

Career Boot Camp

Presented By

Patty Dang M.S.,

Career Development Services Counselor

How to use this self-directed PowerPoint:

- Since this workshop does not have a presenter to go into detail about each subject or topic, there are many hyperlinks throughout the presentation that links to additional information and resources. Please click and hold the control key to link to other sites and resources, as additional information and resources are provided to those interested in learning more information about the topics discussed in each slide.
- Please make sure you print Career Boot Camp PowerPoint Guide found on [the Career Development Services Website](#). It is crucial you complete this guide to supplement the self-guided process.
- This workshop is a quick overview of the job search process including necessary documents, preparation, tips and tools to help students successfully locate employment post-graduation. It is not intended to completely cover the topics thoroughly in the workshop, and additional support and assistance from Career Development Services is highly recommended.
- For more information on other workshops online and in person, please visit our [website](#)

Learning Objectives

After participating in this workshop, you will be able to:

- Identify the basic components of a resume
- Recall the key components of a proactive job search
- Reflect personally how to follow-up after an interview

Agenda

- Resumes
- Job Search Strategies
- Interview Techniques
- Resources

What is a Resume?

- First Impression
- Marketing Brochure
- Your ticket to an Interview
- [Resume vs. CV](#)
- It needs to be customized to the position applying for
- The more specific the better
- There's always room for improvement
- This is not an auto-biography about you

What is a Resume?

- You basically have an initial 30 seconds to capture the reader's attention to continue reading.
- You don't have to have a professional look at your resume each time, just someone else is best.
- Resume is not to get you a job, but an interview
- It is important to avoid creating general resumes. Employers can easily separate those who spent the time to tailor a resume for their position, and those who sent a generic resume to everyone.
- If you are not sure if you need a CV or Resume, visit our [CV Samples](#) and ask yourself is the information on the CV is needed to apply for my desired position? For further assistance visit The Career Center during [Drop-in Career Counseling](#).

What is a Resume?

To help you get started on your resume , answer the following questions:

- What are your top skills, accomplishments, or ability?
- How do you stand out from other applicants?
- What part of your resume is relevant to the position you are applying to?

Resume Format

Components of a Good Resume

- Name, Address, Telephone Number, Email Address
- Job Objective
- Summary of Qualifications (only highlight skills relevant to the position you're applying for)
- Education
- Work/Volunteer Experience
- Professional Involvement/Development (i.e. professional organizations, campus involvement, clubs or organizations, honors/awards, presentations, publications)

Resume Format

Components of a Good Resume

- If you are going to use periods then all sentences should have periods.
- Show me don't tell me, I have excellent communication skills does not explain your ability. "Experience presenting PowerPoint presentations at company meetings regarding the latest sales figures and projected marketing plans to increase company profits." Specifically shows me your communication skills. This could change depending on what you want to highlight, changing and altering the language to fit the position is key.
- Now practice by creating 1-2 potential objectives you can use on your resume.

Summary of Qualifications Examples

- Dependent on Objective
 - Strategically developed social media content on CSU, Channel Islands Facebook, Twitter, LinkedIn, and Google Plus websites to improve student engagement for events, programs and services.
 - Highly skilled in succession planning, leadership development, compensation, and retention strategies
 - Extensive background in program management, contracts, and business administration.
 - Expert Financial Planner with Certified Financial Planner Certificate
 - Experience in insurance, tax planning, investments, estate planning, and real estate planning
- Not the same as accomplishment statements
- Lets Practice! Create 1-2 potential summary of qualification statements you could use on your resume.

Accomplishment Statement Samples

Action Verb + Object + demonstration = results

Results are not always possible

- Secure (action verb) new clients (object) by cultivating and maintaining relationships (demonstration) with high-profile studio agencies and network executives resulting in (results) 100K in new business revenue increase per year.
- Organized blackboards in residence halls to create a clean and functional appearance.
- Assisted with creating activities for California Lutheran University's "Take Back the Night," to help promote awareness of sexual assault and domestic violence.
- Worked closely with staff, advisor, and publisher to meet strict deadlines.
- Directed visitors to appropriate offices or resources in the Student Union Building

Accomplishment Statement Samples

Lets Practice

Action Verb + Object = results

Results are not always possible

Create, edit, and post video blog series on YouTube and Channel Islands website.

