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College Recruitment Media and California State University, Chico would like to thank the above advertisers for making this publication possible.
Letter from the Director

Welcome to the 2017/2018 edition of our Career Manual! If you are reading this, it means you have likely come by the Career Center and met with one of our friendly advisors. That is the best start to your job search process. Whether you are choosing a major or looking for a part-time job, internship or career position, we are here to help! We work with students at all stages of the job and graduate school search processes. It doesn’t matter if you are just starting your resume or have an upcoming interview, we know the process can feel overwhelming and we are here to support you.

Chico State is an incredible university and we have hundreds of employers coming to campus each semester to hire Chico State students and graduates. We look forward to working with you when you are ready to start your journey!

Megan Odom
Director
Chico State Career Center

Clean Up Your Social Media Identity

The social media profiles of job candidates are an area of scrutiny for recruiters. In fact, there are now even online research analysts who will comb the internet for damaging information on a firm’s applicants. (On the flip side, there are “scrub services” that will clean up a job hunter’s digital footprint.) Here are some simple ways to take a DIY approach to scrubbing your online presence.

Google Your Name

Search for your name online occasionally to see what comes up, or set up automatic name alerts at Google.com/alerts. You may discover results for many people with your same name, possibly with embarrassing or outrageous content. To find the real you, try tweaking your name (e.g., Sam versus Samuel) or add some additional identifying modifiers (perhaps your city or school). Search for your name on all the networks to which you’ve ever belonged, including Facebook and YouTube. (Recruiters check everywhere.) After a thorough review, ask yourself: Will this social media profile foster callbacks, interviews and job offers? If not, keep reading.

Keep Some Mystery

“Most new grads grew up texting, Skyping, Tweeting, Facebooking and reading or creating blogs,” says Jenny Foss, who operates Ladder Recruiting Group in Portland, Ore. “Older, more experienced competently rite names.” That’s the plus; the minus is you have to shift your mindset from “impressing the guys” to “promoting yourself as a polished professional.” Foss recommends you adjust the privacy settings on your accounts. But you’re not safe even then since companies can change privacy policies. When possible, it is better to remove negative or overly private content than hide it.

There’s No Swimsuit Competition

Recruiters will judge you by your profile photos. Do they tell the right story? Don’t post sexy photographs of yourself online. Don’t be too glamorous. That’s a really big turnoff to employers.” says Vicky Oliver, author of 2012 Smart Answers to Business Etiquette Questions: “Don’t post in photos as you would in an interview.”

Remove unflattering pictures, videos, and unfavorable comments you’ve posted on social networks. Post a high-quality headshot, the same one across all platforms. Important: Don’t forget to check out photos where friends have tagged you on Facebook. If you’re piqued at a party with a drink in hand, delete the tag. Adjust privacy settings to prevent that from happening again.

Blot Out the Bitter

Have you ever gone online under the influence or in a foul mood? Bad idea. “Whatever you wouldn’t do at the networking event, don’t do online,” says Oliver. Some examples of social media gaffes: Posting about parties, dates, getting into posting wars with your friends, or using obscenities, faulty grammar, typos, or cryptic texting shorthand. “I personally would never put a thumbs-down sign on someone’s comment,” Oliver says. “I would not write anything negative, no matter how disgusting the commentary at all.”

Get LinkedIn

This is the single best social media platform for job seekers because of its professional focus. Some savvy employers are now even requesting LinkedIn profile info as part of the job application process. One of the most powerful aspects of this profile is the recommendations from previous bosses and co-workers. Testimony from others is proof positive of your professionalism. Make good use of keywords and set up links between all your social media profiles. LinkedIn, Facebook, Twitter, and Blogspot all rank high in Google searches.

Wit ness Protection Program

Some job seekers are so concerned about privacy they’ve gone into lockdown mode and blocked all of their profiles. Unfortunately, that makes recruiters wonder what they’re trying to hide. Plus, many of them seek employees with social media skills, so cleaning up what’s our there is usually better than shutting it down.

What Would Your Mother Say?

Many career coaches and recruiters say that the rule of thumb for social media is: “would your mother approve?” If not, don’t refer to a company by name; they may get alerts when mentioned online.

Don’t complain about your job or boss.

Don’t brag about skipping work, playing games or other inappropriate behavior.

Don’t reveal your drug/drink habits.

Never make discriminatory or inflammatory remarks.

Don’t share intimate relationship details.

Don’t brag about skipping work, playing games or sleeping on the job.

Don’t broadcast an employer’s confidential information.

Career Center Services

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

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.

Career Fairs
• Business, IT and SAP Career Fair
• Fall & Spring Career & Internship Job Fair
• Education Hiring Fair
• College of Agriculture Career and Internship Fair
• Graduates 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.

Netiquette Tips
Dan Schwab, a personal branding expert and author of Me 2.0, offers these tips to keep your digital reputation clean:
• Don’t over-promote yourself or people will get turned off.
• Do share industry insights, useful resources, quotes and facts with your audience.
• Don’t send your resume to employers on Facebook.
• Don’t come to an interview without researching the company and knowing the “so and so” story.

