

The image features a close-up of several white magnolia flowers in full bloom, with their long, pointed petals clearly visible. The flowers are set against a clear, bright blue sky. In the background, a white building with a green dome and arched windows is visible, though it is out of focus. The overall scene is bright and clear, suggesting a sunny day.

Moravian College
CAREER GUIDE

Congratulations!

You have taken the first step toward investing in your future. The return on this investment is your career, and to ensure it is a successful one, the Career Center will partner with you to achieve it.

Planning your career starts early in your college years and should be fun. Explore career options in your freshman and sophomore years by talking to alumni in a variety of fields and finding internships and summer jobs that will assist you in determining and/or confirming your choice of major. As a junior, secure internships and network with professionals in the field you choose.



And of course, as a senior, you will be actively applying for jobs or graduate school. Along the way, take advantage of the many services that the Career Center offers and attend as many lectures, programs, keynote addresses, and networking events as possible. From past successes, we know that students who start thinking about and exploring career choices in their early college years are more successful and have less anxiety about life after college than students who wait until their senior year.

The Career Center works diligently to expand your access to job and internship opportunities and to graduate school information. Employers and graduate schools continue to be impressed by our graduates; as a result, the demand for Moravian College students continues to rise. Your hard work will assist in satisfying this continuing demand and assure that future Moravian students will have the same access to opportunities that you have today. Keep up the good work, and, as always, let us know how we can assist you in your preparation for your career or graduate education.

This career guide provides relevant and practical strategies to help you in your career-planning process. Conducting a proactive job or graduate school search is your responsibility. As partners, we are committed to helping you along the way.

We look forward to working with you!

Overview of Career Center Services	3
CAREER HOUND	4
Career Center Job-Search Policy	6
The Career Plan	8
Senior Checklist	9
Résumés	10
Cover Letters	18
First Impressions	21
Guidelines for Dress	22
Interviewing	25
Evaluating and Negotiating Job Offers	32
Career Fair Tips	39
Internships and Experiential Learning	40
Networking	42
Graduate-School Preparation	44

The Moravian College Career Center

1305 Main Street

Bethlehem, Pennsylvania 18018

610 861-1509

Fax: 610 625-7858

thecareercenter@moravian.edu

<http://home.moravian.edu/public/career>

Academic year hours: Monday through Friday, 8:00 a.m to 12:00 noon and 1:00 p.m. to 4:30 p.m.

Summer hours: 8:00 a.m to 12:00 noon and 1:00 p.m. to 4:00 p.m.

Preparing You for a Tomorrow That Belongs to You

Career Center Services

Individual Career Counseling

The Career Center provides career counseling by appointment only on topics such as choosing a major or career, résumé writing, interviewing, internships, and graduate school preparation. To schedule an appointment, call 610 861-1509.

Career Fairs and Special Events

The Career Center collaborates with other local colleges and universities to promote local and regional career fairs. The Career Center also promotes several networking events that allow you to connect with professionals in a variety of fields and industries. All events are advertised in advance.

Career Library

This library, housed in the Career Center, contains more than 200 print resources on a variety of topics, including:

- Specific occupations
- Job search guides
- Employability skills
- Graduate-school resources
- Résumé and cover letter writing materials
- Work- and study-abroad options
- Internships and experiential learning
- Financing graduate and professional school
- Special issues in career planning, such as
 - Gender
 - Minority issues
 - Sexual orientation
 - Learning disabilities and physical disabilities

You may use Career Library resources during regular office hours, and materials may be signed out for one week. Use the Reeves Library catalog to search for specific resources.

Career Center Workshops

Workshops are offered throughout the year on career management topics such as: résumé writing, finding internships, cover letters, interviewing, job-search techniques and other career-related topics. Other seminar topics include: careers in science, math, and technology, graduate-school preparation, and career fair preparation.

Alumni Career Advising Program (ACAP)

ACAP offers you a valuable opportunity to gain insight into the world of employment by allowing you to interact with alumni and other professionals who can serve as mentors. Mentors can assist with career concerns. Information is listed in the Mentor section of the CAREER HOUND system.

Assessment Tools

The Career Center provides you with assessment instruments that can assist you in choosing a major or career, and assists you in interpreting the results of the assessment. The Myers-Briggs Type Indicator (MBTI) is an assessment that evaluates your personality preferences and strengths. The Strong Interest Inventory (SII) assesses your likes and dislikes in work and leisure areas. Both of these assessment tools are computer-based. The Self-Directed Search (SDS) is an interest-based inventory designed to provide you with immediate feedback on

how your interests correlate with career options. Additionally, SIGI (System of Interactive Guidance and Information) is an online career guidance system to help you assess your interests and explore various majors and occupations. Contact the Career Center to use either of these tools.

CAREER HOUND

CAREER HOUND is Moravian's online career management system. It is first and foremost Moravian's own service to students and regional employers, but it is also a customized link to Experience, Inc., a national online job board. Use CAREER HOUND to locate employers, apply for jobs, and find alumni contacts for networking. CAREER HOUND can be accessed by going to the Career Center website.

CAREER HOUND is one of your connections to organizations that recruit students from Moravian College through on-campus interviews, job postings, résumé referrals, and career fairs.

On-Campus Interviewing

The on-campus interviewing program gives you an opportunity to interview with prospective employers for full-time and internship positions available during the academic year, summer, and after graduation. Interviews are typically held in the Career Center or the HUB.

Please review the job-search policy described on the following pages; you must cooperate with it in order to participate in on-campus interviews. By using CAREER HOUND, you give the Career Center permission to release your résumé to employers. The information provided in your profile **must** be current and accurate to the best of your knowledge. Employers trust that you've completed the profile accurately. It hurts the credibility of all of our students and our Career Center if your information is misleading, incorrect, or out of date. If you are dishonest in your profile, you will be denied the privilege of using CAREER HOUND.

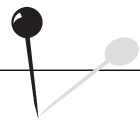
Job and Internship Postings

Job postings are called in, e-mailed, and faxed by employers on a daily basis. These positions are listed on CAREER HOUND. The listings include part-time and full-time employment, internships, volunteer work, and seasonal positions. Each position has a description of how you should apply.

Jobs listed on CAREER HOUND come from two sources. Some are jobs that the Career Center receives directly from employers who have already hired Moravian graduates or who have heard about Moravian from their own contacts. Others are jobs that Experience, Inc. (the creators of the CAREER HOUND system) posts via its nationwide network; the employers who post these positions may never have heard of Moravian College. These positions are clearly distinguished so that you know where the job originates. Be sure to apply for both types of positions.

Résumé Referral Program (Résumé Books)

The résumé referral program allows employers to fill current positions with Moravian College students. For your résumé to be referred, you must upload your résumé to the CAREER HOUND system and publish it in a résumé book. The employer searches the CAREER HOUND résumé books and directly contacts the students it wishes to interview.



Important Tips for Using CAREER HOUND

Career Hound Tip #1

Simply uploading your résumé to the system does not constitute an application for any job. You must apply for each job that you wish to be considered for by reading the job description and following the application method that is specified in the details of the job.

Career Hound Tip #2

Using too many search criteria limits your chances of finding jobs and internships. The best way to search for jobs and internships is to search by choosing the state that you wish to work in and choosing whether you are looking for a job or internship.

Career Hound Tip #3

Make your life easier: set up a search agent in CAREER HOUND. The search agent will automatically notify you when jobs and internships are added to the system with your interests. Go to <http://home.moravian.edu/public/career/news/searchagent.html> to learn how to set up a search agent.

Career Hound Tip #4

Jobs on the CAREER HOUND system originate from two sources. The first source is the Moravian College Career Center and the second is the Experience Network. Jobs from the Experience Network are denoted with a green circle next to the job title. Because of the two originating sources of jobs, you can find jobs and internships on CAREER HOUND from just about every state in the U.S.

Career Hound Tip #5

Looking for a job or internship near your home? Whether you live in Pennsylvania, Colorado, Maryland, Florida, or anywhere else, CAREER HOUND allows you to search for jobs and internships near your home. Go to the *Advanced Job Search* screen and type in your home city, select your home state and then indicate how many miles from your home that you would be willing to work. Click on the *From all Available Sources* option and then the Search button and you will be able to find jobs and internships near your home.

Career Hound Tip #6

Easy as 1, 2, 3. On-campus interviews occur every semester. These interviews allow you to apply for jobs and interview on campus. To find out the upcoming on-campus interviews:

1. Hover over the *Jobs and Internships* tab.
2. Click on *Job Search*.
3. Then click on *On-Campus Recruiting* in the 1-Click Searches section.

Career Hound Tip #7

Now is a good time to find someone in your field to talk to about career opportunities. Click on *Mentors* in the CAREER HOUND system and search for professionals that have your current major(s). These individuals have agreed to assist Moravian College with career development needs.

Career Center Job-Search Policy

In order to serve Moravian College students, the alumni and friends who seek to help them, and the employers who seek to hire them, the Career Center has adopted the following job-search policy for students. It is the responsibility of each Moravian College student to follow this job-search policy.

Electronic Résumé Submission

- Résumé submission is strictly limited to the time frame designated for each employer's interview date and/or job posting.
- The submission deadline is midnight (Eastern time) on the designated date.
- No late submissions or paper copies will be accepted (unless the employer or the Career Center makes the exception).

Interview Sign-up

- If you request an interview and are selected for one, you must follow through and sign up for the interview unless you are no longer conducting an active job search. Please do not apply for a job that you are not interested in pursuing.
- If you are not selected for an interview, you may be assigned alternate status, which is the equivalent of being wait-listed, for an interview. We allow alternates to ensure that students receive as many opportunities as possible, should cancellations occur.

Same-Day Interview Requests

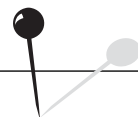
- Directly approaching employers with an interview request on the day of the interview may result in forfeiture of your privilege of participating in on-campus recruiting and use of CAREER HOUND. Check with the staff in the Career Center for acceptable procedures for scheduling same-day interviews.

Cancellations

- Cancellations are prohibited unless 48 hours' notice is provided to *both* the employer *and* the Career Center. Cancellations made with less than 48 hours' notice are considered "no-shows."

Emergencies

- In the event of serious illness, injury, or family emergency, you must notify the Career Center at 610 861-1509 or thecareercenter@moravian.edu as soon as possible.
- After you have notified the Career Center, you must send an apology letter to the employer, explaining why you could not attend the interview. A copy of this letter must be given to the Career Center.
- Failure to comply with this policy will result in suspension from participation in on-campus recruiting and the use of CAREER HOUND.



Responsibility

Employers make a substantial investment of time and resources to recruit Moravian College students. The impression you make on them can affect not only your own employment prospects but those of future Moravian students. If employers have a good experience recruiting at Moravian, they will be back to offer further opportunities to other students. If they have a bad experience, they will decide there are better places to look for new employees.

You have a responsibility to be prompt, professional, courteous, and serious about the recruiting process. Failure to follow the terms of this policy shows disrespect to employers. In particular, *failure to appear for a scheduled interview is a serious breach of professional ethics*. If you cancel an interview with insufficient time for your slot to be filled by another student, you not only damage yourself, you deny another student the chance to take advantage of the immediate opportunity offered by an interview. You also damage the long-term prospects of all future students at the College, because such conduct may cause an employer to decide not to return to Moravian College.

Late Arrival to Interviews

- If you are late for an interview, it is up to the employer to decide whether the interview will still be conducted. If the employer decides not to interview you, you will be considered a no-show and must follow the procedures for “no-shows” described below.

No-Shows

- If you fail to cancel a scheduled interview (with at least 48 hours’ notice to both the Career Center and the employer) and fail to attend the interview, you will be suspended from participating in on-campus recruiting and your privilege of using CAREER HOUND will be revoked.
- You must also call the Career Center at 610 861-1509 within 24 hours of the missed interview and schedule an appointment with a Career Center staff member. You must write a letter of apology to the employer and bring this letter, a stamp, and an envelope to the appointment.

