


Your College Writing: Essential to the Job Search

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Spring 2013

How you'll share your writing in the job search: THEIR call

- Employer assigns you, in job ad, to submit a writing sample attached to resume/cover letter
- Employer assigns you, in booking your interview, to bring along a fresh, new writing sample customized to their job
- Employer assigns you, during interview visit, to write a sample on the spot

How you'll share your writing in the job search: YOUR call

- Discuss your writing experiences during an interview, without sharing the text
 - Hand off text voluntarily during an interview, or via follow-up e-mail
 - Link from your resume to your professional portfolio of writing samples
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Prepare to Share

You can't predict exactly which scenarios for sharing your writing you will encounter--or when.

For a specific requirement?
Voluntarily? On the fly?

But you must *prepare to share*
some high-quality work.

Two-step prep: build your skills and your portfolio

- ▶ Build your research, analysis, and writing skills – so you can respond accurately, clearly, and confidently to a specific assignment given to you in the job search.
 - ▶ Build your portfolio -- so you can take the lead and advertise your competence.
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Employers want to know...

that you “can write” already

AND that you “can be trained” to write

IN the “way they need you to.”



Yes, I can prove it!


I have written, and I can show you my work.

I can discuss my writing.

I am teachable. I learn from experience.

I can write something clear, correct, confident—here & now.


When you give me an assignment, I'll apply sharp thinking, care, and enthusiasm.



When an employer invites you to share writing: Customize writing samples to the job

- ▶ Follow any instructions from the employer for submitting a writing sample. This is a test.
- ▶ Research the job and the company in order to send the best piece.
- ▶ You might have something appropriate ready to go.
- ▶ You might create a customized piece to fit the job ad, such as:
 - A client progress report for a counselor job.
 - A sample news release for PR job.
 - A common customer question with a response for customer service.


When an employer invites you to share...

- ▶ Share only high-quality work. Everything you write is an advertisement for your competence.
 - ▶ If you share a poor piece of writing, you lose your chance.
 - ▶ Do not submit personal blog entries, creative writing, letters to family, or potentially offensive opinion pieces.
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Two-step prep: build your skills

- ▶ Writers evolve, so never stop learning and growing. Don't be overconfident or underconfident: all writers have something to learn!
- ▶ Build your writing skills in a variety of contexts. Learn how to adapt in new writing situations. Ask questions and do research to understand what's being asked of you.
- ▶ Get used to asking for input and responding to feedback: it's a professional skill.
- ▶ Get feedback on your writing samples' strengths and weaknesses. Get a reality check.
- ▶ Learn to use writing guides: CWC Self-editing Guide, Purdue OWL, Grammar Girl.

Writing prompt

- ▶ What difference will it make to my LIFE if I work on my writing skills?
 - ▶ What version of my self will I get if I worked on my writing now?
 - ▶ How might I be different—in two, five, ten years?
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Meet the College Writing Center

Trained peer consultants are at your disposal 50 hours per week. We give you feedback and information so that you can do your best.

For any student, any major, any assignment.

- ▶ Come to Carson 106 or email cwc@potsteam.edu
 - Google “Potsdam CWC”
 - Download our EDITING GUIDE
 - Like Potsdam CWC on Facebook

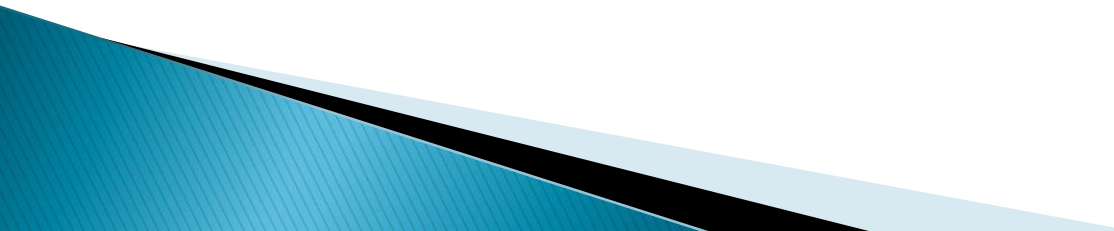
Build your portfolio

- ▶ Breathe easier during the stressful job search: Prepare to share
- ▶ Give yourself a competitive edge: prove you can contribute writing in each position.
 - “80% of jobs in the most rapidly expanding service sectors required writing skills.” S. Inglis on College Board Survey.
- ▶ Cash in on your college writing. Get something more than a grade out of it.