Written by Jebra Turner, a former human resources manager, who writes about career issues, and other business topics. She lives in Portland, Ore., and can be reached at www.jebra.com.
Google Me: Reputation Management

Improve Your SEO
Once you have cleaned up your social media profiles and completed your LinkedIn profile, improve your visibility online by boosting your search engine optimization (SEO). Get active on social media sites where you want to be found and noticed. Start sharing relevant business information, comment on statuses, posts, and updates to share your unique perspectives, and even post some of your own original content. The goal is to position yourself as a knowledgeable resource to others in your network and within your desired industry. The social sites where you have the most activity will float to the top of the search engine list when hiring managers search for you.

To increase your relevancy, make sure that your social media profiles contain keywords that are prominent in your desired industry. Generating “keyword rich” profiles and posts will allow your content to be found specifically in relationship to your desired industries and career path.

Social Media Cleaning Software
Found some pictures, particular words, or posts which need to be cleaned up? If so, use a social media cleaning software to help you polish up your social profiles. Search for social media cleaning software, select the program that meets your needs, and scrub down your profiles.

Dual Personas
Avoid creating multiple profiles in one social media platform. Both profiles can often be found through a strategic online search. Having “dual personas” can come across to potential employers as if you are something to hide. Maintain one profile per site, adjust your privacy settings as needed, and post or share content that reinforces your personal and professional brand.

Create a Personal Website
Perhaps you aren’t a fan of social media sites and wondering how to cultivate your online brand. If so, create a personal website or independent blog. Establishing a personal website allows you to have an online presence while maintaining greater control of the content. Websites should have a tab for your resume, portfolio of work, pre-professional/professional affiliations, awards and honors, blog posts and more. Don’t forget to include a professional headshot. List your personal website on your resume when applying for positions and on your personal business cards for networking.

Gala Jackson, M.Ed. is a Millennial Expert & Career Management Consultant with Interview Snob, a career consulting boutique for millennials. Connect with Gala @interviewsnob and check out her website at www.interviewsnob.com

ReSEARCHING THE ORGANIZATION

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, organization or industry. 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 homework 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?

Researching Culture Fit
What is the “corporate culture?” Is it a good fit for you? Harvard Business Review refers to culture fit as “the likelihood that someone will reflect and/or be able to adapt to the core beliefs, attitudes and behaviors that make up an organization (HBR July 2015, “Recruiting For Cultural Fit”).

Many of us spend close to 50 hours per week at work, so it is important to make sure that you will be in an environment that feels right for you. Here are some suggestions from Lifhacker to help you research whether an organization you are interested in is the right match for you:

- Peruse the organization’s website to see if the organization describes its culture, values, or benefits.
- Research postings on Glassdoor or Salary.com. These reviews might unfairly skew to the negative, but common threads may emerge that will give you a sense of what employees are experiencing.
- Review the organization’s social network profiles, particularly LinkedIn and Facebook, to get a sense of what the organization wants the world to see.

Additional Sources of Information
- The Career Center
  - Online database with employer information
  - Advisors—the direct points of contact for recruiters
- The Internet
  - Google
  - Wikipedia
  - Glassdoor.com
  - Organization’s website
  - News articles
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.

Potential employers look for transferable skills in resumes, cover letters, and in interviews to see how your core (or hidden) skills may apply in their workplace.

The following are examples of transferable 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
• Eating • Gathering data • Analyzing • Budgeting

Informational Interviews

One of the easiest and most effective ways to meet people in a professional field in which you are interested is to conduct informational interviews. An informational interview is a networking approach which allows you to meet key professionals, gather career information, investigate career options, get advice on job search techniques and get referrals to other professionals.

The art of informational interviewing is in knowing how to balance your hidden agenda (to locate a job) with the unique opportunity to learn firsthand about the demands of your field. Thus, never abuse your privilege by asking for a job, but execute your informational interviews skillfully, and a job may follow.

What motivates professionals to grant informational interviews?

The reasons are varied. Generally, most people enjoy sharing information about themselves and their jobs and, particularly, love giving advice. Some may simply believe in encouraging newcomers to their profession and others may be scouting out prospects for anticipated vacancies. It is common for professionals to exchange favors and information, so don’t hesitate to call upon people.

How do you set up informational interviews?

One possible approach is to send a letter requesting a brief informational interview (clearly indicating the purpose of the meeting, and communicating the fact that there is no job expectation). Follow this up with a phone call to schedule an appointment. Or, initiate a contact by making cold calls and set up an appointment. The best way to obtain an informational interview is by being referred from one professional to another, a process which becomes easier as your network expands.

How do you prepare for informational interviews?

Prepare for your informational interviews just as you would for an actual job interview: polish your presentation and listening skills, and conduct preliminary research prior to the interview. You should outline an agenda that includes well-thought-out questions.

Begin your interview with questions that demonstrate your genuine interest in the person such as, “Describe a typical day in your department.” Then proceed with more general questions such as, “What are the most important considerations in your job?” or “Are you active in any professional organizations in our field and which would you recommend?” If appropriate, venture into a series of questions which place the employer in the advice-giving role, such as, “What should be the most important consideration be in my first job?” The whole idea is for you to shine, to make an impression and to get referrals to other professionals.