Reinstatement

- If your privilege to participate in on-campus recruiting or to use CAREER HOUND has been revoked, you must meet with the Director of Career Development to request reinstatement.

Job Offers

- Job offers should be reported to the Career Center in a timely manner. Take all offers seriously. Once you accept an offer, ethical standards for employment interviewing require that you stop interviewing and cancel all scheduled interviews. If you receive an offer, and have upcoming interviews that you wish to complete, explain to the employer that has offered you a job that you need more time to make a decision.

Information Integrity

- No one may tamper with any aspect of the Moravian College Career Center’s electronic information services and resources. Tampering is defined as the modification, deletion, or appending of information not under your direct ownership. Within CAREER HOUND you have ownership only of your personal information and career correspondence.
- Additionally, you may not tamper with and/or use CAREER HOUND in a manner outside that permitted by the provided user interface.
- All information that you include on CAREER HOUND or provide to an employer **must** be accurate.
- Anyone found violating this information integrity policy will immediately be suspended from using CAREER HOUND and participating in on-campus recruiting. In addition, the person may be subject to formal disciplinary action.

Résumé Waiver

All students and alumni who submit a résumé on Career Hound agree to these terms:

- All submitted résumés may be used by the Career Center, without restriction, for the purpose of assisting in the job-search process.
- Submitted résumés may be stored indefinitely in print and electronic form.

The Career Plan

Your career success begins well before you obtain a full-time job or enter graduate school. During your college years, you should take the necessary steps to assess your skills and interests, explore and determine options for careers, decide on career goals, and implement those goals. Below are some critical components that you can use as a guide to building a future full of career success.

1 Assess Your Skills and Interests

- Assess your strengths. Consider your previous work, social, and high-school experiences. A career assessment instrument such as the Myers-Briggs Type Indicator, Strong Interest Inventory, Self-Directed Search, or SIGI may be helpful. Review skills that you may need to improve and develop a plan for improvement
- Conduct *informational interviews* with people who work in the field in which you are interested. Alumni, family, or friends are a good starting place, and can refer you to more contacts.
- Join an academic club or professional association related to your career goals. These organizations will have other members with similar interests, and you'll have opportunities to meet professionals who work in the field.

2 Explore and Determine Your Options

- Begin to determine the type of people you want to work with and the rewards you are seeking from your career. Spend time developing the skills that will lead to success.
- Develop your leadership skills through the organizations to which you belong. Chair a committee or run for an office. Volunteer on a project related to your chosen profession if possible, and engage in community service.
- This could be an ideal time to study abroad.
- Choose a major that interests you, motivates you to learn, and matches your interests and abilities. Talk with faculty and upperclass students to hear valuable information and first-hand experience.

3 Make Decisions and Set Goals

- Plan to obtain pre-professional experience (internship, externship, part-time job, volunteer work, service learning). Check with your academic department if you plan to obtain credit for an internship or field study. Each major has requirements and resources for obtaining credit-based internships.
- Attend Career Center workshops on résumé-writing, interviewing, and job-search skills.
- Begin screening potential employers and graduate programs that fit your needs. Focus your choices and learn what it takes to reach your career goals.

4 Implement Your Goals

- Begin your search for a full-time job or graduate admission at least nine months before you graduate. Ideally, you can obtain a job two to six months before graduation!
- Attend job fairs, participate in on-campus interviews, and use job-hunting web sites such as CAREER HOUND to identify opportunities. Use your network of contacts from informational interviewing, campus organizations, and other activities.
- Take the necessary tests (GRE, MCAT, LSAT, etc.) for graduate admission, even if you are job-hunting. (Some employers may consider a high score on one of these tests a bonus qualification.) Depending on the test, your scores are valid for three to five years.

Adapted from the Tiedeman-O'Hara Career Decision-Making Model

Senior Year Job-Search Checklist

July–August

- Begin updating your résumé.
- Consider your strengths, weaknesses, skills, experiences, interests, and workplace values as they relate to your career plans.
- Research the various types of industries within your major (i.e. corporate finance or investment banking for a finance major). Explore various company websites to learn what kinds of positions are available for those with your educational background.

August–November

- Access CAREER HOUND from the Career Center website. Familiarize yourself with its layout and functions.
- Schedule an appointment with a Career Center staff member to review your résumé and discuss any career issues.
- Post your résumé on CAREER HOUND and apply for on-campus interviews and job opportunities. Become aware of deadlines and other requirements for on-campus recruiting.
- Attend Career Center workshops and seminars on résumé writing, interviewing, career opportunities within your major, and other career development activities. You can learn about these events on our website.
- Attend company presentations, career fairs, and networking events.
- Conduct informational interviews with contacts in fields that interest you. You will find some of these contacts on CAREER HOUND and in the alumni directory located in the Career Center. Ask these contacts for names of others who may be helpful.
- Develop job-search and networking strategies. Draft a cover letter and have it reviewed by a Career Center staff member. Also draft a thank-you letter for any interviews you may receive and have it reviewed.
- Consult with a Career Center staff member regarding job offers, salary negotiation, etc.

December

- If possible, use semester break to identify employment opportunities through networking. Contact prospective employers and set up interviews for jobs.

January–April

- Continue on-campus interviewing if you haven't accepted a job offer. View current openings and get employer contact information from CAREER HOUND.
- Attend company presentations and other Career Center events and programs.
- Meet with a Career Center staff member to discuss additional job-search strategies and other career-related issues.
- Attend career fairs and networking events.

Please fill out the Graduation Survey when you have completed your job search and accepted a position. These are distributed at graduation rehearsal and are available on the Career Center website.

Résumés

Think of your résumé in terms of a marketing campaign in which you may have only one chance to persuade your audience to look at your product further.

Human resource representatives don't have time to study a résumé. They want to see a résumé that impresses them. Even the most standout résumé won't guarantee a job offer, but a good one can increase your chances of landing an interview.

Whether you are considering a summer job, an internship, or a full-time position, a high-quality résumé is a key to success.

Steps to a Successful Résumé

Just as it would not be wise to create a marketing campaign without knowing your product, to start your résumé without being aware of what you have done can result in an ineffective document. First, focus on your content. Once you have thoroughly outlined your skills and experiences, you can begin to think about how you want to present information.

Step 1: Gain Experience

Don't rely on your degree alone. A common résumé-building error, especially among new grads, is to use a newly earned degree as your sole qualification. It is understandable: after all, you have been working hard to earn the degree. However, experiences such as internships, jobs, volunteer work, extracurricular activities, and memberships in professional clubs are all good "résumé builders." Start now! It is never too late to get involved.

Step 2: Gather information

To begin, make a list of any experiences you have had. Sort your experiences into categories with detailed and concise information. Think about what the employer needs to know.

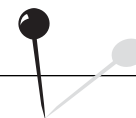
Step 3: Choose a Type of Résumé

The format you choose for your résumé will depend upon how you want to present your information. The following two styles, chronological and functional, are used most frequently.

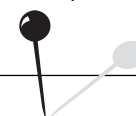
Chronological is the easier and more popular style. It presents a candidate's background by discussing each job or activity in *reverse* chronological order. It emphasizes job titles and organization names. Chronological résumés are generally used by individuals with a stable work history. Beginning with the most recent experiences and going backwards, this format provides the employer with the position held, name and location of organization, dates worked, and specific job responsibilities.

Functional résumés, by contrast, focus on skills and qualifications. Categories are defined by what the candidate would like to highlight. Individuals use this format when they want to highlight their skills, have gaps in their employment records, are making a career change, or are concerned about the number of jobs they have had. If you are considering using a functional résumé, it may be best to use a combination of the two résumé types to avoid employers' questioning what you may be hiding.

With the exception of a few basic guidelines, résumé style is a unique choice made by each individual. If you handed your résumé to five different people, each would probably have a



Your goal in creating your résumé is to communicate your qualifications, skills, and experiences in a manner that will make you stand out from the rest and secure an interview.



Use Chronological Style

Employers usually prefer that recent undergraduates use the chronological résumé. Use a functional résumé only when you have a great deal more experience than the typical undergraduate. Or you can use a combination of the two styles. Check with the Career Center for more information.

different idea on how to present your information. Deciding which type of résumé to use will depend upon your current goals and your particular experiences. While it is not possible to create experiences that you do not have, it is possible to choose a résumé style that will most effectively present the skills and experiences you do have.

When creating your résumé, leave a sufficient amount of white space so that it does not appear too crowded. Most important, check and double-check for errors! Read it backwards, making sure all words are spelled correctly. Read it forwards, reviewing your use of grammar and punctuation.

Sections of the Résumé

Here are categories you can include on your résumé. You can add or subtract from these as you see necessary or change their order. Jot down any information you can think of that might fit into a section. It is easier to cut back on your information than to stretch it. Next, rewrite your information in short phrases. Finally decide on a format and create a rough draft.

Contact Information

It is important that an employer be able to contact you easily. Include both a local campus address and a permanent address. Include your full name (without nicknames), address, and phone number. Be sure to include zip codes and area codes. You should also include your e-mail address. When creating an e-mail address, be sure to choose one that represents you well. If you list a cell phone number, be sure your outgoing message is professional, and answer only if you are able to carry on a professional conversation.

Job Objective

According to many experts, this section is no longer necessary for a new professional, and most graduates are looking for a “challenging position that will utilize their skills.” Unless you are looking for something very specific, a general statement about your professional objectives can be included in your cover letter. If you decide to include an objective, it should be a brief statement indicating what type of position you want. It should be as descriptive as possible without being narrowing. It should also be realistic and focus on what you offer rather than on what you want to gain.

- *Bad objective example:* A job in the field of education where I can gain experience
- *Good objective example:* To obtain a secondary math teacher position in Bethlehem Area School District that will allow me to utilize my communication skills and previous teaching experience.

Education

List any educational experience, starting from the most recent and working chronologically back. Each item should list the name and location (city, state) of the institution attended, degree, major(s), graduation date, minor(s), and certifications in specialty areas.

If your grade-point average is 3.0 or above, it should be included in this section. If you are unwilling to list your grades and you are in a field that places emphasis on strong academic performance, prepare for a question during the interview on why your grades are not high. You can address concerns regarding your grades in your cover letter. If you have contributed to your educational expenses by working while taking classes, you may list the percentage (i.e., financed 50% of college education). An academic award or honor can also be included in this section, if you have only one to include. Multiple awards and honors can have their own section.



Proofread

Watch for trick words such as “from” that you may have spelled “form.” A computer spellcheck will not catch this. Have many different people review your résumé. An error may cost you an interview.



Grades

Some fields focus on grades, while others do not. You can give your overall GPA or just your major GPA. Use the better of the two. Employers in some fields screen on the basis of grades. If you are in one of these fields, always include the GPA.

Additional Skills

List any computer skills, language skills, certifications, etc., that may help to sell you as a potential employee.

Related Experience

This section is used for experiences that are directly related to your career. These should include jobs, internships, externships, volunteer work, and summer employment.

List each experience, starting with the most recent and working backward. Be sure to include: position held, name of organization, city, state, dates worked, and a brief description of your duties. List your responsibilities using action verbs and bullet points.

Work Experience

This section is similar to Professional Experience; however, the items listed are not directly related to the career path you are seeking. Do not underestimate the importance of this section. Many skills are transferable, such as leadership, communication skills, administrative responsibilities, etc.

Activities and Organizations

Membership in clubs and organizations, volunteer work, committee work, and other extracurricular activities are included in this section. Be sure to list leadership positions you have held.

Honors and Awards

Mention community awards and any other special recognition. If you have a significant amount of information in this area, choose the ones that best apply.

References

It is helpful to indicate how an employer should proceed if interested in obtaining references. Most employers do require references. Most job-seekers use the phrase “available upon request.” The employer most likely will assume you will provide them. If you need space, this may be deleted.

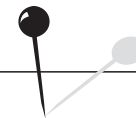
The Do’s and Don’ts

Do . . .

