Career Development Services

CAREER GUIDE

Personalized Guidance for Career Exploration, Access & Success
Dear Student or Alum:

The road to graduate school or to that first or next job is one you need not travel alone. Peirce College’s Career Development Services (CDS) team is dedicated to supporting you as you pursue your career goals. Our commitment is to provide you *personalized guidance for career exploration, access and success*.

Our experienced workforce development practitioners will help you explore career options, prepare documents for interviews, and maneuver through the job search and application process. We do it through our signature services including one-on-one career counseling sessions, interactive workshops and events, and support systems like our Job Club. We can also help you better understand the value of experiential roles like Co-op, Work Study, and internships and, more importantly, we can help you apply.

As a first step to understanding our offerings, I encourage you to review this year’s Career Guide. It provides resources and strategies to help you become more competitive. After reviewing the guide, take a few additional steps.

First, apply Jack Welch’s “boundaryless” principle. Have no limits! Use a boundaryless mindset as you explore all career options. Our team can help you assess and align your skills, credentials, and goals to determine a viable career plan with no boundaries on growth potential.

Second, remember that excellence is in the detail. It is in your image, the format of your resume, the content of your thank you letter, and even in the firmness of your handshake. Everything about you communicates. The CDS team can help you identify and fine tune what you communicate.

Third, stand out! In a competitive workforce, it is important to be noticed. Through our career counseling sessions, mock interviews, and interactive workshops, we can help you push forward and away from the pack.

We welcome the opportunity to support you. So, for that first or next step in your career, partner with Peirce’s CDS team. Our job is to support you as you transform your career, your life!

Delighted to Help You,

Uva C. Coles
Dean, Career Development Services
CONTENTS

Our Services, Technologies, Partnerships and Resources…Designed With YOU in Mind! 2
Researching Career Options 3
Job Search Strategies: Pros and Cons 5
Ten Best Ways to go Online…and Get a Job 6
Social Media Websites 7
Using Online Search Engines to Refine Your Job Search 8
Writing Winning Resumes 9
Top Ten Pitfalls in Resume Writing 10
Transferable Skills 11
Power Verbs for Your Resume 12
Sample Resumes 13
Cover Letter: Your Career Snapshot 17
Sample Cover Letters 18
Business Etiquette Blunders 19
Email Correspondence 20
Networking Your Way to a Job 21
Utilizing Recruiters 22
Ten Rules of Interviewing 23
Turning the Tables in the Interview 24
Dressing for the Interview 25
Students With Disabilities: Acing the Interview 26
Questions Asked by Employers 27
The Art of Negotiating 28
Federal Jobs: Working for Uncle Sam 29
Working for a Nonprofit Organization 30
Don’t Forget the Small Companies 31
Dealing With Stress in the Job Search 32
Is Graduate School Right for You? 33
Backpack to Briefcase 34
The Cost of Living Index 35
A Note to Our Alumni 36
OUR SERVICES, TECHNOLOGIES, PARTNERSHIPS AND RESOURCES... Designed With YOU in Mind!

Our Services & Tools
The Career Development Services (CDS) team is committed to helping you take ownership of your professional development inclusive of clarifying career goals, enhancing job search skills and accessing employment and continued education opportunities. We do this through our signature programs, tools and services including:

One-on-One Career Counseling Sessions
Whatever your career needs might be (career exploration, resume writing, general professional development questions), our One-on-One Career Counseling Sessions will provide you value-added, individualized attention.

Peircelink
Our online job board, Peircelink (www.peircelink.com), enables you to post your resume online, review job postings and even build a resume from beginning to end! Peircelink also features Co-ops, internships and even Federal Work Study (FWS) opportunities.

Career Planning
If you need assistance planning or fine-tuning your career path, our team can help. Our FOCUS v2 technology enables us to build a customized career portfolio that aligns your skills, abilities, and interests with suitable Peirce majors and jobs.

Experiential Opportunities
In addition to assisting you with your search for full-time opportunities, our team can guide you around the maze of experiential (jobs that help you learn as you work) roles including Cooperative Education (Co-op), FWS, internships, job shadowing, and volunteering.

Mock Interviews
Whether you meet with us in our center, on the phone, or using our online technology, our team will give you timely feedback you can use to further strengthen your interviewing skills.

Workshops & Events
Throughout the year, CDS hosts numerous interactive career-based workshops and events that enhance your professional development and provide networking opportunities with industry representatives.

Career Library
With topics ranging from how to craft your resume to developing your leadership skills, our Career Library offers virtual and hard copy resource books, handouts, and pamphlets to guide you in your professional and personal exploration. Our collection is always growing, so stop by CDS often to see what’s new.

Continuing Education Preparation
If you would like to continue your studies, our team can help you with the application process, prepare you for required entrance exams and guide you toward relevant sources. Our Career Library includes the latest KAPLAN texts to help prepare you for the LSAT, GRE, and GMAT.

CDS TIP
Enhance your interview skills with the help of advanced technology. InterviewStream provides you with tips from experts as well as the ability to record yourself doing a mock interview. You can then send your recording to a Career Counselor, instructor or friend for review and feedback!

Our Partnerships
Job hunting is extremely challenging for most people. However, it is more demanding when a job applicant lacks confidence or is unable to present what is considered an acceptable business image for employment. Employers often make judgments about a candidate in seconds and appearance plays a major role in securing employment. To help you bypass this hurdle, CDS partners with organizations like Career Wardrobe and Menzfit to provide you additional career guidance and resources that can help you build a professional image and better prepare for the interview process. Learn more about them here:

Career Wardrobe
www.careerwardrobe.org
As the nation’s largest independent, community-based nonprofit serving women transitioning into the workforce, Career Wardrobe provides professional attire at no cost. The organization also provides an array of services such as resume review and educational and networking opportunities to help women retain employment and develop a successful career plan.

Menzfit
www.menzfit.org
Menzfit is a nonprofit organization that provides professional interview clothing, career development, and financial literacy services at no cost. By providing these services, Menzfit makes a greater impact in the lives of men, looking to better support themselves and provide for their families.
RESEARCHING CAREER OPTIONS

DECIIND ON A career path is a process that often requires thought, support and guidance. The CDS team is well prepared to help you evaluate your options. In addition to working with CDS, Peirce faculty and business contacts, you should also take these tips into consideration:

Your off-campus job search should neither begin nor end with the help wanted ads. Studies have shown that only 15 percent of available jobs are ever advertised. It takes much more than merely perusing the classifieds. By employing a number of methods, you constantly increase your chances of landing a job. Some techniques you might use:

Networking. Probably the most effective way to meet potential employers and learn about possible jobs is to tap into your personal network of contacts. You might think it’s too early to have professional contacts, but think about everyone you know—family members and their friends/co-workers, professors, past employers, neighbors and even your dentist. Don’t be afraid to inform them of your career interests and let them know that you are looking for work. They will likely be happy to help you and refer you to any professionals they think can be of assistance.

Informational interviewing. This approach allows you to learn more about your field by setting up interviews with professionals. The purpose of these interviews is to meet professionals, gather career information and investigate career options, get advice on job search techniques, and get referrals to other professionals. When setting up these interviews, either by phone or in writing, make it clear to the employer that you have no job expectations and are seeking information only. Interviewing also familiarizes you to employers, and you may be remembered when a company has a vacant position.

Temporary work. As more companies employ the services of temporary or contract workers, new graduates are discovering that such work is a good opportunity to gain experience in their fields. Temporary workers can explore various jobs and get an inside look at different companies without the commitment of a permanent job. Also, if a company decides to make a position permanent, these “temps” have already made good impressions and are often given first consideration.

Electronic job search. One source of jobs may be as close as a personal computer. Various online resume services let you input your resume into a database, which can then be accessed by companies searching for applicants who meet their criteria. Companies also post job listings on websites to which students can directly respond by sending their resumes and cover letters.

Persistence is the key to cracking the hidden job market. Attend meetings of professional associations and become an active member. After you begin the above processes, and your network base expands, your search will be made easier. Employers will appreciate your resourcefulness—and view you as a viable candidate.
EXPERIENTIAL LEARNING: What Opportunity Is Right for You?

LET’S FACE IT, if you’re a career changer or if you are just starting your career, it is often difficult to get the experience required to get the job. The key to unlocking this dilemma is understanding that while it is difficult to get the experience required to then get the job, it is not impossible. A great way to acquire practical experience is to secure an experiential opportunity. In a nutshell, these are roles that enable you to learn as you work. At Peirce, you can do so through Internships, Volunteers Service, Federal Work Study, and Cooperative Education. While they differ, the common thread in all experiential opportunities is that they are experience and resume builders that allow you to explore career or job options and learn along the way!

Cooperative Education
Cooperative Education or “Co-op” provides students the opportunity to apply classroom learning in a real life work setting while earning credits toward their degree.

**Keep in mind:**
- The co-op program is a 16-week course. You can earn three credits with the completion of 135 hours
- You must have a minimum 2.5 GPA
- There are other very specific requirements needed prior to beginning co-op. Your program advisor or a member of the CDS team will be able to tell you how and when it will best fit into your academic schedule.

Internships
Internships are a way for current students and recent graduates to gain experience in a job setting of their choice for a specific length of time set by the employer.

**Keep in mind:**
- Internships can be paid or unpaid
- Peirce does not currently offer academic credit for internship participation

Volunteer Service
Volunteering is a great way to explore your interests, give back to the community, and gain career-based experience.

**Keep in mind:**
- Volunteer opportunities can range from one day events to those without a set end date depending on the organization’s needs and your availability

Federal Work Study
Federal Work Study is a form of federal aid awarded by the College that allows you to satisfy a portion of your documented financial need through approved part-time employment.

**Keep in mind:**
- You must be eligible based on your financial aid status
- You must have a minimum 2.0 GPA
# JOB SEARCH STRATEGIES: PROS AND CONS

There are many ways to look for a job, some of which are better than others. Presented below are some of the most popular ways, as well as helpful hints and pros and cons of each.

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>TOOLS</th>
<th>PROS</th>
<th>CONS</th>
<th>HELPFUL HINTS</th>
</tr>
</thead>
</table>
| WANT ADS               | • Newspapers                               | Involves minimal investment of time in identifying companies. Resume and cover letter are sent for actual job opening. | Resume and cover letter will compete with large number of others. Ads follow job market; least effective in times of economic downturn. | • Use as a meter on the job market in a certain career field.  
• Try to get your materials in as early as possible. |
| EMPLOYMENT AGENCIES    | • Resumes                                   | Fee-paid jobs for graduates in technical fields or those with marketable experience. | May be less help to non-technical/inexperienced graduates. Be wary if you, instead of the employer, have to pay a fee. | • Identify agencies that specialize in your field.  
• Make frequent contact with your counselor to obtain better service. |
| INTERNET               | • Access to the Web                         | Actual job openings. Many employers use a wide variety of job listing services. Many listings have free to low-cost access. Worldwide geographic reach. | Competition is growing as use of the Internet increases. Pay attention to multiple listings—one position posted on a few sites—to avoid applying multiple times. | • Use the Web frequently as information and sites change quickly.  
• May need to conduct your search at off-peak times (early morning or late at night). |
| TARGETED MAILING       | • List of well-researched companies         | Better approach than the mass-mailing method. Investment of time and effort should merit stronger response from employers. | Requires a significant investment of time in researching companies and writing cover letters as well as following up with contacts. | • Try to find out who is in charge of the area in which you want to work; send your materials to that person.  
Great method when used in conjunction with networking. |
| IN-PERSON VISIT        | • Business attire                           | Resume and application are on file with the company.                 | Requires a great deal of time to make a relatively small number of contacts. | • Research the companies prior to your visit. Ask for a specific person or ask about a specific type of job. |
| NETWORKING             | • List of contacts                          | May learn of unadvertised openings. May result in a courtesy interview. Often results in a closer match of your interests to a job. | A contact in itself is not enough to get you a job. You may exhaust all leads without landing a job. Quite time-consuming. | • Follow through on all leads.  
• Keep broadening your network of contacts. |
| ON-CAMPUS RECRUITING   | • Scheduling interviews                    | One of the primary ways in which companies recruit for technical and business positions. | May be less effective for nontechnical/nonbusiness candidates. | • Use the interview schedule as a way to identify possible employers, even if you don’t get to interview on campus with those employers. |
| RESUME REFERRAL        | • Registration form supplied by service     | Another way to monitor the job market and get your qualifications to the attention of employers. | May involve a fee. Often more helpful to those in technical or specialized fields. May not learn of the status of your materials. | • Use only in conjunction with other job search strategies. |

Adapted and reprinted with permission from Career Services, Pennsylvania State University, University Park, PA.
ALMOST 40% OF HR MANAGERS predict resumes will soon be replaced by social-networking profiles. Even today, to get the attention of recruiters, grads have to establish a highly visible online presence. Most students are comfortable using technology to connect with family and friends, but unsure about how to use it in a professional context.

1. Check Out Major Job Boards
Technology is great, so as a job seeker it might seem like a no-brainer to go job hunting on the Internet. “Digital job search is attractive to young people because they’re tech savvy,” said J.T. O’Donnell of CareerHMO.com. But after months of trolling job boards with no response, they wonder “What’s wrong with me?”

Nothing, according to O’Donnell. Estimates are that only 4% to 10% of the people who look for jobs online ever find one. It’s a long-shot. The “underbelly of the job posting world,” she says, “is that many listings are already filled, were just fishing expeditions, or are outright scams.”

2. Online Job Search Engines
A better bet is a search engine that delivers job listings directly to you. O’Donnell recommends linkup.com. “They focus on company websites so there are fewer duplicate, stale, or fishy listings. You can also set up alerts to contact you if one of their 22,000+ companies posts a new opening.”

TweetAJob.com, where recruiters tweet jobs, is another engine O’Donnell likes because, “job search success is often just a matter of timing and this is immediate. You can respond quite quickly and be one of the first people in their inbox.”

It may be that Google is now becoming the #1 (unofficial) job search engine. Job hunters can search (or set up automatic alerts) for job titles, companies, cities, states, and get lists of postings that match their terms.

3. Compare Company Cultures Online
Want to get the real scoop on what’s like to work at your own dream company? Check out Glassdoor.com, which rates companies similar to how Yelp rates consumer services. “They accept anonymous information on companies,” says O’Donnell, “They post salary ranges for jobs, feedback ratings on leadership, and information on the interview process.”

4. Write Your Resume in Digital Format
“Eighty percent of all companies are using ATS [applicant-tracking system that scans and digitizes], so keywords are key,” says O’Donnell. “As recent grads don’t have a lot of professional experience, they probably won’t get selected for an interview.”

There’s a way to get around that. Reverse-engineer several job descriptions, first highlight the repeating keywords (“Microsoft Office Suite,” not “Motivated, self-starter”), then plug them into your resume. Presto...an ATS software-friendly, search-engine-optimized resume!

5. Embrace LinkedIn
Think of LinkedIn as your resume...on steroids. Fill out your profile completely, but don’t stop there. Use LinkedIn to reach specific individuals—the people most likely to hire you or help you get hired. “Search the database just like recruiters do, by job titles, companies, and professions. Search for people who are in jobs one, two, or three levels above your target job,” says Martin Yate, author of Knock ’em Dead, the Ultimate Job Search Guide.

6. Tweet, Tweet
Twitter is a favorite method for recruiters to get a quick look at who you are and how you think. It’s fairly easy to micro-blog, too. Share your career-related news or retweet nuggets of interest to people in your field.

O’Donnell says Twitter is one of her favorite ways to contact hard-to-meet people. “Username, I’d really like to connect with you on Twitter,” she’ll ask. “And they’re likely to do it because it’s only a 140-character commitment. Later, you can tweet, ‘would you mind if I connect with you on LinkedIn?’ It’s low-risk for them so you’ll see a high rate of return.”

