

Contents

Welcome to Career Services	2
Four Year Career Plan	3
Career Services Resources	4
FOCUS 2 Assessment.....	4
What Can I Do With This Major?.....	4
College Central Network	4
Résumé Guidelines	5
Résumé Sections	5
Keys to an Effective Résumé	6
Choosing The Résumé Format That’s Best for You	7
Functional Example	8
Chronological Example (Freshman)	9
Chronological Example (Traditional C-BASE Résumé)	10
Action Verbs.....	11-12
Résumé Checklist	13
Cover Letter Strategies	14
Cover Letter Guidelines	15
Cover Letter Example	16
Marketable Personality Traits	17
Writing a Curriculum Vitae	18
The Interview	19-20
Appropriate Dress Attire.....	21
Writing a Reference Page	22
Thank You Letter	22
Thank You Letter Example.....	23
Notes Page	24

Welcome to Career Services

Welcome to Career Services where our purpose is to prepare students for their professional lives and careers after college and continue to support them as alumni. Our office provides career related programs, resources and events that will help identify interests, academic and career programs, and develop the knowledge and skills needed for career success.

What We Do

- ❖ **Major and Career Exploration**
 - Focus 2 online career assessment tool
 - What Can I Do With This Major online exploration tool
- ❖ **Résumé and Cover Letter Development and Review**
 - In-class presentations
 - One-on-one meetings with career services staff
 - Email communication
- ❖ **Career Development Workshops**
 - Résumé/Cover Letter Preparation
 - Networking 101
 - Dress for Success
 - How to Ace an Interview
- ❖ **Interviewing Tips**
 - In-class presentations
 - One-on-one meetings with career services staff
 - Mock interview sessions with faculty, employers, peers, and/or career services staff
- ❖ **Online Job/Internship Database and Resource Center**
 - College Central Network
- ❖ **Career Fairs Featuring Area Employers**
 - Business Career Fair/Fall
 - Highway 54 Career Fair/Spring

If you need assistance or would like to schedule an appointment with the career services staff, please contact us at: 316-295-5885/1-800-794-6945 ext. 5885 or email career@friends.edu

Follow us on social media:



FriendsUniversityCareerServices



@CSFriendsU



Career Services at Friends University

Four Year Career Plan

First Year: Self-Exploration

- ❑ Learn more about your own personal values, talents and strengths (complete career assessments).
- ❑ Enroll in core classes with the help of your academic advisor.
- ❑ Explore and participate in campus activities and organizations.
- ❑ During the summer, gain work experience through volunteering and employment.
- ❑ Begin developing your résumé sections and making a list of your experiences.

Second Year: Career Exploration

- ❑ Obtain information on majors: explore classes, visit with faculty and identify occupations related to each major of interest.
- ❑ Acquire relevant volunteer or work experience, which will help you to solidify your decision on a major.
- ❑ Attend career services sponsored programs and speak with employers about summer internships.
- ❑ Begin developing a résumé and cover letter.
- ❑ Make connections at Friends University with faculty, staff and students.
- ❑ Build leadership skills through organizations.

Third Year: Gaining Experience

- ❑ Meet with your faculty advisor to ensure you're on track to graduate.
- ❑ Continue improving and updating your résumé.
- ❑ Develop NETWORKS: join a professional organization within your field of interest, do information interviews with employers and alumni to gain more information in your field of interest, attend career fairs – ask employers about internships and other opportunities.
- ❑ Apply for internships with employers in your field of study or desired occupation.

Fourth Year: Job Search

- ❑ Continue your résumé development.
- ❑ Buy a professional interview suit so you are prepared for interviews.
- ❑ Continue networking strategies and keep a list of all your contacts.
- ❑ Begin your full-time employment search.
- ❑ Consider searching within your current company if possible, if already in an internship or part-time job.
- ❑ Use your network(s) to find jobs and get interviews.
- ❑ Market yourself and sell your strengths and talents. Remember it is the total package of talent – education, skill and experience – that will help you get the job that you want!



Career Services Online Resources

FOCUS 2 Assessment

FOCUS 2 combines self-assessment, career and major exploration, decision making and action planning in one comprehensive product. Customized with your college's majors, students' assessment results are matched to career options and majors/programs offered at your college. FOCUS 2 guides students through a reliable career and education decision making model to help them select their majors at your college, make informed career decisions and take action.

Currently the Career Services office uses Focus 2 as the primary source of assessment and digital career planning. Focus 2 is based on the Holland Code like the Strong Interest Inventory. The Focus 2 assessment can be taken free of charge at <http://www.friends.edu/career-assessments> and usually takes less than 30 minutes to complete the five short assessments. Once you have completed the assessment, we ask you to call to schedule an appointment to review your results with a career services staff member.

What Can I Do With This Major?

Explore multiple majors, search for information about your chosen field, and connect majors to careers at What Can I Do With This Major. You will also find information about the typical career areas and the types of employers that hire people with each major, as well as strategies to make you a more marketable candidate. This resource is free to Friends students and alumni. However, you must access it through www.friends.edu/career-services.

