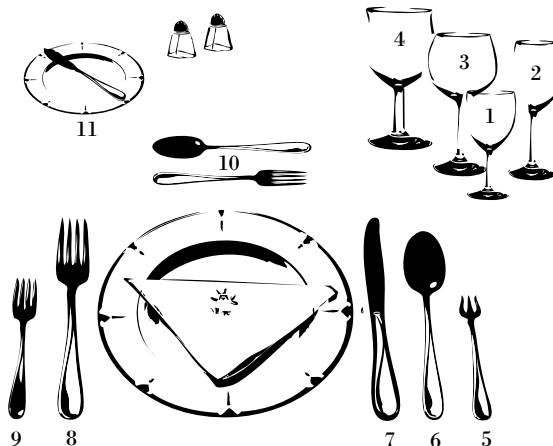
- When possible, **let the host take the lead.**
- **Ask for suggestions** if you are unsure of what to order.
- **Do not order** the most or least expensive menu items.
- **Avoid sloppy or hard-to-eat foods.**
- **Avoid alcohol**, even if others drink.
- **Always pass to the right.**
- It is acceptable to pass to your immediate left if you are the closest to the item requested.
- Always pass the salt and pepper together.
- Ask the person nearest to what you want "to please pass the item after they have used it themselves."
- **Choose the correct silverware.** Knowing the formal table setting allows you to focus on the conversation rather than which utensil to use.

The Basic Table Setting (see figure):

- **Eating utensils are used from the outside in.** Dessert forks/spoons are placed at the top of the plate.
- Everything to the **right you drink, to the left you eat.**
- When you don't know what to do, **watch your host.**
- **When finished, leave your plate where it is.** Do not push it away from you. Lay your fork and knife diagonally across the plate and side-by-side, placing them as if pointing to the numbers 10 and 4 on a clock face. Place the sharp edge of the knife facing you.
- **Practice proper table manners** to increase your confidence and show your ability to handle social situations.

Dining Etiquette: The Basic Table Setting

1. Sherry glass
2. White wine glass
3. Red wine glass
4. Water goblet
5. Seafood fork
6. Soup spoon
7. Dinner knife
8. Dinner fork
9. Salad fork
10. Dessert fork and spoon
11. Butter plate and knife



Napkin Etiquette

- **Place the napkin in your lap** immediately after seated.
- **Do not shake it open.** Place the fold of a large napkin toward your waist.
- If you must leave the table during the meal, put the napkin on your chair or to the left of your plate.
- **When finished**, place your napkin to the right of the plate.

“More and more, proper business etiquette is viewed as an important part of making a good impression. These visible signals are essential to your professional success!”



Eat Properly

- **Begin eating only after everyone has been served.**
- **Bread and rolls** should be broken into small pieces. Butter only one or two bites at a time. Butter should be taken from the butter dish and placed on the bread plate, not directly on the bread.
- **Bring food to your mouth**, not your mouth to the food.
- **Chew with your mouth closed.**
- **Do not talk with your mouth full!**
- **Take small bites** so you can carry on a conversation without long delays for chewing and swallowing.
- **Cut food** one piece at a time.
- **Always scoop food away** from you.
- **Do not leave your spoon in the cup**, use the saucer or plate instead.
- **Taste** before seasoning.
- **Do not smoke** while dining out.
- **Do not use a toothpick or apply makeup at the table.**
- If food spills off your plate, pick it up with your silverware and place it on the edge of your plate.
- **Never spit a piece of food into your napkin.** Remove the food from your mouth using the same utensil it went in with. Place the offending piece of food on the edge of your plate. Fish bones or seeds may be removed with your fingers.

Correspondence Etiquette

Whether you have just met someone, or have known the person for some time, *it is important to send follow-up correspondence after meetings.*

Thank You Etiquette

- Write a follow-up/thank you letter (**sample on page 44**) within **48 hours!**
- Whether a handwritten note or formal letter, always **follow guidelines** for writing effective business letters. **See how to Write Effective Letters on page 27** for more information.
- **Women should be addressed as "Ms."** regardless of marital status.
- **Do not forget** to sign your letter.
- **Always proof** for typos and misspellings.
- **Letters usually contain the following:**
 - **Opener:** Begin your letter with a friendly greeting that tells the reader why you are writing.
 - **Justification:** The second paragraph reinforces or justifies what you are looking for and why you should get it.
 - **Closing:** End the letter by asking the person to act on your behalf or request.

E-mail Etiquette

- E-mail is appropriate to use, but **never use all caps** and **watch for typos.**
- Always **include a subject line** in your message.
- Make the **subject line meaningful.**
- Use **correct grammar and spelling.**
- **Use a signature** if you can. Make sure it identifies who you are and includes alternate means of contacting you (e-mail, phone, and fax numbers are useful).
- **Use** active words.
- **Do not ask** to recall a message.
- **Use** proper structure and layout.
- **Avoid** long sentences.
- **Be concise** and to the point.

Telephone Etiquette

When speaking on the telephone, proper etiquette is just as important as when you meet someone in person. Like face-to-face interactions, how you behave on the telephone tells others much about you.

- Always try to **return calls** on the same day.
- **Keep business conversations** to the point.
- **Do not keep someone on hold** more than 30 seconds.
- **Always leave your phone number** if you ask for someone to call you back.
- **Maintain a phone log** to refer back to for valuable information.
- **Listening is essential** whether in person or on the phone.
- Make sure your **voicemail works.**

Cell Phone Etiquette at Work

When at work your personal cell phone can have a negative impact on how you are viewed. By following some simple rules of cell phone etiquette, you will maintain your professionalism.

- **Turn your cell phone ringer off**, or at least to vibrate.
- **Do NOT answer your phone** while meeting with someone or take it to a meeting.
- **Let calls go to voicemail**, unless expected and important.
- **Return voicemails** and use your personal phone in a private place (not at your desk).
- **Inform others** when you are expecting a very important call that you will need to take prior to any meeting.

Sample Websites

General

- emilypost.com

E-mail Etiquette

- emailreplies.com

Dinner Etiquette

- business.missouri.edu/342/default.aspx

Phone Etiquette

- quintcareers.com/phone_interview_etiquette

Negotiate JOB OFFERS

“*Don't accept the job offer on the spot! Although you may have been considering the possible offer, you need time to evaluate all the factors of this decision. At the very least, you should look at job offers as they relate to your individual, family, and career goals.*”

Once you have received a job offer, you have more “power” than at any other time in the interviewing process. Aside from the main goal of making the right decision, *much can be gained or lost* from the way you negotiate your offer.

Characteristics of Receiving a Job Offer

Time

An offer can arrive anywhere from *one day to six weeks* after your second or third interview. Occasionally employers will give you the offer at the final interview.

Impressions Still Count

Continue to *make a good impression* when the offer arrives. Let employers know you are pleased to receive an offer, but do not let them hear you announce to your roommate that you got the job! On the other hand, do NOT make a negative impression with employers by telling them how sought after you are and how many other offers you have received.

Recognize the Uniqueness of Each Negotiation

Sometimes you will have skills to offer employers which are in high demand. Negotiation will be easier in this situation. At other times, your offer is one of many with other candidates waiting in the wings if you do not accept the offer. Also the economy and labor market demand can determine whether your offer is negotiable or not. Know the situation and be prepared to justify your request if you are not in a high demand field.

Clarify the Offer

Be clear on all the factors that make up the offer. **Get the following information before you get off the phone with the employer:**

- Salary
- Benefits
- Location
- Reporting date
- Relocation expenses offered
- Signing bonus (if any)
- When they need your answer

Other information is important when deciding on your acceptance—this will be discussed later.

Negotiate Time of Decision

Do NOT accept the job offer on the spot! Although you may have been considering the possible offer, you need time to evaluate all the factors of this decision. Remember not to be star struck by the excitement of the offer! Determine a reasonable length of time for you to make your decision (a few days to a week), and be ready to give the employer this time frame when you receive an offer. Employers know you are interviewing with other organizations and will appreciate your being honest and careful about your decision.

Use Effective Decision-Making

It is suggested that you evaluate each offer based on the same set of factors to determine which one best meets your needs. Only you can decide what factors are important! What is important to one person isn't necessarily important to someone else. **The Career Center** has a sample employment decision-making exercise that can help you in evaluating and comparing offers.



Factors That May Be Negotiated

Remember, you have nothing to negotiate until you have an offer! Once you receive one, **it is important that you consider all possible factors:**

Salary (To Certain Limits)

The **offered salary** may or may not be negotiable and it may or may not be a fair offer. Prior to negotiating this factor, *research salaries offered in your field* by geographical location, experience, degree level, major, and previous offers. You will often find that the salary an employee receives varies greatly by job, employer, and region of the country.

Location of Position

There are many differences between working in various cities. Take the time to check out the geographic area of the position. *Does the community offer you the lifestyle you are looking for? Do you have the option to choose the location of the job?* With some positions, negotiating where you will live can make the difference in accepting a job or not.

Reporting Date

Depending on the organization and your job, some employers might be able to offer a flexible starting

date. If you have ever dreamed of backpacking or cycling through Europe, now may be the time! Maybe you just want to take some time off to relax. Now is the opportunity to negotiate when you will begin your new job.

Appraisal Reviews

Some employers may give bonuses for job performance. Often these salary increases are attached to your appraisal reviews. If the organization incorporates this type of appraisal system it might be possible to ask for an earlier review to increase your earnings more quickly.

Desired Division or Department

In general, not all jobs are created equal within an organization. Find out as much as possible about your options before you accept an offer. If you decide that certain divisions appeal to you more than others, let it be known before you sign. Your specific work assignment might be a factor that can be negotiated.

Negotiable Factors

- Salary (to certain limits)
- Location
- Reporting date
- Relocation expenses offered
- Signing bonus (if any)
- When they need your answer

Relocation Expenses & Signing Bonuses

Some employers may provide relocation benefits to help you move to the community where the employer is located. This may include travel to the community to look for a home or apartment, mortgage assistance, cost of moving possessions and vehicles, and/or hotel and food expenses until you are settled. It also may be in the form of a signing bonus, which is simply an agreed upon amount of money given to you at the time of your acceptance of the offer. If an employer does not present these benefits, you might want to consider negotiating for them.