- Be clear, concise, and precise
- Spell out degrees (e.g., Bachelor of Science instead of B.S.)
- Include a cover letter
- Proofread
- Put a page number and your name on each additional page

Don’t . . .

- Lie about or exaggerate your accomplishments
- Use personal pronouns such as “I,” “she”
- Staple or paper-clip pages
- Round off your grade-point average
- Write long paragraphs or sentences
- List high school education (unless you are an education major applying in your home district)



One or Two Pages?

Most résumé readers prefer the single-page format, particularly for recent graduates. Expand to two pages only if you feel you would be omitting critical information or if you are in a field (such as education) that expects a two-page résumé. Remember that most employers review résumés for only 10-30 seconds, which means that they may not get to the second page.



Action Verbs

Adapted
Addressed
Adjusted
Administered
Advertised
Advocated
Aided
Allocated
Analyzed
Answered
Appointed
Appraised
Approved
Arbitrated
Arranged
Articulated
Assessed
Assigned
Assisted
Attained
Audited
Authored
Authorized
Balanced
Budgeted
Calculated
Chaired
Clarified
Coached
Collaborated
Communicated
Composed
Computed
Conceptualized
Condensed
Conferred
Conserved
Considered
Consolidated
Consulted
Contacted
Contracted
Contributed
Controlled
Converted
Conveyed
Convinced

Cooperated
Coordinated
Corrected
Corresponded
Counseled
Customized
Debated
Decided
Decreased
Defined
Delegated
Demonstrated
Determined
Designed
Developed
Diagnosed
Directed
Discussed
Displayed
Drafted
Edited
Educated
Elicited
Eliminated
Emphasized
Encouraged
Enforced
Enhanced
Enlisted
Ensured
Entertained
Established
Estimated
Executed
Expedited
Explained
Expressed
Facilitated
Fashioned
Forecasted
Formulated
Founded
Furnished
Generated
Guided
Handled
Helped
Hired
Hosted
Illustrated
Improved
Incorporated

Increased
Influenced
Initiated
Inspected
Instituted
Insured
Integrated
Interacted
Interpreted
Intervened
Interviewed
Introduced
Invented
Involved
Joined
Judged
Lectured
Led
Listened
Logged
Maintained
Managed
Marketed
Measured
Mediated
Merged
Modeled
Moderated
Modified
Monitored
Motivated
Navigated
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Operated
Organized
Originated
Outlined
Overhauled
Oversaw
Participated
Performed
Persuaded
Photographed
Planned
Prepared
Presented
Presided
Prevented
Prioritized
Produced

Programmed
Projected
Promoted
Proposed
Provided
Publicized
Purchased
Qualified
Recommended
Reconciled
Recorded
Recruited
Reduced
Referred
Registered
Rehabilitated
Reinforced
Reorganized
Replaced
Reported
Researched
Resolved
Restored
Responded
Retrieved
Reviewed
Revised
Revitalized
Scheduled
Secured
Selected
Shaped
Simplified
Solicited
Solved
Specified
Spoke
Streamlined
Strengthened
Submitted
Suggested
Summarized
Supervised
Supplied
Supported
Synthesized
Translated
Updated
Validated
Verified
Volunteered
Wrote

Sample Résumé: Student Seeking a Summer Internship

Below is a sample résumé geared toward a summer internship for an English major. Because this résumé may be scanned into a database, note that the design is very basic: there are no italics or lines that might not show up once the résumé is scanned. Also note the use of key phrases and specified classes that would result in more “hits” for this résumé.

Denise Robinson

School: 1200 Main Street, Bethlehem, PA 18018, student@moravian.edu

Home: 123 My Street, Anytown, PA 12125, 610-555-1212

- Education** Moravian College, Bethlehem, PA
Bachelor of Arts in English, minor in art, May 2010
GPA: 3.25
Awards: Comenius Scholarship, Founders Scholarship
Related Courses: Business Writing, The English Language, Public Speaking, News and Feature Writing, Graphic Design for Presentations, Publication Design
- Related Experience** *Vice President, Zinzendorf Society (English club), Moravian College, 2007-2008*
- Communicated with faculty through monthly memos; recruit new members.
 - Contacted marketing professionals and coordinate speaker presentation for group.
 - Organized an annual public relations spring conference at Moravian College through publicity of conference events to the Moravian community and surrounding interested parties.
- Marketing Agency Project, Consumer Behavior, Moravian College, Fall 2007*
- Developed a marketing plan for a jewelry company as a member of a 5-person team.
 - Conducted extensive research on company to identify target market.
 - Created a marketing plan based on research and knowledge of marketing strategies.
- Editorial Intern, Eastern Pennsylvania Business Journal, Bethlehem, PA, Summer 2007*
- Edited weekly finance column by Richard Jarndyce
 - Wrote editorial comments for the retail section of the publication.
 - Communicated with staff and external constituents to ensure accuracy of articles.
- Skills** *Computer:* Quark XPress, Adobe InDesign, Photoshop, Dreamweaver, Flash, Microsoft Office (Word, Excel, Access, PowerPoint), Filemaker Pro
Language: Spanish (conversational)
- Leadership** *Secretary, Sigma Tau Delta (national English honor society), Fall 2007-Present*
- Maintain accurate minutes of weekly meetings.
 - Serve as liaison to Dean of Students and organization.
- Co-Captain, Varsity Basketball, Fall 2007-Present*
- Lead weekly team meetings to prepare for upcoming games.
 - Create team unity and spirit through organized activities and practices
- Additional Experience** *Camp Counselor, Day Camp, New York, NY, Summer 2006*
- Facilitate group activities for 18 children ages 7-11.
 - Schedule events and coordinate programs to develop music and cultural awareness.
- Activities** History Club, Student Alumni Association, University Productions

Sample Résumé: Senior Seeking Full-Time Position

Below is a sample résumé geared toward a full-time position for a student with a double major in English and graphic design. The key words throughout the résumé demonstrate the applicant's transferable skills.

Weatherby George Dupree

School: 1200 Main Street, Bethlehem, PA 18018, wgd@hotmail.com

Permanent: 123 My Street, Anytown, PA 12125, 610-555-1212

Education

Moravian College, Bethlehem, PA

Bachelor of Arts in management, minor in Spanish, May 2009

GPA: 3.0 in major

Courses: Consumer Behavior, Managerial Finance, Human Resource Management, Investment and Portfolio Theory, Spanish Conversation and Contemporary Life

Related Experience

Financial Management Intern, Merrill Lynch, Mount Laurel, NJ, January-May 2008

- Created a presentation report including spreadsheets which was adopted as the standard format by brokers in this office.
- Updated and maintained trading activity in spreadsheets for clients.
- Researched specific Value Line reports and performed clerking tasks for brokers.
- Communicated with prospective customers via phone and direct mail.

Secretary, Economics and Business Club, Moravian College, September 2007-present

- Recorded notes for 10 meetings a semester.
- Designed and maintained Internet web page.

Fund Manager, Amrhein Investment Club, Moravian College, April 2007-January 2008

- Gained hands-on experience in the field of investments.
- Managed three portfolios. Met weekly to discuss current holdings and present ideas for future purchases or sales of stocks and bonds.
- Co-organized trips to the New York Stock Exchange and the Federal Reserve Bank.

Skills

Computer: MS Excel, MS Access, MS Word, Quattro Pro, Paradox, WordPerfect, Lotus Notes, Freelance Graphics

Languages: Spanish (fluent), French (conversational)

Leadership

Student Ambassador, Twenty-Six Points, April 2006-present

- Led on-campus tours for prospective students.
- Represented Moravian College at special recruiting events.

Additional Experience

Cashier, Gap Outlet, Tannersville, PA, Summer 2008

- Controlled cash drawer of more than \$500.00.
- Assisted customers in purchases of clothing and accessories.

Activities

Student Alumni Association, Accounting Club

Sample Résumé: Senior Seeking Full-Time Teaching Position

Below is a sample résumé geared toward a full-time teaching position for a student with a major in psychology and certification in elementary education. This student's extensive experience justifies a two-page résumé.

CYNTHIA B. APPLGATE

123 School Road • Bethlehem, PA 18018
610 123-4567 • stcba01@moravian.edu

EDUCATION

Moravian College, Bethlehem, PA

Bachelor of Arts: psychology, May 2008

Elementary education certification

Cumulative GPA: 3.45; major GPA: 3.63

TEACHING EXPERIENCE

Saucon Valley Elementary School, Hellertown, PA

Student teacher, fourth grade (March–April 2008)

- Designed and prepared lessons, and instructed children in science, reading aloud, guided reading group, math, writing, and spelling
- Integrated computer technology into lessons
- Adapted lessons to fit the needs of students with IEP
- Assisted with parent/teacher conferences
- Wrote weekly newsletter to parents to keep them informed of what lessons were covered each week

Fountain Hill Elementary School, Bethlehem, PA

Student teacher, first grade (January–March 2008)

- Developed and taught social studies family unit
- Created and taught science unit on weather
- Used guided reading lessons and reading anthology to foster learning
- Provided accommodations throughout lessons to students with special needs
- Created educational math games and learning centers

Ritter Elementary School, Allentown, PA

Junior pre-student-teaching experience, second grade (March–May 2007)

- Designed language arts, social studies, and mathematics lessons in accordance with the Pennsylvania State Standards
- Led several hands-on mathematics lessons and activities
- Assumed many daily classroom routine responsibilities

Clearview Elementary School, Bethlehem, PA

Early field experience, kindergarten (September–December 2006)

- Taught a lesson and conducted an activity aligned with an ongoing alphabet unit
- Read aloud books to the entire class on a regular basis

Marvine Elementary School, Bethlehem, PA

Early field experience, third grade (January–April 2006)

- Taught whole group language arts lessons
- Observed and completed running records on individual students

CYNTHIA B. APPLGATE

Page 2

RELATED EDUCATION EXPERIENCE

Allentown YMCA Summer Camp, Allentown, PA

Counselor (June–August 2005-2007)

- Provided care and an activity-oriented day for ten-year-old campers
- Planned and taught theme-based sporting activities, arts and crafts, team-building, and songs

Head Start, Allentown, PA

Teacher's Aide (January–May 2007)

- Helped children develop better learning and socialization skills

ADDITIONAL WORK EXPERIENCE

Moravian College Residence Life Staff

Upper- and underclassmen Resident Director (September 2006–May 2008)

Resident Advisor (September 2005–May 2006)

Moravian College Twenty-Six Points

Student Ambassador (January 2006–May 2008)

- Gave personal and group tours of campus to prospective college students

Moravian College Athletics Office

Assistant to the coaches (September 2006–May 2008)

- Performed office duties including copying, faxing, and working with various computer programs
- Created letters and spreadsheets to organize information

HONORS AND AWARDS

Psi Chi, psychology honor society (2007 to present)

Kappa Delta Pi, education honor society (2007 to present)

Academic Dean's List (Fall 2005, Spring 2006, Fall 2007)

Who's Who among Students in American Universities and Colleges (2007)

TECHNOLOGY SKILLS

Microsoft Office (Word, Excel, PowerPoint); Macintosh (Appleworks, Claris Home Page, Inspiration); additional proficiency with Internet Explorer, e-mail, and Smartboard.

VOLUNTEER EXPERIENCE

Moravian College Campus Community Connection (C3) (September–December 2004)

Organized and facilitated activities to assist with campus service projects

INTERESTS

Reading, sports, arts and crafts, and tutoring students

Cover Letters

Cover letters introduce you to a potential employer. A good cover letter motivates the employer to read your résumé and invite you to interview for the position. In addition to creating an image, a cover letter provides information about how to contact you, how you identified the employer, what action you want the employer to take, and what additional material is enclosed with the cover letter.

A cover letter consists of seven elements. Each is important and should not be omitted from your cover letter.

- Your full name, full address, and phone number
- Date of mailing
- Employer's full name, title, organization name, and full address
- Body of the letter (usually three to five paragraphs)
- Closing section
- Full signature
- Special notations (enclosures)

Key Components

The cover letter expands upon your résumé by adding personal flavor to your approach. There are three sections to the cover letter: the introduction, the body, which describes your qualifications and interests related to the position that you are applying for, and the closing.

