

# Junior/Senior Career Planning Newsletter

SPRING 2011

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**Office Hours**  
Monday - Friday  
8:30 am - 4:30 pm

**Walk-in Hours**  
Monday - Friday  
1:00 pm - 4:00 pm

## Starting a Successful Job Search

1. Use your career center: utilize resources, attend workshops & programs, and meet with a counselor.
2. Create your brand: resume should target the job.
2. Ask yourself, "Where am I now, where do I want to be one year from now?"
4. Ask yourself, "When am I at my best?"
5. Stay focused and keep it manageable: make job-searching fun, volunteer, stay positive, etc.

NACE'S Job Choices 2011 p.12-13

## Job Search Traps

1. **You don't have a goal.** You don't have to have a specific set goal. Just think of what you might like to do and move forward.
2. **Your major isn't related to any career.** Your major doesn't have to be exactly related to your career. Use the skills you have developed.
3. **You're totally overwhelmed.** There is no need to read every website. Focus on key resources.
4. **You don't have time.** You have to make time to job search. Break it into small tasks.
5. **There are no jobs out there.** Searching for a job can be scary, move forward as best you can. Get help from Career Planning.

It doesn't matter how or where you start – just start from where you are.

NACE'S Job Choices 2011 p.12

## How to Prepare for Career Fairs

Do your research: Review a copy of the organizations attending. See if any are a match with your skills.

Identify your target: Rank organizations in terms of your interests. Make a list of which to visit first.

Prepare a short "commercial": Let the employer know something about you, your skills and background. Avoid starting your conversation by asking what jobs they have for you. Also avoid saying you'll take anything.

During the fair make sure you are focused, professional and polite, use your time well, and ask the recruiter how to follow up.

NACE'S Job Choices 2011 p.16

## Career Fair Networking Tips!

- Plan your approach
- Anticipate being evaluated
- Dress appropriately
- Ask questions
- Take notes
- Follow up with the employers you met



## CAREER PLANNING MEDIA OUTLETS

TABLE TENTS, POSTERS, TV MONITORS, E-MAILS, NEWSLETTERS, BANNERS, THE RACQUETTE, FLYERS ... THIS IS HOW YOU KNOW WHAT'S GOING ON IN CAREER PLANNING.

## UPCOMING EVENTS

### 2011 Job and Career Expo

Thursday, March 3<sup>rd</sup>  
Watertown, NY  
Contact Career Planning  
For more details

### Social Services Employer Day

Wednesday, March 16<sup>th</sup>  
Student Union Lobby  
11:00 am – 1:00 pm

### Great Escape Internship Information Table!

Thursday, March 17<sup>th</sup>  
Student Union Lobby  
11:00 am -1:00 pm

### US NAVY

#### Information Table

Monday, March 28<sup>th</sup>  
Student Union Lobby  
11:00 am -1:00 pm

### Upstate New York Biocareer Connection

Friday, April 8th  
Ithaca College  
12:45 pm -5:00 pm  
**Sign-up for free  
transportation**

### Central New York Teacher Recruitment Days

Thursday and Friday,  
April 14<sup>th</sup> and 15<sup>th</sup>  
SUNY Cortland  
Day 1: 8:00 am - 6:00 pm  
Day 2: 8:00 am - 3:00 pm

**Plan For Tomorrow By  
Visiting Career Planning  
Today!**

# HOW GOOD ARE YOUR INTERVIEWING SKILLS?

CONSIDER THESE TIPS FOR AN EXCELLENT PRESENTATION

## First Impressions

Appearance is professional; wearing business suit. You greet and shake hands with interviewer firmly. Conversation is enthusiastic and engaging.

## Interview Content

You are knowledgeable about the organization and position. Display poise and confidence. Relate your skills to the job.

## Interview Skills/Techniques

Have excellent eye contact with interviewer (but not staring). Language and grammar are appropriate. (No use of “um”!) Speak at a balanced speed.

## Closing

Successfully convey your interest in the position.  
Ask appropriate questions. Thank the interviewer.

NACE'S Job Choices 2011 p.43



# From Student To Professional

## SELF-MARKETING TIPS

- Acknowledge the fact that your experience counts!
- Use the vocabulary of your chosen field whenever possible.
- Examine and narrate your out-of-class experiences through the “lens” of your career goal.
- Convey what you learned and did in your jobs, internships, or activities.
- Quantify your actions whenever appropriate.
- Take credit for your contributions.
- Showcase your skills and talents with a portfolio/self-marketing brochure.
- Spotlight your personal attributes.

NACE'S Job Choices 2011 p.23

**Pick up your free copy of NACE's Job Choices 2011 at Career Planning!**