Making the Best Decision

Making the best decision involves a host of factors. It might involve visiting **The Career Center** to learn more about effective decision-making. At the very least, **you should look at job offers as they relate to your individual, family, and career goals.**

Individual Needs and Goals

- Does this job match your interests, values, skills, and beliefs?
- Does it provide you with the lifestyle, prestige, independence, creativity, security, altruistic, and economic returns you are looking for in a job?

Family Goals

- Does this job accommodate your needs and lifestyle preference with regard to your family?
- Is the geographical location conducive to you and your family's hobbies, community activities, and social support groups?

Career Goals

- Is the nature of the employer, the job's pay and benefits, and the work activities what you are looking for in a job?
- What is the employer's reputation?
- Is the training program attractive and comprehensive?
- Does the organization provide advancement and mentoring opportunities?
- Will you be given significant responsibility?
- Are the surroundings and people pleasant?
- Is there job security? Does it offer room for professional, personal, and educational growth?
- Is the salary adequate for your needs?
- How does the benefit package compare to those of other employers?

chapter 4

Negotiate the Offer

The Final Step: Put it in Writing

DECLINATION LETTERS

Declining an offer should be done in writing and as soon as you accept another position. This is an important step because you may need this contact later on, so *NEVER burn your bridges!*

ACCEPTANCE LETTERS

Acceptance letters are extremely important in restating your *understanding of the offer*.

Remember to include the following:

- salary
- location
- starting date and time
- any perks, signing bonuses, etc. that you negotiated
- any other factors that you feel were vague or were not in writing



Once you have decided on an offer to accept, you will need to **take the following steps to ensure an effective negotiation:**

Decide Your Conditions

It is important to determine what you want from the offer, but it is also important to *know the minimum you will take from an offer*. Create a plan that will allow flexibility.

For example, if you ask for more salary but the organization cannot offer more money, would you be willing to take a signing bonus instead? Remember, *you only have one opportunity to get the most from this offer* so thoroughly plan prior to any negotiation!

Negotiate With One Organization

Only negotiate with one organization at a time. Don't spend time and energy negotiating with the organization that is your second or third choice until it is clear that your first choice is no longer an option.

Call Early

If you make your decision early, by all means call the organization and begin negotiations. The earlier you negotiate the more likely that the organization has not filled all of their positions and could be more inclined to negotiate with you. Remember to maintain your credibility and professionalism.

Maintain Professionalism

Many candidates make the mistake of becoming too casual after they have received an offer. Remember, the person you are negotiating with may be your supervisor or your colleague.

Salary Resources

Available at The Career Center and online:

- *The American Almanac of Jobs and Salaries*
- *The FSU Employment/Salary Survey* at: career.fsu.edu/stats
- *National Association of Colleges and Employers (NACE) Salary Survey* at: career.fsu.edu/stats/nacelinknational.html
- *Occupational Outlook Handbook* at: bls.gov/oco
- rileyguide.com/salguides.html
- salary.com

Negotiate From a Point of Power

Two strategies are typically used to negotiate effectively:

The first involves going to the employer with a competing offer from another organization. Having a higher competing offer for the same type of position within the same industry is an effective negotiation strategy. Never lie—employers communicate with each other.

Or, you can present the employer with research about salaries in the field and cost of living and/or market demand for your credentials. Research that includes these items will give you a stronger position from which to negotiate. Just make sure your statistics accurately represent your background and the type of job being sought.

Regardless of which strategy you choose, focus on the total package. Look for creative ways to achieve your objective.

Make A Decision

Be prepared to make a decision once the organization has stated their final offer. It is not appropriate to try to hold out for more time or another offer.

Commit Fully

Once you make a decision, let your employer know that you're with them 100 percent. No one wants someone to work for them who acts like they would rather be somewhere else.

Conquer Your Future

What's Your Plan?

Create your plan to conquer your future! Map out your goals (for example, “search for a full-time job in the field of public relations” or “gain admission to an MBA graduate school program”) and choose items from the **Sample Activities list** to begin. Start today using **Career Portfolio** and **SeminoleLink**!

Sample Activities

- Develop a **job or grad school search strategy** with a career advisor.
- **Research employers, salaries, and graduate programs** in **The Career Center Library**.
- **Participate in on-campus interviews** by registering for **SeminoleLink Plus! services**.
- **Receive feedback** on your interview attire.
- Attend an **etiquette workshop**.
- Network with potential employers at **career expos and events**.
- **Update your Career Portfolio** and provide access to interested employers and/or graduate program admission committees.
- Evaluate and decide on a **job offer**.

SeminoleLink

Search for jobs using **SeminoleLink, The FSU Career Center's Online Jobs' Database**. Upload your resume, apply for jobs, and register for on-campus interviews! **Refer to page 87 for a User's Guide with instructions.**



Organize and showcase your experiences by building a **Career Portfolio!** **FSU's Online Career Portfolio** helps you document and display your skills and experiences for employers or graduate school admissions committees. **See page 96 for steps and guidelines to create yours!**

Goal(s): #1 _____

 #2 _____

 #3 _____

ACTIVITY	PRIORITY

You first

PwC is all about you: your achievement, your life-long learning, your individuality, and your choices.

We need talented people—like you, perhaps—who recognize the opportunity to work with a firm engaged in some of the most strategic projects in the country.

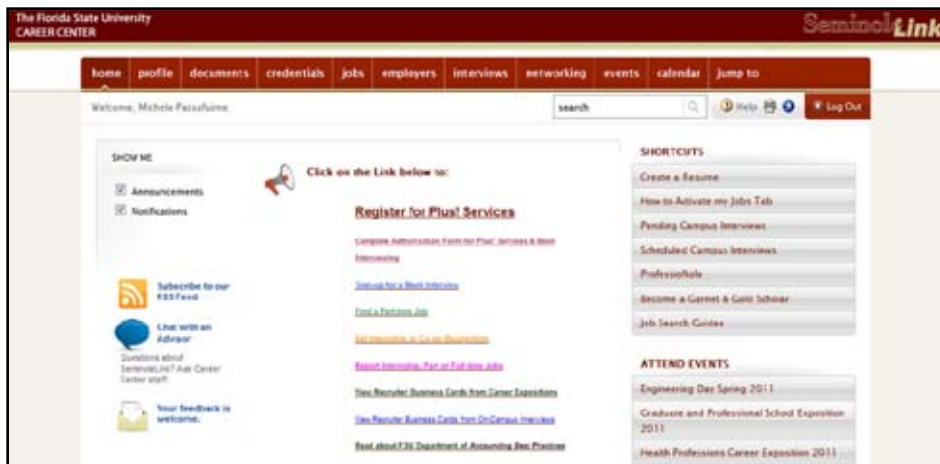
Building a career here means taking advantage of rich and varied opportunities at every level of experience. As an important part of PwC, you become a member of a powerful network of top professional talent.

If you are looking for an opportunity to accelerate your career at one of the world's great firms, visit www.pwc.tv



SeminoleLink User's Guide

Find and apply for part- or full-time employment, network with FSU alumni and friends, and upload your resume using *SeminoleLink*, The Career Center's Online Jobs' Database. Or, put together a credentials file for graduate school. Get started today with this step-by-step *User's Guide*! To view this guide online, visit: career.fsu.edu/advising/guides.cfm



What is SeminoleLink?

SeminoleLink is **The Career Center's online system** that you can use to *make a lasting impression, gain experience, and conquer your future!* SeminoleLink offers **basic, Plus!, and credentials file services**.

Who Can Use SeminoleLink?

*ALL FSU students have access to **SeminoleLink basic services**.* Students who have established a FSU GPA, updated their profile, and submitted their resume may upgrade to **Plus! services**, and when appropriate, students may obtain an online credentials file *for a nominal fee*.

How Long Can I Use SeminoleLink?

Your SeminoleLink account *is good for life!* **On-campus interviewing privileges end one year after graduation.** Your account may be disabled if you misrepresent your status as an FSU student or alum, provide false information during registration, or are a **"no show"** by missing a mock or on-campus interview appointment (**refer to on-campus recruiting policies and procedures on page 92**).

Can Alumni Use SeminoleLink?

Alumni can access all features of **Plus! services for two semesters after graduation.** **Alumni who graduated more than two semesters ago can use SeminoleLink Plus! services to:**

- Access full-time job listings.
- Employ job search agents, which send job notifications via e-mail that match user profiles.
- Have resumes referred to employers and included in resume books.
- Establish a credentials file.

What's in this Guide?

Basic Services:

- **Finding** part-time job opportunities
- **Networking** with people in your career field
- **Establishing** a credentials file

Plus! Services:

- **Upgrading** to **Plus!** services
- **Finding** internship and co-op opportunities
- **Finding** part- and full-time job opportunities
- **Arranging** on- and off-campus interviews

Basic services offer the ability to:

- **Identify** and **network** with alumni and friends of FSU using the **ProfessioNole** database.
- **Receive e-mail notifications** from our office regarding career programs and services.
- **Identify employers** participating in career expositions, information sessions, and receptions.
- **View** a list of **on- and off-campus jobs**, including part-time, seasonal, temporary, and summer.

Plus! services (page 88) include the basics AND the ability to:

- **Search** for internships, co-ops, and full-time jobs.
- **Receive** job notifications via e-mail that match your profile.
- **Upload** your resume to be included in online resume books and for referral to potential employers.
- **Sign up** for mock interviews.
- **Sign up** to interview on campus for internships and full-time positions.

Credentials file service (read more on page 94) offers the ability to establish an online documents file for use when applying:

- To **graduate or professional school**.
- For a **professional position** at an educational institution and in fields such as nursing, social work, and library science.

