

Tips for

Internship & Job Searches



Student Guide to BAYLOR CAREER SERVICES

Mission: *Inspiring Confidence through Competence!*

Core Purpose:

- **Empower** students by providing access to a variety of professional development opportunities (career fairs, interviews, workshops, etc.) that will enable them to develop the skills necessary to confidently pursue their careers of choice.
- **Introduce** a systematic and structured approach to the job search process thereby reducing and in many cases eliminating the confusion and frustration often associated with the process.
- **Partner** with employers, alumni, faculty, staff, parents and other entities to maximize opportunities for students.
- **Commit** to address student career-related needs with the utmost respect in a timely, courteous, and service-oriented manner.
- **Offer** our professional expertise and guidance in helping connect students with their vocational calling through the tools God has given us.

Career Resources

- Career action plan
- Strategic job search process
- Employer recruiting literature
- Job bulletins
- Business journals
- Salary survey statistics

Online

- Hire A Bear career management system
- Job search agents
- Internship and full-time job listings
- Vault career library
- WetFeet career resource
- GoinGlobal international employment
- InterviewStream practice interview tool
- Internships USA

Job Search Assistance

- Walk-in hours
- Career coaching appointments
- Mock interview days
- Alumni network contacts

Employment

- Online resume
- Resume referral service
- Resume/cover letter critiquing service
- On-campus interview program
- Employer information sessions
- Domestic and international internships

Workshops

- Resume Writing
- Prepare for the Job Fair
- Job Search Strategies
- Interviewing Skills
- How to Find an International Internship

Job Fairs

- Fall HireABear Career Fair
- Non-Profit Job Fair
- Spring Internship/Job Fair
- Teacher Job Fair
- Science/Technology/Engineering/Math (STEM) Job Fair
- Work in Waco Job Expo
- POST Game Student Athlete Job Fair

Baylor University Career Services

Paul L. Foster Success Center
Sid Richardson Building, Room 116
254-710-3771 • www.hireabear.com

3 WAYS TO TAKE ADVANTAGE OF YOUR COLLEGE EXPERIENCE

Want to know how to make yourself marketable to employers and graduate programs? Look no further than the following 3 tips on how to take full advantage of opportunities while in college.

1. GET INVOLVED IN CAMPUS ACTIVITIES _____

Fitting in is something all students strive to do in their freshman year. Getting involved in campus activities is a great way to make new friends and make the college transition easier. A good start would be to join an organization, professional or social, but do not stop there. When the opportunity arises, volunteer or run for an office. Recruiters love it when students can show leadership skills in their extracurricular activities. Fitting in is good, but standing out is even better.

2. GET INVOLVED IN YOUR COMMUNITY _____

Many of you do not realize how much of a difference you can make in your own community. There are numerous organizations that rely on volunteers to keep them going. Contact your local animal shelter, rehabilitation center, or homeless shelter (just to name a few) to see if your "free" services would be useful. You will be amazed at how much joy you can bring to a person or animal in need.

One recommendation I have for you when talking about your volunteer work in a job interview, do not make it sound like it was "required." Starting out a sentence with "I had to volunteer as a member of my fraternity" makes it sound like you would not have volunteered if you did not have to. While that may be the case, do not let the recruiter know that.

3. GET AN INTERNSHIP _____

It is third on the list of suggestions only because you will probably join clubs and volunteer before you get an internship, however, it is number one on recruiters' lists. Nothing will make you more marketable on paper (i.e. resume) than relevant work experience. The reason behind getting an internship is it will show the recruiter you *already* possess many of the skills they are looking for in the ideal applicant.

Besides looking good on paper, internships might also help you in two other very important ways. First, they might lead to a job offer. If you work hard and impress the company, there is a good chance that a permanent job offer is on its way. Second, an internship might actually help you figure out that you do not want to work for the company after you graduate. A bad experience in an internship, while very frustrating, can still be very valuable. You are a lot better off knowing the company is not for you during an internship than finding that out in a full time job after you graduate. It does not look good to employers if you change jobs shortly after graduation.

INTERNSHIP AND JOB SEARCHES

Internship and Job Searches are multi-faceted processes designed to help you market your unique skills and talents to employers. What we hope to do is provide you with the strategies to conduct an internship and/or job search campaign, and to do so successfully. While reading this is not going to guarantee you success, it is designed to "raise the bar" when it comes to internship and job search strategies.

CONDUCTING A SELF-ASSESSMENT ---

The first step to any internship or job search is to know what you want from the process. People who seem most prepared to begin their job searches have thought seriously about and begun to examine their personal and career-related goals, interests, and values. They do so by asking themselves questions like:

- What are my key skills and abilities?
- What types of jobs or internships interest me?
- What would be my ideal work environment?
- Geographically, where would I like to be located?
- Which is most important – a high starting salary or job security?
- Where do I envision my career headed in the future?
- Will a graduate or professional degree help me attain my career goals?