Introduction

This section establishes the purpose of the letter. It normally comprises up to four sentences stating why you are writing to the employer. The goal of the introductory paragraph is to attract attention. Strong opening sentences draw the employer's interest and motivate him or her to continue reading.

Body

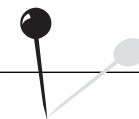
The body of the letter markets your credentials. In this section, show how your background matches the job for which you are applying. Establish a connection between what you have to offer and the employer's needs by briefly describing some high points of your background. Don't repeat everything on your résumé; create a desire to read the résumé to get the details.

Closing

This section should be brief and direct. State that you would like an appointment for an interview. Doing so indicates a person of responsibility. Add your phone number, and, if you have voicemail, assure the employer that you return calls promptly. The closing should be assertive; you can state that you will call for an appointment.

Things to Avoid

- Excessive wordiness
- Redundancy
- Passive voice



Wording Tips

Trim the fat. Instead of "in the absence of," say "without."

Use straight phrasing. Instead of "I was in charge throughout the entire project," say "I remained in charge of the project."

Avoid passive constructions. Instead of "the final decision was made by me," say "I made the final decision."

Important Points

- Address the letter to a specific person, if possible. Do not send it to “Human Resources Department.” The company’s website will assist you with titles and full names.
- Tailor the letter to the employer and the job. Learn all you can about the employer before you write. Know why you want to work for that organization.
- Limit the letter to one page.
- Use the same paper as your résumé.
- Try to be “reader-oriented.” Use “you” or the organization’s name more than you use “I” and “my.”
- Be positive and direct. Avoid phrases that express doubt, such as “I hope to hear from you.” Instead, try “I look forward to hearing from you.”
- If you mail the letter, don’t forget to sign it. Omitting something simple like this is a sign of carelessness.
- If you e-mail your letter, simply type your name in place of your signed name. Your cover letter and your résumé should be attachments to an e-mail message which will function as a “preview” cover letter. They should not be pasted into the e-mail.

Basic Cover Letter Format

Your full address

Date of mailing

Employer’s full name

Employer’s title

Organization’s name

Full address

City, state and full zip code

Dear _____ :

[Introduction]

1. Describe how you identified the internship or position opening.
2. Discuss any personal contacts you have within the organization who may be contacted as references.
3. Describe the position for which you are interested and state your reason for sending your résumé.

[Body]

1. This section is usually one to three paragraphs.
2. Call particular attention to the experience and potential skills you have that pertain to the internship or job opening.
3. If possible, use quantifiable information when describing your skills, i.e., I increased sales by 20%.

[Closing]

1. State when you will telephone to confirm that your résumé has been received and favorably reviewed.
2. Mention the possibility of setting up an interview.
3. Mention what action you would like taken and list what materials are enclosed.

Sincerely,

Your full signature

Your full name, typed

Enclosures

Sample Cover Letter

Moravian College
1200 Main Street
Box 92
Bethlehem, PA 18018

September 19, 2008

Mr. John Johnson
Personnel Representative
Dreamjob, Inc.
P.O. Box 5555
Philadelphia, PA 19101-5555

Dear Mr. Johnson:

I am writing to apply for the research analyst position at Dreamjob. James Jameson, an account manager at your organization, made me aware of the position. I feel that my analytical skills make me a great fit for the position.

My coursework, along with my internship experience, has provided me with a solid background in research. My internship with Air Products permitted me to apply what I learned in the classroom. At my internship I was able to make many process improvements based on my research. For instance, I was able to change the database tracking system to improve the quality of existing information. These changes resulted in a net profit increase of 15%. I have also learned how to effectively interact with others, and my supervisor has commended my enthusiasm and persistence in the work area.

Maintaining two jobs at one time during college forced me to manage my time effectively. As a business manager for the college newspaper, I have been able to motivate people to be more productive and improve the efficiency of daily operations. I have also improved my communication skills as a student office worker in the Career Center. My work experience and education have given me the necessary skills for this position.

My résumé is enclosed. I would welcome the opportunity to discuss my qualifications further. I will contact you the week of October 4 to discuss my application. If you wish to contact me, I can be reached at 610 555-1212 or via e-mail: jdoe@hotmail.com. Thank you for your consideration.

Sincerely,

Jane Doe

Jane Doe

Enclosures

First Impressions

Creating a Professional Image

How you look, act, and carry yourself is important to the interview process. Individuals who are self-confident, self-aware, and professionally dressed have the highest success rate in gaining positions. First impressions are critical. There are several factors contributing to the first impression, including appearance, handshake, voice level, and eye contact.

First Sight

Employers are often influenced by what they see. In a short time, they can pass judgment, develop perceptions, give value to, accept, or reject the prospective employee.

Appearance

- Dress to look professional. See the following section for dress guidelines.
- Stand and sit up straight.
- Hold your head up and look the interviewer in the eye.
- Though nervousness is a natural condition in interviews, try to look calm, confident, and alert.

Handshake

- An immediate impression is made by the way you shake the interviewer's hand.
- The impression you want to make is one of self-confidence.
- Whether you are female or male, the hand is extended straight and firm, locking thumbs.
- Keep your hand dry and apply moderate pressure.

Voice Level

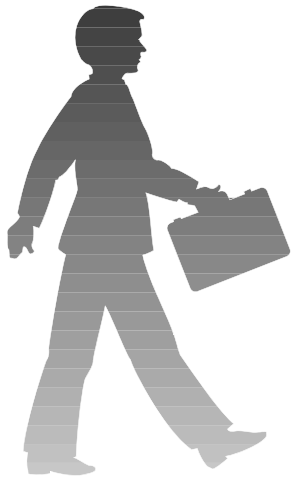
- Some people speak at a lower volume than others. Neither way is right or wrong.
- You must speak clearly and at a level that the interviewer will understand everything you are saying.
- Speak firmly, clearly, and not too fast or too slow.

Eye Contact

- Eye contact conveys many things to different people.
- In the interview, you want to hold eye contact when speaking and listening to the interviewer. This shows you are listening carefully and are concerned with what the person has to say.
- If you look away for long periods of time, it can mean that you have a feeling of inferiority, that you are unsure of what you are saying, or are not paying attention to what is being said to you.

High-Tech First Impressions

- Technology gives you just as much opportunity to make (or fail to make) a good first impression as more personal means of contact.
- Voicemail (or answering machine) should have a professional and clear message. Avoid clichés, songs, poetry, or jokes in your message.
- E-mail messages should be professional. Use proper grammar and punctuation. In addition, do not use "clever" signature slogans at the end of the e-mail, and ensure that your e-mail address is professional. Using a funny, cute, or sexy name for your e-mail address will not impress an employer.



Guidelines for Dress

Potential employers are interested in gaining a sense of you as a professional. Dress is one way to enhance your professional image.

Student fashion is heavily influenced by pop culture. Unless you are interviewing for a job as an entertainer, you must revise your mindset about what to wear to present yourself in the best way. The object is to look professional, not to look cool.

The mantra for interview clothing is *conservative*. If you are interviewing in corporate, educational, or government fields, dress in a conservative suit. This advice may change if you are interviewing for an “image” career,

such as fashion merchandising, where a “fashion statement” is not out of order. (But even in fashion and entertainment industries, the dress of executives is much more conservative than that of models and performers.)

You may find, once you get the job, that all the men in the office wear loafers and all the women wear three earrings in each ear. You will naturally adapt your dress to the prevailing office culture. The advice given here is about what is safest and most effective in the *interview*.

Men

Suit

- A suit consisting of matching jacket and trousers is the definitive business outfit for a man. A high-quality sport coat or blazer with non-matching trousers is acceptable in some business situations, but is not usually appropriate for an interview.
- The darker the color the more power it conveys, except black, which is for formal occasions.
- *Best colors*. Navy blue and gray. Use caution with brown. This color can look cheap. Select browns in tweeds or herringbone patterns and save them for a more casual look.

Shirt

- *Colors*. Solid white is the #1 choice for shirt color; pale blue is the second. If you desire a less conservative look, try white collar and cuffs on a solid-colored shirt.
- *Collars*. Should be straight or “spread” for a more formal look. The button-down collar can be used for a less conservative look.
- *Cuffs*. Should fit snug, allowing for a watch to be worn. Higher quality shirts are usually made with a button on the placket. The shirtsleeve should fall one-half to three-quarters of an inch below the suit sleeve.
- Wear a T-shirt (plain white) under your dress shirt. Many shirts, including good-quality shirts, that look opaque on the hanger turn out to be surprisingly translucent when worn.

Tie

- A tie is a man’s most important accessory. It’s the only item that shows personality. It should enhance, not startle. The tie should fall to the middle of your belt buckle. A bow tie is for formal wear only.
- *Fabric*. 100% silk is correct in any climate.
- *Knot*. Should be small, but large enough to fill the space at the top of the shirt. A smaller knot gives a more elegant look.
- *Patterns*
 - *Foulards*: Small geometric prints. They are rich looking and give an Ivy League appearance. They are the best choice for business.
 - *Stripes*: Stripes should be uniform width. Two colors are fine; three is the maximum.



Dots: The smaller the dot, the dressier the tie.

Solid Colors: Red or burgundy with navy suit. Except for a red tie, a solid tie is considered casual.

Paisley: The narrower the better, to tone down the pattern. Should be in rich, subdued colors.

Socks

- Socks should always be over-the-calf, so if you cross your legs, all that is seen is the sock. Navy suit, navy sock; gray suit, gray sock, etc. Nylon, thin wool, or thin cotton socks are best for interviews.

Shoes

- *Material.* Polished leather is the only material appropriate for business.
- *Style.* Wingtips or plain smooth leather lace-ups. Wingtips are the more conservative choice.
- *Color.* Black, cordovan, or dark brown. Black is for gray or navy suits, brown for tan or beige suits. Cordovan can go with various suit colors. The color should never be lighter than the trouser.

Jewelry

- No thick digital sports watches or watches with many time zones or function knobs.
- A wedding ring or signet ring is acceptable.
- It is usually best to not wear earrings, necklaces, or bracelets.

Other

- A clean shave is usually more acceptable in a professional environment than facial hair.

Women

Suit

- A suit is the best choice for an interview. Suits should not be broken up and worn as mix and match. The skirt should be no shorter than knee length. A tailored pants suit is also acceptable.
- *Colors.* Navy blue, black, burgundy, gray, or beige. Bright colors are not appropriate for an interview.

Blouse

- A blouse (not a sweater) should be worn with the suit. It can be almost any fabric as long as it is tailored and the color is lighter than the suit. Stay away from prints. White usually can be worn with any suit color except beige.
- Low-cut necklines are not appropriate.

Dress

- A dress is the next best choice after a suit. It should be tailored and conservative in style. It should be no shorter than knee length, and should be a solid color, following the guidelines for suits.

Hosiery and Undergarments

- Hosiery should be worn at all times, including extremely hot weather. You are always safe wearing hosiery close to your own skin tone. If you would like to appear taller, hosiery should match your hemline and shoes.
- Wear a slip. It will make your skirt hang better and will prevent undergarment lines from showing.
- Wear a camisole if your blouse has any tendency to gape between the buttons, or if it has any degree of show-through. Many blouses that look opaque on the hanger turn out to be surprisingly translucent when worn. The camisole should not be revealed by the neckline of the blouse.

Shoes

- Shoes should be plain polished leather or suede. No open toes or sandals. A shoe with a moderate heel (one to two inches) gives a more professional look than a flat shoe. Very high stiletto heels look frivolous. Shoes should match your skirt or be darker. Never wear white shoes, even in the summer.