College Central Network

Career Services has partnered with the College Central Network (CCN) to provide our students and alumni with a variety of career related resources such as local and national job boards, résumé builder, career articles written by industry professionals, career advice podcasts and videos that will guide you in your career exploration. Students, Alumni and Employers can register at <http://www.collegecentral.com/friends>.

CollegeCentral.com
The Network for entry-level talent!

STUDENTS:	ALUMNI:	EMPLOYERS:
<p>Search job opportunities Create / post online résumés & portfolios FREE career resources!</p>	<p>Search job opportunities Create / post online résumés & portfolios FREE career resources!</p>	<p>Post job opportunities Review online résumés & portfolios exclusive to our school for FREE!</p>

Résumé Guidelines

Your résumé and cover letter have a single purpose: *To obtain an interview.* The résumé is an advertising tool; it is an organized summary about your qualifications as a potential employee. Start the career planning process by taking a personal inventory of your skills, interests, accomplishments, and experiences. The career services office can assist you with this process.

- Since employers may spend as little as 30 seconds reviewing a résumé, you must quickly convey a positive vision of who you are and what you can do for the employer. The résumé must catch the reader's attention with an attractive, powerful summary.

Résumé Sections

Contact Information

- Always placed at the top of the page since electronic databases scan for this information within the first few lines of the résumé.
- Include your name, street address, city, state, zip code, home telephone number and an email address.
- If you feel comfortable, you may include your business telephone number.

Education

- Any education-related information that enhances the employer's view of you.
- High school information is usually excluded unless it significantly contributes to the vision.
- May be listed before the Experience section if it is more relevant to the employer than your jobs.

Include the following information:

- Your degree (e.g. BS or Bachelor of Science), major, and minor. If you have more than one degree, list your most recent and relevant degree first. You may spell out the degree (Bachelor of Arts) or use abbreviations (BA) if commonly understood.
- The name of the college or university, city, state, and graduation date.
- Similar information for any past degrees.

Optional items:

- A short list of relevant classes or projects completed.
- High GPA, honors, awards, scholarships, special projects, and certifications.

Experience

- Include your most recent job title, employer, city, state, beginning and end dates of employment (month and year), a description of job accomplishments, and outcomes.
- Quantify accomplishments using numbers, percentages, time frames, and other specific details.
- Describe your accomplishments and outcomes using bullets and action verbs.
- If you lack paid job experience, include relevant unpaid experience (internship or volunteer).

Accomplishments

Employers want to learn about your accomplishments and results in the following areas:

- | | |
|-------------------------|----------------------------------|
| • Saving time or money | • Improving products or services |
| • Solving problems | • Managing a crisis |
| • Enhancing performance | • Increasing profits or services |

Additional Headings

You can create headings to fit the skills you want to highlight. Foreign languages, computer languages, and hardware/software are also often included in a special section. Include a heading if it is relevant in helping the employer get the best possible impression of you and if it relates to the job.

Sample Headings

Leadership Experience
 Honors and Awards
 Extracurricular Activities
 Computer Skills
 International Experience
 Research Projects

Professional Associations
 Publications
 Volunteer/Service Work
 Foreign Languages
 Presentations
 Certifications and Licenses

Keys to an Effective Résumé

- Customize:** If you are seeking more than one type of job, you will need several résumés tailored to each position you are applying for.
- Length:** Unless you have extensive, relevant experience, limit yourself to one page.
- Specific:** Concise, detailed, results-oriented phrases get maximum interest, e.g., "Trained and managed three sales clerks in women's clothing section, averaging highest weekly sales out of six departments." Concisely describe your skills/qualifications, education, work history, and interests. Think of the job or internship as an unmet need of an employer. Research the key skills for the type of position you are applying for. Write statements that reflect these skills.
- Language:** When possible, use the terminology or jargon of the employer.
- Quantify:** Describe your duties and accomplishments with measurable data, e.g. dollars, percent, numbers, and frequency. Use adjectives and adverbs to describe your actions and results with detailed descriptions. Be specific about your skills and competencies; emphasize those skills most related to the position.
- Design:** Make the résumé inviting to read with attractive headings, a good balance of black and white, wide margins, and a limited selection of font sizes and styles. Do not use less than 10-point font. Bullets and columns can make it easier for employers to quickly review your résumé.
- Highlight:** The reader's eye goes first to the top, left side of the résumé and this is where to place your most important information. Headings and important details can be given extra emphasis by careful use of indenting, italicizing, underlining, or bolding.
- Proofread:** Have your résumé critiqued by several people, including a professional in your field and a staff member in the career services office. Grammar, spelling, or typographical errors are unacceptable.
- Consistency:** It is critical to provide information in a consistent format within each section of your résumé. For example, present each of your jobs consistently with job titles, employer name, location, and dates in the same order.
- Printing:** Laser quality print on 24# weight laser-compatible paper is suggested. If you fax or scan your résumé, always use white paper.

Choosing The Résumé Format That's Best for You

Your individual circumstances will determine what résumé format will work best for you. Résumé experts generally recommend two styles of résumé layouts:

The Functional Format

This format emphasizes the applicable skills you have developed, rather than when, where, or how you acquired them.

