

U CAREER & PROFESSIONAL DEVELOPMENT CENTER

CAREER GUIDE



— EXPLORATION ENCOURAGED —

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EXPLORATION ENCOURAGED

START YOUR JOURNEY HERE

Whether you're a first-year student or getting ready to graduate, there are plenty of things you can be doing at every stage to accelerate your momentum as you move upward & onward.

Getting Started

Start your exploration here! Embark on your professional journey with the support of The Career & Professional Development Center!

Drop by the Career Studio for free on-the-spot coaching: exploration, resumes, job search, interviewing, and more!

Making Progress

Take steps toward your future by exploring what is out there and discovering your strengths and interests.

Check Handshake for events that will help you manifest your dream life!

Finishing Up

As you near the end of your educational journey, ensure your preparedness by taking advantage of the tools and resources available to you!



VISIT US IN THE

Career Studio

M, TH, F: 8am - 5pm

T, W: 10am - 7pm

SSB 350

resumes • career exploration • job search

GETTING STARTED

KNOW YOUR TRANSFERRABLE SKILLS

Do you feel ready to take on the journey ahead? This career guide is here to help you on the journey to your career. These icons represent the top 7 competencies that employers state they look for when hiring recent graduates. Developing these skills will help you succeed on your next adventure!



CRITICAL THINKING &
PROBLEM SOLVING



ORAL, WRITTEN, & DIGITAL
COMMUNICATION



TEAMWORK &
COLLABORATION



SELF-REFLECTION



TECHNOLOGICAL
LITERACY



LEADERSHIP



PROFESSIONALISM
& INTEGRITY



CAREER
DEVELOPMENT

VALUES AT WORK

What are the values you feel are most important to you and your future? Circle or highlight those values. Think about what you want in a future career. This can help you decide what career path to pursue.

Advancement	Group & Team	Public Contact
Adventure	Help Others	Recognition
Aesthetics	Help Society	Security
Affiliation	High Earnings Anticipated	Spirituality
Artistic Creativity	Honesty and Integrity	Stability
Challenging Problems	Independence	Status
Change and Variety	Influence People	Steep Learning Curve
Community	Intellectual Status	Structure and Predictability
Competition	Job Tranquility	Supervision
Creative Expression	Knowledge	Time Freedom
Creativity	Location	Tradition
Diversity	Make Decisions	Work Alone
Environment	Moral Fulfillment	Work on the Frontiers of
Excitement	Personal Safety	Knowledge
Exercise Competence	Physical Challenge	Work Under Pressure
Family	Power and Authority	Work with Others
Fast Pace	Practicality	Work-Life Balance
Friendships	Precision Work	
Fun and Humor	Profit, Gain	



BEYOND THE GUIDE

If you want to know more about values and strengths, consider taking one of our **assessments** in Handshake under the 'Career Center' tab.

What are your top 5 values?

How do your values align with your interests & strengths?

What are two ways you can incorporate your values into your work?



WHAT KIND OF A JOB SEEKER ARE YOU?

WHAT ANIMAL BEST REPRESENTS HOW YOU FEEL DURING THE JOB SEARCH?

- A. Cheetah
- B. Fainting Goat
- C. Golden Retriever

WHAT IS YOUR HUSTLE HASHTAG?

- A. #livingmybestlife
- B. #survivingnotthriving
- C. #workhardplayhard

WHAT CELEBRITY WOULD PLAY YOU IN A JOB SEARCHING EPISODE OF 'LET'S GET THAT BREAD'?

- A. Beyoncé
- B. Post Malone
- C. Miley Cyrus

WHAT IS #GOALS TO YOU?

- A. Mercedes G-Wagon
- B. Annual pass to Lagoon
- C. Giving my dog the life it deserves

WHICH INTERVIEW OUTFIT SPEAKS TO YOU?

- A. Full business suit
- B. Comfort
- C. Casual but cute

AN EMPLOYER CALLS YOU BACK & TELLS YOU, YOU DIDN'T GET THE JOB. HOW DO YOU FEEL?