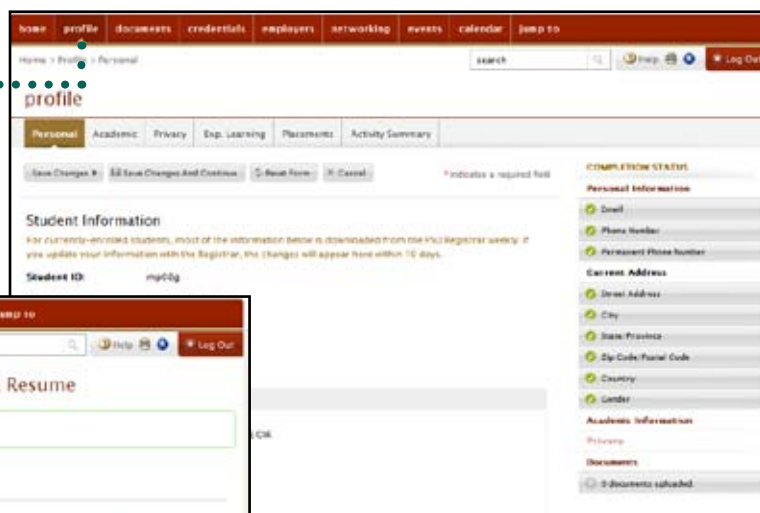
Upgrade to SeminoleLink *Plus!*

1 Go to **career.fsu.edu**.



2 Log in with your **Blackboard (FSU ID)** and password.

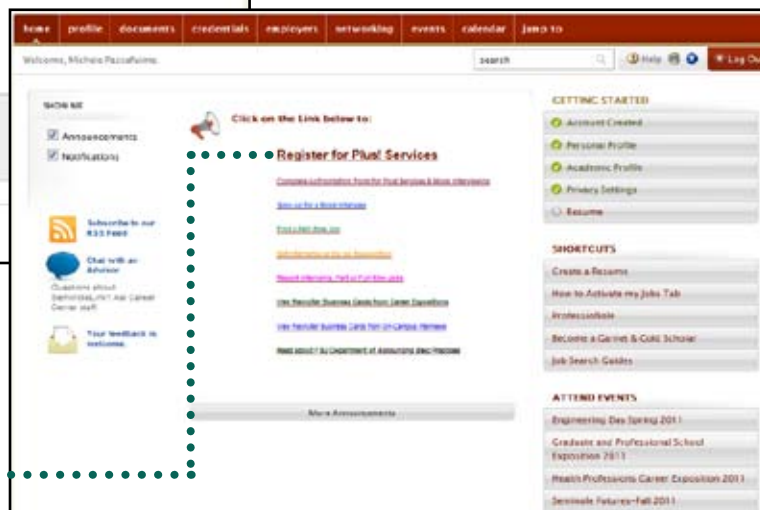
3 Check and update your academic and personal information under the **"Profile"** tab.



4 Upload your resume under the **"Documents"** tab.



5 Submit the **Plus! authorization request** and within 48 hours, our staff will check your account and add **Plus!** services.



Find Part-Time Jobs

Search SeminoleLink to find employers who want to hire students! For quick access to part-time jobs:



1 Go to **career.fsu.edu**.

2 Click "Find A Part Time Job" under "Our Tools."

3 Select "All Jobs" or a specific job type from the drop-down list.

4 Click "Show Jobs."

Find Part-Time Jobs Using *Plus!* Services

- Access part-time jobs from SeminoleLink by clicking the "Jobs" tab.
- Select "Part-Time" from the "Position Type" drop-down list.

Find Internships, Co-ops, or Full-Time Jobs

Once you have upgraded to **Plus! services**, SeminoleLink offers two basic methods to search for these opportunities. You may apply for jobs with employers who conduct their interviews off-campus but post their jobs in SeminoleLink, or search for employers who interview students through **On-Campus Recruiting (OCR)** at FSU. To search for opportunities in SeminoleLink:

1 Log in to SeminoleLink.

2 Click on the "Jobs" tab. Select "SeminoleLink Opportunities" from the roll-over menu for on-campus recruiting, mock interviewing, and job postings. Or, select "NaceLink Network" to view additional job listings.

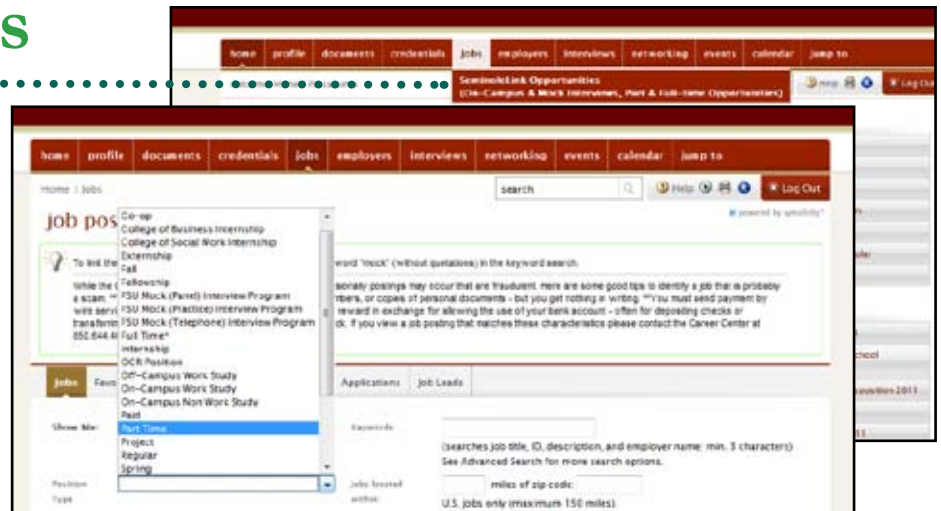
3 Search by multiple criteria from the drop-down lists. You can search by **position type**, (e.g., "Internship," "Co-op" or "Full-time"), **job function**, (e.g., "Healthcare," "Engineering,"

etc.), or by **industry type** (e.g., "Arts & Entertainment," "Accounting," etc.). Remember, *the broader your search criteria, the more opportunities you will find* that match your career goals!

Opportunities with employers that do not interview on campus...

Many students conduct a targeted job search by identifying employers through research and information found at **The Career Center**, in

online databases, from contacts, and through the thousands of job listings in SeminoleLink. Through **SeminoleLink** you may **search** for internships, co-ops, summer jobs, volunteer opportunities, part-time, and full-time positions. Employers may be local, regional, national, and international, and represent various types of businesses ranging from fortune 500 companies to government and nonprofit organizations.



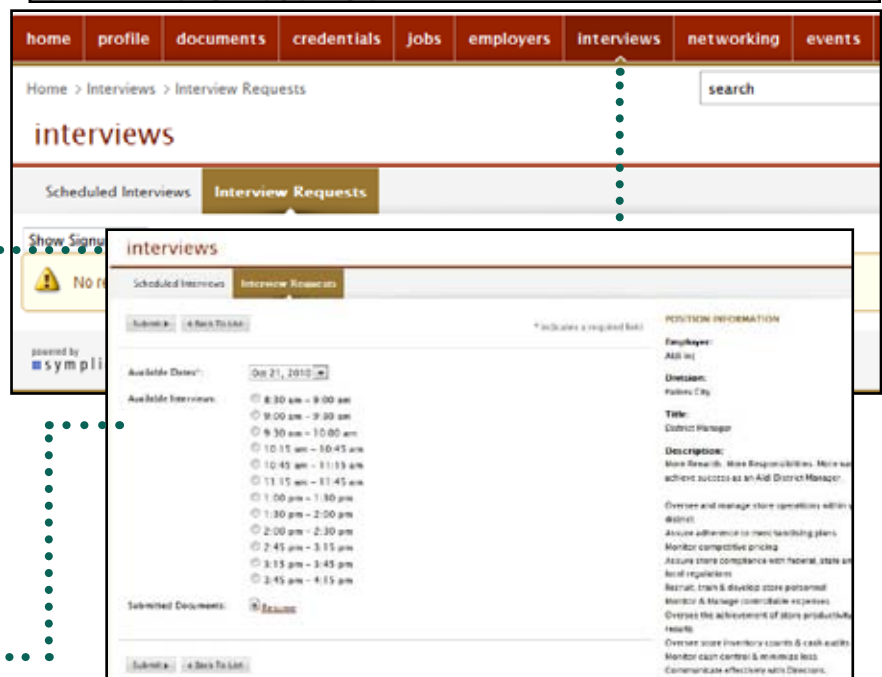
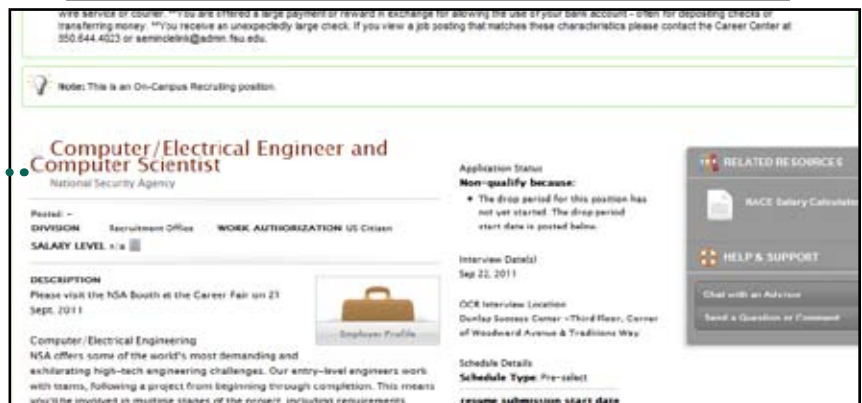
On-Campus Interviews

Apply for Interviews through On-Campus Recruiting (OCR)

Employers from fortune 500, regional and local companies, nonprofit organizations, and government agencies recruit students for internships, co-ops, and full-time positions by interviewing at FSU. Search for on-campus recruiters in SeminoleLink routinely throughout the semester.

