

Career Resource Guide 2018-2019



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CAREER RESOURCE GUIDE

Purdue University
Northwest

The Career Center
www.pnw.edu/career-center

www.hirepnwpride.com



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MEET THE CAREER CENTER



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Hammond, IN 46323
219-989-2600

Westville Campus:

Library Student Faculty Building, Room 104
1401 South US Highway 421
Westville, IN 46391
219-785-5451

www.pnw.edu/career-center



www.hirepnwpride.com



What Can I Do With This Major? is an online system that will allow you to explore and connect majors to careers. You will learn about typical career areas and the employer that hire people within each major.
<https://whatcanidowiththismajor.com/major/>



The Career Center at Purdue Northwest became part of the Handshake Network in 2016. Handshake is a cutting-edge job posting system that allows you to take advantage of Purdue University Northwest's reputation and vast network of industry connections.
www.hirepnwpride.com



InterviewStream is a video interviewing platform that will allow users to simulate a virtual interview situation. Create your own interview set or choose from dozens of pre-selected interview sets. Grab your webcam and microphone and start practicing!
<https://pnw.interviewstream.com>

The Career Center assists students of Purdue University, regardless of their campus affiliation. We are here to support you in your professional endeavors.

- Resume, CV, & Cover Letter Review
- Internship & Job Search Questions
- On Campus Student Employment
 - Interview Preparation
 - Job Search Strategies
- Graduate School Interview Preparation
 - Developing a Personal statement
 - Creating a LinkedIn Profile
 - Choosing or Changing Your Major
 - Developing a Career Plan

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/cost-of-living.

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

$\frac{\text{City \#1}}{\text{City \#2}} \times \text{Salary} = \$$ _____

What is the New York City equivalent of a \$50,000 salary in Chicago?

$\frac{\text{New York City } 168}{\text{Chicago } 103} \times \$50,000 = \$81,553$

Average City, USA	100	Idaho		Montana		Pennsylvania	
		Boise	107	Billings	107	Philadelphia	96
Alabama				Missoula	110	Pittsburgh	84
Birmingham	78	Illinois					
Montgomery	89	Chicago	103	Nebraska		South Carolina	
		Springfield	87	Lincoln	91	Charleston	109
Alaska				Omaha	88	Columbia	99
Anchorage	143	Indiana				South Dakota	
		Bloomington	98	Nevada		Sioux Falls	95
Arizona		Indianapolis	89	Las Vegas	99		
Flagstaff	119	South Bend	83			Tennessee	
Phoenix	99			New Jersey		Chattanooga	88
Tucson	92	Iowa		Atlantic City	100	Memphis	73
		Des Moines	82	Princeton	162	Nashville	99
Arkansas		Iowa City	105	Newark	122		
Little Rock	88					Texas	
		Kansas		New Mexico		Austin	107
California		Kansas City	85	Albuquerque	101	Dallas	106
Fresno	105			Santa Fe	120	Houston	98
Irvine	215	Kentucky				San Antonio	92
Los Angeles	164	Lexington	95	New York			
Sacramento	113	Louisville	87	Albany	102	Utah	
San Diego	164			Buffalo	74	Salt Lake City	115
San Francisco	243	Louisiana		New York City	168		
San José	197	Baton Rouge	90	Syracuse	89	Vermont	
		New Orleans	99			Burlington	124
Colorado				North Carolina			
Boulder	155	Maine		Chapel Hill	128	Virginia	
Colorado Springs	101	Portland	118	Charlotte	94	Richmond	95
Denver	115			Raleigh	101	Virginia Beach	110
		Maryland					
Connecticut		Baltimore	88	North Dakota		Washington	
Hartford	109			Fargo	98	Seattle	154
New Haven	113	Massachusetts					
Stamford	167	Boston	161	Ohio		Washington, DC	
				Cincinnati	83		
Delaware		Michigan		Cleveland	79	West Virginia	
Wilmington	98	Ann Arbor	111	Columbus	82	Charleston	91
		Detroit	73	Dayton	76		
Florida		Lansing	82			Wisconsin	
Miami	119			Oklahoma		Madison	116
Orlando	92	Minnesota		Oklahoma City	89	Milwaukee	85
		Minneapolis	108	Tulsa	85		
Georgia		St. Paul	102			Wyoming	
Atlanta	97			Oregon		Cheyenne	103
		Missouri		Portland	126		
Hawaii		Kansas City	94				
Honolulu	199	St. Louis	84				

Qualities Desired in New College Graduates

By Businesses, Industries and Government Agencies

Energy, Drive, Enthusiasm and Initiative

- Hard-working, disciplined and dependable
- Eager, professional and positive attitude
- Strong self-motivation and high self-esteem
- Confident and assertive, yet diplomatic and flexible
- Sincere and preserves integrity
- Ambitious and takes risks
- Uses common sense

- Committed to excellence
- Open-minded, willing to try new things

Knowledge of Computers

- Established word processing, spreadsheet, database and presentation software skills
- Excellent computer literacy
- Firm understanding of mobile computing
- Networking in its many forms: social, face-to-face and technological
- Programming experience a plus

Leadership Skills

- Organizational skills and attention to detail
- Accepts and handles responsibilities
- Action-oriented and results-driven
- Loyal to employers
- Customer-focused
- Team-spirited; understands group dynamics
- Always willing to help others
- Mature, poised and personable
- Diversity aware; treats others with respect and dignity

Adapts Textbook Learning to the Working World

- Quick learner
- Asks questions
- Analytical; independent thinker
- Willing to continue education and growth

Communications Skills

- Good writing skills
- Excellent oral communication skills
- Listens well; compassionate and empathetic
- Excellent problem-solving and analytical skills
- Creative and innovative

Oriented to Growth

- Acceptance of an entry-level position; doesn't view required tasks as "menial"
- Academic excellence in field of study
- Views the organization's total picture, not just one area of specialization
- Willing to accomplish more than required

Source: Adapted from Recruiting Trends by L. Patrick Scheetz, Ph.D., Collegiate Employment Research Institute. ©Michigan State University.

Marketing Your Liberal Arts Degree

As liberal arts graduates enter the job market, their direction may not be as obvious as that of their technically trained counterparts. For the most part, engineering or computer science majors know exactly where to target their efforts.

Liberal arts majors are less fortunate in that regard—such a heading cannot be found in the want ads. Yet if they learn to target their aptitudes, they have as good a chance as anyone to find meaningful work.

Students are no longer necessarily hired just because they have a particular degree. Math and physics majors are getting engineering jobs and liberal arts majors are getting accounting jobs. The reason new graduates are being hired is because they have specific skills that meet the needs of the employer.

No one is more suited to this approach than the liberal arts major. What you need to do, explains one career advisor, is to find out what you really want to do—regardless of your major. Students often ask, "What can I do with a major in philosophy?" But that's the wrong question. The real questions are, "What fascinates me? How can I connect my interests with a job? What do I really want to be doing in 20 years?"

this, most likely, will involve some specialized skills. If you've taken business courses, had work experiences or done specialized work on a computer in your liberal arts work, point out those strengths.

Once you've taken the time to determine your real interests and have set some long-term goals, map out a plan—long- and short-term—on how to get there. Resources are plentiful—from the *Occupational Outlook Handbook* or *Dictionary of Occupational Titles* to numerous general job search books, as well as those dealing with specific topics such as *What to Do with a Degree in Psychology*, *The Business of Show Business*, etc.

Your liberal arts education has equipped you to take a broad topic and research it. Use those skills to make the connection between what you want and what companies need. Once you find job descriptions that match your long-term interests, set about shaping your resume and, if need be, getting the additional specific skills, training or certification to get that first job.

Your first job may not match your long-term goal. But it's the first step. And that, at this point, is the all-important one.

