The Senior Recruiting Packet

Guidelines, Tips, and Resources you need to know before, during, and after your job search.

Presented by:

LAFAYETTE
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I. Introduction

Congratulations, Lafayette Senior! You’ve reached that final destination on the road to graduation...job searching. We know this is not an easy task, which is why we’ve created this packet to help you along the way.

Career workshops and individual counseling appointments are valuable opportunities to help you better prepare for your job search, and along with CareerSpot, will be among your most important resources for employer research, job listings and recruiting information.

Our staff is here to help you prepare for all aspects of the job search and interviewing process. You’ll be surprised at the knowledge and confidence you will gain. Schedule an appointment with your counselor to discuss next steps. Make an appointment today by calling 610-330-5115!
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Gateway To Your Future

Many employers visit campus each semester looking for full-time hires as well as summer interns. On-campus interviewing is conducted September through April. We bring the employers to you and interviews are held in the Career Services Office, so there is no need to worry about stressful issues such as transportation and finding the interview location. The majority of on campus interviews last 30-45 minutes. Many employers who interview on campus offer information sessions the day prior to interviews. It is important to attend information sessions for any employers you will be meeting with so you can acquire in-depth information about the employer and position.

It is easy to apply for on campus interviews electronically through CareerSpot. Meet with your Gateway Counselor to help identify other employers to target as well as to create a personalized job search plan.
III. Your Role in On-Campus Interviewing

On-Campus Interviewing is a process that needs to be taken seriously. Outlined below are guidelines to make things easier for you and the participating employers.

1. After submitting your resume through CareerSpot for the positions in which you are interested, please check your email often. This is how you will find out if you have been accepted for an interview, chosen as an alternate, or declined for an interview.

2. Students are required to sign up and participate for interviews for which they are accepted.

3. If an emergency requires cancellation, call 610-330-5115 or 610-330-5531 as soon as possible.

4. One missed interview will result in temporary suspension of your access to CareerSpot. You will be required to submit a letter of apology to the employer representative with a copy provided to the Assistant Director of Recruiting Operations in order to be considered for reinstatement.

5. If a student misses more than one interview, the remaining scheduled interviews will be cancelled. Students may appeal this decision to the Assistant Director of Recruiting Operations.

**IMPORTANT: PLEASE BE AWARE, IF YOU MISS AN INTERVIEW WITHOUT INFORMING OUR OFFICE, YOU WILL BE INELIGIBLE TO PARTICIPATE IN FUTURE ON-CAMPUS INTERVIEWING AND YOUR PRIVILEGES WILL BE REVOKED!**

CareerSpot Guide to Searching for Jobs, Internships, and On-Campus Interviewing Opportunities

*If you haven’t found the answer to your question(s) through our Quick Start Guide, please feel free to contact Career Services or download the more detailed documentation in the Help Section of CareerSpot.*

**Log In and Update Your Profile**

- Log into your CareerSpot Account through my.lafayette.edu. In the “Get Career Support” block click “Visit CareerSpot”.
- To navigate anywhere in CareerSpot you first need to complete your profile; both Personal and Academic.
- Select the Profile tab, on the navigation bar (the top-most bar). Click Personal or Academic.
- On the Personal tab, be sure to read the Policy Affirmation and check THE box.
- On the Academic tab, be sure to fill out your Career Preferences. Note: Career Services sends targeted email messages and Job Alerts based on “Career Preferences.” It is important to keep this section up-to-date to ensure that you are receiving information relevant to your interests.
- Click Save Changes after updating each profile page.
Upload Your Documents

- To apply to any positions on CareerSpot you will need to have a resume uploaded.
- Click My Documents on the navigation bar and select My Documents from the drop-down menu.
- The “Documents” tab will display all the documents you have uploaded. Click the “Add New” button on this page.
- In the “Title” box will be the name of your resume or document that will be displayed throughout CareerSpot.
- Select the radio button next to the appropriate document type that you are uploading
- Click “Browse” to search and select your file to upload
- The Global Talent option allows all employers in the system to view your resume if you select yes – default is no.
- Click “Submit” to complete the upload.

Publishing a Resume

CareerSpot has two types of employers. Some employers only have access to the Lafayette CareerSpot and some also have access to the “One Stop” option in the system. You have two options to publish your resume to allow employers to view it and possibly contact you regarding positions they may have available. To publish your resume to allow only those employers who have access to CareerSpot, follow these steps:

- Select Publish a Resume under the My Documents tab on the navigation bar
- The active resume books will be displayed.
- Select your resume by using the drop-down next to “Submit Your Resume” associated with the appropriate Resume Book.
- Click “Add Resume”

To publish your resume to allow all employers with an account in the system to view your resume:

- Click “Documents” tab and click the “View” button associated with the resume you would like to publish.
- Select “Yes” under the “Global Talent Search”. Global Talent Search is a public resume book for the entire system. At any time you can change this setting if you want to remove your resume from the Global Talent Search.

Searching for Jobs & Internships

- Click Opportunities & Applications on the navigation bar and select “CareerSpot Opportunities”.
- CareerSpot will default to the “All Position Types” view and list the postings by position type. You can change this view by selecting the drop-down by “Sort By”. Options are title, employer, date posted, and deadline date.
- The Recommended Jobs tab will list the positions that best match the criteria you filled out on your profile. It will list the positions starting with the closest match (100%).
- If you want to search for particular positions, type the title or part of a title in the search box. You can also conduct an “Advanced Search” to select more criteria.
- CareerSpot will display a snippet of the position description. To view more details you can either hover over the binoculars to the left of the description or click “More” to view the full position description.
- You can click the “star” icon to add a position to “My Favorites”.

Searching for Organizations and Contacts

CareerSpot allows you to search organizations and organization contacts that make their profile viewable to students.

- Click “Employers” on the navigation bar. The default view is all employers starting alphabetically.
- You can search by keyword (employer name) and/or industry. Click “More” for more options to use in your search.
- CareerSpot gives you a quick view: organization name, website and industry. Click the organization name to view other information such as organization description and available positions.
- You can save favorite organizations by clicking the “Follow” button.
- To search for Contacts, while on the Employer Profiles page click the “Contacts” Tab
- The default view will be those contacts with viewable profiles.
- You can search for contacts by keyword or employer/organization. Click ‘More” to select more criteria to add to your search.

Note: When using the search function in CareerSpot always click “Clear” before changing your search criteria to ensure you get new results.
Creating Saved Searches

- On the “Opportunities & Applications - Job Postings” landing page enter your search criteria in the Search box and/or Advanced Search. Click Search.
- After the results are displayed click “Saved Searches” option next to “Advanced Search”.
- Enter a name for your saved search. You will need to indicate whether you want the search to display only new results only the next time you run it or not (no will include new and your original search results). You can also indicate whether it should send you an email when there are new additions. You may return and edit this setting at any time.

Applying for a Job

To be able to apply for a position on CareerSpot you will need to have completed your profile, uploaded a resume and/or cover letter. To complete the following you should turn off your pop-up blocker.

- Search for Jobs by Clicking Opportunities & Applications (See Searching for Jobs section above) or use the one click searches on your Home page.
- Each position listing will include an “Apply” button.
- Click Apply to bring up the option to select your resume or view the application instructions.
- Click Submit

Note: Employers may set qualifications as required. If they have selected this option you may see “you do not meet the qualifications” message.

What if I am interested in applying to On Campus interview positions?