At the beginning of your job search, it is not important for you to have satisfactorily answered all of these career-related questions. What is important is that you know the questions you need to address and use the job search process as a means of finding some answers.

IDENTIFYING WHAT EMPLOYERS WANT ---

Typically, conducting a successful marketing campaign means learning what the customer wants, needs, and/or expects from a product or service. The following list addresses some of those personal characteristics employers are seeking.

Top Personal Characteristics Employers Seek in Job Candidates

Communication Skills	Teamwork Skills	Interpersonal Skills
Work Experience	Leadership Abilities	Analytical Skills
Motivation and Initiative	Ethics	GPA / Academic Credentials

You need to convey to employers in your cover letters, on your resumes, and during interviewing opportunities that you have these qualities. Think of *specific* examples that will help you demonstrate that you have them: your class work, involvement with campus or community organizations, or work or volunteer experiences. The person who says, "I believe I have strong communication skills" fails to give the employer any supporting evidence. Compare that to, "I believe I have strong communication skills. As the service coordinator for my sorority, I made more than 20 presentations to university and community groups to explain the purpose and goals of our charitable campaign."

MARKETING YOUR SKILLS AND ABILITIES _____

Learning how to effectively market yourself is the single most important element to a successful job search campaign. If you view yourself as the product you most need to sell – focus on your strengths and articulate them in everything you write and say – you can be confident knowing that you are presenting yourself in the most competitive way.

Resumes and Cover Letters

As with the marketing of any product, you need to develop supporting documentation to convince clients that you are worth the investment of their time and energy. The written marketing pieces over which you have the greatest amount of control are your personal **resume** and the **cover letters** you develop in order to apply for the positions in which you are interested. You should produce professional-looking materials that can be customized for each position to which you apply.

The **cover letter** is used to introduce resumes forwarded in response to employment ads or other prospecting employment inquiries. They can also be given to recruiters at career fairs and on-campus interviews. Generally, cover letters are no more than one-page in length and contain 3-4 short paragraphs that address four implied questions:

- How you learned about the job
- Why you are interested
- How you are qualified
- What steps you plan to take to be considered.

The **resume** is an abbreviated listing of information focusing primarily on your college career (academics, extracurricular, volunteer and employment experiences). The primary purpose of the resume is to demonstrate your abilities through skills learned through experiences at school and work. Generally, resumes are no more than one-page in length.

MAKING THE MOST OF ON-CAMPUS RESOURCES

There are a number of programs offered each semester on campus that can help you with your job and internship search. While they won't make the process effortless, they can greatly reduce the time, energy, and expense of considering career opportunities on your own. Each has a different objective for helping you achieve your career-related goals and each has a different purpose and value to employers seeking qualified job candidates.

VISIT CAREER SERVICES

The Career Services staff are here to provide you with the tools to achieve your career goals. You are encouraged to make an appointment with the career coach. The career coach will ask you some questions to assess your current understanding of and level of preparation for the job search process. Take the initiative and volunteer any information that might be relevant to your job search. Finally, ask the career coach to describe how you might successfully employ the available career center programs and services to conduct your job search.

CAREER AND JOB FAIRS

Career and job fairs are sponsored by Career Services, an academic college, a consortium of colleges, or even off-campus commercial ventures. Such events allow employers to collect job search paperwork from a significant number of candidates, talk with people long enough to develop some first impressions, and distribute information about their firms.

Your strategy:

- Wear appropriate attire. Most events are formal requiring you to wear interview attire while others are less formal allowing business casual dress. For the best advice on appropriate attire, seek opinions from your career services staff.
- Prior to the event, obtain a list of the companies that will be attending the fair. For those in which you are most interested, conduct some basic research focusing on their major products and/or services and the qualifications they are seeking in their position descriptions.

- For the employers you most want to impress, take several "targeted" resumes and cover letters. For other employers, take several copies of a strong "general" resume.
- As you approach each representative, use a firm handshake and begin by presenting a 30- to 45-second personal introduction highlighting your academic and career interests.
- In order to gain confidence, start with a few employers who interest you but who are not among your top choices. When you are at the top of your game – focused, articulate, high energy-- approach your top choices.
- Gather employer's business cards and be sure to jot down key notes from each conversation (use the backs of the cards if you like).
- Send follow-up thank-you letters to the employers you most want to impress, and be sure to include key points from the notes you made.

EMPLOYER INFORMATION SESSIONS

Increasingly, employers view these types of programs as important introductory and/or pre-interview programs. They are designed to provide a substantial amount of information about their companies, as well as let recruiters meet interviewees and other interested students. While attendance is not mandatory, an employer's attitude can be negatively affected when a candidate fails to attend.

