Dental Field Sales Consultants...
JOIN THE LEADER!

Henry Schein Dental is the recognized leader in the distribution of products, equipment, and services to the dental profession. We are seeking career-minded individuals who are interested in becoming an important member of our sales team, focused on merchandise, equipment, and high-tech solutions. Henry Schein has internship and sales career opportunities for graduating students with a training program that is designed to help you succeed! Our opportunities are located throughout the U.S., so willingness to relocate is a consideration. Henry Schein is an equal opportunity employer.

WE WANT:
• Self-Motivated Individuals
• Degree in Professional Sales or Marketing
• Experience in Outside Sales and Relationship Building (a plus)

YOU GET:
• Formal Training Program – best in the business!
• Attractive Compensation Package
• Car Allowance (guaranteed the first year)
• Significant Income Potential
• Comprehensive Benefits
  (medical, dental, vision, 401(k) plan)

If you’re looking to apply what you’ve learned as a Professional Sales or Marketing graduate and are interested in joining a growing Fortune 500 company – Henry Schein is for you! Learn more at: www.youtube.com/henryscheininc Contact: dental.recruiting@henryschein.com
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College Recruitment Media and California State University, Chico would like to thank the above advertisers for making this publication possible.

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College Recruitment Media and California State University, Chico
Introduction to Career Center Services

The Chico State Career Center provides a wide variety of career development programs for students of all majors and class levels, and for all alumni. We offer services to help students with the transition from student to working professional or graduate student.

Career & Internship Resources for All Majors
- Career & Internship Advising
- Grad School Advising
- Drop-in, 1-4 p.m., M-F when school is in session
- One-on-One Appointments
- On-Campus Interviews
- Resume & Cover Letter Reviews
- Individual Job Search Strategies
- Interview Preparation/Mock Interviews
- Career Fairs, Information Sessions, & Seminars
- JobCat—online database to search for jobs and internships
- Career Assessments

Seminars
Each semester we offer seminars to help students with their career search. Topics include career exploration, interviewing success, networking strategies, and making the most of career fairs, among others. A workshop schedule can be found on the Career Center website, www.csuchico.edu/careers.

On-Campus Interviews
Approximately 200 employers send recruiters to Chico State each fall and spring to conduct interviews in the Career Center. These interviews are a convenient way for students to take part in a professional interview right on campus! See pages 31-32 for a list of employers who typically take part in Chico State’s on-campus interviewing program.

Career Fairs
We sponsor, or support, a number of the career fairs on campus each year, providing another convenient way for students to have access to over 100 employers. All career fairs are open to upcoming graduates seeking career positions, undergrads seeking internships, and alumni. The career fairs are:
- Business and Technical Career Fair
- Fall & Spring Job Fair (careers and internships)
- Education Hiring Fair
- College of Agriculture Career and Internship Fair
- Graduate and Professional School Fair
- Technical Career Fair
- Local Job Fair

Student Employment
Many students meet their college expenses by working part time during the school year or full time during the summer. The Student Employment Office (SEO) at CSU, Chico is available to help students locate work by referring them to a wide variety of job opportunities. Located in the same room as the Career Center, SEO services are provided free to students and employers by the university.

Mission Statement
The Career Center assists students and alumni through all phases of career development to bridge the gap between the academic environment and the world of work.

Attention Graduating Students

CALIFORNIA ENERGY COMMISSION
Is Hiring!

The California Energy Commission is California’s primary energy policy and planning agency, helping the State meet its climate and energy goals. We are interested in qualified candidates that have experience and/or education and the ability to contribute to the diversity and excellence of the Energy Commission. We are testing and hiring for various entry-level professional positions.

Please visit the Energy Commission’s website at http://www.energy.ca.gov/careers/index.html to find out about our exam and hiring process, get dates of examinations and download an application that can be submitted for consideration.
Resume Guidelines

Four Standards

1. Use correct spelling and grammar
   • Errors indicate a lack of command of the language, carelessness, or both.
   • Don’t rely on spellcheck! It won’t catch mistakes like “there” instead of “their”.

2. Don’t use a template
   • Templates prevent you from strategically structuring your resume by forcing you to put certain information in specific places.
   • Once your resume is in a template, it is stuck in a template. It can create problems later on.
   • Create a new document in MS Word—it has all the tools you need to format your resume.

3. Usually one page is sufficient
   • Be brief and concise. Recruiters look at hundreds of resumes—brevity is appreciated!
   • Most new college grads typically need just one page.
   • Struggling to condense? Come into the Career Center! We can help you decide what to omit or help you format to make it fit on one page.

4. Make it easy to read
   • Use a simple, easy-to-read font, 10-12 pt. size.
   • Keep margins ½” - 1”.
   • Avoid overusing bold, underline, italics, or color. Choose 1 font and 1-2 font features (e.g., bold/underline) for emphasizing important points.
   • Most employers only briefly skim a resume before throwing it aside or deciding to keep reading. Grab their attention with a resume free of distractions, clear, and professional.

Utilize Action Words
Resumes typically do not use “I” or other personal pronouns. Most statements will begin with an action word or verb. For a list of power verbs, see page 5. Here are a few examples of action word phrases:

- **Wrote** press releases and newsletter copy
- **Utilized** QuickBooks Pro to process accounts payable
- **Collaborated** with classmates to design and implement a marketing survey to measure customer satisfaction in a fine dining establishment
- **Provided** professional care for an elderly woman with Alzheimer’s disease

Resume Heading
- Name (usually bolded and slightly larger, 16-24 size font recommended)
- Phone number
- Email (make sure it is professional)
- Street address

Content
Here’s a list of what many students include in their resumes.

Remember, each job-seeker is unique:
- Education
- Coursework
- Work Experience
- Internships
- Volunteer Experience
- Leadership Activities
- Co-curricular Activities
- Awards
- Computer Skills
- Projects

How to List Experience
List your experience (jobs, internships, etc.) in reverse chronological order. If you’ve had career-related jobs, you can also choose to feature them at the top in a “Related Experience” section followed by a “Supportive Experience” section with the unrelated jobs.

Quantify Accomplishments
Quantify your accomplishments if you can. For example:

- Consistently ranked as the #1 or #2 sales associate out of a team of approximately 20 sales professionals.
- Awarded “employee-of-the-month” twice during eight-month employment.
- Planned and implemented activities for groups of 8-10 elementary school students.
- Organized an awards ceremony attended by over 200 student athletes

Focus on Transferable Skills
As described on page 4, a transferable skill is a skill gained in one job that is useful in another. Many college (and high school) experiences do not directly relate to a post-grad career, but identifying and illustrating transferable skills are key to a successful resume.

Here’s an example of a resume entry describing a yard work job, by a student seeking a management trainee position:

**Yard Care Worker**
*Smith’s Lawn Service, Sacramento, CA: Summers 2015 and 2016*

- Consulted with customers regarding service and provided feedback to company owner.
- Trained new employees on use of equipment and proper landscaping techniques.
- Demonstrated punctuality by starting shift at 5 a.m. every day and achieving 100% attendance.
- Exhibited a strong work ethic by providing physical labor in demanding conditions.

Note that the job candidate did not talk about the actual duties that would be obvious, e.g., mowing lawns and trimming trees, but instead focused on the transferable skills that would be important to an employer hiring for a management trainee position.
Transferable Skills

A transferable skill is a “portable skill” that you deliberately (or inadvertently, if you haven’t identified them yet) take with you to other life experiences. Transferable skills can also be foundation skills—they allow you to build more specific, complex skills.

Your transferable skills are often acquired through:
- A class (e.g., an English major who is taught technical writing)
- Experience (e.g., a student government representative who develops strong motivation and consensus building skills)

Transferable skills supplement your degree. They provide an employer concrete evidence of your readiness and qualifications for a position. Some can be used in every workplace setting (e.g., organizing or communication skills) while some are more applicable to specific settings (e.g., drafting or accounting). Identifying your transferable skills and communicating them to potential employers on resumes, cover letters and in interviews will greatly increase your success during the job search.

Where You Might Have Learned Transferable Skills
- Campus and community activities
- Class projects and assignments
- Group work
- Athletic activities
- Internships
- Summer or part-time jobs

The following are examples of transferrable skills many college students have acquired. Use them to help you develop a list of your transferable skills.

