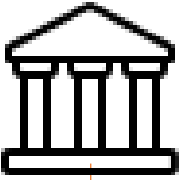


ACTION PLAN



- ☐ Schedule an appointment with Career Development to begin exploring majors/careers.
- ☐ Evaluate your interests and explore possible career paths using the Career Development's online career exploration tools.
- ☐ Explore majors through the online academic catalog, academic web pages, and interviews with faculty and current students.
- ☐ Conduct informational interviews with people working in occupations of interest to ask questions about careers while making valuable contacts.
- ☐ Take a variety of electives to explore your options.
- ☐ Get involved on campus by joining an organization.
- ☐ Gain experience and explore possible careers through part-time, summer, or volunteer jobs.
- ☐ Establish relationships with faculty to utilize for future references and networking.
- ☐ Set up your CareerShift profile.
- ☐ Begin creating a résumé. Visit Career Development for assistance.
- ☐ Keep a list of your accomplishments/activities.
- ☐ Develop a tentative four-year action plan.

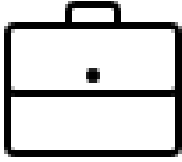
FRESHMAN YEAR

- ☐ Still undeclared? Visit Career Development in the Student Success Center to learn about specific majors.
- ☐ Explore your interests and personality through career assessments.
- ☐ Continue exploring occupations through Career Development resources.
- ☐ Keep your CareerShift profile up to date. Check often for events and info sessions that may interest you.
- ☐ Attend employer information sessions and lectures to talk with people in professions of interest.
- ☐ Attend career fairs to explore the variety of career options available to you.
- ☐ Gain relevant experience through work or volunteer experiences, class activities, and internships.
- ☐ Become actively involved in organizations to gain skills sought by employers.
- ☐ Attend a résumé and cover letter workshop.

SOPHOMORE YEAR



Career Development is not only for graduating seniors! Use this checklist to help you explore majors and careers, gain valuable experience, and prepare for your future career.



- ☐ Narrow down your career options to those of greatest interest.
- ☐ Research specific jobs and/or graduate programs through Career Development resources.
- ☐ Increase your leadership and organizational skills through active participation in organizations.
- ☐ Take the Career & Professional Development course (ID 318).
- ☐ Create a LinkedIn profile and update your CareerShift account.
- ☐ Begin serious networking with alumni and professionals in your career field; keep a record of your contacts.
- ☐ Attend career fairs with résumés in hand, making connections for summer jobs, internships, and potential full-time employment.
- ☐ Begin collecting references from professors and employers.
- ☐ Meet with Career Development to review your action plan.

JUNIOR YEAR

SENIOR YEAR

- ☐ Decide which career to pursue.
- ☐ Be aware of graduate/professional school application deadlines.
- ☐ Visit Career Development for assistance with applications and personal statements.
- ☐ Check job listings regularly on CareerShift.
- ☐ Schedule a mock interview with Career Development to strengthen your interviewing skills.
- ☐ Attend various Career Development workshops to become effective in your job search.
- ☐ Attend career fairs to make contacts with potential employers and secure job interviews.
- ☐ Make sure that you have fulfilled graduation requirements by checking with your Academic Advisor or the Registrar's Office.
- ☐ Prepare for the transition from college to the working world.
- ☐ Inform Career Development of your employee/academic plans or job offers received!



ARE YOU CAREER READY?

It is critically important for college graduates to display career readiness in order to succeed in the workplace. Through research and collaboration with higher education and corporate professionals, the National Association of Colleges and Employers (NACE) has developed a definition and identified competencies associated with career readiness. *Career readiness is defined as the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.* Consider these skills when preparing to gain experience for your future career.

CRITICAL THINKING/PROBLEM SOLVING

Exercise sound reasoning to analyze issues, make decisions, and overcome problems: obtain, interpret, and use knowledge, facts, and data: demonstrate originality and inventiveness.

Digital Technology

Leverage existing digital technologies to solve problems, complete tasks, and accomplish goals; adapt to new and emerging technologies.

Oral/Written Communications

Articulate thoughts and ideas clearly and effectively to various audiences; demonstrates public speaking skills; able to write/edit memos, letters, and reports.