To participate in the on-campus interviewing program:

- 1 Log in to SeminoleLink.**
- 2 Click on the "Jobs" tab and SeminoleLink Opportunities.**
- 3 Select "All Interviews" from the "Show Me" drop-down box.**
- 4 Click on the job title to read position descriptions.**
Review the description and requested qualifications. Only submit a resume if you have a sincere interest and believe you have the skills needed for the position!
- 5 Submit a resume electronically via SeminoleLink prior to the resume submission end date specified by each employer.**
Employers then review resumes and select candidates from among the students/alumni who submitted their resumes via SeminoleLink. Authorized students may submit a resume regardless of their qualifications. Occasionally, employers will choose students who did not formally submit a resume through SeminoleLink, but instead provided their resume via a career exposition or resume book. *Check all schedules for opportunities!*
- 6 Choose "Interviews" and check for invitations.** You can check for interview invitations from recruiters by going to the "Scheduled Interviews" tab.
- 7 Sign up for an interview! Visit SeminoleLink during the preselect sign-up period to determine if you are invited to sign up for a preselect or an alternate interview.** If you are invited, select an interview time. If you are not invited and meet the employer's qualifications, try to find an free time during the open sign-up period.

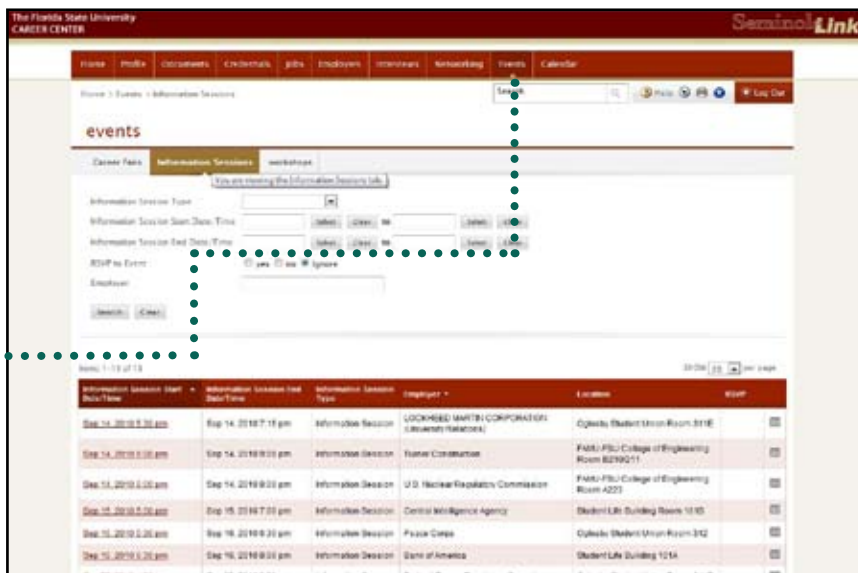
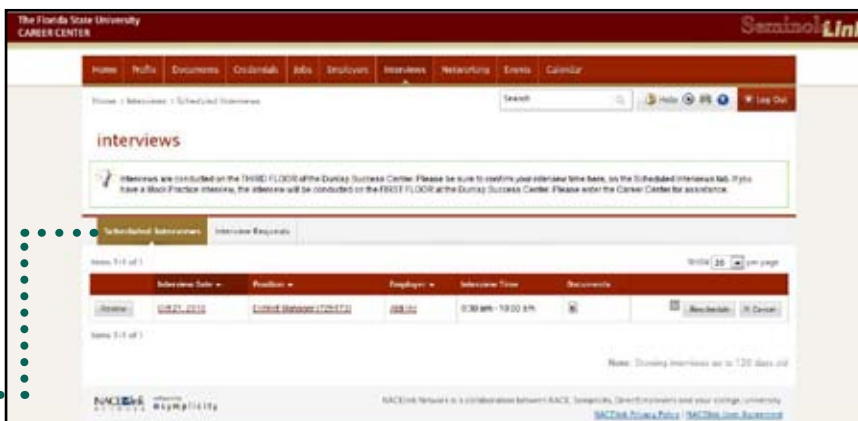


8 To sign up for an open interview, **submit your resume** and then **choose the time you would like to interview.**

9 **Review scheduled interviews.** You may check the status of your interviews by going to the **“Scheduled Interviews” tab**. From here, you may cancel or change your interview time up until the end of the **sign-up period (two days before the interview).**

10 **Choose events and search for employer presentations.**

Employer presentations are often used to screen candidates for preselection and also provide important information about the employer and the position they are seeking to fill. *Check often for events!*



Understand On-Campus Recruiting Schedule Types and Deadlines

Pre-select sign up— After students submit their resumes for positions, *the employer reviews resumes and invites selected candidates for interviews.* If you are invited to interview, you may select an interview time in SeminoleLink during the preselect sign-up period.

Alternate sign-up— On the preselect schedule, *the employer may also choose a small number of alternate candidates.* Alternates are not guaranteed an interview, but can sign up for an interview using SeminoleLink on a space available basis after invited students have selected their interview times. This is like flying standby on a crowded plane.

Open sign-up— During open sign-up, *any interested and qualified student may sign up for an employer's open interview slots.* You must meet the organization's requirements for the correct major, graduation date, GPA, and citizenship in order to sign up. **Find pre-select, alternate, and open sign-up dates on page 92.** Remember, you must submit your resume to be considered for a pre-select spot. The **time period for open sign-up begins approximately one week prior to the employer's visit and continues until two days prior to the interview.**

Please keep in mind that not all employers participate in open sign-up. **Open sign-up occurs on a first-come, first-serve basis!** Occasionally, employers do not preselect students as their schedules are filled only through open sign-up.

Make the Most of On-Campus Recruiting!

Interview— Arrive early and prepared at the correct location. The recruiter will come to the waiting area and call your name when he or she is ready to interview you.

Follow up— Follow up with the recruiter after the interview by writing a letter of appreciation (**sample letter on page 44**).

Accepting an offer— After you accept an offer, cancel all future interviews and do not schedule additional interviews. **Read Negotiate Job Offers on page 82** for more advice.

Reporting an offer— You will help students at FSU and nationwide if you **add a placement record in SeminoleLink** to report your offer. Your offer information will help others make decisions about majors, occupations, and jobs!

Canceling an Interview

Students who sign up for an on-campus interview guarantee that they will keep their appointments! If extenuating circumstances force you to cancel your commitment, *you may cancel your interview through SeminoleLink no later than two full working days prior to the interview.*

Late cancellation, less than two days prior to the interview, must be done in person with a staff member at **The Career Center**. Without a valid emergency or documented illness from your doctor or Thagard Health Center, this late cancellation is considered a **"no show."**

No Shows— *Students who fail to keep an interview appointment or have a late cancellation are considered a "no show."* If you fail to show up for an appointment, your OCR privileges will be suspended until you have written a letter of apology to the employer. The letter and a copy with a stamped, addressed envelope must be provided to the OCR office. We will mail your letter for you and reauthorize your account. A **second "no show" or late cancellation will result in your OCR privileges being permanently revoked.** Please note that illness is not considered a no show if documented by an appropriate professional, but you will be required to write a letter of apology before signing up for any further interviews.

Mock Interview No Show Policy— Any student that does not show up or cancel a mock interview in advance will be blocked from participating in

any on-campus recruiting activities until a letter of apology to the mock interview mentor is mailed or e-mailed to the Mock Interview Program Coordinator. **Two no shows or late cancellations within the same semester will result in permanent loss of ALL on-campus recruiting privileges.**

Again, *documented illness is not considered a no show*, however, an apology letter is still required before signing up for any further interviews.

Business-style letters of apology should be addressed as follows:

Mock Interview Mentor
C/O Mock Interview Program
Coordinator
The Florida State University
Career Center
100 South Woodward Avenue
PO Box 3064162
Tallahassee, FL 32306-4162
mockinterview@admin.fsu.edu

On-Campus Recruiting Deadline Dates

You must meet the following deadlines if you are seeking on-campus interviews through SeminoleLink:

Fall 2011: *Engineering Day* - September 21, *Seminole Futures* - September 22

Employers Interviewing	Resume Submission Deadline	Preselection Sign-up Begins	Alternate Sign-up Begins	Open Sign-up Begins
September 22	ENGINEERING DAY FOLLOW-UP INTERVIEWS			
September 23	SEMINOLE FUTURES FOLLOW-UP INTERVIEWS			
September 26-30	OPEN SIGN-UP WEEK ONLY			September 19
October 3-7	September 23	September 27	September 28	September 29
October 10-14	September 26	October 3	October 4	October 5
October 17-21	October 3	October 10	October 11	October 12
October 24-28	October 10	October 17	October 18	October 19
October 31- November 4	October 17	October 24	October 25	October 26
November 7-11	October 24	October 31	November 1	November 2
November 14-18	October 31	November 7	November 8	November 9

Spring 2012: *Engineering Day* - January 24, *Seminole Futures* - January 26

Employers Interviewing	Resume Submission Deadline	Preselection Sign-up Begins	Alternate Sign-up Begins	Open Sign-up Begins
January 25	ENGINEERING DAY FOLLOW-UP INTERVIEWS			
January 27	SEMINOLE FUTURES FOLLOW-UP INTERVIEWS			
January 30- February 3	OPEN SIGN-UP WEEK ONLY			January 23
February 6-10	January 27	January 31	February 1	February 2
February 13-17	January 30	February 6	February 7	February 8
February 20-24	February 6	February 13	February 14	February 15
February 27-March 2	February 13	February 20	February 21	February 22
March 12-16	February 20	February 27	February 28	February 29
March 19-23	February 27	March 12	March 13	March 14
March 26-30	March 12	March 19	March 20	March 21
April 2-6	March 19	March 26	March 27	March 28