Always remember to send a thank-you letter to every person who grants you time and to every individual who refers you to someone.

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achieved calculated developed formulated linked lightened
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appropriated consolidated enabled encouraged
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arbitrated contributed enriched encouraged
arranged converted enumerated inspected
ascertained convinced envision inspection
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assisted corresponded examined integrated
attained counseled excellent integrated
attested created executed introduced
audited critiqued exercised introduced
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authorized debugged explained involved
balanced debugged explained involved
bolstered delegated fabricated introduced
boosted delivered facilitated justified

Power Verbs for Your Resume

launched lectured led licensed lightened
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recorded recruited recorded recruited
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related relieved remedied repaired responsible
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Adapted with permission from the Career Resource Manual of California, Davis.
Zoe Career
400 West First Street, Chico, CA 95929
zoecareer@internet.net
(555) 555-5555

Objective
A civil engineering internship

Education
California State University, Chico
Major: Civil Engineering, expected graduation, May 2021

Chico High, graduated June 2017, 3.1 GPA
A.C.T. (Academy of Communication and Technology): a program that integrates technology with English and history classes.

Activities
Chico High: French Club, Challenge Day Mentor, M.e.Ch.a., Latinas Activas, MESA (Math, Engineering, Science Achievement), Art, Astrology

Languages
Bi-lingual in Spanish/English, conversational French

Work Experience
Housekeeper, Wilton Family, Chico, CA Summers 2013-2017
Demonstrated dedication by achieving 100% punctuality and attendance. Utilized organizational skills. Helped coordinate parties for up to 50 attendees.

Childcare Provider, Smith Family, Chico, CA 2016-2017
Supervised two young children. Planned and implemented activities. Provided transportation.

Volunteer Experience
Server for Chico Boys and Girls Club fundraising banquet Fall 2016
Mentor for entering Chico High students 2016-2017

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 2020
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 2016 & 2017
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 2016 – May 2017
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 2019

Experience
Crop Production Assistant
ABC Ranch, Colusa, CA January 2017 – present
• Apply herbicides to rice crops while adhering to safety precautions.
• Maintain several rice combines and perform repairs.
• Excelled as a member of the harvest crew, demonstrating exceptional teamwork in demanding work conditions.

Field Scout
Chico Fertilizer, Chico, CA Spring/Summer 2016 & 2017
• 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 2015 – January 2016
Bill’s Ranch House, Camarillo, CA March 2016 – January 2017
• Provided customer service for a diverse clientele at a busy family-style restaurant and an upscale, fine dining establishment.
• Assisted in 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 2017 – present
• Member, Club Reporter, Committee Chair
CSU, Chico Harry Potter Club 2016 – present
• Member, Treasurer
Sample Resume

Anita Career

1234 Chestnut Street, Chico, CA 95928
anitacareer@gmail.com
530.555.1234

EDUCATION:
California State University, Chico
Bachelor of Science in Recreation Administration May 2018
Option: Resort and Lodging Management

ATHLETICS:
NCAA Division II Softball - CSUC
• Scholarship athlete for nationally ranked program
• Selected as captain by teammates for the 2016 season

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

EXPERIENCE:
Summer Intern, Hyatt Regency Lake Tahoe, Incline Village, NV 05/2017 to 08/2017
• 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 06/2016 to 08/2016
• 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

Team Leader, Farm Star Pizza, Chico, CA 04/2015 to 06/2016
• Developed and applied effective management skills
• Trained, mentored and evaluated all new hires

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

COMMUNITY INVOLVEMENT/AWARDS:
• Recipient, Hotel and Restaurant Foundation Hospitality Scholarship 2017
• Volunteer, AS CAVE (Community Action Volunteers in Education) Chico Ambassadors and “Adopt-A-Grandparent” - CSU, Chico 2016
• Participant, Up ‘til Dawn: event to raise money for St. Jude’s Hospital 2015
• Helped to build houses for underprivileged families in Mexico 2014

Sample Resume

Emma Fernandez
507 West Any Avenue • Chico, CA 95926 • (530) 555-1234 • emmafernandez@notreally.com

Education
California State University, Chico
Bachelor of Science in Health Science May 2018
Emphasis: Health Services Administration GPA: 3.3
Certificate: Emergency Medical Services Administration
Butte Community College
Associate in Science in Early Childhood Education May 2016

Health Services Experience
Butte County Behavioral Health Health Services Administration Intern Chico, CA January 2017 - Present
• Assess client needs in private and group settings
• Coordinate meetings with clients and personnel, such as probation hearings
• Provide a comforting environment for dual diagnosis clients through each phase of the program

