

Career Development Guidebook



WAKE FOREST
UNIVERSITY

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WAKE FOREST UNIVERSITY

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Career Development Process

STAGE 1: SELF-ASSESSMENT

- Explore your interests and define the subjects, topics, and causes that get you excited, you care about, and are meaningful to you.
- Reflect and identify your values, priorities, interests, skill levels, needs, goals, and dreams.
- Take assessments and reflect on your preferences, strengths, methods of learning and working, and potential areas of study.
- Consider other factors affecting your career decisions, such as lifestyle, personal relationships, finances, and geographical preferences.

HOW WE CAN HELP:

Career counseling. Schedule a meeting with a career counselor to begin discussing your interests and personal career goals. To schedule an appointment, call 336.758.5902.

Assessments. A good way to determine your interests, strengths, and values is by taking a career development assessment instrument. We offer three assessments:

- Focus 2—Assesses career interests, personality, skills, values, and leisure interests; includes information on over 1,200 occupations.
- Strong Interest Inventory—Measures career interests and personal style related to learning, leading, decision making, and teamwork.
- StrengthsQuest—Identifies attitudes, talents, abilities, and ways of interacting with people, things, and ideas.



For information on how to access these assessments, please stop by the career services office or call 336.758.5902.

Information about academic majors. Stop by the career services office for handouts about Wake Forest's academic majors.

Continued on the next page

Career Development Process

STAGE 2: EXPLORING CAREER OPTIONS

- Read about and research career fields of interest.
- Conduct informational interviews to gather information from professionals. (See page 6 in this guidebook for more information.)
- Obtain internships, summer and part-time jobs, and volunteer work to gain experience.
- Evaluate whether further training or education is necessary.



HOW WE CAN HELP:

Career counseling. Schedule a meeting with a career counselor to begin discussing ways you can engage in pre-professional experiences. To schedule an appointment, call 336.758.5902.

Information on various career fields. Start gathering as much information as possible about your career fields of interest. Good ways to find out more information include:

- Handouts on various career fields available in the career services office and on DeaconSource
- Alumni Career Assistance Program (ACAP). Access alumni from across the country who are willing to assist you with career information and networking in their geographic area or career field.
- Programs and events sponsored by Career Services
- Vault guides available on www.wfu.edu/career

Internship postings. Review these sites frequently for internship postings:

- **DeaconSource**—Attend a registration meeting to gain access to DeaconSource where internship opportunities are posted.
- **UCAN**—Go to www.wfu.edu/career to create an account and access this internship database.

Career Development Process

STAGE 3: CONDUCTING A SEARCH

- Understand the importance of internship experience and develop an action plan for your internship search during the fall of each undergraduate year.
- Prepare a resumé and cover letters and develop interviewing skills.
- Network with professionals in your career fields of interest and search job posting sites for opportunities.

HOW WE CAN HELP:

Career counseling. Schedule a meeting with a career counselor to begin discussing your career, internship, or graduate school search strategy. To schedule an appointment call 336.758.5902.

Resume and cover letter reviews. Have your resumé and/or cover letter reviewed by a career services staff member during one of our walk-in review sessions or by scheduling an appointment.

Graduate essay reviews. Schedule an appointment with a career counselor to have your graduate school essay or personal statement reviewed.

Mock interviews. Prepare for your job, internship, or graduate school interview by practicing your interview skills with us.

Job/internship postings. Attend a registration meeting to gain access to DeaconSource where job and internship opportunities are posted.

On-campus recruitment. Use DeaconSource to apply for on-campus interviews with recruiters representing a variety of career fields, including business, teaching in private schools, and government.

Career/internship fairs. Attend on-campus career/internship fairs in September and January.

Graduate and Professional School Day. Meet admissions representatives from graduate programs across the country at this fall event.

Programs, events, and networking opportunities. Attend programs and special events sponsored by Career Services to learn about popular career fields and network with panelists and alumni.

eLeads. Access this comprehensive database of potential networking and employment opportunities of particular interest to liberal arts graduates. Available on www.wfu.edu/career.

Information sessions. Hear from organizations recruiting at WFU.

Company research resources. Use both the Vault (accessible through www.wfu.edu/career) and Z. Smith Reynolds Library databases to prepare for interviews.

Alumni Career Assistance Program (ACAP). Access alumni from across the country who are willing to assist you with career networking and information in their geographic area or career field.

Programs and events. Attend programs and special events sponsored by Career Services to learn about popular career fields from panelists.

Informational Interviewing

WHAT IS INFORMATIONAL INTERVIEWING?

Informational interviewing is the process of talking to professionals in your career interest area. Used correctly, it can help you:

- Learn about a career field of interest to you
- Learn about an organization of interest to you
- Establish and grow a “network” of professionals

Informational interviewing may seem intimidating. Some common concerns may be:

Why would anyone want to spend their valuable time talking to me?

While a professional's time is valuable, most are willing to take 20-30 minutes to help someone who is genuinely interested in their field of work. When you arrange a meeting, prepare questions ahead of time.

I'm not good at talking to strangers.

It can be intimidating to call a stranger to ask for an informational interview. Most people in the types of jobs you are exploring will have similar interests to yours and will be glad to share what they know. Career Services has a network of Wake Forest graduates called the Alumni Career Assistance Program (ACAP) who have volunteered to discuss their careers with current students. ACAP is a good place to get started. Once you have made just one contact, the rest get easier.

How do I approach someone for an informational interview?

If the person has not specified how he/she prefers to be contacted (telephone, e-mail, or in person), e-mail is a good way to initiate an informational interview. Remember to always be professional. An e-mail requesting an informational interview requires the same attention to detail (correct grammar, spelling, etc.) that any other professional correspondence does.

What are some good questions to ask?

- What are your major responsibilities?
- How did you choose this line of work?
- How did you get your first job in this field?
- What are some courses that would prepare me for entry into this field?
- What skills are needed to excel in this field?
- What, in particular, gives you satisfaction in this job? What frustrates you?
- What are the entry-level opportunities in this field?
- How is this field changing? What can I do to prepare for those changes?
- What advice would you give a student interested in pursuing this career?
- Where can I find more information about the field?

Do not put the interviewee in an awkward position by asking for a job or internship. It may turn out that a contact you made through your informational interview will be instrumental in helping you find employment, but remember that the purpose of informational interviewing is to gain information.

FOLLOW UP

When the interview is over, thank the person for his/her time. Promptly follow up with a thank-you letter. Periodically contact the individual to see how things are going and to keep him/her up-to-date with your career development process.

ACAP: Alumni Career Assistance Program

One excellent source for informational interviews is the Alumni Career Assistance Program (ACAP). ACAP is a networking system. Over 3,000 alumni, friends, and parents participate in this program to assist Wake Forest students and alumni with career-related issues. Students may acquire up to ten names per month.

WHEN TO USE ACAP

While ACAP can be used in various stages of your career development, common ways to use ACAP are:

- To gain information about specific careers.
- To gain information about working and living in a particular geographic location.
- To gain information about obtaining an internship or job in a particular career field or organization.

HOW TO USE ACAP

- Always be professional, courteous, and polite when making contacts.
- Let ACAP volunteers know that you got their names from the WFU Office of Career Services Alumni Career Assistance Program.
- Give ACAP volunteers relevant background information about yourself including your career interests, skills, and experiences.
- Let ACAP volunteers know how you hope they can help you.
- Do not expect ACAP volunteers to find you a job or an internship.
- Write a thank you note to express your appreciation for the volunteer's time and assistance.
- Follow up with ACAP contacts (especially when you have agreed to do so).

OTHER TIPS

- E-mail is a great way to make an initial contact. See example on page 35.
- Write "WFU Student Seeking Information" in subject line of email.
- Consider asking ACAP volunteers if you can send them your resumé for review.
- Ask contacts for names of others who may be helpful, then follow up.
- Because ACAP members are volunteers, they want to help and are generally very receptive to students; however, they are busy and may take a week or two to respond.

ACCESSING ACAP

ACAP is accessible through the Directories section of the Wake Forest Information Network (WIN).

The Wake Forest Offices of Career Services and Alumni Affairs maintain the ACAP website as a convenience to Wake Forest students and alumni for their career development and networking efforts. Wake Forest University is not responsible for any acts or omissions of individuals who use or provide volunteer services through the website.

To learn more about ACAP and how to use it successfully, make an appointment with a counselor in the Office of Career Services.

Internships

WHAT IS AN INTERNSHIP?

- An internship is a short-term work or service experience in which a person has intentional, pre-established learning goals.
- An internship bridges the gap between what is learned in the classroom and the work environment.
- Internships may be paid or unpaid.

WHY SHOULD YOU PURSUE AN INTERNSHIP?

- Get an idea of what a professional job is like on a day-to-day basis.
- Build valuable skills in such areas as organization, problem solving, and communication to strengthen your candidacy when you are job-hunting or applying to graduate school.
- Network with individuals in your field of interest.
- Some careers, such as advertising, public relations, and sports marketing, may **require** several internships before you will be considered for a full-time, permanent job.

HOW DO YOU FIND AN INTERNSHIP?

- Start early! If you are interested in a summer internship, start looking in the fall semester.
- Schedule an appointment with a career counselor, create a resumé, register on DeaconSource, and attend the career/internship fairs.
- Apply to internships posted on DeaconSource, UCAN, and specific employer websites.

WHEN ARE THE DEADLINES FOR APPLICATION?

- Deadlines vary from program to program, but are commonly in January and February. Some government agencies requiring security clearance have deadlines as early as October.

CAN I GET ACADEMIC CREDIT FOR AN INTERNSHIP?

- Some internship sites require interns to receive academic credit. Academic credit is granted by individual academic departments. Approach your major department to learn about its policies.



Conducting a Job Search

HOW DO YOU START A JOB SEARCH?

- Make an appointment with a career counselor to discuss your interests by calling 336.758.5902 or by stopping by the Office of Career Services. How you go about finding a job depends on the industry and career you are interested in pursuing. We do not place students in jobs; however, we will help you develop a plan for conducting your job search.
- Create a resumé and have it reviewed in the Office of Career Services.
- Eliminate any “digital dirt” about yourself on websites such as Facebook. Employers use these sites to check out job candidates.
- Understand that employers might check your drug, criminal, credit, and driving records before offering you a position.

GENERAL WAYS TO LOOK FOR A JOB

- **DeaconSource.** Attend a registration meeting to gain access to DeaconSource. DeaconSource lists a variety of job positions from employers specifically seeking Wake Forest students. Check it regularly.
- **Job Fairs.** Attend the Job and Internship Fairs, the Enjoy the Gap Fair, and other job fairs.
- **Networking.** Talk to parents, family, friends, alumni, and professors. (See page 10 for more information.)
- **Approaching companies and organizations directly.** Use ReferenceUSA or CareerSearch, online databases of more than 10 million businesses, to acquire names and locations of organizations. These resources are available through the Databases section of the Z. Smith Reynolds Library website.
- **Internet.** Utilize industry websites and publications as well as general job posting databases such as Monster and CareerBuilder.
- **Classifieds.** Look at newspapers’ classified ads which are usually available on-line.

IF NOTHING SEEMS TO BE WORKING, CONSIDER:

- having your resumé reviewed and/or a mock interview
- looking for an internship, fellowship, volunteer, or temporary opportunity that might get your foot in the door
- searching for a position in a different city or industry
- getting additional training or education
- working as a temporary employee through a staffing agency

Networking

WHAT IS NETWORKING?

- Networking involves contacting people on your own to gain information about job opportunities. It is NOT asking people to find you a job.

HOW DO YOU NETWORK?

- Call or email people who work in your field of interest or know someone who works in your field of interest.
- Keep records of everyone you have contacted—how, when, details of the conversation, and any follow-up that is necessary.

HOW DO YOU GET STARTED?

- Here's how you might begin a call:

"Hi, my name is _____. Professor Jones of the Wake Forest economics department suggested I call you. I'm trying to gather some information about career possibilities in your industry and I wonder if you could spare a couple of minutes to talk to me."

- See page 35 for an e-mail example.

WHERE DO YOU GET NAMES OF PEOPLE TO CONTACT?