Action Word (s): Create, edit, and post

Object: video blog series

Results: on YouTube and Channel Islands website

Take a few moments to create 1-2 potential Accomplishment statements in your PowerPoint guide.

Things to keep in mind:

- Stay Consistent (bold, caps, and periods)
- Avoid templates
- One page is ideal
- [Always send a cover letter](#)

DOs

- Be specific on duties, skills, and tasks
- Use examples of accomplishments
- Use more than 5 words per line
- Use bullets to be concise

DON'Ts

- Change fonts or sizes throughout
- [Include salary history or requirements](#)
- Personal pronouns (I or We)
- Include References on Resume

Resume Structure

Chronological

- Order by most recent professional work experience then reverse date order
- Structure is determined by recent work experience
- It is the most popular, easy to understand and read format.

Skills/Functional

- Employers prefer chronological
- Helpful for people in a recent career change or who have been in the same job for years
- Combined chronological with functional skill areas under each job is another option

Resumes Samples, Reviews, Tips

- Need Resume Samples? Resume Handbook
 - [Career Development Services Website](#)
 - Dolphin CareerLink (sign into your [myCl](#))
- Before submitting resumes the document should be reviewed by a CDS staff member and or several others

Tips:

- Please follow the directions on HOW TO APPLY
- Don't criticize the application process
- Do not have someone else complete the process for you
- Always send a cover letter. Always! Even if they didn't ask

Cover Letter

Basic Format

- 3 paragraph email (resume is attached)
- Personalize it after dissecting the job/intern description
- Select only 2 stand out Key Qualifications
- Keep it short and simple
- Your resume is a detailed list of your qualifications,
- A Cover Letter is your INTENT (why this job at this organization?)

Cover Letter

Keep In Mind:

- Research the company. Find out what they are working on, what their mission statement is, and directly relate it to you personally and your professional aspirations.
- Talk about why you are interested in their organization
- Please don't use self-serving statements! Don't explain why this position is good for YOU but how your skills can help THEM
- In closing, suggest that they contact you for a phone or in-person interview
- Proofread, Proofread, Proofread!
- Email can be the cover letter, when one is not requested. You want to keep it related but not lengthy.

References & Letters of Recommendation

References

- Include Name, Title, Company, phone and or email
- Do not need full mailing address
- 2-3 references are good, no more than 4
- Be sure to let your references know IN ADVANCE

Letters of Recommendation

- Have a printed copy available at the interview
- You will want references as well –
not just letters of recommendation

Basic Job Search:

Advertised Listing

- Create a [Dolphin CareerLink Profile](#)
- Review Resources ([CDS website](#), Dolphin CareerLink)
- Create a [Resume, Cover Letter & References](#)
- Have Career Development Services, Faculty, Staff Friends, and Family [review your documents](#)

Research Companies:

Access the Job Market

Candidates with Experience

- What types of employers interest you? Make a target list of employers to call or email
- Know department's needs and challenges and include that in email or phone script
- Know your skills – in your industry's terms
- Bookmark 20 employers – BE PICKY

Candidates with little or no experience

- Informational Interviews
- Volunteer/Internships that lead to jobs
- Supplemental Income?
- What are jobs you can do right now? Foot in the door?

Search Plan

- Apply for ___ positions a day for ___ weeks to get job search off to a great start
- For each position BE SURE to change Objective, Highlights, and Cover letter for each individual opportunity
- Follow-up after 1 week of waiting to ask when they are starting to interview

Employer Advice

- Research, research, research
- Be prepared for your interview
- Gain relevant work experience
- Stand out – demonstrate:
 - Communication skills
 - Maturity/business etiquette
 - Work ethic

Proactive Job Search

What is “The Hidden Job Market?”