There are two ways to search for On Campus Interview positions. Searching for Positions or Using My Calendar.

Option 1: On the Opportunities & Applications, on the All Jobs page click “Advanced Search”.
- Under “Show Me” click the drop-down and select “All Interviews”.
- Click “Search”.
- If you are interested in participating in On Campus Interviews, we recommend you add these results to “Saved Searches”.

Option 2: Using “My Calendar” to view upcoming On campus interviews and application deadline dates, click ‘My Calendar” tab.
- Change the calendar view to week or month.
- Scroll through the calendar by using the arrow buttons at the top of the calendar or clicking the calendars on the right.
- All application deadlines and on campus interview dates will be shown at the very top of each day.
- Hovering over a calendar entry will give you a quick view of that event. Clicking the quick view will take you to the associated event or position posting.

Signing up for an On Campus Interview

- If you are invited to interview you will need to select an interview time.
- Select “My Interviews” on the navigation bar.
- All On Campus Interview positions you’ve applied for will be listed on the left under “Requested Interviews”.
- Any interviews you’ve been selected for will have a “Schedule an Interview” option with a green arrow.
- Click the “Schedule an Interview”.
- A pop-up window will appear listing the available interview times and the date of the interview. Select a time by clicking the corresponding radio button.
- Click “Submit” and your slot will be reserved.
Creating a Favorite Jobs List

CareerSpot creates a Favorite Job, Organization, or Contacts listing

- Any favorites are created from your search results.
- Search for jobs from the Opportunities & Applications tab. Click the “Star” next to any of your results to save as favorites.
- Search for organizations and/or contacts from the “Employers” tab.
- Click Employer Directory to search for organizations.
- Click the “Follow” button that corresponds with the organization you want to save as a favorite.
- Click Contact Directory to search for contacts (Note: you will only see contacts who have elected to publish their profile).
- Click the “Star” icon next to the contact you would like to save as a favorite.

Searching for a Career Services or Employer Event

To browse all events, you can select Upcoming Events or My Calendar on the navigation bar.

Option 1: Under “Upcoming Events” you can select Information Sessions to view all employer information sessions scheduled.

- Under “Upcoming Events” you can select Workshops & Programs to view all Career Services workshops & special programs.
- To view the details of the information session or workshop click on the title of the event.
- If you are planning to attend, Career Services asks that you RSVP to the programs that have the RSVP button. Click the button to RSVP.

Option 2: Click “My Calendar”, then select week or month view. You can view all the programs and events listed for the week.

- Hover over the calendar entry to view details of the program or event. Click in the pop-up box to view the event listing and RSVP.
IV. Tips for an Effective Job Search

Commonly Asked Interview Questions

Typically, a wide variety of questions are asked to gain information about a candidate’s skills. Use these questions as guides to help you develop answers that target specific job skill requirements.

- Tell me about yourself.
- Why are you interested in this position?
- Why are you interested in this organization?
- Describe a time when you were faced with problems or stresses at work or in school that tested your coping skills. What did you do?
- Give an example of a time when you could not participate in a discussion or could not finish a task because you did not have enough information.
- Give an example of a time when you had to be relatively quick in coming to a decision.
- Tell me about a time when you had to use your spoken communication skills in order to get a point across that was important to you.
- Can you tell me about a job experience in which you had to speak up and tell other people what you thought or felt?
- Give me an example of when you felt you were able to build motivation in your coworkers or subordinates.
- Tell me about a specific occasion when you conformed to a policy even though you did not agree with it.
- Describe a situation in which you felt it necessary to be very attentive and vigilant to your environment.
- Give me an example of a time when you used your fact-finding skills to gain information needed to solve a problem; then tell me how you analyzed the information and came to a decision.
- Give me an example of an important goal you set and how you went about your progress in reaching that goal.
- Describe the most significant written document, report, or presentation that you’ve completed.
- Give me an example of a time when you had to go above and beyond the call of duty in order to get a job done.
- Give me an example of a time when you were able to communicate successfully with another person, even when that individual may not have personally liked you.
- Describe a situation in which you were able to read another person effectively and guide your actions by your understanding of his/her individual needs or values.
- What did you do in your last job in order to be effective with your organization and planning? Be specific.
- Describe the most creative work-related project you have completed.
- Describe a time when you felt it was necessary to modify or change your actions in order to respond to the needs of another person.
- Give me an example of a time when you had to analyze another person or a situation carefully in order to be effective in guiding your action or decision.
- What did you do in your last job to contribute toward a teamwork environment? Be specific.
• Give me an example of a problem you faced on the job, and tell me how you solved it.
• Describe a situation in which others within your organization depended on you.
• Describe your most recent group project.
• Give an example of a problem you faced during an internship, and explain how you solved it.
• Describe a situation in the past year in which you had to deal with a very upset customer, coworker, classmate, or teammate.
• How do you motivate others, specifically someone who is not motivated?
• Describe the most difficult customer, coworker, or classmate you have ever had and how you dealt with him or her.

Utilize InterviewStream to practice your responses, and hone your interviewing skills from the comfort of your own computer, tablet, or smart phone!

What Do I Need to Wear to an Interview?

Just as there are ways to prepare for the types of questions you might face, there are also ways to prepare for what you are going to wear. First impressions are lasting impressions.

Keys to a Successful & Confident Appearance

• Well pressed suit (and tie)
• Polished shoes
• Well groomed hairstyle
• Portfolio and pen
• Neutral nail polish
• Proper hygiene, including neat nails and professional grooming
• Check out our Pinterest page for more examples
  www.pinterest.com/lafayettecareer

Tips for Success

• Clean, crisp white shirt; Undershirts help make white shirts whiter.
• Skirts should be knee length; blouses should have a conservative neckline.
• Wear only light perfume/cologne, if any at all.
• Minimize accessories. (such as jewelry, hair accessories, scarves, belts, etc.)
• Closed toe shoes.
• Socks matching color of suit.
• Button jackets when standing.

*Be sure to remove all labels and tacking thread from new articles of clothing (typically used on jackets and blazers) before attending a professional event.

AFTER THE OFFER …

Business casual attire is being adopted by many employers for “casual Fridays,” special occasions, and in some cases “every-day wear.”

Appropriate outfits may include:
Khakis, a blazer, a golf shirt or collared shirt
A light sweater or knit top under a blazer, with a skirt or dress pants

Check with your employer or a co-worker regarding what is acceptable.
Visit www.pinterest.com/lafayettecareer/ for more examples of appropriate dress.
Interview Damage Control

Let’s face it, sometimes interviews don’t go as well as you had hoped. Some things can’t be controlled, but being prepared for the interview can lower the chances of something going wrong. However, arriving late, having a wardrobe malfunction, and calling the employer by the wrong name are all recoverable errors. Stay calm, don’t panic, and read on.

**Damage: Can’t remember the name of the person you are meeting.**
**Control:** Research the company’s website, including the staff directory to see if you can find the department and then the person, for example.
**Control:** Call ahead and throw yourself upon the receptionist's mercy. Explain who you are, that you are coming in for an interview for the ‘Junior Associate’ position, and that you were so excited about the job that you forgot to write down the name of the person you are meeting. Generally speaking, this will work but be careful -- receptionists and hiring managers do talk to each other. Be professional at all times!