Writing is a way to learn, and it's a way to demonstrate your learning

- ▶ A portfolio pulls together diverse writing samples to show your overall learning and performance.
- ▶ That's why many large universities require every student to create a digital portfolio of her/his college work.
- ▶ Those students are learning how to save and polish their work, to create a professional web presence, to introduce their work to new audiences.
- ▶ You can, too. Build your skills, and build your portfolio.
 - [Clemson requirement](#)
 - [MSU guidebook](#)
 - [Wikipedia](#)


Build your portfolio

- ▶ Your portfolio is a collection of work samples. You can have a working portfolio where you save your work; a reflective portfolio where you begin to analyze your progress; and a representational professional portfolio which you show to others.
 - ▶ Portfolio building is a life skill. You'll always be selecting, polishing, and presenting your writing in new contexts.
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Build your portfolio: key steps

1. SELECT and save your pieces. Save your work *and* instructors' assignments. Select and revise some pieces (more on this in a moment). Take notes. Build your writing skills now.
 2. REVISE AND EDIT (rewrite and polish) several pieces. Get feedback. Revise and edit again.
 3. WRITE AN INTRODUCTION for each piece while details are fresh.
 4. PUBLISH your pieces on a portfolio.
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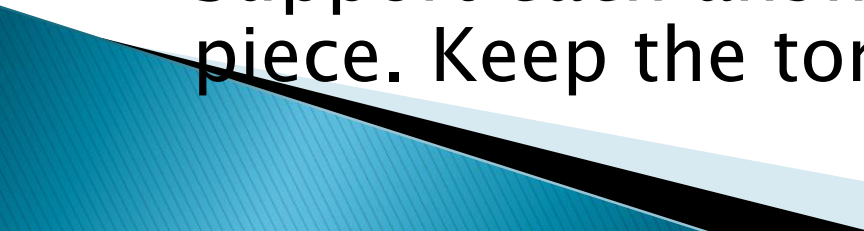
One: Select your writing samples

- ▶ Save all kinds of writing – you never know what you'll need.
 - ▶ Prepare samples that will fit jobs in your field – lab report, business profile, marketing flyer, research summary.
 - Choose pieces which are concise and easy to understand. See handout.
 - Choose your strongest work and make it perfect.
 - Present about three pages of each sample when you send it along with application.
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Two: Revise and polish

- Edit and polish the writing.
 - Format it well.
 - Make the writing clear and accessible.
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- ▶ Get feedback on your writing samples' strengths and weaknesses. Get a reality check from qualified readers.
 - ▶ Get used to giving, seeking, and responding to feedback on writing: it's a professional skill.
 - ▶ Learn to use writing guides: CWC Self-editing Guide; Purdue OWL; Grammar Girl.
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Three: Write an Introduction

- ▶ Introduce your piece to readers beyond the college.
 - ▶ Present the intro with the piece.
 - ▶ Before an interview, review the intros to your writing samples so that you're ready to discuss your work.
 - ▶ In each intro, answer our three questions. Support each answer with proof from your piece. Keep the tone & content professional.
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Three: Answer three questions

- ▶ This assignment in ___ course required students to _____.
- ▶ To handle this assignment, I made a couple of choices:
 - Identify your good choices: What's working well? How did you handle audience, language, structure of argument, evidence, etc.?
 - Show why those were smart choices: Why were those good choices in this situation?
- ▶ By doing this assignment, I learned _____ about writing. What kind of savvy do you bring?

Four: Publish to a Digital Portfolio

- ▶ Professional and competitive
- ▶ Easily accessed--by employers, mentors, etc.
- ▶ Easily changed and updated--as your goals change and your career advances
- ▶ Post multimedia files--text, image, sound, video
- ▶ Link to relevant sites to show your experience
- ▶ Samples: see myefolio Showcase and...
 - <http://angieportacio2.myefolio.com/idesign>
 - <https://sites.google.com/site/employmentportfoliosample/>
 - <http://haleycasler5.portfoliovillage.com/#>

Four: Publish to a Digital Portfolio

- ▶ Three important kinds of portfolios:
 - Developmental portfolio: working portfolio, draft, storage;
 - Reflective portfolio: for learning, educational reflection, university requirement; and
 - Representational portfolio: showcase your strongest work in a professional portfolio for the job search (*Wikipedia*).

Four: Publish to a Digital Portfolio

Create an attractive, professional page with:

- ▶ Myefolio.com for \$20 per year
- ▶ Google Sites or Google Docs
- ▶ <https://sites.google.com/site/plgl2550/creating-your-portfolio-using-google-sites>
- ▶ Word Press or Blogger
- ▶ Portfolio Village

Thank you for assistance from

- ▶ Kharissa Danboise, CWC intern
 - ▶ Haley Casler, Writing major
 - ▶ Dr. Fregoe, Speech Communication
 - ▶ Karen Ham, Meg Bain, & Career Planning staff
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