What Liberal Arts Graduates Are Doing

A sampling of the wide range of positions filled by liberal arts graduates:

- | | |
|-----------------------------------|-----------------------------|
| Accountant | Librarian |
| Administrative assistant | Management consultant |
| Advertising account executive | Marketing representative |
| Air traffic controller | Medical/dental assistant |
| Artist | Museum coordinator |
| Auditor | Office administrator |
| Bank manager | Outpatient therapist |
| Business systems analyst | Paralegal |
| Buyer | Photographer |
| Child support enforcement officer | Probation officer |
| Claims examiner | Product specialist |
| Communications specialist | Psychologist |
| Computer specialist | Public relations specialist |
| Copywriter | Quality engineer |
| Counselor | Recreation administrator |
| Customer service representative | Research analyst |
| Editor | Restaurant manager |
| Employee relations specialist | Retail manager |
| Engineering planner | Sales representative |
| Financial consultant | Social worker |
| Graphic designer | Speech pathologist |
| Hotel manager | Stockbroker |
| Human resource specialist | Systems analyst |
| Industrial designer | Tax consultant |
| Interpreter/translator | Teacher |
| Journalist | Technical writer |
| | Transportation specialist |
| | Underwriter |
| | Urban planner |
| | Writer |

Conduct in-depth research on any companies that appeal to you, and try to match their needs to your wants.

Once you have answered those questions, look at possibilities for matching your interests with a job. There are more options than you might think. Don't get stuck on titles. For instance, if you want to be an autonomous problem-solver, someone with good communication skills who can do a good job of synthesizing sources (as in writing term papers), forget about the titles and look at the job descriptions. Management consultants, career specialists, personnel managers, teachers or trainers within organizations and schools are just a few options.

As a liberal arts major, you have to do much more work in terms of researching different job markets and finding out where there is a demand. Conduct in-depth research on any companies that appeal to you, and try to match their needs to your wants. You must be specific, however. It is possible to be too general, too open and too flexible.

To be successful, you should combine your long-term vision with short-term specificity. Present yourself to your potential employer as someone who both understands the broad goals of the company and has the ability to grow and contribute in the long run. But most importantly, show how you can excel in that specific job. And

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www.renolit.com/laporte

https://calenderedfilm.com/

International Students and the Job Search

Looking for a job is seldom easy for any student. For you, the international student, the job search process can be especially confusing. You may lack an understanding of U.S. employment regulations, or perhaps you are unaware of the impact your career choice has on your job search. You may also be unsure about your role as the job-seeker and the resources used by American employers to find candidates.

The following is an overview of the issues most relevant to international students in developing a job search strategy. Additional information about the employment process and related topics can be found through your career center and on the internet.

Bureau of U.S. Citizenship and Immigration Services Regulations

As an international student, you should only obtain employment-related information from an experienced immigration attorney or your campus USCIS representative. *Advice from any other resource may be inaccurate.* Once you have decided to remain in the United States to work, contact the International Programs Office or the Office of Human Resources on campus and make an appointment with your USCIS representative. In addition to helping you fill out necessary forms, the USCIS representative will inform you of the costs associated with working in the United States.

Importance of Skills and Career Field

Find out if your degree and skills-set are currently in demand in the U.S. job market. An advanced degree, highly marketable skills or extensive experience will all make your job search easier. Find out what region of the United States holds the majority of the jobs in your field; you may need to relocate in order to find the job you want. Learn all you can about your targeted career field by talking to professors, reading industry publications and attending professional meetings and regional conferences.

Role of Employers

It is the employer's responsibility to find the right people for his or her company—*not to help you find a job*. The interview is successful when both of you see a match between the employer's needs and your interest and ability to do the job.

The employer (through hiring managers, human resources staff or employment agencies) will most likely use several resources to find workers, including:

- College recruiting
- Campus or community job fairs
- Posting jobs on the company website or on national job posting sites on the internet
- Posting jobs in major newspapers or trade publications
- Posting jobs with professional associations
- Resume searches on national online services
- Employee referrals
- Regional and national conferences
- Employment agencies ("headhunters")

Are you accessible to employers through at least some of the above strategies? If not, develop a plan to make sure your credentials are widely circulated. Notify as many people as possible in your field about your job search.

Strong Communication Skills

You can help the employer make an informed hiring decision if you:

- Provide a well-prepared resume that includes desirable skills and relevant employment experiences.
- Clearly convey your interests and ability to do the job in an interview.
- Understand English when spoken to you and can effectively express your thoughts in English.

It's important to be able to positively promote yourself and talk with confidence about your education, relevant skills and related experiences. Self-promotion is rarely easy for anyone. But, it can be especially difficult for individuals from cultures where talking about yourself is considered inappropriate. When interviewing in the United States, however, you are expected to be able to explain your credentials and why you are suitable for the position.

Be sensitive to the interviewer's verbal and nonverbal cues. Some international students may not realize when their accent is causing them to be misunderstood. Interviewers are sometimes too embarrassed or impatient to ask for clarification, so be on the lookout for nonverbal clues, such as follow-up questions that don't match your responses or sudden disinterest on the part of the interviewer. Also, make sure you express proper nonverbal communication; always look directly at the employer in order to portray confidence and honesty.

If your English language skills need some work, get involved with campus and community activities. These events will allow you to practice speaking English. The more you use the language, the more proficient you will become. These activities are also a great way to make networking contacts.

Career Center

The Career Center can be a valuable resource in your job search. Be aware, however, that some employers using The Career Center won't interview students who are not U.S. citizens. Though this may limit your ability to participate in some campus interviews, there are numerous ways to benefit from the campus career center:

- Attend sessions on job search strategies and related topics.
- Work with the career services staff to develop your job search strategy.
- Attend campus career fairs and company information sessions to inquire about employment opportunities and to practice your networking skills.

It's a good idea to get advice from other international students who have successfully found employment in this country and to start your job search early. Create and follow a detailed plan of action that will lead you to a great job you can write home about.

Written by Rosita Smith.

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 • Driving
- Operating machinery • 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.

3 things:

- 1. Research the employers’ current facts, including new products, services or acquisitions
- 2. Identify where you fit based on your qualifications and skill set
- 3. Honestly answer this question:
Do you want to have this opportunity?

Yes? Ok, your goal is to create a positive and lasting impression in 60 seconds or less....

GO!

YOUR
60-SECOND
COMMERCIAL

Skip Ad >>

INTRODUCTION

“Hello, my name is ____.”

OPPORTUNITY

Identify the opportunity you researched and cite your source—just enough to show you’ve done your research.

QUALIFICATIONS

Identify the qualifications, skills and experiences you possess that would make you a likely fit for that opportunity.
Make the connection between their opportunity and your qualifications.
Express your genuine interest in learning more about the opening.

CLOSING

Thank them for their time. Have a resume readily available!

Might sound like this:

Hello, my name is ____.

☀ I recently read an article in the *Times* about your company’s plans for business growth in the Northeast. During my summer internship with ABC Company, I worked in a team environment on a variety of marketing and website development projects to expand ABC’s business.

☀ As a junior, majoring in economics and working part-time as a supervisor at Campus Information Services, I continue to build my communication, management and leadership skills. I’d be interested in learning more about your plans for expansion in the Northeast.

☀ Thank you for your time.

☀ **PAUSE and allow the conversation to happen.**

Excerpted and adapted from “Your 60-Second Commercial” by the University Career Services department at Rutgers University, New Brunswick Campus. Graphics by Nan Mellem.

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 and/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 to employers who wish to hire more women, yet cannot ask for that information.
- 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 fonts, 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 active 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.

Power Verbs for Your Resume

Bullets Formula

Skill Statements

POWER VERB (SKILL) + IDENTIFIABLE TASK + PURPOSE/METHOD/RESULT

Choose one of the above

Purpose (Why did you do it?)

- Performed gear mapping for transmissions **to optimize shift patterns, fuel economy and available power**

Method (How did you do it?)

- Collected quantitative infrared imaging **using a high speed infrared camera**

Result (What happened because of what you did?)