**Damage: Can’t pronounce the interviewer’s name**
**Control:** Ask the administrative assistant/receptionist.
**Control:** Take advantage of voicemail technology. Call the company directory and see if the names are listed verbally. You can also call the person directly (outside of business hours, of course) to check if she speaks her first and last name in the voicemail greeting.
**Control:** Give it a shot and then ask, "Am I pronouncing your name correctly?"

**Damage: The interviewer is mispronouncing your name**
**Control:** Correct, but gently. "My name is actually pronounced A-roar-ah"

**Damage: Running late**
**Control:** Call as soon as you know you will be late. If you are going to be under seven minutes late, let the employer know when you will be there. If it looks like you’ll be more than 10 minutes late, ask if you should reschedule or come in. Make sure you express respect for the interviewing schedule and reiterate your commitment to the position. If you are in a major newsworthy traffic snafu, blame the traffic. With any other form of transportation problem, blame yourself. You can try something like "I'm so sorry. I underestimated the morning (evening, afternoon, 10 a.m.) traffic. I'm never late to anything and am really embarrassed." Always apologize again once you arrive, and then let it go. Understand that your interview may be truncated or rushed. **NOTE: To avoid this potential error, travel to the interview location in advance to get an idea of travel time and regular traffic at the time of your scheduled interview.**
Damage: You have a spot on your outfit.
Control: First, try to get the spot out in the restroom before your interview.
Control: Acknowledge it briefly to the interviewer if it will make you feel better. Something like "Of all days to spill coffee on the way over...." Everyone’s been there, and acknowledging it is a better strategy than leaving the interviewer with the impression that you didn't know you were wearing coffee stains.

Damage: The interviewer doesn’t seem to like you (doesn't smile or nod).
Control: Stay calm. Many interviewers like to see how people react under pressure. Is this the best way to test interviewees? Probably not, but it happens. Answer questions fully and with confidence. Ask clear and concise questions. The most important thing to do is to smile and project confidence. Many times, we unconsciously mirror the facial and nonverbal expressions of the interviewer. It’s important to counteract this natural tendency.

Damage: You flub an answer.
Control: Start again. Say "Well, that wasn’t a good answer at all. What I should have said/meant to say was..."

Damage: You don’t know an answer.
Control: While you may be tempted to bluff your way through the answer, DO NOT attempt to make something up. The interviewer will know this (remember, this is their job). Talk yourself through the answer as much as you can because they may be testing your analytical skills. If you have not encountered the situation before, say so and offer “while I have not had that experience, here is how I think I would react in that situation.”

Damage: It becomes clear that you are totally unqualified for the job.
Control: Answer the questions to the best of your ability. Although possible, it is rare that a completely unqualified person is called into an interview. The interview team may have seen something in your application that was intriguing. Don’t waste your time with negative self-talk and avoid dwelling on skills that you do not have. Concentrate on selling your skills and experience. If you're convinced after the interview that the job is not a good fit, mention in your thank-you letter that you'd like to be considered for other positions.

If you don't realize what damage has occurred until after the interview, use your thank you letter to address -- carefully -- anything that went wrong in interview. You can do damage control as long as you don't draw too much attention to the low points of the interview. Damage control may be as simple as easing the employer’s doubts about your qualifications for the job.

You can also use this follow-up to bring up anything you thought of after the interview that is pertinent to the employer’s concerns. Did you smack your palm against your forehead as you left the interview realizing something important you forgot to say? The thank you letter gives you the chance to say it.

Adapted from Maureen Crawford Hentz, QuintZine
Preparing for a Telephone Interview

A telephone interview is commonly used as a ‘screening interview’ by employers to determine which candidate(s) they want to invite to an on-site interview. This is common when a candidate is not in close geographic proximity to the employer. However, it can also be used when there are several “qualified” candidates in order to save time and is used as the “first-round” interview. Many times, this is a scheduled phone appointment but sometimes, it can be an unexpected call.

Since this is still part of the job search process, it is important to prepare as you would for a face-to-face interview. You will still be making a first impression, even though it will not be visual. Phone interviews are challenging because you do not have the immediate feedback of seeing the interviewer’s reactions or body language. You must rely solely on auditory feedback.

Preparation is generally the same as with a face-to-face interview. You should do company research, know what position you are applying for, be able to discuss why you want to work for this company, and be able to discuss your background and qualifications with ease and professionalism. In addition, you should have questions prepared to ask the interviewer. Be concise, confident, and articulate in your responses. At the end of the conversation, be sure to ask what the next step is, and thank the interviewer.

TIPS FOR GETTING READY

1. Be sure you know WHO is calling whom. Will you be calling them, or will the interviewer call you? Be sure to ask this when the interview is scheduled.

2. Confirm the time, date, name and title of person interviewing you a day prior to your scheduled telephone interview. Let your roommate(s)/housemate(s) know you have an interview so they can make other arrangements at that time.

3. Use a landline telephone, not a cell phone. If you do not have access to a personal landline, we can set up a time for you to use a landline in the Career Services office. Most importantly, be in a quiet space, free of noise and distraction. Stop by or call Career Services to reserve an interviewing room.

4. Be at the phone early! About 5-10 minutes prior to the interview, review your resume and cover letter. Relax and remove distractions. Be ready to discuss everything on both resume and cover letter and answer questions regarding your experiences.

5. Since this is not a face-to-face interview, you may have some talking points written down to help you, but do not just read from your notes. These can be key points that will give you a jump start to your response. Silences and pauses from the interviewer may indicate that they are taking notes. Avoid the urge to keep talking because you think they are waiting for a ‘better answer’. If they want more information or clarity, they will ask you.

6. At the conclusion of the interview, thank them for their time and ask what the next step is.

7. Follow-up with a thank you note. This should be done within 24 hours of the interview.

Before you leave the interview, be sure to collect the interviewer(s)’s contact information if you do not already have this information.
Tips for Conducting a Skype Interview

Information adapted from CBS News article “Ace Your Skype Job Interview: 14 Smart Tips”
by Amy Levin-Epstein August 22, 2011

If you need a quiet space, stop by Career Services to serve an interviewing room.

Follow these helpful tips when preparing for a Skype or other virtual interview:

1. Look Into The Camera "During Skype interviews, some people fixate on themselves on the computer screen. This gives the impression that the candidate is not making eye contact with the interviewer on the other end. When an interview starts, take a moment to make sure you look fine on the screen, then focus on looking into the camera."--Davin Malasarn, Science Writer for the California NanoSystems Institute at the University of California, Los Angeles

2. Get Rid of Distractions "Make sure that [you’re] the only living object in view. Maybe you’re 27 and living with your parents, but the person interviewing you doesn’t need to know that. Let the people in your life know what’s happening, and insist they stay at the opposite side of the house/apartment. If you have kids, it would be helpful to have a babysitter come to make sure there is no crying during the Skype session. And pets should also be out of view."--Rich DeMatteo, Co-Founder of Bad Rhino, a social media marketing firm, and Founder of Corn on the Job, a job search blog, Philadelphia, Pennsylvania

3. Put Your Hands Where They Can See Them "Make sure that the camera on your computer gives a good shot of your head and shoulders, as well as of your hands. Remember that a good portion of understanding comes from body language and other non-verbal cues, so you want to make sure that the upper half of your body is showing."--John Heckers, MA, CPC, BCPC, "Heckers Development Group, LTD, Cherry Creek, Colorado