Leadership

Leverage the strength of others to achieve common goals; use interpersonal and empathetic skills to coach, develop, guide, and motivate others; organize, prioritize, and delegate work.

Teamwork/Collaboration

Build collaborative relationships representing diverse cultures, races, ages, genders, religions, lifestyles, and viewpoints; work within a team structure

Career Management

Identify and articulate relevant skills, strengths, knowledge, experiences, and areas necessary for growth; navigate and explore options; pursue and self-advocate for opportunities.

Professionalism

Demonstrate personal accountability and effective work habits: punctuality, working productively with others, and time workload management; demonstrate integrity, ethics, and responsibility; learn from mistakes.

Global/Intercultural Fluency

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations, and religions; demonstrate openness, inclusiveness, sensitivity, and the ability to interact respectfully and understand differences.

GAINING EXPERIENCE

Join Campus Organizations

Statistics show that during freshman year, students who are involved with at least one organization have higher GPAs, are more likely to graduate, and have a more enjoyable college experience. Many skills can be developed through campus involvement, including:

- Communication
- Analytical/critical thinking
- Organizational skills
- Leadership

These skills are transferable and make you a stronger candidate for employment or admission into graduate or professional school. Ideally, you should join at least two organizations during your college career:

1. One that is related to your major, so that you can grow professionally and stay abreast of your future industry.
2. One that is committed to serving the community in some capacity.

Volunteer

Why Volunteer?

- It gives you a chance to interact in a real work environment—valuable experience that will improve your chances of future success.
- It allows you to test your vocational skills in the workplace.
- It adds experience to your resume. Employers prize experience in the world of work.
- It gives civic-minded students a way to donate skills and services to organizations within their communities.

Pursue an Internship

An internship (also known as a co-op, practicum, or fieldwork) is an opportunity for you to gain hands-on experience in a field of professional work that interests you. Benefits include:

- Gaining valuable work experience that increases your employment marketability
- Developing new skills while refining others
- Reinforcing classroom learning to workplace setting
- Exploring potential career options
- Meeting and working with professionals
- Building your professional network
- Adding experience to your resume
- Can lead to full-time job offers

Internship Requirements

- Non-Credit Internships: The only qualifications are those set by the employer.
- Academic Department Credit Internships: Internship opportunities and requirements, as well as student eligibility, varies greatly by academic department. Check with your advisor for more details.

During the Internship, You Should:

- Bring new ideas to the table. You were hired for a reason and the company could benefit from a new perspective.
- Show them that you care by dressing for the job that you want, acting professionally, and being punctual.
- Branch out from other interns and network with co-workers.
- Try to schedule regular meeting with your internship supervisor where you can go over your goals, expectations, and performance.
- Do as much as you can since you are only there for a limited time.
- Try to find a mentor within the company who you can use for support or as a reference or letter of recommendation in the future.

Questions to Ask Yourself:

- Do I plan on interning full-time or part-time? If full-time, am I okay with taking all online classes or graduating a semester later?
- Would I be willing to work for academic credit or for payment? Does the payment cover travel, housing, or other expenditures I may incur?
- If I find an unpaid internship, will I be willing to fund my own travel or housing expenses?
- Would I want to intern in the Fall, Spring, or Summer semester?
- Do I want to intern locally, in my hometown, in another state, or internationally?
- Does my program require me to have completed an internship in order to graduate?
- Do I want to intern in a field relevant to my major/minor or gain experience in something else I may be interested in?
- What am I looking to gain from this experience?

GAINING EXPERIENCE: INTERNSHIPS

*MOST APPLICATIONS ARE DUE THE SEMESTER PRIOR TO THE ONE FOR WHICH YOU ARE PLANNING TO INTERN

SEPTEMBER

Ask yourself what you are looking for in an internship.

Begin working on your resume and cover letter.

Create LinkedIn and CareerShift Profiles.

OCTOBER

Get your resume and cover letter critiqued by Career Development (Mon-Fri 8 am – 4:30 pm, 2nd floor of the library).

DECEMBER

Spend Winter Break doing research. Keep track of everything you are interested in or have applied for on a spreadsheet or chart.

CareerShift is a great place to start.

JANUARY

Update your CareerShift and LinkedIn profiles. Continue applying to internships.