It is estimated that only 15-20% of all jobs are ever advertised, meaning 80-85% of jobs are filled by companies who never advertised the position. Instead these positions are filled by referral, the "who do you know" method of recruitment. So while keeping an eye advertised positions is important, the percentages are in your favor if you investigate the hidden job market.

Proactive Job Search

- Don't wait until the job is open!
- By following creative strategies such as: using personal contacts and contacting employers directly. It is essential to develop effective tools and dynamic strategies for job searching so you stand out from other applicants.
- Develop mentoring relationships. When you establish professional working relationships with mentors, you enlist personal recruiters to help you find opportunities that may not be posted, and gain tips and insights from seasoned and experience professionals.

1. Active Engagement

Designing a plan to conduct a proactive job search requires that you are actively engaged in the search process entirely. This type of strategic job hunting is critical to implement in today's current career trends.

First, By utilizing the following components, you will engage in a more targeted approach to your job search.

You the Job Seeker will actively engage in:

- Research
- Market Yourself
- Network
- Follow up

2. Market Yourself

Looking for a job or internship is similar to selling a new product. Although in this case, you are the product. You will need to appeal to your potential customers or employers.

Resume

- Polished and accurately represents your skills, background, and preparedness for employment

Interview Preparation

- [Practice mock interviews](#)
- Dolphin CareerLink has an online mock-interview system to help you prepare for potential questions

Professionalism

- Create professional business cards
- [Practice 60 second elevator speech](#)

3. Networking

Professional Organizations

- Connect with skilled and experienced mentors and professionals in your career
- Engage in opportunities to build networks and gain professional development at conferences
- Student membership rates typically much lower compared to professional rates after graduation.

Informational Interviews

- Brief meeting with someone who works in an industry that you may be considering for future employment
- Job shadow

Mentors

- Get involved in a mentorship program
- Talk to faculty members

Alumni

- Gain opportunities for networking

Social Media

- Job search tool
- Support groups to improve your job search and interview skills
- LinkedIn

Tips for Success

- Be focused, yet flexible
- Revise, update, and tailor your resume, cover letter, and applications
- Perfect your interviewing skills
- Set short-term and long-term goals
- Be realistic about investment in time
- Be persistent and patient – follow-up
- Maintain a positive attitude

Preparing For Your Interview

Know the organization!

- Mission
- Public Relations
- Company History
- Need
- Vision

Understanding the position is only 50% of the interview. It is equally important to learn about the organization, because it is critical that an employee is the right “fit” into their company culture and organization need.

Preparing For Your Interview

The more information you have about a prospective employer, the better prepared you will be during the Interview. Knowing about the organization's products, trends, and employment requirements are vital to your interview preparation

- Company/Organization Information - General Knowledge
 - Name of company
 - Age of company
 - Products or services of company
 - Growth history of company
 - Anticipated growth of company Where do they rank in the industry in size and sales?
 - Current problems of company Chief Competitors)
 - Location and number of plants, offices, and stores of company
 - Parent company
 - Subsidiaries
 - Major activity of company
- How many employees do they have?
- What are their sales figures from last year? Projections for this year?
- Description of position for which I am applying
- Major duties of the position
- Geographical location of position
- Minimum requirements for the position
- Deadline for application and starting date of position
- Salary range
- Recent items in the news
- How do you match up with the company based on this research
- My related experience
- My indirectly related experience
- My community or school activities as they relate to the position

Preparing For Your Interview:

The Skills and Qualities Employers Want in Their Class of 2013 Recruits

- Ability to work in a team structure
- Ability to make decisions and solve problems
- Ability to plan, organize, and prioritize work
- Ability to obtain and process information
- Ability to analyze quantitative data
- Technical knowledge related to the job
- Proficiency with computer software programs
- Ability to create and/or edit written reports
- Ability to sell or influence others

[According to results of NACE's Job Outlook 2013 survey these are the top 10 Skills and Qualities Employers Want in Their Class of 2013 Recruits](#)

Practice translating and demonstrating your skills and abilities:

Poor Examples

- I have excellent written and verbal communications skills
- I get along with all kinds of people

Better Examples

- I was responsible for communicating with 15-25 new clients, regarding their membership status on a weekly basis.
- I was fortunate enough to work with a variety of team members at XYZ Company, and collaborated between the administrative assistants and marketing department.