- A. Salty
- B. Chill
- C. Low-key Shook

MOSTLY A's

You're full of ambition, and have the drive to get things done!
You are the kind of job seeker that won't rest until you find the perfect position.

Handshake makes it easy to search for your next opportunity, and let employers reach out to you!

MOSTLY B's

You go with the flow, and might not feel like you are going anywhere.
Don't give up!

Handshake makes it easy to find the job or internship you'll fall in love with. Go ahead, fill out your profile and let Handshake do the work to find your perfect match!

MOSTLY C's

You're the person everyone likes to be around. You see everything in a positive light, and try your best in everything you do!

Handshake can help you bring that light to a new opportunity, whether that's where you live now, or somewhere across the globe!

DID YOU KNOW...

As a student at the U, you have access to Handshake through your CIS account

WHO'S IN YOUR NETWORK?

Networking is a crucial part of the job search. While it may sound scary, networking can happen anywhere and at any time, sometimes without you even realizing it! Every person you talk to can become part of your network. This network can help you find careers, internships, or other professional paths.

The first part of networking is identifying who's already in your network. How might these people help you gather information, suggest other resources, and speak to your strengths? The contacts you have, and the ones you'll make, can serve as references in your future career.

GET CONNECTED!

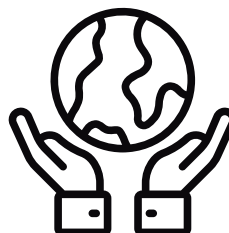
How do you expand your network? Get connected with professionals in your field! The following list is ideas of how you can get started building your network.