The **functional format** is a good choice when:

- You are making a career change.
- You are entering the job market for the first time (or are pursuing an entry-level position) and you do not have the applicable work history to build a chronological résumé.
- You want to emphasize the skills and capabilities relevant to the future job, rather than past job responsibilities.

***See Example on page 8*

The Chronological Format

This format lists your employment history starting with your most recent or current employment and working backward to your first job (or 10 years into the past-whichever comes first).

The **Chronological Format** is a good choice when:

- You want to call attention to a stable work history.
- You want to highlight upward mobility, accomplishments, and promotions in your chosen career.
- You are applying for a job in a very conservative company or field.
- You want to find a job in the same area as your previous job(s).

Do not use the **Chronological Format** when:

- You are changing careers or looking for work in an area you haven't worked before.
- You are looking for your first job and lack experience related to the job for which you're applying.
- You have changed employers frequently in the past.
- You want to emphasize skills that haven't been used in recent work experience.
- You have had significant gaps in your work history.
- You have been absent from the job market for a while.

***See Examples on page 9 & 10*

Suggestions for those with Extensive Professional Experience

A Summary of Qualifications section highlights your skills, relevant accomplishments, and educational background in either a paragraph or bulleted format at the top of the résumé (below the contact information). The summary may be used in place of, or in addition to, a career objective.

Sample of Summary of Qualification—in paragraph format:

Over six years of experience teaching young children. Bachelor of Arts Degree in Psychology. Certificate in Elementary Education. Successfully organized early childhood programs. Bilingual in Spanish and English.

Sample of Summary of Qualifications—with bullets:

- Sixteen years of CIS and Telecommunications consulting experience with Fortune 100 companies.
- Comprehensive expertise in frame relay fiber optics, computer networks, ATM's and telephony.
- Master in Telecommunications and Bachelor of Science in CIS from the University of Denver.
- Six years of experience in Project Management with cross functional teams of up to 40 people.

If you need further assistance on how to present yourself on a résumé, please schedule a meeting with a career services staff member at 316-295-5885 or email career@friends.edu.

Functional Résumé Example

Chris Computer

1800 University Ave, Wichita KS 67213 | 1-800-295-1234 | functional@friends.edu

Education

MASTERS OF MANAGEMENT INFORMATION SYSTEMS | ANTICIPATED COMPLETION 2016 |
- Friends University, Wichita, KS

BACHELOR OF LIBERAL ARTS | DECEMBER 2011 |
- Friend University, Wichita, KS

- Core Studies: Music
- GPA: 3.5/4.0

Skills & Abilities

ENTERPRISE DEPLOYMENT & RECLAMATION

- Planned and executed deployment of new enterprise hardware and refreshed old systems.
- Diagnosed and refurbished selected systems for new deployments
- Applied domain and security protocols to all new and refurbished systems

HARDWARE & SOFTWARE

- Developed custom computer solutions for professional and recreational uses.
- Provided desktop support in person and through RDP/Telnet sessions.
- Employed various skills in working with Microsoft Office Suite including Access, One Note, and Project.
- Focused on installation, repair, and use of various AutoCAD/Autodesk programs.

INFRASTRUCTURE MANAGEMENT

- Worked with server 2003 R2X64, Server 2008, raid configurations, cisco phone systems, general data switches, servers, and Q.U.S. protocols.
- Executed installation and troubleshooting of networks as a cable technician in both residential and commercial environments.
- Installed Cat5/6 and fiber network cable management systems as well as telephone communications.

MATERIALS MANAGEMENT

- Developed effective materials management for I.T. and audio visual equipment including repair and storage procedures
- Consistently met budget requirements and effectively supplied office needs

Experience

Sales Specialist Lowe's, Wichita, KS	January 2013 - Present
Customer Service & Sales T-Mobile, Wichita, KS	November 2012-January 2013
Defense Systems Network Operator Roger Air Force Base, Wichita KS	June 2006 - February 2010

A functional résumé should emphasize skills and abilities rather than specific work experience.

Include specific duties that have developed each specific skill.

Use buzzwords specific to the industry, for example, program names, common lingo, or phrases.

Be sure to include a brief experience section, listed in chronological order

Tips & Tricks!

Quantify your list of responsibilities if possible. For example "Trained and managed three sales clerks in women's clothing section, averaging highest weekly sales out of six departments." Adding numerical value will give a future employer a better picture of your responsibility.

Remember!

If you have extensive relative experience and are pursuing a high level position, a two page résumé may be suggested.