MARCH

Set up interviews: be sure to send thank-you notes. You may receive offers at this point. Ask how much time you have to respond in case you are waiting to hear back from other internships. It is okay to ask if you can wait on accepting.

APRIL

Offers can still be made. If you can't decide between offers, try to read intern reviews online - especially through Vault.



NOVEMBER

Meet with the Career Development Director to learn how to begin the internship search process. (More competitive summer internships may have as early of a deadline as Nov or Dec)

FEBRUARY

Finish applying to your final internships. Schedule a mock interview at Career Development to practice your interviewing skills. Begin looking for housing. Will you need to sublease your apartment?

MAY

Finalize any extra paperwork (HR, housing lease, forms to have credits transfer back to CN).

SUM MER INT ERN SHIP TIME LINE

WINNING RESUMES

What Is a Résumé?

A résumé is a document used to introduce yourself to an employer and to market your skills, accomplishments, and educational background relevant to the position. On average, employers spend only **7-10 seconds** reviewing a résumé, so it is important to create a document that aligns your best qualifications with the position you are seeking.

See our *Anita Jobb* résumé example which is appropriate for graduating seniors. Check with Career Development for additional examples related to your field of study or for incoming freshman.

Résumé Formats

Chronological: Showcases your education, activities, and work history. Highlights your most recent experiences first, followed by additional information in reverse chronological order.

Functional: Draws attention to key skills, lessening the emphasis on dates of graduation or employment. Typically used by those with diverse work experiences or noticeable gaps in employment history.

Chrono-Functional or Combination: Maintains the emphasis on skills and notable accomplishments including a brief section outlining work history and employment.

Use Bold or italics to highlight key information.

Enlarge your name so that it stands out.

Anita Jobb

Jefferson City, TN – 865-555-555 – anita@cn.edu - www.linkedin.com/anitajobb

Education

Carson-Newman University
Bachelor of Arts May 20XX
Major: Psychology Minor: Business
Overall GPA: 3.0, Major GPA: 3.5
Study Abroad: Stellenbosch University Stellenbosch, South Africa – Spring 20XX

Relevant Courses

- Techniques of Pharmaceutical Sales
- Social Psychology
- International Market Research
- International Marketing Principles

Honors and Activities

- Dean's Honor Roll
- Alpha Chi Honors Society
- Student Government Association
- Eagle Production Company

Relevant Experience

Sales Intern Knoxville, TN

Regional Pharmaceutical Supply, Summer 20XX

- Recognized as top intern in sales district by Regional Manager
- Accompanied seasoned sales professionals and assisted them in conducting professional presentations to prospective classes.
- Compiled, edited, and recorded customer profiles
- Proposed travel expense budget for summer assignments and maintained accurate record of travel expenses within budget allowance.

Work Experience

Customer Service Associate Knoxville, TN

Best Buy, December 20XX-Present

- Successfully perform managerial duties during manager's absence
- Train new employees and conduct company orientation
- Assist customers with selection and purchase of new products
- Create seasonal product displays
- Calculate weekly sales reports and transmit results to home office

Volunteer Experience

Resident Volunteer Jefferson City, TN

Samaritan House Family Ministry, August 20XX – February 20XX

- Provided individualized assistance to 15 residents and families
- Assisted residents in developing work and social skills
- Monitored and assessed each client's progress

Skills

- Social Media Marketing
- Moderate Fluency in Spanish

Use a standard font. Use 10-12 pt. font for the body.

Organize information consistently; you can use either bullets or paragraph style.

Create an uncluttered layout, with white space remaining.

Set margins to a maximum of 1", but no less than 0.5".

WINNING RESUMES

What to Include

Your résumé should clearly and concisely highlight your most valuable experience to your employer. It is **not** a list of every job you've ever had. The following sections can be used to categorize your qualifications, work history, and activities:

Demographic Information

- Include full name, address (city/state only), phone number, email address
- Optional: web address, professional social media
- Be sure your phone number has an active, professional voicemail message
- Use school or personal email – be sure it is appropriate!
- Remove hyperlink from email

Sample Headers

Seymour Success
Knoxville, TN | (865) 555-5555 | seymour@gmail.com | www.linkedin.com/seymour.success

AMELIA DE VEYRA
Social Media Manager

CONTACT

✉ hello@ameliadeveyra.com

☎ (271) 555-5555

🌐 www.ameliadeveyra.com

📍 San Francisco, CA

ANNE STRANG

359 Francis Mine, Sacramento, CA | (386) 492 9740 | annastrang.com

Sample Summary/Objective

OBJECTIVE: To obtain an internship with Velocity Sports Performance in order to enhance my knowledge in the field of exercise science and sports medicine.