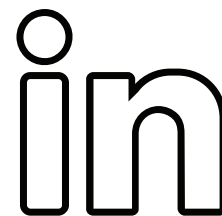
PROFESSIONAL
ASSOCIATIONS



INFORMATIONAL
INTERVIEW OR
COFFEE MEETING



VOLUNTEER



LINKEDIN

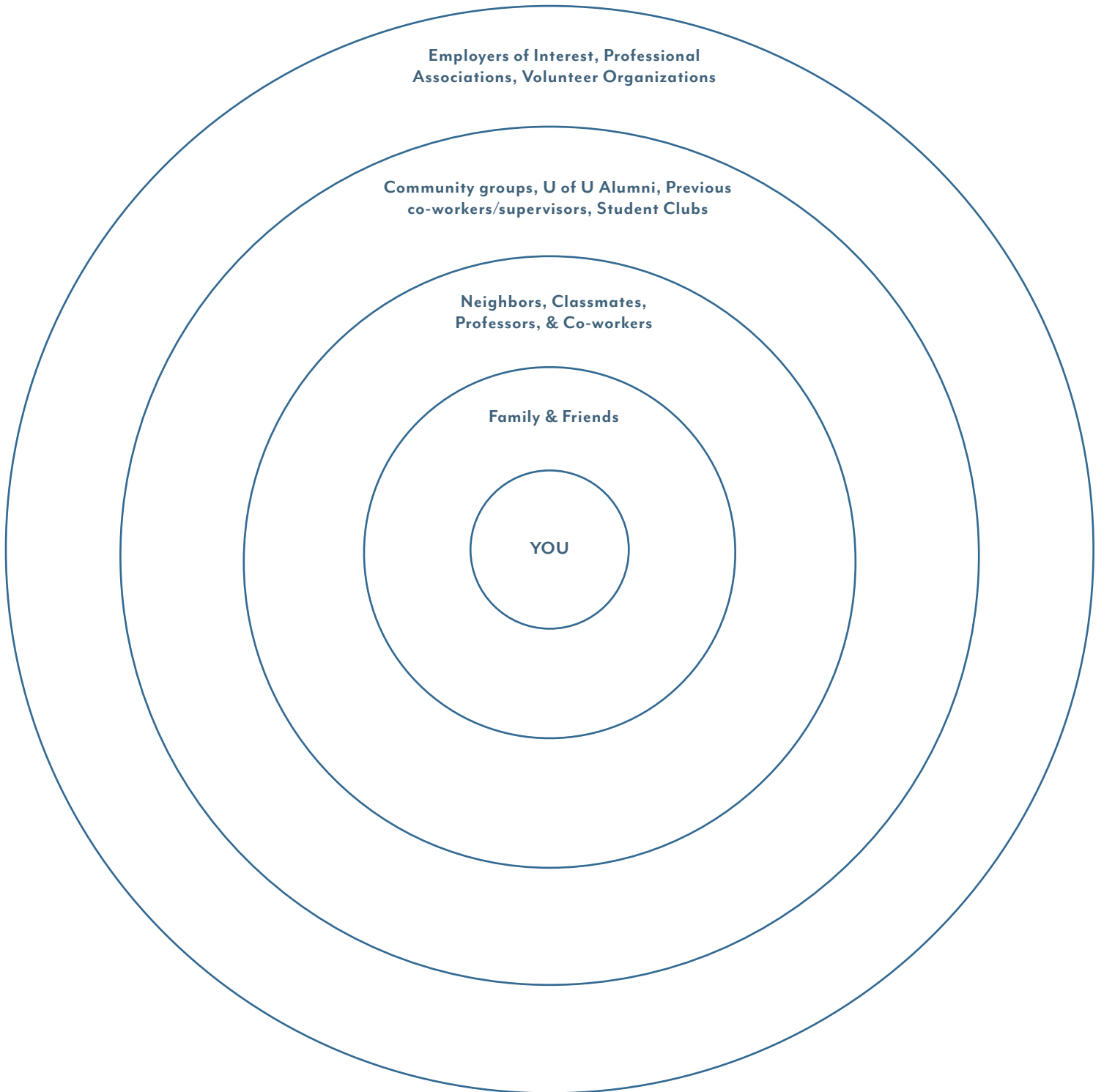


BEYOND THE GUIDE

Check out **AlumniFire** to connect with U Alumni in your field!
You can access it through Handshake.

WHO'S IN YOUR CIRCLE?

Consider your network as a series of circles, with you in the center. Each person you meet expands your circle. Use this chart to start writing down who's in your circles, and who might be helpful to you during your career search.



MAKING PROGRESS

DEVELOP YOUR RESUME

The resume is your opportunity to market yourself to a prospective employer. It allows you to showcase your experiences, strengths, and core competencies. The next few pages will show you how to layout your resume & teach you how to write effective accomplishment statements.

QUICK TIPS

KEY WORDS

Optimize your résumé with key words from the job description. This will help your résumé get noticed by Application Tracking Systems — software that sifts through résumé submissions to surface the most qualified candidates. Including key words from the posting will increase your likelihood of getting selected.

FORMATTING

Don't add graphics or too much color. Your name should be the largest things on the resume. Choose a professional looking font.



YOUR NAME

City, ST | Phone | Email

EDUCATION

Degree: _____ Graduation Month, Year
University Name _____ GPA:
- Minor/Emphasis:
- Awards & Semester Earned:

Relevant Coursework (Optional):
- Class Name: Brief description of skills gained or projects completed
Ex: Math 1010: Learned applied math techniques including estimation, basic financial mathematics, linear & exponential models of growth, & scaling.

EXPERIENCE

Server _____ June 2018-Present
Applebee's _____ Salt Lake City, UT
• Action Verb + Details + Result/Purpose/How/Impact
• Handled daily cash & debit/credit transactions of \$500+, displaying high levels of responsibility & building trust with colleagues.

Position: _____ Dates:
Organization: _____ Location:
•
•

LEADERSHIP/VOLUNTEER EXPERIENCE

Position: _____ Dates:
Organization: _____ Location:
•
•

SKILLS (Optional)

LANGUAGES: Written & verbal fluency in...

TECHNICAL: List software programs...

CERTIFICATIONS (Optional)

List any certifications you have (ex: CPR certified)

ACCOMPLISHMENT STATEMENTS

The most important part of every resume is the accomplishment statements (otherwise known as bullet points). We've come up with a formula to help you write these statements effectively.

ACTION VERB + DETAILS + OUTCOME

Example Statements:

Input and analyze data concerning proposed economic development and make recommendations to prevent environmental problems.

Co-facilitated and assessed trainings for the Utah Pride Center for high school students to create a more inclusive environment.