Chronological Résumé Example (Freshman)

Make sure email address is appropriate for professional use

Your Name		
2100 W. University Ave. Wichita, KS 67213	email@student.friends.edu	123-456-7890
EDUCATION		
B.A. Psychology & Human Services Friends University, Wichita, KS		Anticipated May 2018 G.P.A 3.9/4.0
Diploma George Washington High School, Wichita, KS		May 2014 G.P.A 3.2/4.0
EXPERIENCE		
Waitress Applebee's, Wichita, KS		June 2013-December 2014
<ul style="list-style-type: none"> • Provided excellent customer service for to up to 8 tables simultaneously • Communicated with superiors about questions or concerns regarding service • Upheld a friendly and pleasant manner in a demanding environment • Selected twice as employee of the month 		
Lifeguard Wichita City Pool, Wichita, KS		Summer 2013, 2014
<ul style="list-style-type: none"> • Maintained appropriate First Aid/CPR/AED certifications • Assisted patrons with concession and payment needs • Performed necessary rescue maneuvers in a calm and efficient manner • Taught swim lessons for 15 children ranging from 3-9 years of age 		
VOLUNTEER EXPERIENCE		
1st & 2nd Grade Volleyball Camp Assistant, YMCA		June 10-16, 2014
Cubby Helper, AWANA Clubs, First Wichita Church		2012-2014
Volunteer, Christmas for Kids		December 2014
ACTIVITIES		
Member, Psychology Club		2014
Member, Singing Quakers		2014
President, George Washington HS Student Council		2013-2014
AWARDS AND HONORS		
Champion of Character Scholarship Recipient		2014

Remove HS information one year after HS graduation

Demonstrate maturity and readiness for a professional setting

Include as much collegiate information as possible and only the most impressive of high school experience

Shows an excitement to get involved in the collegiate setting

Include any leadership roles

Remember!
Check all alignments and spacing for any irregularities. Your résumé needs to be consistent and clear.

Tips and Tricks!
When listing work experience, try and find a copy of the job description you were given when hired. That can be a great tool for creating a list of duties.

Chronological Résumé Example (Traditional C-BASE)

Remember!

For present jobs, use present tense action verbs; for past jobs, use past tense.

Keep heading professional, clean, and simple.

If not yet graduated, include the word "Anticipated" before the graduation date.
Include GPA if it is above 3.0

Highlight communication, organizational activities, and special projects

Frank Fitness	
2100 W. University Ave., Wichita, KS 67213 (316) 295-5832 career@friends.edu	
Education	
Bachelor of Science in Health & Physical Education Friends University Wichita, KS	December 2013 GPA: 3.5
Professional Experience	
Athletic Training Student Worker	August 2013 – Present
Student Athletic Trainer Friends University, Wichita, KS	August 2010- May 2012
<ul style="list-style-type: none"> • Inventory training supplies • Ankle, wrist, arch, & thumb taping • Practice/pregame set up 	
YMCA Fit Intern YMCA, Wichita, KS	September 2013 – Present
<ul style="list-style-type: none"> • Promote find your fit Wichita • Going out into Wichita and promoting the fit campaign • Generate ideas for the webpage, twitter account, and Facebook account. • Inform others on how they can live an everyday healthier lifestyle • Inventory marketing materials 	
Intramural Student Worker Friends University, Wichita, KS	August 2011- May 2012
<ul style="list-style-type: none"> • Filed paperwork • Learned how to keep track of a budget and move funds to different areas • Marketed upcoming events • Refereed for various sports • Kept score for activities such as flag football, volleyball, and basketball. 	
Athletics Student Worker Friends University, Wichita, KS	August 2011- May 2012
<ul style="list-style-type: none"> • Assembled team rosters • Wrote an article about an upcoming softball tournament • Pre-game set up/post game set up • Operated concessions/ticket booth 	
Volunteer Experience	
Volunteer Coach Center for the Intrepid (CFI); Fort Sam Houston, TX	2006 – Present
Major League Batting Cages; Schertz, TX	June 2008 – July 2009
Skills Summary	
<ul style="list-style-type: none"> • First Aid/CPR/AED (Infant, child, adult) • Microsoft Word, Excel, & PowerPoint • Bilingual (Spanish & English) 	
Extra-curricular Activities	
Member, Friends University Football	2010-2013
Member, Friends University Senate	2010-2013
<ul style="list-style-type: none"> • Vice President 	2012-2013

Demonstrates a well-rounded student.

Include leadership roles.

Remember!

You may want to consider creating a new email for professional contacts only. Your Friends University student email will expire soon after graduation.

Action Verbs

Use these to help give your **résumé** variety!

Management/Leadership/Decision Making Skills

- | | | | | |
|----------------|---------------|----------------|---------------|----------------|
| • administered | • decided | • generated | • moderated | • represented |
| • advocated | • delegated | • governed | • motivated | • restored |
| • analyzed | • determined | • handled | • operated | • reviewed |
| • appointed | • developed | • headed | • organized | • scheduled |
| • approved | • directed | • hired | • overhauled | • secured |
| • assigned | • elected | • hosted | • oversaw | • selected |
| • attained | • eliminated | • improved | • pioneered | • spearheaded |
| • authorized | • emphasized | • incorporated | • planned | • sponsored |
| • chaired | • enforced | • increased | • presided | • staged |
| • considered | • enhanced | • initiated | • prioritized | • started |
| • consolidated | • enlisted | • inspected | • produced | • streamlined |
| • contracted | • established | • instituted | • recommended | • strengthened |
| • controlled | • executed | • led | • recruited | • supervised |
| • converted | • formed | • managed | • reorganized | • terminated |
| • coordinated | • founded | • merged | • replaced | |