Speak with Experts Using the ProfessioNole

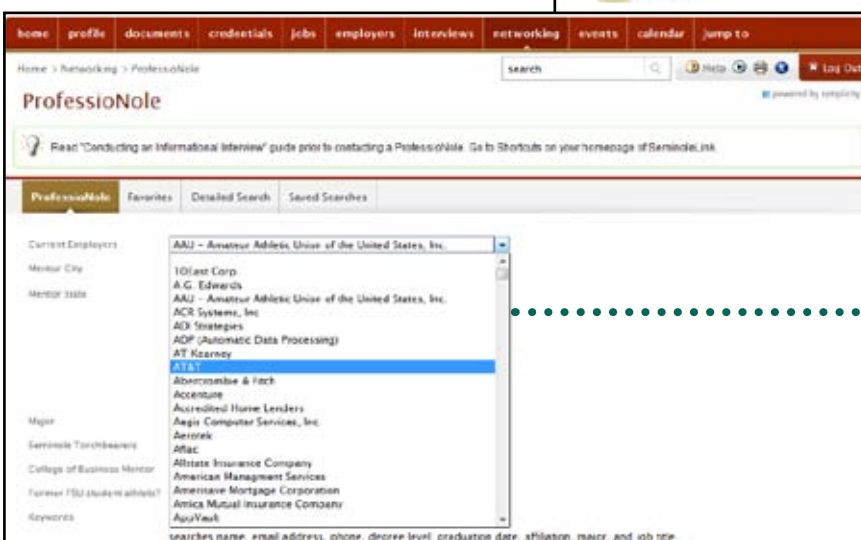
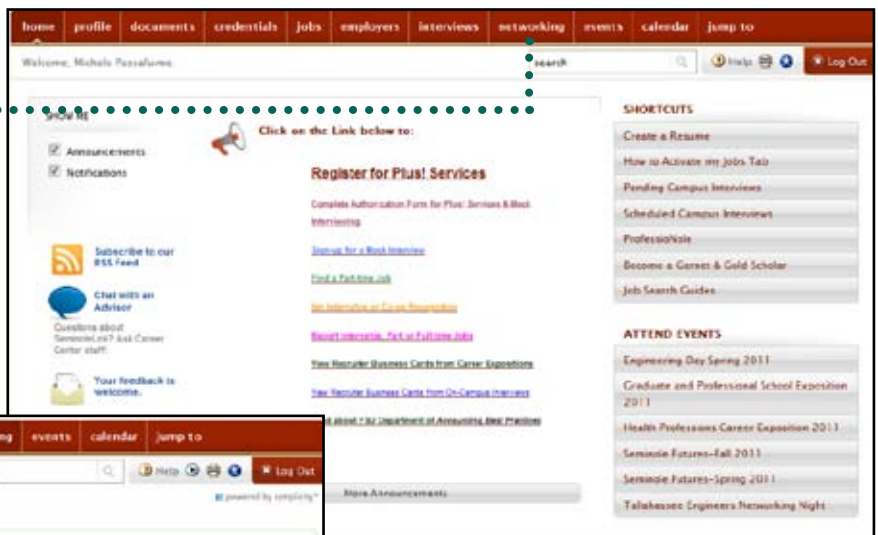
Search the ProfessioNole database in SeminoleLink to access over 500 professionals waiting to answer your questions. To contact a ProfessioNole, *please follow these steps:*

1 Go to **career.fsu.edu**.



2 Log in with your **Blackboard (FSU ID)** and password.

3 Click the **"Networking"** tab.



4 Select an **employer** from the drop-down list, browse by name, or **click "Detailed Search"** to identify **employers** by multiple criteria.

Read more about ProfessioNole on page 9 to find out how you can network with FSU alumni and friends!

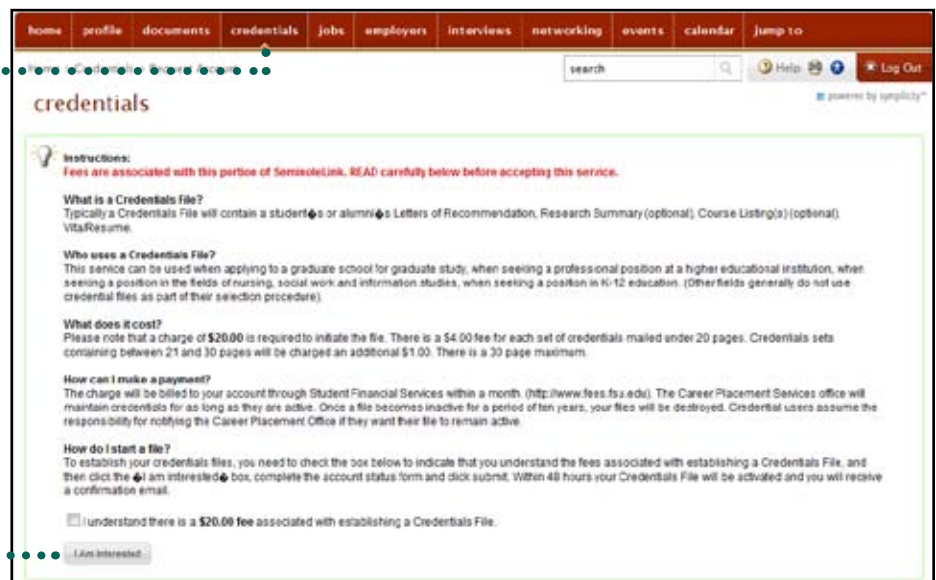
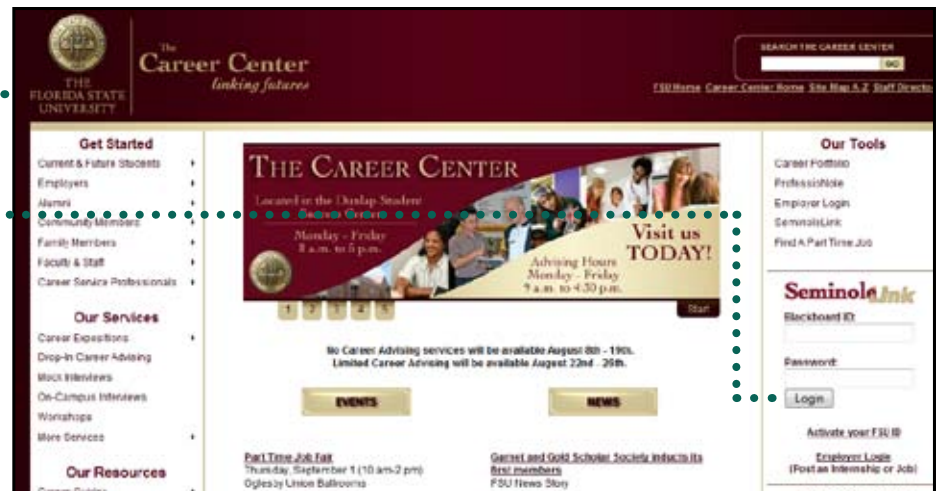
Establish a Credentials File

Who Should Establish a Credentials File?

FSU students or alumni applying to graduate or professional school or for a professional position at a post-secondary institution, in fields such as nursing, social work, and library science, or in public K-12 education can establish a credentials file for a nominal fee. A **credentials file** could include your resume/CV, letters of recommendation, and/or research summary.

How Do I Establish a Credentials File?

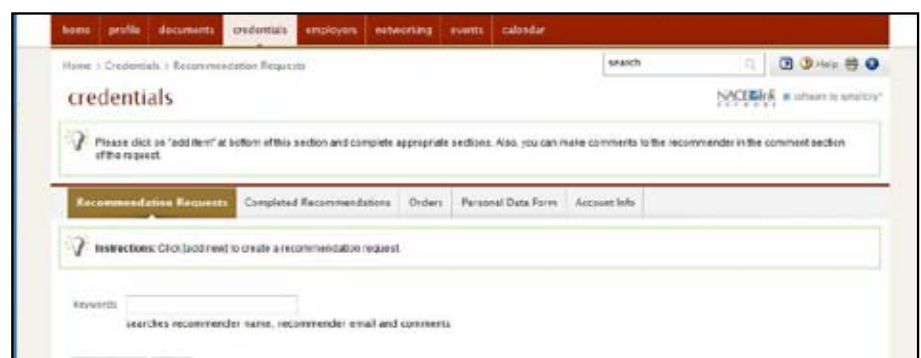
- 1 Go to **career.fsu.edu**.
- 2 Log in with your **Blackboard (FSU ID)** and password.
- 3 Select the **"Credentials"** tab at the top of your desktop.
- 4 Read the instructions and **submit your request** to initiate the file by checking the corresponding box and clicking on "I am interested."
- 5 Within two business days, **we will review your request** and send an **e-mail** with additional information and appropriate next steps.



Questions?

For any questions relating to **SeminoleLink** you may contact us by e-mail at **seminolelink@admin.fsu.edu**, or call us at **850.644.3459**.

*Best of luck
in your search!*



Garnet, Gold & GREEN

Florida State University Credit Union makes learning about money interesting. We have been serving the financial needs of the FSU Community since 1954 and have recently partnered with the FSU Career Center to offer free one-on-one financial coaching as well as group money management seminars for FSU students and alumni.

Each member of our senior management team graduated from Florida State University. We are 'Noles, like you, sharing financial advice based on real life experiences and over 80 years of combined financial expertise.



Call us today to schedule your free personal financial education session or arrange for us to speak to a group you belong to. You will learn, you will not be bored and we will even provide the refreshments!

(850) 224-4960 | **www.fsucu.org**

What's in this Guide?

Build Your Portfolio

- Create your profile and skills matrix, then upload your resume/CV, references, and artifacts & examples

Manage Your Portfolio

- Name, customize, view, and share your portfolio

Continue to Learn and Grow

- Learn and develop skills employers value most and find opportunities for continued academic and professional growth.

How Can It Help Me?

Your **Career Portfolio** can help you organize and describe your accomplishments at FSU. If you consistently use the portfolio, you may be a stronger candidate for jobs or grad school because you can more easily answer interview questions based on your experiences. Furthermore, *recruiters can see actual evidence of your work!*

How Do I Begin?

You can begin your **Career Portfolio** at any time, the sooner the better! To get started:

- 1 Access the **Career Portfolio** at portfolio.fsu.edu or log in through **Blackboard** (if you are already logged into Blackboard, access the Career Portfolio under **Secure Apps**).
- 2 Explore the **First Time User Tour** for a comprehensive overview.
- 3 Start building your portfolio!