Action Verb

+

Details

(who/what/how many)

+

Outcome

(why/impact)

Use a variety of different action verbs to show your range of skills and make your resume engaging to read.

Advertised	Diagnosed	Organized
Adapted	Directed	Oversaw
Addressed	Educated	Performed
Administered	Engineered	Planned
Advocated	Established	Prepared
Analyzed	Evaluated	Presented
Arranged	Executed	Processed
Applied	Experimented	Proposed
Assembled	Facilitated	Programmed
Authored	Financed	Promoted
Budgeted	Hired	Recorded
Calculated	Identified	Repaired
Coached	Implemented	Researched
Collaborated	Incorporated	Resolved
Collected	Increased	Represented
Communicated	Initiated	Restored
Conceptualized	Instructed	Reviewed
Conducted	Integrated	Searched
Consulted	Lectured	Solved
Coordinated	Led	Specialized
Created	Maintained	Standardized
Critiqued	Managed	Supervised
Corrected	Marketed	Supplied
Debugged	Measured	Taught
Delegated	Mediated	Trained
Demonstrated	Modeled	Tutored
Designed	Monitored	Utilized
Determined	Obtained	Validated
Developed	Operated	Volunteered



DEVELOPING A CV

A CV is a comprehensive document of all your **academic** activity. This includes what you have studied, researched, taught, and the service leadership, and outreach you have provided. A CV is primarily written to target academic audiences (faculty, search committees, department staff).

In some cases an industry CV is required when targeting things like national laboratories, or nonacademic research entities. In this case you would create a 2-3 page CV that includes selected publications & non-academic work or service experience. It wouldn't include presentations/posters.

CV (CURRICULUM VITAE)	RESUME
ACADEMIC, RESEARCH, & MEDICAL	NONACADEMIC
OFTEN SEVERAL PAGES LONG	NO LONGER THAN 1-2 PAGES
PURPOSELY FORMULAIC	TAILORED TO DEMONSTRATE YOUR FIT FOR THE JOB
LITTLE VARIATION BETWEEN ACADEMIC DISCIPLINES	VARIATION BETWEEN INDUSTRIES
EMPHASIZES EDUCATION	EMPHASIZES EXPERIENCE AND ACCOMPLISHMENTS
NO BULLET POINTS: INCLUDE LISTS WITH FEW DESCRIPTIONS	BULLET POINTS: EXPLAIN HOW YOUR EXPERIENCE PREPARES YOU FOR THE JOB

Typical CV Categories

CATEGORY

SECTIONS

SUMMARY
(optional)

- Summarize your skills to what the particular school/department/program seeks in a candidate

EDUCATION

- Degrees, Institutions
- Graduation month/year
- Certifications, Licenses

EXPERIENCE

- Research Experience (include advisors)
- Professional Experience (outside academia, including internships)
- Teaching Experience
- Practicum and Related Work

AWARDS

- Grant Funding & Scholarships
- Honors & Awards (including travel grants)

LEADERSHIP &
SERVICE

- Committee Work (ex: Graduate Student Advisory Committees, Academic Advisory Committees, etc.)
- Community Outreach (related to your field - ex: guest lecturing at schools, judging science fairs, performing science demos)

PROFESSIONAL
MEMBERSHIPS

- Indicate any active roles or initiatives you may have taken on with a professional organization

PUBLICATIONS &
PRESENTATIONS

- Publications (all of them): highlight your name on the author list
- Patents
- Conference Presentations
- Poster Sessions

REFERENCES

- Primarily Academic



COVER LETTERS

First impressions are everything! Use your cover letter to provide more details and context to your resume or CV. Even if the cover letter is optional, it's a great chance to persuade the employer of your qualifications and fit.

Start by looking for the action verbs in the job description and connect those word to your qualifications. List those words here:

QUICK TIPS

BE SPECIFIC

Highlight relevant skills and experiences that show you are qualified for the position. Show that you understand the role you are applying for.

STAND OUT

Your cover letter is a great place to use your creativity and stand out from the crowd. Attract the reader's attention with a unique story about you.