Working with People
- Selling
- Training
- Teaching
- Supervising
- Organizing
- Soliciting
- Motivating
- Mediating
- Managing
- Advising
- Delegating
- Entertaining
- Representing
- Negotiating
- Translating

Working with Things
- Repairing
- Assembling parts
- Designing
- Operating machinery
- Driving
- Maintaining equipment
- Constructing
- Building
- Sketching
- Working with CAD
- Keyboarding
- Drafting
- Surveying
- Troubleshooting

Working with Data/Information
- Calculating
- Developing databases
- Working with spreadsheets
- Accounting
- Writing
- Researching
- Computing
- Testing
- Filing
- Sorting
- Editing
- Gathering data
- Analyzing
- Budgeting
### Power Verbs for Your Resume

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### Objective Statements

**Scenario 1:** You are applying for an internship (it is okay to be non-specific or very general in these situations):

**Objective:** Seeking a summer 2017 internship

**Objective:** Internship (summer 2017) – Electrical Engineering

**Objective:** Seeking a business internship for summer 2017.

---

**Scenario 2:** You are applying only to a single specific position with an organization (i.e., you’re not uploading the resume to the employer’s general recruitment database):

**Objective:** Seeking an entry-level copywriting position in San Diego with the Hope Agency, Inc.

**Objective:** Staff Accountant position (req # 56790-34) with Oracle.
Sample Resume

ALLISON PERRY
PO Box 1156 – Chico, CA  95973 – (530) 343-3771 – aperry@mail.csuchico.edu

EDUCATION
California State University, Chico
Bachelor of Arts in Communication Studies  December 2018
Option in Organizational Communications
Minor in Spanish

Computer Skills: Microsoft Word, Excel, Access and PowerPoint

Languages: Speak conversational Spanish

RELATED COURSEWORK
• Public Speaking
• Small Group Communication
• Advanced Interviewing Skills
• Advanced Communication and Career Skills

EXPERIENCE
SALES ASSOCIATE  Summers 2015 & 2016
Best Buy, Chico, CA
• Accurately followed procedures pertaining to monetary and inventory control transactions.
• Worked as a team to meet and exceed daily sales goals.
• Demonstrated ability to provide excellent service to a diverse clientele in a fast paced setting.

STUDENT ASSISTANT  August 2014 – May 2015
Communications Studies Department, California State University, Chico
• Gained an understanding of university culture and operations.
• Demonstrated responsibility and ability to accomplish tasks, subsequently given more responsibility and additional tasks.
• Performed general clerical tasks as assigned.

INTERESTS
Mountain biking, snow skiing, horseback riding and golf
Zane Smith
1234 Address Lane, Chico, CA 95926
(530) 555-5555 • zsmith@mail.csuchico.edu

Education

California State University, Chico
Bachelor of Science, Agricultural Business May 2018


Experience

Crop Production Assistant
ABC Ranch, Colusa, CA January 2016 – present
• Applied herbicides to rice crops while adhering to safety precautions.
• Maintained several rice combines and performed repairs.
• Excelled as a member of the harvest crew, demonstrating exceptional teamwork in demanding work conditions.

Field Scout
Chico Fertilizer, Chico, CA Spring/Summer 2015 & 2016
• Checked and recorded data of Codling Moth and Husk Fly traps in walnut orchards in Colusa, Glenn, Butte, and Tehama Counties.
• Utilized Excel to plot data and report information to PCAs and growers weekly.

Server
The Broadway, Chico, CA January 2014 – January 2015
Bill’s Ranch House, Camarillo, CA March 2015 – January 2016
• Provided customer service for a diverse clientele at a busy family-style restaurant and an upscale, fine dining establishment.
• Assigned to training new employees due to solid job knowledge and leadership skills.
• Demonstrated flexibility by working varied shifts and filling in for co-workers, even with short notice, whenever possible.

Activities

CSU, Chico Agriculture Ambassadors 2015 – present
• Member, Club Reporter, Committee Chair

CSU, Chico Harry Potter Club 2014 – present
• Member, Treasurer
Sample Resume

Rick Ready
1275 Meads Way, Seattle, WA 98101
rickready@mail.csuchico.edu
530.555.2121

PROFILE:
Sales: results-driven performer in a competitive sales environment
Communication: skilled communicator with diverse populations
Organization: experience creating and maintaining tracking systems in Excel
Leadership: effectively supervised a team of 12 employees

EDUCATION:
California State University, Chico
Masters of Public Administration May 2017
Bachelor of Arts in Liberal Studies May 2015
Study Abroad: Universidad Nacional, Heredia, Costa Rica
Coursework Emphasis: City Management

EXPERIENCE:
Sales Associate
Lennox, Inc., Chico, CA 2015 - present
• Achieved the ranking of #1 sales associate for 2014, out of 11 employees, for selling 22% of total department sales
• Communicated with vendors to promptly receive merchandise and deliver to customers
• Maintained effective communication between customers and managers to improve the quality of customer service

Fundraising Internship
United Way of Butte and Glenn Counties, Chico, CA August 2014
• Placed cold calls to potential donors and set up meetings with local non-profits, providing education about the United Way’s mission
• Accurately created a database on MS Excel to track donors and donations
• Established donation goals based on total donations received in prior years and communicated new goals to management
• Facilitated fundraising opportunities to secure funds throughout the fiscal year

Swim Instructor Supervisor/Lifeguard
Paradise Parks and Recreation District, Paradise, CA Summers 2013 - 2015
• Supervised a team of 12 lifeguards and swim instructors
• Generated staff and work schedules to maximize facility use and revenue
• Acted as liaison between pool staff and patrons, demonstrating ability to manage and communicate with diverse populations
• Implemented and enforced safety procedures; conducted a wide variety of staff trainings to ensure public and employee safety

HONORS & ACTIVITIES:
Kappa Delta Pi Honors Society
Chico State Bowling Club
Red Cross Certificates in CPR, Title 22, Life Guarding, Instructor Training and First Aid
Sample Resume

Anita Career

EDUCATION:
California State University, Chico
Bachelor of Science in Recreation Administration May 2017
Option: Resort and Lodging Management

ATHLETICS:
NCAA Division II Softball - CSUC
• Scholarship athlete for nationally ranked program
• Selected as captain by teammates for the 2015 season

LANGUAGES:
• Fluent in Spanish and English, both oral and written
• Conversational in German

EXPERIENCE:
Summer Intern, Hyatt Regency Lake Tahoe, Incline Village, NV 05/2015 to 08/2015
• Welcomed guests and created a great first impression to all patrons
• Provided table accommodations and offered knowledgeable menu and wine recommendations
• Demonstrated ability to multi-task and pay attention to detail for a fast-paced operation

Barista, Starbucks Coffee, Incline Village, NV 06/2014 to 08/2014
• Created uplifting experiences for each customer and achieved Starbucks’ high quality standards
• Consistently worked early morning shifts starting at 5am
• Received perfect attendance award and acknowledged by management for flexibility

Guest Service Associate, Toys ‘R Us, Roseville, CA 10/2013 to 01/2014
• Demonstrated knowledge of sales, promotions, and products
• Assisted floor crew while providing excellent customer service
• Managed service desk, oversaw and aided cashiers, and trained incoming seasonal workers

Team Leader, Farm Star Pizza, Chico, CA 04/2011 to 06/2013
• Developed and applied effective management skills
• Trained, mentored and evaluated all new hires

COMMUNITY INVOLVEMENT/AWARDS:
• Recipient, Hotel and Restaurant Foundation Hospitality Scholarship 2016
• Volunteer, AS CAVE (Community Action Volunteers in Education)
  “Chico Ambassadors” and “Adopt-A-Grandparent” - CSU, Chico 2015
• Participant, Up ‘til Dawn: event to raise money for St. Jude’s Hospital 2015
• Helped to build houses for underprivileged families in Mexico 2013
Sample Resume

Teri Bonds
1234 Nord Avenue || Chico, CA 95928 || tbonds@mail.csuchico.edu || (530) 555.1234

EDUCATION
California State University, Chico
Bachelor of Science in Computer Engineering
Minor: Computer Science
GPA: 3.72