Social media manager and champion of social media tools and technologies with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the biosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns.

Profile, Summary of Qualifications, or Objective

- Profile or Summary of Qualifications should mirror the job description
- Objective, if used, should be specific and concise

Sample Education

EDUCATION

**BACHELOR OF SCIENCE
BUSINESS
ADMINISTRATION**

20XX
Carson-Newman University, TN

EDUCATION

Carson-Newman University
May 20XX

Bachelor of Arts in Communication Studies
Emphasis: Marketing
Specialization: Magazine Service
GPA: 3.85

EDUCATION May 20XX

Carson-Newman University
Bachelor of Science in Exercise Science
Major: Exercise Science, Minor: Psychology
GPA: 3.78

May 20XX

Walters State Community College
Associate of Arts
Major: Exercise Science
GPA: 3.95

Education

- Include official degree name, university name, location, graduation date, and major(s).
- Can also include minor, emphasis, and specialization/concentration.
- Place your education after your experience if you've been in the workforce for more than 5 years.
- If the degree you earned is the most relevant or impressive detail of your education section, highlight it; if the school you attended is the selling point, emphasize it.
- Be sure to include the correct degree name (find it on the online catalog, your school website, or your transcript) and write it out instead of using abbreviations.
- If you have not yet graduated, list your expected graduation date.
- GPA: Only include if 3.0 or higher; alternately, can list major GPA instead of cumulative.
- Can list Study Abroad experience (See "Anita Jobb" sample résumé).
- If you attended multiple institutions, only list the institution where you received your degree.

WINNING RESUMES

Experience

- List job title, employer's name, dates employed, and location.
- List in reverse chronological order (most recent first).
- Give the most weight to your most recent professional positions. Each entry should contain a minimum of 3 bullet points.
- Use stats to increase your impact on the organizations you have worked for. Always ask yourself how you helped the organization, and insert the numbers that demonstrate that impact.
- Highlight experiences and skills that match the employer's needs.
- Consider including transferable skills.
- May divide into Relevant Experience vs. Other Work Experience.
- Experience does not have to be paid! Can include relevant internships, volunteer experience, etc.

Sample Experience

SOCIAL MEDIA MANAGER

ABC Media Co. | Feb 20XX – Dec 20XX

- Develop and manage online marketing campaigns, effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential.
- Continuously monitor public relations and success of client programs.

Account Executive, University Special, LLC Oxford, MS **May 20XX-August 20XX**

- Marketed advertisement space in student targeted coupon books, online, digital, and mobile media
- Ranked # 297 out of 600 Account Executive nationwide in 20XX
- Sold \$19,495 in total revenue during Summer 20XX, including individually selling \$11,417
- Initiated and solidified new & existing client relationships with 17 local business owners
- Participated in sales meetings, provided written reports, and attended company-wide conference calls
- Managed portfolio of clients, set up meetings, signed contracts, provided customer services, handled accounts receivables, and met production deadlines

Sample Skills

CORE COMPETENCIES

Performance Analysis	Product Marketing
Real-time Engagement	Quality Control
Brand Strategy	Social Media Strategies
Channel Growth	Campaign Evaluation
Customer Acquisition	Competitive Analysis
Response Monitoring	Referral Traffic

SKILLS

Illustrator
Photoshop
InDesign
Premiere	..
Corel Draw	...