Health Services Department, CSU Research Foundation Research Assistant Chico, CA February 2016 - January 2017
• 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 2016 - 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 2015 - September 2016
• 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 2013 - March 2014
• 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 with ketchup bottles)
• 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 2018
Bachelor of Arts in International Relations • May 2018
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 document preparation, litigation support, and entity formation
Barista
A.S. Creekside Coffee Shop, CSU, Chico - Fall 2016 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 2016 to December 2016
• 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 2015
• 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
• Delegate – Seattle, WA, Boston, MA, and New York City, NY – 2015, 2016
• Secretary General – Seattle, WA and New York City, NY – 2016, 2017
• Recipient – National Model United Nations Outstanding Delegation Award - 2016
President, CSUC Pre-Law Society
Volunteer, A.S. CAVE (Community Action Volunteers in Education)
• State Facilities Program, Yountville, CA - Spring 2016
• Classroom Aide, Rosedale Elementary, Chico, CA - Fall 2015

Sample Resume

JOHN SMITH

789 Warner St., Chico, CA 95926 – (530) 345-6789 – wildcat@mail.csuchico.edu

EDUCATION
California State University, Chico
Bachelor of Arts in Communication • May 2017
Minor in Spanish
Dean’s List Spring 2016 & 2017

LANGUAGES: Speak conversational Spanish

EXPERIENCE
Community Action Volunteers in Education (CAVE), CSU, Chico
Director August 2016 – May 2017
Supervised a staff of 18 and successfully managed four existing programs. One of five student directors who served on the managing board of CAVE (the largest student organization on campus). Started a new program that has since continued.
• Initiated, organized, recruited and sent a group of 12 students to participate in Hurricane Matthew relief work in Greenville, N. Carolina as part of an alternative Spring Break program. The group focused on schools, children and residential homes.
Group Leader January 2016 – May 2016
Led groups of 10-20 volunteers on weekend trips to a veterans’ home to provide companionship to the veterans and promote learning for the students. Made the trip fun, enforced the rules and managed the group dynamics.
Volunteer September 2015 – May 2016
Participated in the Adopt-a-Grandparent program and Scour and Devour (annual campus clean-up event).

Google, Mountain View, CA
Communications Intern Summer 2016
Coordinated with colleagues on communication about search and advertising services and the benefits of search to publishers on the web. Wrote materials, including op-eds, blog posts, press releases, briefing documents and presentations. Developed new forms of outreach and collateral to educate the media about Google’s content-search products.

Communications Studies Department, CSU, Chico
Student Assistant August 2014 – May 2015
Gained an understanding of university culture and operations. Demonstrated responsibility and ability to accomplish tasks, subsequently given more responsibility.

ACTIVITIES/INTERESTS
LeadCat Program, Participant – Chosen to participate in a one-day leadership development program.
Connected with current student leaders and learned about new leadership opportunities on campus and how to get involved. August 2016
Residence Hall Association – Promoted student educational, cultural, physical and social well-being through the facilitation of programs and services. Spring 2017
Interests – Mountain biking, snow skiing, horseback riding and golf

www.csuchico.edu/careers
EDUCATION
California State University, Chico May 2017
Bachelor of Science in Computer Engineering GPA: 3.72
Bachelor of Science in Electrical Engineering GPA: 3.45
Minor: Computer Science

PROJECTS
Senior Project: Brain Wave Analyzer
• Designed a non-invasive Brain Wave Analyzer to capture brain waves
• Utilized application OrCad Capture to design filters and sensors to capture brain waves propagation
• Developed programs using C Language to be incorporated into microcontroller for signal processing
• Displayed brain waves to computer using MATLAB and EXCEL.
• Provide documentation for product to address specifications, risks, limitations and constraints.

Signals, Systems and Transforms
• Analyzed circuits by using periodic signals and Fourier Series in MATLAB
• Applied Laplace Transform and Z-Transform to analyze circuit
• Capable to determine stability of a system in continuous and discrete time
• Created MATLAB programs to analyze circuits, in continuous and discrete time

EXPERIENCE
Tutor, CSU Chico Department of Electrical and Computer Engineering, Chico, CA August 2014 – Present
• Provide academic support for electrical and computer engineering students on a walk-in basis
• Explained concepts and support students in developing efficient study strategies
• 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/DEVELOPMENT
IEEE-Eta Kappa Nu October 2017 – Present
• Student Member

Destino: (President) Latino Club, CSU, Chico August 2014 – Present
• Learned to work as a member of a team and assist others when needed
• Developed a complex inventory of trees while marking for harvest

Tree Marker, Wayland Resource Management, Quincy, CA June 2013 – August 2013
• Experienced big crowds while delivering food and beverages to the customers
• Utilized exceptional memory skills to remember preferred requests of repeat clientele
• Experienced big crowds while delivering food and beverages to the customers
• Multitasked and interacted quickly at this fast-paced ocean front tourist destination

INVOlVEMENT AND ACTIVITIES
• American Marketing Association Fall 2017 - Present
• 1st place Human Resource Management Simulation April 2017
• Intercolligate Baseball, Cabrillo Community College, 1st Base and Outfield 2016 - 2017

APITUDE
• 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

Sample Resume
Teri Bonds
1234 Nord Avenue 1 Chico, CA 95928 lbonds@mail.csuchico.edu (530) 555-1234

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

PROJECTS
Senior Project: Brain Wave Analyzer
• Designed a non-invasive Brain Wave Analyzer to capture brain waves
• Utilized application OrCad Capture to design filters and sensors to capture brain waves propagation
• Developed programs using C Language to be incorporated into microcontroller for signal processing
• Displayed brain waves to computer using MATLAB and EXCEL.
• Provide documentation for product to address specifications, risks, limitations and constraints.