7. Email Etiquette
Most job seekers go through two to six exchanges with recruiters between the time they email “We got your resume” and when they sit in the interview chair, according to Tim Sanders, author of Love is the Killer App: How to Win Business and Influence Friends. Stalking a recruiter with too frequent emails should be avoided. Don’t text a recruiter either, he warns. Texting a stranger might come across as overly familiar or even creepy.

8. Broadcast on Facebook
Even though Facebook is usually thought of as a purely social platform, it can be useful during a job search. “I’d do a post to my network of friends, family and other contacts,” says Sanders, rather than contacting strangers.” For instance: “I am on the hunt to find a job at [company] because of X. Does anyone know anybody at [company]? That X has to be believable, such as, I think they make the best products in the industry.

It’s good to repost a variation of that request every few days. (You’re reaching only about 10% of your friends’ feeds at any time, Sanders says.)

9. A Picture Is Worth a Thousand Words
Your digital footprint often precedes you, so it’s a good idea to periodically review your online identity. Enlist another set of eyes, too, for another perspective.

“I helped my niece with her profile,” says Peggy Klaus, author of BRAG! The Art of Tooting Your Own Horn Without Blowing It. “I opened up her Facebook page and see her in a picture with a hookah. She said, ‘Aunt Peg, it’s only tobacco!’ And I said, ‘I don’t care! To people of my generation, a hookah means pot.’” Klaus recommends a professional pose, conservative attire, possibly taken by a studio photographer.

10. Polish Your Online Image
“Don’t show or say anything online that you wouldn’t want your mother or boss to see,” she warns. “Clean up your email address and privacy settings. Even then be careful what you share. You don’t know who’s standing around looking over who’s shoulder, or what will be forwarded and sent around.”

Watch your grammar and spelling, don’t be silly or edgy, and stay away from political commentary (unless that’s appropriate for the job or industry), Klaus advises. Employers value good written communication skills.

Written by Jebra Turner, a former human resources manager, who writes about career issues, and other business topics. She lives in Portland, Ore., and can be reached at www.jebra.com.
If It's OK for Mom, It's OK for Facebook

The more controversial aspect of the interplay between social networking and job searching is the privacy debate. Some observers, including career counselors, deans, and parents, worry that students put themselves at a disadvantage in the job search by making personal information available on Facebook and Twitter pages. More and more companies are using such websites as a screening tool.

Concern about privacy focuses on two areas: social life and identity/affiliations. Parents and career counselors argue that job-seekers would never show photos of themselves at a party in the middle of an interview, so why would they allow employers to see party photos on a Facebook page? Students often respond that most employers do not even use social networking sites and that employers already know that college students drink.

While it may be true that senior managers are less likely to be on Facebook, young recruiters may be active, and in many cases, employers ask younger employees to conduct online searches of candidates. Why risk losing a career opportunity because of a photo with two drinks in your hand?

It’s easy to deduce that if an employer is comparing two candidates who are closely matched in terms of GPA and experience, and one has questionable photos and text on his or her online profile and the second does not, that the second student will get the job offer.

Identity—Public or Private?

Identity and affiliations are the second area where social networking and privacy issues may affect job search and employment prospects. Historically, job-seekers have fought for increased protection from being asked questions about their identity, including religious affiliation and sexual orientation, because this information could be used by biased employers to discriminate. Via social networking sites, employers can now find information that they are not allowed to ask you.

Employers can no longer legally ask these questions in most states, however, some students make matters like religion, political involvement, and sexual orientation public on their Web pages.

You would never include religious and political affiliations as well as sexual orientation or transgender identity (GLBT) on your resume, so do you want this information to be available via social networking sites? There are two strategies to consider. One approach is that if you wish to only work for an employer with whom you can be openly religious, political, or GLBT then making that information available on your Web page will screen out discriminating employers and make it more likely that you will land with an employer open to your identity and expression.

A second approach though, is to maintain your privacy and keep more options open. Investigate potential employers thoroughly and pay special attention at site visits to evaluate whether the company would be welcoming. This strategy is based on two perspectives shared by many career professionals. First, as a job-seeker, you want to present only your relevant skills and experience throughout the job search; all other information is irrelevant. Second, if you provide information about your identity and affiliations, you may be discriminated against by one person in the process even though the company overall is a good match.

Networking Rules

When you seek and maintain professional connections via social networking sites, follow the same etiquette you would if you were networking by phone and in person. Remember that every contact is creating an impression. Online, you might tend to be less formal because you are communicating in a space that you would never include religious and political affiliations as well as sexual orientation or transgender identity (GLBT) on your resume, so do you want this information to be available via social networking sites? There are two strategies to consider. One approach is that if you wish to only work for an employer with whom you can be openly religious, political, or GLBT then making that information available on your Web page will screen out discriminating employers and make it more likely that you will land with an employer open to your identity and expression.

A second approach though, is to maintain your privacy and keep more options open. Investigate potential employers thoroughly and pay special attention at site visits to evaluate whether the company would be welcoming. This strategy is based on two perspectives shared by many career professionals. First, as a job-seeker, you want to present only your relevant skills and experience throughout the job search; all other information is irrelevant. Second, if you provide information about your identity and affiliations, you may be discriminated against by one person in the process even though the company overall is a good match.

Strategies for Safe and Strategic Social Networking

1. Be aware of what other people can see on your page. Recruiters use these sites or ask their colleagues to do searches on candidates.

2. Determine access intentionally. Some career counselors advocate deactivating your Facebook or Twitter accounts while job searching.

3. Set a standard. If anything appears on your page that you wouldn’t want an interviewer to see, remove the offending content.

4. Use social networking to your advantage. Use these sites to find alumni in the companies that interest you and contact them before you interview in your career center or before a site visit. In addition, use social networking sites and Internet searches to learn more about the recruiters who will interview you before the interview.

Written by Harriet L. Schwartz.
USING ONLINE SEARCH ENGINES TO REFINE YOUR JOB SEARCH

TO FURTHER ENHANCE your job search, consider using specialized job search sites. These allow you to better connect with professional organizations, industry—specific employers and opportunities and roles that are more narrowly defined. These are some search engines, by industry, recommended by the CDS staff:

**All Peirce-based/General programs** • peircelink.com

**Accounting** • accountingjobstoday.com • accountemps.com

**Administrative** • bizjournals.com • net-temp.com

**Advertising** • marketingjobs.com • talentzoo.com

**Attorney/Paralegal** • lawjobs.com

**Bank** • bankjobs.com • careerbank.com • jobsinthemoney.com

**Clerical** • net-temp.com

**Computer/IT** • computerjobs.com • computerwork.com • dice.com

**Environmental** • ecoemploy.com • environmentaljobs.com • ecojobs.com

**Federal** • federalgovernmentjobs.us • federaljobsearch.com • usajobs.gov

**Finance** • brokerhunter.com • careerbank.com • jobsinthemoney.com • efinancialcareers.com

**Government** • usajobs.gov • governmentjobs.com • govtjobs.com

**Healthcare/HIT** • allhealthcarejobs.com • healthcareers.com • healthjobsusa.com • medhunters.com • medicalworkers.com

**Human Resource** • jobs.shrm.org • workforcehrjobs.com

**Insurance** • greatinsurancejobs.com • insurancejobs.com • ultimateinsurancejobs.com

**Laboratory** • allhealthcarejobs.com • healthjobsusa.com

**Law Enforcement/Criminal Justice** • lawenforcementjobs.com

**Law/Paralegal Studies** • findlaw.com • lawjobs.com

**Medical** • allhealthcarejobs.com • medhunters.com • medhunting.com

**Non-profit** • idealist.org • nonprofitjobs.org • nonprofit-jobs.org • opportunitynocs.org • philanthropy.com

**Software/IT** • dice.com • prgjobs.com

**Technical/Technician/Technology/IT** • computerwork.com • dice.com

“I first sought the help of Career Development Services as an alumni, after I had searched and searched for a paralegal job and could not find one. The CDS staff worked with me in developing a more effective resume and cover letter and also helped me with mock-interviews to prepare me for the real interviews. They showed me through a variety of workshops and seminars the benefit of networking, how to negotiate a salary, improve business etiquette skills, sharpen my computer skills and resume-build with an internship. The assistance, support, friendly faces and encouragement of CDS has truly been invaluable to me.”

Victoria Louko '11
Post-Bachelor's Certificate, Paralegal Studies
WRITING WINNING RESUMES

A WINNING RESUME is a marketing tool that clearly and concisely illustrates your skills, experiences, achievements and education. Our Career Development Services team can help you build a winning resume by following three steps:

Step One: Identify a Suitable Resume Format
- A chronological resume is the most common. It lists work experiences in reverse chronological order with dates, job titles, the company name and an explanation of job responsibilities.
- A functional resume focuses on your skills. Instead of drawing attention to the duration of each job, it groups your accomplishments based on your skills.
- A combination resume blends elements of a chronological resume with those of the functional resume. This is a more creative resume that allows greater flexibility in format (great for career transitioners that need to highlight transferrable skills!)

Step Two: Understanding the Key Elements of a Resume
- The heading provides the most important information to the employer—who you are and how you can be contacted.
- A summary of skills or qualifications is usually written as a brief paragraph, a few bullets, or a combination of both formats. Be specific about what you know and be sure to relate it to the job you want. A well-written summary is a snapshot that underscores who you are and the skills you possess.
- When listing your education, be sure to include the degree you are most currently pursuing or have most recently completed first. Do not include schools you attended but did not complete.
- Your work experience should be more than your duties. You should also include accomplishments and special projects to inform the employer of how and what you have contributed to your past positions.

Step Three: Follow Resume Guidelines
- Keep it brief (1-2 pages)
- Use the same font and appropriate verb tense throughout (11-12 pt font is ideal)
- Do not include hobbies/personal interests unless they directly relate to the job
- Do not include the phrase “references available upon request”
- BE CREATIVE but HONEST!

CDS TIP
Make sure to have a professional email address as part of your contact information on your resume. The simplest way to do this is to create an address using your first initial and last name: e.g., john doe—jdoe@email.com or use your Peirce email.
TOP TEN PITFALLS IN RESUME WRITING

1. **Too long.** Most new graduates should restrict their resumes to one page. If you have trouble condensing, get help from a technical or business writer or a career center professional.

2. **Typographical, grammatical or spelling errors.** These errors suggest carelessness, poor education or/lack of intelligence. Have at least two people proofread your resume. Don’t rely on your computer’s spell-checkers or grammar-checkers.

3. **Hard to read.** A poorly typed or copied resume looks unprofessional. Use a plain typeface, no smaller than a 12-point font. Asterisks, bullets, underlining, boldface type and italics should be used only to make the document easier to read, not fancier. Again, ask a professional’s opinion.

4. **Too verbose.** Do not use complete sentences or paragraphs. Say as much as possible with as few words as possible. *A, an* and *the* can almost always be left out. Be careful in your use of jargon and avoid slang.

5. **Too sparse.** Give more than the bare essentials, especially when describing related work experience, skills, accomplishments, activities, interests and club memberships that will give employers important information. Including membership in the Society of Women Engineers, for example, would be helpful.

6. **Irrelevant information.** Customize each resume to each position you seek (when possible). Of course, include all education and work experience, but emphasize only relevant experience, skills, accomplishments, activities and hobbies. Do not include marital status, age, sex, children, height, weight, health, church membership, etc.

7. **Obviously generic.** Too many resumes scream, “I need a job—any job!” The employer needs to feel that you are interested in that particular position with his or her particular company.

8. **Too snazzy.** Of course, use good quality bond paper, but avoid exotic types, colored paper, photographs, binders and graphics. Electronic resumes should include appropriate industry keywords and use a font size between 10 and 14 points. Avoid underlining, italics or graphics.

9. **Boring.** Make your resume as dynamic as possible. Begin every statement with an action verb. Use action verbs to describe what you have accomplished in past jobs. Take advantage of your rich vocabulary and avoid repeating words, especially the first word in a section.

10. **Too modest.** The resume showcases your qualifications in competition with the other applicants. Put your best foot forward without misrepresentation, falsification or arrogance.

---

The Three Rs

The three Rs of resume writing are **Research, Research, Research.** You must know what the prospective company does, what the position involves and whether you will be a fit, before submitting your resume. And that means doing research—about the company, about the position and about the type of employee the company typically hires.

**Research the company.** Read whatever literature the company has placed in the career library. For additional information, call the company. Ask for any literature it may have, find out how the company is structured and ask what qualities the company generally looks for in its employees. Ask if there are openings in your area, and find out the name of the department head and give him or her a call. Explain that you are considering applying to their company, and ask for their recommendation for next steps. Thank that person for the information, and ask to whom your resume should be directed. The Internet is another key tool to utilize in your research. Most companies have websites that include information regarding company background, community involvement, special events, executive bios or even past annual reports. Be sure to take advantage of the Internet during your job search.

**Research the position.** The more you know about the position, the better able you will be to sell yourself and to target your resume to that position. If possible, interview someone who does that same job. In addition to finding out the duties, ask if there is on-the-job training, whether they value education over experience (or vice versa) and what kind of turnover the department experiences. Ask what they like about the position and the company; more important, ask what they don’t like about it.

Finally, **research yourself.** Your goal is not just to get a job. Your goal is to get a job that you will enjoy. After you find out all you can about the company and the position, ask yourself honestly whether this is what you really want to do and where you really want to be. The odds are overwhelming that you will not hold this position for more than two or three years, so it’s not a lifetime commitment; however, this first job will be the base of your lifetime career. You must start successfully so that future recommendations will always be positive. Furthermore, three years is a long time to spend doing something you don’t like, working in a position that isn’t challenging or living somewhere you don’t want to live.

One last word of advice: Before you go to the interview, review the version of your resume that you submitted to this employer. The resume can only get you the interview; the interview gets you the job.
TRANSFERABLE SKILLS

IF YOU'RE WONDERING what skills you have that would interest a potential employer, you are not alone. Many college seniors feel that four (or more) years of college haven’t sufficiently prepared them to begin work after graduation. And like these students, you may have carefully reviewed your work history (along with your campus and civic involvement) and you may still have a difficult time seeing how the skills you learned in college will transfer to the workplace.

But keep in mind that you’ve been acquiring skills since childhood. Whether learning the value of teamwork by playing sports, developing editing skills working on your high school newspaper or developing countless skills while completing your coursework, each of your experiences has laid the groundwork for building additional skills.

What Are Transferable Skills?
A transferable skill is a “portable skill” that you deliberately (or inadvertently, if you haven’t identified them yet) take with you to other life experiences.

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

Transferable skills supplement your degree. They provide an employer concrete evidence of your readiness and qualifications for a position. Identifying your transferable skills and communicating them to potential employers will greatly increase your success during the job search.

Remember that it is impossible to complete college without acquiring transferable skills. Campus and community activities, class projects and assignments, athletic activities, internships and summer part-time jobs have provided you with countless experiences where you’ve acquired a range of skills—many that you may take for granted.

Identifying Transferable Skills
While very closely related (and with some overlap), transferable skills can be divided into three subsets:
• Working With People • Working With Things
• Working With Data/Information

For example, some transferable skills can be used in every workplace setting (e.g., organizing or public speaking) while some are more applicable to specific settings (e.g., drafting or accounting).

The following are examples of skills often acquired through the classroom, jobs, athletics and other activities. Use these examples to help you develop your own list of the transferable skills you’ve acquired.