- People you know personally who may be able to help: parents, other relatives, neighbors, friends, friends of friends, etc.
- Professors in your field
- Alumni (ACAP)
- Alumni who were members of your college organizations, such as fraternities, sororities, hobbyist groups, professional groups, or special interest groups
- Professional associations
- LinkedIn



FOLLOW UP

- Follow up with all of your contacts by writing follow-up or thank-you notes. Include your contact information (name, address, telephone number, and email address). This way if the contact happens to think of something new later that may help you, he/she will have a way to get in touch with you again.

Job fairs, whether on campus or off, are an excellent way to meet potential employers. Follow these tips to make the most of a job fair.

- **Prepare.** Check out the websites of the participating companies and organizations before you go to the fair. For each company that interests you, be familiar with its business, culture, and what qualities it seeks in new hires. Review DeaconSource to see if the company has positions posted.
- **Develop a “commercial” about yourself.** Before going to the Career Fair practice a 30 second commercial about yourself to introduce yourself and your career goals. Be short and concise. Add a specific example from your experience to grab attention. For example:

“Hello, Ms. Smith. I’m Samantha Ward, and I’ve been interested in OmegaTron ever since I read the BusinessWeek article about your new multimedia software program. I’m a computer science major with an art minor, and I’m really excited about combining these two interests. I’ve actually developed an interactive educational program to teach children how to draw. Can you tell me a little more about the positions available at your company in which my experience would be a good fit?”

- **Practice your “commercial”.** Try to talk to as many people as possible, but don’t talk to the companies you are most interested in first. Practice your “commercial” with a few companies you are less interested in before moving on to the companies you are most interested in.
- **Express your interest.** Greet recruiters with a firm handshake, smile, make eye contact, and ask questions about the company.
- **Bring your resumé.** Bring several resumés (cover letters are not necessary), a notebook, and a pen. A leather folder/portfolio that holds a legal pad and your resumés is easy to carry and looks professional. NOTE: A recent change in federal guidelines concerning employment applications has forced many companies not to accept resumés at career fairs. To meet these federal guidelines, many organizations will only be able to accept resumés through their company’s human resources website.
- **Look professional.** Most fairs advertise what the dress code is (business casual, business formal, etc.). First impressions are important!
- **Talk to everyone.** Don’t judge an organization by its name, your previous familiarity with it, or what opportunities you *think* it might be offering.
- **Take notes.** Pick up the company’s literature and ask for the business card of anyone you talk to. After you talk to someone, jot down some notes about your conversation on the back of the recruiter’s business card.
- **Follow up.** Send thank you letters to employers you spoke with within 24 hours. (E-mail is a good way to do this.)

Information Meetings

Throughout the academic year companies host on-campus meetings to provide students with information about their organization, positions available, corporate culture, benefits, etc. These meetings are a good way not only to learn more about the organization, but also to show your interest in the organization. There are two types of information meetings:

Open Information Meetings: These presentations are held to educate students about an organization, what opportunities might be available, what they are looking for in candidates, etc. They are open to all students and are usually held a couple of weeks before a company plans to be on campus for interviews. Most organizations will ask you to sign in. Initiative to attend the presentation can be a deciding factor when a company makes its final interview selections.

Pre-Interview Information Meetings: Some organizations host an information session the evening before interviews for only those students who will be interviewing the next day. This meeting might be a general presentation where interview candidates are given information that will help them in the interview, could be a relaxing social event where the interviewee will have a chance to meet the person with whom he/she will be interviewing the following day, or may be a formal event over dinner. Whatever the setting, it is critical that interview candidates attend this meeting.



For either type of information meeting, you should:

- **Do your homework.** Research the company before the meeting. Review DeaconSource to see if it has positions posted.
- **Listen.** Be attentive during the presentation. Take notes. Information presented during the meeting might be brought up again during an interview.
- **Express your interest.** Greet company representatives with a firm handshake, smile, and make eye contact. Speak to as many organization representatives as possible and be sure to get their contact information so you can follow-up with them. Be prepared to present your strong points and ask questions about the company.
- **Bring your resumé.** Bring several copies of your resumé, a notebook, and a pen.
- **Look professional.** Most company information meetings are business casual, but check with Career Services if you have questions about appropriate attire. If in doubt, wear business professional.
- **Follow up.** Send thank you letters to recruiters you spoke with within 24 hours. (E-mail is a good way to do this.)
- **Apply!** If you feel that a fit might exist between you and the organization, review the organization's posting(s) in DeaconSource and follow the application instructions.

WHAT IS DEACONSOURCE?

DeaconSource is the hub for career-related information offered through the Office of Career Services. The system serves as a centralized location for job and internship postings (for both on-campus interviews and resumé referrals, organizations who are not able to interview on campus but do wish to post their opportunities and receive applications from Wake Forest students), announcements, a calendar, career fair information, on-campus recruiting, and information sessions; it also offers the ability for sending targeted e-mail announcements related to career interests. **ALL STUDENTS** (all class years and majors) are strongly encouraged to register with DeaconSource to learn about career-related opportunities and events.

HOW DO I ACCESS DEACONSOURCE?

ALL STUDENTS must attend a registration meeting to gain access to DeaconSource. Numerous registration meetings are scheduled throughout the semester. A schedule of registration meeting times is available in the Office of Career Services and by download at www.wfu.edu/career.

HOW DOES DEACONSOURCE WORK FOR GETTING A JOB OR INTERNSHIP?

On-Campus Interviews

Organizations who choose to participate in the on-campus interview program post their opportunities within DeaconSource for a designated time period. If you are interested in these positions, you must first upload your materials (resumé, cover letter, transcripts, writing sample, etc.) into DeaconSource then submit the requested application materials prior to the application deadline. Once the deadline has passed, the organization representatives will review the resúmes of interested applicants and make interview decisions. It is your responsibility to frequently check your applications (within DeaconSource) for interview acceptances and sign up for the on-campus interview. Interview sign-ups are on a first-come, first-served basis.

Alternates: Some organizations, who receive a lot of resumes but have limited interview slots, select alternates to fill an interview slot not taken by an interview candidate. If you are selected as an alternate, you may or may not have the opportunity to interview. It is your responsibility to check the organization's on-campus interview schedule in DeaconSource for the date when alternates may begin to sign up for interviews. Any slot not taken by an interview candidate is open on a first-come, first-served basis to those selected as alternates.

Open Signup: A limited number of organizations recruiting on campus allow open signup for interviews. Organizations who select this option do not review resúmes prior to their campus visit and allow any student who has an interest in their open position to sign up for an interview time. If you are interested in the company's job posting and feel you meet the organization's listed requirements, you may sign up for an interview. Again, interview availability is on a first-come, first-served basis.

Resumé Referrals

Many organizations who are not able to come to the Wake Forest campus also post their job/internship openings in DeaconSource. Some of these organizations request that you apply online through DeaconSource, while others prefer that you apply directly to their organization (offline application, not through DeaconSource; most likely through their own website). With the latter (offline application), the organizations will contact you directly if they choose to interview you.

During the registration meetings, students will receive in-depth instructions on the use of DeaconSource. Students are then encouraged to schedule an appointment with a career counselor to develop their own personalized career strategy.

On-Campus Interviewing Policies and Procedures

1. **ALL STUDENTS** must attend a registration meeting to activate their DeaconSource account in order to view job and internship postings. All students studying abroad or away from campus for internships will be given limited access to DeaconSource, because they are unable to participate in on-campus interviewing.
2. Registered DeaconSource users agree to the following:
 - I hereby authorize the Office of Career Services to grant access to and/or release copies of all materials submitted by me to prospective employers for the purpose of assisting me in my efforts to secure employment.
 - I understand that publishing my resumé to an online system resume book could result in unsolicited contacts from prospective employers.
 - I agree to abide by the Office of Career Services Policies and Procedures for On-Campus Interviewing.
 - I understand that the Office of Career Services is not an employment agency and does not act as an agent on behalf of any employer. The Office of Career Services is not responsible for determining whether an employment position is suitable for me.
 - The Office of Career Services is not responsible for evaluating positions posted on DeaconSource or for the contents of any such postings.
 - Any misrepresentation made by me to prospective employers or Career Services staff is considered a violation of the Honor Code and will be treated accordingly.
 - I understand that I may revoke this authorization at any time by submitted a written request to the Career Services Office, but that such revocation shall not affect disclosures previously made by the Office of Career Services prior to the receipt of any such written revocation.
3. The Wake Forest University Office of Career Services maintains its websites as a service to Wake Forest students for their career development and job search efforts.
 - The presence of job announcements on its websites does not indicate an endorsement or recommendation by Wake Forest University or the Office of Career Services.
 - Students are responsible for all necessary precautions when interviewing for or accepting positions, as well as checking all credentials and integrity of an organization.
 - Compensation, responsibilities, working conditions, and similar items are agreements between the student/graduate and employer. Wake Forest University does not accept responsibility for any liability arising out of an internship or employment opportunity listed on its websites.
 - Our websites also contain links to other websites not under the control of Wake Forest or the Office of Career Services, and we are not responsible for the contents of any linked site. The Office of Career Services provides these links only as a convenience to students and alumni.
 - Wake Forest University and the Office of Career Services assume no liability for acts or omissions by third parties or for materials supplied by them.

On-Campus Interviewing Policies and Procedures

4. On-campus recruitment occurs in the fall from mid-September to November 30 and in the spring from late January to April 30. December graduates are encouraged to interview heavily in the fall.
5. **It is the student's responsibility to:**
 - Upload his/her application materials (resumé, cover letter, etc.) into DeaconSource, then submit them to each job posting he/she is interested in. All this must be done by the deadline listed in DeaconSource. No resúmes will be accepted after the deadline.
 - Check his/her pending applications in DeaconSource daily for interview acceptances. Interview sign-ups are on a first-come, first-served availability.
 - Use DeaconSource to remain up-to-date on employers interviewing on campus.
 - Read Career Services e-mail messages to obtain information on workshops, deadlines, and programs.
 - Bring copies of his/her resumé and transcript to all on-campus interviews.
 - Prepare for on-campus interviews by participating in interview workshops and mock interviews AND by conducting company research.
 - Show up for scheduled on-campus interviews!

Cancellation/No Show Policy: If a student must miss an interview for any reason, a 24-hour notice must be given to the Assistant Director of Recruiting (758.5246). This provides time for an alternate student to be contacted to fill the empty interview slot. If cancellation occurs less than 24-hours in advance, an e-mail apology must be sent by the student to the organization with a copy to hutchens@wfu.edu. If a student fails to provide a copy of the apology letter, he/she may be prohibited from interviewing through the on-campus program and his/her DeaconSource account will be frozen. Excessive cancellations/no shows (two or more) will be grounds for suspension of interviewing privileges, pending consultation with the Director of Career Services.

- Before accepting a job or internship offer, please speak with a career counselor. When a student formally accepts an offer, he/she must inform the Office of Career Services by e-mailing hutchens@wfu.edu. If a registrant continues to interview after accepting a job offer, his/her name will be removed from all other on-campus interview schedules, and he/she will not be permitted to interview through the on-campus process.
6. **Inclement Weather:** If classes are canceled by the University, interviews for the day may also be canceled. When bad weather has occurred or is expected, students are encouraged to check their e-mail for a Career Services bulletin or call the Office of Career Services (758-5902 or 758-5246) for a status report.
 7. **Computing Rights & Responsibilities:** This policy applies to all computer and computer communication facilities owned, leased, operated, or contracted by the University. The University's computing resources are for instructional and research use by students, faculty, and staff of Wake Forest University (full statement can be found in the *Undergraduate Bulletin*). Therefore, Wake Forest students are the authorized users and may not provide their DeaconSource username and password to other students or people outside the University.

Resumés

WHAT IS A RESUMÉ?

- A resumé is a summary of your education, experience, skills, and accomplishments.
- It is often the first contact a potential employer has with you.
- Use your resumé as a marketing tool to highlight facts about yourself as they relate to a particular internship or job.
- Tailor your resumé to the specific opportunity for which you are applying.



RESUMÉ BASICS

- One page
- Quality 8 1/2 x 11 paper in either white or ivory
- 10 to 12 point size font in a professional style such as Helvetica, Arial, or Times
- Include job title, organization, location, dates, and description for each work experience and extracurricular activity. List them in reverse chronological order, starting with the most recent experience.
- Statements should be honest and positive.
- Punctuation, grammar, and syntax must be flawless.