Career Portfolio User's Guide

Use the **Career Portfolio** to compile information documenting the skills and experiences you gain every semester at FSU. Recording these details as they occur will allow you to quickly and easily access facts about your accomplishments to share with professors, employers, and graduate school admissions committees. Build your portfolio *today* by following the steps in this condensed *User's Guide*!

Or, view the entire guide at: career.fsu.edu/advising/guides.cfm



What is the Career Portfolio?

The **Career Portfolio** is a tool created by The FSU Career Center to present your skills and experiences to prospective employers, graduate schools, and other organizations. You can use the Career Portfolio to learn about skills that employers and graduate schools value most, build a personal profile using the Skills Matrix, post your resume, and list positive references from people who know you well. Then, upload examples of your *best work* (called “artifacts”) and share your portfolio with potential employers or graduate schools!



Build Your Portfolio

1 Profile

Your **profile** is the first area referred users, such as employers, will see when entering your **Career Portfolio**. The profile section gives you the opportunity to make a strong impression right from the start. You can highlight items such as your background and goals, or even write a cover letter directed at an individual viewer. The profile can be personalized to fit your needs, allowing you to *summarize your strengths and qualifications*.

Click the “Profile” link under the Build section of the main menu *to begin!*



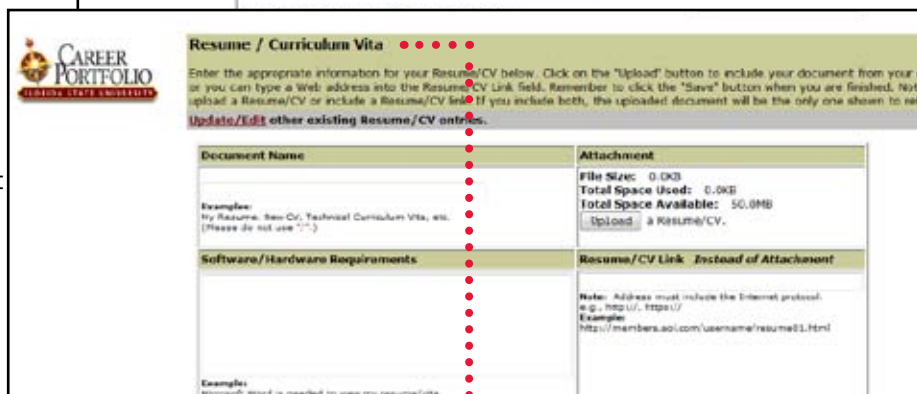
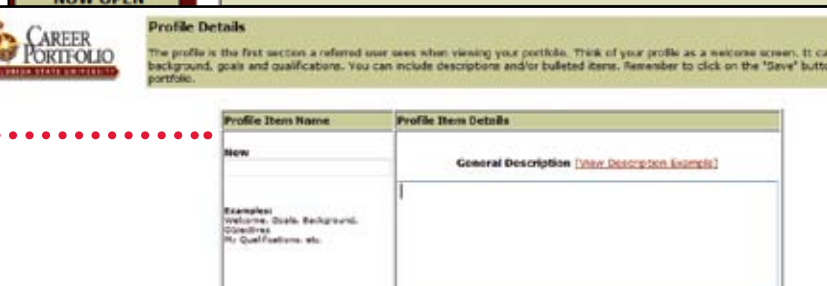
2 Skills Matrix

Embedded in the Career Portfolio is a list of **career and life skills**— these are skills that employers who hire FSU students value and look for in potential candidates. They are:

- Communication
- Creativity
- Critical Thinking
- Leadership
- Life Management
- Research and Project Development
- Social Responsibility
- Teamwork
- Technical/Scientific

To make a good impression, *it's up to you to prove* that you have developed these general skills, as well as specific skills needed in your career field. Through the **skills matrix in the Career Portfolio**, you can document *how you have developed your skills!* You can reflect on your experiences in a variety of areas, such as jobs/ internships, courses, service/volunteer work, memberships/activities, and other interests or life experiences.

Developing and documenting these skills better prepares you to market yourself when writing your resume, during an interview, or when writing a personal statement. Update your skills matrix every semester and you'll have a wealth of information to help market



yourself!

Click the “Skills Matrix” link under the Build section of the main menu *to begin documenting your skills.*

3 Resume/CV

Your **resume or CV** is an important piece of your Career Portfolio because *it documents your qualifications for a position*. Refer to page 17 or speak to a **career advisor** for more information on how to write a resume or CV.

Your resume/CV is critical to your future success, so make sure you have it reviewed by a career advisor, friend, or professor for suggestions and to check for any possible mistakes. Remember that your resume/CV *is a marketing tool and should present a positive image of your experiences and abilities!*

Click the “Resume/CV” link under the Build section of the main menu *to name and upload your resume/CV.*

NOTE: Remember that you can include more than one version of your resume and/or CV!

4 References

References are an important part of your Career Portfolio. References can include faculty, advisors, employers, and others in your life with whom you've made a connection. *These are people you have developed relationships with, and who would be willing to provide a positive reference for you.* Start developing your references early!

Remember to *always* verify the accuracy and appropriateness of the reference information with each of your references. Also, make sure your references are willing to have their information available online.

Keep your references informed about your goals and activities when you are actively pursuing career options, and provide them with your resume. This helps them to provide a better recommendation for you when asked.

Click the **"References"** link under the Build section of the main menu to add contact information for people who know you well.

References List

You can include references for employers, graduate schools and other referred users to contact. **Be sure each reference has permission to put this information on the web.** Click on the "Update" button to edit or delete an existing entry, button to include another reference to your portfolio.

Also build your: [Profile](#) | [Skills Matrix](#) | [Resume/CV](#) | [Artifacts & Examples](#)

	Name	Title	Organization
Update Delete	Mr. Juan Mendoza	Division Manager	Sprint
Update Delete	Ms. Alice Foster	Manager	The Roadhouse Grill
Update Delete	Dr. Linda Miller	Professor	Department of Sociology

Add Reference Click to add a new reference

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Artifact List

Your Artifacts & Examples will allow you to show off actual pieces of your work on the web. You can create a detailed link to the artifact, as well as include a picture or graphic of it. Click on the "Update" button to edit or delete an artifact, button to include a new entry in your list.

Also build your: [Profile](#) | [Skills Matrix](#) | [Resume/CV](#) | [References](#)

	Name	Type	Attachment
Update Delete	FSU Tech Center Web site		no attachment
Update Delete	What I Learned from Pedro	DOCX file	(12K) View

Total Space: 50 MB
Total Space Used: 12.0 KB
Total Space Available: 49.99 MB

Add Artifact Click to add a new artifact entry

Return to Main Menu

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What is an Artifact?

An **artifact** is a physical example demonstrating your work. Using the **Career Portfolio**, you can upload your digital artifacts to provide evidence of your experience.

Artifact examples include:

- Research or thesis papers
- Audio of a performance or composition
- Speeches
- PowerPoint presentations
- Spreadsheets
- Databases
- Scans of artwork or photography
- Class assignments converted to digital format

Document Your Skills

5 Artifacts & Examples

You can show potential internship sponsors, employers, and grad schools that you have experience by adding **artifacts & examples** to your **Career Portfolio**. This section will allow you to *show off actual pieces of your work on the Web*, including class projects, research papers, course assignments, etc. Whether you upload photographs you have taken or a PowerPoint presentation you have created, your artifacts & examples *will help you stand out from other candidates!*

Your artifacts & examples give you an opportunity to *document your skills and demonstrate your creations*—whether it's your communication skills through presentations you've done, or technical skills through the websites you've developed.

Click the **"Artifacts & Examples"** link under the Build section of the main menu to add examples of your experiences.

Showcasing samples of work you've accomplished will help your Career Portfolio stand out when presenting yourself to employers and other referred users!

Market Yourself

Create “Showcase” Portfolio

Your portfolio is a way to market your professional and academic qualifications to graduate schools and employers. The Career Portfolio allows you to have three different versions of a finished “showcase” portfolio. *When you have entered in your information through the Build section, you can use the Manage section of the Career Portfolio to choose what information is viewable to others and how they see it.*

1 Name Your Portfolio

Step 1 of the Manage section allows you to rename your default “My Career Portfolio” and add other showcase portfolios. Example portfolio names can include “Job Search Portfolio” or “Grad School Portfolio.” The names you choose should reflect the information you include in each portfolio.

2 Customize Your Portfolio

Step 2 of the Manage section is where you will select the items (from the Build section) you want to make viewable for this particular showcase portfolio. Other items you can make viewable are your unofficial academic transcript, unofficial service transcript, confidentiality statement, and a PDF version of your portfolio.

3 View Your Portfolio

Step 3 of the Manage section lets you to view your showcase portfolio the way it will appear to referred users. Be sure it appears correctly before you give others access!

4 Share Your Portfolio

Step 4 of the Manage section allows you to share the portfolios you have created with others by creating access keys, sending your portfolio, and viewing access details.

- **Create Access Keys**, or passwords, which grant access to a particular showcase portfolio. You can create as many access keys as you wish for each of your portfolios. You may want to create different access keys for each person to whom you will be granting access. To give access to

The screenshot displays the 'Manage' section of the Career Portfolio interface. It is divided into two main columns. The left column contains 'Step 1. Select Portfolio:' with a dropdown menu showing 'My Career Portfolio' and buttons for 'Add Portfolio' and 'Edit Name'. The right column contains 'Step 2. Customize Portfolio', 'Step 3. View Portfolio', and 'Step 4. Provide Access to Your Portfolio' with sub-links: 'Create Access Keys', 'Send Portfolio', and 'View Access Details'. Below these steps is a preview of the portfolio content, which includes sections for 'Goals', 'Qualifications', and 'Research'. The 'Goals' section has checkboxes for various career objectives. The 'Qualifications' section lists skills like 'Bilingual in Spanish and English' and 'Creative, hardworking and highly motivated'. The 'Research' section lists academic projects. At the bottom of the preview, there are buttons for 'Save and Refresh' and 'Cancel'. Below the preview is a 'Learn' section with links to 'Career Portfolio User's Guide', 'View Tips Sheet', 'Career/Life Skills Tour', 'Experiences Tour', 'View a list of all Tours', 'Find Opportunities to Gain Skills', 'View Sample Portfolios', 'Career Center Workshops & Events', and 'Career Center Location & Hours'.

someone, you will need to provide them with your e-mail address and the access key. You can also send an e-mail directly from the portfolio with access instructions.