MAKE IT PERSONAL

Tailor your cover letter to the company. If you have a name to address the letter to, even better!



YOUR NAME

City, ST | Phone | Email

Date Here

Employer Name

Employer Title/Position

Company Name/Address

Dear _____,

Opening Paragraph: Lead with a “hook” to attract the reader’s interest. This should focus on your passion for the field or interest in the company. Next, you should provide a brief introduction and context for your application. Mention your degree and major, as well as the job title that you’re applying for. If you have a referral, now is the time to mention it. State your interest in the specific position and what YOU can do to contribute to the company’s goals. Last, mention specific skills/strengths you will highlight in the paragraphs below. Use the space below to write your own opening paragraph:

Body Paragraph(s): Go into detail about each skill/strength/experience that you introduced. For each, illustrate with an example and connect it back to the company/position. Highlight transferable skills that are mentioned in the job description. Elaborate and provide context on how that experience relates to the company. Use the space below to write your own body paragraphs:

Closing Paragraph: Thank the employer for their time and consideration. Reiterate interest in the company and position. Invite the company to follow-up or contact you regarding an interview. Use the space below to write your own paragraph:

NETWORKING

As mentioned earlier in the guide, networking is crucial. Once you've identified your current network, it's time to start expanding it!

Create an “Elevator Pitch”

Preparing a short 30-second ‘elevator pitch’ can be helpful when approaching someone new you've never spoken with before. This page will help you start writing out ideas to come up with your pitch. You can use this at networking events or when emailing or sending a LinkedIn message to someone you'd like to connect with.

QUICK TIPS

RESEARCH

Read about their company culture, and what they do. Find out if the company has positions available.

EVENTS

Check Handshake for upcoming events or career fairs the company might be attending.

TAILOR

In every networking scenario, tailor your pitch to the company!

Introduce Yourself:

Share your educational background:

State your purpose (Why do you want them to listen to you?):

Provide relevant skills:

Let them know how they can help you:

Always remember to thank them for talking to you!



Hi, my name is Mark Hansen.

I am a junior at the U studying communications. I am exploring career opportunities in public relations in the Salt Lake City area. I read about your company on LinkedIn and I'm looking to expand my network of people in the field and learn more about their roles. I have recently completed an internship, and currently work part time on campus in the University Marketing Department.

I'd love the opportunity to talk for 20-30 min about your role, opportunities for growth, and potential openings in your company. Would either next Wednesday, May 7 at 11:30am or Thursday, May 8 at 3:00pm work with your schedule?

Thank you in advance for your time and I look forward to connecting with you!

Best,

Mark Hansen

SEND



BEYOND THE GUIDE

Check out **AlumniFire** to connect with our Alumni in your field!
You can access it through Handshake.

INFORMATIONAL INTERVIEWS

An informational interview is an informal conversation that you can have with someone who's working in a job, career, industry, or company that interests you. It is not a job interview, and the objective is not to find a job—but it's a great way to better understand different career paths and opportunities.

Step 1: Potential Contacts

Think about any family, friends, mentors, or professors you know who would be able to answer career questions and offer advice.

Step 2: Introduce yourself

Prepare a brief introduction of yourself and your goals for the meeting.

Step 7: Check in with yourself

Use this space to reflect on what you learned, and what your next steps are.

What did you learn (positive or negative)?

How did their career fit in with your interests, skills, or values?

What do you still need to know?

What will your next steps be?

INTERVIEWING TIPS & TRICKS

Interviewing is a two-way street that allows employers to assess your fit for a position and the organization as a whole, and allows you to assess the position and the company's fit to your values, interests, and professional goals. Regardless of the format (phone, video, or in-person), use these preparation resources to help you succeed in the interview process.

The Interview

Before

- » Research
- » Prepare questions to ask the interviewer
- » Practice! Practice! Practice!
- » Dress Professionally

During

- » Arrive early
- » Bring copies of your resume in a padfolio
- » Don't bring up salary or benefits
- » Write down the names of the interviewers or get business cards to follow-up

After

- » Send a thank you note within 24 hours
- » Inquire about the next steps of the process
- » When offered a job, ask for time to consider the offer fully
- » Clarify compensation package & get it in writing
- » Explore salary negotiation options



BEYOND THE GUIDE

To practice your interviewing skills, consider using our **interview tool Stand Out** which can be found in Handshake.