PROJECTS
Imagineer Day Lab Leader, Society of Women Engineers Chico Section A052, Chico, CA
Dec. 2016 – Present
• Develop elementary lab experiment tailored for participants in grades K-3 to introduce engineering
• Create pamphlet for participants that includes information on engineering disciplines and follow-up experiments

President/Project Coordinator, Las Plumas High School Asian Club, Oroville, CA
Aug. 2013 – May 2014
• Enhanced leadership skills by means of scheduling and chairing numerous meetings and fundraisers
• Mentored fellow club members through projects while delegating work and holding individuals accountable

Family Advocate, Oroville, CA
Jan. 2007 – May 2014
• Assisted and represented family members from Thailand through immigration process
• Guided family members through public healthcare, paperwork, learning English, and modern technology use

EXPERIENCE
Tutor, CSU Chico Department of Electrical and Computer Engineering, Chico, CA
Aug. 2015 – Present
• Provide academic support for electrical and computer engineering students on a walk-in basis
• Explain concepts and support students in developing efficient study strategies

Grader, CSU Chico Department of Electrical and Computer Engineering, Chico CA
• Graded problem sets strictly following instructor’s guidelines while maintaining confidentiality
• Completed and submitted assigned grading in a timely manner

SKILLS SUMMARY
Languages
English (native), Spanish (proficient) C/C++ (two years), Verilog (less than one year)

Software Programs
Adobe Photoshop Microsoft Office Word, Excel, PowerPoint
IAR Embedded Workbench Microsoft Windows XP, 7 operating systems
iOS, Android mobile operating systems PSPICE A/D
LINUX terminal Windows Movie Maker

PROFESSIONAL AFFILIATIONS
Tau Beta Pi, The Engineering Honor Society
May 2015 – Present
Society of Women Engineers Chico Section A052
Aug. 2015 – Present

REWARDS AND ACCOMPLISHMENTS
CSU, Chico Dean’s List (all semesters) Fall 2014 – Fall 2016
Nominated for Golden Key International Honor Society, Phi Eta Sigma Honor Society 2014 – 2015
CSU Chico ECC Academic and Performance Scholarship Recipient 2013 – 2014
Kiwanis Club of Oroville, Key Club Scholarship Recipient 2013 – 2014
Top Ten Community Achievement Award for Scholastic Excellence (all years) 2010 – 2013
Sample Resume

Kevin Career
600 Hickory St. #10, Chico, CA 95928 • (555) 555-5555 • kevincareer@gmail.com

Objective
To obtain the Financial Analyst Internship position at State Street in Sacramento, CA for summer 2017

Education
California State University, Chico
• Bachelor of Science in Business Administration December 2017
• Option: Finance GPA: 3.84

Study Abroad – Linnaeus University, Vaxjo Sweden Spring 2016
• Attained a stronger understanding of international business and European education system
• Practiced ability to successfully adapt to new surroundings
• Studied the subjects of Marketing, Management, Supply Chain Management, and the Contemporary Middle East

Experience
Peer Advisor - Business Undergraduate Advising (CSU, Chico) Sept. 2016 – Current
• Practice listening and critical thinking skills while assisting students and discussing class planning, and overall degree planning
• Work closely with university faculty, staff parents and administrators

Summer Intern - Fred Meyer Corporate Headquarters (Portland, OR) June 2015 – Sept. 2015
• Conducted extensive market research and closely analyzed and interpreted findings
• Provided consultation regarding training and development for store level sales associates
• Collaborated with regional managers to create a training manual that will be distributed to 132 stores
• Enhanced Excel proficiency by compiling and redistributing data to senior VPs

• Developed multi-tasking ability while undertaking a wide range of responsibilities
• Established strong communication skills working closely with customers and upper management
• Demonstrated leadership skills which led to promotion opportunities

Honors & Affiliations
• Finance Club (CSU, Chico) Fall 2012 – Present
• Investment Club (CSU, Chico) Fall 2012 – Present
• Western Undergraduate Exchange Academic Scholarship 2010 – 2014
• University Study Abroad Consortium Academic Scholarship Spring 2013
• Early Career Development Program – Mentored by Chevron (CSU, Chico) Spring 2011

Leadership
• Vice President – Finance Club (CSU, Chico) 2016
• Team Captain – Varsity High School Basketball Team 2012
• Public Relations Officer – Future Business Leaders of America (High School) 2012
Sample Resume

Emma Fernandez
249 West 3rd Avenue • Chico, CA 95926 • (530) 898-8406 • emmafernandez@yahoo.com

Education
California State University, Chico
Bachelor of Science in Health Science  May 2017
Emphasis: Health Services Administration GPA: 3.3
Certificate: Emergency Medical Services Administration

Butte Community College
Associate in Science in Early Childhood Education  May 2015

Health Services Experience
Butte County Behavioral Health Chico, CA
Health Services Administration Intern January 2016 - Present
• Assess client needs in private and group settings
• Coordinate meetings with clients and personnel in probation hearings
• Provide a comforting environment for dual diagnosis clients through each phase of the program

Health Services Department, CSU Research Foundation Chico, CA
Research Assistant February 2013 - February 2014
• Utilized research and writing skills to build abstracts for an article database
• Acquired knowledge of the processes and procedures of implementing a Level II trauma center
• Demonstrated the ability to work quickly and accurately under a deadline

Management/Customer Service Experience
Ace Hardware Chico, CA
Office Manager May 2015 - Present
• Manage accounts receivable of customer accounts on a daily basis
• Demonstrate the ability to multi-task efficiently in a fast-paced customer service environment
• Train and supervise employees on registers and how to handle customer accounts

Newman Center Chico, CA
Student Leader/Choir Leader August 2013 - September 2014
• Provided a cheerful environment for the congregation
• Led an enthusiastic and highly praised choir of four people
• Demonstrated positive “team-player” skills at events

Johnny Rockets, Inc. Irvine, CA and Costa Mesa, CA
Waiter/Entertainer February 2011 - March 2012
• Earned a 100% on a secret shopper survey for providing excellent customer service
• Contributed to the 1940s atmosphere by performing for customers (singing and dancing)
• Collaborated with corporate personnel to achieve sales and operational goals
• Demonstrated flexibility by rotating between three locations to accommodate corporate needs

Activities
President, CSU Chapter of the American College of Healthcare Executives
Hospitality Chair, CSU Chapter, Up ’til Dawn with St. Jude’s Children’s Research Hospital
Sample Resume

Phil A. Position
7 5th Avenue, #5, Chico, CA 95928 • (530) 123-4567 • philaposition@email.com

EDUCATION
California State University, Chico
Bachelor of Arts in Political Science • May 2017
Bachelor of Arts in International Relations • May 2017
Minor in Multicultural and Gender Studies

WORK EXPERIENCE
Legal Assistant
Adams & Killingsworth, LLP, Chico, CA - November 2016 to present
• Support the senior partner attorney in transactional document preparation, litigation support, and entity formation

Barista
A.S. Creekside Coffee Shop, CSU, Chico - Fall 2015 to present
• Offer an exceptional level of customer service in a busy campus environment
• Use solid communications skills to determine and satisfy customer needs
• Work directly and professionally with faculty, staff and students

Probation Intern
Butte County Probation Department, Oroville, CA - March 2015 to December 2015
• Assigned to a probation officer for a two-month period
• Accurately handled confidential court documents
• Assessed and determined what type of home would best suit certain juveniles, such as foster care, group homes, or youth authority
• Worked professionally with various youth facilities to appropriately place juveniles
• Confidently interacted with juveniles through the intake interview process

Marketing Intern
CSU, Chico Intercollegiate Athletics Department - Fall 2014
• Initiated and launched a new information sports magazine
• Served as a liaison between local businesses and Chico State to improve communication and increase financial support by selling advertising space
• Utilized integrity and attention-to-detail to meet client needs

CAMPUS AND COMMUNITY INVOLVEMENT
Model United Nations, CSU, Chico
• Secretary General, Seattle, WA and New York City, NY – 2015, 2016
• Recipient, National Model United Nations Outstanding Delegation Award - 2015

President, CSUC Pre-Law Society
Volunteer, A.S. CAVE (Community Action Volunteers in Education)
• Classroom Aide, Rosedale Elementary, Chico, CA - Fall 2013
• State Facilities Program, Yountville, CA - Spring 2014
Sample Resume