Jewelry

- Jewelry should always be understated. Real gold or silver is better than costume pieces.
- No thick digital sports watches or big flashy fashion watches.
- Wedding rings and jeweled (for example, birthstone) rings with small stones are acceptable. No more than one ring per hand (a wedding set consisting of engagement ring and wedding ring worn together counts as one ring). No large or flashy multi-stone rings.
- Wear conservative earrings—for example, studs, small buttons, or small hoops that hug the ear lobe. No large hoops or big dangly earrings. One earring per ear, and they must be a matched pair.
- Beware of jewelry that helps you show how nervous you are. A plain gold or silver neck chain or bracelet, or a string of pearls, may be quite acceptable finishing accessories for a professional outfit, but they offer irresistible opportunities for nervous fiddling while you talk. The only safe necklace is one short enough to lie inside an open collar.

Miscellaneous

- Hair should be arranged away from the face. Extravagant hair styles are not acceptable.
- Make-up should look natural. It is meant to enhance your features, not cover them up.
- Keep nails well manicured. Chipped polish will draw unfavorable attention to the hands. “Fingernail art” and overly-long nails do not convey a professional image.
- Undergarment lines should never show.
- Carry an extra pair of hosiery, in the event of a run.
- If you wear one size in a top and another in a skirt, buy matching separates.
- Carry a briefcase or handbag but not both.

Image Tips for All

Clothes

- Wear clothes that fit properly. If clothing is too tight, it will make you look overweight. When you try on a garment, sit, bend, and stretch to test its comfort.
- Bulky knits, mohair, and wool tweeds will make you look overweight, too.
- Avoid fabrics that wrinkle, and remember that even wrinkle-resistant clothing can benefit from touch-up ironing, especially on the collars of shirts and blouses and the backs of jackets and skirts.
- Stripes and patterns should match at the seams.
- Scuffed shoes ruin a good outfit. Don’t believe people won’t notice your shoes. Polish them.
- Cleanliness counts. Shirts, blouses, and undergarments should be washed after each wearing.
- Invest in a clothes brush and a sticky-roller lint remover, and use them. If you have any tendency to shed dandruff, be particularly careful to use the clothes brush on the shoulders of your jacket before you go to an interview.
- Clothing is an investment. Spend as much as you can afford on quality garments.
- *Your clothes tell your audience how important you think they are.*

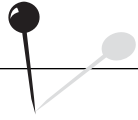
Miscellaneous

- Business briefcases should be cordovan or black.
- Do not wear perfume or cologne to the interview.
- Bare skin, piercings, and tattoos do not project a professional image. Wear conservatively-cut clothes, remove jewelry from any piercings (except for one pair of earrings, for women), and cover up any tattoos.

Business Casual

Many corporations have converted from conservative dress to business casual. It is important to understand what clothing is considered business casual. For men, business casual usually means slacks or khaki pants, sometimes a sport coat or blazer, collared shirt, and casual shoes such as polished leather loafers. For women, business

casual usually means casual but tailored skirt, pants, or dress, blouse or collared shirt, and leather shoes. Business casual does not include frilly or bare-shouldered dresses, sweats, shorts, jeans, athletic shoes, or any other clothing that suggests play rather than work.



Is Business Casual Acceptable for Interviews?

Many interviewees wonder if business casual is appropriate for interviews. It is not acceptable for interviewing with many organizations but may be acceptable for some. If the dress for an interview is not specified, then you should wear conservative business attire: i.e., business suit and formal accessories. If the dress is not specified for a networking event, you can call (Career Center or employer) ahead of time to inquire about acceptable dress for the event. When in doubt, dress professionally, even if the interviewer is dressed in business casual.

Interviewing

The heart of the job-search process is the interview. This is your chance to show your stuff. It is where your motivations and the employer's needs come together. To be best prepared for the interview, you must know how to match the employer's needs to your skills and abilities.

Résumé vs. Interview

Your résumé is your vehicle to get an interview and the interview is your vehicle to get a job offer. Be sure to spend quality time preparing for the interview. It is extremely important that you do not skip pre-interview activity.

Pre-Interview Activity

A successful interview begins with research. You must learn about the organization and the position that you are interested in. Review articles and information about the company in such diverse resources as magazines, newspapers, directories, the Internet, current employees (if appropriate), and annual reports. Develop some of your questions for the interview from this information.

You should have some type of briefcase or portfolio that you bring to interviews. It should contain:

- A note pad
- One or two pens
- Several extra résumés
- Several extra copies of your reference list
- Letters of recommendation (if you have them)
- Educational transcripts (the employer will probably require official copies from the College, but there is no harm in having your own copies for informational purposes)
- Work samples (where applicable)

References should be listed on a separate sheet of paper matching the paper of your résumé. The sheet should include your name, address, e-mail address, and telephone number at the top of the page. Then, type REFERENCES in capital letters and center it. Skip down two lines and type the name and work contact information for each reference. List three to five references and include their relationship to you (e.g., professor, supervisor, advisor, dean, etc.). They should be people you have worked with. **Never** use a person as a reference without first obtaining his or her permission. As the job search progresses, be certain that the contact information is up to date.

Interview Check-List

- Arrive on time.
- Dress appropriately.
- Know the interviewer's name, pronunciation, spelling, and title (Mr., Miss, Ms., Mrs., Dr.).
- Extend a warm greeting and firm handshake.
- Wait to be asked to be seated.
- Maintain eye contact.
- Show enthusiasm.
- Display knowledge of the company, industry, position, interviewer, and job location.
- Be prepared to answer and ask questions.
- If you carry a cell phone or pager, turn it off.

The Interview

The interview process is a conversation that accomplishes two objectives. First, a candidate presents himself or herself to a potential employer. Second, the candidate gains information about that employer. A good interview involves give and take. You're shopping the company, and the company is shopping you.

Two types of interviews are the most common:

- **The Screening Interview.** A short interview in which first impressions are quite important.
- **The On-Site Interview.** Usually a longer follow-up to the screening session. You must be able to establish rapport quickly and sustain it.

In the interview setting, you must be aware of both your verbal and non-verbal behavior. Appearance, self-expression, self-confidence, enthusiasm, and your ability to relate to the interviewer all exert an influence. The job interview is usually structured in five parts: the first impression, being asked and answering questions about yourself, being told about the job and company, asking the interviewer about the job and company, and wrapping up.

Face to Face

At this point, employers are looking for honesty, intelligence, competence, enthusiasm, and likability. In the end, employers hire the people they like. Therefore, you should convey that you are likable and can get along with others. You can convey this by using nonverbal behaviors, which include:

- Sitting with a very slight forward lean toward the interviewer. It will communicate your interest in what the employer has to say.
- Making frequent eye contact with the interviewer. You will be perceived as more trustworthy if you look at the interviewer as you ask and answer questions.
- Smiling. A moderate amount of smiling will help reinforce a positive image.
- Conveying interest and enthusiasm through your vocal inflections. If you speak in a monotone throughout the conversation, it will sound as if you are bored.

Answering Questions

Preparation and practice are keys to your success. Most questions will relate to your educational background, work experience, career goals, personality, and behavior traits. Behavior-based questions are those in which an



Arrival Time

An employer's time is important. One of the easiest ways to irritate an employer is to show up late for an interview. In addition, to make sure you are not infringing on an employer's time, you do not want to arrive too early (more than 20 minutes). A general rule of thumb is to arrive 15 minutes before the interview. Be sure to consider your travel route when planning your arrival time. You may even want to make a practice run to the site of an off-campus interview.

Bookbags and Backpacks

Be sure to travel light to interviews. As a student, you may have to schedule interviews during your busy day—i.e., between classes. Develop a plan that will allow you to store bookbags, backpacks, and other bags before going to an interview. It is very difficult to manage the interview process with excess baggage.

interviewer asks a question about your past behavior in a situation (such as, “Describe how you handled a conflict situation in a professional setting” or “Tell me a time when you led a group and discuss the result”). Whatever the question happens to be, you want to answer it *as it relates to the position you are interviewing for*. Always try to use an example from your experiences to further emphasize your skills. Using the STAR approach is an effective method. When giving an example, follow these steps:

Situation. Tell the interviewer the situation that gave you the chance to acquire the skill. Think of problems you have solved or a situation that you handled effectively. It doesn't have to be a big deal; just something in which you were able to use your skills.

Task. Explain the task you undertook.

Action. Tell the interviewer how you went about solving the situation. Tell what you did and how you did it. Focus on what you did. Let the interviewer see how you think. Show him or her how logical, analytical and creative you are. Be detail oriented. This will show the interviewer what the organization can expect from you on the job.

Result. Let the interviewer know the result of the situation. Was the job more efficiently performed? Less costly? Made easier? Talk about increasing efficiency, productivity, morale, or elimination of waste. Show that you know the bottom line for business is profit. Try to give an example with a positive outcome. But even if it is negative, let the interviewer know what you learned from the experience.

Your example does not have to be an on-the-job experience. It can be taken from the classroom or from extracurricular activities. Anything that can convey your skills is appropriate to use.

Questions an Interviewer Might Ask You

Warm-up Questions

- Tell me a little about yourself.
- Why are you interested in a career in _____?

Educational Questions

- How has your college experience prepared you for a career?
- Describe your most rewarding college experience. Why was this experience the most rewarding?
- If you could do so, how would you plan your academic study differently? Why?
- Do you think your grades are a good indication of your academic achievement?
- What have you learned from your extracurricular activities?

Company Information Questions

- Tell me how you became aware of our organization.
- Tell me what you know about _____.
- What aspects of our organization are appealing to you?
- Why did you decide to seek a position with this company?
- How did your major prepare you for this type of position?
- Why should I hire you?

General Career Questions

- What criteria do you use to evaluate the organization for which you want to work?
- What do you see yourself doing five years from now?
- How do you plan to achieve your career goals?
- What did you learn from or gain from your part-time and summer job experiences?

- In what kind of work environment are you most comfortable?
- How would your (friend, supervisor, professor) describe you?
- How do you work under pressure?
- What is your greatest disappointment?

Behavior Questions

- Please describe ways in which you have used the computer to accomplish an assigned task.
- When presented with a variety of tasks, how do you set priorities for your activities?
- If a constituent has a question that you are unable to answer, what would your approach be?
- This position requires a great deal of organization and attention to detail. Please describe a situation in which you have organized a project. Be specific about the tasks which you completed and how you went about accomplishing those tasks.
- Please describe a stressful situation in which you were pressured to meet a deadline. How did you handle the pressure, and did you meet your deadline?
- Provide some examples of how you have provided “outstanding customer service” to someone in the past.
- If you had the luxury of creating the ideal work environment, what would it look like?

Handling Objections and Negatives

Be positive! Never complain. If you can't say anything good about a person, company, or institution, don't say anything at all. The underlying question will always be “why should I hire you?” When handling employers' objections, recognize their stereotypes and biases. Then raise their expectations by stressing your strengths and avoiding your weaknesses. Be honest in doing so. The substance and form of your reply should be positive. Avoid words like “can't,” “won't,” and “don't.” While you cannot avoid all negative words, realize that the type of words you use makes a difference, and therefore word choice should be managed. Avoid simplistic yes and no answers. Instead, use examples that explain your reasons and motivations.



Objections

Question: I see that you don't have a lot of work experience. It is very different working in a business environment. Why should I hire you?

Wrong Answer: I can understand that. I don't have business experience but I do have a business degree.

Right Answer: I understand your hesitation about hiring someone without actual business experience. Many people don't adapt well to a business environment without business experience, but I don't believe I will have that problem. I am used to working with people. I work until the job is done, which often means long hours and weekends. For instance, for the American Marketing Association, I organized a panel presentation of marketing professionals. I spent 40 hours researching the people and businesses to obtain a list of appropriate professionals for the discussion, and recruited five people for the panel. I then marketed the presentation to students and faculty. I sent out e-mail correspondence, hung flyers, and made announcements in marketing classes to increase attendance at the event. I spent more than 80 hours working on this experience. It was quite a success, especially for a first-time event. The panel discussion was attended by more than 70 students, and our organization gained 10 new members.