TIPS FOR DESCRIBING YOUR EXPERIENCES

- Start each statement with a strong action verb (see list on the next page), rather than passive phrases such as "responsibilities included. . ." or "duties involved. . ."
- Include the nature of the organization's business to help employers understand the context in which you performed your work.
- List your key accomplishments and major responsibilities.
- Quantify achievements by using numbers or percentages whenever possible.
- Use terms, jargon, and buzz words specific to your industry. Good sources for keywords: job listings, trade journals, professionals in your field, and employer information.

Example of how to elaborate on your experience:

Before: Sales Associate

- Assisted customers
- Rang up purchases

After: Sales Associate

- Assisted 30-50 customers during each six hour shift in specialty foods store
- Handled more than \$1,000 in daily cash transactions
- Hired, trained, and supervised three new employees
- Performed monthly inventory of goods valued at \$50,000

Action Verbs for Use in Resumés

Leadership/ Management

Accepted
Accommodated
Accomplished
Acted
Adapted
Adjusted
Administered
Advised
Altered
Amended
Analyzed
Appointed
Approved
Arranged
Assigned
Authorized
Chaired
Changed
Checked
Classified
Compiled
Confirmed
Consolidated
Continued
Controlled
Coordinated
Corrected
Decided
Delegated
Designated
Detailed
Determined
Developed
Diagnosed
Directed
Documented
Eliminated
Enforced
Enhanced
Established
Examined
Executed
Expedited
Evaluated
Facilitated
Forecasted
Formed
Fulfilled
Gathered
Generated
Handled
Headed
Hired

Hosted
Implemented
Improved
Incorporated
Increased
Initiated
Instituted
Integrated
Interpreted
Inventoried
Judged
Learned
Led
Managed
Marketed
Merged
Moderated
Motivated
Ordered
Organized
Outlined
Overhauled
Oversaw
Planned
Predicted
Prepared
Presided
Prioritized
Produced
Proposed
Provided
Received
Recommended
Reconfigured
Recorded
Registered
Relieved
Reorganized
Replaced
Requested
Revamped
Reviewed
Revised
Scheduled
Selected
Set
Specified
Streamlined
Strengthened
Studied
Submitted
Supervised
Supported
Tracked

Communication

Acknowledged
Addressed
Advertised
Answered
Arranged
Asked
Assessed
Authored
Briefed
Called
Chronicled
Circulated
Clarified
Communicated
Composed
Corresponded
Critiqued
Defined
Demonstrated
Described
Discussed
Drafted
Edited
Explained
Focused
Formulated
Hosted
Identified
Instructed
Interpreted
Intervened
Interviewed
Mediated
Motivated
Negotiated
Networked
Ordered
Performed
Persuaded
Presented
Proofread
Publicized
Proposed
Published
Reported
Revised
Rewrote
Spoke
Suggested
Summarized
Translated
Wrote

Helping/ Teaching

Adapted
Administered
Advocated
Affirmed
Assessed
Cared
Charted
Coached
Collaborated
Comforted
Conducted
Consoled
Corrected
Counseled
Demonstrated
Designed
Devoted
Disciplined
Educated
Encouraged
Explained
Facilitated
Guided
Helped
Implemented
Instructed
Introduced
Lectured
Mentored
Nurtured
Planned
Praised
Presented
Quizzed
Referred
Supported
Taught

Creative

Collaborated
Composed
Conceptualized
Created
Designed
Directed
Entertained
Established
Fashioned
Illustrated
Invented
Performed

Research

Analyzed
Assembled
Assessed
Calculated
Clarified
Collected
Conducted
Discovered
Estimated
Evaluated
Examined
Gathered
Identified
Inspected
Integrated
Located
Measured
Observed
Organized
Predicted
Programmed
Proved
Searched
Summarized
Tested

Organization

Arranged
Categorized
Compiled
Corrected
Delivered
Distributed
Executed
Filed
Generated
Implemented
Maintained
Monitored
Ordered
Organized
Prepared
Processed
Provided
Purchased
Registered
Responded
Reviewed
Scheduled
Supplied
Standardized
Systemized
Updated

Parts of a Resumé

IDENTIFICATION

- Provide your full name, full address without abbreviation, e-mail address, and telephone number with area code for your present (school/campus) address and/or permanent (home) address.

EDUCATION

- The highest level of education achieved or currently pursuing should come first, then continue with other schools, degrees earned, training received, or academic honors.
- Include names and locations of schools, graduation date(s), degree(s) earned, and major/minor subjects.
- Include your cumulative and/or major GPA.
- Academic honors, such as Dean's List, may be listed in this category or in a separate category.
- A related course work subsection may be included for courses outside of your major that are relevant to the opportunity for which you are applying.
- Study abroad and other specialized academic programs (such as Summer Management) may be included in this category.
- If you are a junior or senior, do not include high school information unless it relates to the opportunity for which you are applying. First and second-year students may include high school information.

EXPERIENCE

- List full-time and part-time jobs, internships, summer work, volunteer experiences, military service, and other work-related experience.
- Begin with the most recent position and work backward.
- Provide your title, organization, location including city and state, dates of employment, and description of your responsibilities and accomplishments. If possible, describe tasks related to the position you are seeking. Include the nature of the organization's business, if the organization is not well known.

ACTIVITIES

- List school and community activities which provide insight into what kind of person you are. Include memberships, leadership positions, sports, service projects, music or arts involvement.
- Provide your title, organization, location including city and state, dates of involvement, and description of accomplishments.

COMPUTER SKILLS

- List all software, hardware, languages, and operating systems with which you are proficient.

OTHER CATEGORIES

The above categories are the foundation of your resumé. If you have significant accomplishments in any of the following, which are also relevant to the opportunity for which you are applying, then include them on your resumé too:

- Honors and Awards (if not included in Education)
- Foreign Language Skills (can combine foreign language and computer into "Special Skills" category)
- Foreign Travel/Study (especially if you have lived and/or worked overseas)
- Laboratory Skills (include tests, techniques, and instruments)
- Leadership Experience/Activities
- Licenses
- Certifications
- Relevant or Related Experience (if you have substantial experience related to your desired career field then you may want to group it into its own category)
- Additional Experience
- Additional Course Work
- Professional Associations

Resumé Format

NAME

Present:
Street
City, State Zip
Phone
E-mail

Permanent:
Street
City, State Zip

Resume should fit on one piece of paper. Margins may be one-half to one inch. Use 10 to 12 point font, except name and subheads which may be larger.

Education

University, City, State, Graduation Month Year
Degree in Major, Minor(s)
GPA:

Foreign university or study abroad program, City, Country, Dates attended
Description (optional)

This section might also include previous college/institutions attended. Underclassmen might also include high school information.

Experience

Job Title/Position, Organization, Location (city, state, or name of university if on campus),
Dates (season or month and year)

- Description - start each bulleted point with a strong action verb, elaborate, be specific
- Description
- Description

List current or most recent experiences first.

Job Title/Position, Organization, Location, Dates (season or month and year)

- Description - start each bulleted point with a strong action verb, elaborate, be specific
- Description
- Description

Employers are more impressed by the quality of your experiences rather than the quantity. Elaborate on the experiences you've had that are most relevant to the opportunity.

Job Title/Position, Organization, Location, Dates (season or month and year)

- Description - start each bulleted point with a strong action verb, elaborate, be specific
- Description
- Description

Activities

Position, Organization, Location (city, state, or name of university if on campus),
Dates (season or month and year)

- Description - start each bulleted point with a strong action verb, elaborate, be specific

Organize this section as you did in the Experience section, including descriptions of your experiences.

Special Skills

Computer Skills:
Foreign Skills:

This optional category could include computer skills, foreign language skills, certifications, licenses, or laboratory skills, depending on your interests.

Resumé Sample

D. JENNIFER CHANNING

Present Address
Campus Box 681
Winston-Salem, NC 27109
(336) 758-4567
channi7@wfu.edu

Permanent Address
2222 Greenway Drive
Raleigh, NC 26135
(919) 856-1234

EDUCATION

Wake Forest University, Winston-Salem, NC
Bachelor of Arts in History, Minor in Italian, May 2011
Cumulative GPA: 3.2
Carswell Scholarship, awarded for leadership

Related Course Work

Public Speaking Marketing Microeconomics Macroeconomics

FOREIGN STUDY

Casa Artom, Venice, Italy, Fall 2009
Enrolled in four courses including Italian Literature and Venetian Art History, both taught by Italian scholars. Traveled independently through Austria and Slovenia.

EXPERIENCE

Intern, North Carolina Department of Cultural Resources, Raleigh, NC, Summer 2010

- Prepared operating budget and financial statements for director of finance.
- Participated in 3-month financial research project regarding financial reporting.
- Evaluated current departmental budget submission system and suggested improvements.
- Wrote 50-page final report and presented results to top management.

Sales Associate, Belk, Durham, NC, Summers 2007 and 2008

- Created original merchandise displays and promoted three lines of upscale perfume.
- Trained four new sales personnel on company policies and procedures.
- Assisted customers with selection and purchase of merchandise.
- Routinely surpassed monthly sales quotas; top seller for the month of July 2007.

ACTIVITIES

Volunteer, Contact: Helpline of the Triad, Winston-Salem, NC, Fall 2009-Present

- Support and counsel callers on issues concerning rape, suicide, domestic violence, substance abuse, and mental illness. Refer them to community resources.
- Received a total of 70 hours of intense training, honing listening and communication skills.

Springfest Chair, Student Union, WFU, Fall 2009-Spring 2010

- Appointed to position by Student Union President based on previous event planning experience.
- Chaired a committee of 20 and managed a \$50,000 budget to coordinate, market, and produce a weeklong series of campus-wide events for entire student body.

Participant and Mentor, L.E.A.D. (Leadership Excellence Application Development), WFU, Fall 2008, Fall 2009

- One of 90 students selected to participate in an 8-week course, emphasizing leadership training and personal development.

SPECIAL SKILLS

Computer: Word, Excel, PowerPoint, Access
Foreign Language: Proficient in Italian (written and spoken)

Mary L. Campbell
campbe7@wfu.edu

Campus Address
Campus Box 1111
Winston-Salem, NC 27109
(336) 758-3333

Permanent Address
456 Stone Road
Knoxville, TN 37919
(865) 865-1000

Education **Wake Forest University**, Winston-Salem, NC May 2011
Bachelor of Arts in Sociology, Minor in Communication
Cumulative GPA: 3.1, Major GPA: 3.3
Financing 100% of education through athletic scholarship

Public Relations Experience **YMCA**, *Public Relations Assistant*, Winston-Salem, NC Summer 2010

- Wrote 18 press releases for local newspapers promoting summer programs.
- Initiated and maintained professional broadcast and print media contacts.
- Assisted in planning and implementing a fundraising event for over 500 invited guests resulting in \$200,000 in charitable donations.

Media Relations, *Office Assistant*, Wake Forest University (WFU) Spring 2009

- Gathered information about campus news and distributed reports to local media.
- Assisted operations staff with statistical record keeping and reporting.

Activities **Varsity Volleyball Team**, *Member and Co-Captain*, WFU Fall 2007-present

- As Co-Captain (Fall 2010), coordinate daily practices in absence of coach and serve as liaison between coach and 12 team members.
- Spend an average of 40 hours per week in practice, play, and travel.
- Develop leadership, teamwork, mental toughness, and time management skills.
- ACC Player of the Week, 2008.
- All ACC Freshman Team, 2007.

Student Athlete Advisory Board, *Representative*, WFU Fall 2008-present

- Chosen by coaches and teammates to represent student athletes in administrative meetings.
- Communicate student requests and concerns to athletic director.

Athletes Care Team, *Volunteer*, WFU Fall 2008-present

- Provide individual and group tutoring to children aged 8 to 10 years old in subjects of math, science, and writing.
- Build relationships with children through support and encouragement.

Other Experience **Magnolia's**, *Server*, Winston-Salem, NC Summers 2008, 2009

- Demonstrated ability to multitask by effectively prioritizing and managing service for 10 to 15 tables per shift in busy four-star restaurant.
- Developed excellent customer service and sales skills through thorough knowledge of menu, food and beverage preparation, and chef's specials.
- Cooperated with other service staff when catering parties and special events to maximize efficiency.