4. Plug In Securely "Plug your computer into an ethernet port, and plug your headphones into the computer's jack. You want direct ethernet access because it's far more stable than wireless, and you want to have headphones in to avoid playback from the speakers."--Fan Bi, Founder + Chief Shirt, Blank Label, Boston, Massachusetts

5. Light Yourself Kindly "Lighting is crucial. Set up two task lights on either side of the computer/webcam. Test the light so that it is evenly lit and flattering."--Sarah Cornwell, appbackr, Palo Alto, California

6. Dress For Success "It may seem like a good idea to wear a professional top, and shorts below where you think the camera might not see it. But you might be surprised how wardrobe malfunctions can happen. Dress the part 100 percent...just like you are going into a real interview, which this is!"--Dawn Rasmussen, CMP, president of Pathfinder Writing and Career Services, Portland, Oregon

7. Avoid Technical Difficulties "It is of utmost importance to ensure that your internet connection works properly during a Skype interview. It is difficult to have a discussion if the interviewer is unable to hear you due to technological difficulties and interruptions. The impression will be that you are unreliable."--Lynda Zugec, Managing Director, The Workforce Consultants, New York, New York

8. Sound Strong "Clarity is very important. For heaven’s sakes, buy a USB [-connected] headset because the microphone jack usually provides a suboptimal experience."--Tadd Rosenfeld, Principal at TeamLauncher.com, Miami/Ft. Lauderdale, Florida

9. Slow It Down "It can be easier to talk over people on a Skype call so wait for the interviewer to stop speaking before you answer. This also gives you a few seconds to think about what you want to say before you speak."--Jessica Silverstein, Esq., Principal, Attorneys Counsel New York, New York.
10. Know Proper Web Cam Etiquette "Do not sit too close to the camera. Sit up straight—posture goes a long way. Look at the camera. When you look directly at the camera, it appears to the interviewer that you are looking directly at them/making eye contact."--Kendall Payne Slagle, Public Relations Manager for Offers.com, Austin, Texas

11. Lean In "Sitting forward and leaning toward the camera so you become a talking head, just like on TV. This is the best way for employers to read your facial expression, which can add a great deal of meaning to your words."--Ruth Sherman, founder of Ruth Sherman Associates, LLC Greenwich

12. Be Enthusiastic "Skype interviews tend to dampen one’s personality so make an effort to smile and act like your pleasant self as much as possible."--Christy Grimste, Director, Educators Overseas, Tampa, Florida

13. Dress Dark With A Touch Of Color "As in any on-camera scenarios, don’t wear stripes or tight woven patterns such as hounds tooth because they’ll come across like strobe lights to your interviewer. It’s best to wear a darker color with accents of jewel tones in a tie, or shirt under a suit jacket, to bring a little color to the image."--Jennifer Johnson, Founder, J. Johnson Executive Search, Inc., New York, New York

14. Get A Handle On It "Whether it’s Skype, an instant-messaging client, or another videoconferencing app, you likely have a user name or "handle" that you sign in with. Make sure it’s not something like beerlover2011 or casanova4u. As with your email account, choose something professional -- if you can’t use just your name because it’s already taken, try your name combined with your industry (jsmith_writer, for instance)."--Charles Purdy, senior editor and career expert, Monster.com, San Francisco, California

Want to practice interviewing before your next interview? InterviewStream gives you the fifteen most common questions that interviewers ask. Plus, you create and customize an interview by selecting questions for the practice interview. Once your interview is complete, you have the option to e-mail it to your career counselor or anyone if you would like feedback. From the Resources menu, also be sure to review the tips available via the Interview Suite as well as other helpful guides.
Following Up after the Interview

Follow-up/thank you letters should be sent after each informational interview, phone call, job fair, and job or internship interview (regardless of interview format). Follow-up should also take place two weeks after you have applied for a position or if you have not heard back from the employer.

Tips:

- Send within 24-48 hours after your interview.
- A letter can set you apart from other candidates, and the recipient will read your name and think about you one more time.
- Your letter gives you an opportunity to introduce additional information or an important skill or experience that you may have neglected to mention in the interview or in your application. Reference Sample I on the next page in this guide.
- Restate your interest in and enthusiasm for the position. If you have decided that the job is not of interest to you, either before or after the offer is extended, use the letter to thank the interviewer for her/his time (a second round interview or higher warrants a personal phone call). Explain that you feel the position is not the best fit for your career goals at this time. This letter/phone call provides closure to the interview process and allows for the possibility of future professional contact with the company or interviewer. Reference Sample II on the next page in this guide.
- Send a customized letter to each individual with whom you spent a significant amount of time.
- Remember that you are still being evaluated and your writing is one of the criteria. Be certain the letter is free of typos and grammatical errors.
- Send a letter of acceptance if accepting an offer. Your letter gives you an opportunity to introduce additional information or an important skill or experience that you may have neglected to mention in the interview or in your application. Reference Sample III on the next page in this guide.

TYPE, WRITE OR EMAIL?
Some professionals argue that a handwritten letter conveys a personal touch and may imply sincerity. Others argue that a typed letter exhibits the level of professionalism that the employer can expect you to maintain while on the job. Also note that some industries move very quickly and rely heavily on technology; therefore, they may prefer email. Reference sample D on the next page in this guide for a short thank-you letter.

Guidelines:

- If your handwriting is not legible, type the letter. Illegibility will do more harm than good.
- Consider the industry or company. A handwritten letter may be acceptable in some, but not others.
- When in doubt, err on the conservative side (type the letter).
- Consider sending an email thank you message for its expediency, and follow this up with a mailed letter.

WHAT IF THEY ARE MAKING A QUICK DECISION? If, during the interview, you learn that an offer will be made soon, email is best. An email message will usually be read by the recipient the day it is sent. Remember, a business letter sent via email should be just as carefully written and proofread as a letter you would print and mail.

HOW LONG SHOULD I EXPECT TO WAIT FOR A RESPONSE?
In some cases, a hiring decision is made quickly to fill an immediate need. Other times, an employer may be interviewing to fill an anticipated need and may conduct the process slowly. Budget approval, staff vacations, or a busy schedule may slow the process even if the need to fill the position is imminent. Ask during the interview what the next step is in the process or when you should expect to hear something, and then call to check on your status when the stated time has passed. Remember, until an offer is extended, every contact you have with the organization is being evaluated. Always conduct polite and professional business communications whether by phone, email, snail mail, or in person.

WHAT IF THE INTERVIEWER DOESN'T RETURN MY CALLS?
When your call/email isn't returned: Be PATIENT - hiring you is only one of the many tasks for which your interviewer is responsible. At busy times, it may take two or three days to return your call. This doesn't mean the organization isn't interested. However, repeated calls or messages from you in one day could tip the balance against you.

WHAT IF I AM ASKED TO LEAVE A MESSAGE?
It is usually best to leave a message or voicemail for your interviewer if she is not available when you call. Be prepared with what you want to say. Be sure to include your name, number, and reason for calling. For example, "This is Rudy Jones calling to check on my current status. I am still interested in the sales position for which I interviewed on the 8th. I would like to know if you would like any additional information and when I should expect to hear something from you. My number is 999-909-9999. Again, this is Rudy Jones and my number is 999-909-9999."

Remember: It is not uncommon for professionals to take at least 2-3 days to return a phone call.
SAMPLE I - FOLLOW-UP/THANK YOU LETTER
(Be sure to use your own words so you don’t sound like every other Lafayette student who used this guide.)