Mark Marketing
1000 Raven Lane, Chico, CA 95926 | (530) 249-5555 | markmarketing@ymail.com

EDUCATION
California State University, Chico
Bachelor of Science in Business Administration
Emphasis: Marketing
- Currently in progress of completing the Professional Sales Certificate Program
GPA - 3.1
Cabrillo Community College
Associate of Arts in Business Administration
Spring 2016

EXPERIENCE
Clinical Analyst Intern, Novasyte, Chico, CA
November 2016 – Present
- Develop relationships with top clinical talent in territories throughout the U.S.
- Execute cold calls and emails to recruit qualified nurses for job openings
- Social network through LinkedIn and recruiting websites
- Market the company by presenting the benefits of being a Novasyte employee
- Guide potential candidates through the hiring process and prepare them for the requirements described by large medical device companies

Driver and Mover, United Van Lines, Sorenson Moving & Storage, Chico, CA
September 2015 – Present
- Responsible for driving trucks and coordinating work crews while moving customers
- Obtained a Class B license and became solely responsible for the transportation of fully loaded trucks
- Manage working a steady part-time schedule while attending school full-time
- Perform within a structured time frame and allocated resources in an appropriate manner
- Adjust to challenging situations that involved an accumulated team effort for completion

Food and Beverage Runner, The Wharf House, Capitola, CA
June 2013 – August 2013
- Multitasked and interacted quickly at this fast-paced ocean front tourist destination
- Experienced big crowds while delivering food and beverages to the customers
- Utilized exceptional memory skills to remember preferred requests of repeat clientele

Construction Assistant, Gruner Property Management, Quincy, CA
May 2012 – August 2012
- Established consistent labor work while building a cabin
- Completed framing, electrical, and plumbing as the assistant

Tree Marker, Wayland Resource Management, Quincy, CA
June 2011 – August 2011
- Developed a complex inventory of trees while marking them for harvest
- Learned to work as a member of a team and assist others when needed

INVOLVEMENT AND ACTIVITIES
- American Marketing Association
  Fall 2014 - Present
- 1st place Human Resource Management Simulation
  April 2015
- Intercollegiate Baseball, Cabrillo Community College, 1st Base and Outfield
  2015 - 2016

APTITUDES
- Computer Skills: Proficient in all Microsoft Office programs, including training in Excel, experience with SAP and SPSS, Google Docs and Google Calendars
- Phone Skills: Professional etiquette, with experience delivering precise and effective cold and warm calls
The cover letter accompanies your resume and its purposes are to demonstrate a match between the employer’s needs and your attributes, to demonstrate your knowledge of the organization and why you would be a good “fit” if hired, and to showcase your communication and writing ability/style. A good cover letter is typically short (usually three to five paragraphs). The opening paragraph should catch the employer’s attention and state what position you are applying for and why. If a specific person has referred you to the job, mention the person’s name in the first paragraph and state that s/he has recommended that you apply. The middle should develop your theme by providing specific examples of your qualifications as they relate to the needs of the organization. The end should summarize by requesting an interview and providing contact information.

General Guidelines
- Single space your letter and double space between paragraphs.
- Use a business letter format. Google “business letter format” for examples and/or check our sample cover letters.
- Keep your paragraphs brief and relevant.
- Tailor your letter to the position and company. You are selling yourself, so show how your qualifications match the job duties and company goals.
- Proofread your letter carefully. Misspellings and grammatical errors communicate that you are a poor writer and/or are careless.

Addressing the Letter: Printed Version or Attachment
- Usually you will start with your address. Some job-seekers like to copy the same heading used on the resume, creating a letterhead.
- After your address, space down at least two lines and enter the date.
- Space down 2-4 more lines and type the name of the person to whom you are addressing your letter. You can type the person’s title on the same line or on the line below.
- On the next line, type the company name, followed by the address on the next two or three lines.

Addressing the Letter: Email Version
You do not need an address or date for a cover letter embedded in an email. Just start with the salutation (see below).

Salutation
Begin your salutation with “Dear Mr.,” or “Dear Ms.,,” followed by the person’s last name and a colon or comma.
- Example: “Dear Ms. Krebs,” Be sure to confirm the name and gender of the addressee before you start. If you absolutely cannot find the name of the person responsible for the hiring (it varies among organizations), “Dear Hiring Professional” or “Dear Hiring Committee” work fine.

Grabbing Attention in the First Paragraph
Employers receive hundreds of resumes for each position. You want your cover letter to stand out, so start with an opening that grabs attention immediately. Following are a few examples of openings that are effective and interesting.

State how your skills and background match the job and are a benefit to the organization
- Example: I am a computer science graduate with extensive training in networks and graphics. I am confident my experience derived from two summer internships and my demonstrated commitment to hard work and problem-solving will provide an immediate benefit to your company.

- Example: Please accept my resume in consideration for your sales territory manager position. I will graduate in December 2017 with a bachelor’s degree from California State University, Chico, where I excelled academically, earning a 3.2 overall GPA. In addition to my efforts in the classroom, my college experience included a variety of jobs that demonstrate my teamwork ability, communication skills, and initiative to excel in the field.

- Example: In December, I will earn a degree in interior design at California State University, Chico. I recently completed a job with an interior designer in Northern California where I was given the responsibility of running a fine art gallery and participating in multiple interior design projects. I am looking for the opportunity to perform in this capacity for Arthur McLaughlin & Associates. Please consider my resume in regards to your design consultant position.

Name drop
- Example: Laurel Flower, who supervised my work as an intern with your company, recommended that I apply for the position of assistant sales manager. (Follow with a description of your qualifications).

- Example: One of my friends, Mark Star, works as a manager for XYZ Company. He recommended that I write you about a position as a management trainee. He speaks highly of your company and believes my leadership and past sales experience would be an asset to your organization.

Refer to company or career research you have done
- Example: I read the April 20 issue of The Wall Street Journal with great interest. The article, “Future Directions of Ten Corporations,” mentioned that your company is looking for college graduates with marketing backgrounds who are bilingual in Vietnamese and English for your new office in Saigon. (Follow with a description of your qualifications and how they match company needs).

Refer to the content of the employer’s ad
- Example: When I read your ad in the Daily News for a civil engineer, I almost believed you had written it for me. (Follow with a description of your qualifications).

Ask a question
- Example: Are you looking for an individual who has set sales records for two different companies, and has reorganized an ad campaign to reach thousands more customers? (Follow with the details of this accomplishment).

- Example: How much are rising production costs affecting your bottom line? (Immediately give an example of how your work can improve the bottom line).

The Middle
Write about how your experiences and education match what the employer is looking for. You can expand on the main point(s) you introduced in the opening and bring up new examples. Provide specific examples as to how your qualities meet the employer’s qualifications.
• **Example:** My organizational communication major has given me four years of public speaking experience and an extensive background in professional writing.

• **Example:** Competing on my college basketball team for three years strengthened my teamwork skills and provided the opportunity to build strong relationships with my peers.

Employers consider achievements to be indicators of future success, so do not be modest about yours. Using numbers as in the example below demonstrates achievement. Show how your experience and achievements match the position requirements or company goals. The better job you do at matching yourself to the position, the more likely you are to get an interview.

• **Example:** While I served as the fundraising chair for my fraternity, I planned the campaign, researched and identified possible donors, organized phone solicitation efforts, and met with potential donors. As a result, we raised $50,000—a 200% increase over the prior year.

### Writing an Action Close

Your closing paragraph or sentence should encourage action. Offer one of two choices: either “you call me” or “I will call you.” If you have a personal connection with the employer and actually have a personal contact name and phone number, the “I will call you” approach is good. These days, however, it is often difficult to get contact information so do not worry if you can’t follow up. Finally, thank the employer for taking the time to read and consider your letter and resume.

• **Example:** As I have described above, I am confident my sales skills, organizational abilities, and technical expertise will benefit [name of company]. I will call you in a week to check on the status of my application. I look forward to setting up a time for an interview. Thank you for your consideration.

• **Example:** Thank you for your time and consideration. I look forward to hearing from you and the possibility of showing you my demo reel and meeting for an interview. Thanks again.

• **Example:** I would appreciate the opportunity to meet and further discuss my qualifications and your new graduate registered nurse program. Please contact me at 530-898-3245 or sjsmith6@yahoo.com. I look forward to hearing from you. Thank you for your time and consideration.