WFU Volleyball Camp, *Instructor*, Winston-Salem, NC Summer 2008

- Provided individual training and instruction to three female players ages 14 to 15.
- Assessed players' strengths and weaknesses and created and led weekly structured practices to target specific areas for improvement.
- Improved blocking and setting skills of players.

Computer Skills Microsoft Word, Excel, Access, PowerPoint, Publisher

Resumé Sample

AARON K. INGALLS

Campus Box 7777 | Winston-Salem, NC 27109 | 336.758.4444 | ingalls7@wfu.edu

EDUCATION

Wake Forest University, Winston-Salem, North Carolina, May 2011
Bachelor of Arts in Economics with a minor in English
GPA: Cumulative 3.3, Major 3.5

Summer Management Program, Wake Forest University, Schools of Business, Summer 2010
Five-week intensive training in business disciplines including: Accounting, Finance, Marketing, Management Information Systems, Organizational Theory and Behavior, Production/Operations Management, and Strategic Management

LEADERSHIP ACTIVITIES

Regional Director, South Atlantic Affiliate of College and University Residence Halls, Fall 2010-Present

- Develop and interpret policy regarding student housing for the largest student-run organization in the country, consisting of 85 colleges and universities
- Chair a board of seven executive officers, manage \$39,000 budget, and supervise the planning of two conferences for 500 delegates

President, Resident Student Association, Wake Forest University, Fall 2009-Spring 2010

- Organized campus-wide events focusing on diversity and culture for approximately 4,500 students
- Managed an organizational budget of over \$32,000
- Worked with students, staff, and administrators to address concerns facing on-campus students
- Presided over Executive Cabinet, Executive Board, 12 Hall Governments, and six subcommittees

Chairperson, Hit the Bricks, Wake Forest University, Fall 2010

- Led weekly planning team meetings and oversaw five committee chairs and 20 other student committee members in planning this annual, campus-wide relay event which raises over \$20,000 for cancer research
- Utilized communication and problem-solving skills to assist committee members with decision-making related to event registration, marketing, speakers, sponsors, and awards

Co-Chair, Honor and Ethics Council, Wake Forest University, Fall 2008-Spring 2009

- Coordinated and oversaw the entire undergraduate judicial system
- Involved with all steps of the judicial process including investigation, advising, hearings, and sanctioning

WORK EXPERIENCE

Resident Adviser, Residence Life and Housing, Wake Forest University, Fall 2008-Spring 2009

- Acted as leader, policy enforcer, mediator, program planner, and role model in a building of 375 residents
- Served on Resident Adviser Selections and Training Committees
- Named "Staffperson of the Year" 2008-2009

Assistant Editor, *The Howler* Yearbook, Wake Forest University, Fall 2008-Spring 2009

- Edited and wrote copy for the Athletics section of the 400 page publication
- Created weekly work assignments for photography staff and the student life staff

Office Assistant, Office of Residence Life and Housing, Wake Forest University, Summer 2009

- Planned and scheduled department programs
- Designed layouts for advertisements, schedules, and forms

Sales Representative, Golf World, Vero Beach, Florida, School vacations 2006-2008

- Stocked and sold merchandise, prepared specialty orders, and organized company files

COMPUTER EXPERIENCE

Proficient with Microsoft Word, Microsoft PowerPoint, and Adobe InDesign

JOHN T. HIGHTOWER

hightj7@wfu.edu

Campus Address:
P.O. Box 6590
Winston-Salem, NC 27109
(336) 758-2359

Permanent Address:
181 Little Bear Drive
Conover, NC 27306
(828) 998-5800

EDUCATION:

Wake Forest University, Winston-Salem, North Carolina

Bachelor of Science in Biology, May 2011

Minor in Environmental Studies

North Carolina School of Science and Mathematics, Durham, North Carolina, June 2007

EXPERIENCE:

Forsyth County Environmental Affairs Department, Winston-Salem, North Carolina

Environmental Specialist I: Analysis and Monitoring Division, January 2009 – Present

- ◆ Input and analyze data concerning proposed economic development and make recommendations to prevent possible environmental problems.
- ◆ Model traffic patterns and maintain GIS database for county with population of 350,000 residents.
- ◆ Perform Area Source Modeling and prepare reports for community information.

Intern for the Field Services Division, June 2009 – December 2009

- ◆ Performed data management related to environmental regulation and adherence from area businesses and industry and updated emissions inventory data.

CVS Drug Corporation, Kernersville, North Carolina

Service Assistant, January 2007 – September 2010

- ◆ Third in command behind Store Manager and Assistant Manager.
- ◆ Managed three people each shift. Trained seven new employees.
- ◆ Performed tasks related to daily operations including financial reporting and store opening/closing.

Sales Associate, June 2006 – January 2007

- ◆ Provided friendly customer service.
- ◆ Stocked and arranged merchandise according to corporate guidelines.
- ◆ Handled more than \$1,000 in daily cash transactions.

Wake Forest University School of Medicine, Winston-Salem, North Carolina

Intern, Department of Neurobiology and Anatomy, September 2008 – May 2009

- ◆ Developed existing protocols to aid in research on neurulation and apoptosis, and organized data.
- ◆ Purified DNA samples and analyzed sequence data.

ACTIVITIES:

Alpha Phi Omega – National Co-Educational Service Fraternity, Wake Forest University

Active Member, January 2008 – Present

- ◆ Completed more than 250 individual hours of community service.

Vice President, August 2009 – May 2010

- ◆ Assisted in application and initiation process for 50 new members.
- ◆ Redesigned and maintained fraternity website.

Polo Residence Hall, Wake Forest University

Treasurer, August 2008 – May 2009

- ◆ Oversaw \$10,000 in funds allocated to a residence hall of 500 students.
- ◆ Cooperated with eight resident advisers to organize 10 social functions.

LABORATORY AND COMPUTER SKILLS:

Biological Applications

- ◆ Experience with cloning and DNA sequencing
- ◆ Western blotting; SDS-PAGE; microinjection; spectrophotometry; PCR and IEX; Affinity; TLC and Gel Filtration Chromatographics

Software/Hardware Applications

- ◆ Proficient with Excel, Word, PowerPoint, I-Steps, Adobe Photoshop, Dreamweaver
- ◆ Working knowledge of GIS, ArcView, Breeze (ISCST3)

Resumé Sample

David S. O'Malley

PO Box 1234
Winston-Salem, NC 27106
omalds8@wfu.edu
336-758-1234

EDUCATION

Wake Forest University, Schools of Business Winston-Salem, NC
Bachelor of Science in Business and Enterprise Management May 2012
Concentration: Marketing; Minor: Entrepreneurship
GPA: 3.6

WORK EXPERIENCE

Wake Forest Athletics Department Winston-Salem, NC
Marketing Intern August 2009 – Present

- Manage sporting event promotions including audience participation games to boost team spirit
- Create and post electronic advertisements during various sporting events
- Distribute promotional material such as giveaways and team information to build team support

Wake Forest Annual Funds Committee Winston-Salem, NC
Student Call Manager March 2008 – Present

- Cold call parents and alumni to obtain fund contributions averaging \$52 more per pledge than cumulative committee average
- Draft telephone scripts to be used by student call team to request credit card pledges
- Train new team members on customer service and pledge request techniques via simulation phone calls

Dry Cleaning Station Winston-Salem, NC
Sales Associate Summer 2007

- Sold pick-up and delivery service door-to-door, outperforming next top sales associate by 57%
- Developed competitive bid, in collaboration with sales associates, in response to request for proposal
- Advertised services through flier distribution, networking, and word of mouth marketing campaign
- Redesigned website for ease of use and greater search recognition resulting in weekly increase of 150 users

Tanner Landry Menswear Raleigh, NC
Customer Associate Summer 2006

- Supported customers in-person and via phone to find desired merchandise
 - Categorized and replenished merchandise throughout store for ease of shopping
 - Administered cash and credit card transactions to complete customer point of sale process
-

LEADERSHIP ACTIVITIES

Club Basketball Team, Wake Forest University Winston-Salem, NC
Secretary May 2010 – Present

- Take notes and administer registration for monthly club meetings
- Create written and electronic promotional material to market annual fundraiser tournament

Habitat for Humanity Raleigh, NC
Volunteer May 2006 – May 2008

- Planned and executed annual fundraiser auction raising \$5,575 for organization
 - Participated in five home building projects as construction team member
-

COMPUTER AND LANGUAGE SKILLS

Computer: Proficient in Microsoft Word, Excel, PowerPoint, Dreamweaver
Language: Working knowledge of French (oral and written)

Graduate Student Resumé Sample

FRANK A. MOORE

250 Foxfire Ave.
Winston-Salem, NC 27106

(336) 527-2513
moorefa7@wfu.edu

EDUCATION **Wake Forest University**, Winston-Salem, NC, August 2011
Master of Arts in Education
Certification: Biology

Wake Forest University, Winston-Salem, NC, May 2009
Bachelor of Science in Biology
Cumulative GPA: 3.2

TEACHING EXPERIENCE **Student Teacher**, Mount Tabor High School, Winston-Salem, NC, Spring 2011

- Prepared and taught four classes daily including tenth grade standard and advanced biology and eleventh grade chemistry. Supervised biology lab.
- Led study sessions after school for students preparing for the AP biology exam.
- Inventoried and ordered supplies for laboratory exercises.
- Organized field trip for biology club and planned Science Career Day.

Substitute Teacher, Clinton Middle School, Columbus, OH, Fall 2009-Winter 2010

- Assumed full teaching responsibility for four classes of seventh grade general science.
- Developed units on environment issues and weather.
- Implemented an action research project on recycling.

Teaching Assistant, Center of Science and Industry, Columbus, OH, Summer 2009

- Led summer training program that exposed high school students to various scientific career paths.
- Directed student research projects.

Lab Assistant, Department of Biology, Wake Forest University, Fall 2007-Spring 2009

- Monitored biology lab procedures and assisted students with assignments.
- Prepared and taught several laboratory lessons.
- Performed laboratory equipment maintenance and inventory.

Tutor, Learning Assistance Center, Wake Forest University, Fall 2006-Spring 2009

- Tutored students individually and in groups in biology and chemistry.

OTHER EXPERIENCE **Lab Technician**, ChemTech Research and Development, Troy, PA, Summers 2007, 2008

- Performed microbial and nutritional analysis of water, meat, and dairy products.

Lifeguard, YMCA, Dublin, OH, Summer 2006

- Oversaw safety of approximately 200 pool patrons each day.
- Taught swim lessons and coached recreational swim team.

ACTIVITIES **Volunteer**, Habitat for Humanity, Winston-Salem, NC, Spring 2008

- Worked with 10 volunteers to build a home for a local, low income family.

Co-Troop Leader, Boy Scouts of America, Winston-Salem, NC, Fall 2006-Spring 2007

- Served as a role model to 12 member cub scout troop.
- Led scouts in a variety of activities designed to encourage character development, practical skills, and community service.