COMPUTER SKILLS

AutoCAD
 Adobe Photoshop
 Adobe InDesign
 Microsoft Office Suite
 Spexx
 Sketch UP

Skills

- Job-related skills (qualitative/quantitative research, social media marketing, AP style)
- Technical skills (Photoshop, SPSS, Java, MS Access)
- Languages – includes fluency (Conversational Spanish, Fluent in Mandarin)
- Certifications (CPR, Basic First Aid)
- Transferable skills (collaborating, managing, communicating)
- Remember: Listing a skill implies that you have more than a basic knowledge of that task or program

Other Categories

- Honors, Awards, Achievements
- Relevant Coursework
- Professional Organizations
- Campus/Community Involvement
- Volunteer Experience/Community Service
- Leadership Experience
- Internships, Observation, or Shadowing
- Academic, Capstone, or Senior Projects
- Geographic Preference

Don't Include:

- Birth date – check your email address!
- Social security number
- Photos
- References on your resume
- "References Available Upon Request"

RESUME DO'S AND DON'TS



Do

- Place your most impressive, impactful achievements and qualifications in the two-inch visual space that begins about 2 5/8" from the top of your resume.
- Using the company's job description, address keywords in your "summary of qualifications." Many companies use computer software for the initial screening. If certain words aren't included, it is removed from the screening process.
- Pay as much attention to your résumé's design as you do to its content. The key is consistency. If you choose to bold company names, make sure you do this for each. If you italicize dates, verify that each date is italicized.
- Include publications, patents, presentations, honors, relevant volunteer experiences, and professional licenses or certifications in your résumé, particularly if they are relevant to the position you seek.
- Be sure to edit your résumé. Many employers tell us they will allow only one mistake on a résumé. If a résumé contains two mistakes, it is removed from consideration. Some employers say they do not allow any mistakes. Have your work reviewed by your peers, faculty, and Career Development.
- Most employers ask for a one-page résumé. However, it is okay to have two if you can demonstrate related work experience, skills, and campus involvement.
- When submitting résumés via email, always submit in PDF form to lock in your formatting. If you are asked to submit it to résumé screening software, remove all of your formatting by saving the document in a TXT file or RTF before copying and pasting it on the application website.



Don't

- Never lie or falsify previous position titles or length of employment. This is good cause for termination.
- Never use the same résumé for every job you apply to. Remember, employers are looking for specific items unique to their company and job. Be sure you address those items in your résumé. Tailor each résumé to meet that company's expectations.
- Don't use pronouns ("I") or articles ("a," "the").
- Don't provide personal data. Marital status, date of birth, height/weight, and similar non-work-related information can be used to illegally discriminate against applicants, and they rarely add anything of value to your qualifications.
- Don't repeat the same action words throughout the résumé.
- Make sure your dates are accurate. Employers routinely call Human Resource offices to verify an applicant's length of employment. If you have doubts, contact HR and check your dates before including them on your résumé.
- Don't use more detail than you need to convey your accomplishments. If an employer sees paragraph-sized bulleted points, they generally will not read them. A good rule of thumb is to limit each bullet to one or two lines of text with three to five accomplishments for each position.
- Don't make your résumé a list of your job duties – make it a list of your accomplishments! Weave your job responsibilities into your descriptions of your accomplishments.

WINNING RESUMES

Focus on Transferable Skills

Though you may not have held a “real job” yet, you have developed abilities and/or expertise through part-time jobs, internships, coursework, volunteering, student organizations, athletics, study abroad, etc., that will be valuable in your future career. For instance, research by the National Association of Colleges and Employers (NACE) revealed that above all else, “employers are looking for team players and candidates who have strong verbal communication skills.” What experiences have helped you to build these skills? Use the list below to take stock of your current skill set. Which would you still like to develop?

Communication Skills Relate to the skillful expression, transmission and interpretation of knowledge and ideas.	Speaking effectively Writing concisely Providing appropriate feedback Negotiating Perceiving nonverbal messages Persuading Reporting information	Describing feelings Listening attentively Expressing ideas Facilitating group discussion Interviewing Proofreading and editing Presenting material orally
Research & Planning Relate to the ability to search for specific knowledge, to conceptualize future needs, and to identify solutions for meeting those needs.	Forecasting, predicting Creating ideas Identifying problems Solving problems Setting goals Extracting important information	Defining needs Analyzing Developing evaluation strategies Imagining alternatives Identifying resources Gathering information
Interpersonal Skills Relate to the ability to resolve conflict, relate to and help diverse others.	Developing rapport Being sensitive Listening attentively Conveying feelings Providing support for others Motivating Counseling Collaborating with others Working on a team	Sharing credit Cooperating Delegating with respect Representing others Perceiving feelings and situations Asserting Managing conflict with others Advocating for self and others
Organization, Management, & Leadership Skills Includes the ability to supervise, direct and guide individuals and/or groups in the completion of tasks and fulfillment of goals.	Initiating new ideas Handling details Coordinating tasks Promoting change Selling ideas or products Making decision with others Managing conflict between others Planning/arranging events and activities Assessing and evaluating other's work	Managing groups Motivating others Delegating responsibility Training, coaching, or teaching others Counseling others Keeping records Handling complaints Managing finances Identifying and managing ethical issues
Work Survival Skills Includes every day skills that assist in promoting effective production and work satisfaction.	Implementing decisions Cooperating Assessing/evaluating own work Punctuality Dealing with obstacles and crises Multi-tasking Managing time Being flexible/adaptable	Attending to detail Meeting short and long-term goals Enlisting help Accepting responsibility Setting and meeting deadlines Organizing Making autonomous decisions Utilizing computer software (specify programs)