BEHAVIORAL QUESTIONS

DESCRIBE A TIME...

in which you were able to use persuasion to successfully convince someone to see things your way.

TELL ME ABOUT...

a time when you had to go above and beyond the call of duty in order to get a job done.

GIVE ME AN EXAMPLE...

of a time when you used good judgment and logic to solve a problem.

Using The PART Method

Being able to talk about your transferable skills is important in an interview. Be sure to utilize the PART structure in formulating responses. Tell the interviewer a story (with a beginning, middle, and an end) about how you used a practical skill. The examples of behavioral questions listed above are a great time to use this method.

Problem: What is the problem or situation?

Action: What actions did you take to address the situation?

»

»

»

Result: What was the outcome? If negative, what the learning experience and what would you do differently next time?

Transferability: How can the skills you applied transfer to the job you are interviewing for?

FINISHING UP

WHAT'S NEGOTIABLE?

<i>Financial</i>	<i>Position-Related</i>	<i>Logistics/Other</i>
» Salary	» Job title	» Start date
» Signing Bonus	» Reporting structure	» Performance review timing
» Performance Bonus	» Type of assignments	» Promotion timing
» Stock shares/options	» Supervisory responsibility	» Flexible work schedule
» Equity interest	» Budget ownership	» Work-from-home option
» Tuition reimbursement		» Vesting schedule/time in position designation
» Training attendance		» Bridging service
» Relocation reimbursement		» Waiting period for employee benefits to start
» Vacation/PTO time		
» Expense reimbursement (mobile phone or internet)		

Organization:

Position Title:

Target Salary Range:

Considerations/Negotiables:

What are your top 3 selling points for this position?

1.

2.

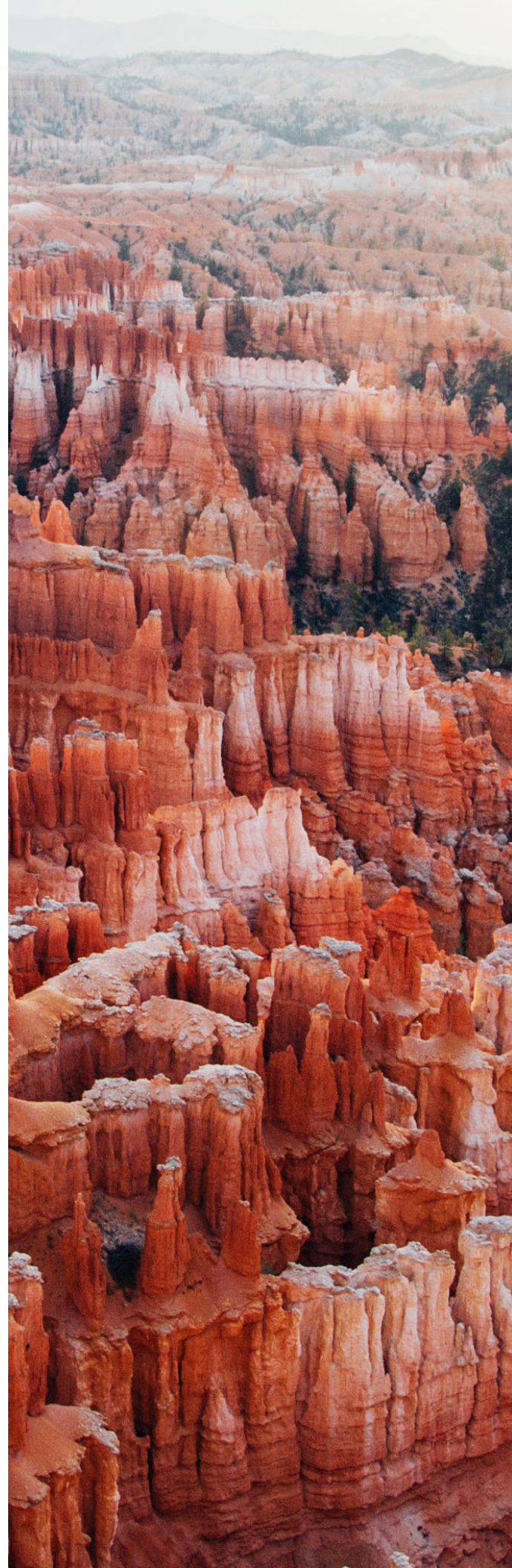
3.