Communication/People Skills

- | | | | | |
|----------------|----------------|----------------|----------------|---------------|
| • addressed | • conveyed | • expressed | • mediated | • reinforced |
| • advertised | • convinced | • formulated | • moderated | • reported |
| • arbitrated | • corresponded | • furnished | • negotiated | • resolved |
| • arranged | • debated | • incorporated | • observed | • responded |
| • articulated | • defined | • influenced | • outlined | • solicited |
| • authored | • described | • interacted | • participated | • specified |
| • clarified | • developed | • interpreted | • persuaded | • spoke |
| • collaborated | • directed | • interviewed | • presented | • suggested |
| • communicated | • discussed | • involved | • promoted | • summarized |
| • composed | • drafted | • joined | • proposed | • synthesized |
| • condensed | • edited | • judged | • publicized | • translated |
| • conferred | • elicited | • lectured | • reconciled | • wrote |
| • consulted | • enlisted | • listened | • recruited | |
| • contacted | • explained | • marketed | • referred | |

Analytical/Research Skills

- | | | | | |
|-------------|----------------|---------------|----------------|----------------|
| • analyzed | • determined | • formulated | • investigated | • solved |
| • clarified | • diagnosed | • gathered | • located | • summarized |
| • collected | • evaluated | • identified | • measured | • surveyed |
| • compared | • examined | • inspected | • organized | • systematized |
| • conducted | • experimented | • interpreted | • researched | • tested |
| • critiqued | • explored | • interviewed | • reviewed | |
| • detected | • extracted | • invented | • searched | |

Technical Skills

- | | | | | |
|--------------|---------------|--------------|--------------|----------------|
| • adapted | • constructed | • fabricated | • programmed | • solved |
| • applied | • converted | • fortified | • rectified | • specialized |
| • assembled | • debugged | • installed | • regulated | • standardized |
| • built | • designed | • maintained | • remodeled | • studied |
| • calculated | • determined | • operated | • repaired | • upgraded |
| • computed | • developed | • overhauled | • replaced | • utilized |
| • conserved | • engineered | • printed | • restored | |

Teaching Skills

- | | | | | |
|-------------|----------------|---------------|--------------|---------------|
| • adapted | • coached | • coordinated | • enabled | • explained |
| • advised | • communicated | • critiqued | • encouraged | • facilitated |
| • clarified | • conducted | • developed | • evaluated | • focused |

- guided
- individualized
- informed
- instilled
- instructed
- motivated
- persuaded
- set goals
- simulated
- stimulated
- taught
- tested
- trained
- transmitted
- tutored

Financial Data Skills

- administered
- adjusted
- allocated
- analyzed
- appraised
- assessed
- audited
- balanced
- budgeted
- calculated
- computed
- conserved
- corrected
- determined
- developed
- estimated
- forecasted
- managed
- marketed
- measured
- planned
- prepared
- programmed
- projected
- reconciled
- reduced
- researched
- retrieved

Creative/Innovative Skills

- acted
- adapted
- authored
- began
- combined
- composed
- conceived
- conceptualized
- condensed
- created
- customized
- designed
- developed
- devised
- directed
- displayed
- drew
- entertained
- established
- fashioned
- formulated
- founded
- illustrated
- initiated
- instituted
- integrated
- introduced
- invented
- modeled
- modified
- originated
- performed
- photographed
- planned
- revised
- revolutionized
- shaped
- solved

Helping/Counseling/Mediating Skills

- adapted
- advocated
- aided
- answered
- arranged
- assessed
- assisted
- attended
- cared for
- clarified
- coached
- collaborated
- comforted
- contributed
- cooperated
- counseled
- demonstrated
- diagnosed
- educated
- encouraged
- ensured
- expedited
- facilitated
- familiarized
- fostered
- furthered
- guided
- helped
- instilled
- insured
- intervened
- mentored
- motivated
- prevented
- provided
- referred
- rehabilitation
- represented
- resolved
- settled
- simplified
- supported
- tutored
- volunteered

Organization/Administrative/Detail Skills

- approved
- arranged
- catalogued
- categorized
- charted
- classified
- coded
- collected
- compiled
- coordinated
- corrected
- corresponded
- disseminated
- distributed
- executed
- filed
- formalized
- generated
- implemented
- incorporated
- inspected
- logged
- maintained
- monitored
- obtained
- operated
- ordered
- organized
- planned
- prepared
- processed
- provided
- purchased
- recorded
- registered
- reorganized
- reserved
- responded
- reviewed
- routed
- scheduled
- screened
- set up
- submitted
- supplied
- standardized
- systematized
- updated
- validated
- verified

Selling/Convincing Skills

- arbitrated
- convinced
- dissuaded
- marketed
- mediated
- negotiated
- persuaded
- promoted
- publicized
- resolved
- secured
- sold
- solicited