- Designed and implemented latches for condensation vents **to reduce water leakage creating a safer work environment**

The following lists are divided into categories to facilitate your ability to identify some great, active verbs to make your resume stand out. Begin each of your descriptive lines with a power verb. Keep the tenses consistent using past verbs for past experiences and present verbs for the current ones.

Working with PEOPLE:

Communication

Circulate
Clarify
Collaborate
Compose
Correspond
Demonstrate
Document
Edit
Engage
Entertain
Exhibit
Explain
Express
Illustrate
Interpret
Interview
Investigate
Lecture
Optimize
Partner
Perform
Pitch

Plan
Present
Promote
Proofread
Publicize
Relate
Relay
Report
Review
Revise
Summarize
Syndicate
Translate
Transcribe

Teaching/Advising

Advise
Correct
Counsel
Demonstrate
Display
Encourage
Enlist
Ensure
Grade
Guide
Influence
Instruct

Introduce
Lecture
Mentor
Program
Provide
Rate
Steer
Suggest
Support
Teach
Test
Train
Tutor

Public Relations

Advertise
Advocate
Attend
Coordinate
Convince
Dispense
Disseminate
Distribute
Fundraise
Influence
Launch
Lobby
Persuade

Publicize
Publish
Recruit
Screen
Sell
Service
Target

Interpersonal Relations

Accommodate
Adapt
Anticipate
Assure
Bargain
Care
Coach
Collaborate
Confer
Confront
Consult
Converse
Cooperate
Critique
Develop
Encourage
Familiarize
Form

Foster
Fulfill
Implement
Inform
Interact
Intervene
Join
Listen
Litigate
Mediate
Motivate
Negotiate
Participate
Partner
Provide
Recommend
Reconcile
Rehabilitate
Represent
Resolve
Share
Suggest

Administrative/
Management
Accelerate
Accomplish
Achieve

Act
Administer
Allocate
Approve
Assign
Assess
Attain
Benchmark
Chair
Commend
Compromise
Consolidate
Control
Delegate
Direct
Enforce
Entrust
Expedite
Govern
Head
Hire
Improvise
Initiate
Institute
Judge
Lead
Maintain
Manage
Moderate
Monitor
Officiate
Order
Oversee
Prescreen
Preside
Prioritize
Produce
Prohibit
Refer
Regulate
Run
Start
Streamline
Strengthen
Supervise

Working with DATA:

Research/Analysis

Acquire
Analyze
Classify
Collate
Collect

Compile
Conduct
Data
Deliver
Detect
Determine
Discover
Dissect
Evaluate
Explore
Examine
Formulate
Gather
Identify
Inspect
Investigate
Locate
Model
Obtain
Pinpoint
Prepare
Prioritize
Research
Specify
Survey
Test
Trace
Track
Verify

Numbers/Finance

Abstract
Account
Add
Appraise
Audit
Budget
Calculate
Collect
Compute
Decrease
Determine
Divide
Enter (data)
Estimate
File
Finance
Formulate
Increase
Insure
Inventory
Invest
Market
Maximize
Minimize
Multiply

Process
Project
Purchase
Record
Reduce
Solve
Quantify

Organization

Appraise
Apply
Arrange
Balance
Catalog
Categorize
Connect
Coordinate
Define
Edit
Establish
Facilitate
File
Group
Incentivize
Issue
Modify
Orchestrate
Organize
Overhaul
Place
Prepare
Program
Qualify
Reorganize
Rewrite
Schedule
Sort

Working with THINGS:

Development

Assemble
Build
Customize
Design
Enlarge
Format
Function
Generate
Improve
Install
Manufacture
Navigate
Operate

Propose
Refinish
Renovate
Repair
Restore
Update
Upgrade

Creating/Generating

Construct
Landscape
Produce
Shape
Utilize

Working with IDEAS:

Development

Adjust
Compose
Develop
Devise
Guide
Implement
Innovate
Invent
Present

Creating/Generating

Activate
Complete
Conserve
Contract
Create
Discover
Draft
Draw
Engineer
Execute
Expand
Generate
Inaugurate
Launch
Modify
Mold
Reconstruct
Synthesize
Transform
Unite

Universal

Act
Apply
Anticipate

Change
Check
Contribute
Cover
Decide
Define
Diagnose
Effect
Eliminate
Emphasize
Establish
Facilitate
Forecast
Found
Navigate
Offer
Perform
Propose
Refer
Referee
Register
Reinforce
Resolve
Respond
Retrieve
Save
Select
Serve
Set
Simplify
Study
Take
Travel
Use
Win

Weak Verbs

Do Not Use

Aid
Assist
Deal
Enhance
Gain
Handle
Help
Learn
Receive
Responsible for
Seek Out
Set Up
Tolerate
Understand
Work With

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Resume Sample–Engineering

Resume Sample–New Student

ELLA TRICAL

111213 Engineering Blvd. Westville, IN 46391
219-555-1212 | ellatrical@pnw.edu

OBJECTIVE

To obtain a summer internship in electrical engineering that will provide challenging opportunities and has the potential for long-term career growth and professional development.

EDUCATION

Purdue University Northwest

Master of Science, Electrical & Computer Engineering: Expected May 2018
Bachelor of Science, Computer Engineering: December 2013

Relevant Courses

Analog and Digital Integrated Circuits, Electronic Systems, Microprocessors, Switching Theory & Logic Design, Solid State Devices & Circuits, VLSI Technology, Power Electronics, Electric Machines & Drives, Signals & Systems, Microwave Propagation

PROJECTS

Senior Design Project, Team Leader

August 2013-December 2013

Designing and implementing a robotic arm that can be attached to a wheelchair which assists in the normal day-to-day activities of the user

Robotics Project, Team Member

January 2013-May 2013

Designed and assembled electronic components on remote control robotic car

COMPUTER SKILLS

Languages: C/C++, HTML, VHDL, MATLAB

Circuit Simulation & HDLS: Altera MAX-Plus II & Quartus, VHDL & Verilog HDL, PSpice

Databases: SQL, Dbase, FOXPRO

Operating Systems & Office Suites: MS Windows, Mac OS X, MS Office

Image Editors: Adobe Photoshop, Macromedia Fireworks

EXPERIENCE

Purdue University Northwest, Westville, IN

September 2016 – Present

Engineering Intern, Department of Electrical & Computer Engineering

- Restoring a small scale steel rolling mill as an independent project/internship
- Troubleshooting mechanical flows of system and modify conveyer belt
- Designing schematics of steel rolling mill machinery using PSpice

ACTIVITIES

Member, IEEE

Member, National Society of Black Engineers

TRUE LEE GNU

2200 169th Street, Munster, IN 46307
219-555-1212
tgnu@pnw.edu

OBJECTIVE

Seeking a part time position on campus that will enhance and contribute to skills that will be critical to my future career endeavors

EDUCATION

Bachelor of Arts, Sociology: Expected May 2021
Purdue University Northwest, Hammond, IN

LEADERSHIP EXPERIENCE

Purdue University Northwest, Hammond, IN

Secretary – Criminal Justice Club (Fall 2017 - Present)

- Collaborate with faculty, staff and student body to create activities and programming regarding state and federal government justice systems
- Organize guest speaking events and tours of local law enforcement agencies

Crown Point High School, Crown Point, IN

Vice President – Student Council (2015 - 2017)

- Assisted Board with decisions regarding student body policies and procedures
- Prepared presentations for school administration review

Class Treasurer (2014 - 2015)

- Delegated funds for activities and fundraisers
- Calculated activity expenses
- Collected money from fundraisers and prepared intake statements for bookkeeper

ACTIVITIES

Member, Women's Softball Team (Fall 2017 - Present)

Volunteer, American Red Cross (Fall 2016 - Present)

COMPUTER SKILLS

Proficient in Microsoft Office (Excel, Outlook, PowerPoint, Word)