Use Active & Descriptive Words!

Combine your qualifications and transferable skills with active and descriptive words to make your résumé pack punch! Here's a cheat sheet to get you started.

ACTIVE WORDS

Accelerated	Detected	Launched	Revamped
Accomplished	Determined	Led	Reviewed
Achieved	Developed	Logged	Revised
Activated	Devised	Maintained	Scheduled
Adapted	Diagnosed	Managed	Selected
Adjusted	Directed	Mediated	Served
Administered	Discovered	Monitored	Set Up
Adopted	Dispensed	Navigated	Sold
Advanced	Disproved	Obtained	Solved
Advised	Distributed	Operated	Stimulated
Analyzed	Edited	Ordered	Streamlined
Applied	Effectuated	Organized	Strengthened
Approved	Eliminated	Oversaw	Structured
Arbitrated	Encouraged	Participated	Studied
Arranged	Enlarged	Perceived	Succeeded
Assembled	Enlisted	Performed	Suggested
Assisted	Established	Persuaded	Summarized
Attained	Estimated	Pinpointed	Supervised
Audited	Evaluated	Planned	Supplied
Balanced	Examined	Predicted	Supported
Built	Executed	Prepared	Tabulated
Calculated	Expanded	Presented	Taught
Chaired	Expedited	Processed	Tested
Collected	Explained	Produced	Trained
Communicated	Financed	Programmed	Transferred
Compared	Fixed	Projected	Translated
Completed	Forecast	Promoted	Traveled
Composed	Formed	Proposed	Updated
Conceived	Formulated	Protected	Valued
Conducted	Founded	Proved	Won
Consolidated	Generated	Provided	Wrote
Constructed	Guided	Purchased	
Consulted	Hired	Raised	
Contributed	Implemented	Received	
Controlled	Improved	Recommended	
Convinced	Increased	Recorded	
Coordinated	Influenced	Recruited	
Corresponded	Informed	Reduced	
Counseled	Initiated	Reevaluated	
Created	Inspected	Referred	
Dealt	Installed	Reinforced	
Decided	Instituted	Reorganized	
Defined	Instructed	Reported	
Delegated	Interpreted	Represented	
Delivered	Interviewed	Researched	
Demonstrated	Invented	Resolved	
Designed	Investigated	Restored	

DESCRIPTIVE WORDS

Accurate	Energetic	Personable
Active	Enriching	Pioneering
Acuity	Enterprising	Pleasant
Adaptable	Enthusiastic	Positive
Adept	Exceptional	Productive
Alert	Expert	Proficient
Ambitious	Extensively	Punctual
Analytical	Extroverted	Quick
Artful	Fair	Readily
Assertive	Firm	Realistic
Astute	Helpful	Refined
Attentive	Highest	Reliable
Attractive	High-level	Repeatedly
Aware	Highly	Resourceful
Bright	Honest	Responsible
Broad	Humanizing	Responsive
Broad-based	Humorous	Self-reliant
Broad-minded	Imaginative	Self-trained
Calm	Increasingly Able	Sensible
Caring	Independent	Sensitive
Challenging	Innovative	Significant
Competent	Instrumental	Sincere
Conscientious	Kind	Sophisticated
Consistent	Leading	Stimulating
Constructive	Lifelong	Strong
Contagious	Logical	Successful
Contributed Greatly	Loyal	Sympathetic
Courageous	Masterful	Systematic
Creative	Mature	Tactful
Deep Insight	Methodical	Talented
Deft	Natural	Thoughtful
Dependable	New and	Trained
Determined	Improved	Uncommon
Diplomatic	Objective	Unique
Disciplined	Observant	Unusual
Discrete	Open-minded	Urgently
Diverse	Optimistic	Versatile
Driving	Outgoing	Vigorous
Dynamic	Outstanding	Well-balanced
Earning Respect	Perceivable	Well-rounded
Economical	Perceptive	
Efficient	Persistent	