Working With People
• Selling • Training • Teaching • Supervising
• Organizing • Soliciting • Motivating • Mediating
• Advising • Delegating • Entertaining
• Representing • Negotiating • Translating

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

Working With Data/Information
• Calculating • Developing databases
• Working with spreadsheets • Accounting • Writing

• Researching • Computing • Testing • Filing • Sorting
• Editing • Gathering data • Analyzing • Budgeting

Easy Steps to Identify Your Transferable Skills
Now that you know what transferable skills are, let’s put together a list of your transferable skills. You may want to work with someone in your career services office to help you identify as many transferable skills as possible.

Step 1. Make a list of every job title you’ve held (part-time, full-time and internships), along with volunteer, sports and other affiliations since starting college. (Be sure to record officer positions and other leadership roles.)

Step 2. Using your transcript, list the classes in your major field of study along with foundation courses. Include electives that may be related to your employment interests.

Step 3. For each job title, campus activity and class you’ve just recorded, write a sentence and then underline the action taken. (Avoid stating that you learned or gained experience in any skill. Instead, present your skill more directly as a verifiable qualification.)

“While working for Jones Engineering, I performed 3D modeling and drafting.”
NOT “While working for Jones Engineering, I gained experience in 3D modeling and drafting.”

“As a member of the Caribbean Students Association, I developed and coordinated the marketing of club events.”
NOT “As a member of the Caribbean Students Association, I learned how to market events.”

Step 4. Make a list of the skills/experiences you’ve identified for future reference during your job search.

Using Transferable Skills in the Job Search
Your success in finding the position right for you will depend on your ability to showcase your innate talents and skills. You will also need to demonstrate how you can apply these skills at an employer’s place of business. Consult the staff at your career services office to help you further identify relevant transferable skills and incorporate them on your resume and during your interviews. During each interview, be sure to emphasize only those skills that would be of particular interest to a specific employer.

Transferable skills are the foundation upon which you will build additional, more complex skills as your career unfolds. Start making your list of skills and you’ll discover that you have more to offer than you realized!

Additional Tips to Help Identify Your Transferable Skills

1. Review your list of transferable skills with someone in your field(s) of interest to help you identify any additional skills that you may want to include.

2. Using a major job posting website, print out descriptions of jobs that interest you to help you identify skills being sought. (Also use these postings as guides for terminology on your resume.)

3. Attend career fairs and company information sessions to learn about the skills valued by specific companies and industries.

Written by Rosita Smith.
### POWER VERBS FOR YOUR RESUME

<table>
<thead>
<tr>
<th>Verb</th>
<th>Verb</th>
<th>Verb</th>
<th>Verb</th>
</tr>
</thead>
<tbody>
<tr>
<td>accelerated</td>
<td>compared</td>
<td>excelled</td>
<td>maintained</td>
</tr>
<tr>
<td>accommodated</td>
<td>compiled</td>
<td>executed</td>
<td>marketed</td>
</tr>
<tr>
<td>accomplished</td>
<td>composed</td>
<td>exercised</td>
<td>measured</td>
</tr>
<tr>
<td>achieved</td>
<td>computed</td>
<td>expanded</td>
<td>mediated</td>
</tr>
<tr>
<td>acquired</td>
<td>conceptualized</td>
<td>expedited</td>
<td>minimized</td>
</tr>
<tr>
<td>acted</td>
<td>concluded</td>
<td>explained</td>
<td>mobilized</td>
</tr>
<tr>
<td>activated</td>
<td>confirmed</td>
<td>extended</td>
<td>modeled</td>
</tr>
<tr>
<td>adapted</td>
<td>consented</td>
<td>extracted</td>
<td>modernized</td>
</tr>
<tr>
<td>added</td>
<td>consolidated</td>
<td>facilitated</td>
<td>modified</td>
</tr>
<tr>
<td>addressed</td>
<td>constructed</td>
<td>familiarized</td>
<td>monitored</td>
</tr>
<tr>
<td>adjusted</td>
<td>contributed</td>
<td>fashioned</td>
<td>motivated</td>
</tr>
<tr>
<td>administered</td>
<td>contracted</td>
<td>figured</td>
<td>multiplied</td>
</tr>
<tr>
<td>admitted</td>
<td>converted</td>
<td>final</td>
<td>negotiated</td>
</tr>
<tr>
<td>advanced</td>
<td>convinced</td>
<td>forecasted</td>
<td>officiated</td>
</tr>
<tr>
<td>advised</td>
<td>cooperated</td>
<td>formulated</td>
<td>operated</td>
</tr>
<tr>
<td>aided</td>
<td>coordinated</td>
<td>fostered</td>
<td>orchestrated</td>
</tr>
<tr>
<td>alleviated</td>
<td>correlated</td>
<td>founded</td>
<td>organized</td>
</tr>
<tr>
<td>allocated</td>
<td>corresponded</td>
<td>fulfilled</td>
<td>originated</td>
</tr>
<tr>
<td>allowed</td>
<td>counseled</td>
<td>generated</td>
<td>overlaid</td>
</tr>
<tr>
<td>altered</td>
<td>created</td>
<td>grew</td>
<td>performed</td>
</tr>
<tr>
<td>ameliorated</td>
<td>critiqued</td>
<td>guaranteed</td>
<td>persuaded</td>
</tr>
<tr>
<td>amended</td>
<td>customized</td>
<td>guided</td>
<td>pioneered</td>
</tr>
<tr>
<td>analyzed</td>
<td>debugged</td>
<td>hired</td>
<td>pluralized</td>
</tr>
<tr>
<td>appointed</td>
<td>deciphered</td>
<td>identified</td>
<td>prioritized</td>
</tr>
<tr>
<td>apportioned</td>
<td>dedicated</td>
<td>illustrated</td>
<td>reinforced</td>
</tr>
<tr>
<td>appraised</td>
<td>delegated</td>
<td>implemented</td>
<td>refined</td>
</tr>
<tr>
<td>apprised</td>
<td>deliberated</td>
<td>improved</td>
<td>refined</td>
</tr>
<tr>
<td>approved</td>
<td>demonstrated</td>
<td>improved</td>
<td>reformed</td>
</tr>
<tr>
<td>approximated</td>
<td>designated</td>
<td>improved</td>
<td>regulated</td>
</tr>
<tr>
<td>arbitrated</td>
<td>designed</td>
<td>improved</td>
<td>rejuvenated</td>
</tr>
<tr>
<td>arranged</td>
<td>determined</td>
<td>increased</td>
<td>related</td>
</tr>
<tr>
<td>ascertained</td>
<td>devaluated</td>
<td>indexed</td>
<td>relieved</td>
</tr>
<tr>
<td>assembled</td>
<td>evaluated</td>
<td>indicated</td>
<td>relieved</td>
</tr>
<tr>
<td>assessed</td>
<td>devised</td>
<td>inferred</td>
<td>reinforced</td>
</tr>
<tr>
<td>assigned</td>
<td>diagnosed</td>
<td>influenced</td>
<td>repaired</td>
</tr>
<tr>
<td>assisted</td>
<td>directed</td>
<td>informed</td>
<td>repaired</td>
</tr>
<tr>
<td>attained</td>
<td>disbursed</td>
<td>initiated</td>
<td>repaired</td>
</tr>
<tr>
<td>attested</td>
<td>dispatched</td>
<td>innovated</td>
<td>repaired</td>
</tr>
<tr>
<td>audited</td>
<td>displayed</td>
<td>inspected</td>
<td>repaired</td>
</tr>
<tr>
<td>augmented</td>
<td>drafted</td>
<td>inspired</td>
<td>repaired</td>
</tr>
<tr>
<td>authored</td>
<td>eased</td>
<td>instituted</td>
<td>regulated</td>
</tr>
<tr>
<td>authorized</td>
<td>eclipsed</td>
<td>instructed</td>
<td>recommended</td>
</tr>
<tr>
<td>balanced</td>
<td>edited</td>
<td>integrated</td>
<td>reconciled</td>
</tr>
<tr>
<td>bolstered</td>
<td>educated</td>
<td>interceded</td>
<td>reconstituted</td>
</tr>
<tr>
<td>brainstormed</td>
<td>elevated</td>
<td>interpreted</td>
<td>redefined</td>
</tr>
<tr>
<td>budgeted</td>
<td>elicited</td>
<td>interviewed</td>
<td>referred</td>
</tr>
<tr>
<td>built</td>
<td>employed</td>
<td>introduced</td>
<td>reformed</td>
</tr>
<tr>
<td>calculated</td>
<td>enabled</td>
<td>invented</td>
<td>regarded</td>
</tr>
<tr>
<td>catalogued</td>
<td>encouraged</td>
<td>investigated</td>
<td>regulated</td>
</tr>
<tr>
<td>centralized</td>
<td>endorsed</td>
<td>involved</td>
<td>regulated</td>
</tr>
<tr>
<td>certified</td>
<td>engineered</td>
<td>issued</td>
<td>regulated</td>
</tr>
<tr>
<td>chaired</td>
<td>enhanced</td>
<td>judged</td>
<td>reinforced</td>
</tr>
<tr>
<td>charted</td>
<td>enlarged</td>
<td>justified</td>
<td>rehabilitated</td>
</tr>
<tr>
<td>clarified</td>
<td>enlisted</td>
<td>launched</td>
<td>validated</td>
</tr>
<tr>
<td>classified</td>
<td>enriched</td>
<td>lectured</td>
<td>valued</td>
</tr>
<tr>
<td>coached</td>
<td>enumerated</td>
<td>led</td>
<td>verified</td>
</tr>
<tr>
<td>collaborated</td>
<td>envisioned</td>
<td>licensed</td>
<td>verified</td>
</tr>
<tr>
<td>collected</td>
<td>established</td>
<td>led</td>
<td>visualized</td>
</tr>
<tr>
<td>commissioned</td>
<td>estimated</td>
<td>licensed</td>
<td>written</td>
</tr>
<tr>
<td>committed</td>
<td>evaluated</td>
<td>lightened</td>
<td>wrote</td>
</tr>
<tr>
<td>communicated</td>
<td>examined</td>
<td>linked</td>
<td>wrote</td>
</tr>
</tbody>
</table>

*Adapted with permission from the Career Resource Manual of the University of California, Davis.*
Will U. Interviewme
123 Pine Street
Philadelphia, PA 19102
(215) 555-1234
willuninterviewme@student.peirce.edu

Education
Peirce College (ABA Approved), Philadelphia, PA
Associate in Science, Paralegal Studies, June 2012

Summary of Qualifications
• Over 12 years of experience in the Law Field
• Over 6 years of experience in common application
• A proven capacity to adapt new concepts and measures
• Reconstructed over 1,200 documents and escalated entire productivity by 80%
• Reorganized debit system and credit system
• Experience with Westlaw, Lexis Nexis

Professional Experience

Law Department of Sweetwater Philadelphia, PA
Office Manager 2000 - Present
• Perform clerical and administrative tasks for 25 member office
• Provide suitable negotiations and settlements with insurance agencies as well as defense lawyers
• Review medical reports and documents
• Conduct mediations as well as appeasements

Janet Company Upper Darby, PA
Management Assistant 1996 - 2000
• Accountable for providing clerical support to 48 software engineers
• Tracked personnel’s billable hours and communicated with staff to correct documentation as needed

Computer Skills
Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook Express, Windows 9X, Windows ME, Windows XP, Windows Vista, Linux, Unix, MS DOS
INFORMATION TECHNOLOGY
SAMPLE RESUME

Mya Perfectresume
123 Pine Street
Philadelphia, PA 19102
(215) 555- 1234
myaperfectresume@student.peirce.edu

Summary of Qualifications
• Achieved Dean’s list for 15/16 semesters and 3.75 GPA
• Three years of experience as help desk technician and web developer
• Proficiency in various programs, operating systems and applications
• Expert at finding and resolving malfunctions, using exceptional technical and communication skills to ensure minimization of downtime and optimal computer performance

Education
Peirce College
Bachelor of Science, Information Technology
Philadelphia, PA
June 2003

Technical Qualifications
• Software Applications: Microsoft Suite (Excel, Word, Access, Power Point), Macromedia Homesuite, Adobe Photoshop, FrontPage/Dreamweaver, macromedia Flash, DrScheme.
• Database Management: Database SQL command, MySQL.
• Operating Systems: Mac OSX, Windows XP professional, UNIX

Professional Experience
Computer Corporation
Web Developer
Philadelphia, PA
July 2003-Present
• Helped in the re-launching and redesigning of company’s web site that resulted in increased online sales by 15% and improved navigation
• Responsible for implementation of programs and databases that enable users to register unique names and passwords
• Help in implementation, creation and management of multiple applications for back end and web site including Flash slide shows, newsletter, and RSSWeb updating and editing using several languages such as XML, HTML, and CSS

Technology Entertainment
Web Developer/Help Desk Technician
Las Vegas, NV
May 2001-June 2003
• Utilized JavaScript, HTML, Flash and CSS to create company’s web site
• Primarily recruited for help desk. Assured software and hardware were installed and operated at peak efficiency
• Accountable for long-term and day-to-day maintenance and technical support of site including suggestion solutions and analyzing requirements to meet user needs
HEALTHCARE ADMINISTRATION
SAMPLE RESUME

Betty Best Student
567 College Street
Philadelphia, PA 19102
bettybeststudent@gmail.com
123.456.7890

EDUCATION
Bachelor of Science—Healthcare Administration
Peirce College, Philadelphia, PA
• Deans List, 3.75 GPA
• Recipient, Healthcare Administration Scholarship, 2010

PROFESSIONAL EXPERIENCE
PA General Hospital, Philadelphia, Pennsylvania February 2012-Present
Emergency Room, Senior Desk Clerk
• Coordinate schedule for 4 desk clerks
• Assist Emergency Room supervisor in evaluation of desk clerks
• Perform initial intake for all emergency room patients
• Assist triage nurse as needed
• Update hospital record for emergency room patients
• Maintain and order needed supplies for intake desk

PA General Hospital, Philadelphia, Pennsylvania January 2011-January 2012
Administrative Intern
• Developed marketing plan for revamped volunteer program
• Coordinated scheduling for and participated in JCAH (Joint Commission on Accreditation of Hospitals) preparation meetings
• Coordinated Founders Day Gala to include dinner for 300 hospital and community members
• Served on newly appointed hospital ethics committee

Fashionista Clothing Store, Bensalem, Pennsylvania October 2009-November 2011
Sales Associate
• Greeted dozens of customers daily at front door, offering assistance with purchases
• Answered questions regarding Fashionista Credit Card, weekly sales and return policies
• Managed front desk, assisting customers with purchases, exchanges and item holding

COMPUTER SKILLS
Working Knowledge of Lotus 1-2-3, Excel, Microsoft Word, Microsoft Access

PROFESSIONAL AFFILIATIONS
• Member, Philadelphia Student Healthcare Association
• Secretary, Volunteers for a Healthy America
BUSINESS MANAGEMENT
SAMPLE RESUME

Wanda Ifyoullhireme
678 Study Lane
Philadelphia, PA 12333
555.555.5555
wifyoullhireme@student.peirce.edu

Education
Associate of Science, Business Management (January 2013)
Peirce College, Philadelphia PA

Related Coursework: Managerial Strategy and Policy, Management Information Systems, Management and the External Environment, Calculus with Business Applications, Organizational Decision Making

Work Experience
The Space Store, Philadelphia PA 2011 - Present
• Responsible for space planning including home office and home organization
• Utilize computer system to sketch diagrams for customers
• Plan and allocate space requirements
• Responsible for assisting other employees with planning problems and troubleshooting

Doug’s Pizza
Manager, Pottstown, PA 2010 - 2011
• Responsible for team development, communications, sales, profit and cost control management
• Managed store operations
• Managed administration including scheduling, reports, inventory, and customer service

Cashier 2008 - 2010
• Responsible for customer service including order-taking and cash register operations

Computer Skills
Microsoft Word, Excel, PowerPoint, Access, Minitab, Internet

Other Activities
• Member, Youth Development Association
• Peer Tutor, Macro Economics and Micro Economics
• President, Association of Management Training

If you held a position of leadership, mention it.
A COVER LETTER is an introduction to who you are, the experiences you bring to the table and the contributions you wish to make in a role or company. Its purpose is to concisely tell your story and encourage the recruiter or hiring manager to review your resume and subsequently engage you in the interview process. When writing your cover letter, keep these tips in mind:

Tip #1: Your cover letter should not exceed four short paragraphs on one page
A longer letter is unlikely to be read. Use standard 8½ x 11 paper. If you use a smaller size, the correspondence will appear more personal than professional; a larger size would look awkward.