Skilled in Adobe Pro

Resume Sample–Nursing

JUANA B. ANURSE

12345 Healthy Way, Crown Point, Indiana | (219) 555-2468 | anurse@pnw.edu

EDUCATION & LICENSURE

Purdue University Northwest, National League for Nursing, Center of Excellence in Nursing Education
Bachelor of Science Nursing, Candidate Expected May 2018
Hammond, Indiana
GPA: 3.27/4.0

CERTIFICATIONS: American Heart Association CPR, AED & First Aid Earned August 2016
ONLINE CHARTING EXPERIENCE: Epic, Sunrise, Cerner

LICENSURE: Indiana State Board of Nursing Expected June 2018

CLINICAL EDUCATION EXPERIENCE

Senior Capstone Research Project, Northwestern Memorial Hospital	XX hours
Neonatal, Ann & Robert H. Lurie Children’s Hospital of Chicago	XX hours
Medical Surgical, University Of Chicago Medicine	XX hours
Psychiatric Care Unit, Mercy Medical Center	XX hours
Pediatric Emergency Care, Ann & Robert H. Lurie Children’s Hospital of Chicago	XX hours
Critical Care Unit, Porter Regional Hospital	XX hours
Emergency Care, Rush University Medical Center	XX hours
Inpatient Long Term Rehabilitation, Community Hospital	XX hours

RELEVANT EXPERIENCE

Nursing Extern, Franciscan Community Hospitals September 2017 to December 2018

- Took vital signs and performed routine medical assessments
- Monitored patients and prepared patient care plans

Certified Nursing Aide, Golden Living Centers April 2015 to September 2017
Valparaiso, Indiana

- Assisted patients with activities associated with daily living
- Stocked and managed inventory of medical supply room
- Greeted patients and families, assisted nursing staff with scheduling of patients

VOLUNTEER EXPERIENCE

First Aid Station, Chicago Marathon October 2016, 2017

- Provided first aid care to marathon participants

Volunteer, No One Dies Alone (NODA), Heartland Hospice November 2017

- Provided companionship to those within 72 hours of end of life

Volunteer, Our House of Chicago December 2017

- Assist with food preparation, assistance with daily living needs of HIV infected adults

ADDITIONAL WORK EXPERIENCE

Server, Buffalo Wild Wings, Hammond, Indiana June 2015 to Present

Resume Sample–Education

ED U. CATOR

1234 Main Street, Hammond, IN 46323
219-555-5555
Education@pnw.edu

OBJECTIVE

Seeking a full time position as a middle school math instructor.

EDUCATION

Bachelor of Arts, Secondary Education: May 2017
Purdue University Northwest

Certified in Indiana – Indiana Professional Educator’s License No: 123456

RELATED EXPERIENCE

Harding Elementary School, Hammond, IN Fall 2016-Present

Student Teacher

- Developed and implemented lessons for 7th grade students over a 15-week period
- Assessed students on mastery of math, science, language and reading
- Participate in extracurricular activities to learn more about the profession and build bridges with parents by showing student support

Volunteer Reading Tutor Spring 2014-Present

- Worked with struggling first grade students on developing alphabet and letter/sound recognition skills
- Created and develop activities and lessons based on individual student needs
- Contributed to successful reading experiences allowing students to gain confidence and build skills

School City of Hammond, Hammond, IN Fall 2015-Fall 2016

Substitute Teacher

- Managed classrooms for grades 6-8
- Instructed students on various topics as directed by classroom instructor

Purdue University Northwest, Hammond, IN Spring 2015

Math Tutor – Boys and Girls Club of Northwest Indiana

- Provided math instruction for students ranging from grades 2-6
- Taught mathematics concepts such as measurements, fractions, and decimals

Town of Highland, Highland, IN Spring 2013-Spring 2015

Title One Tutor

- Tutored small groups and individual students in various subjects
- Instructed ESL students for student for two years

Resume Sample–Business

MARK ATTING

9876 Sales Street, Merrillville, Indiana 46410 (219) 555-5432 Atting@pnw.edu

OBJECTIVE

Seeking a position in sales and marketing where the utilization of acquired education, interpersonal skills, and past experience can be applied to benefit company growth and success.

EDUCATION

Purdue University Northwest, Hammond, Indiana
Bachelor of Science Candidate in Business, Concentration in Marketing Expected May 2020
GPA: 3.5/4.0

SKILLS

Proficient in MS Office, Adobe Photoshop, Illustrator, WordPress
Basic knowledge of HTML

INTERNSHIP EXPERIENCE

Staff Source, East Chicago, Indiana Fall 2016 to Present
Marketing Intern

- Develop and implement new marketing strategies to increase company exposure and name
- Assist sales staff as needed with special promotional events and projects
- Modified business website using WordPress
- Produced informational and promotional materials utilized by sales team

LEADERSHIP & PROJECT EXPERIENCE

Purdue University Northwest Marketing Club August 2019 to Present
President

- Plan and organize events related to the field of marketing for peers
- Develop strategies to fundraise to support club projects and initiatives
- Work with faculty promote networking opportunities for marketing students

The Pioneer, Purdue University Northwest Hammond, Indiana March 2017 to Present
Advertising Sales & Design

- Plan, organize and design advertisement layout for student newspaper publication
- Design advertising for outside companies and organizations
- Identify key local organizations and encourage them to promote their businesses through advertising sales

ADDITIONAL WORK EXPERIENCE

T-Mobile, Hammond, Indiana May 2016 to Present
Retail Sales Representative

- Maintain and grow existing customer base
- Market and sell to meet and exceed assigned sales quotas
- Provide high levels of customer service, including conflict resolution and customer complaints
- Train new employees on policies and procedures

ACTIVITIES & HONORS

Member & President, PNW Marketing Club August 2017 to Present
Volunteer, Charity Event Committee Board, B-Ball for a Cause, Purdue University Northwest 2017
Student Member, American Marketing Association 2017 to Present
Dean's List 2017, 2018
Semester Honors 2017, 2018

Resume Sample–Sciences

Allen Chemist

2241 Austin Road Highland, Indiana 46322 | (219) 555-3579 | alchemist@pnw.edu

OBJECTIVE

Seeking a challenging chemistry internship that will utilize acquired education and provide an opportunity for professional growth and advancement.

EDUCATION

Bachelors of Science Candidate, Chemistry, Concentration in Material Science Expected May 2018
Purdue University Northwest, Hammond, Indiana
GPA: 3.25/4.0

SKILLS & RELEVANT COURSEWORK

Materials Science	Analytical Chemistry I & II	Titration
Organic Chemistry I & II	Coatings & Resins	MatLab
Inorganic Chemistry I & II	Polymer Chemistry	Cell Culture
Physical Chemistry I & II	Distillation & Filtering	
Catalysis	Recrystallization	

RESEARCH EXPERIENCE

Study of Estrogen Receptor Hormone Binding Domain August 2017 to Present
Purdue University Northwest, Hammond, Indiana

- Run fluorescence spectroscopy titrations to determine protein binding patterns
- Responsible for calibration of laboratory equipment and cleanliness
- Presently working on determining receptor's free (unbound) structure

Polymer Synthesis Group Project August 2017 to Present
Purdue University Northwest, Hammond, Indiana

- Group project tasked with design of experiments and testing of polymer substances
- Research polymers, plastics and their chemical properties
- Create a polymer of desired elasticity within a given time period

LABORATORY EXPERIENCE

Physical Methods of Biochemistry Spring 2017
Purdue University Northwest, Hammond, Indiana

- Gel electrophoresis with PAGE and BME using sample protein and evaluation of bromophenol blue stain

Organic Chemistry Lab Course Fall 2017

- Purified and conducted qualitative analysis of volatile organic compounds via steam distillation, TL chromatography, gas chromatography, liquid-liquid extraction, and fractional distillation and recrystallization

ADDITIONAL WORK EXPERIENCE

Chemistry Lab Assistant August 2016 to December 2016
Purdue University Northwest, Hammond, Indiana

- Set up lab equipment and conducted in-class demonstrations for introductory chemistry and organic chemistry classes
- Mixed and stored 4-5 chemical compounds used for demonstrations on a bi-weekly basis

EXTRACURRICULAR ACTIVITIES

Student Member, American Chemical Society October 2016 to Present
Purdue University Northwest, Hammond, Indiana

Preparing Your Cover Letter

After countless hours constructing your resume, don't treat your cover letter as an afterthought. It is recommended to send a cover letter, whether it is requested or not. Your cover letter is an opportunity to have a conversation with the employer, and illustrate the reasons why you feel you are qualified for the position you are seeking.