Signals, Systems and Transforms
• Analyzed circuits by using periodic signals and Fourier Series in MATLAB
• Applied Laplace Transform and Z-Transform to analyze circuit
• Capable to determine stability of a system in continuous and discrete time
• Created MATLAB programs to analyze circuits, in continuous and discrete time

EXPERIENCE
Tutor, CSU Chico Department of Electrical and Computer Engineering, Chico, CA August 2014 – Present
• Provide academic support for electrical and computer engineering students on a walk-in basis
• Explained concepts and support students in developing efficient study strategies
• Graded problem sets strictly following instructor’s guidelines while maintaining confidentiality
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• 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

Sample Resume
Mark Marketing
1000 Raven Lane, Chico, CA 95926 (530) 249-5551 markmarketing@gmail.com

EDUCATION
California State University, Chico Bachelor of Science in Business Administration Emphasis: Marketing GPA - 3.1

EXPERIENCE
Clinical Analyst Intern, Novasyste, 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 Novasyste employee
• Guide potential candidates through the hiring process and prepare them for the requirements described by large medical device companies

Food and Beverage Runner, The Wharf House, Capitola, CA June 2015 – August 2015
• 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 2014 – August 2014
• Assisted with building a cabin
• Completed framing, electrical, and plumbing

Tree Marker, Wayland Resource Management, Quincy, CA June 2013 – August 2013
• Developed a complex inventory of trees while marking for harvest
• Learned to work as a member of a team and assist others when needed

INVOlVEMENT AND ACTIVITIES
• American Marketing Association Fall 2017 - Present
• 1st place Human Resource Management Simulation April 2017
• Intercolligate Baseball, Cabrillo Community College, 1st Base and Outfield 2016 - 2017

APITUDE
• 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.

Rebecca Reyes
1234 Walnut Ave, Apt. 3, Chico, CA 95926 • 530-123-4567 • reyes5@gmail.com

May 20, 2018

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

Edward Mendoza
123 Mulberry Street, Chico, CA 95928 • 714-555-1212 • emendoza1000@generic.com

May 18, 2018

John Gonzalez
Healthcare Technology Company
100 Beach Street
San Diego, CA 92101

Dear Mr. Gonzalez,

To save a person’s life, or change the outcome of his or her life, is equivalent to making the world a better place to live. Healthcare Technology Company’s mission “Improving Patient Outcomes and Reducing Cost of Care” motivates me because I plan to be part of a team that can change a person’s life because of the innovation, development and design of new applications. I am very interested in your Embedded Software position offered in San Diego, California.

In May 2018, I will receive a Bachelor’s degree in Electrical Engineering from California State University, Chico. I am currently working on a senior design project that allows a device to capture brain waves and transmit them onto MATLAB and Excel. The skills I have acquired in this senior design project include designing and implementing embedded software in C for the hardware, hands-on problem solving skills, and debugging and troubleshooting hardware and software.

Outside the classroom, I obtained leadership skills through an on-campus group called Destino. This opportunity allowed me to lead team meetings, organize group events, plan for weekly meetings and give presentations in front of other students.

I plan to advance my career in medical technology as an Electrical Engineer to explore the unexplored, solve difficult problems in medical technology, and ultimately help improve and save the lives of others. Thank you for your time and consideration. I look forward to hearing from you and possibly meeting for an interview. I can be reached at 714-555-1212.

Sincerely,

Edward Mendoza
Email Introductions

Examples of brief email introductions 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 Performer 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 further discuss my qualifications. Thanks for your consideration.

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 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
Associate Professor
Office of Student Affairs
California State University, Long Beach
2201 Webster Way
Long Beach, CA 90840
(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 90840
(510) 268-4338
sandra.trione@csulb.edu

Richard Brenamann
Attorney at Law
Law Offices of Richard A. Brenamann
403 Hyde Street
San Diego, CA 92040
(760) 525-5842
rbrenamann@brenamannassoc.com

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 opportuni-
ties. 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, expe-
rience 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 meet-
ings. 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 job?
• 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 future career opportunities 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?

Looking for a company that is...?
• the industry leader, taking care of people and organizations around the world
• a certified Employer of Choice
• focused on growth, with 15,000 colleagues in 275 offices
• a trusted partner for 50% of the Fortune 100

Sedgwick may be the employer of choice for you.
We offer:
• competitive wages and generous paid time off
• comprehensive benefits, many starting on day one
• tremendous growth opportunities
• professional development and tuition reimbursement
• a diverse, caring, progressive culture

Visit www.sedgwick.com/careers to search for opportunities and apply today.
Chico State students and alumni have exclusive access to our online job and internship database, called JobCat. JobCat is the home for all of your employment needs, from on-or off-campus student employment opportunities, to internships, to entry-level and experienced career roles. Employers are eager to hire talented Wildcats!