Why: The first answer is incomplete and does not really address the interviewer's objection. He or she already knows your degree is a business degree, but the objection is there anyway. With this answer, you lose the opportunity to add information the interviewer doesn't have, to allay the employer's fears about your apparent inadequacy, to sell the skills you would use in a business environment. The second answer states in a positive way the skills you have acquired to perform well in a business environment.

Negatives

If the interviewer asks you to describe a negative quality about yourself, you can handle this situation in several different ways.

Question: Describe one of your biggest weaknesses.

More than One Right Answer:

- *Discuss a negative that is **not related** to the job being considered.*
I don't enjoy accounting. I know this is very important, but I find keeping the books boring. I really enjoy selling. It is great that this job is primarily selling. . . .
- *Discuss a negative **already known** to the employer. And turn it to your advantage.*
I lack extensive work experience, but I have participated in many student organizations. In fact, I am the president of the Psychology Club. As president I was able. . . .
- *Discuss a negative that you have **improved upon**.*
I used to over-commit myself and miss deadlines with my classwork. To improve on this, I read about time management and learned what I was doing wrong. In three weeks, I improved my performance and found that I could meet my deadlines with no problem. . . .
- *Discuss a negative that also can be a **positive**.*
I am very detail-oriented. I know I have to fight the temptation to spend lots of time getting things perfect. For instance, on one project I spent four hours editing. It did result in an A.

Be Prepared

Your best strategy for managing the interview is to stress the positive and emphasize your strengths. Questions will come in many different forms. Anticipate what the employer is going to ask you and practice positive responses.

Illegal Questions

Most employers are very familiar with the laws regarding what questions they can ask and what they can't. Some employers nonetheless will ask a question that is not appropriate. Some of these questions include:

- Are you married, divorced, separated, or single?
- Do you go to church regularly?
- Do you own or rent your home?
- What does your spouse think about your career?
- Are you living with anyone?
- How much do you weigh?

If you do get a question like this, don't get upset and say "I refuse to answer that." While you do not have to answer the question, use tact in responding. For instance, if the employer asks if you are married, you could respond with a question of your own: "Can you tell me how that is related to my job responsibilities so that I can answer your question appropriately?" If the employer does ask an illegal question, remember to answer it with tact. (But also take warning from questions like these, and consider whether the work environment at this company will be right for you.)

Asking Questions

This is your time to find out more about the company and see if it really is the right fit for you. Employers expect you to ask intelligent questions about the organization and the nature of the work. Intelligent questions come from detailed research. You should not ask questions that can be found readily in the company's literature or its homepage. Some questions you may want to consider are the following:

- How long has this position been in the organization?
- What am I expected to accomplish in the first year? How will I be evaluated?
- Based on your experience, what issues would someone new in this position probably encounter?

- I see the organization's trend is towards _____. What does the future look like for this _____?
- Can you tell me about the people who have been in this position before? Promotions? Terminations?
- What type of person would be the ideal candidate for this position? Personality? Work style? Background?
- What is unique about working with this organization?
- With whom would I be working in this position?
- You have just acquired XYZ Company. How do you think this will affect your hiring?

The Close

You sense the interview is coming to a close. You think it went really well. Now the question is how to close. The interviewer will generally take the lead by standing, shaking your hand, and saying thank you for coming. At this point, you should not just say thank you for your time. At this point, you should summarize your interests, strengths, and goals. It is appropriate, at this time, to ask the employer about selection plans. For example, "When do you think you will be coming to a decision?" The last question you should ask is "When should I call you to inquire about my status?" By taking the initiative, you will prompt the employer to clarify your status soon.

The Follow-Up

It is very important for you to follow up after the interview. You want to communicate two things to the employer: first, that you are interested in the position, and, second, that you will do a good job. Once the interview is over, record what happened during the interview. Try to be as specific as possible. List the names of the people you spoke with, the data you gathered about the company and position, and the skills you have that particularly fit the position. Job search etiquette requires that you send a note of thanks to the people who have interviewed you. You should send this immediately, preferably the day after the interview. You should also call, if that was what was decided during the close.

The Thank-You Letter

The letter should be printed on a good quality bond paper, handwritten on a note card, or e-mailed (followed by a written note). Remember that this is a *short note*. The content should be brief and cover three points:

- Express your gratitude for the opportunity to interview. Restate the date of the interview.
- Sell yourself. If you think of something that you wish you had told the employer during the interview, this is the time to bring it out. At the very least, restate your qualifications that were discussed in the interview.
- Close by mentioning that the interviewer may contact you if he or she has any further questions. If it was decided in the interview that you would be calling to follow up, mention it here.



E-Mail

If you e-mail a thank-you, follow it up with a written note. The e-mail conveys immediate thanks; the written note shows you cared enough to take extra time.

It is amazing how few people take the time to say "thank you." If you want to see your stock go up in an employer's eyes, send a short thank-you note. The thank-you letter is not only a courteous act but a reminder to the employer of your candidacy for the position. In the end, how well you did in the interview, including the post-interview follow-up, will tell the employer something about how well you will conduct yourself in the job.

If your interview was the result of a networking contact, your follow-up should include a call to the contact. This can result in three benefits:

- Your contact may call the employer on your behalf.
- It may stimulate a conversation about you between the interviewer and your contact.
- It will help you to get additional information about the company and the position.

Sample Thank-You Letter

April 2, 2008

Any Person
Recruiting Specialist
ABC State Institution
1000 Main Street
Anywhere, ST 12345

Dear Ms. Person:

Thank you for taking the time on April 1 to interview me for the juvenile probation officer position with your organization. Your discussion of operational procedures of ABC, as well as your expectations of your staff, was very informative and interesting. I am confident that I would make a strong contribution to your staff by increasing the effectiveness of your re-entry program and by decreasing repeat offenses by clients.

As discussed in our interview, my qualifications that would directly relate to the position include:

- More than four years of broad-based education that focused on critical thinking and analysis.
- My ability to effectively handle many different projects simultaneously.
- My experience working at the State Prison as an intern.

Thank you for considering my candidacy. If there are further questions, please feel free to contact me at 610 405-1111 or via e-mail at staxs04@moravian.edu. As we discussed, I look forward to hearing from you the week of May 6, 2008, with your final decision.

Sincerely,

Any Student

Any Student

After the follow-up, keep the process going. The interview process is not over until you (or another candidate) have been offered the job and have accepted it. During the time you are awaiting an answer from the employer, continue to network and apply for other positions that interest you. It may take weeks between the interview and the hiring decision, so use this time constructively.

Waiting

The uncertainty of the waiting process can be tough. However, you can perform some activities that will make your waiting period a little more relaxing.

- As you are waiting for follow-up calls from employers, leave a professional message on your answering machine. If any employers call back for further information, you do not want to give them any impression that you are not the professional person they met at the interview.
- If you asked the appropriate questions during the interview process, you will know when the employer expects to make a decision. You can use this information to develop a calendar that lists all of the dates that you should hear from employers. Based on your calendar, you can contact an employer five to ten days after the employer's anticipated decision date to inquire about the status of the decision. Remember *never* to make this a confrontation: "You said you were going to let me know by now," or "I have to know right now."

When to Stop Interviewing

Remember that once you have accepted an offer from an employer, you should stop interviewing with all other potential employers. Send a letter to other employers stating that you have accepted a position and that you would like to withdraw your application.

Evaluating and Negotiating Job Offers

As your job search nears completion, you will need to evaluate each job offer that you receive. In addition, you may find that you desire to negotiate a job offer. Give careful consideration to evaluating and negotiating job offers in order to assist in your career success. Listed below are some key points that can assist you.

Evaluating Offers

A job offer involves more than just salary. When evaluating a job offer take the total compensation package (salary, signing bonus, benefits, and perks) into consideration. In particular, you should consider benefits such as tuition reimbursement, insurance, medical coverage, vacation time, sick leave, savings plans (401k, 403b, etc.), stock options, flexible work practices, and perks such as a company car, free movie tickets, training, etc.

Also, you should consider the organization's culture and growth potential when evaluating a job offer. You should develop an understanding of how the organization operates on a daily basis. Questions you should ask are: Is the environment supportive? Are employees valued? Can I be successful in this company's environment? In addition, you should be looking at your growth potential in the company. Ask yourself: Do I see myself growing in this company? Where am I likely to be in 2-5 years if I stay with this organization?



Negotiating Offers

When negotiating salary, take the following details into account:

- **Never begin negotiating a job offer until you are offered the position.**

Explanation: If you begin negotiating before an offer is made, you may find that a company will not make you the offer.

- **Negotiating job offers can be risky.**

Explanation: Unfortunately, you may lose a job offer if you choose to negotiate the offer. Some employers rescind their original job offer when the negotiation process begins.

- **Seek to receive all job offers in writing, and be cautious of an employer that will not give you a written offer.**

Explanation: A verbal offer cannot be verified and can be changed. Make sure that you get offers (including new offers that are made after negotiating) in writing.

- **Research the company (and other companies like it) before negotiating in order to find out the salary range for the position you received.**

Explanation: Companies (even those in the same industry) provide compensation at different levels. Do research to find what the company normally offers for the position you are seeking, and whether its salary levels are above or below others in the same industry. If it pays less than other companies in its field, consider what other factors may make it a good place to work.

- **Remember, some offers are not negotiable.**

Explanation: Do not be surprised if a company does not allow you to negotiate an offer. Some companies have a strict policy about providing compensation.

- **Ask questions about benefits that are not stated in the offer, such as tuition reimbursement, etc.**

Explanation: Be sure that you have all the information possible on the benefits of the job. Some benefits may not be explained in interview or offer, and you should search for clarity on the benefits that you can expect to receive.

- **Know what you are worth in the current job market.**

Explanation: Understanding the value of your skills in the current job market will help you understand your negotiating power.

- **Never lie during negotiation and use discretion.**

Explanation: Lying during the negotiation process can catch up to you. Many employers will verify the information that you have given them. In addition, be careful about disclosing too much information and over-negotiating.

- **Take every opportunity to continue selling your skills.**

Explanation: Continue marketing your skills and abilities during the negotiation process. When appropriate, state how you would be of value to the company.

- **Timing can be extremely important.**

Explanation: The company is making a business decision in hiring you. Take into consideration that it is expecting you to make a timely decision and to keep it informed of your employment status and decision.

The Negotiating Process

1 Begin by stating your interest in the position and how well you fit it.

Start the conversation on a positive note. State that you really are interested in the position and that your skills make a good match for what the company needs.

Example: *“I was excited to receive the job offer and I am very interested in the position. I feel confident that my communication and analysis skills will allow me to make a positive contribution to the company.”*

2 State your position.

Build your case for desiring to negotiate the offer. Some scenarios for building your cases may be:

- Based on your research of the cost of living or the market value for your skill set, you found that you need more compensation.
- Based on other job offers that you received, you found that your market value is higher than what you have been offered by the company.
- Based on the shortage of individuals in your chosen field, you found that you are worth more than what the company offers.
- Based on your current situation, you find that you need to negotiate your start date and/or benefits package.

3 Ask if the company can provide more compensation.

After stating your position, ask the employer if the company can provide additional compensation.

Example: *“After doing research on the cost of living in New York, I found that the total compensation of the offer will not allow me to secure an apartment or live in the surrounding area. Is there anything else you can do in terms of the offer?”*

4 When asked, state an acceptable salary range.

Be careful not to give an exact salary figure. State a salary range within which the employer can work.

Example: *“I would be interested in an offer between \$39,000 and \$45,000.”*

5 Work on creative solutions.

Be prepared to be involved in creating the solution. The company may ask you to provide options for them to consider when negotiating the job offer. Consider all angles including benefits, perks, signing bonuses, relocation expenses, etc.

Example: *“I would consider accepting a lower salary if the company could provide relocation expenses and tuition reimbursement.”*

Points to Remember

- Seek to create a win-win situation.
- Know when to stop negotiating.
- Never fabricate information.
- Understand your needs and the needs of the company.
- Stop interviewing once you accept an offer.
- Write a letter of acceptance to formally accept the offer.