Formatting your Cover Letter

- A cover letter should be formatted in a traditional business letter format.
- Your full address is presented at the top of the page, followed by the date.
- You can substitute your resume header for your address on a cover letter.
- Below your information, place the employer's name and mailing address.
- The best letters are addressed to the intended reader, not an unnamed individual.
- Paragraphs should rarely be more than seven sentences.
- The salutation should be addressed to a specific person, followed by a colon, not a comma.
- The closing should allow 3-4 lines for a handwritten signature.

Research the Company and Industry

Research the employer and industry, and make connections between their needs and your skills, knowledge, and abilities. Don't hesitate to dig deep; annual and fiscal reports can provide a hint about the employer's goals and needs. If every other sentence begins with "I" or "My," this is an indication that you need to refocus on the goals of the employer.

CAR – Challenge, Action, Result

Too often, cover letters are equated to resumes. They are actually more similar to interviews. When writing, assume that you are answering the interview question, "Tell me about yourself, and why you would be a good match for this position and our company?"

Demonstrate your value to an employer through your past experience:

- Identify the **Challenges** you encountered in various professional situations
- Describe the **Actions** you took to meet the challenges
- Explain the **Results** of your efforts

Consider leading with the results of your efforts before presenting the challenge of the assignment; this allows you to appear more positive.

Tailoring your Cover Letter

As cover letters can be more personal and conversational than a resume, it is even more important not to use "canned" cover letters. Although using a generic cover letter may save you time in the application period, your resulting job search will take much longer. Think of it from the employer's perspective: A letter that is broad enough for use for multiple jobs will not give him/her the detail necessary to make a hiring decision. Ensure that you utilize your cover letter to expand upon details in your resume, and not just repeat them.

Reprinted with permission from New Mexico State University's 2014-2015 Career Planning Guide.

Your Present Address
City, State, ZIP Code
Date

Person's Name
Title
Company
Street Address
City, State, ZIP Code

Dear Mr., Miss, Mrs., Ms., etc. _____:

First Section: State the reason for the letter, name the specific position or type of work for which you are applying, and if relevant, indicate from which resource (newspaper, job announcement) you learned of the opening. If an employee of the company has suggested you apply, you should give the name, title, and department where that person is employed. Briefly describe why this particular company interests you, and what relevant knowledge, skills or abilities you bring to the position.

Second Section: This is the main section of your letter and should be utilized to draw parallels between your experience, skills and knowledge, and the needs of the employer. Indicate why you are interested in the position, the company, its products or services, and, above all, what you can offer the employer. If you are a recent graduate, explain how your academic background makes you a qualified candidate for the position. If you have some practical work experience, point out your specific achievements or unique qualifications.

A cover letter can be compared to an interview. Introduce yourself, draw connections between your experiences and the position, and encourage the employer to get to know you in a way that a resume's format does not allow. A well-written body of a cover letter allows the employer to feel as though they have met you, and understand your passion for their field, company and position.

Final Section: Indicate your desire for a personal interview and your flexibility as to the time and place. Repeat your phone number in the letter and offer any assistance to facilitate a timely response. Finally, close your letter with a statement or question to encourage a response. For example, state that you will be in the city where the company is located on a certain date and that you would like to set up an interview. You could also ask if the company will be recruiting in your area, or if additional information or references are needed.

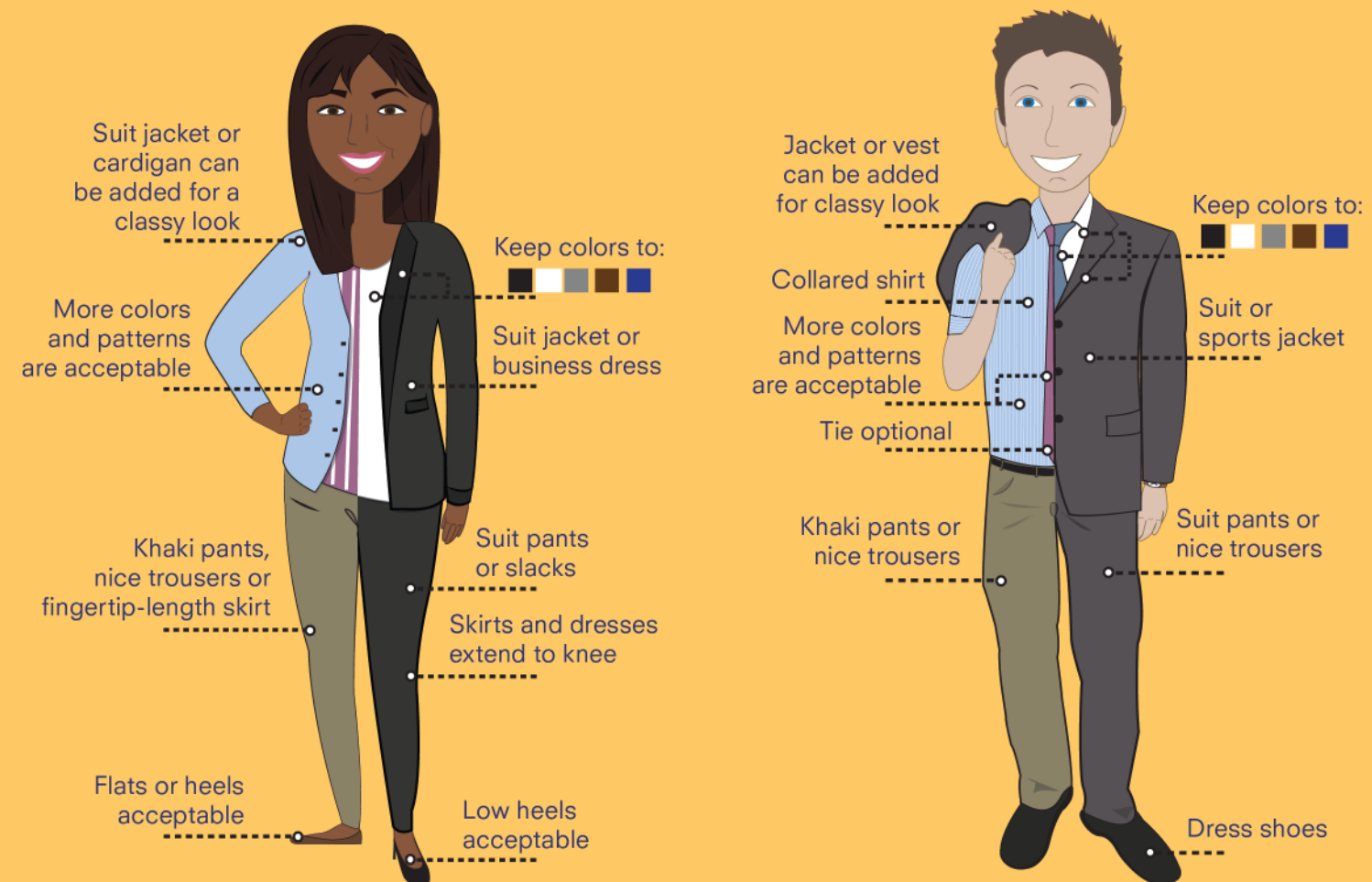
Sincerely,

(your handwritten signature)

Type your name

Business Casual vs. Professional

Have an interview or professional event coming up? Learn how to decode dress code.