Tip #2: Each paragraph of your resume should be clear and focused
- **First paragraph**
  State immediately and concisely which position you wish to be considered for and what makes you the best candidate for the position. If you are responding to a classified ad or online listing, reference where you found the job.
- **Second paragraph**
  Detail what you can contribute to the company and show how your qualifications will benefit the company.
- **Third paragraph**
  Describe your interest in the company. Present yourself as eager (but not desperate) to work for the company.
- **Fourth paragraph**
  Specifically request an interview. Include your email address and the best possible phone number to reach you. Your closing should be two lines beneath the body of the letter and should be aligned to the right hand side of the page. Simply close the letter with “Sincerely.” If printing a hard copy, don’t forget to sign above your name (four lines down from your closing) in black ink.

Tip #3: Print your cover letter on neutral toned paper
White and ivory are acceptable choices for your cover letter. You should use the same paper you use for your resume. Standard office paper is generally acceptable for most positions. Executive and top-level positions may require more formal, heavier weight paper. If you need resume and cover letter paper, CDS can help. Just give us a call.

---

Lisa Eager
87 Newjob Road
Philadelphia, PA 19122
Tel: 215.555.1234
E: leager@email.com

December 1, 2012

Dear Ms. Lawyer,

I am writing to apply for the position of full-time paralegal as advertised on your website. I have recently completed my BA degree at Peirce College (ABA approved), graduating with a grade point average of 3.0. The combination of my qualifications, work experience and passion for the legal industry would make me a valuable asset to your firm.

While attending school, I was chosen from 200 applicants to complete a summer clerkship with Great Lawyers Lawfirm. The experience I gained while working for Great Lawyers has been invaluable to my career in law. My workload was challenging and varied and, to date, includes legal research, writing articles and attending court cases. This role allowed me to develop my research, analytical and problem-solving skills as well as my knowledge of the legal system. I was able to practice and develop my leadership skills as supervisor of case assistants. The position also gave me the opportunity to work autonomously on more complex files, where I was able to foster successful working relationships with colleagues and clients.

I have also developed my practical legal skills as a volunteer at Community Legal Center. In addition to increasing my understanding of common legal problems affecting ordinary people, the experience reinforced my dedication to professional and equitable legal representation for all.

I am now eager to apply all I have learned in an innovative and growing firm that values initiative and hard work. I have enclosed my resume and I look forward to being able to discuss the position with you further at an interview. I can be reached at 215-555-1234 or by email at leager@email.com.

Sincerely,

Lisa Eager
Mr. Michael Technology  
Chief Information Officer  
ABC Company, Inc.  
123 Electronics Blvd.  
Philadelphia, PA 19102

December 1, 2012

Dear Mr. Technology:

I have been following recent news about ABC Company, especially its International growth and recent public offering of an additional 1 million shares of common stock to help fund more acquisitions. I believe my skills and extensive experience in the information technology field, most notably as a project manager and database administrator, can benefit ABC as it carries out its global growth strategy.

I recently spearheaded the integration of and application upgrades for 250 desktop and mobile devices following an acquisition. My team finished the two-month project a week ahead of schedule and within budget. I believe my record of accomplishments such as this one, as well as my experience as a Senior IT Project Management Professional, could greatly benefit your company as it embarks on its ambitious plans.

I welcome an opportunity to meet with you to discuss how my skills and professional experience can help ABC. I will call your office a week from today to see whether we can schedule an appointment. In the interim, I can be reached at 215-555-4567 or at jocomputer@email.com.

Sincerely,

Joseph Computer
BUSINESS ETIQUETTE BLUNDERS
And How to Fix Them

GETTING A HANDLE on business etiquette is even more important in this digital age, when the HR process is in flux and the “rules” aren’t always clear. Here are some of the top etiquette complaints from recruiters, and ways you can avoid those mistakes so that even old-school interviewers will be impressed with your good manners and social graces.

No Show = No Job
This should go without saying, but actually showing up to an interview is necessary to lock down a job offer. Yet, too many candidates casually blow off interviews. One of the easiest ways to make a good impression is to arrive for interviews 10-15 minutes early, so you have plenty of time to get settled and perhaps check your appearance one last time.

If something pressing does come up, immediately call to cancel or reschedule. Decided you don’t want the job after all? Don’t just disappear. It’s not only rude, but every industry has a grapevine, and word of flakiness gets around. Failing to show for an on-campus interview can have even more severe consequences, so make sure you know the cancelation and no-show policy.

Too Negative
“Keep your emotional baggage outside the interview door,” says Peggy Klaus, author of BRAG! The Art of Tooting Your Own Horn Without Blowing It. We all have days when the alarm doesn’t go off, the weather is a mess, and there’s no parking spot. Don’t whine. Be enthusiastic, eager, flexible, and most of all—likeable. “Do not expect the interviewer to entertain you, or do your job for you by drawing you out,” she adds.

Thankless
Sending a thank-you note is an important way to demonstrate good manners. It doesn’t have to be handwritten, but it should be considered and specific. “An email is fine, but make sure it shows thought and effort,” says Klaus. “Don’t do it in the elevator on the way down. Do it with forethought, so you can translate what you got out of the interview.”

If you do a round of interviews with three people, say, then send three slightly different thank-you notes that day, or the next. (Get business cards so you have everyone’s contact information close at hand.)

Too Familiar
When emailing someone you don’t know well, be a bit formal: Capitalize words, don’t use texting shorthand, and start with a salutation. “You don’t send an email to a stranger without a note, right? Can’t you treat me like one?” says Down. “I’ve called candidates and gotten obnoxious voicemail messages, ‘You know who this is. You know what to do,’ she says. That’s not the way to win over a recruiter.

What Dress Code?
Dressing appropriately for an interview is a balancing act. One level in formality above what people normally wear on the job is just right. For men, if you’d wear khakis and a polo shirt on the job, wear dress slacks and a blazer to the interview. Women should follow a similar “step up” plan. (Scope out company dress codes during informational interviews.)

“On an interview, you’re dressing to get hired, not dated,” says Yate. “Your dress must be conservative and clean cut. It shows respect for the occasion, job, company, interviewer, and most of all—for yourself.”

Dining Disaster
You may have an opportunity to interview at lunch or dinner. It can be doubly nerve wracking to think about what you’ll say, as well as how to keep the spaghetti on your fork. “If you eat like a caveman with a mastodon on your plate, you won’t be invited to dine with the chairman of the board, or important clients.” Yate says. Don’t drink, even if your interviewer does, so that you can keep your wits about you, and be courteous to the wait staff. Consider ordering an easy-to-manage entrée.

Clueless About the Employer
It’s so easy to do online research, that there’s no reason for you not to know about a prospective employer—the company and the individual. How much will employers care if you don’t do your due diligence? One applicant at IBM was asked if he knew what those three letters stood for. He did not. Next! (In case you ever interview at IBM, the answer is International Business Machines.)

Annoying Devices
“We get complaints about candidates taking a cell phone call, or checking email, or texting in a meeting,” says Kathleen Downs, recruiting manager at Robert Half International in Orlando, Fla. “It’s a mistake to not silence a phone during a meeting. Even in the waiting room, we’ve had phones go off and it’s an inappropriate ring tone, like a hip-hop song with swear words.”

Make sure you have a greeting on your voicemail—some employers won’t leave a message if they aren’t sure they’ve reached the right party. And if your phone number is blocked, they can’t call you back if you don’t leave a message. “I’ve called candidates and gotten obnoxious voicemail messages, ‘You know who this is. You know what to do,’” she says. That’s not the way to win over a recruiter.

Poor Profile
Employers often complain of inappropriate photos or comments on an applicant’s social media profile. “You can try to make that info private, but somehow, someway, there’s a way to get it,” Down says. She has her Facebook profile set to private, and directs business contacts to her LinkedIn profile. “Don’t ever post anything racy. For example, don’t post a picture of yourself in a bikini—even if you look good!”

Tattoos and Piercings
Tribal tattoos and hair dyed colors not seen in nature may turn off conservative employers. If your personal style doesn’t go over well in interviews, cover up (easy with some tattoos) or get a makeover ASAP.

“A guy with a piercing came to an interview with a tongue ring in,” says Down. “I told him to go to the restroom and take it out. It was stuck. He had to go to the tattoo parlor a few miles away and have it cut out.”

If your personal style is more important to you than a position with a company, spend a little more time researching the corporate culture of a company before you apply, so you can find the right fit.

Written by Jebra Turner, a former human resources manager, who writes about career issues, and other business topics. She lives in Portland, Ore., and can be reached at www.jebra.com.
FOR MOST OF US, sending and receiving email is simple and fun. We use it to communicate with friends and family and to converse with our contemporaries in an informal manner. But while we may be unguarded in our tone when we email friends, a professional tone should be maintained when communicating with prospective employers.

Email is a powerful tool in the hands of a knowledgeable job-seeker. Use it wisely and you will shine. Use it improperly, however, and you’ll brand yourself as immature and unprofessional. It’s irritating when a professional email doesn’t stay on topic, or the writer just rambles. Try to succinctly get your point across—then end the email.

Be aware that electronic mail is often the preferred method of communication between job-seeker and employer. There are general guidelines that should be followed when emailing cover letters, thank-you notes and replies to various requests for information. Apply the following advice to every email you write:

• Use a meaningful subject header for your email—one that is appropriate to the topic.
• Always be professional and businesslike in your correspondence. Address the recipient as Mr., Ms. or Mrs., and always verify the correct spelling of the recipient’s name.
• Be brief in your communications. Don’t overload the employer with lots of questions in your email.
• Ditch the emoticons. While a 😊 or an LOL (laughing out loud) may go over well with friends and family, do not use such symbols in your email communications with business people.
• Do not use strange fonts, wallpapers or multicolored backgrounds.
• Sign your email with your full name.
• Avoid using slang.
• Be sure to proofread and spell-check your email before sending it.

Neal Murray, former director of the career services center at the University of California, San Diego, sees a lot of email from job-seekers. “You’d be amazed at the number of emails I receive that have spelling errors, grammatical errors, formatting errors—emails that are too informal in tone or just poorly written,” says Murray. Such emails can send the message that you are unprofessional or unqualified. When you’re dealing with employers, there is no such thing as an inconsequential communication. Your emails say far more about you than you might realize, and it is important to always present a polished, professional image—even if you are just emailing your phone number and a time when you can be contacted. If you are sloppy and careless, a seemingly trivial communication will stick out like a sore thumb.

Thank-You Notes
If you’ve had an interview with a prospective employer, a thank-you note is a good way to express your appreciation. The note can be emailed a day or two after your interview and only needs to be a few sentences long, as in the following:

Dear Ms. Jones:
I just wanted to send a quick note to thank you for yesterday’s interview. The position we discussed is exactly what I’ve been looking for, and I feel that I will be able to make a positive contribution to your organization. I appreciate the opportunity to be considered for employment at XYZ Corporation. Please don’t hesitate to contact me if you need further information.

Sincerely,

John Doe

Remember, a thank-you note is just that—a simple way to say thank you. In the business world, even these brief notes need to be handled with care.

Cover Letters
A well-crafted cover letter can help “sell” you to an employer. It should accomplish three main things:

1. Introduce yourself to the employer. If you are a recent college graduate, mention your major and how it would apply to the job you are seeking. Discuss the organizations/extracurricular activities you were involved in and the part-time jobs you held while a student, even if they might seem trivial to you. Chances are, you probably picked up some transferable skills that you will be able to use in the work world.

2. Sell yourself. Briefly state your education and the skills that will benefit the employer. Don’t go into a lot of detail here—that’s what your resume is for—but give the employer a sense of your strengths and talents.

3. Request further action. This is where you request the next step, such as an appointment or a phone conversation. Be polite but sincere in your desire for further action.

Tips
In addition to the guidelines stated above, here are a few tips to keep in mind:

• Make sure you spell the recipient’s name correctly. If the person uses initials such as J.A. Smith and you are not certain of the individual’s gender, then begin the email: “Dear J.A. Smith.”

• Stick to a standard font like Times New Roman, 12-point.
• Keep your email brief and businesslike.
• Proofread everything you write before sending it.

While a well-crafted email may not be solely responsible for getting you your dream job, rest assured that an email full of errors will result in your being overlooked. Use these email guidelines and you will give yourself an advantage over other job-seekers who are unaware of how to professionally converse through email.

Written by John Martalo, a freelance writer based in San Diego.
NETWORK YOUR WAY TO A JOB

MANY PEOPLE USE the classified ads as their sole job search technique. Unfortunately, statistics show that only 10% to 20% of jobs are ever published—which means that 80% to 90% of jobs remain hidden in the job market. For this reason, networking remains the number one job search strategy.

Networking Defined
A network is an interconnected group of supporters who serve as resources for your job search and ultimately for your career. Some great network contacts might include people you meet at business and social meetings who provide you with career information and advice. Students often hesitate to network because they feel awkward asking for help, but it should be an integral part of any job search. Though you might feel nervous when approaching a potential contact, networking is a skill that develops with practice, so don’t give up. Most people love to talk about themselves and their jobs and are willing to give realistic—and free—advice.

Eight Keys to Networking
1. Be Prepared First, define what information you need and what you are trying to accomplish by networking. Remember, your purpose in networking is to get to know people who can provide information regarding careers and leads. Some of the many benefits of networking include increased visibility within your field, propelling your professional development, finding suitable mentors, increasing your chances of promotion and perhaps finding your next job.

   Second, know yourself—your education, experience and skills. Practice a concise, one-minute presentation of yourself so that people will know the kinds of areas in which you are interested. Your networking meeting should include the following elements: introduction, self-overview, Q&A, obtaining referrals and closing.

2. Be Targeted Identify your network. For some, “I don’t have a network, I don’t know anyone,” may be your first reaction. You can start by listing everyone you know who are potential prospects: family members, friends, faculty, neighbors, classmates, alumni, bosses, co-workers and community associates. Attend meetings of organizations in your field of interest and get involved. You never know where you are going to meet someone who could lead you to your next job.

3. Be Professional Ask your networking prospects for advice—not for a job. Your networking meetings should be a source of career information, advice and contacts. Start off the encounter with a firm handshake, eye contact and a warm smile. Focus on asking for one thing at a time. Your contacts expect you to represent yourself with your best foot forward.

4. Be Patient Heena Noorani, research analyst with New York-based Thomson Financial, recommends avoiding the feeling of discouragement if networking does not provide immediate results or instant answers. She advises, “Be prepared for a slow down after you get started. Stay politely persistent with your leads and build momentum. Networking is like gardening: You do not plant the seed, then quickly harvest. Networking requires cultivation that takes time and effort for the process to pay off.”

5. Be Focused on Quality—not Quantity In a large group setting, circulate and meet people, but don’t try to talk to everyone. It’s better to have a few meaningful conversations than 50 hasty introductions. Don’t cling to people you already know; you’re unlikely to build new contacts that way. If you are at a reception, be sure to wear a nametag and collect or exchange business cards so you can later contact the people you meet.

6. Be Referral-Centered The person you are networking with may not have a job opening, but he or she may know someone who is hiring. The key is to exchange information and then expand your network by obtaining additional referrals each time you meet someone new. Be sure to mention the person who referred you.