To Access JobCat:
➔ Visit www.csuchico.edu/careers
➔ Click “Search Jobs and Internships”
➔ Log into the JobCat database
➔ Upload your resume and other relevant documents
➔ Apply online directly from the JobCat posting where available

For help with your JobCat job search, come to the Career Center at SSC 270. We have drop-in hours from 1-4 p.m. M-F when classes are in session.

Advice From the Experts:
Interviewing Tips From On-Campus Recruiters

Research organizations in advance of interviews—Since most on-campus interviews are relatively short, it is important that you use this time to sell yourself to an employer. Don’t waste this opportunity by spending too much time on issues that could have been answered by surfing the company’s website. Displaying your knowledge about a potential employer will greatly enhance your chances of interview success.

Define your career goals and the opportunities you want—One of the keys to making a successful sale is product knowledge. In the case of job interviews, that product is you. You need to perform a thorough self-evaluation well in advance of your interviews. Know what you strengths, weaknesses, skills and abilities are and be prepared to discuss them during the interview.

Be enthusiastic and sincere during your interviews—it is important for you to convey a genuine sense of interest during the interview. You must appear eager and flexible, but not too rehearsed. Don’t fixate on being nervous. Even seasoned pros can have the “interview jitters.” Above all, never be late for an interview appointment.

Be honest—Don’t claim interest in an employer if you really do not intend to work for that organization. Don’t lie on your resume or during the interview. While you should never draw attention to your weaknesses, don’t attempt to hide a shortcoming by being untruthful. Learn how to deal with perceived (or real) weaknesses before your interviews by talking to a campus career services professional and/or reading books on job interviewing techniques.

Be realistic—Carefully evaluate what an employer has to offer you… and what you have to offer the employer. Don’t accept a position that isn’t suited to you “just because you need a job.” Although most entry-level salaries have been on the rise, do not set your starting salary expectations too high. If a starting salary seems inordinately low, but is for a position that you really want, you might be able to arrange for an early salary review.

Some of this material is adapted from Recruiting Trends by L. Patrick Scheetz, Ph.D., Collegiate Employment Research Institute.

We have drop-in hours from 1–4 p.m. M-F when classes are in session. Come to the Career Center, SSC 270, or make an appointment with an advisor.

What if I get “cold feet” on the day of the career fair and I’m too nervous to come? Come and find our friendly advisors at the career fair… we’re everywhere and easy to find. We’ll help you. We promise!
Proper Interview Attire

There 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 general guidelines for formal interviewing attire, business casual and casual.

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

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
- Neat, clean and well-pressed
- Conservative hair style/makeup
- Minimal jewelry
- Pashminas

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

Interviewing Preparation—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.

Tell me about yourself.
This is not an autobiographical question. Focus on why you would like to do the job and how you have prepared yourself—exponentially and academically.

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.

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.

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.

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. Everyone has weaknesses and everyone has red flags. For instance, over-management may be the flip side of commitment 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.

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.

What kinds of projects might I be working on?
Describe a situation when you gathered and analyzed facts to arrive at a decision.

How do you prioritize your work to meet deadlines?
Tell me about one of your failures and what you learned from it.

Tell me about your desire to learn and your ability to be proactive.

How is the company structured in terms of departments or divisions?

What kinds of questions might I be working on?

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 the right.

Do you know anyone who is hired at this company?

Additional Questions You May Be Asked

How do you have your education and employment prepared for 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?

What are your expectations for the person you hire? What kinds of projects might I be working on?

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.

Tell me about your work ethic. How would you describe your work ethic to a co-worker or supervisor?

These 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?

Energy, Drive, Enthusiasm and Initiative
- Hard-working, disciplined and dependable
- Eager, professional and positive attitude
- Strong self-motivation and high self-esteem
- Confident and assertive, yet diplomatic
- Sincere and preserves integrity
- Ambitious and takes risks
- Uses common sense

Adapt Textbook Learning to the Working World
- Quick learner
- Asks questions
- Analytical; independent thinker
- Willing to continue education and growth
- Committed to excellence
- Open-minded, willing to try new things

Knowledge of Computers
- Established word processing, spreadsheet, database and presentation software skills
- Excellent computer literacy
- Film understanding of mobile computing
- Networking in its many forms: social, face-to-face and technological
- Programming experience a plus

Leadership Skills
- Organizational skills and attention to detail
- Accepts and handles responsibilities
- Action-oriented and results-driven
- Loyal to employers
- Customer-focused
- Team-spirited: understands group dynamics
- Always willing to help others
- Mature, poised and personable
- Diversity aware; treats others with respect and dignity

Communications Skills
- Good writing skills
- Excellent oral communication skills
- Listens well: compassionate and empathetic
- Excellent problem-solving and analytical skills
- Creative and innovative

Oriented to Growth
- Acceptance of an entry-level position; doesn’t view required tasks as “menial”
- Academic excellence in field of study
- Views the organization’s total picture, not just one area of specialization
- Willing to accomplish more than required

Introduction to Growth
- First time employment
- See if your degree and ability will be proactive
- It can also help establish a more personal connection with the interviewer. Additional “Questions to Ask the Employer” are listed on the right.