SPECIAL SKILLS **Computer:** MS Word, Excel, PowerPoint
Language: Working knowledge of Spanish

SPONSORSHIP INTERESTS Yearbook, Newspaper, Photography, Science Club

Underclassman Resumé Sample

ANNA R. ALVAREZ

School Address

Campus Box 3489
Winston-Salem, NC 27109
alvaar9@wfu.edu
(336) 758-5555

Permanent Address

568 Belltower Court
Atlanta, GA 23489
(770) 770-5555

EDUCATION

Wake Forest University, Winston-Salem, North Carolina, May 2013
Bachelor of Science in Health and Exercise Science with a minor in Spanish
GPA: Cumulative 3.2

Marist High School, Atlanta, Georgia, June 2009
Ranked in top five percent of class
Received top scores on national Advanced Placement exams in Calculus and History

SPECIAL SKILLS

Language: Bilingual in English and Spanish
Computer: Proficient in Microsoft Office

WORK EXPERIENCE

Spanish Tutor, Winston-Salem, North Carolina, November 2009 – May 2010
Provided private tutoring twice weekly to two high school sophomores taking elementary Spanish
Developed lessons and activities to teach students proper pronunciation and grammar

Camp Counselor, *Camp Butterfly*, Portland, Maine, May – August 2009
Supervised cabin of 10 female campers ages 10 to 12
Taught basic wellness principles (nutrition, fitness, stress reduction) to campers in groups of 15
Teamed with other counselors to organize and lead large group recreational and social activities
Communicated with parents concerning homesickness and adjustment issues

Child Care Provider, Atlanta, Georgia, September 2007 – May 2009
Protected and cared for children ranging in ages from 15 months to 6 years
Worked an average of 15 to 20 hours per week

ACTIVITIES AND VOLUNTEER EXPERIENCE

Participant, *Wake 'N Shake*, Wake Forest University, Spring 2010
Participated in 12-hour dance marathon with students from a wide variety of campus organizations
Utilized teamwork skills while engaging in group competitions and encouraged team morale throughout the event
which raised \$50,000 for cancer research

Volunteer, *Habitat for Humanity*, Winston-Salem, North Carolina, Spring 2010
Worked with team of 20 fellow college students to build home for lower-income family

Volunteer, *Fulton County Health Department*, Atlanta, Georgia, Fall 2007 – Spring 2009
Scheduled client appointments, answered phone, and performed general office duties

Girl Scout Gold Award, Spring 2008

CREATING A REFERENCE LIST

- On the same type of paper stock that you use for your resumé, create a list of 3-5 professional references to provide upon an employer's request.
- References should be persons in positions of authority who have direct knowledge of your work or study habits, such as former supervisors from work-study, summer job, internship, and/or volunteer programs; professors; advisors; satisfied clients or customers; etc.
- Ask people who can honestly speak highly of your background, attitude toward your work, and overall character.
- Ask each person for permission to use his/her name and provide him/her with a copy of your resumé and the description of the opportunity for which you are applying.
- Most employers will phone your references only after having made a decision to consider you seriously for a position.
- Keep your reference providers informed of your plans. Let them know about the position(s) for which you are interviewing, so they can be better prepared for a phone call.

REFERENCES FOR JOHN SMITH

Dr. David Jzare
Associate Professor
Wake Forest University
Campus Box 0000 Reynolda Station
Winston-Salem, North Carolina 27109-0000
Office: (000) 000-0000
E-mail: jzare@wfu.edu
Biology Professor and Advisor

Ms. Donna Ackerman
Director of Marketing
Acme Distributing
4000 Any Road
Anytown, New York 00000
Office: (000) 000-0000
E-Mail: acker11@acme.com
Internship Site Supervisor

Ms. Karen Carson
Volunteer Coordinator
Red Cross of Winston-Salem
123 Industrial Park Drive
Winston-Salem, North Carolina 00000
Office: (000) 000-0000
E-Mail: carsonk@redcross.org
Volunteer Work Supervisor and Mentor

Job Search Correspondence

WHAT IS A COVER LETTER?

- A cover letter is sent with your resumé when applying for or inquiring about a job or internship.
- The cover letter serves as a way to introduce yourself to employers.
- The purpose of a cover letter is to entice the recipient to read your resumé by highlighting the reasons you would be a good fit for the position and/or organization.

COVER LETTER BASICS

- Always include a cover letter when you mail, fax, or e-mail your resumé to an employer.
- Match the type, font, and paper with that of your resumé.
- Be sure your letter is free of spelling, grammar, and typographical errors.
- Address your letter to a specific person, by name and title, rather than “to whom it may concern” or “sir or madam.” If you do not have the person’s name, call the company before writing the letter. Be sure to get the correct spelling of the person’s name.
- Let the letter reflect your individuality, yet always remain professional. Do not appear familiar, cute, humorous, or overconfident.
- Tailor your cover letter to the specific position and company to which you are applying.
- In a letter of application or inquiry, include how you learned of the company and why you are interested in working for them.
- In the last paragraph, request an interview, if appropriate, or indicate how and when you will follow up with the employer.

TIPS FOR WRITING COVER LETTERS

- **Spend quality time on your cover letter.** Your cover letter is often the only writing sample an employer will receive from you. Make sure you are using your best writing skills, and have someone review your cover letter before you submit it to an employer.
- **Use your cover letter to highlight skills and experiences that the employer is seeking.** For example, if the job description asks for someone with leadership and organizational skills, mention your experiences that illustrate those skills. Read job information very carefully, and use the employer’s language when writing your letter.
- **Focus on how you can be a benefit to the organization instead of what the organization can do for you.** Remember that you are selling yourself to the employer – let the employer know what skills and talents you will contribute to the organization.
- **Double-check names, organizations, and contact information in your letter.** When you are applying for multiple jobs or internships, it can become difficult to keep track of all of your information. Stay organized and do not make the mistake of addressing your letter to the wrong person or organization.



Letter of Application Format

Your Street Address
Your City, State Zip Code
Your area code and phone number (*optional*)
Your email address (*optional*)
Date

(4 blank lines)

Name
Title
Organization
Street Address
City, State Zip

(2 blank lines)

Dear Mr./Ms. XXXXXXX:

PARAGRAPH 1:

Name the position for which you are applying and tell the employer how you became aware of it. State why you are interested in the position. Offer at least one sincere compliment (from your company research) about what the organization or department is doing well.

PARAGRAPH 2:

Indicate what you can do for the employer based on his/her needs. Explain how your academic background and the skills you've acquired from other experiences, such as internships, part-time jobs, and activities, make you a qualified candidate for the position. If you have qualifications that are not noted on your resumé, this is your opportunity to discuss them.

PARAGRAPH 3:

Refer the reader to an enclosed resumé or application, which summarizes your qualifications, training, and experience. You may also make the employer aware that your references and portfolio/writing samples are available upon request. State what you will do next (such as calling to see if an interview can be arranged at the employer's convenience) or what you would like the recipient of the letter to do next. An assertive statement explaining what you plan to do and what you hope the employer will do is harder to ignore than a vague request for consideration. Thank the employer for their consideration.

If the employer asks for salary requirements, either state that your salary qualifications are commensurate with industry standards or provide a salary range and express that you are willing to negotiate.

Sincerely,

(Written Signature) (4 blank lines)

Your Name Typed

(2 blank lines)

Enclosure

Letter of Application – Job

1224 Hampton Boulevard
Winston-Salem, NC 27106
(336) 758-4444
doejan7@wfu.edu
October 15, 2010

Ms. Dianne C. Strand
Manager of Human Resources
Quintiles Transnational Corp.
2900 Peachtree Street
Atlanta, GA 27619

Dear Ms. Strand:

I am interested in applying for the policy analyst position which was advertised with the Office of Career Services at Wake Forest University. My background in social science is well-suited to the policy analyst position. I am particularly enthusiastic about this opportunity with Quintiles Transnational because of the diversity of its clients from government and industry to academia and non-profits throughout the United States and abroad.

As a psychology major, I have had extensive training in survey design and data collection. I put this knowledge to work last summer as an intern in the accounts management department at Klein and Associates, a full-service marketing and advertising firm in Winston-Salem, NC. In this fast-paced environment, I collected marketing information for three major client accounts by conducting over 20 different focus groups. The data I collected was then used by the account managers to develop advertising campaigns. At Wake Forest, I hold leadership positions in several extracurricular groups, including overseeing a \$100,000 budget as treasurer of my 150-member sorority.

Enclosed is my resumé for your review. With my educational background and work experience, I am confident that I can make an immediate contribution to the Quintiles team. I would appreciate the opportunity to interview for this position when you are on campus next month. Thank you for your consideration, and I look forward to meeting you.

Sincerely,

Janet Doe

Janet Doe

Enclosure

Letter of Application – Job

P.O. Box 8888
Winston-Salem, NC 27109
(336) 758-5555
jonesa7@wfu.edu
March 1, 2011

Jane Johnson
Recruiting Coordinator
Procter & Gamble
P.O. Box 588
Cincinnati, OH 45202

Dear Ms. Johnson:

I am a big fan. I grew up in a household dominated by Procter & Gamble. I use Tide to wash my clothes, Pringles to satisfy my hunger, and Oil of Olay to moisturize my skin. While I am accustomed to these superior products, I was unaware of their extensive reach in the marketplace until I studied abroad in Barcelona, Spain last year and saw my favorite products on the shelves in my neighborhood grocery store. This experience, along with an international marketing class I took, helped me realize my fascination with marketing, especially on a global level. I enjoy the challenge of determining how to simultaneously globalize and localize a product for maximum profitability in markets around the world. As a result, I am confident that I could make an immediate impact in the assistant brand manager position which is currently posted on the Procter & Gamble Web site.

I have furthered my passion for marketing through many of my extracurricular activities. Last summer, I interned with the Omnibrand Corporation in New York City. As part of the packaging team, I worked to revitalize the current Energizer packaging. Additionally, the other interns and I completed the rebranding of the Automotive High School in Brooklyn, New York. After interviewing teachers, students, administrators, and community members about the mission and image of the high school, we developed and implemented a new brand idea including logo and tagline. This new brand image has significantly increased interest in the school by prospective students.

Brands have the power to change the world for the better. I want to be a part of this change as an assistant brand manager at Procter & Gamble. My attached resumé provides more detail about my skills and experience. I'll be in Cincinnati during my Spring Break, March 7-11, and would appreciate the opportunity to speak with you then about this position if that would be convenient for you. Thank you for your consideration.

Sincerely,

Alexis Jones

Alexis Jones

Enclosure

Letter of Application – Internship

1310 Pine Knoll Street
Winston-Salem, NC 27109
(336) 758-4444
smitsn8@wfu.edu
January 15, 2011

Mr. Charles Price
Internship Coordinator
Great Ideas Advertising
2100 Sardis Road
Charlotte, NC 28227

Dear Mr. Price:

I am interested in applying for the internship with your agency which I learned of through the Office of Career Services at Wake Forest University. As a junior English and studio art double major, I have the ingenuity, writing, and communication skills you are seeking. I'm impressed by your organization's numerous awards for advertising campaigns in the Charlotte area and would be honored to have the opportunity to contribute to your continued success this summer.

In addition to my academic experience at Wake Forest, I have been involved in several activities which have given me the opportunity to use and develop my creativity. As the public relations chair of the student union, I design numerous posters and newspaper ads to publicize events to students. As a result of these ad campaigns, student participation in student union-sponsored events has increased by 40% so far this year. During the past two summers, I taught art and creative writing at a camp for academically gifted elementary school children. This experience allowed me to further hone my leadership and organization skills.

Enclosed is my resumé for your review. I would be happy to send you my portfolio or provide you with any additional information about my background and experiences you may need. I would appreciate the opportunity to interview for this position and to discuss further the internship and my qualifications. Thank you for your consideration, and I look forward to hearing from you.

Sincerely,

Sarah Smith

Sarah Smith

Enclosure

Sending Job Search Correspondence Electronically

SUBJECT LINE

Use the subject line to entice the reader to open your email. The subject line should be professional and clear to the recipient, such as "Application for reporter position" or "Follow-up to conversation with (your name) at Wake Forest job fair." Never leave the subject line blank.

FOLLOW COMPANY GUIDELINES

If the organization has not expressed if it prefers to receive e-mailed cover letters and resumés in the body of the e-mail or as an attachment, email the organization and inquire about its preference. When in doubt, do both. Include the cover letter and resumé in the body of the email and as a Microsoft Word attachment. (Sending a hard copy version through the mail can't hurt either.)

PLAIN STYLE (ASCII TEXT)

Send your e-mail in plain text — black font, normal size and typeface (10 point; Arial, Helvetica, or Times Roman) on a white background. Do not use wild colors for your font or background, emoticons, or abbreviations.

ATTACHMENTS

Name attachments for the recipient, not you. "Myresume051210.doc" might make sense to you, but won't mean anything to the employer. Including your name, such as "JohnDoeResume.doc," is better.

WRITING STYLE

Use correct grammar, spelling, and punctuation (same rules as for hard copy correspondence). Remember this is not a text message to a friend; use upper and lower case letters. Include a salutation ("Dear Ms. Smith:") and an appropriate closing ("Sincerely"). Skip a line between paragraphs.

TEST YOUR MESSAGE

Send the email to a friend or another one of your e-mail accounts first and check for the content and style before sending it to the employer.

SIGNATURE BLOCK

It should include your full name, mailing address, e-mail address, and phone number(s). Do not include quotations or sayings in your signature block.