7. Be Proactive Stay organized and track your networking meetings. Keep a list of your contacts and update it frequently with the names of any leads given to you. Send a thank-you note or email if appropriate. Ask if you can follow-up the conversation with a phone call, or even better, with a more in-depth meeting in the near future.

8. Be Dedicated to Networking Most importantly, networking should be ongoing. You will want to stay in touch with contacts over the long haul—not just when you need something. Make networking part of your long-term career plan.

Questions to Ask During Networking Meetings
- What do you like most (least) about your work?
- Can you describe a typical workday or week?
- What type of education and experience do you need to remain successful in this field?
- What are the future career opportunities in this field?
- What are the challenges in balancing work and personal life?
- Why do people enter/leave this field or company?
- Which companies have the best track record for promoting minorities?
- What advice would you give to someone trying to break into this field?
- With whom would you recommend I speak? When I call, may I use your name?

Do’s & Don’ts of Networking
- Do keep one hand free from a briefcase or purse so you can shake hands when necessary.
- Do bring copies of your resume.
- Don’t tell them your life story; you are dealing with busy people, so get right to the point.
- Don’t be shy or afraid to ask for what you need.
- Don’t pass up opportunities to network.

Written by Thomas J. Denham, managing partner and career counselor of Careers in Transition LLC.
UTILIZING RECRUITERS

Headhunting and the Economy

Companies are evolving new strategies each quarter in order to stay competitive. Most don’t have time to put ads in the paper to fill positions. And job listings were never a really good way to get a job, anyway.

These days, executive recruiters are increasingly responsible for finding and placing employees, particularly for high-level positions. Companies hire recruitment firms to find talented employees and bring them in to take high-salaried, high-profile jobs that are not often publicly advertised. Some industry surveys suggest that recruiters play a role in 30 percent to 40 percent of all new hires.

If you’re dissatisfied with a job, seeking a mid-career challenge, or just like to have options at your disposal, an executive recruiter may be the perfect agent of fate. And you don’t have to wait for one to call.

How Recruiters Work

Recruiting firms are employment agencies. Companies hire executive recruiters to find and bring in candidates for management positions—anyone with two years of professional work experience on up. The corporation is the recruiter’s client, and the job candidate is the product. Thus, recruiters normally find a person for the job, not a job for the person.

“Above all, find a person you trust. If there is not a bond of trust, then the relationship will be unproductive and disappointing.”

Recruiters are compensated either on retainer or a contingency basis; either way, the standard fee structure is 25 to 35 percent of the position’s first-year salary. Retainer firms have exclusive contracts to handle higher-level positions involving six-figure salaries.

Most firms are specialized in some manner, either regionally, by profession (such as accounting, legal, advertising, marketing), or industry—such as high tech or pharmaceutical. Some firms have exclusive contracts to do all of a company’s outsource hiring.

Finding the Right Recruiter

Step one is finding a recruiting firm that works in your field. Begin by asking people you know. If your dream job is at a specific company, find out who does their recruiting.

Once you’ve found a firm, choose an individual recruiter with whom you can develop a good relationship. “Above all, find a person you trust,” says Howard Hegwer, a managing partner of Management Recruiters International, in Seattle. “If there is not a bond of trust, then the relationship will be unproductive and disappointing.”

Put the recruiter to the test. How established is the firm? How long has the person been recruiting? What did he or she do before? Does he or she have a solid working knowledge of your field? Years of experience are great, but not absolutely essential. Someone who spent 20 years in consulting can probably step right in and act as an excellent recruiter for consulting jobs.

Be certain you understand how the recruiting process will work. If you are currently employed—and hope to stay that way until you decide otherwise—discretion is a must. Insist on pre-approving your resume’s travel itinerary, so it doesn’t show up in the hands of your boss’s golf partner. The more initial information you give to the recruiter, the easier it’ll be for him or her to find the right fit for you.

If you can find two or three recruiters whom you trust and with whom you want to work, much better. Recruiters rely heavily on their personal contacts and arrangements with certain companies, so each recruiter widens your circle. But be careful not to make the circles so wide that they overlap. Recruiters may lose zeal to promote you if they send your resume to a company, only to find that another recruiter already did so. Tell your recruiters about one another so they have that information to work with.

Putting Your Best Head Forward

How can you best help the recruiter help you? The more you put into the process, the more you’ll get out of it. Be honest and clear about your career goals. Describe the type of position you want, your salary requirements, where you want to work, and anything that is prima facie unacceptable. “The more I know about a candidate and what they are looking for,” says Hegwer, “the more likely it is that I can make a great presentation about that person to a company.”

Remember that you’re the product the recruiter is selling. “Listen to the recruiter when it comes to interview technique and negotiation,” says David Gomez, CEO of David Gomez and Associates, a Chicago-based recruiting agency specializing in marketing, advertising, accounting, finance, and diversity recruiting.

Recruiters send people out to interview all the time, and they get feedback afterward from both sides on what worked and what didn’t. A good recruiter may be able to tell you the interviewing style of the person you’ll be meeting, and perhaps even some of his or her trick questions. Even if you’ve spent a number of years in your field and know who you are and what you’re worth, a recruiter can point out key details that will make your presentation of yourself more enticing to a potential employer.

TEN RULES OF INTERVIEWING

BEFORE STEPPING INTO an interview, be sure to practice, practice, practice. A job-seeker going to a job interview without preparing is like an actor performing on opening night without rehearsing.

To help with the interview process, keep the following ten rules in mind:

1. **Keep your answers brief and concise.**
   Unless asked to give more detail, limit your answers to two to three minutes per question. Tape yourself and see how long it takes you to fully answer a question.

2. **Include concrete, quantifiable data.**
   Interviewees tend to talk in generalities. Unfortunately, generalities often fail to convince interviewers that the applicant has assets. Include measurable information and provide details about specific accomplishments when discussing your strengths.

3. **Repeat your key strengths three times.**
   It’s essential that you comfortably and confidently articulate your strengths. Explain how the strengths relate to the company’s or department’s goals and how they might benefit the potential employer. If you repeat your strengths then they will be remembered and—if supported with quantifiable accomplishments—they will more likely be believed.

4. **Prepare five or more success stories.**
   In preparing for interviews, make a list of your skills and key assets. Then reflect on past jobs and pick out one or two instances when you used those skills successfully.

5. **Put yourself on their team.**
   Ally yourself with the prospective employer by using the employer’s name and products or services. For example, “As a member of __________, I would carefully analyze the _________ and _________.” Show that you are thinking like a member of the team and will fit in with the existing environment. Be careful though not to say anything that would offend or be taken negatively. Your research will help you in this area.

6. **Image is often as important as content.**
   What you look like and how you say something are just as important as what you say. Studies have shown that 65 percent of the conveyed message is nonverbal; gestures, physical appearance and attire are highly influential during job interviews.

7. **Ask questions.**
   The types of questions you ask and the way you ask them can make a tremendous impression on the interviewer. Good questions require advance preparation. Just as you plan how you would answer an interviewer’s questions, write out specific questions you want to ask. Then look for opportunities to ask them during the interview. Don’t ask about benefits or salary. The interview process is a two-way street whereby you and the interviewer assess each other to determine if there is an appropriate match.

8. **Maintain a conversational flow.**
   By consciously maintaining a conversational flow—a dialogue instead of a monologue—you will be perceived more positively. Use feedback questions at the end of your answers and use body language and voice intonation to create a conversational interchange between you and the interviewer.

9. **Research the company, product lines and competitors.**
   Research will provide information to help you decide whether you’re interested in the company and important data to refer to during the interview.

10. **Keep an interview journal.**
    As soon as possible, write a brief summary of what happened. Note any follow-up action you should take and put it in your calendar. Review your presentation. Keep a journal of your attitude and the way you answered the questions. Did you ask questions to get the information you needed? What might you do differently next time? Prepare and send a brief thank-you letter. Restate your skills and stress what you can do for the company.

In Summary
   Because of its importance, interviewing requires advance preparation. Only you will be able to positively affect the outcome. You must be able to compete successfully with the competition for the job you want. In order to do that, be certain you have considered the kind of job you want, why you want it and how you qualify for it. You also must face reality: Is the job attainable?

   In addition, recognize what it is employers want in their candidates. They want “can do” and “will do” employees. Recognize and use the following factors to your benefit as you develop your sales presentation. In evaluating candidates, employers consider the following factors:

   - Ability
   - Character
   - Loyalty
   - Initiative
   - Personality
   - Communication skills
   - Acceptance
   - Work record
   - Recommendations
   - Outside activities while in school
   - Impressions made during the interview

Written by Roseanne R. Bensley, Career Services, New Mexico State University.
YOU’VE SAT THROUGH most of the interview and have answered all the recruiter’s questions. You know you’ve made a good impression because you prepared for the interview and your answers were articulate and decisive. You’ve come across as a very bright, capable candidate when the recruiter asks something you didn’t anticipate: “Do you have any questions?”

If you don’t have any questions prepared and you try to cover your mistake by asking a spur-of-the-moment question, chances are you will damage your chances for a successful interview. Some recruiters refuse to hire people who don’t ask intelligent questions. Don’t ask questions just for the sake of asking questions—make sure it is information that you need.

Prepare Questions in Advance
You should have a list of questions prepared for this crucial part of the interview. Every question you ask should demonstrate your interest and confirm your knowledge of the organization.

You should read publications in the field. You can get information about new products or policies by surfing the employer’s website or by reading general magazines or trade publications. It is appropriate to address some of your questions to what you have read. Ask about new products, how research and development is structured at the company, management strategies at the company, how the company has changed, and potential product growth.

Some of the publications providing a wealth of information are *Fortune*, *Forbes*, *BusinessWeek* and *The Wall Street Journal*.

Questions Not to Ask
Not only should you know what questions to ask during the interview, but it is important to know what questions not to ask. You don’t want to alienate the recruiter by putting him or her on the defensive.

The following areas should generally be avoided:

1. Avoid asking questions that are answered in the company’s annual report or employment brochure. Recruiters are familiar enough with their own information to recognize when you haven’t done your homework. If some information in the annual report isn’t clear to you, by all means ask for clarification.
2. Don’t bring up salary or benefits in the initial interview. The majority of companies recruiting are very competitive and will offer approximately similar salaries and benefits. The recruiter may choose to bring up the information, but you should not initiate the topic.
3. Avoid asking any personal questions or questions that will put the recruiter on the defensive. This includes questions such as the interviewer’s educational background, marital status, past work experience and so on.

4. Don’t ask questions that have already been answered during the interview. If you have prepared a list of questions and some of them have been addressed during the interview, do not repeat them unless you need clarification.

Questions You Should Ask
Now that you know what you shouldn’t ask during the interview, determine what questions you should ask.

1. Ask specific questions about the position. You need to know what duties will be required of the person in the position to see if there is a fit between your interests and qualifications and the job you seek.
2. Try to find out as much as possible about qualities and skills the recruiter is looking for in job candidates. Once you determine the necessary qualities, you can then explain to the recruiter how your background and capabilities relate to those qualities.
3. Ask questions concerning advancement and promotion paths available. Every company is different and most advancement policies are unique. Try to find out what the possible promotion path is to see if it fits your career goals. You may also want to ask about periodic performance evaluations.
4. It is appropriate to ask specific questions about the company’s training program if this information is not covered in company literature.
5. Ask questions about location and travel required. If you have limitations, this is the time to find out what is expected in the position.
DRESSING FOR THE INTERVIEW

DEPENDING UPON YOUR fashion style, whether it is the latest trends for the club scene or merely college senior casual, a job interview may be cause for some drastic wardrobe augmentation.

For your interviews, some of your individualism might have to be shelved or kept in the closet. In most business and technical job interviews, when it comes to your appearance, conservatism and conformity are in order.

While many companies have adopted the “office casual” dress code, don’t try to set new standards in the interview. When in doubt, it is better to be too conservative than to be too flashy. For men and women, a suit is the best bet.

Here are some guidelines:

**MEN**
- A two-piece suit will suffice in most instances.
- Solid colors and tighter-woven fabrics are safer than bold prints or patterns.
- Bright ties bring focus to the face, but a simple pattern is best for an interview. (A tip for larger men: Use a double Windsor knot to minimize a bulky appearance.)
- Wear polished shoes with socks high enough so no skin is visible when you sit down and cross your legs.

**WOMEN**
- A suit with a knee-length skirt and a tailored blouse is most appropriate.
- Accessories should be kept simple. Basic pumps and modest jewelry and makeup help to present a professional look.
- Pants are usually acceptable but skirts may work best in very conservative companies.

**Staying Within a Budget**

For recent graduates just entering professional life, additions to wardrobes, or complete overhauls, are likely needed. Limited funds, however, can be an obstacle. Image consultant Christine Lazzarini suggests “capsule wardrobing.” For example, by mixing and matching, she says, an eight-piece capsule wardrobe can generate up to 28 ensembles.

Before shopping, Lazzarini advises establishing a budget, 50% of which should be targeted for accessories. For women, “even a brightly colored jacket could be considered an accessory when it makes an outfit you already have look entirely different.”

The most important piece in any wardrobe is a jacket that is versatile and can work with a number of other pieces, according to one fashion expert. This applies to men and women. “If you focus on a suit, buy one with a jacket which may be used with other skirts or trousers,” says a women’s fashion director for a major national retailer. “Then add a black turtleneck or a white shirt. These are the fashion basics that you can build on.”

A navy or black blazer for men can work well with a few different gabardine pants. Although this kind of ensemble would be just as expensive as a single suit, it offers more versatility.

One accessory recommended by company representatives is a briefcase. “When I see one,” says one recruiter, “it definitely adds to the candidate’s stature. It is a symbol to me that the individual has done some research and that he or she is prepared.”

**A Final Check**

And, of course, your appearance is only as good as your grooming. Create a final checklist to review before you go on an interview:

- Neatly trimmed hair
- Conservative makeup
- No runs in stockings (bring an extra pair)
- Shoes polished (some suggest wearing your sneakers on the way to an interview and changing before you enter the interview site)
- No excessive jewelry; men should refrain from wearing earrings
- No missing buttons, crooked ties or lint

You want your experience and qualifications to shine. Your appearance should enhance your presentation, not overwhelm it.

**While many companies have adopted the “office casual” dress code, don’t try to set new standards in the interview. When in doubt, it is better to be too conservative than to be too flashy.**

**Taking a Casual Approach**

“Office casual” is becoming the accepted mode of dress at more and more companies. The rules, however, for casual attire are subject to tremendous company-to-company variance. At some, “casual day” is a Friday-only observance, where the dress code is slightly relaxed—a sports coat and slacks for men and slacks and a sweater for women. At others, especially entrepreneurial computer companies, it’s shorts and sandals every day.

The safest fashion rule for new employees to follow is dress about the same as your most conservatively attired co-worker. As a new hire, don’t try to “push the boundaries” of casual attire.

**Fashion Arrests:** 1) Never wear denim jeans or shorts unless the vast majority of others do; 2) Don’t dress too provocatively—you’re at work, not at a dance club; 3) “Casual” doesn’t mean “sloppy”—your clothes should always be free of stains or holes; 4) Workout wear belongs at the gym.

**Play It Safe:** 1) Chinos or corduroy slacks are usually a safe bet for both sexes; 2) As for formal business attire, buy the best that your budget will allow; 3) If you will be seeing clients, dress appropriately for their workplace, not yours; 4) Go to the mall—most department and specialty stores have sections devoted to this style of office attire.
STUDENTS WITH DISABILITIES: ACING THE INTERVIEW

THE TRADITIONAL face-to-face interview can be particularly stressful when you have a disability—especially a visible disability. Hiring managers and employers may have had little prior experience with persons with disabilities and may react with discomfort or even shock to the appearance of a wheelchair, cane or an unusual physical trait. When this happens, the interviewer is often so uncomfortable that he or she just wants to “get it over with” and conducts the interview in a hurried manner. But this scenario robs you of the opportunity to present your credentials and could prevent the employer from identifying a suitable, qualified candidate for employment.