- **The Send Portfolio feature** allows you to e-mail a referred user (anyone you choose) with instructions on how to view your portfolio.
- **View Access Details** provides information about when each access key is used. It shows the date, time, and number of times each access key is used for a specific portfolio. This is a great way to see if the person you referred to view your portfolio has actually viewed it— but *only* if you give each potential viewer a unique access key!

Continue to Learn and Grow

The Career Portfolio will help you learn about and document nine skill areas that employers value. The portfolio also provides information about opportunities on campus and in the community where you can develop these skills.

In the Learn section, you will find URLs that link to sites that present opportunities to learn and gain new skills as well as assist you in building your best portfolio!



LOOK INSIDE...

Interesting positions. Immediate responsibility. Meaningful work.
Your first job out of college puts your knowledge to the test.
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Liberty Mutual offers smart and talented grads like you a choice
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Practical Information for Your Future Decisions



Florida State University Spring 2010 Graduating Senior Survey and Follow-up Data

General Information for All Colleges

Graduating seniors were asked to complete an on line survey regarding their post-graduate plans during April 2010. 1,872 completed responses were received from 6,340 graduating seniors, representing a 30% response rate. Six months later, post-graduate seniors who indicated that they were still seeking employment, waiting on graduate/professional school admission, or taking time off were surveyed again in November 2010. Completed responses to the follow-up survey were received from 154 of the 917 graduates who provide follow-up contact information in the initial survey, representing a 17% response rate.

A brief summary of our findings follow:

Grads Surveyed Six Months after Spring 2010 Graduation:

- **52%** Employed
- **33%** Pursuing Graduate Professional School
- **8%** Actively Seeking Employment
- **7%** Other (not seeking employment or admission to grad/prof. school)

Annual Salary Ranges:

- **34%** Less than \$25,000
- **28%** \$25,000-\$34,000
- **20%** \$35,000-\$44,000
- **10%** \$45,000-\$54,000
- **9%** More than \$55,000

Additional Findings:

- **63%** Employment related directly to major
- **37%** Employment unrelated to major
- **63%** Employed in Florida
- **37%** Employed out of state

Top 15 Representative Employers

1. Florida State University
2. United States Navy
3. Walt Disney World Resort
4. Teach for America
5. Tallahassee Memorial Hospital
6. Ernst and Young
7. Leon County Public Schools
8. Lockheed Martin
9. Marriott Vacation Club International
10. Abercrombie and Fitch
11. Aramark
12. Florida Department of Health
13. Palm Beach County School District
14. Best Buy Inc.
15. Brandt Information Services

Top 15 Representative Graduate/Professional Schools

1. Florida State University
2. NOVA Southeastern University
3. University of Florida
4. University of South Florida
5. Florida Coastal School of Law
6. Florida Atlantic University
7. Florida International University
8. New York University
9. University of Central Florida
10. University of Miami
11. Auburn University
12. Florida A&M University
13. University of Georgia
14. University of North Florida
15. Emory University

2011 Universum Student Survey Data

The following information was pulled from the Undergraduate edition of the 2011 Universum Student Survey. The data tracks on 1,952 Florida State University students with a median age of 21.3, and an average GPA of 3.41. Of the respondents 69% were female and 31% were male.

Preferred Employers Ranked by FSU Students

Employer	Rank 2010
Walt Disney Company	1
Google	2
Apple	3
FBI	4
Facebook	5
United Nations	6
The Coca-Cola Co.	7
U.S. Department of State	8
Microsoft	9
Nike	10
Central Intelligence Agency	11
Starbucks	12
Peace Corps	13
Target	14
NASA	15

Preferred Industries Ranked by FSU Students

Industry	Percent
Public sector and Government agencies	18%
Educational and Research institutions	17%
Media and Advertisement	17%
Travel and Leisure	14%
Law Firms	11%
Health care equipment and Services	10%
Business services and Operational consulting	10%
Financial Services	9%
Fashion and Accessories	8%
Engineering and Manufacturing	8%

Career Goals Ranked by FSU Students

Goal	Percent
Work/life balance	60%
Secure/stable job	59%
Dedicated to cause/serving greater good	42%
Intellectually challenged/stimulated	32%
Leader/manager	26%
Entrepreneurial/creative and innovative	24%
Work internationally	18%
Autonomous/independent	13%
Technical/functional expert in the field	7%

National Association of Colleges and Employers Salary Survey

National Starting Salary Averages*

Discipline	Current Average
Accounting	\$50,316
Business Administration/Mgmt.	\$46,832
Finance	\$53,048
Marketing/Marketing Mgmt.	\$44,432
Computer Science	\$63,017
Chemical Engineering	\$66,886
Civil Engineering	\$48,178
Electrical/Electronics Engineering	\$60,646
Mechanical Engineering	\$60,739

*All data are for the bachelor's degree level.

Source: Spring 2010 Salary Survey, National Association of Colleges and Employers (NACE). Reprinted with the permission of the National Association of Colleges and Employers, copyright holder. All rights reserved.