PRESENTING REFERENCES

Presenting Your References

During the job and internship application process, typically you will be asked to submit the names and contact information of at least three references. Here are a few key points to remember when choosing references and creating your reference page.

List the following for each reference: name, title, employer, work address, phone number and e-mail.

Create a separate reference page using the same header as your résumé.

Anita Jobb

Jefferson City, TN – 865-555-555 – anita@cn.edu – www.linkedin.com/anitajobb

References:

Mr. Gale Jones
Manager

University Hallmark
123 Smith Lane
Knoxville, TN 37901
(865) 123-4567
gjones@uh.com

Ms. Jane Starr
Sales Manager

Regional Pharmaceutical Supply
231 Capitol Road
Jackson, MS 39245
(662) 542-9875
jstarr@pharmacy.com

Dr. Phillip Johnson
Professor of Psychology

Carson-Newman University
Department of Psychology – Chambliss Hall
Jefferson City, TN 37760
(865) 111-1111
philjohn@cn.edu

Ms. Lisa Watkins
Director

University of Tennessee Medical Center
987 Medical Plaza
Knoxville, TN 37901
(865) 234-5555
lmwatkins@utmc.com

Choose a person who will be able to share informed and positive comments about your character, work ethic and potential.

Try to stick with professional or academic references (faculty, administrators, advisors, current/former employers, coworkers, or team members) and only use personal references as a last resort.

Always remember to send a thank-you note to your references and to keep them updated during the job search. Stay in touch! You never know when you might need their assistance again in the future.

Always ask permission before listing someone as a reference. Do so formally via email and include your resume even if you discussed it in person.

SOCIAL MEDIA

Social Media and Your Job Search

Social Media has evolved over the years to become a business-networking tool. Social media platforms like LinkedIn, Twitter, and Facebook create a great opportunity for you to develop online contacts and search for jobs. Below is information and guidelines to get you started!

Twitter is a fast-paced way to learn up-to-date information about your field of interest and those who are in it. It can also be a great way to maintain a strong online presence. To ensure you are using it effectively:

- **Create a strong profile.** Make sure your twitter handle is professional in nature and complete the bio section with a version of your 30 second commercial. This should include university, class year, major, and career interests, along with keywords relevant to your career interests. Also include a link to your LinkedIn profile, résumé, personal website, blog, or any other relevant job search information.
- **What to tweet?** Use the 80/20 rule when tweeting. 80% of your tweets should be professional in nature such as those that consist of promoting skills on one's résumé, highlighting past or present internship experience, or sharing interesting articles and news relevant to the industry. The other 20% of your tweets can show case your personality, but remember to keep it professional!
- **Follow** companies you want to work for or have worked for, top leaders in your industry, recruiters, and trade journals. Also see jobprofiles.org for 100 Twitter Feeds to Follow to Help You Land a Job.
- **Find internship and job listings.** #tweetmyjobs has been tagged nearly a million times and you can utilize this in your job search. Go to www.tweetmyjobs.com to learn more information! Find general job advice and lots of listings through hashtags like #jobs, #recruiting, #jobadvice, #jobposting, #jobhunt, and #jobsearch. TO narrow it down, seek out more specific hashtags, such as #prjobs or #salesjobs. You may even use hashtags by college major, such as #biology or #accounting.

Facebook is the world's largest social network with more than one billion users. Although the site should be used cautiously in professional networking, there are still numerous features and pages relevant to job seekers.

- **Clean up your profile and set privacy settings.** Facebook may not get you the job, but it can definitely prevent you from getting one! Take down any embarrassing pictures and make sure your privacy settings are set appropriately.
- **Like** company pages that you are interested in to receive updates about the company, find out about opportunities within the company, and discover connections that may already work there!
- **Find an internship and job listings.** Check out the Social Jobs Partnership (@social jobs) to find jobs and internships. Also, check out beknown.monster.com and glassdoor.com for additional apps that can be used through Facebook.