It is essential that you understand that interviewing is not a passive process where the interviewer asks all the questions and you simply provide the answers. You, even more than applicants without disabilities, must be skilled in handling each interview in order to put the employer representative at ease. You must also be able to demonstrate your ability to manage your disability and be prepared to provide relevant information about your skills, experiences and educational background. In addition, you may have to inform the employer of the equipment, tools and related resources that you will need to perform the job tasks.

To Disclose or Not to Disclose
To disclose or not to disclose, and when and how to disclose, are decisions that persons with disabilities must make for themselves during the job search process.

Under the Americans with Disabilities Act (ADA), you are not legally obligated to disclose your disability unless it is likely to directly affect your job performance. On the other hand, if your disability is visible, it will be evident at the time of the interview so it may be more prudent to acknowledge your disability during the application process to avoid catching the employer representative off guard.

Reasons for Disclosing
You take a risk when you decide to disclose your disability. Some employers may reject your application based on negative, preconceived ideas about persons with disabilities. In addition, you may feel that the issue is too personal to be publicized among strangers. On the other hand, if you provide false answers about your health or disability on an application and the truth is uncovered later, you risk losing your job. You may even be held legally responsible if you failed to inform your employer and an accident occurs that is related to your disability.

Timing the Disclosure
The employer’s first contact with you will typically be through your cover letter and resume, especially if you initially contacted the organization. There are many differing opinions on whether one should mention the disability on the resume or in the cover letter. If you are comfortable revealing your disability early in the process, then give careful consideration to where the information is placed and how it is stated. The cover letter and resume should primarily outline relevant skills, experiences and education for the position for which you are applying. The reader should have a clear understanding of your suitability for the position. Therefore, if you choose to disclose your disability, the disclosure should be brief and placed near the end of the cover letter and resume. It should never be the first piece of information that the employer sees about you. The information should also reveal your ability to manage your disability while performing required job functions.

When You Get the Interview
As stated earlier, it may not be wise to hide the disability (especially a visible disability) until the time of the interview. The employer representative may be surprised, uncomfortable or assume that you intentionally hid critical information. As a result, more time may be spent asking irrelevant and trivial questions because of nervousness, rather than focusing on your suitability for the position. Get assistance from contacts in human resources, your career center or workers with disabilities about the different ways to prepare the interviewer for your arrival. Take the time to rehearse what you will say before making initial contact. If oral communication is difficult for you, have a career services staff person (or another professional) place the call for you and explain how you plan to handle the interview. If you require support for your interview (such as a sign language interpreter), contact human resources in advance to arrange for this assistance. Advance preparation puts everyone at ease and shows that you can manage your affairs.

Tips on Managing the Interview
Prior to the Interview
1. Identify a career services staff person to help you prepare employers for their interview with you.
2. Arrange for several taped, mock interview sessions to become more confident in discussing your work-related skills and in putting the employer representative at ease; rehearse ahead of time how you will handle inappropriate, personal or possibly illegal questions.
3. If your disability makes oral communication difficult, create a written narrative to supplement your resume that details your abilities.
4. Determine any technical support, resources and costs that might be necessary for your employment so that you can respond to questions related to this topic.
5. Be sure that your career center has information for employers on interviewing persons with disabilities.
6. Seek advice from other workers with disabilities who have been successful in finding employment.
7. Review the general advice about interviewing outlined in this career guide.

During the Interview
1. Put the interviewer at ease before starting the interview by addressing any visible disability (if you have not done so already).
2. Plan to participate fully in the discussion (not just answer questions); maintain the appropriate control of the interview by tactfully keeping the interview focused on your abilities—not the disability.
3. Inform the employer of any accommodations needed and how they can be achieved, thereby demonstrating your ability to manage your disability.
4. Conclude the interview by reiterating your qualifications and giving the interviewer the opportunity to ask any further questions.

Written by Rosita Smith.
# QUESTIONS ASKED BY EMPLOYERS

## Personal
1. Tell me about yourself.
2. What are your hobbies?
3. Why did you choose to interview with our organization?
4. Describe your ideal job.
5. What can you offer us?
6. What do you consider to be your greatest strengths?
7. Can you name some weaknesses?
9. Have you ever had any failures? What did you learn from them?
10. Of which three accomplishments are you most proud?
11. Who are your role models? Why?
12. How does your college education or work experience relate to this job?
13. What motivates you most in a job?
14. Have you had difficulty getting along with a former professor/co-worker and how did you handle it?
15. Have you ever spoken before a group of people? How large?
16. Why should we hire you rather than another candidate?
17. What do you know about our organization (products or services)?
18. Where do you want to be in five years? Ten years?
19. Do you plan to return to school for further education?

## Education
20. Why did you choose your major?
21. Why did you choose to attend your college or university?
22. Do you think you received a good education? In what ways?
23. In which campus activities did you participate?
24. Which classes in your major did you like best? Least? Why?
25. Which elective classes did you like best? Least? Why?
26. If you were to start over, what would you change about your education?
27. Do your grades accurately reflect your ability? Why or why not?
28. Were you financially responsible for any portion of your college education?

## Experience
29. What job-related skills have you developed?
30. Did you work while going to school? In what positions?
31. What did you learn from these work experiences?
32. What did you enjoy most about your last employment? Least?
33. Have you ever quit a job? Why?
34. Give an example of a situation in which you provided a solution to an employer.
35. Give an example of a time in which you worked under deadline pressure.
36. Have you ever done any volunteer work? What kind?
37. How do you think a former supervisor would describe your work?

## Career Goals
38. Do you prefer to work under supervision or on your own?
39. What kind of boss do you prefer?
40. Would you be successful working with a team?
41. Do you prefer large or small organizations? Why?
42. What other types of positions are you considering?
43. How do you feel about working in a structured environment?
44. Are you able to work on several assignments at once?
45. How do you feel about working overtime?
46. How do you feel about travel?
47. How do you feel about the possibility of relocating?
48. Are you willing to work flextime?

Before you begin interviewing, think about these questions and possible responses and discuss them with a career advisor. Conduct mock interviews and be sure you are able to communicate clear, unrehearsed answers to interviewers.
Negotiation is a planned series of events that requires strategy, presentation and patience. Preparation is probably the single most important part of successful negotiations.

Research
Gather as much factual information as you can to back up the case you want to make. For example, if most entering employees cannot negotiate salary, you may be jeopardizing the offer by focusing on that aspect of the package. Turn your attention to other parts of the offer such as their health plan, dental plan, retirement package, the type of schedule you prefer, etc.

Psychological Preparation
Chances are that you will not know the person with whom you will be negotiating. If you are lucky enough to be acquainted, spend some time reviewing what you know about this person’s communication style and decision-making behavior.

In most cases, however, this person will be a stranger. Since most people find the unknown a bit scary, you’ll want to ask yourself what approach to negotiating you find most comfortable. How will you psyche yourself up to feel confident enough to ask for what you want? How will you respond to counteroffers? What are your alternatives? What’s your bottom line? In short, plan your strategy.

Be sure you know exactly what you want. This does not mean you will get exactly that, but having the information clear in your head will help you determine what you are willing to concede. Unless you know what you want, you won’t be able to tell somebody else. Clarity improves communication, which is the conduit for effective negotiations.

Practice
Rehearse the presentation in advance using another person as the employer. If you make mistakes in rehearsal, chances are that you will not repeat them during the actual negotiations. A friend can critique your reasoning and help you prepare for questions. If this all seems like a lot of work, remember that if something is worth negotiating for, it is worth preparing for.

Dollars and Sense
Always begin by expressing genuine interest in the position and the organization, emphasizing the areas of agreement but allowing “wiggle room” to compromise on other areas. Be prepared to support your points of disagreement, outlining the parts you would like to alter, your suggestions on how this can be done and why it would serve the company’s best interests to accommodate your request.

Be prepared to defend your proposal. Back up your reasons for wanting to change the offer with meaningful, work-related skills and positive benefits to the employer. Requesting a salary increase because you are a fast learner or have a high GPA are usually not justifiable reasons in the eyes of the employer. Meaningful work experience or internships that have demonstrated or tested your professional skills are things that will make an employer stop and take notice.

It is sometimes more comfortable for job-seekers to make this initial request in writing and plan to meet later to hash out the differences. You will need to be fairly direct and assertive at this point even though you may feel extremely vulnerable. Keep in mind that the employer has chosen you from a pool of qualified applicants, so you are not as powerless as you think.

Sometimes the employer will bristle at the suggestion that there is room to negotiate. Stand firm, but encourage the employer to think about it for a day or two at which time you will discuss the details of your proposal with him/her. Do not rush the process because you are uncomfortable. The employer may be counting on this discomfort and use it to derail the negotiations. Remember, this is a series of volleys and lobs, trade-offs and compromises that occur over a period of time. It is a process—not a singular event!

Once you have reached a conclusion with which you are both relatively comfortable, present in writing your interpretation of the agreement so that if there is any question, it will be addressed immediately. Negotiation, by definition, implies that each side will give. Do not perceive it as an ultimatum.

If the employer chooses not to grant any of your requests—and realistically, he or she can do that—you will still have the option of accepting the original offer provided you have maintained a positive, productive and friendly atmosphere during your exchanges. You can always re-enter negotiations after you have demonstrated your worth to the organization.

Money Isn’t Everything
There are many things you can negotiate besides salary. For example, benefits can add thousands of dollars to the compensation package. Benefits can range from paid personal leave to discounts on the company’s products and services. They constitute more than just icing on the cake; they may be better than the cake itself. Traditional benefits packages include health insurance, paid vacation and personal/sick days. Companies may offer such benefits as child care, elder care or use of the company jet for family emergencies. Other lucrative benefits could include disability and life insurance and a variety of retirement plans. Some organizations offer investment and stock options as well as relocation reimbursement and tuition credits for continued education.

Written by Lily Maestas, Counseling and Career Services, University of California, Santa Barbara.
SO YOU WANT to work for the federal government? You are not alone. Uncle Sam employs approximately 1.8 million civilian workers worldwide. Federal employees receive a generous benefits package, and as of 2009 they earned an average salary of $72,572. As the largest employer in the U.S., the federal government offers a variety of career opportunities unparalleled in the private sector. Federal employees work with (and create) cutting-edge technology. They create policy, programs and services that impact the health, safety and welfare of millions of people worldwide.

But with these benefits come bureaucracy. If you do not like working within a system and following a defined chain of command, a federal job might not be for you. This bureaucracy is evident in the hiring process as well. Federal agencies follow strict hiring procedures, and applicants who do not conform to these procedures are left by the wayside. Typically, the federal hiring process can stretch on for months. In fact, many career professionals recommend that students applying for federal jobs begin the process at least two semesters before their graduation date.

Types of Federal Jobs
Federal jobs are separated into two classes: competitive service and excepted service positions. Competitive service jobs, which include the majority of federal positions, are subject to civil service laws passed by Congress. Job applications for competitive service positions are rated on a numerical system in which applications are awarded points based on education, experience and other predetermined job qualification standards. Hiring managers then fill the position from a pool of candidates with the highest point totals.

Hiring managers for excepted service agencies are not required to follow civil service hiring procedures or pick from a pool of candidates who have been rated on a points system. Instead, these agencies set their own qualifications requirements, as occurs in private industry. However, both competitive service and excepted service positions must give preference to veterans who were either disabled or who served in combat areas during certain periods of time. The Federal Reserve, the Central Intelligence Agency and the National Security Agency are examples of some excepted service agencies. (For a complete list, visit usajobs.gov/ei6.asp.) It’s important to note that even agencies that are not strictly excepted service agencies can have excepted service positions available within them.

OPM and USAJOBS
The U.S. Office of Personnel Management (OPM) acts as the federal government’s human resources agency. OPM’s website (opm.gov) is expansive and contains a wealth of information for anyone interested in federal jobs, including federal employment trends, salary ranges, benefits, retirement statistics and enough links to publications and resources to keep a research librarian busy for days. Linked to the OPM site is the USAJOBS site (usajobs.gov), which has its own set of tools and resources that will be familiar to any standard job site user. USAJOBS acts as a portal for federal employment with thousands of job listings at any one time.

Searching for Federal Jobs
Federal agencies now fill their jobs like private industry by allowing applicants to contact the agency directly for job information and applications. However, most of these positions can be accessed through the USAJOBS site. All competitive service positions must be posted on the USAJOBS site, and although agencies are not required to post their excepted service positions on USAJOBS, many do.

Registered visitors to USAJOBS can create and post up to five resumes, which can be made searchable, allowing recruiters from federal agencies to find resumes during applicant searches. Applicants can also use these resumes to apply directly to jobs that have an online application option. In addition, job applicants can create as many as ten “search agents,” which search for job openings using certain criteria (such as location, job type, agency, salary requirements), and email matching postings directly to their inbox. Applicants can also search for jobs directly using the “search jobs” button on the USAJOBS homepage.

Remember, excepted service positions are not required to be posted on the USAJOBS site. If you are interested in employment with an excepted service agency, be sure to visit the recruitment section of its website for postings that may have made it onto the USAJOBS site. It is often worthwhile to look at the sites of agencies that you do not associate with your field of study. If you are interested in the environment, you should definitely visit the EPA’s website. But you should also make sure to visit the websites of other agencies that you don’t associate with your major. It’s not unusual for a biology major, for example, to find a job with Homeland Security or the Department of Defense.

How to Apply
There is no general way to submit an application to OPM or to individual federal agencies. Instead, students should refer to each job posting for specific directions. Whether for competitive service or excepted service positions, federal job postings can be intimidating. A typical posting can run over 2,000 words and include sections on eligibility requirements, educational requirements, necessary experience, salary range, job duties and even a description of how applicants are evaluated.

Most importantly, all federal job postings include a section titled “How to Apply.” Instead of letting this avalanche of information overwhelm you, use it as a resource to help you put together the best application possible, paying particularly close attention to the “How to Apply” section. If you do not follow the instructions and procedures closely, your application may not be processed. “I would emphasize that applicants should carefully read the ‘fine print’ of all printed and online materials and applications,” says Dr. Richard White, Director of Career Services at Rutgers University. “Applicants who dot all their i’s and cross all their t’s gain a competitive advantage and rise to the top of the application pool.”

Federal agencies require specific information on your resume before it can be processed. The OPM created the USAJOBS Resume Builder in an effort to help applicants create a resume which can be used for most government agencies—go to my.usajobs.gov to get started. Agencies may also request that you submit additional forms for application (many of which are available on USAJOBS). Strictly following the “How to Apply” instructions will ensure that your application has all the information necessary.

Written by Chris Enstrom, a freelance writer from Nashville, Ind.
WORKING FOR A NONPROFIT ORGANIZATION

ARE YOU LOOKING for more from your future career than just a steady income? Do you find the traditional employment track unappealing? Do you want the chance to make a real impact in your community or even the world? Then a career in the nonprofit sector may be the answer.

What Is a Nonprofit?
Nonprofits (also known as not-for-profits) are organizations that promote a cause or provide a public service and are granted tax-exempt status by the Internal Revenue Service under section 501 of the Federal Tax Code. Nonprofits are often at the forefront of advocacy, social issues and scientific research. Some manage and promote the arts, culture or even history in communities across the nation. Political and labor groups are nonprofit organizations, as are professional and trade organizations. The broad category of nonprofits also includes non-governmental organizations (NGOs) that provide critical services to areas affected by war or natural disasters. Some promote environmental issues on an international scale.