### Final Words

• End your letter with something professional like “Sincerely” or “Respectfully,” followed by a comma. Type your name four spaces below that so you have enough room to write your signature (hard copy) and type your name for an electronic version.

• Words to the wise: the biggest mistake applicants make is to focus on their own needs with little regard to what the company wants or needs. Write and review your letter with this in mind.

---

**Scarlett Howarth**  
1234 Someplace Dr., Apt. 30, Chico, CA 95928 • name@mail.com • 555.555.5555  
October 25, 2016  
Lisa Trebaine  
Campus Recruiting Associate  
KPMG LLP  
3975 Freedom Circle Drive, Mission Towers 1  
Santa Clara, CA 95054

Dear Ms. Trebaine:

I am interested in integrating my strong analytical and communication skills into KPMG LLP’s summer 2017 audit internship. I am pursuing a double major in Accounting and Spanish at California State University, Chico. My ability to manage multiple priorities has allowed me to maintain a cumulative GPA of 3.95 while gaining practical business experience through part-time employment. I hope to further my knowledge of public accounting through your firm’s renowned expertise.

Since the summer of 2011, I have worked as a Weighmaster at Adams Grain Company. As the scale house operator, I was responsible for managing inflow and outflow of inventory. I was also the pivotal communication link between varying levels of management, external clients, farmers, and truck drivers. This frequently demanded translating between Spanish and English. I was often required to find the optimal solution to my superiors’ desires while complying with limiting external regulations. I am confident that you will find this skill set beneficial since auditing is contingent upon effectively relaying and comprehending information from clients and other authorities.

I am confident in my ability to take on the rigorous schedule demanded of an auditor, as I have first-hand experience in balancing numerous priorities. For example, in the spring of 2014 I worked an average of 50 hours a week while carrying 14 units of college coursework, earning a 4.0 GPA.

An audit internship at KPMG is the first step in laying the foundation for a successful career in auditing. The first-hand experience I will gain and relationships I will establish are invaluable opportunities. Please contact me if I may provide you with any further information. Thank you for considering me for KPMG LLP’s summer 2017 audit internship.

Sincerely,

Scarlett Howarth
Rebecca Reyes  
1234 Walnut Ave, Apt. 3, Chico, CA  95926 • 530-123-4567 • rreyes5@gmail.com

May 20, 2016

Ms. Pam Riggins  
Recruiter  
Rayton, Inc.  
1234 Sundial Lane  
Redding, CA  12345

Dear Ms. Riggins,

I am excited about the opportunity to join the management training program at Rayton, Inc. I am confident my prior three years of customer service experience, combined with my bachelor’s degree from California State University, Chico, provide a solid background for your program.

My experience includes three years as a server at the Breakfast Buzz, an extremely busy diner in the heart of Chico where I effectively provide service to a varied clientele ranging from rambunctious college students to families and senior citizens. My demonstrated ability to be flexible, efficient and professional in an incredibly fast-paced environment, prepares me well for the ever-changing environment at Rayton, Inc.

In addition to my work experience, I just received my degree in Psychology. My coursework in human behavior provides me with a solid knowledge in helping others solve problems in a variety of situations. I am confident this knowledge will be beneficial when working with customers and co-workers.

I’ve attached my resume and look forward to hearing from you to arrange an interview. Thank you!

Sincerely,

Rebecca Reyes
From: “Stella Harrington@gmail.com”
To: recruiting@sunraydesign.com
Subject: graphic designer opening

To whom it may concern,

Please consider me for your open graphic designer position. I graduated in June with a degree in Graphic Design from California State University, Chico. My qualifications include the completion of two design internships where I demonstrated creativity, technical expertise, communication and time-management skills.

Through my coursework at Chico State I solidified my design skills and gained skills in Photoshop, Illustrator and InDesign. During my internships, one with the Tehama Group, a full-service public relations firm on my campus, and another with Napa Design Group, a wine label design firm, I demonstrated my technical abilities and creativity. I was also successful meeting strict deadlines, working in a team-oriented environment and communicating with clients.

I’ve attached my resume and you can view my portfolio here: www.wix.com/stelladesign. If you like what you see, please contact me so we can meet for an interview. Thank you for your consideration.

Sincerely,

Stella Harrington
From: “John Smith” <jsmith.14@gmail.com>
To: <recruiting@XYZco.com>
Subject: Candidate for Electromechanical Design Engineer Position

To whom it may concern:

It would give me great pride to become a contributing member for XYZ Company as an electromechanical design engineer. I recently graduated from California State University, Chico with a degree in Mechatronic Engineering. In addition to my education, I am confident the knowledge and skills I have gained through an engineering internship, my volunteer work in the Chico community, and my long-standing interest in your company demonstrate that I am the right candidate for the job.

As you know, engineering design is a fast-paced and collaborative career. My internship at ABC Innovations has given me first-hand experience in this environment. I applied theories learned in the classroom to real-world engineering situations. I excelled bringing new products to life, working hands-on and progressing from concept to prototype to successful solution. The rapid pace was energizing and exciting. I also demonstrated my teamwork ability when I collaborated with a small team of engineers and designers, discussing my ideas with and leveraging the combination of ideas.

In addition to my internship experience, I have actively given back to the Chico community. For the past three years I’ve volunteered with the Chico Boys and Girls Club, where I worked with a group for at-risk teens to encourage them to consider pursuing a college degree. I believe my commitment to the betterment of the community fits with XYZ’s guiding philosophy of improving our world and environment. If hired at XYZ, I will continue to incorporate that concept into my design ideas, creating innovative products to improve both the company and the world.

A job at XYZ has been a goal of mine for some time. I first learned about XYZ some years ago with the launch of the Model FRi, which is not only sporty, efficient, and elegant but has the potential to re-define how we commute. It has always been my goal to design products that not only define the leading edge of design, but also embody these advancements in a form that completely revolutionizes the user experience.

Thank you for taking the time to review my qualifications. Please feel free to contact me at this email or directly at 530.916.4813 with any questions or for additional information. I look forward to hearing from you.

Regards,

John Smith
Email Etiquette

Check Your Email Every Day!
Email is a crucial tool to career success. It is often the preferred method of communication between job seeker and employer. Used in a professional manner, email is a powerful tool and can help you distinguish yourself to prospective employers. Poor email use can quickly eliminate you as a candidate in the job selection process.

Follow these guidelines for proper email etiquette:
• Check your email. Employers and recruiters expect a prompt response.
• Draft every email with professionalism in mind. Be businesslike, respectful and formal.
• Use a clear and relevant subject header.
• Address the recipient as Mr. or Ms. and verify the correct spelling of their name.
• Format your emails in block letter style.
• Be brief and direct. Ask your question or get your point across succinctly and then end the email. Do not ramble or overload the recipient with useless details.
• Use standard font, color, and font size.
• Use proper grammar and spelling.
• Always proofread before sending. Errors immediately signal to an employer you are careless and unprofessional in your work.
• Always be polite and conclude your email with your contact information and a positive future-looking statement.

Email correspondence with potential employers may include:
• Introductions
• Cover letters
• Follow-ups/Questions
• Thank-you notes

Regardless of the type of communication, follow the guidelines above. For more detailed information on cover letters and thank-you notes, please see pages 15 and 24, respectively.

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Distinguished Professor Stephen McCaffrey, Director of Water Resources Law.
Email Introductions

Examples of a brief email introduction when you are attaching your resume and formal cover letter. Note that at least one specific benefit is presented in each email.

Example #1:
Dear Hiring Professional,

I am excited about applying for your open Account Representative position in your Sacramento office (req. #45678). My experience includes a proven three-year track record in retail sales where I was consistently ranked as a top performer. My attached resume and formal cover letter further explain my qualifications, including my bachelor’s degree in marketing from California State University, Chico. I look forward to hearing from you. Thanks!

Example #2:
Dear Mr. Jones,

Please accept my attached cover letter and resume in consideration for your entry-level Biologist position. I will graduate in May with a bachelor’s degree in biology, achieving a 3.6 GPA while working 30 hours a week. I look forward to hearing from you to further discuss my qualifications. Thanks for your consideration.