Your strategy:

- Research the company. At a minimum, visit the company's web site and read any materials sent to you in advance.
- Attend sessions whenever you can, and arrive on time. If you can not attend a session, contact the recruiter in advance to let him or her know.
- Unless the employer specifies otherwise, wear interview attire to the session.
- Use an adapted version of the 30- to 45-second personal introduction you developed for the career fair.
- Find someone in the crowd who you can comfortably approach and ask them to tell you who people are and what they do; then strategize how you can gain the most from the event.
- Take along a few copies of your resume, just in case some representatives ask to see it.
- Collect business cards; jot down key notes on the backs of the cards.
- Listen to the presentation, and reflect on your own academic training and experiences.
- Begin formulating some of the interview questions you might be asked, and practice your responses to those questions.

CONDUCTING OFF-CAMPUS JOB SEARCHES ---

On-campus interviewing programs occasionally fail to meet the employment needs of all students. This usually occurs when the student feels the employers conducting the on-campus interviews are not seeking their particular major or career interests, or conversely, that the employer is not of interest to the student. So, many students utilize other job search strategies in order to find positions that satisfy their career goals.

Your strategy:

- Begin by contacting Career Services to learn about and utilize all of the resources available to assist you.
- Meet periodically with a career coach to keep him/her informed about your search, seek opinions, review updates of your resume and drafts of cover letters, etc.
- Attend career fairs and employer information sessions to become familiar and comfortable with employer interactions in those settings.
- Practice your interviewing skills by rehearsing answers to sample interview questions and/or participate in a “mock” interview.
- Attend special career services workshops about job interviewing.
- Talk with friends about their interviewing experiences.
- Keep detailed and accurate notes regarding all contacts you make and the status of all correspondence you transmit.

LONG-DISTANCE JOB SEARCHES

This type of search can be very time-consuming but also productive. Sending out dozens of resumes with photocopies of cover letters is rarely effective. You are better off targeting your efforts to a particular geographic area and arranging a job-seeking trip.

Your strategy:

- Choose the geographic or metropolitan area in which you want to focus. Arrange when you can go for at least three days.
- Use various sources to identify potential employers, including the HireABear *Employer Directory* and local Chamber of Commerce websites.
- Get correct names and titles of key individuals and send them a resume and personal cover letter.
- Follow-up with phone calls to schedule appointments.

Note: Christmas vacation, spring break, and early in the summer are the times students most often use for interview trips. If the target area is only a few hours from campus, you can visit a number of times during the year.

RESUME REFERRALS

For many years, Career Services has been forwarding the resumes of qualified students and alumni to employers. As the capabilities of computer software to store, retrieve, and transmit resumes have improved and gained wider use, the process has become more efficient and effective. While your part in this is relatively passive (your career center forwards your information), referrals represent yet another method to have your credentials presented to potential employers.

Your strategy:

- Keep the resume you have in the database(s) up to date.
- If an employer interests you, customize a resume and cover letter and send it to the employer directly.
- Keep accurate, easily-accessible records of all contacts, passwords, screen names and user instructions in case you need to follow-up later.

THIRD-PARTY AGENCIES

Third parties are businesses that match the employment needs of an organization with prospective employees. The most popular of these, at least among college students and recent graduates, are temporary employment agencies. Although initial assignments are sometimes clerical in nature, temporary or temp employees can experience a variety of work environments, assess different types of jobs, and eventually determine which types of employers might be a good match for their talents and personality.

Your strategy:

- Interview several agencies to determine which seem most interested in helping you achieve your career-related needs.
- If you have a bad experience at one work site, continue to do good work, but let the agency know you are not satisfied.
- When you find the right match in an employer, volunteer to assume more responsibility, network within the organization, and make your interests known.

MAKING THE MOST OF WHAT'S AT YOUR FINGERTIPS

Computers – and in particular the Internet – offer the means to review job descriptions, transmit your cover letter and resume, complete company application forms, submit writing samples, take a battery of aptitude or psychological tests, provide written responses to interview questions, and even receive and accept job offers via e-mail. However, do protect the security and confidentiality of any personal information you transmit electronically.

THE INTERNET

The number of job listings on the Internet is increasing at an astronomical rate. In addition to national databases, there are now regional, state, even city job listing systems. Today, many newspapers include their employment classified ads online, and employers of all types are posting current vacant positions on their company web sites. Many of these sites provide search engines to help you narrow your selections; often such sites include instructions about how to apply – sometimes by mail, but increasingly directly online.

Your strategy:

- For all resumes you post or transmit on the Internet, be sure to use key words to describe your academic, employment, and extracurricular experiences.
- Follow the rules for scanning resumes so your information is readable.
- Whenever feasible, customize your resume and include a cover letter that tells the employer how you are qualified to do the job.
- Read the application instructions and be careful about routinely giving permission for anything and everything to be done with your information.