Practice Your Negotiation

“Thanks again for interviewing for the _____ position with our organization! We are excited to offer you the job at a starting salary of _____. We also have a generous benefits package that includes ten days of paid vacation each year, 10 sick days, and a retirement plan. We are excited to have you join us. Do you have any questions?”

Prepare Your Response

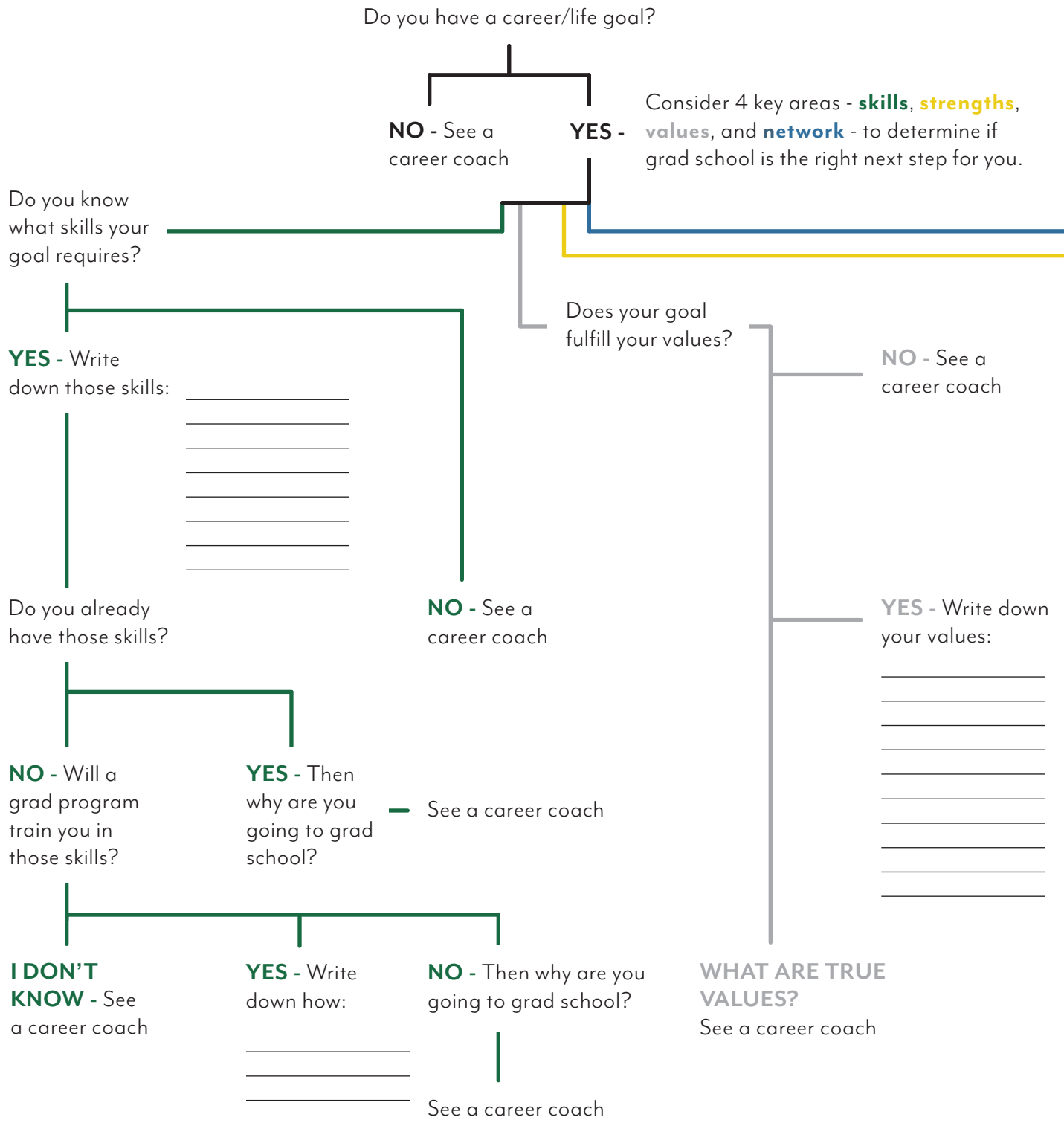
- 1** Be sure to plan your negotiation in person or over the phone
- 2** Express gratitude for the offer and reiterate your interest in the job
- 3** Avoid demands such as “I expect...”, “I must have...”, or “I need...” instead say “Based on my skills and experience, as well as what I know about the job responsibilities, could you get closer to...”,
- 4** Focus on your top selling points and the value you will add to the organization
- 5** Be sure to get all of your questions answered about the total compensation package
- 6** If you decline the offer, be gracious and keep the door open to future opportunities