Example #3:
Dear Terry,

As a Yuba City native, I was very excited to see your posting for an entry-level social work position, as I feel connected to the area and the population. I will receive my MSW from Chico State in December and look forward to hearing from you and discussing how I can put my degree to work at your agency. Attached is my resume and cover letter. Thank you.

Reference Page Example

Andrew K. Johnsen
123 Orange Street, Chico, CA 95926
530.229.4458 – andrew.johnsen@yahoo.com

References

Jack Deer
Assistant Director
Office of Student Affairs
California State University, Long Beach
2201 Webster Way
Long Beach, CA 90802
(510) 268-4467
jack.deer@csulb.edu

Sandra Trione
Associate Professor
College of Business
California State University, Long Beach
2201 Webster Way
Long Beach, CA 90802
(510) 268-4338
sandra.trione@csulb.edu

Richard Brenamann
Attorney at Law
Law Offices of Richard A. Brenamann
403 Hydra Street
San Diego, CA 94024
(760) 505-5842
rbrenamann@brenamannahaus.com
Interviewing

Review Your Qualifications
- What experience have you had that prepared you for this career?
- What skills have you developed that would enable you to perform the duties?
- What interests you about the position and organization?

Practice for the Interview
Practicing beforehand can help you go into an interview with confidence. It is highly recommended you look over the sample interview questions below and become comfortable answering them. Recruiters will notice if you can answer questions confidently, without hesitation.
- Practice aloud, in front of a mirror
- Sit with good posture—straight and with shoulders squared
- Relax your hands in your lap or on the arms of the chair
- Keep facial expressions pleasant
- Make eye contact
- Remember, be on time, be positive, understand what the organization needs, and distinguish yourself by matching your skills to the needs of the organization

Interviewing Attire
Please see page 24 for suggestions on interview attire.

Questions You Might Be Asked
It is impossible to predict exactly what questions you may be asked in an interview. However, there are certain questions that are frequently asked. Following is a list of seven questions we recommend you practice answering, as well as some tips for answering them effectively.

Q1. Tell me about yourself.
This is not an autobiographical question. Focus on why you would like this job and how you have prepared yourself—experientially and academically.

Q2. Why are you interested in this job?
This is a great chance to distinguish yourself as a candidate. Incorporate the research you have done about the organization into your answer. This shows you have invested time into learning about their operations, goals, and values. It is also important to show how your qualifications or interests make you an asset to the organization.

Q3. What do you know about our organization?
Similar to #2. Make sure you have researched the organization. Don’t act as if you know everything but demonstrate your commitment and the extent of your interest in being employed there.

Q4. What is your greatest strength?
Tailor your answer to the job. For instance, if one of your strengths is leadership and you are applying for a sales job, show how your motivational skills work in both situations.

Q5. What is your greatest weakness?
Everyone has weaknesses, but avoid red flags and show how you have turned your weakness into a positive. Anger, for instance, is a red flag. Remember, weaknesses are the flip side of strengths. Faulty time management may be the flip side of concentration and dedication. Procrastination may be the result of wanting to consider all the information and make an informed decision. Downplay the negative and play up the positive.

Q6. Why should we hire you?
Similar to #1. Focus on what your particular contribution will be to company success: hard work, dedication, humor. We all bring something unique.

Q7. Do you have any questions for me/us?
These questions can be about the organization or about the interviewer and their experience. It is a great opportunity to show your desire to learn and your ability to be proactive. It can also help establish a more personal connection with the interviewer. Additional “Questions to Ask the Employer” are listed on page 23.

Additional Questions You May Be Asked
How have your education and employment prepared you for this position?
Do you think your grades are an accurate indication of what you have learned in college?
Tell me about an accomplishment from the past year that you are the most proud of. Why?
Tell me about one of your failures and what you learned from it.
Which one of your jobs did you like the best? Least? Why?
Describe your strongest communication skills.
Think about a large task you organized. Describe the steps you followed.
Please describe a situation when you used your creativity to solve a problem.
Give me an example of going the extra mile to help a customer.
Describe a situation when you gathered and analyzed facts to arrive at a decision.
How do you prioritize your work to meet deadlines?
Why did you leave your last job?
How would your friends (or teacher or supervisor) describe you?
Give me an example of a problem you have had with a team member, co-worker, or employee and how you resolved it.
Give me an example of a high-pressure situation you have faced this past year and how you resolved it.
Why are you interested in working for our company?
How do you deal with stress?
*For more questions please visit our website
Questions to Ask the Employer
You will often have the opportunity to ask questions of your interviewer. It is good to have some questions prepared. There are a few important reasons to ask questions:
• You were unable to find answers when doing company research
• You have questions about the hiring process
• To demonstrate initiative and critical thinking
• To establish a more personal connection with the recruiter and show genuine interest in their experiences

What are your expectations for the person you hire?
What kinds of projects might I be working on?
Why do you like working for this company?
Would you describe the typical training program?
How is the company structured in terms of departments or divisions?
Would I work for more than one person?
Please describe the travel involved in this position.
What opportunities do you see for growth and development?
I am very interested in this position—what is the next step?

Informational Interviews
1. A brief, typically less formal interview of a professional conducted to collect information about a career, industry or company of interest.
2. A networking approach which allows one to meet key professionals, gather career information, investigate career options, get advice on job search techniques, and get referrals to other professionals.

The Informational Interview Process

Step 1: Set up the Interview
Reach out to a professional in the field you are interested in and ask to set up an informational interview. Clearly indicate the meeting’s purpose and that there is no expectation of a job. The best way to obtain an informational interview is by being referred from one professional to another. However, don’t be afraid to reach out by phone or email on your own.

Step 2: Prepare for the Interview
Prepare as you would for an actual job interview. Research the profession, the professional, and make a list of questions to ask. Make sure your questions are specific and demonstrate a genuine interest. Remember, they are taking time out of a busy day to offer advice and insight—don’t waste it.

Step 3: The Interview
Begin with questions specific to that particular person. Then proceed with more general questions about the field, the steps to getting there, and what is required. If appropriate, venture into a series of questions to place the employer in the advice-giving role, such as, “What should the most important consideration be in my first job?” The whole idea is for you to shine, to make a connection, and to get referrals to other professionals.

Step 4: Follow Up
Always send a thank-you letter to the professional. If you were referred to them, send a thank-you letter to the person who referred you. Include genuine, personal details and be sure to leave the lines of communication open for the future. Refer to page 24 for the thank-you notes guide.

Remember
• Establish a connection—this is a chance to build your network
• Respond quickly—timely communication is crucial
• Gather information, advice, and names of others that might be helpful in your career exploration/job search process

*To learn more about different types of interviews please visit our website or come to the Career Center and speak with an advisor for help preparing for your unique type of interview.
Here are many variations of what is considered appropriate interview attire. What you choose to wear for your interview, to some degree, will depend upon what type of job you are pursuing. For example, a job working outdoors, or with small children, would probably call for more relaxed interview attire than those pursuing sales, accounting or consulting. When in doubt, it is always better to be over-dressed than under-dressed and you can always consult with a Career Advisor regarding proper interview attire for your situation. Following are few general guidelines for formal interviewing attire, business casual and casual.

**All Interview Attire:**
- Neat, clean and well-pressed
- Make sure socks match pant color
- Make sure shoes are scuff-free
- Shoes match belts/handbags
- Avoid perfume or cologne

**Formal Business Attire Options/Recommendations**
- Skirt (knee length or longer) or pant suit
- Suit and tie
- Conservative hair style/make-up
- Minimal jewelry
- Tattoos covered
- Pantyhose

**Business Casual Attire Options/Recommendations**
- Slacks and button-up shirts or polo shirts
- Slacks with a blazer
- Conservative dress with a blazer or simple sweater
- Skirts/slacks and sweater sets

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### Thank-You Notes

A thank-you note is a good way to express your appreciation to anyone you encounter during your career exploration or job search. Ideally, a hand-written note is the best option. It demonstrates that you took the time and effort to sit down and write it. The thank-you note can be hand-written or sent via email. Remember, a thank-you note is just that—a simple way to say thank you. In the business world, even these brief notes need to be handled with care.