STAY ORGANIZED

Retain copies of the e-mail you send and receive.

OTHER TYPES OF JOB SEARCH CORRESPONDENCE

- Letter of Inquiry – Use this letter when you are interested in a job or organization, but don't know if there are any current openings (page 34)
- Networking/Informational Interview E-mail (page 35)
- Thank You Letter (page 36)
- Letter to Accept a Job Offer (page 37)
- Letter to Decline a Job Offer (page 37)

Letter of Inquiry

830 Crowne Oaks Circle, #38
Winston-Salem, NC 27106
October 6, 2010

Mr. Steven R. Jackson
Director of College Recruiting
Midwest Mercantile Company
4500 Randolph Drive
Chicago, IL 60610

Dear Mr. Jackson:

I am writing to inquire about employment opportunities in your company. I am interested in pursuing a career in retail management and will be relocating to the Chicago area after graduating from Wake Forest University this spring. When I researched the top retailers in Chicago, Midwest Mercantile emerged as having a strong market position, an excellent training program, and a solid reputation for customer service. This information has enhanced my desire to work for your company.

In May, I will receive my Bachelor of Arts degree in English. My interest in business started with Junior Achievement while in high school and developed further through a variety of sales and retail positions during college. During my internship with a Belk store last year, I was able to gain an in-depth understanding of and appreciation for the retail industry that convinced me to pursue a career in retail management. I know from my customer and supervisor feedback that I have the interpersonal skills and motivation necessary to build a successful career in this field. I am confident that I am an extremely strong candidate for an entry-level management trainee position, and I would be a valuable asset to your company.

I would appreciate the opportunity to discuss my experience and qualifications as well as learn more about any career offerings your company might have. I am enclosing my resumé for your consideration, and I will call you during the week of October 25 to discuss employment possibilities. In the meantime, if you have any questions or need additional information, you may reach me at (336) 758-5555 or jonesft7@wfu.edu.

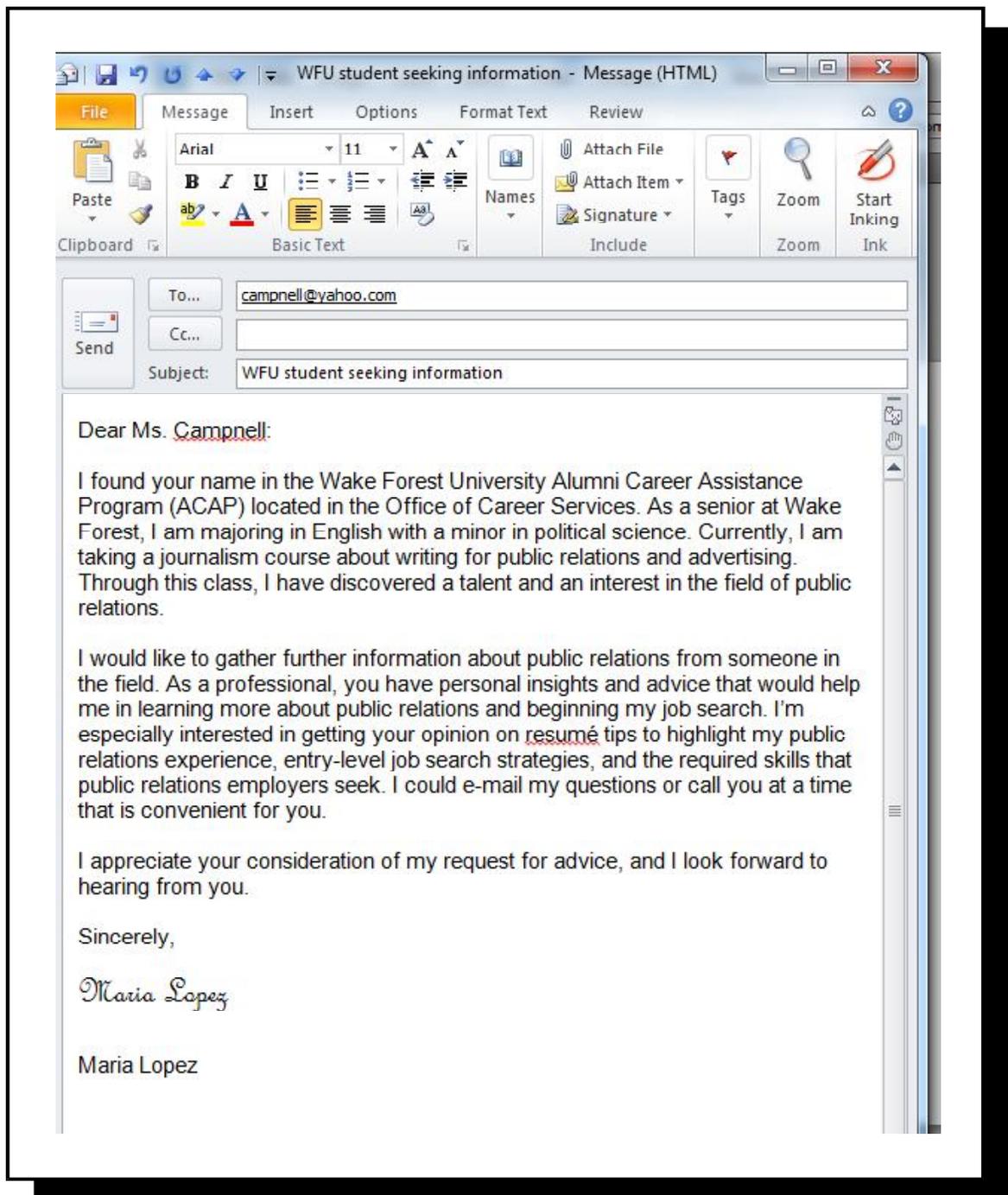
Sincerely,

Francis T. Jones

Francis T. Jones

Enclosure

Networking E-mail



Thank You Letter

Send a thank you letter within 48 hours of the interview or meeting. The letter may be mailed (typed on quality paper or handwritten on appropriate stationery) or e-mailed.

FIRST PARAGRAPH: Thank the employer for the interview and/or express appreciation for the courtesy and consideration extended to you. State the job for which you interviewed, date of interview, and place where it was conducted.

SECOND PARAGRAPH: Reaffirm your interest in the position and company. Briefly summarize and highlight your skills and ability to perform the job as described in the interview.

FINAL PARAGRAPH: Close with a suggestion for further action. Indicate that you will be available for additional interviews at the employer's convenience. Show a willingness to submit any additional information or clarifying data to add to your application.

Campus Box 7427
Wake Forest University
Winston-Salem, NC 27109
(336) 758-4444
September 23, 2010

Clementine Brady
Campus Relationship Manager
XYZ Computer Systems
116 West Fourth Street
Boston, MA 30079

Dear Ms. Brady:

It was a pleasure meeting with you on Tuesday, September 22, when you visited the Wake Forest campus. I enjoyed learning more about XYZ Computer Systems and the customer support representative position in particular. I was impressed by XYZ's drive to be the most responsive provider of information processing equipment and services in the industry.

As we discussed, my educational background as a psychology major has given me knowledge and insight into human relations. As the assistant manager at Benson's Bistro, I have honed my interpersonal skills by dealing with customers tactfully and as a result have been successful in retaining their business. I am confident that with these skills I could make an immediate contribution to XYZ.

As you requested during my interview, I am enclosing an official copy of my transcript. If you have any additional questions about my background or qualifications, please do not hesitate to call. I would welcome the opportunity to interview at your corporate headquarters. I look forward to hearing from you.

Regards,

Derek Kim

Derek Kim

Enclosure

Letters to Accept/Decline a Job Offer

Your Address
Date

Individual's Name
Employer's Address

Dear _____:

I am very pleased to accept your offer (state offer) as outlined in your letter of (date). (Include all details of offer – location, starting salary, starting date.)

(Mention enclosures – application, resumé, employee forms, or other information – and any related commentary.)

I look forward to meeting the challenges of the job, and I shall make every attempt to fulfill your expectations.

Cordially,

(Written signature)

Your Name Typed

Enclosures

Letter to Accept Job Offer

Your Address
Date

Individual's Name
Employer's Address

Dear _____:

After considerable thought, I have decided not to accept your offer of employment as outlined in your (date) letter. This has been a very difficult decision for me; however, I feel I have made the correct one for this point in my career.

Thank you for your time, effort, and consideration. Your confidence in me is sincerely appreciated.

Sincerely,

(Written signature)

Your Name Typed

Letter to Decline Job Offer

Interviewing

WHY IS INTERVIEWING IMPORTANT?

- An interview is a conversation between you and an employer.
- It is your opportunity to convince a potential employer that you are the right person for the position.



PREPARING FOR THE INTERVIEW

- **Know yourself.** Be able to discuss your career goals, skills, strengths, accomplishments, interests, etc. Prepare concrete examples to illustrate how your background, skills, and interests match the company's needs.
- **Know the employer.** Be able to discuss its products, services, organizational structure, success record, etc. Review the organization's website, but don't stop there; look for recent news and articles from other sources. Basic information you should know about the company includes age, size, services or products, competitors, reputation, divisions and subdivisions, number of employees, sales, assets, earnings, new products or projects, number of locations, foreign operations, etc.
- **Practice your interview skills.** Anticipate likely interview questions. Most employers ask general and behavioral questions. Examples of both of these types of questions are included in this guidebook. **We strongly recommend that you have a mock interview with a counselor in Career Services.**

DURING THE INTERVIEW

- **Listen to the interviewer.** Try to ascertain why particular questions are being asked before responding. If needed, ask for clarification.
- **Be aware of your body language.** Offer a firm handshake in greeting and at the close of the interview. Maintain good eye contact. Avoid nervous mannerisms, such as touching your hair or face, fidgeting, or moving your hands and feet constantly. Avoid folding/crossing your arms and holding things in front of your body. Use a strong, confident tone of voice. Do not slouch in your chair.
- **Be enthusiastic.** Speak positively regarding your past work and educational experiences as well as past employers. Express your interest in becoming a contributing member of the organization. Smile.
- **Illustrate your qualifications with examples.** Do not just say, "I'm a good manager." Give an example of how you handled a situation that illustrates good management skills. Emphasize what you have learned from past experience and how you solved problems in response to challenges.
- **Convey your qualifications.** Know at least three good reasons why you are an outstanding candidate and weave them into the interview.
- **Ask questions.** Ask questions that show you have researched the organization and have a willingness to learn more about it. (See page 46 for examples of good questions to ask.)

AFTER THE INTERVIEW

- **Send a thank you letter within 24 hours after your interview.** E-mail is an acceptable way to do this.

BUSINESS FORMAL

Women:

Suit and Blouse:

- Dark, long-sleeved jacket and straight skirt or tailored pants. Patterns are acceptable if very subtle.
- Skirt length should be at the knee. Jacket sleeve should end at the wrist.
- The blouse should be white or a flattering color.
- Avoid tight clothing.

Footwear:

- Sheer stockings or pantyhose in skin tones.
- Simple, closed-toe shoes with a one or two inch heel in black or the color of the suit.
- Shoes should be comfortable enough for you to be able to walk quickly and steadily.

Accessories:

- Post earrings (not dangling). One ring, at most, per hand and one bracelet if any.
- No tongue, nose, or lip piercings.
- Avoid jewelry that clinks and jingles when you move.
- If you choose to carry a purse, make sure it is small to medium in size and of good quality.
- Take a portfolio with extra copies of your resumé in it and a nice pen.

Make-up, etc.:

- Keep make-up subtle, not heavy. No frosted or bright lipstick, eye shadow, or nail polish. No long nails.
- Keep hair out of your face. If your hair is long, pull it back. If you use hair spray, keep it light.
- Avoid perfumes. Some people are allergic to them.

Men:

Suit:

- Two-piece, single-breasted, and dark, either in a solid color or with conservative pinstripes.

Shirt & Tie:

- All cotton, solid white dress shirt.
- A silk tie is preferable. Avoid bright colors and bold patterns. Small knot, but not tiny. No bowties.

Footwear:

- Shoes should be polished, dark leather in a simple loafer or wing-tip style.
- Socks should be patternless and match color of pants or shoes and long enough to cover shins.