My Street Address
My City, State ZIP
Today’s Date

Individual Interviewer
Title of Interviewer
Only-The-Best Inc.
Organization Avenue
City of Credits, State ZIP

Dear Mr./Ms. Interviewer:

It was a pleasure to meet with you on Wednesday, October 10 in the Career Services Office at Lafayette College. Thank you for taking the time to discuss my qualifications for the Public Relations Assistant position at Only-The-Best Inc. After our meeting, I am even more enthusiastic about a position with your organization.

As discussed, my internships and classroom experience have prepared me quite well for this position. I’ve excelled at building relationships with smaller clients, reviewing press materials and monitoring daily media, and contributing to PR campaigns. I enjoy working with clients and their businesses. Enclosed please find a letter of recommendation written by my internship supervisor, which will attest to the quality of my performance.

Further, I recently served as the project leader in my mass communications class. I am particularly proud of this accomplishment because it illustrates my ability to lead a group of peers in a collaborative project and accomplish the task prior to the deadline.

I sense a good match between my qualifications and your hiring needs. I look forward to hearing from you in the near future regarding my status; my number is 999-999-9999. Again, thank you for your interest in me as a candidate. If I can provide you with any additional information, please let me know.

Sincerely,
Confident and Capable

Enclosure

SAMPLE II - DECLINE LETTER
(Be sure to use your own words so you don’t sound like every other Lafayette student who used this guide.)

My Street Address
My City, State ZIP
Today’s Date

Individual Interviewer
Title of Interviewer
Only-The-Best Inc.
Accountants Avenue
City of Credits, State ZIP

Dear Mr./Ms. Interviewer:

Thank you for extending me a job offer with Only-The-Best Inc. After considering it further, I have decided to decline your offer. Although I recognize the Public Relations Assistant position as a valuable opportunity, I feel that it would not be the best fit for my career goals at this time. Given my interest in working with many clients, I’ve decided to work in an account coordinator role for a public relations firm. I appreciate your considering my candidacy for the position and investing the time to meet with me.

Once again, thank you for your time and consideration.

Sincerely,
Confident and Capable
SAMPLE III  - LETTER OF ACCEPTANCE
(Be sure to use your own words so you don’t sound like every other Lafayette student who used this guide.)

My Street Address
My City, State ZIP
Today’s Date

Individual Interviewer
Title of Interviewer
Only-The-Best Inc.
Communications Avenue
City of Credits, State ZIP

Dear Mr. Interviewer:

Thank you for extending me a job offer. It is with pleasure that I write to you to accept. I am excited about starting my career with Only-The-Best Inc.

I am glad that you have recognized that my qualifications and skills make me a good fit for the Public Relations Assistant position. I can assure you that I will work hard to fulfill my responsibilities and make a meaningful contribution to Only-The-Best Inc. I have already begun plans to make the transition to living in City of Credits as smooth as possible and look forward to meeting my colleagues.

As we discussed, my start date will be Tuesday, September 2, 20XX. I will see you in your office at 8:00 AM. If you should need to contact me before then, my number is 999-999-9999. Again, thank you for giving me this exciting opportunity. I look forward to seeing you on the 2nd.

Sincerely,

Confident and Capable

SAMPLE IV - FOLLOW-UP/THANK YOU LETTER
(E-MAIL, SHORT VERSION)

Today’s Date

Dear Ms. Executive Producer:

I would like to thank you for taking the time to share your insights into the world of television production with me. The tour of Channel 69 has really piqued my interest. I am considering an internship next semester to learn even more.

The informational interview with you has helped me tremendously in my career exploration.

Sincerely,

TV Watcher
Etiquette Tips: Voicemail & Email During the Job Search

Voicemail

1. When recording your voicemail message be sure that there isn’t music, TV, or other distracting background noise.
2. To help the caller feel confident that he/she has reached the correct number, identify yourself and your phone number in the message.
3. Keep the message short and professional. “Hello, you have reached [First Name] [Last Name]. I can’t take your call right now but please leave a message and I will return your call as soon as possible. Thank you for calling and have a nice day.”
4. Avoid using slang words and “familiar” greetings in the message. For example, don’t say things like “at the beep, you know what to do” or “you can find me at the bar”.
5. Do not play music before or after your message and use a professional voice when recording your message.
6. Be sure to CLEAR YOUR VOICEMAIL BOX so there is no problem leaving messages.
7. Check voicemail messages regularly and follow-up promptly.

Email

1. Use standard grammar and capitalization in the body of your message and keep it brief and to the point. Do NOT use grammar shortcuts (i.e. U can reach me...)
2. Before including attachments, be sure the recipient can view what you are sending. Often times on a job posting, there will be an email address and how to submit your resume. Some companies will want you to paste your resume into the body of the email because they can’t accept attachments.
3. When sending your cover letter/resume as an attachment, always use MS Word or Adobe PDF, unless instructed otherwise by the job posting.
4. In the subject line of your message, include why you are writing – for example: “resume for marketing position”.
5. If you use a gmail or yahoo account, be sure your account name isn’t something that is obscene, vulgar, or suggestive.
6. The salutation of the email should be Dear Ms. Smith: just as it would be if you were writing a letter. You don’t need to include the date or a business address.
7. At the end, type Regards, and underneath that, your name.
8. Before clicking the “send” button be sure to proofread your letter and make sure the email address is correct.
9. If you do not get a response to your email in a reasonable amount of time, be sure to follow-up after 7 days.
10. Use a professional email signature that includes your name, class year, and degree/major.
Compile an Employer Contact List

How do I contact employers?
Select employers you are interested in, and with whom there is a good "fit" between your qualifications and their needs. Be sure your values are a good fit with the organization’s culture. Use your contacts, experience, and research to develop a list of employers that best suit your personal preferences and career goals. CareerSpot, BuzzFile, Hoover’s Online, Glassdoor, and the Access Career Resources links on our web page, as well as the Career Library, are good places to start. These resources offer information on a variety of businesses, organizations, agency directories, and employer contacts.

Research Employers
At a minimum, employers expect you to understand their mission, their product or service, annual sales (if applicable), management structure, and key issues facing their industry. It is also helpful to understand their culture, review recent news items about them, and know where they have locations. Google search the person interviewing you to learn about his/her newsworthy accomplishments. Also, look them up on LinkedIn to see if you can gain any more information about their professional expertise.

You can research this information in a variety of ways. Here are several methods:
- Utilize the Career Services web-page – click on “Students” then “Access Career Resources.”
- Go to the organization’s website.
- Check out the employer and industry information that is linked directly from every job posting page on CareerSpot.
- Review employer and industry profiles using Vault.com (use this Lafayette-specific link).
- Utilize the “Companies” search in LinkedIn to gather robust information including current news, social media entries, and job opportunities as well as to network with current employees.
- Access BuzzFile or explore Hoover’s Online via the Skillman Library website to identify employers in your target industry and geographic location and link to employer websites.
- Review employer ratings done by websites like Fortune, Forbes, Advertising Age, Computerworld, and Business Insider.
- Talk to people who work in the industry you are targeting. Career Services can provide you with a networking list of Lafayette alumni in the field willing to share information.
- Explore the Career Services library which contains directories covering a variety of career fields and various geographic locations.