- Remind the interviewer who you are, and how or where you met
  - “My name is Sarah Brown. I had the privilege of meeting you yesterday at the CSU, Chico Career Fair.”
- Be memorable
  - Try to include a unique detail to make yourself stand out, especially if you met them when they were meeting many other students.
  - It demonstrates that you care when your thank-you note isn’t generic.
- Reiterate your interest in the job or organization
- Remind the individual about your qualifications
- Sincerely thank them for their time
- Give them your contact information, even if they already have it.
- Most importantly, keep it **brief** and **sincere**

**When to Write a Thank-You Note**
It is ideal to write and send a thank-you note within 48 hours and after:
- Interviews
- Career fairs
- An encounter with a recruiter or professional
- Informational interviews

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**Thank-You Note Example**

Dear Mr. Smith:

Thank you again for speaking with me today at CSU, Chico’s Career Fair. I was glad to discuss the details of the internships at XYZ Firm and the process of making myself a distinguished candidate. Thank you for the advice on continuing to develop leadership and interpersonal skills as a participant in the Wildcat Leadership Institute. I have attached my resume for your consideration for one of the internship positions.

Please do not hesitate to contact me if I can give you any further information. I can be reached at this email or at (530) 123-4567. Thank you again.

Sincerely,

John Doe
Effective research involves finding out as much as you can about the industry, organization and the position to which you are applying. The more you know, the more you stand out to employers. Below are some tips for researching an organization/job before various stages in the application process.

Submitting a Resume/Cover Letter/Application
Research as much as you can before applying for the purposes of tailoring your cover letter to the job. However, sometimes it is not possible to research beyond the job announcement, especially when an employer posts an ad that does not divulge the organization name. Just because the company name is not revealed does not necessarily mean you shouldn’t apply if everything else sounds ideal about the position (there are various reasons why an employer may not reveal the organization name). Just do the best you can tailoring your cover letter with the information you have. Furthermore, the most critical time to invest time in researching is before the interview (see below). Since it is advantageous to apply for as many jobs as possible, hours of research prior to every resume/cover letter submission may not be in your best interest; find a happy medium where you are applying to a good number of jobs and you ideally know some basic information before applying.

Career Fair
In a perfect world, prior to attending a career fair, job candidates would research every single organization beforehand. Since that would be an almost impossible feat for a busy college student, try to pick out a few target organizations and know a little bit about them before you approach those employers at the career fair. The best strategy is to visit as many companies as you can at a career fair, regardless if you have researched them beforehand. After all, the main reason for a career fair is the exchange of information between the employer and job candidate, so it is perfectly acceptable for you to talk to employers that you know nothing about.

Interview
It is critical to do as much research as you can before a job interview. The number one concern we hear from recruiters about the people they interviewed, is that the candidate did not know anything, or enough, about their position or organization. It is very hard to target answers toward what the interviewer is looking for if you don’t know details about the job or have information about the organization, and showing that you’ve done your research shows diligence and motivation.

Sample Questions to Investigate
• Is the organization for-profit or a non-profit?
• Is it a public or private organization?
• What products or services does the organization provide, and to whom?
• Who owns the organization? Is it a subsidiary of a larger organization?
• How profitable is the organization? (if applicable) How stable?
• What are the organization’s plans for future growth?
• What are the organization’s major products or services?
• What is the mission statement?
• What are the goals and objectives of the organization?
• What is the organization’s reputation in the industry?
• What is the economic outlook for the industry?
• What are the organization’s major operating units? Where are they located?
• What is the “corporate culture?”

Sources of Information
The Career Center
• Online database with company information
• Advisors—the direct points of contact for recruiters

The Internet
• Google
• Wikipedia
• Glassdoor.com
• Organization’s website
• News articles

Right now, the Air Force is accepting applications for Officer Training School in a variety of high-tech fields ranging from engineering and computer science to meteorology. Contact the following for more details:
MSgt Lance Bautista: (916) 224-7428, lance.bautista@us.af.mil
TSgt Kevin Baird: (916) 548-4193, kevin.baird@us.af.mil
SSgt Kristine Richardson: (707) 235-6859, kristine.joy.richardson@us.af.mil
Sgt Renee Martin: (559) 796-7192, renee.martin.4@us.af.mil
Career Fairs

Career fairs are a great opportunity to meet recruiters, network, and learn about numerous employment opportunities within a relatively short period of time. The Chico State Career Center hosts/supports several career fairs each year for both students and alumni. Career fairs consist of tables staffed by recruiters ready and eager to talk to college students about the positions offered by their organization.

What to Bring

- Resumes—one for every company you are targeting, plus a few extras
- A pen—you’ll want to take notes on what you talk to the recruiters about
- Portfolio/folder—choose one with a notepad and a place to store business cards

Career Fair Etiquette

- Dress professionally, as you would for an interview. See page 24
- Actively participate—talk to recruiters and ask meaningful questions
- Listen to the recruiters’ conversations with others
- Prepare a short introduction. A great example might be, “Hi, I’m Lizzie Smith. I will be graduating this May with a degree in Communication Studies. What are you hiring for today?”

Career Fair Strategy

- Ideally, research some of the companies attending beforehand. If your “dream company” is going to be there, it’s very important to know something about it. Doing research in advance really distinguishes you as a candidate, but just because you have not researched an organization does not mean you should not visit that booth at the career fair; career fairs, above all else, are for gaining information.
- Don’t interrupt the employer reps or your fellow job-seekers. Wait patiently and try to make eye contact to indicate your interest in speaking with them. If all else fails, move on and return later.
- Be sincere. Show enthusiasm. Employers are looking for candidates who are genuine and communicate well.
- If you have a real interest in an employer, find out the procedures required to secure an interview. At some career fairs, initial screening interviews happen on the spot. Other times, the career fair is used to pre-screen applicants for interviews to be conducted later (either on campus or at the employer’s site).
- Ask each employer you talk to for a business card so you can follow up (see thank-you note section to the right) or ask future questions.

Follow Up With a Thank-You Letter

Write a thank-you note to the employer representatives of the organizations in which you’re especially interested. Ideally, make it personal—include a unique detail from your conversation to help the recruiter remember you. For help with thank-you notes, see page 24.

Career Fair Seminars

The Career Center presents seminars in the days leading up to career fairs to help students make the most of the event. Questions answered in these workshops include: what to wear, what to bring, what to say and more! All your career fair questions will be answered. For a list of dates and times for these seminars, please check the Career Center’s event calendar.

Who should attend Career Fairs?

All students should attend career fairs. Here are some common reasons why students think they should not attend, and our responses as to why they should.

“I’m not graduating.”

Attending career fairs well before your graduation date will provide you with valuable “practice” talking with employers. You can also learn a lot about the job market and what is available for candidates with your qualifications, or qualifications you will have in the future. Many times employers remember students who talk with them at previous career fairs. It is never too early to start making a good impression. Also, many employers are looking to hire interns as well as career professionals; internships are a key component of career preparation.

“I don’t have the proper attire.”

Do the best you can with what you have if buying new attire is not possible, or borrow appropriate clothes from a friend or roommate. There are many ways to dress professionally and perfection is not required. See page 24 for attire suggestions.

“I don’t have a resume.”

Having a professional resume for the career fair is ideal, but even without a resume you can still attend, network and get an idea for what is available in the job market. If an employer asks you for your resume, simply state, “I don’t have one prepared yet; my goal for today is to get an idea of the job market and what is available for students like me.” Saying this with confidence will impress the recruiters. If you have time to prepare your resume before the Career Fair, check out our website www.csuchico.edu/careers or the resume section of this manual, pages 3 to 14 for ideas. Many students stop by our drop-in advising in the days leading up to the career fair to have their resume checked by one of our career advisors.
Networking

Networking is a means for developing relationships with professionals. Information gained while networking will help you realize aspects of an occupation to determine if it is right for you, and/or give you access to job opportunities. Networking is a continuous process. Every time you meet someone new you are building your network of connections. By interacting with you, your networking connections have first-hand knowledge of your qualifications and personality. This can lead to referrals, recommendations, or a direct job offer.

People often feel anxious about networking or hesitate because they feel awkward asking for help. Don’t forget, professionals are people too. They most likely have been in the same position as you more than once. Also, people love talking about themselves; you make them feel important and flattered when you ask for advice.

Networking Tips

Be prepared—be able to effectively explain your education, experience and skills.

Identify your network—potential members of your network include recruiters, faculty, classmates, alumni, current and former supervisors, family members, friends and Chico State alumni.