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?

Source: Adapted from Recruiting Trends by L. Patrick Scheetz, Ph.D., Collegiate Employment Research Institute. ©Michigan State University.
When to Write a Thank-You Note

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 handwritten 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 handwritten 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

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, also, 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

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.

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 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 or a signing bonus.
- 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."

Sincerely, keep it 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.

- 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.

Apply Online Today

www.buttecounty.net/humanresources

Butte County’s Mission: Provide quality service with dignity, integrity and respect.

Phone: (530) 538-7651 Email: Personnel@buttecounty.net
Dealing With Rejection in the Job Search

A fter meticulously preparing your cover letters and resumes, you send them to carefully selected companies that you are sure would like to hire you. You even get a few job interviews. But all of your return correspondence is the same: “Thanks, but no thanks.” Your self-confidence melts and you begin to question your value to an employer.

Sometimes, we begin to dread the BIG NO so much that we stop pursuing additional interviews, thereby shutting off our pipeline to the future. We confirm that we couldn’t get a job because we stop interviewing. Remember, fear of rejection doesn’t have to paralyze your job search efforts. Let that fear fuel your determination: make it your ally and you’ll learn a lot.

Seven Guidelines to Ward Off Rejection

1. Depersonalize the interview. Employers may get as many as 500 resumes for one job opening. How can you, I and the other 498 of us be no good? Sometimes, we begin to dread the BIG NO so much that we stop pursuing additional interviews, thereby shutting off our pipeline to the future. We confirm that we couldn’t get a job because we stop interviewing. Remember, fear of rejection doesn’t have to paralyze your job search efforts. Let that fear fuel your determination: make it your ally and you’ll learn a lot.

2. Don’t make it all or nothing. Don’t sell yourself up for a letdown: “If I don’t get this job, I’m a failure.” Tell yourself, “It could be mine. It’s a good possibility. It’s certainly not an impossibility.”

3. Don’t blame the interviewer. Realize interviewers aren’t a hurry to think and behave our way. Blame your turndown on a stone-hearted interviewer who didn’t flatter you with beautiful compliments, and you will learn nothing.

4. Don’t live in the past. When you dredge up past failures, your nervous system kicks in and you experience all the feelings that go with failure. Unwittingly, you overestimate the dangers facing you and underestimate yourself.

5. Don’t get mad at the system. Does anything less pleasurable exist than hunting for a job? Still, you must adjust to the world rather than make the world adjust to you. The easiest thing is to conform, to do what 400,000 other people are doing. When you sit down to play bridge or poker or drive a car, do you complain about the rules?

6. Take the spotlight off yourself. Sell your skills, not yourself. Concentrate on what you’re there for; to find out the interviewer’s problems and to sell your skills, not yourself. Concentrate on what you’re there for; to find out the interviewer’s problems and to sell your skills, not yourself.

7. See yourself in the new role. Form a mental picture of the positive self you’d like to become in job interviews, rather than focusing on what scares you. All therapists agree on this: Before a person can affect changes, s/he must really “see” himself/herself in the new role. Just for fun, play with the idea.

Written by Roseanne R. Bensley, Career Services, New Mexico State University.

Is Graduate School Right for You?

A t some point in your college career, you must decide what you would like to do after graduation—and that includes whether or not to attend graduate school. If you’re trying to determine whether graduate school is right for you, here are some pointers to help you make an enlightened decision.

1. Should I consider going to graduate school? Going to graduate school might be a good idea if you...
   • want to be a professor, lawyer, doctor, investment banker or work in any profession that requires a post-secondary education.
   • wish to develop additional expertise in a particular subject or field to maximize your future earning potential and opportunities for career advancement.
   • are deeply interested in a particular subject and wish to study it in depth—AND have the time and financial resources to devote to further education.

Go to graduate school might not be a good idea if you...
   • are trying to delay your entry into the “real world” with real responsibilities and real bills.
   • are clueless about your career goals.
   • aren’t prepared to devote the time and hard work needed to succeed.
   • want to stay in school longer to avoid a poor job market.

2. Is it better to work first or attend graduate school immediately after I complete my undergraduate degree? Want to work first...
   • you would like to get some real-world work experience before investing thousands of dollars in a graduate degree.
   • the graduate school of your choice prefers work experience (most MBA and some Ph.D. programs require this).
   • you cannot afford to go to graduate school now, and you haven’t applied for any scholarships, grants, fellowships and assistantships, which could pay for a great deal of your education.

If you complete your degree so they can recoup their investment.

Go to graduate school now...
   • you are absolutely sure you want to be a college professor, doctor, lawyer, etc., and need a graduate degree to pursue your dream job.
   • you have been awarded grants, fellowships, scholarships or assistantships that will help pay for your education.
   • you’re concerned that once you start earning real money, you won’t be able to return to the lifestyle of a “poor” student.
   • your study habits and mental abilities are at their peak, and you worry whether you’ll have the discipline (or motivation) to write papers and study for exams in a few years.

3. I am broke. How will I pay for tuition, books, fees and living expenses?
   • Family: You’ve likely borrowed from them in the past; maybe you’re lucky enough for it to still be a viable option.
   • Student Loans: Even if you’ve taken out loans in the past, another $50,000 - $75,000 may be a sound “investment” in your future.