Accessories:

- Take a portfolio with extra copies of your resumé in it and a nice pen.

Hair, etc.:

- Conservative, short haircut. Neatly trimmed beard or mustache. Most employers prefer no facial hair.
- Avoid cologne.
- If you have an earring, remove it for the interview.
- No tongue, nose, or lip piercings.

BUSINESS CASUAL

- Men:**
- Pants and a collared shirt.
 - No jeans or sneakers.

- Women:**
- Pantsuit, blouse or twin-set with pants or a skirt, or a simple dress.
 - No jeans, sundresses or flip flops.

Company Research

Most of these resources are available through the "Databases" section of the Z. Smith Reynolds Library website. Additional information is available online at <http://guides.zsr.wfu.edu/content.php?pid=17085>

IDENTIFY THE PARENT COMPANY

The best way to research the company is by using the name of the parent company.

- *Who Owns Whom*, Ref. HG4538 W423: This is a book in the Reference Department of the ZSR Library.
- *Reference USA*: Available through the "Databases" section of the ZSR Library website. Search by company name, then follow the up arrows to locate the parent company.

FIND FINANCIAL AND GENERAL INFORMATION

- *Hoover's Online*: Not only can you find basic financial information, this site provides names of competitors, industry information, and company ranking.
- *Reference USA*: If the company is small and private, you may find it difficult to get *any* information, but this business database provides basic data—sales, number of employees, etc.—for both public and private companies.
- *CareerSearch*: Provides basic information for all types of companies and organizations, both public and private.
- *Value Line Investment Surveys*: Updated weekly, contains analysis of 1,700 stocks and nearly 100 industries. Includes one page analyses of companies arranged by industry. Also provides 18-year financial statistics, 5-year quarterly sales, price stability, earnings predictability, and more. Ask for this resource at the reference desk in the ZSR Library.
- *Business Source Complete*: Company profiles include Datamonitor reports with SWOT analysis.

FIND NEWS, STRATEGICAL, MARKETING, OR OTHER COMPANY INFORMATION

- *ProQuest*: Contains full text access to a wide range of news, business, and company information.

IDENTIFY COMPETITORS AND ANALYZE THE INDUSTRY

- *Market Share Reporter*, in print (Ref.HF5415.2 M37x): You'll not only know who the top players are, but what percentage of the market they have.
- *Hoover's Online*: Lists the top three competitors and links to reports on them.
- *IBISworld*: This database contains over 700 industry reports. From the home page, enter the name of a company or an industry and you'll get a list of matches. Select the most appropriate industry for your company.
- *Mintel*: Provides in-depth marketing and consumer research reports with a focus on the USA and Europe.

SALARY NEGOTIATIONS

- *Business Week*: Provides national averages, as well as salaries in some large cities.
- *Career Guide to Industries* from the Bureau of Labor Statistics (<http://www.bls.gov/oco/cg/home.htm>): Discusses earnings and benefits, employment outlook, and more.
- *Cost of Living Calculator*: www.bestplaces.net/col
- www.salary.com

If you aren't finding the information you need, please call the ZSR Library Reference Desk (336.758.5475) for assistance. Additional links may also be found on www.wfu.edu/career.

General Interview Questions

TIPS FOR GENERAL INTERVIEW QUESTIONS

“Tell me about yourself.”

- Present your strong points including why you want to work for the organization.
- Speak of your significant professional and academic qualities. Do not include personal information such as your age or family background.
- Be concise. Let the interviewer ask for further detail as desired.

“Why are you interested in working for us?”

- To prepare for this question, you must research the organization.
- Express your knowledge of the organization's attributes and how you and your goals fit it.

“Why have you chosen this particular field?”

- Express your interest in the field and the preparation you have made towards working in it through academics, internships, part-time jobs, and/or volunteer work.
- Mention any of your hobbies or outside interests that relate to the field.
- Emphasize your feelings for and knowledge of the work itself and the positive qualities that you possess.

“What are your long-range goals?”

- Express your commitment to the profession, maturity, foresight, and realistic outlook.

“What is your greatest strength?”

- After you have stated your strength, support your claim with past achievements.

“What is your greatest weakness?”

The interviewer is looking for any red flags that might signal your inability to perform the job or to be managed. Always end your answer on a positive. Some options:

- Use a weakness from your past and show how you overcame it.
- Use a minor part of the job at hand where you lack knowledge but would learn with experience.
- Use a weakness that could be seen as a positive characteristic.

“Why should we hire you?”

- Your answer should be short and to the point, highlighting areas from your background that relate to the company's current needs.
- Recap the job description, meeting it point by point with your skills.
- Emphasize your unique qualities that set you apart from other candidates.

Webcam Interviews/Telephone Interviews

TIPS FOR WEBCAM INTERVIEWS

- Relax and speak clearly. Smile and be enthusiastic.
 - Interview in the privacy of your home or another quiet place. Remember that the interviewer can see what is behind you. Positioning your computer so a wall is behind you is least distracting to the interviewer.
 - Maintain eye contact by looking at the camera and not at the computer screen. Don't lean in too close to the camera. Sit up straight and don't fidget.
 - Make sure your computer and webcam software are working properly. Have a practice interview using the webcam.
 - Dress in interview attire.
 - It is possible to use notes either written or on your computer screen during a webcam interview; however, use them discreetly.
 - If the connection is lost during the interview, remain calm and simply call the interviewer back and explain what happened.
-

TIPS FOR TELEPHONE INTERVIEWS

- Keep these items at hand: copies of materials you have sent out (i.e. resumé, cover letter, writing samples), information you have received from the organization, a "cheat sheet" of research information you have gathered about the organization, a list of your significant experiences and skills that you wish to communicate, a list of your questions about the organization and the position, and pen and paper for notes.
- For a pre-set interview, request the names and titles of the people with whom you will be speaking.
- Control background noise such as stereo, TV, roommates, etc.
- If you are using a cell phone, make sure you are in a place that is quiet with good reception and no distractions (i.e. don't interview while you are driving or in the grocery store). If you get an unexpected call from an employer and you're not in a quiet place to talk, ask to call him/her back later.
- Disable call waiting temporarily.
- Smile as you speak. It makes your voice more pleasant and upbeat.
- ***Record a professional message on your voice mail!***

Behavioral Interviews

BEHAVIORAL INTERVIEW QUESTIONS

Behavioral interviewing is a style of interviewing that more and more organizations are using in their hiring process. The basic premise is this: The most accurate predictor of future performance is past performance in a similar situation. Employers decide which skills are necessary for the job for which they are hiring and then ask pointed questions to determine if the candidate possesses these skills.

TIPS FOR BEHAVIORAL INTERVIEW QUESTIONS

- Listen to the question carefully.
- Use specific, detailed examples to answer questions. Examples of past internships, classes, activities, team involvements, community service, work experience, and personal achievements are good choices.
- Use examples from college, not high school.
- Use the STAR method to organize your answer into three parts:

Situation/Task	Action	Result
-----------------------	---------------	---------------
- Talk about situations and experiences that had a positive result.
- Have a mock interview with a counselor in career services.

Examples of behavioral questions:

- By providing examples, convince me that you can adapt to a wide variety of people, situations, and environments.
- Give an example of a time in which you had to be relatively quick in coming to a decision.
- Tell me about a time when you had to go above and beyond the call of duty in order to complete a job.
- Give me an example of a time when you were able to successfully communicate with another person even when that individual may not have personally liked you (or vice versa).
- Describe a creative/innovative idea that you produced which led to a significant contribution to the success of an activity or project.
- Tell me about a time when you had to lead others to follow a course of action. Why was this necessary? How did you do it? What was the result?
- Have you ever had the responsibility of persuading someone to do something he/she did not want to do? What was the situation? What did you say? What was the result?
- Describe a face-to-face meeting you had in which you had to lead or influence a very important individual. What was the situation? What did you say? What was the result?
- Think of a time when your course load was heavier than usual. What was the situation? How did you get all of your work completed?
- Give me an example of how you manage your time. What factors do you consider? How do you track your progress?
- Tell me about the toughest group you have had to work with. What made the group tough? What did you do?
- What was the most difficult task you had to learn on your job at _____? How did you go about learning it?
- Give me an example of a time when you were able to identify and fix a small problem before it became big?
- Tell me about an important goal you set for yourself and how you accomplished it.
- Give me an example of a time when you experienced failure.

Situational Interviews

SITUATIONAL INTERVIEW QUESTIONS

While behavioral interviewing focuses on the candidate giving examples of past performance in a real situation, situational interviewing asks the candidate how he/she might perform in a hypothetical situation. The interviewer seeks to determine how you might handle typical situations in their organization with short notice and little preparation. In some cases the interviewer might even role play the part of a customer, manager, etc. depending on the situation posed.

TIPS FOR SITUATIONAL INTERVIEW QUESTIONS

- Research the company and position in order to anticipate possible situations you might encounter.
- If you've dealt with a similar problem in the past, apply your knowledge to the situation posed in the question.
- Use common sense.



Examples of situational questions:

A customer was promised delivery of our product on a certain date, but because of manufacturing delays, our company was not able to deliver on a timely basis. The customer is angry and demanding some kind of compensation for the unexpected delay. How would you handle the situation?

How would you handle an employee whom you supervise who is late for work everyday, takes long lunches, and frequently leaves early?

As part of the inventory management team of a high-end retail store, your department is responsible for accounting for product overstock. After inventory auditors determine that several expensive pieces of merchandise are missing, your supervisor accuses a former employee of stealing the merchandise; however, you overheard one of your team members bragging about taking the merchandise. An older employee tells you to keep your mouth shut. What do you do?

After a recent promotion, three of your fellow employees now report to you. They do not respect you as their new supervisor and are insubordinate when you ask them to complete simple tasks. How do you handle the situation?

One of your coworkers frequently makes mistakes that affect the company's reputation and your ability to do your own work. You have tried talking with this colleague, but you have seen no improvement in the quality of his work. What would you do next?

CASE INTERVIEW QUESTIONS

Case questions are used to assess a candidate's skill in a number of areas including: logical/analytical thought process, business insight, quantitative skills, creativity/inquisitiveness, practical judgment, communication skills, and response to pressure/lack of information. An employer will usually inform you beforehand if the interview will include case questions. Consulting interviews often include case questions.

There are three main types of case questions. They are:

- The interviewer describes a "typical" project to the candidate, then engages in give-and-take to reach a solution.
- The interviewer asks a candidate to analyze an experience from their past as a "case."
- The interviewer asks the candidate to solve a brainteaser or puzzle.

TIPS FOR CASE INTERVIEW QUESTIONS

- Never lose focus of the fact that in answering a case question, you are also demonstrating your interpersonal skills. Your energy, persuasiveness, and delivery are being assessed as you work your way through the question.
- Listen carefully to the question.
- Ask questions. Case questions are give-and-take exercises, and you are rarely given all the necessary information up front. Ask as many questions as you need, but be prepared for the interviewer to stop giving you answers at some point.
- Case interviewers are not looking for a quick answer. Make sure you understand the question asked and compose yourself before you begin to answer. Organize your thoughts and take a few moments to think before you answer.
- Make assumptions. When you don't have enough information on which to base an answer, make assumptions that can be defended. Be prepared to explain these assumptions to the interviewer if required.
- Construct an organized answer. Define the problem, the actions you would take, and the expected result. Interviewers are looking for your thought process and insight into how you would solve problems. Remember that there are often no "right" answers to these questions, but there are approaches and results that are more "right" than others.

Example of a case question:

Your client is a major airline whose customer base has significantly decreased during the past six-months. The airline's executives ask you to investigate the situation and make recommendations of ways to increase and retain customers. How would you go about doing this and what are some of the recommendations you anticipate making?

For more information about case interviewing use the Vault guides located on www.wfu.edu/career.

Adapted from "How to Crack a Case", written by the Fuqua Consulting Club, Duke University.

Questions to Ask/Interview Mistakes

YOUR TURN TO ASK QUESTIONS

When an interviewer asks you, "Do you have any questions for me?," you should always have questions. Asking questions shows that you are seriously interested in the position and willing to learn more.

- Ask questions which are concrete, but not so basic that an employer assumes you have not done your research.
- Ask your most important questions first in case your interviewer is on a tight time frame.
- Do not ask questions about salary and benefits in the first interview.