Be professional—be respectful, friendly, and genuinely interested.

Be patient—often networking does not provide immediate results.

Be referral-centered—the person you network with may not have a job opening but may know someone who is hiring; the key is to exchange information and then expand your network by obtaining additional referrals.

Be organized—stay organized and track your networking meetings. Keep a list of your contacts and update it frequently. Use a job search worksheet such as the one on page 29 to help you.

Follow-up—send a thank-you note or email after you meet someone or if they give you a referral. It can also be a time to request a follow-up phone call or meeting. Reaching out to the people in your network demonstrates your commitment to the relationship and to your career. For help writing thank you notes, see page 24.

LinkedIn

We highly recommend using LinkedIn (www.linkedin.com) to advance your networking. Be proactive and establish meaningful connections on LinkedIn. You can use the “advanced search” function to identify Chico State alumni working in fields that interest you. For help setting up your profile and learning how to find and make LinkedIn connections, visit the Career Center. Remember LinkedIn is a professional networking site—only post career-appropriate content.

Potential Questions to Ask When Networking

- What do you like most (least) about your work?
- Can you describe a typical workday or week?
- What type of education and experience do you need to remain successful in this field?
- What are the challenges in balancing work and personal life?
- Why do people enter/leave this field or company?
- What advice would you give to someone trying to get into this field?
- Do you have any advice on my resume?
- Do you know of any current openings that would be a fit for me?
- With whom would you recommend I speak? When I call, may I use your name?
- What can I do to make myself stand out as a candidate when applying for positions?

www.csuchico.edu/careers 27
Successful Salary & Benefit Negotiation

When Is It Appropriate?
There is no way around it—asking for a higher salary is an awkward conversation that most dread; however, negotiation isn’t something you should avoid. Negotiation is easier if you remember that its purpose is to reach an agreement. Consider it as a method to reach a situation that both you and the employer feel good about. In any event, do not bring this issue up in the first interview.

Before You Negotiate
You need several pieces of information before you can negotiate successfully.

• How much does the position usually pay?
Because asking people how much they make is often a taboo subject, sources like Glassdoor.com are a great resource to find out an average pay range. The website allows you to locate the company and position you’re interested in and see the range of salaries that others make.

• How much do you need to make?
Start by considering the cost of living in the area of the potential job. A good online site for this information is Homefair.com. Begin to draft a budget that includes reasonable living costs in the new location, along with student loan payments, car payments, clothing and entertainment expenses, and money for savings. As a separate item, add moving costs.

• What kinds of benefits are important to you?
Most people do not receive all of these benefits, so make a ranked list of those that are essential and those you would like.

✥ Health, dental, optical, and life insurance?
✥ Paid vacation, sick leave, and holidays?
✥ Maternity/parental leave?
✥ Retirement plan?
✥ Profit-sharing plan or stock options?
✥ Performance bonuses?
✥ Annual salary review or cost-of-living increases?
✥ Child-care services or assistance?
✥ Company car or travel reimbursement?
✥ Education reimbursement?
✥ Fitness center availability or wellness program?
✥ Relocation assistance?
✥ Flex-time or unpaid leave time?
✥ Input into relocation decisions?

The Job Offer
• When you receive an offer, express your interest in the company and your enthusiasm for the job.
• If the company does not offer the information, ask about their benefit package.
• Take notes. It is easier to have a written offer in hand, but that is not always possible.
• Ask for at least 24 hours after receiving the offer to make a decision, although you can ask for more if you are interviewing with other organizations. Tell the recruiter your career means a lot to you and you want to be very sure you are making the right decision.
• After you have reviewed the offer carefully, decide which points you would like to negotiate.

The Negotiation
• Start with a positive statement about your appreciation of the offer and interest in the position, and then indicate that you were hoping to receive at least (name your figure) in salary.
• If you have other offers at a higher figure, you can mention them at this point, or use information from your research to back up your request.
• Ask if your figure is a possibility. If the representative says it is not, ask if there are other ways you can achieve your goal, such as company assistance with housing or a car, an earlier salary review, a signing bonus, or different options on benefits.
• Hopefully, the representative will be able to offer something you can accept. However anticipate objections such as:

  “You don’t have enough experience.”
  “The budget won’t permit it.”
  “That is the maximum we pay for this position.”
  “That is what we pay new hires.”

You should be prepared for this possibility and have an answer ready.

Assistance in Negotiation
Salary and benefit negotiation is never simple and no two situations are the same. Come to Drop-In or schedule an appointment at the Career Center. The advisors can help you strategically negotiate your salary and benefits.
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Thank you to our Premier Partners:

- Chevron
- Cintas
- Consolidated Electrical Distributors, Inc.
- Enterprise Holdings (Rent A Car)
- Federated Insurance
- Sedgwick CMS
- Young’s Market Company
Companies That Hire Our Students and Graduates...to Name a Few

ABeam Consulting
ABF Freight System, Inc.
Accenture
Adobe Systems Inc.
ADP
ADVANTIS Global Inc.
Aerotek, Inc. (Allegis Group)
AFLAC
Airgas
AJA Video Systems, Inc.
Altria Group Distribution Company
Amazon
American AgCredit
American Civil Constructors
American Pacific Mortgage
Antioch Unified School District
Apple Inc.
Apttus
Ascent Services Group
Associated Students - CSU, Chico
AT&T
AvalonBay
AXA Advisors

Balboa Capital Corporation
Baugher Ranch Organics
Bay Alarm Company
BCCI Construction Company
Becker Professional Education
Bellevue Union School District
Benicia Unified School District
Bizness Apps
BNBT Builders
Board of Equalization
Boys & Girls Clubs of the North Valley
Brocade Communications
Build.com

**Butte County Behavioral Health** (See Ad on Page 20)
Butte County Office of Education

C.H. Robinson Worldwide, Inc.
CA Department of Transportation (Cal Trans)
CA Franchise Tax Board
CA State Controller (Division of Audits)
Cache Creek Casino Resort
California Connections Academy
California Department of Finance
California Department of Social Services

**California Energy Commission** (See Ad on Page 2)
California Forensic Medical Group
California Grain and Feed Association
California Highway Patrol
California State Auditor
California State Parks
CalRecycle
CalSTRS
Capital Fellows Programs
Carlson, Barbee & Gibson, Inc.
Carmel Valley Ranch
Cascade Union Elementary School District
Castro Valley Unified School District
Catalyst Domestic Violence Services
CEMEX
Central Intelligence Agency
CGI
Chevron
Chico Enterprise Record
Chico Unified School District
Chico Unified School District
ChicoBag Company
Child Development Inc.
Cintas
Collabera
Collaborative Solutions, LLC
Comcast
Consolidated Electrical Distributors, Inc.
Contra Costa County Office of the Sheriff
County of Sacramento
Crowe Horwat LLP
Crown Lift Trucks
CVS Health

Davis Joint Unified
DaVita Healthcare Partners
Deer Creek Broadcasting
Deloitte Consulting
Department of State
Department of Water Resources
Design By Humans
DHL Express
Disney
Disys
Diversant, LLC

E. & J. Gallo Winery
Echo Global Logistics
Edward Jones
Eli Lilly

Enginpro
Enloe Medical Center
Enterprise Holdings (Rent A Car)

EY

Fairfield Union School District
Farmers Insurance Group
Fastenal
Feather River Hospital
Federal Bureau of Investigation
Federal Highway Administration
Federated Insurance
Ferguson
FIDM
Fifth Sun
Fisher Investments
Five9
Flex
Flexcare Medical Staffing
Foresters Financial
Foster Farms
Franklin Templeton Investments
Franklin-McKinley Unified School District
Frito Lay, Division of PepsiCo

G&K Services
Gallo Sales Company
Glassdoor
Goodwill Industries
Google
Grassroots Campaigns, Inc.
Graybar
GRID Alternatives
Gridley Unified School District
Grimco
GSE Construction Company, Inc.

Hajoca Corporation
Harrah’s & Harveys Lake Tahoe
Hemming Morse, LLP

**Henry Schein Dental** (See Ad on Inside Front Cover)
Hertz Corporation
Hewlett Packard
Holder Construction Company
Humboldt County Office of Education
Hyatt Regency Lake Tahoe

IBM
Impact Marketing Specialists
Indeed

www.csuchico.edu/careers
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