Preparing For Your Interview: Find Out...

- Who?
 - Be sure you can spell AND pronounce the interviewer's name and title
 - If this person is a division head or manager, find out as much as you can about his/her area so you can ask pertinent questions

Preparing For Your Interview: Find Out...

- Details?
 - **Where is the interview?**
 - Do you know where to park? Where is the entrance to the building? It can be helpful, if you're not familiar with the company, to make a 'dry run' before interview day to determine how long it will take you to get there and to familiarize yourself with the layout of the company.
 - **What time is the interview?**
 - Plan on getting there 15-20 minutes early so that even if something happens -traffic, you get lost, etc.- you'll still arrive in plenty of time. It is NEVER acceptable to be late to an interview!!

Professional Attire

Know the Company's Culture:

- From your earlier company research, you will have an idea of appropriate business dress for the company.
- Appropriate dress for a CPA firm is probably going to be different than that of a meat-processing facility. Someone interviewing at a retail establishment catering to teenagers would be expected to dress differently than someone interviewing at a bank.
- If you are in doubt about what to wear, CALL the company and ask.
- It is safe to dress more business professional for an interview, even if the employees look like they wearing business casual. Once you got the job you can dress business casual.

Professional Attire

General Guidelines:

- **FOR MEN:** a suit is usually best. Wear a long sleeve white shirt, conservative tie and dark socks. If you don't own a suit, wear a dark sport coat and dress slacks.
- **FOR WOMEN:** a suit is also best. If you don't own a suit, a business-like dress or skirt and blouse is recommended. Wear flesh colored hose, no tights or patterns.
- **FOR ALL:** Now is not the time to be flashy! Keep your extra jewelry at home. One ring per hand is plenty, one earring per ear for women (earrings not recommended for men.) No other piercings should be visible. Go light on the cologne and other "smelly things" as well. Make sure your shoes are clean, polished and in good repair. Stop in front of a mirror after you've arrived at the company - preferably in a restroom, not in the lobby or the interviewer's office - and do a last minute check of your appearance. Look up your nose, at your teeth and make sure your trousers are zipped.

Interview Process:

What to bring...

- Portfolio
 - Leave your book bag, backpack, etc. locked up in the car. Carry only the bare necessities! Women can carry their purses if they are small along with their portfolio.
 - Buy or borrow a nice vinyl or leather folder to carry the following to the interview
 - An unofficial or official transcript which indicates your degree(s)
 - A notepad and pen. Your ink pen needs to be either black or blue
 - Anything else the interviewer has specifically asked you to bring. Samples of your work, recommendation letters, etc.

Interview Process:

What to bring...

- Copies of Resumes
 - Extra copies (on quality paper) of your resume and references. You may be interviewing with a committee, make sure each of them has a 'nice' copy of your resume... not one that was photocopied, faxed or emailed.
- References
- [Questions to ask](#)
- Kit For The Car or Home:
 - Quality stationery or note cards. Write your thank you note(s) **immediately** after the interview!
 - For women - extra hosiery and make-up to freshen up if needed.
 - For men - an extra tie and shirt.

Interview Process

First Impressions...

- Arrive Early
 - Be on time - or, better yet, EARLY!. Arrive at the interview no later than 15 minutes prior to the scheduled time. Find a bathroom where you can do a last chance check of your appearance. Look to see if there is anything in your nose - gross, but look, see if there is anything in your teeth. For women - is your slip showing? For men is your zipper up on your trousers? What a nightmare it is to get back in your car only to discover one of the previously mentioned items was not discovered!
 - Smile warmly when you enter the room where you were asked to report. The receptionist is a very important person for you to be friendly and warm with. They DO have influence over the decision so do not blow it by being rude.
- Practice Handshake
 - Again, when you are introduced to the interviewer, smile warmly. Make and maintain good eye contact and offer a firm handshake. This goes for both men and women, don't be a "cold-fish" hand shaker! Practice if necessary.
- Be Positive
 - Usually the interviewer will try to make you feel at ease by making small talk with you while escorting you to the location of the interview and while getting settled into the room where the formal interview will take place. Follow the lead of the interviewer on the topic of the small talk and participate.