Additional Verbs for Accomplishments

- achieved
- completed
- created
- expanded
- exceeded
- implemented
- improved
- initiated
- pioneered
- reduced (losses)
- resolved (issues)
- restored
- saved
- spearheaded
- succeeded
- surpassed
- transformed
- won

Résumé Checklist

General:

- Always include a cover letter. A well-written cover letter can only increase your chance for an interview.
- Write your résumé yourself. If you cannot effectively write about yourself, you may be ineffective in selling yourself during an interview.
- Proofread for typographical, spelling, and grammar errors.
- Ask a career services staff member to critique your résumé.
- Use quality paper and a quality laser printer.
- Understand the impact of potentially controversial information such as inclusion of your religious or political affiliations, your sexual orientation, or detailed, personal information. Is there a compelling reason for including the information? Does it relate to the job?
- Keep your résumé focused and targeted to a specific job.
- Prioritize experience and education sections depending upon the employer's needs.
- Focus on higher level and transferable skills.
- Include specific examples of significant accomplishments and results.

Language:

- Find appropriate synonyms rather than using the same words repeatedly.
- Describe the positive results or outcomes of your actions or duties.
- Exclude abbreviations that the employer is not likely to understand.
- Speak positively about your background and skills, persuasively relating them to your job objective.
- Be consistent with verb tenses. Use past tense verbs with jobs in the past, and present tense verbs for current positions.
- Use action verbs to start the phrases in the experience section of your résumé.
- Use key words (nouns and short phrases) when you know your résumé will be scanned into a database.
- Eliminate extraneous information.

Cover Letter Strategies

General Rules to Remember

- If referred to the employer by a professional, be sure to provide the referrals name.
- Talk about and quantify your accomplishments that relate to the position.
- Be brief and concise, no more than one page.
- Proof-read and have others proof-read your résumé for errors, the career services staff will help review your résumé
- Single space within each paragraph, double space between paragraphs.
- Always sign your cover letter except for email versions.
- Matching the paper and heading of your cover letter to the heading of your résumé, (for hard copies), is a nice professional touch.
- If you lack a skill or some required experience discuss how you can pick up the skill quickly, or how other experience will substitute.
- It is common to have the cover letter be the text of an email, with the résumé attached.

Mistakes to Avoid

- Never misrepresent your background, skills and experiences.
- Never sound desperate or negative.
- Never confess shortcomings, give a positive slant to your background and experience.
- Do not repeat your résumé, but summarize and enhance, add your best personality traits and word pictures that aren't on the résumé.
- Always send an email version of your cover letter and résumé to yourself first to make sure it opens up perfectly. It is also recommended to save your materials as a .pdf prior to e-mailing your application.
- Always read and follow any employer instructions for submitting a cover letter and résumé.

If you need further assistance on how to present yourself on a cover letter, please schedule a meeting with a career services staff member at 316-295-5885 or email career@friends.edu.

Cover Letter Guidelines

Number One Rule: Be sure to tailor each cover letter to the organization you are sending it to.
Be consistent and use the same Contact Info heading from your résumé and include it here.

Sample Outline:

Date	(Double space)
Mr. /Ms. Name, Title	(Dateline)
Company	(Double space)
Address	(Inside address)
City, State, Zip	
	(Double space)
Dear Mr. /Ms. Last Name:	
	(Double space)

Introductory Paragraph:

This is the attention grabber that should arouse the reader's interest. If you are applying for a specific job, mention the position title and position number (if applicable). Give the person's name, if someone referred you to the company. This paragraph may include your knowledge of the organization, why you want to work for them and some brief background experience/education that relates to the position. Most introductory paragraphs are short, so be brief and clear.

(Double space)

Middle Paragraph:

This is the sales pitch. It is the longest of your paragraphs (may be split into two paragraphs) where you attempt to persuade the employer that you are worth an interview. Present specific abilities, education, and/or experience that make you an attractive candidate for the position. Highlight special skills. Reveal a personal goal that could be realized with this firm. Prove that your skills and abilities match the job description and can satisfy the employer's needs.

(Double space)

Final Paragraph:

This is the request for action. Ask for an interview or a meeting to discuss how your skills might assist the employer. Offer to provide more information (e.g. samples of your work, references, more details of your past experience or education, etc.). In most cases take the lead and indicate that you will be calling to arrange an appointment or if the employer specifically indicated not to call, you may ask them to call you. Provide your telephone number and the best times to be contacted.

(Double space)

Sincerely, (complimentary close)

(Four spaces)

Signature here

Your name

(Signature block)

***See example on page 16*

Cover Letter Example

Frank Fitness

2100 W. University Ave., Wichita, KS 67213

(316) 295-5832

career@friends.edu

Date

Hiring Agent Name, Title

Company Name

Address

City, State Zip

Dear (Hiring Manager),

I am writing to express my interest in the Corporate Fitness Trainer position, advertised as being open at this time with your company. I am a talented health and fitness professional, with skills and experience in developing and managing fitness and wellness programs. My background includes extensive familiarity with all aspects of fitness training and counseling. Now I would like to bring my skills and experience to work for you.