Sample Letter Accepting an Offer

1200 Main Street, Box 55435
Bethlehem, PA 18017
610 555-5555

December 20, 2007

Joe Jones
Executive Director
XYZ School District
555 Executive Lane
Pottstown, PA 19034

Dear Mr. Jones:

It is with great pleasure that I accept your offer of employment as an elementary school teacher at XYZ at the salary of \$35,000 and a start date of August 20, 2008. I am confident that I will make a strong contribution to your staff.

I appreciate your help and all the information that you have given me. It will assist me in my upcoming transition to the school district. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and I look forward to working with other XYZ employees.

Sincerely,

Jane Doe

Jane Doe

Sample Letter Declining an Offer

1200 Main Street, Box 55435
Bethlehem, PA 18017
610 555-5555

December 20, 2007

Joe Jones
Executive Director
XYZ Foundation
555 Executive Lane
Pittsburgh, PA 16147

Dear Mr. Jones:

Thank you for extending an offer to me for the position of human resource assistant with your organization. After consideration, I am declining the offer to accept a position that I feel is a better fit for my career goals.

I appreciate your help and all the information that you gave me. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and happy to be employed there.

I appreciate your time and consideration.

Sincerely,

Jane Doe

Jane Doe

Sample Response to a Rejection Letter

1200 Main St, Box 55435
Bethlehem, PA 18017
610 555-5555

December 20, 2007

Joe Jones
Executive Director
XYZ Corporation
555 Executive Lane
Easton, PA 18054

Dear Mr. Jones:

Thank you for allowing me the opportunity to interview for the conference coordinator position. I appreciate your assistance during the interview process and all the information that you gave me. Throughout the interview process I found the individuals at XYZ to be very knowledgeable and happy to be employed there.

Although I was not the candidate you chose for this position, I am still interested in XYZ. If possible, I would like to be considered for future opportunities.

I appreciate your time and consideration.

Sincerely,

Jane Doe

Jane Doe

Sample Letter Withdrawing an Application

1200 Main St, Box 55435
Bethlehem, PA 18017
610 555-5555

December 20, 2004

Joe Jones
Executive Director
XYZ Corporation
555 Executive Lane
Newark, NJ 08345

Dear Mr. Jones:

Thank you for allowing me the opportunity to interview for the actuarial position. I am withdrawing my application to pursue an option that is a better fit with my career goals.

I appreciate your time and consideration.

Sincerely,

Jane Doe

Jane Doe

Career Fair Tips

Be sure to

- Arrive early
- Dress appropriately
- Extend warm greeting and firm handshake
- Maintain eye contact
- Show enthusiasm and zeal
- Display knowledge of the company, industry, position, interviewer, and job location
- Be prepared to answer and ask questions
- Turn off cell phone and pager

Ensure that you have

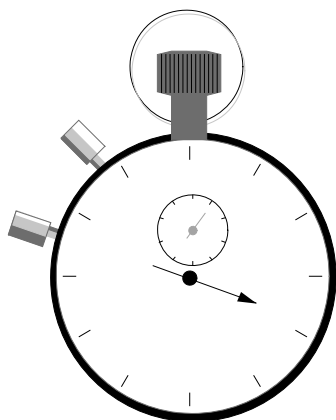
- Briefcase or portfolio
- Note pad
- Pens
- Several résumés
- Educational transcripts (for information purposes)
- Work samples (where applicable)
- Toothbrush and dental floss if you are attending a career fair after lunch
- For women: extra hosiery; and if you carry a briefcase, leave your purse behind to keep your hands free

Remember to

- Obtain the representative's business card or contact information
- Offer to leave your résumé with the representative. Some companies may refer you to an online application instead of taking your résumé.
- Follow up after the career fair with a thank-you note
- Make the most of the day

How to Introduce Yourself at a Career Fair

How you initiate a conversation with an employer representative is important. The first words you speak make a big impression on a potential employer. When you meet representatives at a career fair, you should greet them with a smile and a firm handshake, and introduce yourself using the format below or a similar format:



Introduction and education

10-15 seconds

Work experience

10-15 seconds

What sorts of positions you are interested in

10-15 seconds

Accomplishments: classroom, activities, student organizations

10-15 seconds

Internships and Experiential Learning

What Is an Internship?

An internship is an experiential learning opportunity that can have many different names. Experiential learning refers to the process by which knowledge is enhanced or gained by activities outside the classroom. On campus, you may hear these opportunities variously referred to as field studies or internships. They possess these common characteristics:

- The student acts as a responsible member of the organization and often as an entry-level employee.
- The student observes, learns, participates in, and reflects on what occurs.
- The student receives training, supervision, and evaluative feedback.

Why Should You Consider an Internship?

- To “try out” a potential career or major choice in an appropriate environment.
- To translate classroom theory into practice within an organization.
- To enhance personal development and maturity.
- To enhance one’s experience base for graduate school or employment.
- To increase the likelihood of securing employment after graduation.
- To make better career and academic choices.
- To develop or enhance basic professional workplace skills.
- To participate in academically related research.

Which Majors at Moravian Require an Internship or Fieldwork?

The first step is to check the requirements for your program of study. These Moravian College majors require a field study or other experiential learning opportunity:

- Education
- English/writing
- Graphic and interactive design
- Nursing

If your program of study is listed above, consult your academic advisor regarding departmental procedures. If your program of study does not require a field study experience or you wish to consider additional experiences, consult with the Career Center staff regarding an internship.

What Are the Academic Policies?

If you wish to take a field study for credit, contact the Academic Affairs Office. The office can explain the prerequisites for participation, deadlines, and rules regarding registration, and assist you with the required paperwork. Requirements include junior or senior standing with a minimum cumulative GPA of 2.70.

Field studies grant one to three course units of credit, depending on the number of hours worked.

If you want to take a non-credit internship, visit the Career Center and talk to your academic department. You are not bound by the same requirements as above. You can do non-credit internship work in any academic year or set hours as your schedule and the employer permit. That does not mean, however, that internships should be entered into lightly. Planning and preparation are the hallmarks of a successful internship. Your internship is an experience for the employer, too; and your performance affects the employer’s perception of all Moravian College students.

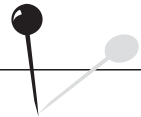
Regardless of which experience you choose, the Career Center staff is happy to assist you in preparing for and locating an internship.

How Do I Find an Internship?

Contact your academic department and search CAREER HOUND for suggestions of possible organizations that offer internships. Often your faculty advisor is familiar with the history of internships secured by other students, or may have helpful contacts. The Career Center can help by providing you with listings, resources, and an alumni database to search for internship sites and help you to create a résumé and cover letter. Career fairs and networking among families and friends have also proven to be valuable resources.

Four Guidelines to Keep in Mind

- **Preparing:** Start early, check academic requirements, identify the type of experience you want, and create a résumé and cover letter.
- **Locating:** Use a comprehensive approach; network, look at the listings in your academic department and on CAREER HOUND, and use national directories.
- **Securing:** Gather information and verify requirements using contacts such as previous interns, faculty members, and staff. Submit your résumé only after having had it reviewed by a Career Center staff member.
- **Succeeding:** Plan and clarify objectives, identify and utilize your supervisor, and learn self-marketing skills. Understand and adapt to the differences between the work environment and the college environment.



Peter Cunha '07 Comments on an International Internship

The Career Center at Moravian convinced me that experience was necessary if I wanted to progress successfully to the next level of my life. A previous internship advanced my understanding of journalism. This time, I wanted an experience relating to my other major, international business. And I wanted to see if I really could survive on my own in another country.

My internship was six weeks at the Luso-American Foundation (FLAD, Fundação Luso-Americana para o Desenvolvimento), in Lisbon. FLAD was founded in 1986 by the Portuguese government to help promote relations between the United States and Portugal. The two nations share a diplomatic alliance that's one of the oldest—if not the oldest—in American history. This was the first time that someone outside of my family invested so much in me in more than just a financial way.

I worked in Lisbon in the Estrela neighborhood. Many international embassies are located there, including the U.S. embassy, which is just across the street. Our building was one of the first built in the area after the 1755 earthquake that destroyed a large part of Lisbon. My office had an unbelievable view of the Tejo River. One of my projects, an analysis of American students studying abroad in Portugal, resulted in the largest document I've ever produced—78 doublespaced pages. It took a lot of research and analysis, but working for people I admired and respected made it enjoyable.

I'm the son of immigrants who left Portugal in 1968. The weekends were great for discovering my ancestral stomping grounds firsthand. I grew up with very little knowledge of my great Portuguese heritage. I learned a lot about me that I didn't know before.

After being transplanted for those six weeks, I learned skills that can't be transmitted in any other way. Working in a foreign nation teaches you to function successfully within another culture, something I feel many Americans don't understand. You can read about social differences in a textbook, but you have to practice them or that knowledge is useless. My generation is going to have to deal with concepts like globalization and the European Union. After this internship, I'm very familiar with these notions.

Networking

Why is Networking Important?

Eighty percent of all jobs are unadvertised, but they get filled. One out of every two jobs is obtained via networking.

Perception and Reality

For some people, networking brings to mind slick characters working a room, jumping in and out of other people's conversations, and generally annoying others with their fakeness. What these people don't know is that *good* networking requires showing a genuine interest in others, taking time to acquire and nurture relationships, and developing the ability to see a connection with someone you just met. Usually students begin networking only when they need something and need it quickly. Professional career counselors recommend starting early in your college career to learn the ropes of networking. Your classmates, your professors, friends of your family—all these people are part of your network, just as you are part of theirs. You may not realize it, but you probably already network. When you ask fellow students what is the best class to take, or how to use the library's database system, you are doing one type of networking: gathering information. You may even network around career issues informally when you discuss with others what major to choose, or what student clubs to join.

Once you get your feet wet with gathering information, you can try out other modes of networking. Meeting with Career Center staff, professors, employers at company presentations and career fairs, are all networking, too. These professionals are committed to helping you find your career path. Talking with them and with other students allows you to find out what type of jobs are available, what an organization's culture is like, how to apply for positions at various organizations, and how to get in touch with recruiters outside the Lehigh Valley area.

Success Story

One recent Moravian College success story involved a student contacting a Moravian College alumna to do an informational interview. The alumna was impressed by the student and asked for her résumé. The alumna received the résumé and invited the student to interview for a position in New York. The student was offered the position. As you can see, this all happened because of the student's willingness to network.

The Alumni Office, the Career Center, and academic departments provide a variety of events that will allow you to network. Look into these events, which are usually offered every semester. You can identify people to network with on the CAREER HOUND system under *Mentors*, and by using the Alumni Directory in the Career Center.

Informational Interviewing: The Best Way to Start Networking

Informational interviewing is done to gather key information about careers and to make connections with individuals in those careers. Informational interviewing is gathering information that will help you in your career choice.

One of the best sources for gathering information about what's happening in an occupation or an industry is to talk to people working in the field. This process is called informational interviewing. An informational interview is an interview that you initiate. The purpose is to obtain information rather than to get a job.

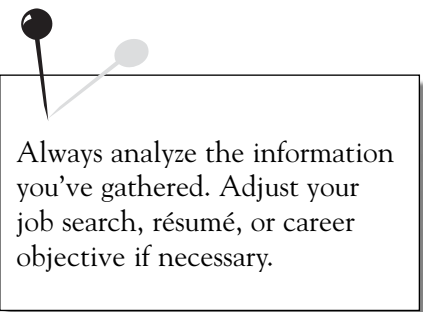
Reasons to Conduct Informational Interviewing

There are a variety of reasons to conduct informational interviews. Here are some of them:

- To explore careers and clarify your career goal.
- To discover employment opportunities that are not advertised.
- To expand your professional network.
- To build confidence for later job interviews.
- To access the most up-to-date career information.
- To identify your professional strengths and weaknesses.