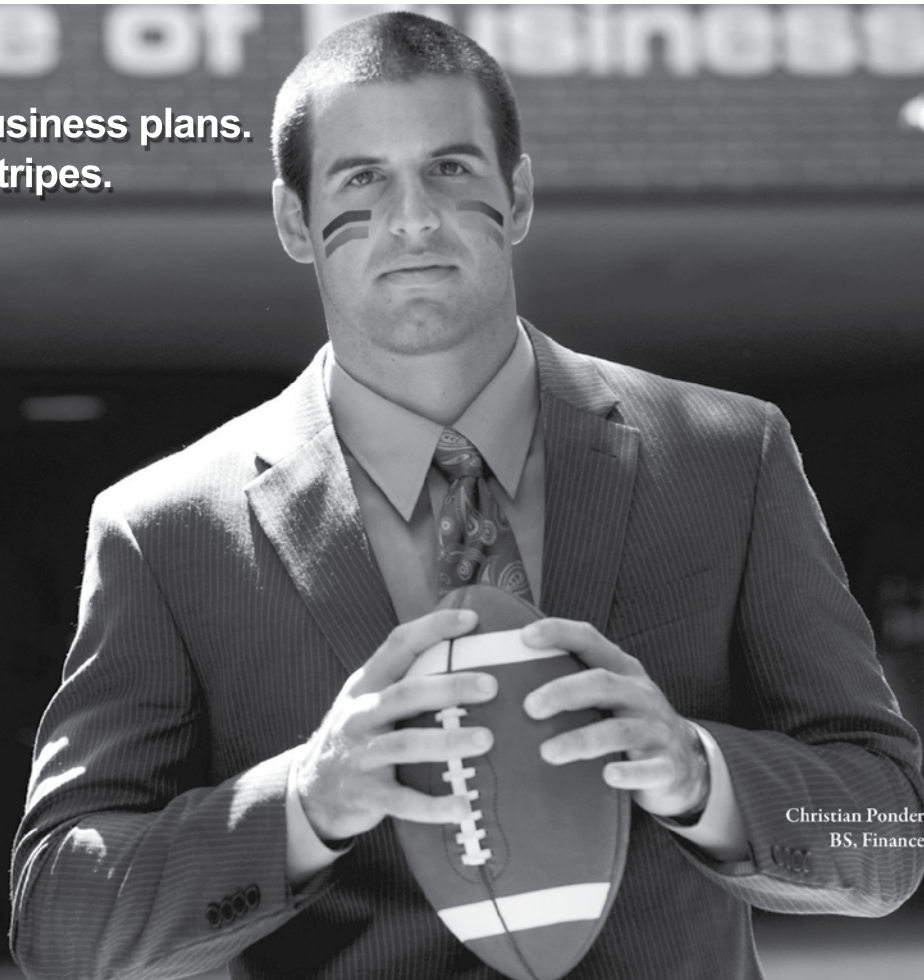


The FSU Career Guide Index

- A**
- academic credit 51, 54, 56
 - accomplishments 5, 12, 17, 21, 24, 26, 28, 43, 45, 47, 51, 96, 98
 - activities 20, 23, 25, 47
 - Advertiser Index 3
 - after the interview 10, 77
 - artifact(s) 51, 96, 98
 - assistantship(s) 26, 49, 72, 73
 - attire, proper 37, 38, 39, 53
- B**
- benefits 10, 31, 43, 51, 82, 83
 - Blackboard (FSU ID) 4, 9, 19, 59, 88, 93, 94, 96
 - blog 34, 35
 - business card(s) 9, 44, 66, 77, 79
 - business casual attire 37
- C**
- cancellation, on-campus or mock interview 92
 - career advisor 1, 2, 4, 6, 7, 8, 11, 16, 20, 21, 24, 33, 49, 58, 66, 85, 97
 - career and life planning/skills 4, 7, 8, 97
 - career choices/decisions 6, 7, 8
 - Career Development Course (SDS 3340) 1, 2, 8, 11
 - career expo(s) 1, 5, 25, 49, 51, 68, 70, 87, 90
 - career field(s) 7, 9, 14, 15, 17, 48, 66, 87
 - career goal(s) 18, 45, 48, 51, 56, 62, 65, 68, 82, 83, 89, 102
 - Career Key 4, 7, 73
 - career objective(s) 5, 12, 14, 15, 16, 19, 20, 23, 24, 26, 40, 43, 47, 63
 - career option(s) 6, 16, 49
 - career path(s) 53, 66, 68
 - Career Portfolio, online 1, 2, 5, 11, 27, 41, 43, 47, 51, 53, 61, 85, 96, 97, 98, 99
 - Chamber(s) of Commerce 4, 9, 64
 - chronological resume 17, 19, 20, 23, 24, 25
 - combination of functional and chronological resume format 17, 18, 24, 25
 - computer lab(s) 21, 27
 - Conquer Your Future 1, 5, 62, 85
 - co-op 1, 2, 5, 6, 7, 11, 43, 48, 49, 51, 52, 53, 54, 61, 68, 87, 89, 90
 - cover letter 1, 4, 12, 19, 21, 28, 31, 32, 33, 47, 66, 97
 - credentials file(s) 2, 5, 21, 69, 87, 94
 - critique 1, 33, 41, 47
 - cultural exchange 5, 48, 59
 - curriculum vitae (CV) 1, 5, 8, 12, 24, 26, 27, 63, 64, 69, 73, 94, 97
- D**
- decision-making 6, 7, 8, 77, 82, 83
 - degree(s) 20, 24, 26, 48, 49, 59, 69, 70, 72, 73
 - dining etiquette 77, 80, 81
 - Discover Your Options 1, 4, 5, 6, 8, 11
 - dress 5, 10, 37, 38, 39, 42, 52, 53, 68, 77, 79
 - drop-in advising 8, 16, 33
 - Dunlap Success Center (DSC) 2, 21, 27, 41, 45, 49, 68
- E**
- education 10, 17, 20, 26, 64
 - employment options for students 48, 49
 - Engineering Day 68, 92
 - equal opportunity 3, 21
 - etiquette 5, 62, 77, 79, 80, 81, 85
 - experience 4, 5, 7, 10, 11, 14, 17, 21, 24, 26, 28, 40, 42, 44, 45, 48, 49, 51, 52, 54, 56, 59, 61, 63, 66, 85, 96, 97, 98, 87
 - extracurricular activities 18, 19, 20, 23, 40, 45, 65
 - eye contact 41, 75, 79
- F**
- Facebook 2, 4, 34
 - Federal Work Study 48, 49
 - fellowship(s) 17, 26, 72, 73
 - field(s) 66, 70, 72, 83, 84
 - field(s) or occupation(s) of interest 7, 21, 51, 63
 - first interview 5, 12, 40, 76
 - FSU alumni 1, 9, 19, 47, 54, 61, 63, 64, 87, 90, 93
 - FSU Career Center Library 1, 4, 7, 9, 11, 20, 33, 40, 42, 43, 44, 45, 47, 49, 51, 57, 63, 64, 73, 85
 - FSU Career Center Services 1, 4, 7, 63, 87
 - FSU Career Center Staff 2, 4
 - FSU Career Center's University Recognition Program 1, 54
 - FSU Graduate School 49, 73
 - FSU Internship Certification Program 1, 48, 54
 - FSU Libraries 4, 40, 76
 - FSU Office of Financial Aid 48, 49, 73
 - full-time job/position 1, 2, 5, 19, 43, 54, 61, 62, 63, 66, 85, 87, 89, 90
- G**
- Gain Experience 5, 7, 48, 61, 66, 87
 - Global Pathways Certificate 58, 59
 - goal(s) 4, 8, 12, 14, 16, 18, 21, 40, 43, 45, 47, 48, 51, 52, 61, 63,
- H**
- 68, 72, 75, 76, 79, 82, 85, 89, 102
 - Going Global 59, 61
 - GPA 18, 19, 20, 24, 25, 51, 54, 87
 - graduate school/program 4, 5, 6, 7, 17, 21, 26, 33, 41, 47, 62, 69, 70, 73, 85, 96, 99, 87, 94
- I**
- impression 5, 10, 25, 37, 41, 42, 47, 68, 79, 82, 97
 - information interview(s) 5, 9, 10, 53, 61, 65
 - interest(s) 6, 8, 9, 48, 83
 - intern abroad 8, 45, 58
 - international exchange 5, 59
 - international experience 48, 56, 57, 58, 59, 61
 - internship 1, 2, 4, 5, 6, 7, 9, 10, 11, 19, 21, 26, 41, 43, 48, 49, 51, 52, 53, 54, 58, 61, 63, 65, 66, 68, 87, 89, 90, 97
 - interview(s), (ing) 1, 4, 5, 6, 8, 9, 10, 12, 16, 17, 27, 28, 29, 37, 40, 41, 42, 43, 44, 47, 59, 62, 63, 65, 66, 68, 75, 76, 77, 79, 82, 85, 96, 97, 87, 90, 91, 34
 - interviewer(s) 10, 29, 40, 41, 42, 43, 44, 75, 76, 77
 - interview questions 41, 45, 47
- J**
- job description(s) 24, 28, 52, 63, 76
 - Job Duties Exercise 22, 23
 - job hunt/search strategies 2, 4, 7, 8, 9, 12, 16, 17, 49, 58, 62, 63, 66, 68, 69, 87
 - job lead(s) 28, 66
 - job listings/openings 1, 4, 49, 64, 66, 87, 89
 - job offer(s) 4, 5, 44, 62, 82, 83, 84, 91
- L**
- language(s) 23, 24, 56, 57
 - leadership 21, 40, 72, 97
 - letter(s) 1, 4, 5, 10, 12, 19, 21, 27, 28, 29, 31, 32, 33, 44, 47, 51, 54, 65, 66, 73, 77, 81, 84, 92, 97
 - letter, recommendation 53, 69, 73, 94
 - letter, thank-you 10, 29, 44, 54, 66, 73, 77
 - LinkedIn 4, 35, 63
- M**
- major/field of study 1, 2, 4, 6, 7, 8, 49, 52, 64, 91
 - mentor 41, 52, 53
 - mock interview(s) 1, 2, 5, 41, 47, 51, 65
- N**
- 87, 89, 92
 - multi-page resume 17, 25
 - National Association of Colleges and Employers (NACE) 37, 44, 52, 64, 84, 102
 - network(ing) 1, 5, 9, 34, 35, 47, 51, 53, 63, 64, 65, 66, 68, 87, 89, 93
- O**
- objective 12, 14, 15, 16, 17, 18, 19, 20, 21, 23, 24, 26, 40, 45, 47, 52, 63, 66
 - occupation(s) 4, 6, 7, 8, 9, 14, 21, 45, 61, 63, 91
 - Occupational Outlook Handbook 4, 33, 84
 - on-campus interviewing 43, 62, 85, 87, 90, 92
 - on-campus recruiting 25, 41, 43, 63, 87, 89, 90, 91, 92
 - online identity/presence 5, 34, 35, 47
- P**
- panel interview(s) 41, 75
 - Part-Time Job Fair 49, 68
 - part-time job(s) 1, 2, 5, 11, 19, 21, 45, 48, 49, 54, 61, 63, 66, 68, 87, 89
 - personal statement 12, 72
 - Placement Partners 3
 - position title 14, 15, 19, 21
 - positive action words 22
 - potential/prospective employer(s) 1, 4, 5, 7, 27, 28, 37, 39, 40, 64, 65, 75, 76, 96
 - pre-interview 43
 - professional associations/organizations 9, 10, 51, 63, 65
 - professionalism 53, 81, 84
 - ProfessioNote (database) 1, 9, 11, 47, 51, 61, 63, 64, 87, 93
- Q**
- qualifications 11, 17, 21, 23, 44, 77
 - question(s) 8, 9, 10, 28, 29, 40, 41, 42, 43, 44, 45, 47, 56, 66, 68, 72, 75, 76, 96
- R**
- recruiter(s), (ing) 3, 57, 34, 35, 91, 92
 - reference(s) 18, 19, 21, 25, 28, 52, 69, 73, 96, 98
 - referral 9, 10, 66
 - research 7, 9, 20, 26, 29, 40, 43, 49, 51, 56, 63, 64, 70, 72, 73, 77, 84, 97, 98, 94
- S**
- resources 1, 4, 7, 8, 10, 24, 51, 52, 56, 66
 - resume 1, 2, 4, 5, 8, 10, 12, 17, 18, 19, 20, 21, 23, 24, 25, 27, 28, 40, 42, 43, 44, 47, 51, 53, 59, 62, 63, 64, 65, 66, 68, 69, 73, 75, 96, 97, 87, 88, 90, 91, 92, 94
 - Resume Builder 1, 19, 20
 - resume functional areas/categories 14, 15, 17, 18, 19, 20, 23, 25
 - resume format 17, 18, 19, 24
 - resume length 17, 24, 25
 - reverse chronological order 17, 20, 24, 26
 - salary, (ies) 5, 10, 28, 31, 44, 82, 83, 84, 102
 - scholarship(s) 17, 72, 73
 - seasonal job(s) 2, 49, 87
 - second interview 5, 3, 62, 75, 76, 77
 - Seminole Futures 68, 92
 - SeminoleLink (FSU Career Center's Online Jobs' Database) 1, 5, 9, 11, 19, 20, 27, 41, 43, 47, 48, 49, 51, 54, 61, 63, 65, 66, 85, 87, 88, 89, 90, 91, 92, 93, 94
 - SeminoleLink Plus! Services 1, 11, 41, 47, 48, 51, 54, 61, 66, 85, 87, 88, 89
 - skills 1, 6, 8, 9, 10, 11, 12, 14, 17, 19, 20, 21, 22, 23, 24, 26, 28, 29, 32, 33, 37, 40, 41, 43, 44, 47, 48, 61, 62, 63, 65, 66, 72, 77, 79, 82, 83, 85, 96, 97, 98, 99, 90
 - social media for networking 34, 35, 63
 - strengths 14, 24, 40, 45, 65, 97
 - study abroad 5, 48, 56, 59
 - summer job(s)/work 21, 45, 49, 87, 89
 - supervisor(s)/boss 31, 45, 51, 52, 53, 54, 69, 79, 84
 - survey(s) 5, 25, 84, 102
- T**
- teach abroad 58
 - temporary jobs/staffing 2, 48, 49, 87
- V**
- values 6, 8, 9, 48, 83
 - volunteer 1, 5, 9, 10, 21, 23, 48, 49, 53, 57, 58, 61, 65, 72, 97, 89
- W**
- weaknesses 40, 45
 - work abroad 4, 5, 21, 48, 56, 57, 58
 - work environment/settings 10, 79, 53, 57, 63

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