My approach to this work goes beyond departmental operations, as I believe in providing the best possible training and education, whether at the individual or group level. My background includes experiences in aerobics wellness training, cardiovascular programs, rehabilitation therapy, adult and senior training, family fitness training, and weight training. Due to this fact, I am able to lead and motivate people. In addition, I have developed and licensed a nationally recognized youth oriented fitness programs, and I have demonstrated and taught this program in dance studios, music clubs, and on television. My education and training, together with my professional background, have all served to help make me a highly effective health and fitness director.

I am experienced in preparing and managing budgets, and in directing departmental operations. I am adept at preparing and delivering operational and financial reports. My strong customer service and personal communication skills helped to make me particularly effective in dealing with both the staff and the public.

The accompanying résumé should serve to give you an idea not only of my past achievements but of my potential for making a significant contribution to your company. I hope to hear from you soon about the possibility of scheduling a time for us to speak. Thank you for your consideration and time.

Kind regards,

Frank Fitness

Frank Fitness

Marketable Personality Traits

Use these to create variety in your **cover letter!**

Task Oriented Skills

- Accurate
- Adaptable
- Ambitious
- Analytical
- Artistic talent
- Awareness
- Capable
- Clear-thinker
- Commitment to growth
- Competent
- Conscientious
- Cooperative
- Creative
- Dedicated
- Dependable
- Eager
- Efficient
- Energetic
- Enterprising
- Eye for detail
- Farsighted
- Flexible
- Gets things done right
- Goal directed
- Good judgment
- Hard worker
- High achiever
- High energy
- Highly motivated
- Honest
- Imaginative
- Independent
- Industrious
- Innovative
- Leadership ability
- Loves a challenge
- Loyal
- Manages time efficiently
- Methodical
- Meticulous
- Motivated
- Optimistic
- Orderly
- Organized
- Perfectionist
- Persistent
- Problem solver
- Productive
- Punctual
- Quick learner
- Realistic
- Resourceful
- Risk taker
- Self-motivated
- Sense of humor
- Sensitive
- Serious
- Shrewd
- Sincere
- Team player
- Thorough
- Trustworthy
- Verbal
- Versatility
- Visionary
- Works well under pressure

People Oriented Skills

- Ability to motivate others
- Congenial
- Cooperative
- Courteous
- Diplomatic
- Eloquent
- Excellent communication skills
- Friendly
- Generous
- Gets along well with others
- Good listener
- Helpful
- Leadership Qualities
- Optimistic
- Outgoing
- Sense of humor
- Sensible
- Supportive
- Sympathetic
- Team worker
- Tolerant of others
- Understanding

Writing a Curriculum Vitae

When to use a CV:

- ✓ To communicate a scholarly identity
- ✓ To give an extensive listing of all professional and educational experiences; attention is focused on coursework, publications, and presentations
- ✓ For academic or clinical positions
- ✓ For admission into a doctoral program, fellowship, or internship in the academic world (if you have extensive publications/presentation experience)
- ✓ Length: 2 pages or more; a fully detailed CV for seasoned faculty or clinicians could be in excess of 20 pages.

What to include:

- Heading (name, address, telephone number, email address)
- Education
 - Degrees, institutions, graduation dates
 - List most recent degree first
 - Be consistent in font formatting
 - Dissertation or thesis title (if applicable), advisor/committee members' names
- Professional experience
 - Study abroad/international experience
 - Include in reverse chronological order
- Teaching experience/areas of specialization
- Research experience/areas of specialization
- Awards and honors
- Grants and Fellowships
- Certification/Licensure
- Publications
- Presentations
- Language, computer, technical skills
- Service and membership in professional associations
- References upon request

Do:

- Remain consistent in format, font, and alignment
- Fill at least 2 pages
- Use Times New Roman font
- Bold, Underline, Italicize, and/or capitalize headings
- Include a cover letter
- Have all documentation reviewed by a career services staff member

Do not:

- Use smaller than 11pt font or larger than 12pt font
- Use a template or table
- Lie, exaggerate, or misrepresent the truth
- Include excess, irrelevant information to fill space

The Interview

Purpose of the Interview

The job interview is the most decisive step in your search for a job. The purpose of the job interview is to get a second interview or a job offer. To get a better understanding of interviewing, you must first look at the employer's objectives, and yours.

The employer wishes to:

- Fill a position or solve a problem and wants to find the best possible person to do the job.
- Find out what you can do for the organization and how much you will cost.
- Find out about your personality, skills, and appearance.
- Decide if you meet their needs that fit the organization, and can excel in the position.

You wish to:

- Establish rapport with the interviewer.
- Give additional, relevant information about what you can do for the organization.
- Gather additional information about the organization.
- Make a tentative decision about whether the company and position provides what you need.

Preparation for the Interview

Know Yourself

- What are your interests, abilities & values
- Why are you qualified for this position
- Review behavioral interview questions

Know Your Potential Employer

- Research the organization
- Know if your interviewer will be making the hiring decision
- Review the HR benefits and any other materials that are sent to you ahead of time

Tips for Interview Success

Interview skills can be improved with PRACTICE.