With all these categories, it’s no wonder that over 1.5 million nonprofit organizations in the United States employ 8.7 million people or 5.9% of the total workforce. Amy Butler from the Bureau of Labor Statistics reported that, “Health professionals, educators, other professionals, health technicians, administrative support workers, and service occupations account for the majority of paid workers in the nonprofit sector,” in her 2009 “Wages in the Nonprofit Sector” article.

Is a Nonprofit Right for You?
Most nonprofit employees are not motivated by money or a prestigious title. Instead, they find fulfillment in a career that contributes to the welfare of others or advances a particular cause. Depending on your interests and beliefs, working for a particular nonprofit can be both challenging and fulfilling. You often work with people who share your altruism and passion about an issue or cause. And unlike the private sector or government, there are usually endless opportunities in entry-level positions where related experience is not required.

But working for a nonprofit is not all bliss and passion, nor is it an escape from work-related stress. Nonprofit employees may not have to meet sales goals or make money for their owners or shareholders, but they are still held accountable for their decisions by their funding sources and constituents. Some organizations are highly politicized. Resources tend to be limited for staff development, bonuses or the latest equipment. Nonprofit workers must learn to work effectively with a broad range of people, including their clients, elected officials, volunteers, donors and local civic leaders.

Top management is usually held accountable to a board of advisors or board of directors. The latter group has governing power, including the power to terminate top management. Instability in funding is often a frustrating factor among nonprofits (especially among the smaller ones), as it must be sought each year from a variety of sources. Today, receiving grants is becoming more difficult. Grantors are demanding increased accountability and results in exchange for their financial support.

Opportunities
Take a look at the current job openings in the nonprofit sector and you will see a broad range of jobs. Positions with arts organizations can include curators, writers, performing artists and event planners. Health agencies often hire counselors, researchers and lobbyists. All nonprofit companies require the services of grant writers, fundraisers (also known as development officers), accountants, information technology workers and office managers. While idealism and passion may be the fuel to energize an organization, solid administrative skills including writing, strong interpersonal skills, multiple business and political contacts, and good business acumen are highly valued and required to ensure the stability and longevity of an organization.

While idealism and passion may be the fuel to energize an organization, solid administrative skills are highly valued and required to ensure the stability and longevity of an organization.

But Will I Earn Enough?
Because of the wide variety of agencies in staff size, organization budget and scope of activities, it is nearly impossible to provide a salary range based on position. For example, the salary of the executive director of the Red Cross would be six figures, while the executive director of a two-person organization whose services are narrow and local may be in the low 30s. The Chronicle of Philanthropy periodically publishes the salaries of top executives in nonprofits. In general, the larger an organization and the wider its scope, the greater the salary—though it may still be below the national average. Career advancement is also more likely within a larger organization.

How and Where to Find Nonprofit Positions
If you are interested in working for a nonprofit organization, talk to others in the field to help you decide if the nonprofit sector is right for you. Schedule an appointment with three or four directors and program administrators to find out the differences (and similarities) between various agencies. Ask about the types of people typically hired and the types of jobs available. Find out what makes the field satisfying—and frustrating. Ask about pay, advancement and the skills most highly sought. Read public literature about different agencies, and serve as a volunteer with an agency of interest to you to become acquainted with the staff and the agency’s services. Volunteer positions sometimes become paid positions or provide you with solid leads and the “inside track” to paid positions.

When you are ready to apply for specific positions, use local resources such as the United Way, your local newspaper and the Internet, using the key word nonprofit. Opportunity Knocks (www.opportunityknocks.org) provides a comprehensive print and online version of nonprofit job opportunities throughout the United States. Many organizations (especially larger ones like the Red Cross) have their own websites that list job openings.

Wherever you choose to look, a job with a nonprofit organization can be a great way to start your career—and do something good for your community.

Written by Rosita Smith.
DON’T FORGET
THE SMALL COMPANIES

MOST STUDENTS CONCENTRATE their job search on Fortune 500 corporations or other large, well-known companies with defined and approachable personnel departments. And in an economic climate that has proved challenging for small business, it would be easy to follow the path of “most students.”

But don’t count out the small companies just yet. Small businesses have been at the forefront of innovation, economic growth and job creation, and there’s no reason to doubt they’ll continue to find themselves in this position in the future.

Generally, any business with 200 or fewer employees is considered a small company. Whether the business has 20 employees or 20,000, the research you do in preparation for an interview opportunity will be the best gauge of the company’s outlook. As we’ve seen, large companies can be just as shaky as small ones, so the questions really come down to; “Is a small company right for you?” and “Are you right for a small company?”

There are several things to consider when deciding between working in a large versus a small company.

Is a Small Company Right for You?
Small companies tend to offer an informal atmosphere, an all-for-one camaraderie and require more versatility and dedication on the part of the company and workers. Small companies are usually growing so they are constantly redefining themselves and the positions within them. Look at the following list of small company traits and consider which are advantages and which are disadvantages for you.

• You are given more responsibility and are not limited by job titles or descriptions.
• Your ideas and suggestions will be heard and given more attention.
• Career advancement and salary increases may be rapid in a growing company.
• You have less job security due to the high rate of failure for a small business.
• You have the opportunity to be involved in the creation or growth of something great.
• You may be involved in the entire organization rather than in a narrow department.
• You may be eligible for stock options and profit sharing.
• The environment is less bureaucratic; there are fewer rules and regulations and thus fewer guidelines to help you determine what to do and whether you’re succeeding or failing.
• Successes and faults are more visible.
• Starting salaries and benefits may be more variable.
• A dominant leader can control the entire organization. This can lead either to more “political games” or a healthy, happy atmosphere.
• You must be able to work with everyone in the organization.

Are You Right for a Small Company?
Because most small companies do not have extensive training programs, they look for certain traits in potential employees. You will do well in a small company if you are:

• Self-motivated
• A generalist with many complementary skills
• A good communicator, both oral and written
• Enthusiastic • A risk-taker • A quick learner
• Responsible enough to get things done on your own

There are fewer limitations, and it’s up to you to make the best or worst of that freedom. A small business often has a strong company culture. Learn that company’s culture; it will help you on your way up the corporate ladder.

Finding a Job in a Small Company
One of the biggest hurdles to finding a job in a small business is contacting a hiring manager. Good timing is critical. The sporadic growth of many small companies can mean sporadic job openings, so you need to network. A small business tends to fill its labor needs informally through personal contacts and recommendations from employees. Job hunters must find their way into the organization and approach someone with hiring authority. This means you must take the initiative. Once you have someone’s attention, you must convince him or her that you can do something for the company.

How do you find information on small companies? Try these techniques:

• Contact the chamber of commerce in the area you would like to work. Get the names of growing companies in the industry of your choice. Peruse the membership directory.
• Participate in the local chapter of professional trade associations related to your career. Send prospective employers a cover letter and resume, then follow up with a phone call.
• Read trade publications, business journals, and area newspapers for leads. Again, follow up.
• Speak with small business lenders such as bankers, venture capitalists, and small business investment companies listed in directories at local libraries.

Keep the following differences between large and small companies in mind as you conduct your job search:

Large Company Small Company
Centralized Human Resources No HR
Formal recruiting program No full-time recruiters
Standardized hiring procedures No standard hiring procedures
Keep resumes on file Usually won’t keep resumes
Interview held with career counselors or managers the founder or direct boss
Career section on website Little/no career section on website
Hiring done months in advance of starting date Hired to begin immediately
Formal training programs On-the-job training
Predetermined job categories Jobs emerge to fit needs

Always do your homework on the company, and persuade them to hire you through your initiative and original thinking. If you haven’t graduated yet, offer to work for them as an intern. This will give you experience, and if you do well, there’s a good chance that a job will be waiting for you on graduation day.

*Adapted with permission from the Career Resource Manual of the University of California, Davis.*
searching for a job after college can be an extremely stressful endeavor. All of the elements of the job search—researching employers, perfecting and targeting your resume, writing cover letters, preparing for interviews—take time. And as a soon-to-be college graduate finishing up your last year of school, time is not something you have a lot of. Every student and every job search is different. However, no matter your major, degree, or employment aspirations, there are steps that you can take to make the necessary task of finding a job less stressful.

**Put Your Job Search in Perspective**
College seniors about to enter the job market can be broadly placed into two camps: 1) Those who know exactly what they want to do after college, 2) and those who have no clue. Both types of students often bring added pressure to the job search process that is, for the most part, self-inflicted.

Students from the first camp set their sights high during the job search. They know what their dream job is, and anything less will be a disappointment. However, very rarely will a student fresh out of college be able to step into a position that fits their definition of an ideal job.

Occasionally, students are able to move into their idea of a perfect job right out of college, but students must be careful not to feel frustrated if that’s not the case. Often, they will have to work up the career ladder a few rungs until they arrive at the job they truly want. Just accepting this fact will take away some of the pressure.

For students who are vague on what career to pursue after college, the idea of looking for a job can be even more stressful. Not knowing what type of job or career to pursue is a common anxiety among recent college graduates. Keep in mind that the process of looking for a job will probably alleviate this concern.

**Make Sure You Are Ready**
Many students approaching college graduation simply are not ready to enter the job market. Instead, these students may decide to travel, do volunteer work, or simply take time off to decompress before pursuing a full-time career. Other students may decide to seek a graduate degree or even a second bachelor’s degree before entering the job market. There is nothing wrong with delaying your job search as long as you do it for the right reasons.

But escaping the job search by entering into the process of applying to graduate schools when this is not really what you want to do is one of the biggest mistakes students can make. Once you’ve made a decision to pursue employment, don’t hesitate to do so. However, students who legitimately decide to delay their job search should keep in mind that they might lose advantages, such as college job fairs, college career services, on-campus interviews, and other services that colleges and universities provide. If you’re ready to start your career, this is the time to do it.

**Get Moving and Keep Moving**
Most college students are well acquainted with procrastination. Pulling an “all nighter” to cram for a test or write a term paper has almost become a college rite of passage. When it comes time to look for work students tend to procrastinate for various reasons: fear of failure (“what if nobody hires me?”), perfectionism (“I need to find the perfect job.”), lack of information (“where do I start?”), distractions (“I need time to go out with my friends.”), and the sheer size of the task before them (“I’ll never find the time to get this all done.”)

Looking for a job is a big task, and while you may have been able to learn a semester’s worth of chemistry the night before a final, you’re not going to be able to cram the job search into the week before graduation. The single best thing you can do to relieve job-search stress is to simply get started. Procrastination is the worst thing you can do in terms of creating stress during the job search.

Additionally, students need to think of looking for a job as a process; something they need to work on every week if not every day. Don’t apply for one job at a time and await the result. This is a recipe for disaster. Keep actively pursuing a job until you actually accept an offer.

**Have Reachable Goals**
Since finding and securing a job is such a large process, students need to break it up into attainable goals. Make sure you write the goals down and know when they’ve been accomplished. Having goals can reduce job search stress in two ways: First, it breaks a large process down into smaller, manageable chunks; and second, reaching goals provides the job seeker with a sense of accomplishment. As you move forward in the job search, you’ll find the stress replaced by a feeling of accomplishment.

**Deal with Interview Anxiety**
For many students, going on a job interview is the most stressful part of the entire job search process. The best way to alleviate some of this stress is simply to prepare. Make sure you know everything you can about the employer and the position, and make sure that you know exactly what skills, experience, and ideas you can bring to that employer. Prepare answers to all the common questions that employers ask (such lists can be found online or in your career office), as well as other questions that are related specifically to your field of study and the position for which you are applying.

Also, make sure that you prepare a list of questions to ask the employer during the interview. Intelligent questions show that you have done your homework and that you have seriously thought about the position you are interviewing for. Lastly, make sure you go through a “mock interview.” By practicing your interview answers in front of a friend or a career counselor, you will be able to hone your interview skills and get rid of the pre-interview jitters.

**Last Words of Advice**
Think positively. Also, remember that a little stress can be a good thing if it doesn’t paralyze you. It can keep you motivated, and keep you reaching toward your goals. But when you feel your stress level getting out of hand, take a break. Walking the dog, working out at the gym, going for a swim—any type of physical activity—is a great way to relieve stress. And if your stress level continues to rise, just take a break from the search. A few days not thinking or worrying about it can do wonders for your stress level. You can then re-enter the job search process refreshed and ready to land the job you want.

Written by Chris Enstrom, a freelance writer from Nashville, Ind., from interviews with career center directors Dr. Jeff Garis (Florida State University) and Deidre Sepp (Marist College).
IS GRADUATE SCHOOL RIGHT FOR YOU?

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

1. **Should I consider going to graduate school?**
   
   **Going to graduate school might be a good idea if you…**
   
   • want to be a professor, lawyer, doctor, investment banker or work in any profession that requires a post-secondary education.
   
   • wish to develop additional expertise in a particular subject or field to maximize your future earning potential and opportunities for career advancement.
   
   • are deeply interested in a particular subject and wish to study it in-depth—AND have the time and financial resources to devote to further education.
   
   **Going to graduate school might not be a good idea if you…**
   
   • are trying to delay your entry into the “real world” with real responsibilities and real bills.
   
   • are clueless about your career goals.
   
   • aren’t prepared to devote the time and hard work needed to succeed.
   
   • want to stay in school longer to avoid a poor job market.

2. **Is it better to work first or attend graduate school immediately after I complete my undergraduate degree?**
   
   **Work first if…**
   
   • you would like to get some real-world work experience before investing thousands of dollars in a graduate degree.
   
   • the graduate school of your choice prefers work experience (most MBA and some Ph.D. programs require this).
   
   • you cannot afford to go to graduate school now, and you haven’t applied for any scholarships, grants, fellowships and assistantships, which could pay for a great deal of your education.
   
   **Go to graduate school now if…**
   
   • you are absolutely sure you want to be a college professor, doctor, lawyer, etc., and need a graduate degree to pursue your dream job.
   
   • you have been awarded grants, fellowships, scholarships or assistantships that will help pay for your education.
   
   • you’re concerned that once you start earning real money, you won’t be able to return to the lifestyle of a “poor” student.
   
   • your study habits and mental abilities are at their peak, and you worry whether you’ll have the discipline (or motivation) to write papers and study for exams in a few years.

3. **I am broke. How will I pay for tuition, books, fees and living expenses?**
   
   • **Family:** You’ve likely borrowed from them in the past; maybe you’re lucky enough for it to still be a viable option.
   
   • **Student Loans:** Even if you’ve taken out loans in the past, another $50,000 - $75,000 may be a sound “investment” in your future.
   
   • **Fellowships/Scholarships:** A free education is always the best option. The catch is you need a high GPA, good GRE/GMAT/LSAT/MCAT scores and the commitment to search out every possible source of funding.
   
   • **Teaching/Research Assistantships:** Many assistantships include tuition waivers plus a monthly stipend. It’s a great way to get paid for earning an education.
   
   • **Employer Sponsorship:** Did you know that some companies actually pay for you to continue your education? The catch is they usually expect you to continue working for them after you complete your degree so they can recoup their investment.

4. **What are the pros and cons of going to graduate school full-time vs. part-time?**
   
   **Benefits of attending graduate school full-time:**
   
   • you’ll be able to complete your degree sooner.
   
   • you can totally commit your intellectual, physical and emotional energy to your education.
   
   • ideal if you want to make a dramatic career change.
   
   **Benefits of attending graduate school part-time:**
   
   • work income helps pay for your education.
   
   • you can take a very manageable course load.
   
   • you can juggle family responsibilities while completing your degree.
   
   • allows you to work in the function/industry/career of your choice while continuing your education.
   
   • employer will often pay for part (or all) of your graduate degree.