BEYOND UNDERGRAD

Graduate school is a great opportunity for some students, but before you commit, work through these questions to determine if graduate school is the right next step for you.

Is Grad School Right for You?



Do you know people in the field? Do you have a network?

YES - Can they help you get started in the field without you getting another degree?

YES - They why are you applying to grad school? See a career coach

NO - Will the program expand your network?

NO - Have you talked to them about how careers in the field work?

YES - Did they say grad school was worth it?

NO - See a career coach

NO - Then why are you applying to grad school?

NO - Do you have a plan to expand your network on your own?

YES - Write down exactly how: _____

YES - Write down specific programs they recommend & what skills the field needs:

YES - Do you need a graduate program then? See a career coach

NO - See a career coach

Can you leverage your strengths to achieve this goal?

NO - Grad school might be unrewarding See a career coach

YES - List which strengths and how you think they'll help:

WHAT ARE STRENGTHS?
See a career coach

PERSONAL STATEMENTS

When getting ready to write a personal statement, self-reflection is the first step. Ask yourself, “What am I looking for?” and “What do I want to do?”, and think about your answers in ideal terms. “What is the connection between my academic work and my interests outside of classes?” Personal essays addressing such open-ended questions are almost invariably required in graduate school applications. In essence, you present a selective life history and life plan. It is hard work, but it can also be a rewarding and intensely satisfying process. So, ask yourself, what makes you stand out? Talk about personal issues, life-changing events, your family, goals, interests, and expectations. The bottom line is that you want your personal statement to be outstanding and linger in the readers’ minds.

- 1 Make it specific.** Always review the requirements of the program, & read the questions that need to be addressed in your statement. Each program’s requirements will be slightly different.
- 2 Write first, edit later.** Personal statements often have a word limit. Use your first draft to get out all your thoughts, then go back and edit it down. It might take a couple tries before you get it right!
- 3 Make it stand out.** This is an opportunity to introduce yourself and how you are qualified. Tell a compelling story, share an experience, make it unique and different!
- 4 Give yourself time.** Plan ahead so you have enough time to edit and perfect your work.

QUICK TIPS

OPENING PARAGRAPH

Concentrate on the opening paragraph. This will capture the reader’s attention, and become the framework for the rest of your personal statement.

RESEARCH

Do some research to find out what sets your choice apart from other universities or programs. If the school setting would provide an important geographical or cultural change for you, this might be a fact to mention. It is also helpful to mention the faculty and research being conducted at that program regarding why you are interested.

Brainstorm

Step 1: Introduction

Who are you? What are the life or career goals that you hope graduate school will help you achieve? Why this program?

Step 2: Body Paragraphs

Provide evidence to back up the claims you made in the introduction. How do you know the program will advance you toward your goals? What steps have you already made?

Step 3: Conclusion

Summarize your points without adding any new arguments. You want to reinforce what you presented in the introduction (goals, attributes, etc.).



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