Interview Process

During the Interview...

- [Prepare for Both the Traditional and Behavioral Interview](#)
- Traditional Interview
- Questions deal with hypothetical situations "What would you do if?" and generally include questions such as "Tell us about yourself" or "What did you do in your position with XYZ Corporation?"
- Behavioral Interview Questions:
- These question deal with real life examples. "Tell us about a time when you had a conflict with a co-worker and how you resolved it." Behavioral Interviewing is a technique used by employers in which the questions asked assist the employer in making predictions about a potential employee's future success based on past behaviors.

Interview Process

During the Interview...

- Keep your response specific and detailed. Use a three step [CAR process](#): 1) Context (situation) 2) action 3) result/outcome. Always cite a specific event and briefly fill the employer in on the situation.
- Have a thorough understanding of the questions. Ask for clarification if needed.
- Deal with all questions positively; some questions give you the chance to acknowledge your failures while showing how you have learned from them. Don't be afraid to take a few moments to think about the question--it's better than making something up! Always spend the necessary time to process the question in your head before you start talking. Don't begin talking hoping that an answer will eventually "pop up." They generally don't and you will not impress the interviewer by a lot of disjointed words. Remember that the interviewer understands that you don't know what will be asked of you.

Arsenal of Accomplishment

Sell yourself

- Tell me about yourself.
 - Why should I hire you?
 - Why are you qualified for this job?
 - Why do you want this job?
-
- Practice your top 10 Skills, Strengths, and Accomplishments
 - Utilize these for all the questions they ask you
 - All your answers should include at least one of these
 - If you memorize your best skills and accomplishments, you can answer any question, regular or behavioral with a skill or accomplishment. That way you leave an interview knowing a prospective employer learned the top 10 things about you.

Follow-Up

- Thank You Letter
 - Reaffirm your interest in the position and strong match for the organization
 - Also provide an opportunity to mention something you forgot during the interview.
- Value Added Letter
 - Demonstrate your knowledge of organizational need
 - Provide an example of how you can deliver to meet their need to achieve success or meet organizational goal

Resources to help you ...

Career Development Services can support you in career exploration, planning and preparation!

Career Development Services: [Website](#)

Career Steps on CDS Website: [Career Steps](#)

Detailed Listing of Workshops & Events: [Schedule](#)

Social Media

<http://www.facebook.com/CICareerDevelopmentServices>

<https://twitter.com/cicareer>

<http://www.linkedin.com/pub/csu-channel-islands-career-development-center/34/954/9b0>

Evaluation Survey

Please spend 3-7 minutes completing the following survey. This information is critical for Career Development Services to continue providing alternative programs and services to meet the needs of current CI Students.

By completing the survey you will insure that you and future students at CI need and want workshops provided online.

[Click here to complete survey!](#)

Thank You!

Questions?

***Please feel free to come by the Career Center for
Weekly Drop-in Career Counseling***

For further details and information, please visit our [website](#)

Amanda Carpenter, Ed.D.

Assistant Director of Career Development Services &
Henry L. "Hank" Lacayo Institute Internship Program
California State University Channel Islands

Bell Tower 1527

(805) 437-3565 (office)

amanda.carpenter@csuci.edu

Patty Dang

Career Development Services Counselor
California State University Channel Islands
Bell Tower 1521

(805) 437-3544 (office)

patty.dang@csuci.edu

Career Development Center

California State University Channel Islands

Bell Tower 1548

(805) 437-3270 (office)

(805) 437-8899 (fax)

career.services@csuci.edu

www.csuci.edu/careerdevelopment