Tips for Success in Any Business Situation

When in doubt, dress conservatively.

A suit with appropriate accessories will suffice in most situations.

Make sure your attire is wrinkle-free.

Stick with solid colors, tighter-woven fabrics and simple patterns.

Use only a modest amount of jewelry and/or fragrance.

Check your hair for wind "damage" and your suit for lint or misalignment upon arrival at your interview or event. This will prevent that horrible broccoli-in-between-the-teeth thing, too!

How to Prepare for Video Interviews

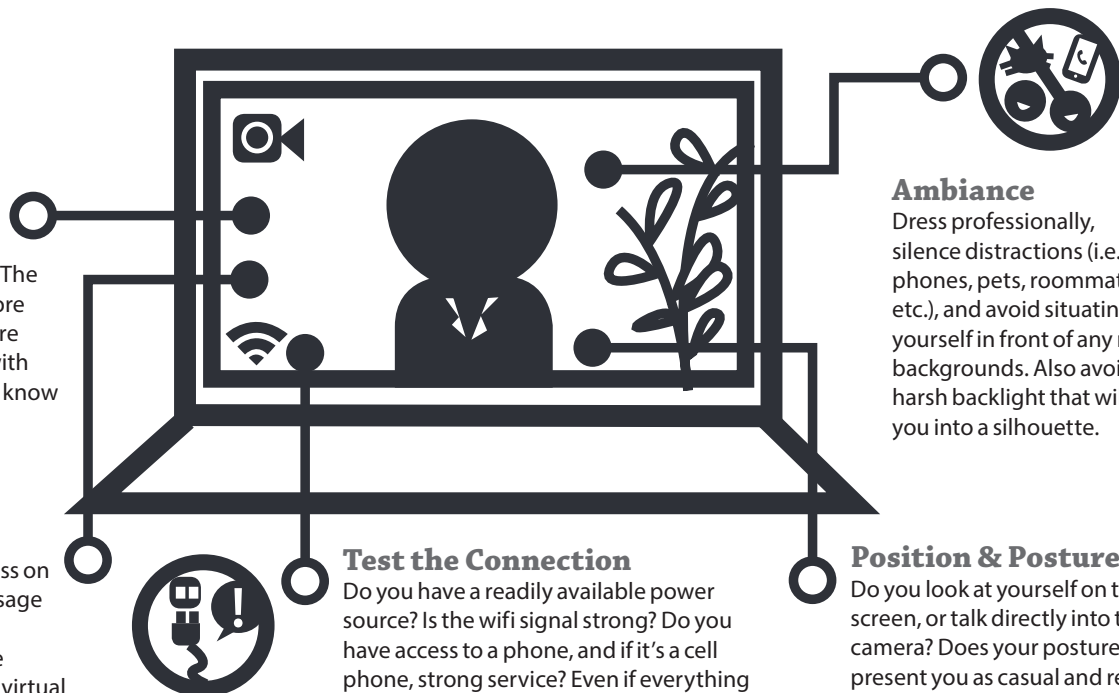


Know the Program

Oovoo, Skype, HireVue. The list goes on and on. Before your interview, make sure you've played around with the program enough to know how it works.

Brand Yourself

Just like the email address on your resume or the message on your voicemail—be professional. Be sure the username used for your virtual interview represents you as a mature and polished candidate.



Ambiance

Dress professionally, silence distractions (i.e. cell phones, pets, roommates, etc.), and avoid situating yourself in front of any noisy backgrounds. Also avoid harsh backlight that will turn you into a silhouette.

Test the Connection

Do you have a readily available power source? Is the wifi signal strong? Do you have access to a phone, and if it's a cell phone, strong service? Even if everything is checked beforehand, technology can still fail you. Make sure you have the interviewer's phone number, just in case!

Position & Posture

Do you look at yourself on the screen, or talk directly into the camera? Does your posture present you as casual and relaxed, or confident and poised? Be sure to practice your positioning and posture prior to the interview!

Reprinted with permission from University of Maryland's 2017-18 Terp Guide.

Informational Interviews

One of the easiest and most effective ways to meet people in a professional field in which you are interested is to conduct informational interviews. Informational interviewing is a networking approach which allows you to meet key professionals, gather career information, investigate career options, get advice on job search techniques and get referrals to other professionals.

The art of informational interviewing is in knowing how to balance your hidden agenda (to locate a job) with the unique opportunity to learn firsthand about the demands of your field. Thus, never abuse your privilege by asking for a job, but execute your informational interviews skillfully, and a job may follow.

What motivates professionals to grant informational interviews?

The reasons are varied. Generally, most people enjoy sharing information about themselves and their jobs and, particularly, love giving advice. Some may simply believe in encouraging newcomers to their profession and others may be scoping out prospects for anticipated vacancies. It is common for professionals to exchange favors and information, so don't hesitate to call upon people.

How do you set up informational interviews?

One possible approach is to send a letter requesting a brief informational interview (clearly indicating the purpose of the meeting, and communicating the fact that there is no job

expectation). Follow this up with a phone call to schedule an appointment. Or, initiate a contact by making cold calls and set up an appointment. The best way to obtain an informational interview is by being referred from one professional to another, a process which becomes easier as your network expands.

How do you prepare for informational interviews?

Prepare for your informational interviews just as you would for an actual job interview: polish your presentation and listening skills, and conduct preliminary research on the organization. You should outline an agenda that includes well-thought-out questions.

Begin your interview with questions that demonstrate your genuine interest in the other person such as, "Describe a typical day in your department." Then proceed with more general questions such as, "What are the employment prospects in this field?" or "Are you active in any professional organizations in our field and which would you recommend?" If appropriate, venture into a series of questions which place the employer in the advice-giving role, such as, "What should the most important consideration be in my first job?" The whole idea is for you to shine, to make an impression and to get referrals to other professionals.

Always remember to send a thank-you letter to every person who grants you time and to every individual who refers you to someone.

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www.apemichigancity.com



Questions to Ask Employers

- Please describe the duties of the job for me.
- What kinds of assignments might I expect the first six months on the job?
- Are salary adjustments geared to the cost of living or job performance?
- Does your company encourage further education?
- How often are performance reviews given?
- What products (or services) are in the development stage now?
- Do you have plans for expansion?
- What are your growth projections for next year?
- Have you cut your staff in the last three years?
- How do you feel about creativity and individuality?
- Do you offer flextime?
- Is your company environmentally conscious? In what ways?
- In what ways is a career with your company better than one with your competitors?
- Is this a new position or am I replacing someone?
- What is the largest single problem facing your staff (department) now?
- May I talk with the last person who held this position?
- What is the usual promotional time frame?
- Does your company offer either single or dual career-track programs?
- What do you like best about your job/company?
- Once the probation period is completed, how much authority will I have over decisions?
- Has there been much turnover in this job area?
- Do you fill positions from the outside or promote from within first?
- What qualities are you looking for in the candidate who fills this position?
- What skills are especially important for someone in this position?
- What characteristics do the achievers in this company seem to share?
- Is there a lot of team/project work?
- Will I have the opportunity to work on special projects?
- Where does this position fit into the organizational structure?
- How much travel, if any, is involved in this position?
- What is the next course of action? When should I expect to hear from you or should I contact you?

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

Written by Roseanne R. Bensley, Career Services, New Mexico State University.

Work Your Network

Developing a Noticeable LinkedIn Profile

Technology has revolutionized the hiring process. In 2003, LinkedIn introduced an online business-networking platform that gave candidates and recruiters unprecedented access to over 332 million users across the globe, making the search for the right job and the right candidate a more efficient process. As a current or recent graduate, you may be unsure about how to best use LinkedIn. Is it like Facebook? What information should be in my profile? How do I use it to network or find a job?

Is LinkedIn Like Facebook?