Government Employment
Federal jobs come with good salaries, as well as solid benefits, pensions, good healthcare, and flexible work hours. Generally, these positions aren't as vulnerable to economic swings as those in the private sector.
There are plenty of reasons to work for the federal government, and plenty of jobs waiting to be filled as the large number of qualifying employees prepare to retire. You might also consider the many opportunities within state and local governments, which employ around 15 million Americans each year. See the Government and Public Service link on our web page for more information about how to search for government jobs. If interested in public service positions, start the process early since many require civil service exams.

Non-Profit Organizations
Non-profit organizations strive to bring about some form of social change or improvement in an area that is outside the primary interest of a business, and too specialized or controversial for the government.

These organizations exist to provide a service and act on a mandate from a specialized segment of society.

A great resource is Idealist.org, a project of Action Without Borders. On this site you will find:

- Nearly 150,000 organizations around the world, which you can search or browse by name, location, or mission.
- More than 15,000 volunteer opportunities in your community and around the world, and a list of organizations that can help you volunteer abroad.
- Thousands of job and internship listings.
Networking
Did you know that the majority of available jobs are never advertised? That goes for summer and full-time jobs, too. They are filled by insiders or associates of insiders. To paraphrase an old saying "it is what you know and who you know." Yet many students immediately forget all the people they already know.

The key to a successful job search is "networking"-utilizing and developing contacts. Everyone has a place to start. Friends, family, faculty members, alumni, and former or present employers can all be of help. They can be the first step in developing your network. These individuals know you, your qualifications, and your abilities.

You may also want to contact people whom you do not know. A good starting point is Lafayette alumni. Contact Career Services to locate alumni who can help you.

Talk with these people and tell them your goals, describing the kind of position that you seek. They may have information that could be helpful to you. This interaction is referred to as “an informational interview.” For more details on how to conduct informational interviewing, including sample letters, pick up a handout on the topic in Career Services and arrange a time to discuss with your Gateway Counselor.

Developing a network of contacts is so vital to your job search that we want you to create your own network. Look over the categories on the included chart template and write in the names, titles, and employers of all the people who fit.

And don’t forget to attend the upcoming Career Services Networking Events:

Career Fair – Wednesday, September 27, 2017
   *Be sure to bring your Lafayette ID with you for quick registration!
Recruiters in Residence – Mock interviews offered throughout fall and spring semesters.
Register on CareerSpot!
Finance Night in New York – Tuesday, October 17, 2017
Alumni with Global Experiences Panel and Reception – Tuesday, November 9, 2017
Philadelphia Networking Night – TBA January 2018
New York Networking Night – Thursday, January 18, 2018
Spring Career Forum – TBA Spring 2018
Philadelphia Not-for-Profit/Public Service Career Fair – TBA Spring 2018
Once you identify your “contacts,” you may want to arrange informational interviews with them to seek advice about how to find a job with their company or in their field. They are also a great resource for identifying industry/career-specific search sites.

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After the Offer:
Tips for Successful Salary Negotiation

Before you attempt a salary negotiation, meet with your Gateway Counselor to research average salary offers, both nationally and from last year’s graduates.

1. Be polite. Greet the employer representative with assurance and thank them for their time.
2. Identify yourself. Remind them of who you are and why you are calling.
3. Ask if it’s a good time to discuss details of the offer.
4. Mention that you appreciate the offer and think it’s an exciting opportunity before bringing up your questions.
5. Begin with one or two points in the offer that you like.
6. Summarize your concerns briefly and gauge the reaction before going into more detail.
7. Once you’ve tested the waters, decide on which points to elaborate and try to include alternative suggestions.
8. The employer representative may need to think about what you’ve said before giving you an answer. If so, let them know when they can reach you and set a deadline.
9. Reiterate your interest in the organization and thank the employer for their time.

Taken from Kaplan’s Student’s Guide to On-Campus Job Recruitment.
For more information on what points to negotiate, stop in Career Services and check out the negotiating books in the Job Search section of the Career library and visit the Salary Resources section.
section of our website:
http://careerservices.lafayette.edu/students/access-career-resources/find-opportunities/job-search-resources/salary-resources/
The Value of the Placement Report

Each year, members of the graduating class are asked to complete a post-graduate questionnaire detailing information regarding their employment, graduate school or other plans. All names are withheld from the report, so the names of students providing salary and contact information will remain anonymous.

The information gathered is compiled into a report that has been helpful to seniors in the following ways:

- To assist with salary negotiations. Students are welcome to come in and ask to see what graduates in any given major were offered as starting salaries as well as to see what the high, low and mean salaries were in a specific industry. We hope that you will not only take advantage of this useful information from previous classes, but also be willing to provide your salary upon acceptance of an offer for the benefit of next year’s graduating class.
- To find young alumni employed by organizations of interest to them for networking and gathering information about a specific industry.
- To explore career options or graduate degrees by major.

In order to collect accurate data, please update Career Services on your post graduate plans as soon as they are confirmed.
V. Resources Needed Along the Way

A Sample of Great Resources: Career Services Lending Library at 201 Hogg Hall

301 Smart Answers to Tough Interview Questions
Big Career in the Big City
Career Diary of a News Reporter
Careers in Mathematics & Physics
Careers for Nature Lovers
Careers for Persuasive Types
Careers in Art
Careers in International Education, Exchange, and Development
Careers in Journalism
Career Opportunities in Biotechnology and Drug Development
Career Opportunities in Engineering
Career Opportunities in Forensic Science
Career Opportunities in the Non-Profit Sector
Case in Point: Complete Case Interview Preparation
Cracking the Hidden Job Market
Do What You Love for the Rest of Your Life
The Eco Guide to Careers that Make a Difference
Gallery of Best Resumes
Health Professions Career and Education Directory
Hoover’s Handbook Of Emerging Companies
How to Get Any Job: Life Launch and Re-Launch
Information Technology Jobs In America
Insider’s Guide to Careers in Advertising & Publishing
Insider’s Guide to Careers in Management Consulting
Make Your Contacts Count
Opportunities in Biotechnology Careers
Opportunities in Overseas Careers
Opportunities in Teaching Careers
Peterson’s Graduate Programs Series
Sports Market Place Directory
US Directory of Entertainment Employers
Career Services’ Career Resources

A wide array of career resources can be accessed from the Lafayette College Career Services’ homepage at careerservices.lafayette.edu (click “Students”). The Access Career Resources tab connects you to a wide range of resources, broken down into categories to help you navigate your search. The “Access Career Resources” section of the website includes resources to assist you with:

- Exploring Careers & Majors
- Researching Employers & Industries
- Finding Job & Internship Opportunities
- Marketing Yourself (Using Resumes, Cover Letters, Interviews, and Social Media)
- Resources for Specific Populations (Diversity, LGBT, Special Needs, Veteran and other resources)

Note: Login and password information for subscription services available to Lafayette students can be found in the Marquis’ Favorites section of your CareerSpot account.

BuzzFile is a comprehensive Business Information Database and LIST Builder. Buzzfile’s interactive screening engine and smart filters empower users to search through 18 million U.S. businesses and compile highly targeted prospect lists. Using Buzzfile, job seekers are able to discover thousands of additional companies in their field. They can perform proximity searches to a specific address, sort and filter their results based on company size, location, industry etc., and they can generate and share with friends. They can immediately see a list of similar companies nearby, potentially enabling them to meet with additional prospects.

GoinGlobal is the leading provider of both country-specific and USA city-specific career and employment information. Our unlimited access subscription database features 38 Country Career Guides, 53 City Career Guides for the United States and Canada, corporate profiles and more than 16 million internship and job listings within the USA and around the world.

