

NOTE: Much of the material presented can be found in our Career Guide, which is free and available to all students in SU 1532 (Career Services).

Goal-setting: “Those who fail to plan, plan to fail.”

Goals should be SMART: Specific, Measurable, Achievable, Realistic, Timely

- **Specific** The goal should identify a specific action or event that will take place.
- **Measurable** The goal and its benefits should be quantifiable.
- **Achievable** The goal should be attainable given available resources.
- **Realistic** The goal should require you to stretch some, but allow the likelihood of success.
- **Timely** The goal should state the time period in which it will be accomplished.

Goal-setting also includes

- Make an action plan
- Consider how to overcome obstacles

Informational interviewing

- Explore a career field or company in thirty minutes or less – not a job interview!
- Select questions that are relevant for you
- Ask if they can recommend the names of other people and if you can stay in touch

Job shadowing

- Observe someone at work for a couple hours, a day or even a week

Don't forget to write a thank you note!

Experiential activities

- Internships or co-ops
- Volunteer work
- Coursework
- Student organizations
- Professional organizations

Educational considerations

- What are the educational requirements for the occupation in which you are interested?
- Further education doesn't necessarily guarantee more job opportunities or more pay
- Consider issues of time, money, commitment, family, ability, stamina
- Master's vs. Ph.D/Doctoral degrees
- Have a back up plan

Job search strategies

- On average, your job search will take at least six to nine months.
- Begin sending out your resume and networking at least three months before you graduate.
- Break down into weekly goals.

Job search preparation

- Create a timeline - Start NOW
- Know your interests, skills, values, strengths, and weaknesses
- Seek experiential activities
- Write or update your resume
- Consider making business cards
- Create networking list
- Consider relocation for more opportunities
- Prepare for interviews

Resumes

- The purpose of a resume is to get an interview.
- The most effective resumes are tailored to a particular job or field.
- Resume should emphasize strongest and most relevant qualifications by highlighting them in a way that reflects the position or industry of interest.
- It is not uncommon for someone to have two or more resumes.
- A curriculum vitae (CV) is a specialized resume used for academic and research positions.

Top qualities employers seek

- Communication skills (verbal and written)
- Teamwork skills (works well with others)
- Initiative
- Interpersonal skills (relates well to others)
- Problem-solving skills
- Analytical skills
- Flexibility-adaptability
- Computer skills
- Technical skills
- Detail-oriented
- Organizational skills
- Leadership skills
- Self-confidence

Create a 30-second “commercial”: When marketing yourself to potential employers or recruiters, have a brief statement prepared.

- Identity: ‘My name is...’
- Availability: ‘I will be graduating...’
- Academic background: ‘With a major in...’
- Professional credential: ‘I had a relevant experience...’
- Benefit to organization: ‘Where I... (insert action verb(s))’
- Skill, attribute, accomplishment: ‘My biggest accomplishment has been...’
- Establish next step: ‘I would like to speak with you in more detail about how I can contribute to your organization...’
- Closure: Thank person for time and tell him/her you’re looking forward to next discussion.
- Job search

Job search

- Get organized! Get an appointment calendar and a binder. Make sure you track company and contact information, the advertisement for the job, and any correspondence.
- Spend 30-40 hours per week on your job search
- Maximize face-to-face contact
- Research and identify companies you want to work for and contact them.
- Be patient, yet persistent. Professional positions can take six to nine months (or longer).
- Don’t forget to thank everyone that helps you along the way.

- Be flexible. Always have a backup plan.
- Remember that your skills are transferable and you may be marketable in a variety of places.
- Most big breaks don't just happen—they are created. Make your own luck!

Networking

- Approximately 80% of all job openings are never advertised. People network every day without thinking about it.
- Be proactive and initiate contacts for the sole purpose of networking.
- Set networking goals for each meeting and come to the meeting prepared.
- Consider:
 - People you know well: friends, family, neighbors and co-workers
 - People you see occasionally: acquaintances, business contacts
 - Referrals from your other networking contacts including UT’s Alumni Association Career Network
 - Cold calling people you do not know and to whom you have not been referred
 - Online social and professional networking: LinkedIn, e-Folio, Facebook

Networking: LinkedIn.com

LinkedIn is an interconnected network of experienced professionals from around the world, representing 170 industries and 200 countries. You can find, be introduced to, and collaborate with qualified professionals that you need to work with to accomplish your goals.

Business etiquette

- Good manners are very important and can often determine whether or not you get the job.
- Once you’re hired after college, you’re expected to know how to dress and act.
- Companies often require strong interpersonal skills, which etiquette is considered part of those skills.
- Educate yourself in learning the appropriate behaviors and etiquette for a variety of business situations (ex: introductions, cell phones, nonverbal cues, etc.)



Before the interview

- Successful interviewing begins with preparation.
- Practice answering interview questions
- Research the company and position
- Understand business protocol
- Consider doing a mock interview at Career Services

During the interview

- Types of interviews
- Dress for success
- Be on time, relax, and act confident
- Be aware of your nonverbal body language
- Share information using concrete examples emphasizing skills, attributes, etc.
- Illegal questions
- Be prepared to ask relevant questions
- Interview pitfalls
- Know what typical interview questions are asked

After the interview

- Review your performance
- Write a thank you note within 1-2 days
- Follow up
- Ask for feedback
- Keep going until you accept a job

Recareering

- Most people re-career 3 to 8 times in their lifetime!
- Emphasize your transferable skills, but also consider interests and work values
- Consider writing a functional resume that emphasizes your relevant skills
- Use your network and talk to everyone you know

Marketing a liberal arts degree

- Liberal-arts grads can see the "big picture" which makes your degree a highly versatile ticket to a wide range of jobs
- Market your transferable skills. Consider having multiple resumes.
- Don't be open yourself up to every kind of job or adopt an "I'll do anything" posture.
- Employers are typically more interested in your interests and skills, not your major.

Relocation considerations

- Consider the following factors when selecting a city or region to move to: industries/companies in the area, cost of living, the environment, and transportation
- Consider who you know: friends and family, alumni, and professional associations
- Read the newspapers: www.newspapers.com
- Research the Chambers of Commerce: www.uschamber.com

The job offer

Considerations

- Your role and responsibilities
- Job offer package, relocation, etc.
- Professional training and advancement, etc.

Negotiations

- Salary should be initiated by employer once job offer is being made
- Be prepared to give salary range

Responding to an offer

- Evaluate all aspects before accepting or declining offer
- Expect a formal letter from employer
- Be honest and timely

Resources

- Career Services - handouts, books, [website](#), [career related programs and job fairs](#)
- Carlson Library – business databases
- UT's Alumni office – networking opportunities
- Internet and company websites