Steps to Follow to Conduct an Informational Interview

- *Identify the occupation or industry you wish to learn about.*
Assess your own interests, abilities, values, and skills, and evaluate labor conditions and trends to identify the best fields to research.
- *Prepare for the interview.*
Read all you can about the field before the interview. Decide what information you would like to obtain about the occupation or industry. Prepare a list of questions that you would like to have answered.
- *Identify people to interview.*
Start with lists of people you already know: alumni/CAREER HOUND mentors, friends, relatives, fellow students, current or former co-workers, supervisors, neighbors. Professional organizations, the Yellow Pages, organizational directories, and public speakers are also good resources. You may also call an organization and ask for a contact by job title.
- *Arrange the interview.*
Contact the person to set up an interview:
 - by telephone
 - by email followed by a telephone call
 - by having someone who knows the person make the appointment for you
- *Conduct the interview.*
Dress appropriately (if meeting the person face-to-face), arrive or call on time, be polite and professional. Refer to your list of prepared questions; stay on track, but allow for spontaneous discussion. Be sure to ask your contact to suggest names of others who might be helpful to you. Ask permission to use your contact's name when approaching these individuals.
- *Follow up.*
Immediately following the interview, record the information gathered. Be sure to send a thank-you note to your contact within 48 hours.



Questions

Prepare a list of your own questions for your informational interview. Here are some sample questions:

- On a typical day in this position, what do you do?
- What training or education is required for this type of work? Are there basic prerequisites beyond education and training (e.g., certification, qualifying exams, etc.)?
- What personal qualities or abilities are important to being successful in this job?
- What part of this job do you find most satisfying? most challenging?
- How did you get your job?
- What opportunities for advancement are there in this field?
- What entry level jobs are best for learning as much as possible?
- What are the salary ranges for various levels in this field?
- How do you see jobs in this field changing in the future?
- Is there a demand for people in this occupation?
- What special advice would you give a person entering this field?
- What types of training do companies offer persons entering this field?
- Which professional journals and organizations would help me learn more about this field?
- What do you think of the experience I've had so far in terms of entering this field?
- From your perspective, what are the problems you see working in this field?
- Are there any resources related to the career field that you can suggest that would be good for me to read?

- With the information you have about my education, skills, and experience, what other fields or jobs would you suggest I research further before I make a final decision?
- Would you be willing to take a look at my résumé and make suggestions on how to improve it?
- Who do you know that I should also talk to? When I call him or her, may I use your name?

—Adapted from <http://danenet.wicip.org/jets/jet-9407-p.html>

Graduate-School Preparation

Why Go to Graduate School?

If graduate education is an option you are considering, the following information may be of assistance. The time, money, and energy you will spend on graduate work is significant, and you should review your decision carefully. Evaluate your interests and goals and the programs available. Reflect on your reasons for wanting to attend graduate school. This can be a great first step in making a suitable decision.

Some reasons might include:

- An advanced degree is necessary for entry into the career field of your choice.
- The desire to specialize in a certain discipline—to become an expert in an area that you have decided is of great importance for your career goals or for your personal satisfaction.
- You want to enter a new career field.
- You want to maximize your earning power and marketability.

What Degrees Are Available?

Master's Degrees

Examples: M.S., M.A., M. Ed., M.B.A., M.P.H., M.F.A., M.L.S., M.S.W., M.M., M.Div., etc.

- Course-type: the student is required to complete the outlined coursework.
- Comprehensive exam: student is required to complete coursework at the end of which an examination must be passed.
- Thesis-type: in addition to completing required coursework, the student must also submit an original piece of research called a thesis.

Specialist Degrees

Example: Ed.S.

Usually pursued after a master's degree, but not as extensive as a doctorate. This degree is frequently offered by colleges of education.

Doctoral Degrees

Examples: Ph.D., Ed.D., D.Mus., D.A., etc.

Involves coursework, comprehensive examinations, and a dissertation. The dissertation is an original piece of research which is considered a significant contribution to the discipline.

Professional Degrees

Examples: medical degrees (M.D., D.D.S., D.V.M.); law degrees (J.D.), etc.

Involves coursework, professional training, and examination and certification by professional boards.

Post-Doctoral Work

Extended research in a particular area after the completion of a doctoral degree, sponsored by an academic department or by an organization. Post-doctoral work does not lead to a degree, but is rather an extension of training or research to supplement the doctorate.

How to Choose a School or Program

It is important that you start the process early and give yourself a year or more to research and make an informed decision. Consult *Peterson's Guide to Graduate Study* (available in the Career Center) or use the computer-assisted career guidance system, SIGI, available on the Career Center's website. Explore college and university web sites to gather information on different graduate schools and programs. Send for copies of graduate catalogs, applications, and financial-aid information. Contact individual departments for details on their programs and courses. Visit the institutions and talk with the faculty and current graduate students. Discuss your options with your current advisor and professors.

You will need to decide if you want a program that is academic or professional in nature. An academic program stresses original research while a professional program stresses hands-on application of knowledge. Other important considerations include reputation of the program, curriculum choices, cost, location, and size. Is the program accredited? Is the institution public or private? Private institutions may be more expensive. Is it located in your state of residence? If not, be mindful of the additional cost of out-of-state tuition. Remember that graduate tuition is often more costly than undergraduate tuition. Are teaching assistantships or research fellowships available? Program duration may vary by school. Make sure you are aware of the requirements.

Do some research in the field you are pursuing. Know what the current issues are, who is writing about them, and take note of the author's institutional affiliation.

How to Apply

Graduate schools have established a wide variety of application procedures. Be sure to read the instructions carefully. Requirements differ; check with each institution separately. *It is wise to begin the process a year to 18 months prior to your anticipated attendance (two years for medical and law schools)*. Consideration by admissions committees is usually based on a student's grade-point average, graduate admissions test scores, letters of recommendation, appropriateness of undergraduate degree, internships and experiential background, volunteer experience, research activities and presentations, personal interview, evidence of creative talent, and extracurricular activities. Based on your discipline, other qualifications or experiences may be significant. It is always prudent to request an admissions packet early; it is a treasure trove of important information. Review the admissions criteria for the previous class, which are often included in the packet, and compare them to your own credentials. Would you compete favorably with other applicants? Explore financial aid, housing, child care, married student housing, and other information pertinent to your circumstances.

The Application

You can usually request applications in person, on the telephone, or via the Internet. Deadlines for applications are usually between January and March of your senior year but can range from the August before to the summer after senior year.

Admission Exams

Schools usually require a graduate admissions test. Tests vary by type of graduate study. Individual departments may have their own requirements as well. Consult the institution's catalog to find out which tests you need. Program materials often indicate a desired score, or range of scores, needed to compete for entry into the program. Be aware that "minimum" scores listed in the *Peterson's Guides* may be low when compared to the average of the applicant pool.

Letters of Recommendation

Most schools require two to three letters from academic faculty members in the field. Pick references that have a high opinion of you and your work and familiarity with the institution and discipline to which you are applying. Remember that networking also applies to graduate school searches. Inform your advisor and other faculty of your graduate school interests. They may have contacts at those institutions. Finally, *always meet with your references in person*. Explain your plans and interests. Provide them with the school's recommendation form (if applicable) and an addressed, stamped envelope for their convenience. Always provide transcripts and any additional materials to your references. Career Center staff recommend that you create a résumé for inclusion with your application. Provide your references with a copy of your résumé and your personal statement or application essay (if applicable). This will assist them in writing recommendations.

Personal Statement/Essay

This is an important and time-consuming part of the application. This essay should be a statement demonstrating that you have a clear sense of what you want to do and enthusiasm for your field of study. It is your chance to present yourself, your writing, and your communication skills. It reflects the clarity, focus, and depth of your thinking. This statement can range from several paragraphs to five or more separate essays, but usually is limited to one page. Some institutions request specific information; others offer little structure. Keep your essay positive, concise, and targeted. Be certain to have it proofread for typographical errors and misspellings. Faculty members, academic advisors, and Career Center staff have experience creating and reviewing these statements.

Some items admissions committees look for:

- Motivation and commitment to the field.
- Expectations of the program and career opportunities.
- Major area of interest.
- Research and work experience.
- Educational background.
- Short- and long-term goals.
- Reason for choosing a program and school.
- Personal characteristics that will add to the diversity of the class.
- Demonstrated understanding of your future career.

Transcripts

Official transcripts help an institution evaluate your academic preparation for graduate study. Grades are important, but graduate schools also consider the rigor of the undergraduate courses, the types of courses, the course load, and the reputation of the undergraduate institution. Contact the registrar to have these transcripts sent.

Formal Interview

Interviews are usually required by medical schools and often by business schools and other programs. A likely interview might include questions about your motivation, personal philosophy, career goals, related work experience and research, and your areas of interest. Practice your responses and present them with the information you want them to know about you. Dress professionally.

Portfolio

Many graduate programs in fields involving visual creativity may require a portfolio as part of the application in order to show your skills and abilities to do further work in a particular field.

Audition

Music, theater, and dance programs often require an audition to demonstrate your skills and talents.

Financial Aid

It is important to explore plans for financial aid early in the application process. Contact each school to which you are applying to make sure you receive the right forms so that you can fulfill the schools' requirements. Types of financial aid include:

- *Fellowships*. Usually competitive and based on academic achievement; usually do not require any work in return.
- *Research or teaching assistantships*. Usually cover tuition plus a stipend and involve departmental or institutional work.
- *Grants and scholarships*. Federal: awarded by the federal government based on need. Institutional: awarded by the school based on certain criteria. Private: awarded by outside private groups to specific types of students in specific areas.
- *Loans*. Federal: awarded by the federal government. Private: awarded by private loan companies.

Graduate School Timeline

Deadlines vary significantly, depending on the program and the institution. This timeline is approximate.

Summer before Your Senior Year (or Earlier)

- Research schools and academic programs.
- Research financial aid.
- Visit schools.
- Send for applications and materials.
- Check application deadlines.
- Take test prep courses, if necessary.
- Draft personal statement/essay.
- Register for and take graduate admission exams.
- Request financial aid materials.

Early Fall of Senior Year

- Talk to faculty and Career Center staff to discuss the personal statement.
- Ask for letters of recommendation.
- Request transcripts from registrar.
- Complete applications and mail them.

Winter of Senior Year

- Complete applications and mail them if not already done.
- Fill out and mail financial aid forms (these are often due before the application deadline).
- Check up on people you have asked to write recommendations.
- Check with schools to make sure your file is complete.

Spring of Senior Year

- Wait for responses from schools.
- Solidify financial-aid plans.
- Visit schools where you are accepted.
- Make a decision.
- Send a deposit to your chosen school.
- Notify the other institutions that you will not be attending so they can offer the spot to someone else.
- Send thank-you notes to those who wrote recommendation letters and inform them of your choice.

Quick Guide to Your Job Search

Do

1. Be professional, always, no matter who you are speaking to or how you are speaking to them (telephone, e-mail, in person).
2. Get involved in campus activities. It will help you develop sought-after skills.
3. Network. Talk to classmates, professors, alumni, and family friends to connect with people who are working in fields of interest.
4. Leave no stone unturned. Peruse job boards, CAREER HOUND and company human resources sites as some of the many job search resources.
5. Take on leadership roles in college.
6. Practice interviewing. It is a skill and it can be learned.
7. Be proactive. Don't wait for the perfect job to come to you; go out and find it.
8. Use proper capitalization, punctuation, and grammar in all your correspondence.
9. Know your strengths and know how to sell them.
10. Participate in an internship, field study, or other type of career-related experience while at Moravian.

Don't

1. Have an e-mail address that is unprofessional (i.e., partydude@hotmail.com).
2. Take your parents to your job interviews.
3. Have lots of party pictures on your MySpace or Facebook profiles; you never know who might see them.
4. Discuss how horrible your last boss was.
5. Attempt to bribe the interviewer into hiring you.
6. Dress like you're going to the gym. Or to a party.
7. Have an outgoing voicemail message that does not clearly state your name.
8. Round up your GPA on your résumé or job applications.
9. Lie.
10. Underestimate your capabilities.

THERE ARE ONLY A FEW THINGS YOU
CAN DO TO TRULY HELP YOUR CAREER.



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