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

Written by Roslyn J. Bradford.
THE TRANSITION FROM COLLEGE life to your professional career is one of the most difficult challenges you may face. This is a tough adjustment period, particularly if you have never spent any time working in an environment like the one in which you will be spending 40 or more hours a week.

You need to recognize that your first year on the job is a separate and unique career stage. You will be in a transition phase during this time. You’re not a college student anymore, but you haven’t earned all the rights and privileges of a professional either. The most important thing you will need to do is lose your college student attitudes and behaviors and begin to think and act like a professional.

You will quickly learn that the world of work is quite different from the college environment. When you show up for work on the first day, there will not be a syllabus waiting for you to explain what to do and how to do it. You have lost some of the freedom you enjoyed over your daily schedule as a college student. You will be viewed as “the new kid on the block,” and the quality of your work will become very important. Your performance will be a direct reflection on your boss or supervisor. If you can’t get the job done right, someone else sureley can.

Five Main Differences Between College and Work
1. In college you are used to frequent feedback, evaluation and direction. Ask for too much of this on the job and you will appear insecure and lacking in self-confidence.
2. As a student you have enjoyed frequent breaks and vacations from school usually totaling approximately 27 weeks spent in school. During your first year on the job you may have to work six months or more before you earn any time off. You will work on average more than 50 weeks that first year, maybe without a break at all.
3. In college you can choose your own performance level (A, B, C) by attending class, turning in assignments, and studying for exams. In your career, A-level work is required at all times.
4. College tends to focus on effort and growth. The real world cares only about results.
5. Students are encouraged to put forth an individual effort and think independently. Once you begin working, you will see that you will be required to work a lot with teams and in collaborating efforts.

Now that you have had a chance to see what some of the main differences are between college and work, you should take some time to consider how to make that transition as smooth as possible. Please take a look at some suggestions for your first year on the job.

Reprinted with permission from Career Services at Virginia Tech.

10 Steps to First-Year Success
1. Set goals that include gaining acceptance, respect and credibility. Learn to be a professional.
2. Take advantage of mentor and coaching relationships.
3. Own up to your mistakes and learn from them.
4. Admit what you don’t know; sometimes that is more important than showing off what you do know.
5. Build a good track record. You may have to go above and beyond the call of duty during your first year to make a lasting positive impression.
6. Be prepared to pay your dues. You have to earn your “pin stripes” before you can shed them. Be prepared to work long, hard hours.
7. Find your “niche” with the organization. Work on building relationships and fitting into the company culture.
8. Absorb information and spend your first year learning as much as possible. Master the tasks of your job and improve your knowledge, skills and abilities. LEARN, LEARN, LEARN!
9. Have a positive attitude. You will make a better impression being positive and likable. Leave your complaining at college!
10. Recognize that office politics exist. Learn the politics of your office, but don’t get involved. Watch out for complainers; they tend to gravitate to new hires in hopes of bringing you to their “side.”

“Peirce College’s Career Development Services (CDS) has greatly impacted my journey from “backpack to briefcase.” They have provided me support ranging from motivation to practical career guidance and teaching me how to land my dream job. CDS has opened my eyes and mind to how to use creative ways of succeeding in this competitive job market. Their services have taught me many tactics like staying encouraged in the job market when chances look slim and utilizing my network to help me get to where I want to be. Along with all of their informative workshops, they have also given me an understanding of what to expect during interviews and, more importantly, how to stand out as an applicant.”

Cassandra Jean-Pierre
Current Peirce Student
THE COST OF LIVING INDEX

THE FOLLOWING IS a selection of cities where many graduating students accept offers. The cost of living index is based on the composite price of groceries, housing, utilities, transportation, health care, clothing and entertainment in each city listed. Use the calculation to compare salaries in different cities. For further information about the data below, please refer to www.bestplaces.net/html/coll.asp.

To compare information from other sources, refer to these websites: www.salary.com and www.homefair.com/real-estate/salary-calculator.asp.

Salary Comparison Equation

City #1 \times \text{Salary} = \_\_\_

City #2

What is the New York City equivalent of a $40,000 salary in Philadelphia?

New York City 159 \times $40,000 = $60,000
Philadelphia 106

<table>
<thead>
<tr>
<th>Average City, USA</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>82</td>
</tr>
<tr>
<td>Montgomery</td>
<td>89</td>
</tr>
<tr>
<td>Alaska</td>
<td></td>
</tr>
<tr>
<td>Anchorage</td>
<td>132</td>
</tr>
<tr>
<td>Arizona</td>
<td></td>
</tr>
<tr>
<td>Flagstaff</td>
<td>122</td>
</tr>
<tr>
<td>Phoenix</td>
<td>102</td>
</tr>
<tr>
<td>Tucson</td>
<td>99</td>
</tr>
<tr>
<td>Arkansas</td>
<td></td>
</tr>
<tr>
<td>Little Rock</td>
<td>91</td>
</tr>
<tr>
<td>California</td>
<td></td>
</tr>
<tr>
<td>Fresno</td>
<td>109</td>
</tr>
<tr>
<td>Irvine</td>
<td>173</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>197</td>
</tr>
<tr>
<td>Sacramento</td>
<td>119</td>
</tr>
<tr>
<td>San Diego</td>
<td>139</td>
</tr>
<tr>
<td>San Francisco</td>
<td>185</td>
</tr>
<tr>
<td>San José</td>
<td>172</td>
</tr>
<tr>
<td>Colorado</td>
<td></td>
</tr>
<tr>
<td>Boulder</td>
<td>139</td>
</tr>
<tr>
<td>Colorado Springs</td>
<td>97</td>
</tr>
<tr>
<td>Denver</td>
<td>110</td>
</tr>
<tr>
<td>Connecticut</td>
<td></td>
</tr>
<tr>
<td>Hartford</td>
<td>109</td>
</tr>
<tr>
<td>New Haven</td>
<td>117</td>
</tr>
<tr>
<td>Stamford</td>
<td>171</td>
</tr>
<tr>
<td>Delaware</td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>103</td>
</tr>
<tr>
<td>Florida</td>
<td></td>
</tr>
<tr>
<td>Miami Beach</td>
<td>121</td>
</tr>
<tr>
<td>Orlando</td>
<td>105</td>
</tr>
<tr>
<td>Georgia</td>
<td></td>
</tr>
<tr>
<td>Atlanta</td>
<td>105</td>
</tr>
<tr>
<td>Hawaii</td>
<td></td>
</tr>
<tr>
<td>Honolulu</td>
<td>149</td>
</tr>
<tr>
<td>Idaho</td>
<td></td>
</tr>
<tr>
<td>Boise</td>
<td>109</td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>116</td>
</tr>
<tr>
<td>Springfield</td>
<td>84</td>
</tr>
<tr>
<td>Indiana</td>
<td></td>
</tr>
<tr>
<td>Bloomington</td>
<td>93</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>91</td>
</tr>
<tr>
<td>South Bend</td>
<td>81</td>
</tr>
<tr>
<td>Iowa</td>
<td></td>
</tr>
<tr>
<td>Des Moines</td>
<td>85</td>
</tr>
<tr>
<td>Iowa City</td>
<td>99</td>
</tr>
<tr>
<td>Kansas</td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>87</td>
</tr>
<tr>
<td>Kentucky</td>
<td></td>
</tr>
<tr>
<td>Lexington</td>
<td>91</td>
</tr>
<tr>
<td>Louisville</td>
<td>85</td>
</tr>
<tr>
<td>Louisiana</td>
<td></td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>90</td>
</tr>
<tr>
<td>New Orleans</td>
<td>87</td>
</tr>
<tr>
<td>Maine</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>110</td>
</tr>
<tr>
<td>Maryland</td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>97</td>
</tr>
<tr>
<td>Massachusetts</td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>159</td>
</tr>
<tr>
<td>Michigan</td>
<td></td>
</tr>
<tr>
<td>Ann Arbor</td>
<td>101</td>
</tr>
<tr>
<td>Detroit</td>
<td>80</td>
</tr>
<tr>
<td>Lansing</td>
<td>82</td>
</tr>
<tr>
<td>Minnesota</td>
<td></td>
</tr>
<tr>
<td>Minneapolis</td>
<td>100</td>
</tr>
<tr>
<td>St. Paul</td>
<td>108</td>
</tr>
<tr>
<td>Missouri</td>
<td></td>
</tr>
<tr>
<td>Kansas City</td>
<td>93</td>
</tr>
<tr>
<td>St. Louis</td>
<td>90</td>
</tr>
<tr>
<td>Montana</td>
<td></td>
</tr>
<tr>
<td>Billings</td>
<td>100</td>
</tr>
<tr>
<td>Missoula</td>
<td>119</td>
</tr>
<tr>
<td>Nebraska</td>
<td></td>
</tr>
<tr>
<td>Lincoln</td>
<td>93</td>
</tr>
<tr>
<td>Omaha</td>
<td>89</td>
</tr>
<tr>
<td>Nevada</td>
<td></td>
</tr>
<tr>
<td>Las Vegas</td>
<td>109</td>
</tr>
<tr>
<td>New Jersey</td>
<td></td>
</tr>
<tr>
<td>Atlantic City</td>
<td>112</td>
</tr>
<tr>
<td>Princeton</td>
<td>182</td>
</tr>
<tr>
<td>Newark</td>
<td>127</td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
</tr>
<tr>
<td>Albuquerque</td>
<td>100</td>
</tr>
<tr>
<td>Santa Fe</td>
<td>118</td>
</tr>
<tr>
<td>New York</td>
<td></td>
</tr>
<tr>
<td>Albany</td>
<td>106</td>
</tr>
<tr>
<td>Buffalo</td>
<td>81</td>
</tr>
<tr>
<td>New York City</td>
<td>159</td>
</tr>
<tr>
<td>Syracuse</td>
<td>87</td>
</tr>
<tr>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td>Chapel Hill</td>
<td>129</td>
</tr>
<tr>
<td>Charlotte</td>
<td>98</td>
</tr>
<tr>
<td>Raleigh</td>
<td>106</td>
</tr>
<tr>
<td>North Dakota</td>
<td></td>
</tr>
<tr>
<td>Fargo</td>
<td>91</td>
</tr>
<tr>
<td>Ohio</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>91</td>
</tr>
<tr>
<td>Cleveland</td>
<td>90</td>
</tr>
<tr>
<td>Columbus</td>
<td>89</td>
</tr>
<tr>
<td>Dayton</td>
<td>83</td>
</tr>
<tr>
<td>Oklahoma</td>
<td></td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>84</td>
</tr>
<tr>
<td>Tulsa</td>
<td>80</td>
</tr>
<tr>
<td>Oregon</td>
<td></td>
</tr>
<tr>
<td>Portland</td>
<td>119</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>106</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>87</td>
</tr>
<tr>
<td>South Carolina</td>
<td></td>
</tr>
<tr>
<td>Charleston</td>
<td>110</td>
</tr>
<tr>
<td>Columbia</td>
<td>99</td>
</tr>
<tr>
<td>South Dakota</td>
<td></td>
</tr>
<tr>
<td>Sioux Falls</td>
<td>94</td>
</tr>
<tr>
<td>Tennessee</td>
<td></td>
</tr>
<tr>
<td>Chattanooga</td>
<td>91</td>
</tr>
<tr>
<td>Memphis</td>
<td>82</td>
</tr>
<tr>
<td>Nashville</td>
<td>95</td>
</tr>
<tr>
<td>Texas</td>
<td></td>
</tr>
<tr>
<td>Austin</td>
<td>102</td>
</tr>
<tr>
<td>Dallas</td>
<td>99</td>
</tr>
<tr>
<td>Houston</td>
<td>89</td>
</tr>
<tr>
<td>San Antonio</td>
<td>83</td>
</tr>
<tr>
<td>Utah</td>
<td></td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>103</td>
</tr>
<tr>
<td>Vermont</td>
<td></td>
</tr>
<tr>
<td>Burlington</td>
<td>115</td>
</tr>
<tr>
<td>Virginia</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>109</td>
</tr>
<tr>
<td>Virginia Beach</td>
<td>115</td>
</tr>
<tr>
<td>Washington</td>
<td></td>
</tr>
<tr>
<td>Seattle</td>
<td>199</td>
</tr>
<tr>
<td>Washington, DC</td>
<td>135</td>
</tr>
<tr>
<td>West Virginia</td>
<td></td>
</tr>
<tr>
<td>Charleston</td>
<td>91</td>
</tr>
<tr>
<td>Wisconsin</td>
<td></td>
</tr>
<tr>
<td>Madison</td>
<td>109</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>89</td>
</tr>
<tr>
<td>Wyoming</td>
<td></td>
</tr>
<tr>
<td>Cheyenne</td>
<td>93</td>
</tr>
</tbody>
</table>
Welcome to the Peirce College Alumni Association!

The Peirce College Alumni Association represents all graduates of Peirce. It is our job to keep you connected to the College through benefits, services, events and learning opportunities, creating a lifelong sense of community among all graduates. Association programs include work in Admissions, Career Development Services and Outreach, as well as sponsorship of special events, affinity groups and networking opportunities. We take advantage of print, electronic and social media to give you the information you need to be better connected to your fellow alumni and to the College.

I encourage you to get involved with Career Development Services and with the Alumni Association! As a graduate of Peirce, you can assist us with the recruitment, career preparation, mentoring, networking and placement of our current students. You can also help us host and plan alumni events and activities, provide financial support and volunteer. Visit our website at www.peirce.edu/alumni for more information or contact the Office of Institutional Advancement at alumni@peirce.edu or 215-670-9003.

Regards,

Steve Wurtz ’08
President, Peirce College Alumni Association
Peirce College transforms lives.

“In this employment environment, in which there are many qualified applicants vying for the same job, it is essential that prospective employees have an edge that makes them stand out from other applicants. Peirce’s Career Development Services provides that edge.”

Holy C. Frey, Graduated: June 2010
Bachelor of Science, Paralegal Studies

“The power of a Peirce education and of Career Development Services is immense. CDS helped me find my first two jobs in the computer field. I am eternally grateful for the role that CDS has played in my career. Those two positions were the building blocks for my career.”

Barry James, Graduated: June 2007
Bachelor of Science, Information Technology

“At first I was reluctant to go to CDS because I was not sure how to reconcile my past work experience and tie it into what I am doing now. Everyone at CDS has been very helpful with seminars, Interview Bootcamp and guidance on how to cope during a layoff. It’s OK to ask for help and CDS is there to do just that.”

Rose Larbi-Morgan, Anticipated Graduation: June 2014
Bachelor of Science, Paralegal Studies

“I returned to Peirce’s Career Development Services as an alumna seeking advice on how to effectively change careers. They devised a game plan for me to successfully navigate my job search with assistance in network skill building, interview advice and connecting me to valuable players through their networking sessions. Peirce’s commitment to working adults like me has played an integral role in my career aspirations.”

Saleah V. Hinton, Graduated: June 2000
Bachelor of Science, Paralegal Studies

“Career Development Services has helped me be the person I am today. After spending time with the CDS staff, I have a revised resume, a list of successful interview skills, and a new sense of confidence. I have graduated from Peirce with my Bachelor’s Degree and have an amazing job doing what I always felt I should be doing. My CDS experience has been completely amazing!”

Felicia J. Roton, Graduated: June 2012
Bachelor of Science, Business Administration

“CDS does a great job preparing students with the tools to succeed outside of college. CDS provides invaluable resources and support to help students prepare for the second and most important part of the collegiate experience: obtaining a job!”

Frank Clement, Anticipated Graduation: June 2013
Bachelor of Science, Paralegal Studies
Graduated: June 2010
Associate in Science, Paralegal Studies

Take advantage of all that Career Development Services offers you.
We are here to support you, in every way we can, and help you succeed.
The college that really works for working adults.