Access GoinGlobal from your CareerSpot account!
Guidelines for Writing Cover Letters

Your Address
City, State Zip
Date

Person’s Name (For example: Ms. Lily Anderson)
Title
Company
Address
City, State Zip (note: a comma is not required between State and Zip code)

Dear ______: (Dear Ms. Anderson, NOT Dear Ms. Lily Anderson)

1st Paragraph (Purpose) State why you are writing and indicate your knowledge of the employer in two or three sentences. When possible, name the position for which you are applying and how you heard of the opening or how the employer’s name was obtained. If you are writing as the result of a personal reference (someone known to the employer), state it early in the paragraph. This paragraph must attract enough attention to spark interest and make the employer want to read further. You can do this by mentioning something you read about the organization, something unique about yourself, or something uniquely associated with the employer and his/her division. Use this section to answer the question: Why are you applying to them?

2nd Paragraph (Background and Qualifications) State the reason(s) why you want to work for this particular organization, and why you are the perfect candidate. Communicate the ways in which your skills, talents, and experiences can be of value to the employer. Highlight education and past achievements, which show how you have gained relevant skills and experience in order to support your candidacy for the desired position. Present the most relevant information to sell yourself and your abilities as well as indicate your researched knowledge of their business. Display your willingness to make a contribution. It won’t be a chronology of your resume, but instead pick out the most relevant pieces to intrigue the reader. Use this section to answer the question: Why are you the best candidate?

3rd Paragraph (Request for Action) Indicate the next step you will take. This can include reasserting your interest in the position and arranging for a specific time when you will contact the employer to discuss possible job opportunities. Avoid vague endings that leave the initiative and interview up to the employer. Do not ask, “Please contact me...,” say “I will contact you.” Write your letter as though you expect the meeting to occur. Be sure to mention that your resume is enclosed.

Sincerely,
(Written signature)
Your name

Enclosure(s) (if you are mailing)/Attachment (if you are attaching your documents to an email message)
Tips for Writing Cover Letters

- If sending your cover letter and resume electronically, always use a MS Word document as an attachment. This is the most common business practice.

- Write to a specific person, using his or her name and title. Never send a cover letter addressed “Dear Sir of Madam” or “To whom it may concern.” Usually you can get a specific name by calling the organization, using a directory, or doing research via LinkedIn. If possible, address your letter to the “decision maker” (the person for whom you would be working), not the Human Resources Department.

- Demonstrate you know something about the organization.

- Do some research on the organization.

- Target your skills and experiences. Present any relevant background that may be of interest to the person you are writing. The “selling” paragraph (paragraph 2) highlights specific results you have achieved in those areas known to be important to successful job performance and addresses/matches the employer’s needs.

- When appropriate, use the specific vocabulary of the industry. Every field has its own terminology (however, avoid overuse).

- Avoid frequent use of personal pronouns such as “I,” “me,” “my,” and “mine”; especially at the beginning of paragraphs.

- Define your next step. Don’t close your letter without clearly defining what you’ll do next. Be sure to do what you say you will do!

- Express your appreciation. Include a statement expressing your appreciation for the employer’s consideration of your employment candidacy.

- Edit. Cross out all unnecessary words. Proofread your typed letter and have someone else proofread it. Errors or typo’s will land your letter in the trash.

Keep a copy for your file. After the application deadline passes, you should contact the employer about the status of your application. This is also a good place to keep all of your contact history with the company.

Cover Letter samples are available in the Career Services Office, as well as through the “Marquis’ Favorites” section of your CareerSpot account.
Sample Thank You Letter

NOTE: This should be sent out within 24-48 hours after the interview.

Farinon Box
Easton, PA 55460
September 14, 20XX

Ms. Mai Chance
Human Resource Manager
Hope Company
Timbuck Two Pike
Whooville, NJ 08220

Dear Ms. Chance:

I appreciated the opportunity to talk with you on (date) regarding the ________position with Hope Company. The information you shared with me was excellent and I am excited about applying my education and experience to this position. As we discussed at the time of our meeting, I have extensive experience and a strong desire to work in the non-profit sector. My internship with ____________(Give a specific example of something you discussed) has given me a solid foundation in ______________.

If I can provide you with any additional information, please let me know. I look forward to hearing from you soon to further discuss this opportunity.

Sincerely,

Dee Sire Acareer
Building a Great Student Profile

Showcase your experience and professional interests on LinkedIn!

1. Write an informative profile headline.
   Your headline is a short, memorable professional slogan. For example, “Honors student seeking marketing position.” Check out the profiles of students and recent alumni you admire for ideas.

2. Pick an appropriate photo.
   LinkedIn isn’t Facebook. Upload a high-quality photo (your profile will be 7x more likely to be viewed) of you alone, professionally dressed. No party shots, cartoon avatars, or puppy pics!

3. Show off your education.
   Include all your schools, major(s) and minor, courses, and study abroad or summer programs. Don’t be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

4. Develop a professional Summary.
   Your Summary statement is like the first few paragraphs of your best-written cover letter – concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

5. Fill “Skills & Expertise” with keywords.
   This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want.
Update your status regularly.
Posting updates helps you stay on your network’s radar and build your professional image. Mention your projects, professional books or articles, or events you’re attending. Many recruiters read your feed!

Show your connectedness.
Groups you join appear at the bottom of your profile. Joining some shows that you want to engage in professional communities and learn theingo. Start with your university and industry groups.

Collect diverse recommendations.
The best profiles have at least one recommendation for each position a person has held. Recruiters are most impressed by recommendations from people who have directly managed you.

Claim your unique LinkedIn URL.
To increase the professional results that appear when people search for you online, set your LinkedIn profile to “public” and create a unique URL (e.g., www.linkedin.com/in/JohnSmith).

Share your work.
You can also add actual examples of your writing, design work, or other accomplishments on your profile, where you can share rich media or documents. What better way to sell your skills than to show employers exactly what you can produce?

Get a Great Profile.
Get going at www.linkedin.com

Copyright © 2013 LinkedIn Corporation. LinkedIn and the LinkedIn logo are registered trademarks of LinkedIn Corporation in the United States and/or other countries. All rights reserved.
LinkedIn Profile Checklist

☐ PHOTO: It doesn’t have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don’t forget to smile!

☐ HEADLINE: Tell people what you’re excited about now and the cool things you want to do in the future.

☐ SUMMARY: Describe what motivates you, what you’re skilled at, and what’s next.

☐ EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

☐ ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.
**EDUCATION:** Starting with college, list all the educational experiences you’ve had— including summer programs.

**VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren’t paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

**SKILLS & EXPERTISE:** Add at least 5 key skills—and then your connections can endorse you for the things you’re best at.

**HONORS & AWARDS:** If you earned a prize in or out of school, don’t be shy. Let the world know about it!

**COURSES:** List the classes that show off the skills and interests you’re most excited about.

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

**RECOMMENDATIONS:** Ask managers, professors, or classmates who’ve worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

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**Education**

<table>
<thead>
<tr>
<th>University of California, Berkeley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economics, B.A.</td>
</tr>
<tr>
<td>2010 – 2014 (expected)</td>
</tr>
</tbody>
</table>

**Volunteer Experience & Causes**

<table>
<thead>
<tr>
<th>Big Buddy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyline High School</td>
</tr>
<tr>
<td>September 2012 – May 2013 (9 months)</td>
</tr>
<tr>
<td>Mentored an Oakland high school student through the college application process, helping him get into his dream school.</td>
</tr>
</tbody>
</table>

**Skills & Expertise**

Most endorsed for...