Nope, LinkedIn isn't like Facebook. LinkedIn isn't about personal details, like what you did last weekend. While you have a profile and a profile picture, the focus is business. This platform is where you showcase your educational background, relevant experience, volunteer experience, your skills, knowledge of your desired industry, interaction with other business professionals, and communicate your "value proposition" to employers.

What Should Be Included In My Profile?

A polished LinkedIn profile is the crux of successful online networking. Consider your profile your first impression to a global online business community. While that can feel a bit intimidating, don't overthink it. It's easy to create a profile you can be proud to share with other professionals. To help you get started, use the following tips for constructing a professional profile beyond just your work experience.

1. Headshot

LinkedIn profiles that have a headshot are more likely to be viewed by recruiters. Your LinkedIn picture should be business-oriented. Your profile picture should be a preview of what it would be like to see you come in for an interview. Look professional and smile. Keep in mind that selfies are strictly prohibited if you want to land the job!

2. Keyword Rich Headline

The second most important piece of your profile is the headline. This is an opportunity to announce to the global business community who you are or who you seek to become. Use this prime real estate to your advantage by incorporating keywords from your desired job or industry.

3. Summary

The summary section is your 30-second elevator pitch. Use this section to introduce yourself and highlight significant skills, qualifications, and interests in your desired field. Be sure to communicate passion and enthusiasm for the industry and the work.

4. Education

The education section is the place to list your full degree, indicate your institution, and graduation or anticipated graduation date. Be sure to include any minors, study abroad experiences and certificate programs related to the degree.

5. Language

Share that you have the ability to speak a second language; include the language and proficiency level. Sharing this information can give you a competitive advantage over other candidates.

6. Samples of Your Work

LinkedIn offers a great feature for users to upload samples of their work. Showcasing samples of presentations, research projects, senior capstone assignments, and portfolios add value and credibility to your profile.

7. Volunteer Experience

Employers take note of volunteer experience. Be sure to include the name of the organization, your role within the organization and length of involvement. Also include details such as fundraising results, event coordination, management experience and more. Your volunteerism, in many cases, can be as valuable as work experience, especially if it is related to your desired industry.

8. Awards and Honors

Highlight any awards and honors received during your collegiate academic career including nonacademic awards received for community or civic engagement. List the full name of the award (avoid acronyms), awarding organization or department, and the year the award was received.

9. Select Your Skills

Identify your top industry-specific, technical and general skills. Adding this information to your profile will allow others to endorse your skill set, giving you instant credibility. A solid list of at least 8-10 skills demonstrates value and capability.

10. Share Your Interests

Disclosing your personal interests and hobbies can help demonstrate your work-life balance. Personal interests can sometimes score a few extra "top candidate" points, but be sure to avoid sharing too much personal information. Remember, the LinkedIn profile is a platform for professionals.

How Do I Network To Land The Job?

Now that you have completed your profile, land the job by using these top features to start connecting with other professionals:

Customize the Invitation to Connect

Every time you send a message to connect with someone on LinkedIn, make sure that you customize the text. Share who you are, why you want to connect, and how you found or know the individual. For example, if you met them in-person, tell them where you met and when.

Alumni Connections Feature

LinkedIn offers users a dynamic tool that connect individuals who share the same alma mater. Search for alumni who are practicing in your desired field, have the same degree, attended your institution during a specific time period, and more. Many individuals are happy to assist their fellow alumni with career advice and even hire alums. Don't forget to showcase your school pride in that customized invitation to connect!

Follow Companies, Join Groups, and Connect with Recruiters

Start following your dream companies on LinkedIn and join industry specific groups. Be the first to know about company news and job postings. As you start following companies, make note of who is posting updates and job announcements. Use those clues to connect with recruiters and company leaders.

Share Content

Position yourself as a knowledgeable resource. Share interesting industry or work productivity articles. Comment on posts shared by others in your network. Reinforce your professional brand by sharing your knowledge and perspectives.

Gala Jackson, M.Ed. is a Millennial Expert & Career Management Consultant with InterviewSnob, a career consulting boutique for millennials. Connect with Gala @interviewsnob and check out her website at www.interviewsnob.com

Choosing Between Job Offers

The first question many of your friends will ask when you receive a job offer is “What does it pay?” For many college graduates this consideration is near the top of the list, which is not surprising. Most students have invested thousands of dollars in their education, often racking up high student loan balances. Most graduates are looking forward to paying off that debt. Also, the value of a salary is easy to understand; the more zeroes after the first digit, the better.

In order to evaluate a salary offer you need to know what the average pay scale is for your degree and industry. The National Association of Colleges and Employers (NACE) is a good source of salary information for entry-level college graduates. Their annual Salary Survey should be available in your campus career center. Make sure you factor cost-of-living differences when considering salary offers. For example, you may need an offer of \$76,000 in San Francisco to equal an offer of \$40,000 in Huntsville, Ala.

Bonuses and commissions are considered part of your salary, so take them into consideration when evaluating an offer. It’s also important to have a good understanding of an employer’s policies concerning raises. Be sure to never make your decision on salary alone. Students tend to overemphasize salary when considering job offers. Money is important, but it’s more important that you like your job. If you like your job, chances are you’ll be good at it. And if you’re good at your job, eventually you will be financially rewarded.

Factor in Benefits

Of course, salary is only one way in which employers financially compensate their employees. Ask anybody with a long work history and they’ll tell you how important benefits are. When most people think of employer benefits, they think of things like health insurance, vacation time and retirement savings. But employers are continually coming up with more and more creative ways to compensate their workers, from health club memberships to flextime. The value of a benefits plan depends on your own plans and needs. A company gym or membership at a health club won’t be of much value to you if you don’t like to sweat.

Who’s the Boss?

Who you work for can have as much bearing on your overall job satisfaction as how much you earn and what you do. First, analyze how stable the potential employer is. If the company is for-profit, what were its earnings last year? What are its projections for growth? If the job is with a government agency or a nonprofit, what type of funding does it have? How long has the employer been around? You could receive the best job offer in the world, but if the job is cut in six months, it won’t do you much good.

Corporate Culture

There are three aspects to a work environment: 1) the physical workspace, 2) the “corporate culture” of the employer, and 3) fellow co-workers. Don’t underestimate the importance of a good workspace. If you are a private person, you probably will not be able to do your best work in a cluster of cubicles. If you are an extrovert, you won’t be happy shut in an office for hours on end.

Corporate culture comprises the attitudes, experiences, beliefs and values of an organization. What’s the hierarchy of the organization?

Is there a dress code? Is overtime expected? Do they value creativity or is it more important that you follow protocol? Whenever possible, you should talk to current or previous employees to get a sense of the corporate culture. You may also be able to get a sense of the environment during the interview or by meeting your potential boss and co-workers during the interview process. Ask yourself if the corporate culture is compatible with your own attitudes, beliefs and values.

Your boss and fellow co-workers make up the last part of the work environment. Hopefully, you will like the people you work with, but you must, at least, be able to work well with them professionally. You may not be able to get a good sense of your potential co-workers or boss during the interview process. But if you do develop strong feelings one way or the other, be sure to take them into consideration when making your final decision.

Like What You Do

Recent college graduates are seldom able to land their dream jobs right out of school, but it’s still important that you at least like what you do. Before accepting a job offer, make sure you have a very good sense of what your day-to-day duties will be. What are your responsibilities? Will you be primarily working in teams or alone? Will your job tasks be repetitive or varied? Will your work be challenging? What level of stress can you expect with the position?

Location, Location, Location

Climate, proximity to friends and family and local population (i.e., urban vs. rural) should all be evaluated against your desires and preferences. If you are considering a job far away from your current address, will the employer pay for part or all of your moving expenses? Even if you are looking at a local job, location can be important—especially as it relates to travel time. A long commute will cost you time, money and probably more than a little frustration. Make sure the tradeoff is worth it.