   Benefits of attending graduate school part-time:
   • work income helps pay for your education.
   • you can take a manageable course load.
   • you can juggle family responsibilities while completing your degree.
   • allows you to work in the function/industry/career of your choice while continuing your education.
   • employer will often pay for part (or all) of your graduate degree.

4. What are the pros and cons of going to graduate school full-time vs. part-time?

- Benefits of attending graduate school full-time:
  • you’ll be able to complete your degree sooner.
  • you can totally commit your intellectual, physical and emotional energy to your education.
  • ideal if you want to make a dramatic career change.

- Benefits of attending graduate school part-time:
  • work income helps pay for your education.
  • you can take a manageable course load.
  • you can juggle family responsibilities while completing your degree.
  • allows you to work in the function/industry/career of your choice while continuing your education.
  • employer will often pay for part (or all) of your graduate degree.

5. Assuming I want to go to graduate school in the near future, what should I do now?
   a. Identify your true strengths, interests and values to help you discover what is right for YOU—not your friends or parents.
   b. Keep your grades up and sign up (and prepare) to take the required standardized tests.
   c. Talk to faculty, friends and family who have gone to grad-
      uate school to get their perspective about the differences
      between being an undergraduate and a graduate student.
   d. Talk to faculty, friends and family who are in your targeted
      profession to get a realistic sense of the career path and the
      challenges associated with the work they do.
   e. Investigate creative ways to finance your education—by
      planning ahead you may reduce your debt.
   f. Research graduate schools to help you find a good match.
   g. Investigate the admissions process and the current student
      body profile of your targeted schools to evaluate your prob-
      ability for admission.
   h. Have faith and APPLY! Remember, you can’t get in unless
      you apply.

Written by Roslyn J. Bradford.
Guidelines for Writing Your Personal Statement

STEP 1: Brainstorming

Actions:
- Devote time to reflect on the following questions.
- Discuss them with friends or family members.
- Jot down notes. In some cases write sentences.
- Think about the flip side of each question. For example, why are you really committed to the field of biology despite pressure from your parents to become a lawyer or to get a job?

Your answers to some of these questions will form the heart of your personal statement.

1. How did your pre-college education influence your decision to pursue graduate study in your field?
   Think about: High school courses, teachers, special programs, student organizations, and community or volunteer work.

2. How has your college experience influenced your decision?
   Think about: College courses, professors, academic interests, research, special programs, student organizations, and the decision-making process you went through to choose your major.

3. How has your work experience influenced your decision?
   Think about: Internships, externships, part-time jobs, summer jobs, and volunteer or community work.

4. Who has had the most influence on your decision to pursue graduate study? In what ways?
   Think about: Parents, relatives, teachers, professors, clergy, friends of the family, college friends, parents of friends, local merchants, supervisors, coaches, doctors, dentists, lawyers, etc.

5. What situation has had the most influence on your decision?
   Think about: Family, academic, work or athletic situations. Think about happy, sad, traumatic, moving, or memorable situations.

6. What personally motivates you to pursue graduate study in this field?
   Think about: Your personal skills, interests, and values.

STEP 2: Writing Your Personal Statement

Actions:
- Incorporate your responses to the above questions. Begin writing your first draft:
  1. Develop an outline of your statement prior to writing. It doesn’t have to be detailed. It can be three or four main points in the order you want to make them.
  2. Accentuate your strengths and what makes you unique.
  3. Explain your weaknesses in positive ways. For example, refer to them not as weaknesses but as areas for improvement or growth.
  4. Paint pictures and tell stories about what makes you special. In this way the admissions readers will remember you. The story can be happy or sad. The more feeling you can inject into your statement, the more you will stand out.
  5. Find out the specific orientation and philosophy of the graduate program. Adapt and refine your statement to fit. This will make you stand out from other applicants who recycle the same personal statement with each application.

Suggested Outline

Your personal statement will likely range from 250-1200 words or 1-6 pages. The typical personal statement should be 2-3 double-spaced pages or 500-700 words. Here is a suggested outline. You should adjust the main point of each paragraph and number of paragraphs depending on the desired length of your personal statement and the areas in your background that you choose to emphasize.

Paragraph 1  A personal human-interest story
Paragraph 2  Your academic interests and achievements
Paragraph 3  Your relevant work and/or research experiences
Paragraph 4  Your career interests
Paragraph 5  Why you are interested in this particular school
Paragraph 6  The qualities you will bring to this school

References
Write for Success: Preparing a Successful Professional School Application, Third Edition, October 2005 by Evelyn W. Jackson, PhD and Harold R. Bardo, PhD. NAAHP, National Association of Advisors for the Health Professions, Inc.


Personal Statement Critiques
Contact your campus career office and make an appointment with a career counselor to have your personal statement critiqued. Ask a professor if they would review it as well. Having feedback from professionals with different points of view can only make for a stronger personal statement overall.

Adapted with permission from the University Career Services department at Rutgers University, New Brunswick Campus.
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