- Friend, spouse, parent
- Video or tape recorder
- In front of a mirror
- Mock interview with career services
- Becoming familiar with the questions will allow you to feel much more comfortable during the interview

It is important to:

- Arrive 10-15 minutes early and do not bring friends to an interview
- Maintain good eye contact
- Not use slang
- Be concise: do not ramble, and use complete sentences
- Be honest, even when describing any shortcomings. Just be sure to remain positive
- Be a friendly and attentive participator

Common Questions asked by Employers

- What are your strengths/weaknesses?
- Why are you interested in working for [*company name*]?
- Where do you see yourself in 5 years? 10 years?
- Why was there a gap in your employment between [*insert date*] and [*insert date*]?
- What can you offer us that someone else can not?
- What are three things your former manager would like you to improve on?
- Are you willing to relocate?
- Are you willing to travel?
- Tell me about an accomplishment you are most proud of.
- Tell me about a time you made a mistake.

Questions Candidates ask Employers

- Always prepare 3-5 questions to ask at the conclusion of the interview
- Gather information about the organization to see if you wish to work for this employer
- It is *inappropriate* to ask about salaries or fringe benefits during the interview
- Appropriate questions to ask include:
 - What is the employer's management philosophy?
 - What is the nature of the training program and supervision given?
 - What qualities are you looking for in an employee?
 - How would you describe the work environment at your company and in this office?
 - Do you give annual reviews and if so, how do you use the results?
 - What is the timeline for this position?

Appropriate Dress Attire

“You only get one chance to make a first impression”. This is not a trite statement when it comes to interviews. Employers are considering how you will appear to their other employees and to the public (or clients). Therefore, it is extremely important that you create an appropriate first impression by:

- Understanding the attire accepted by the employing organization (business casual, business formal, etc.) See examples below.
- Dressing as you would the first day on the job or even “up” a step.
- Avoiding extremes in hair style, make-up, jewelry, perfume or after-shave. If you wear a beard, it should be neatly trimmed.
- Being well groomed – shoes polished and dirt free, clothes should be cleaned, pressed and fit well, nails and facial hair are well kept, breath is fresh, etc.
- Making sure attire is conservative.

***If in doubt, know that a suit is always impressive.*

Examples of Appropriate Attire



Business Casual (Men)



Business Casual (Women)



Business Attire

Writing a Reference Page

A reference page should only be included when asked for specifically. *Remember to:*

- Use the same contact information heading that was used on your résumé, cover letter, or any other documentation.
- Use credible references (no family, or non-experience related contacts).
- Ask permission before listing a contact as a reference.
- Once given permission, let the contact know the position being applied for and what attributes they may be asked to comment on.
- Be consistent with formatting (font, size, order) when listing references.

After the Interview

- ✓ Record your observations. Doing this will assist you, should you have a need to ask the employer additional questions.
- ✓ Comparing one employer with another.
- ✓ Evaluation: How did you feel during the interview? What questions did you answer well? Poorly? Did you learn new information about the organization? Does the interviewer have adequate knowledge of your background and career interest?
- ✓ Can also add columns for the salary, benefits, vacation/sick leave time, etc.

Thank You Letter

After every interview, you should follow up with a thank you letter, note card, or e-mail. The format you choose should mirror the communication that you have had with the employer to set up the interview. If they have communicated via e-mail, it is acceptable to e-mail the thank you letter. If you have communicated via phone or printed materials, then you should send a written note or letter. If your handwriting is not professional and/or legible then you should plan to print the note or letter. *Remember to:*

- Address the letter to the person or people with whom you interviewed with
- Include important points from your interview & your interest in the position
- Send within 24-48 hours; time is of the essence

A thank you letter is very important since it keeps your name fresh in the recruiter's mind and further communicates your desire for the position. It is not uncommon for employers to screen out candidates on the basis of whether or not they received a thank you letter.

***See example on page 23.*

Thank You Letter Example Frank Fitness

2100 W. University Ave., Wichita, KS 67213

(316) 295-5832

career@friends.edu

(Your contact information heading will be placed here. Make sure it is consistent with your résumé and cover letter)

Mr. Foster Walker
Director, ABC Fitness
1234 Walnut Ave
Starbrooke, VA 23607

Dear Mr. Walker:

I want to thank you very much for interviewing me yesterday for the associate director position. I enjoyed meeting you and learning more about your fitness program.

(Express your sincere appreciation.)

My enthusiasm for the position and my interest in working for ABC Fitness were strengthened as a result of the interview. I think my education and internship experiences fit nicely with the job requirements, and I am sure that I could make a significant contribution to the company over time.

(Reemphasize your strongest qualifications. Draw attention to the good match between your qualifications and the job requirements.)

I want to reiterate my strong interest in the position and in working with you and your staff. You provide the kind of opportunity I seek. Please feel free to contact me at 316-295-5885 or ffitness@email.com if I can provide you with any additional information.

(Reiterate your interest in the position. Use the opportunity to provide or offer supplemental information not previously given)

Again, thank you for the interview and your consideration.

(Restate your appreciation)

Sincerely,

Frank Fitness

Frank Fitness