LinkedIn is the world's largest professional social network. It is used widely by recruiters, hiring managers, and professional in hundreds of industries to both develop themselves professionally and to find qualified candidates for open positions. It allows you to network by geographic location, career interest, alumni associations, and organizations. To ensure you are using it effectively:

- **Create a strong profile and personal brand.** Visit Career Development, and pick up our LinkedIn handout. Also, you may visit university.linkedin.com/ for other tips on developing a student profile.
- **Network and connect professionally.** Connect with at least 50 people to make sure you are getting the most out of your LinkedIn experience. Search for family members, friends and fellow students, internship or job supervisors, coworkers, professors, former teachers, and C-N alumni. Also, get involved in LinkedIn groups. Start by joining the C-N Alumni Association Group and professional organizations associated with your industry.
- **Find the internship and job listings.** Begin by searching for companies in which you would like to find an internship or full-time position. These company pages are a great resource for job seekers and can contain information like a brief overview of the organization, a listing of products and/or services the company provides, job and internship opportunities currently available, and much more! Also, visit linkedin.com/studentjobs which specifically filters positions that are appropriate for undergraduate students and recent graduates.

SOCIAL MEDIA PRECAUTIONS

DO NOT

Cyber Stalk: If you are not getting responses from the posts or messages you send to someone and you contact them, you are cyber-stalking. Stop.

Drunk Social Media: Sending drunk direct messages or making drunk posts can be funny with friends but seriously damaging with professional contacts.

Write Personal Messages on Public Posts: It's embarrassing, rude, and makes you look immature.

DO

Update Your Followers/Connections: Keep your network up to date on your projects, success, employment, milestones, etc.

Follow Up: Stay in touch with connections. Email, message, or tweet them.

Ask for Introductions: Use your network to gain new connections. Ask someone to introduce you to one of his or her contacts.

Be Respectful: Remember, social media is a living document. What you write, post, or tweet will be available for others to see years from now. Be cautious and respectful when sharing your thoughts and careful not to offend others.

Consider the Impact of Your Page/Account in Terms of Future Job Opportunities: Most companies search social media for candidate profiles. However, you are not required to provide your passwords to any accounts. In 2012, The National Association for Colleges and Employers (NACE) issues its stance on employers using such practices as a violation of candidate rights. Companies are encouraged to refrain from any such practice. Some states are working to write laws that would prohibit any such act from occurring in the recruiting process.

Crafting

YOUR 30 SECOND COMMERCIAL

WHAT TO INCLUDE



Academic Info:

Major/concentration, classification or graduation date, minor



Relevant experiences:

Jobs, internships, leadership, volunteer, shadowing, involvement



Skills:

Job specific, transferable, technical, language



Career goals/interests:

Relate this to the company or contact



FIRST SENTENCE: For students and new graduates, include your name, school, degree and major. More experienced individuals may want to introduce themselves and then begin with the middle sentence.

MIDDLE SENTENCES: State your relevant experience. For example, your employer, role, the skills you used and developed, accomplishments and results you are proud of, and your future career goals.

Hello, my name is Ben A. Eagle and I will be receiving my Bachelor of Science degree in Business Administration with a minor in Finance from Carson-Newman University in May of 20XX. This past summer, I held an internship with BancorpSouth where I assisted customers with loan applications and other financial services. I received superior ratings from my customer evaluations. During the academic year, I worked an average of 20 hours per week as a math tutor on campus where I assisted students with college algebra and statistics.

I am very interested in utilizing my talents in communication and customer service within the financial industry. As I researched your organization, I believe that these strengths might fit well within your Lending and Asset Management division. I'd love to hear your perspective on this and any other suggestions you might have where my strengths might be of value.



LAST SENTENCE: Briefly relay how your background might benefit the listener. Ask for their suggestions about who else you might speak with for advice regarding your career goals. For example, "Do you have any advice for me as I prepare for my career in (your field), or could you suggest someone else that I should contact?"

WHEN TO USE YOUR COMMERCIAL



Career fairs and information sessions



Networking events



In response to, "Tell me about yourself," at interviews



Reaching out to new contacts