- Economics
- Start-up
- Due Diligence
- Venture Capital
- Management

**Honors & Awards**

<table>
<thead>
<tr>
<th>The Achievement Award Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC Berkeley</td>
</tr>
<tr>
<td>Four-year scholarship awarded to community-minded students with a proven track record of academic success.</td>
</tr>
</tbody>
</table>

**Courses**

<table>
<thead>
<tr>
<th>University of California, Berkeley</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microeconomic Theory (Econ 101A)</td>
</tr>
<tr>
<td>International Monetary Economics (180)</td>
</tr>
<tr>
<td>Public Economics (220A)</td>
</tr>
</tbody>
</table>

**Projects**

<table>
<thead>
<tr>
<th>Venture Capital Financing in India</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 2013</td>
</tr>
<tr>
<td>For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.</td>
</tr>
</tbody>
</table>

5 team members

- David Xiao
  - Econ Major and Aspiring Analyst
- Paul Smith
  - Student at UC Berkeley

**Recommendations**

[Received (0)]

**Venture Capital Internship**

<table>
<thead>
<tr>
<th>Berkeley Ventures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tim Lee</td>
</tr>
<tr>
<td>Partner</td>
</tr>
<tr>
<td>David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.</td>
</tr>
</tbody>
</table>

We don’t usually hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim Magyari

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Want more LinkedIn tips for students? Check out [students.linkedin.com](http://students.linkedin.com)
Using LinkedIn to Find a Job or Internship

LinkedIn is the place for students and recent grads to find jobs and internships. Here are some tips to get started.

1. Become an expert.
   Want to stand out and learn about industries you want to get into? Check out LinkedIn Today’s news dashboard and Influencer posts for the top daily headlines, join Groups, and follow new industry-specific “Channels.”

2. Have a strong headline.
   Get noticed.
   Your profile is not the place to be shy! Write a concise but descriptive headline like “XYZ University honors student & aspiring PR associate,” “Entry-level creative professional,” or “Finance major seeking investment banking internship.”

3. Include keywords.
   Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you’re going after, or profiles of people who have the jobs you want, and pepper them throughout the Summary and Skills & Expertise sections.

4. Take advantage of student profile sections.
   Be sure to complete the profile sections designed just for students, such as Courses, Projects, Languages, Certifications, and Organizations. Keywords are good here too. Complete profiles get 40x more opportunities!

5. Talk about all your relevant experience.
   Experience doesn’t have to be paid or full-time to be on your profile. Your Experience section can include internships, extracurriculars, part-time jobs, volunteer work, or projects that have given you real-world skills. You never know what might catch an employer’s eye.
**Build your network.**
Grow your network by sending personalized LinkedIn connection requests to everyone you know – friends, family, neighbors, teachers, colleagues, classmates, and more.

**Ask your network for help.**
70% of jobs are found through networking. Once you connect, send customized messages (no mass emails!) to say you’re job-hunting. Ask for advice, an informational interview, or if they know anyone in your desired field. Connect one-on-one and others will be willing to make the effort for you.

**Find “ins” where you want to work.**
Heard of LinkedIn Company pages? Visit them for organizations you want to work for and see if you’re connected to anyone who works or has worked there. And check out LinkedIn’s Alumni Tool to see what grads of your school are up to.

**Search the Student Jobs Portal**
The Student Jobs Portal is just for you: It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile.

**Get gutsy.**
Don’t be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!

**Get a job.**
Get going at www.linkedin.com
How to Communicate Effectively on LinkedIn

Ensure your messages, comments, and updates stand out from the crowd.

1. Be authentic.
   Communicate on LinkedIn the same way you would in professional interactions outside of LinkedIn. No need to be overly formal or change your style - be real, be you, but be professional.

2. Customize your connection requests.
   Instead of using the generic "I'd like to add you to my professional network on LinkedIn" message, tailor each request. Remind him/her where you met or explain why you want to connect. They'll be more likely to respond.

3. Be responsive.
   Reply within a few days to connection requests, personal messages, or comments on group discussions you post. Stay on top of your LinkedIn inbox! This will keep you top-of-mind with people and opportunities.

4. Research before reaching out.
   Review a person's profile before contacting him/her on LinkedIn. You'll make a stronger connection by highlighting things you have in common or specific aspects of his/her experience you want to discuss.

5. Be targeted and personalized.
   Stay away from stuff like, "Hi everyone - I'm sorry for the mass message!" Your connections are more likely to respond to personalized messages. If you do want to announce something in a mass way, use a status update instead.
Be careful with introductions.
If you’re asked for an introduction to someone in your network, remember that your reputation is on the line. Unless you’re confident in recommending someone or you know the connection well, it’s okay to politely refuse.

Keep it short and sweet.
In today’s busy world, no one wants to read long, dense paragraphs on their computer or smartphone. Keep your profile summary, messages, group discussion postings, and recommendations clear and to the point.

Proofread.
Remember that everything you post on LinkedIn could be seen by a wide audience (even private messages could be forwarded or saved). Represent yourself well by double-checking spelling, grammar, style, and tone.

Give more than you take.
Balance your needs on LinkedIn with those of your connections. In addition to updating your own status and asking for help or connections, try commenting on other people’s updates and helping with their requests.

Always say thank you.
When someone answers a question you’ve posted, provides an introduction, suggests a job, or otherwise helps you on LinkedIn, send him/her a thank you message. The golden rule applies online just as much as it does in person.

Communicate on LinkedIn.
Get going at www.linkedin.com

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How to Network on LinkedIn

Get connected and get your career going.

1. 100% complete = 40x more opportunities.
   Building connections starts with people seeing all you have to offer. Members with complete profiles are 40x more likely to receive opportunities through LinkedIn.

2. You’re more experienced than you think.
   Think broadly about all your experience, including summer jobs, unpaid internships, volunteer work, and student organizations. You never know what might catch someone’s eye.

3. Use your inbox.
   Networking doesn’t mean reaching out cold to strangers. Start building your LinkedIn network by uploading your online address book (from your email account) and connecting to people you know and trust.

   As you build your connections, customize your requests with a friendly note and, if necessary, a reminder of where you met, who you met through, or what organization you have in common.

5. Join the “In” crowd.
   LinkedIn Groups can help you form new connections. Start with your school groups and reach out to alumni (they love to connect with students). Find volunteer organizations and associations you belong to.
Lend a (virtual) hand.
As you build connections, think about how you can support others. Comment on a classmate’s status update or forward a job listing to a friend — your generosity will be returned!

Update your status early and often.
Networking isn’t just about who you know; it’s about who knows you. Stay on your network’s radar by updating your LinkedIn status regularly – what you’re reading, working on, and more.

Request informational interviews.
As a student, don’t ask professional contacts for a job. Instead, ask for a brief phone conversation to seek their job search advice. Alumni, family friends, and industry leaders are often willing to do so.

Do your homework.
Before an informational interview, a formal interview, or a networking event, use LinkedIn’s Advanced Search and Company Pages to learn about the background and interests of the people you’re meeting.

Step away from the computer!
Support your online networking with a real human touch. Set up calls, attend live events, and send snail mail notes to people you interact with on LinkedIn.

Network on LinkedIn.
Get going at www.linkedin.com