ALUMNI CAREER NETWORKS

Many cities have groups of alumni who have volunteered to provide career-related information to currently enrolled students or fellow alumni. Often, these networks can help you explore and clarify your career options, conduct informational interviews, seek internship and externship opportunities, make valuable connections for employment, even consider graduate and professional schools. Increasingly, these networks are computerized, allowing you to query the databases for information such as academic majors, occupational interests, geographic locations, and/or other key job search criteria.

Your strategy:

- Be courteous and gracious – volunteers are the most precious of resources.
- Contact the alumni in the manner they prefer and follow the procedures established by your career services and/or alumni offices.
- Use the alumni network as a springboard to develop an even larger job search network by soliciting the names of additional contacts.
- Send your resume, accompanied by a cover letter, anytime you think it might be helpful.
- Send a letter of appreciation after every contact.
- When you graduate, be sure to sign up as an alumni career network volunteer.

PROFESSIONAL ASSOCIATIONS

Most, if not all, academic programs of study have national or regional professional associations or societies that provide a variety of services to members (e.g., newsletters, job listings, and networking opportunities).

Your strategy:

- Be courteous and gracious and follow the procedures established by the professional association.
- If applicable, contact the members in the manner they prefer.
- Use the network as a springboard to develop an even larger job search network by soliciting the names of additional contacts.
- Send your resume, accompanied by a cover letter, anytime you think it might be helpful.
- Send a letter of appreciation after every contact.
- When you graduate, be sure to join your regional or national professional association.

TELEPHONE INTERVIEWS

Your ability to distinguish between an employer's telephone call and a telephone interview can make a big difference in whether you get a particular job. Telephone calls from employers might include invitations to attend an information session, participate in an on-campus interview, or make arrangements for an on-site interview. Telephone interviews, however, are just that – they are efficient and relatively inexpensive ways for employers to conduct initial screening interviews, even follow-up interviews.

Your strategy:

- Determine whether it is a call or an interview – calls are primarily informational – interviews include job-related questions.
- If it is an interview, decide quickly if this is a good time to talk. If not, simply ask if you can arrange a mutually convenient time to conduct the interview.
- Apply your best interviewing skills (even if you are dressed to play tennis).
- Follow-up as you would for any interview.

E-MAIL

E-mail is widely used in the job search process as a means of communication, and its applications continue to grow. For example, one employer realized that she had selected too many students for on-site interviews. So she developed a list of follow-up questions that might help her further screen the candidate pool and then e-mailed the list of questions to each student. All of the students responded, and after she and the hiring managers reviewed their answers, they realized that some of the students had much better writing skills than others. Because strong communication skills was listed in the position description as an important qualification, those students who demonstrated the best writing skills were the ones invited for on-site interviews.

Your strategy:

- Access and read your e-mail at least once daily.
- Take your time replying to official, job-related e-mails.
- If you need assistance, have a draft of your note proofed by someone before cutting and pasting it into your e-mail reply.

SUMMING IT UP

According to experts, you can expect to change your job five or more times over the course of your lifetime, so learning how to conduct a job search is something of a continuous improvement process. The more you learn about the process this time, the faster you can get started the next time. And, the more skills you master with this job search, the better able you'll be to integrate and use effectively new strategies in the future.

(Adapted from Information written by Dr. James L. McBride, Jr., University of Virginia, for www.MonsterTRAK.com)

Hire A Bear

WHAT IS HIRE A BEAR

Hire A Bear is your online connection to many resources, including:

My Account

- Manage your career-related documents including resume, cover letter, and transcript.

Employer Directory

- Identify contacts for over 2,500 potential employers nationally and internationally.

Job Search

- Apply for jobs.
- Search for off-campus part-time, summer work, internship, and full-time employment job listings.
- Create job search agents if you would like to be emailed when a new job meets your search criteria.

On-Campus Interview Schedules

- Submit resume for on-campus interviews for full-time jobs and internships.

Career Events

- RSVP to employer presentations, workshops, career fairs, and information tables.

Mentor Search

- Identify potential mentors in a variety of industries and positions.

Career Tools

- Access premium resources, such as Vault, WetFeet, GoinGlobal, and InterviewStream.

HOW DO I GET STARTED

1. Go to the Career Services website at www.hireabear.com
2. Click on the "HireABear" students link.
3. Enter your User Name and Password and login.
4. If you have never before logged onto Hire A Bear, your User Name is your full Baylor email address.
 - If you do not know your password, click "Forgot your password"
 - Enter your full Baylor email address as your User Name
 - The system will reset your password and email it to you
5. Be sure to add Hireabear@baylor.edu to your contacts list in Outlook so email messages are successfully delivered to your inbox and not your Junk E-mail folder.
6. If you have any problems or have already graduated, contact Career Services at (254) 710-3771 for assistance.