Suggested questions:

- What qualities would the ideal candidate possess?
- What are the opportunities for professional growth?
- What are your expectations for new hires?
- How would you describe the work environment?
- How is an employee evaluated and promoted?
- What do you enjoy most about working for this organization?
- What is the retention rate of employees in this position?
- Will you explain your initial and future training programs?
- What is the typical career path for someone in this position?
- What characteristics does a successful person at your company have?
- How would you describe the management style in this organization?
- To whom would I report?
- Describe the typical first-year assignments.
- Describe a typical day on the job.
- In what areas does the organization excel?
- How is performance measured?
- How is the company involved in the community?

MOST COMMON INTERVIEW MISTAKES

The most common reasons given by employers for **NOT** offering a job to a new graduate:

- Lack of interest, enthusiasm, and energy
- Poor personal appearance
- No knowledge of the organization or industry
- Inability to express self clearly; poor voice, dictation, grammar
- Answers to behavioral questions not specific
- No internships or experience
- Late to interview without good reason
- Lack of planning for career; no focus
- Lack of confidence and poise
- Poor scholastic record
- Negative attitude toward past employers
- Unwilling to start at the bottom
- Failing to look interviewer in the eye
- Not asking questions about the job
- Failing to express appreciation for the interview
- Lack of maturity
- Lack of courtesy
- Limp handshake
- Sloppy resumé
- Merely shopping around
- Little sense of humor
- Inability to listen
- Arrogance

On-Site Second Interviews

If you are being seriously considered by a prospective employer, you will usually be invited to visit the organization for further interviews. One purpose of the site visit is to provide you with an opportunity to meet other staff and to conduct additional interviews to help determine whether a good match is developing. Do not accept an invitation for a visit unless you are seriously interested in the position. Not only is this practice unethical, but it may deprive someone else of a needed opportunity.

PREPARING FOR THE SITE VISIT

Before the interview you should know:

- The name, address, and phone number of the individual coordinating the visit
- The position(s) for which you are being considered
- Travel arrangements, including transportation and hotel accommodations
- Directions to the site and estimated travel time (take a map with you!)
- A clear understanding of the firm's reimbursement policies and procedures. Be certain you understand whether you will receive an advance or payment at a later date, or will be required to cover expenses yourself.

TIPS FOR SUCCESS DURING THE SITE VISIT

Site visits may range from two hours to two days, and may include both group and individual interviews, a tour of the facility, and a meal with a company representative. You will usually meet and be interviewed by several people representing a cross-section of the organization.

- Remember, you are being evaluated by everyone, all of the time. Always present a professional image; never let down your guard.
- Take extra copies of your resumé and reference list.
- Avoid alcoholic beverages during the interview, if the interview takes place over a meal.
- Get a good night's sleep before the interview.

While on the site visit, find out:

- What would your expected responsibilities be if you were to accept the job? What would you be expected to have accomplished by the end of your first six months? First year?
- If you were employed, and performed above expectations, where would this job lead you?
- How are new employees trained and developed?
- How will you be evaluated? By whom? How often?
- How are raises/promotions determined? What will be your earning potential?
- Who will be your supervisor? Will you meet him/her?
- Will you, your values, your needs and expectations be compatible with the management style/philosophy/culture of the employer? (Will you fit in?)

FOLLOW-UP

Send a letter to the appropriate person in the organization expressing your appreciation for the site visit. This should be done within 24 hours of the interview.

Adapted from the UVA School of Engineering & Applied Sciences Career Planning & Placement Handbook.

The Job Offer

- When you are offered a job, you have an important decision to make. Do you accept the offer or reject it? Before making a decision, please make an appointment with a career counselor in our office.
- Sometimes an extension of time is needed to consider more than one offer. When this happens, don't be afraid to ask for an extension. Many employers will give you a few more days if you really need it.
- If you elect to accept the offer of employment, make sure you understand all the details of the offer, including position, salary, benefits, location, and start date. It is advisable to get the offer in writing.
- If the job offer meets your criteria, write a letter accepting the offer. Guidelines for writing this letter are stated on page 37.
- After you have accepted an offer of employment, write a letter rejecting any other offers you may have (see page 37). Do this with great care. You may wish to consider employment with these employers in the future. Be tactful.
- **When you have accepted an offer, stop interviewing! It is unprofessional and unethical to keep interviewing with other employers to see if something better comes along.**
- Accepting a job offer is an important commitment to the employer. Failing to honor this commitment—reneging on the offer—can severely damage your reputation. Reneging also has negative implications on Wake Forest's relations with the employer and can affect opportunities for other Wake Forest students.
- Please inform the Office of Career Services when you accept a position by completing our first destinations survey, which will be e-mailed to all seniors prior to graduation. This information is used for statistical purposes only.



Tips for Making the Most of Your First Year on the Job

Learn everything you can about the organization.

Read all those e-mails that have corporate information and the company magazines too. Read the annual reports and study the organizational charts. Figure out what the company does and how they do it.

Ask lots of questions.

This world of work is all new to you, so don't be afraid to dive in and ask your co-workers about what they do and how they do it. Asking questions also develops your understanding of company culture, technical issues, and the organizational structure.

Do lots of listening.

Soak in as much information as possible during your first year.

Seek feedback.

Ask your managers and peers to comment on your performance and provide suggestions for improvement.

Find a mentor.

Develop relationships with people in the organization who have good reputations. Choosing a mentor who has been employed with the organization for a long period of time is usually the best choice. This person is able to provide valuable and unique insights into the organizational culture while helping you learn the ropes and understand the organization's political landscape.

Volunteer for projects that help you gain experience.

A lot of new employees hold back because they are afraid to make mistakes. In most companies, however, assertiveness, drive, and work ethic will be rewarded. You'll learn a lot by working on a variety of projects with a variety of team members.

Expect to work extra hours.

Remember, you are starting at the bottom and working your way up. Learning your job might require you to work extra hours.

Get to know the people inside and outside of your department.

Meet as many people as you can and learn about their role within the company. As you work your way through the organization, it will be helpful to know as many people as possible. You never know who you might be working for one day.

Seek opportunities for professional and personal development.

Finding ways to educate yourself will help you contribute more to the company.

Be nice to everyone.

Administrators, mailroom staff, etc., can have influence beyond what their titles would indicate. Don't get wrapped up in office politics. Be friendly to everyone and do a good job.

Be in it for the long haul.

Think of your career as a marathon, not a wind sprint. Most people work for 40 years or so; the first year is just a small part of your career. Anything worth having, whether it's a career or a relationship, takes work and doesn't come easy.

Have fun.

If you go into a job—or any environment—that's not fun, look to yourself, not others, to make it fun. Work hard, then play hard!

Adapted from "Build for the Future during Your First Year on the Job," from JobWeb (www.jobweb.com), with permission of the National Association of Colleges and Employers, copyright holder.

Post-Graduation Budget

Use the following categories as a guide for determining how to allocate your paycheck and anticipate expenditures during your first year on the job.

	Monthly		Yearly
TAXES:			
15% - 27%	_____	x12	Total: _____
FOOD:			
Food for home	_____	x12	_____
Dining out	_____	x12	_____
Coffee/snacks	_____	x12	_____
			Total: _____
HOUSING:			
Security deposit on rental	_____	x12	_____
Pet deposit/fee	_____	x12	_____
Furniture/home decor/kitchen items	_____	x12	_____
Rent	_____	x12	_____
Renter's insurance	_____	x12	_____
Parking fees	_____	x12	_____
Home/cell phone	_____	x12	_____
Utilities (includes water, electricity, etc.)	_____	x12	_____
Housekeeping supplies	_____	x12	_____
			Total: _____
INSURANCE:			
Health	_____	x12	_____
Life	_____	x12	_____
Disability	_____	x12	_____
Dental	_____	x12	_____
			Total: _____
TRANSPORTATION:			
Car payment	_____	x12	_____
Gas	_____	x12	_____
Oil changes/maintenance	_____	x12	_____
Car insurance	_____	x12	_____
Car property tax	_____	x12	_____
Public transportation	_____	x12	_____
Speeding/parking tickets	_____	x12	_____
			Total: _____
PETS:			
Food and supplies	_____	x12	_____
Veterinarian	_____	x12	_____
			Total: _____
HEALTH CARE:			
Medical services	_____	x12	_____
Prescriptions	_____	x12	_____
Medical supplies/personal care products	_____	x12	_____
			Total: _____

Post-Graduation Budget

	Monthly		Yearly
ENTERTAINMENT:			
Cash for going out	_____	x12	_____
Gym membership	_____	x12	_____
Dues/fees/admissions	_____	x12	_____
CDs/DVDs/rentals	_____	x12	_____
Internet/cable/satellite/DVR	_____	x12	_____
Movies/plays	_____	x12	_____
Magazines/newspapers	_____	x12	_____
Books	_____	x12	_____
Hobbies	_____	x12	_____
Sports	_____	x12	_____
Miscellaneous	_____	x12	_____
			Total: _____
FINANCES:			
Checking fees	_____	x12	_____
Bill payment fees	_____	x12	_____
Credit card payments	_____	x12	_____
Stamps	_____	x12	_____
School loans	_____	x12	_____
Personal loans	_____	x12	_____
Retirement funds/stocks/mutual funds	_____	x12	_____
			Total: _____
ATTIRE:			
Clothing (personal, business, recreational)	_____	x12	_____
Haircuts	_____	x12	_____
Dry cleaning	_____	x12	_____
			Total: _____
SAVINGS:			
Personal savings/emergency fund	_____	x12	_____
			Total: _____
MISCELLANEOUS:			
Charity/non-profit/religious donations	_____	x12	_____
Bridesmaid's dress/tuxedo for weddings	_____	x12	_____
Travel/lodging for trips	_____	x12	_____
Holiday/birthday gifts	_____	x12	_____
			Total: _____
YOUR TOTAL YEARLY EXPENDITURES			
Taxes	_____	Health Care	_____
Food	_____	Entertainment	_____
Housing	_____	Finances	_____
Insurance	_____	Attire	_____
Transportation	_____	Savings	_____
Pets	_____	Miscellaneous	_____
			Add yearly totals for each category.
			TOTAL EXPENDITURES: _____
Yearly Salary (minus) — Total Expenditures = Net Income (leftover money for savings!) _____ — _____ = _____			

Targeting Graduate Schools

As you plan for graduate study, use the following guidelines to prepare early and thoroughly:

SOPHOMORE YEAR:

- Select a major.
- Develop and demonstrate your writing, research, and analytical skills.
- Begin building effective relationships with faculty members.
- If applicable to your area of interest, complement your academic preparation with appropriate experience through volunteer work or employment.

JUNIOR YEAR:

- Talk to your academic advisor or a faculty member in your department about various graduate programs.
- Consider faculty members who can serve as references to support your admission to graduate school.
- Obtain information on graduate programs by requesting catalogues and application materials.
- Gather information on graduate program admission tests and register for appropriate dates.
- Continue to gain experience through volunteer work, research, etc. if applicable.

SENIOR YEAR:

- Begin working on your application materials early. Plan to complete your graduate school admission materials by December. Law school applications should be made in the fall of the senior year through LSDAS. Medical school applications are generally due in the summer before senior year.
- Take the appropriate graduate admission tests if you did not take them in the spring or summer.
- Talk with potential references and give them a copy of your resumé so they can highlight your strengths. Follow up with a thank-you letter after the recommendations have been sent.
- Write your personal statement. For assistance contact the Writing Center or Career Services.
- Investigate financial aid, assistantships, and employment opportunities at the institutions to which you are applying.
- If your graduate program requires an interview for admission, consider doing a mock interview with Career Services to prepare.

FOR MORE INFORMATION

Visit the Office of Career Services, your departmental advisor, or any of the designated professional school advisors on campus:

Pre-Law: Dr. Barry Maine, Economics, 336.758.5380, maine@wfu.edu

Pre-Health: Dr. Hugo Lane, Biology, 336.758.5572, lane@wfu.edu; and Dr. Pat Lord, Biology, 336.758.4257, lordpc@wfu.edu

Pre-Allied Health: Dr. Gary Miller, Health & Exercise Science, 336.758.1901, millergd@wfu.edu