Time is on Your Side

It’s acceptable to request two or three days to consider a job offer. And depending on the employer and the position, even a week of consideration time can be acceptable. If you’ve already received another offer or expect to hear back from another employer soon, make sure you have time to consider both offers. But don’t ask for too much time to consider. Like all of us, employers don’t like uncertainty. Make sure you give them an answer one way or another as soon as you can.

It’s Your Call

Once you make a decision, act quickly. If you are accepting a position, notify the hiring manager by phone followed by a confirmation letter or an email. Keep the letter short and state the agreed upon salary and the start date. When rejecting an offer, make sure to thank the employer for their time and interest. It always pays to be polite in your correspondence. You never know where your career path will take you and it might just take you back to an employer you initially rejected.

Written by Chris Enstrom, a freelance writer from Nashville, Ind.

Google Me: Reputation Management

Cultivating your digital footprint is critical to your overall career; your personal brand during your job search is no exception. More than 80% of recruiters* reported that they would search for candidates online. The most common sites for checking out candidates are LinkedIn, Facebook, Twitter, Instagram, Google+, and Pinterest. Given this staggering statistic, it’s important to take control of your online reputation.

Google Yourself

The first step is to identify what’s already out there. Use common search engines to investigate everything that is associated with your full name. Try search combinations, such as your full name with your college or university. Does what you see support the professional image you are seeking to create? What you find in your research is on stage for all to see. Recruiters are well versed in how to conduct strategic online searches for candidates. Update your privacy settings and clean up your social sites as needed.

Privacy Settings

While privacy settings limit access to portions of your social sites, it doesn’t remove content from the web altogether. Keep in mind that once content is shared on the internet, generally speaking, it never goes away completely. Be mindful of future posts, comments, and photos.

Social Media Cleaning Software

Found some pictures, particular words, or posts which need to be cleaned up? If so, use a social media cleaning software to help you polish up your social profiles. Search for social media cleaning software, select the program that meets your needs, and scrub down your profiles.

Turn Off Features

We can’t control what others post or comment, but we can control where it appears. If you have family, friends, or acquaintances that share content, tag you in pictures, or comment on your social sites, manage where that information appears. Adjust your profile settings.

Develop Your LinkedIn Profile

To establish a professional and polished brand, create and develop your profile. LinkedIn is recognized as the online business community and you should be an active member. Unlike Facebook or other social sites, LinkedIn should communicate your professional brand in a manner that will help you network. It is ideal for identifying job opportunities and professional development. This platform allows you to connect with recruiters, follow news from companies of interest, read informative articles, and even network with fellow alumni.

Improve Your SEO

Once you have cleaned up your social media profiles and completed your LinkedIn profile, improve your visibility online by boosting your search engine optimization (SEO). Get active on social media sites where you want to be found and noticed. Start sharing relevant

business information, comment on statuses, posts, and updates to share your unique perspectives, and even post some of your own original content. The goal is to position yourself as a knowledgeable resource to others in your network and within your desired industry. The social sites where you have the most activity will float to the top of the search engine list when hiring managers search for you.

To increase your relevancy, make sure that your social media profiles contain keywords that are prominent in your desired industry. Generating “keyword rich” profiles and posts will allow your content to be found specifically in relationship to your desired industries and career path.

Generating “keyword rich” profiles and posts will allow your content to be found specifically in relationship to your desired industries and career path.

Dual Personas

Avoid creating multiple profiles in one social media platform. Both profiles can often be found through a strategic online search. Having “dual personas” can come across to potential employers as if you have something to hide. Maintain one profile per site, adjust your privacy settings as needed, and post or share content that reinforces your personal and professional brand.

Create a Personal Website

Perhaps you aren’t a fan of social media sites and wondering how to cultivate your online brand. If so, create a personal website or independent blog. Establishing a personal website allows you to have an online presence while maintaining greater control of the content. Websites should have a tab for your resume, portfolio of work, pre-professional/professional affiliations, awards and honors, blog posts and more. Don’t forget to include a professional headshot. List your personal website on your resume when applying for positions and on your personal business cards for networking.

* Joyce, Susan P. “What 80% of Employers Do Before Inviting You For An Interview,” *The Huffington Post*. The Huffington Post, INC.

Gala Jackson, M.Ed. is a Millennial Expert & Career Management Consultant with InterviewSnob, a career consulting boutique for millennials. Connect with Gala @interviewsnob and check out her website at www.interviewsnob.com

Professional Etiquette

Your academic knowledge and skills may be spectacular, but do you have the social skills needed to be successful in the workplace? Good professional etiquette indicates to potential employers that you are a mature, responsible adult who can aptly represent their company. Not knowing proper etiquette could damage your image, prevent you from getting a job and jeopardize personal and business relationships.

Meeting and Greeting

Etiquette begins with meeting and greeting. Terry Cobb, Owner, HR-Employment Solutions, emphasizes the importance of making a good first impression—beginning with the handshake. A firm shake, he says, indicates to employers that you're confident and assertive. A limp handshake, on the other hand, sends the message that you're not interested or qualified for the job. Dave Owenby, Human Resources Manager for North and South Carolina at Sherwin Williams, believes, "Good social skills include having a firm handshake, smiling, making eye contact and closing the meeting with a handshake."

The following basic rules will help you get ahead in the workplace:

- Always rise when introducing or being introduced to someone.
- Provide information in making introductions—you are responsible for keeping the conversation going. "Joe, please meet Ms. Crawford, CEO at American Enterprise, Inc., in Cleveland." "Mr. Jones, this is Kate Smith, a senior majoring in computer information systems at Northwestern University."
- Unless given permission, always address someone by his or her title and last name.
- Practice a firm handshake. Make eye contact while shaking hands.

Dining

Shirley Willey, owner of Etiquette & Company, reports that roughly 80% of second interviews involve a business meal. Cobb remembers one candidate who had passed his initial interview with flying colors. Because the second interview was scheduled close to noon, Cobb decided to conduct the interview over lunch. Initially, the candidate was still in the "interview" mode and maintained his professionalism. After a while, however, he became more relaxed—and that's when the candidate's real personality began to show. He had terrible table manners, made several off-color remarks and spoke negatively about previous employers. Needless to say, Cobb was unimpressed, and the candidate did not get the job. Remember that an interview is always an interview, regardless of how relaxed or informal the setting. Anything that is said or done will be considered by the interviewer, cautions Cobb. In order to make a good impression during a lunch or dinner interview, make sure you:

- Arrive on time.
- Wait to sit until the host/hostess indicates the seating arrangement.
- Place napkin in lap before eating or drinking anything.

- When ordering, keep in mind that this is a talking business lunch. Order something easy to eat, such as boneless chicken or fish.
- Do not hold the order up because you cannot make a decision. Feel free to ask for suggestions from others at the table.
- Wait to eat until everyone has been served.
- Keep hands in lap unless you are using them to eat.
- Practice proper posture; sit up straight with your arms close to your body.
- Bring food to your mouth—not your head to the plate.
- Try to eat at the same pace as everyone else.
- Take responsibility for keeping up the conversation.
- Place napkin on chair seat if excusing yourself for any reason.
- Place napkin beside plate at the end of the meal.
- Push chair under table when excusing yourself.

Eating

Follow these simple rules for eating and drinking:

- Start eating with the implement that is farthest away from your plate. You may have two spoons and two forks. The spoon farthest away from your plate is a soup spoon. The fork farthest away is a salad fork unless you have three forks, one being much smaller, which would be a seafood fork for an appetizer. The dessert fork/spoon is usually above the plate. Remember to work from the outside in.
- Dip soup away from you; sip from the side of the spoon.
- Season food only after you have tasted it.
- Pass salt and pepper together—even if asked for only one.
- Pass all items to the right. If the item has a handle, such as a pitcher, pass with the handle toward the next person. For bowls with spoons, pass with the spoon ready for the next person. If you are the one to reach to the center of the table for an item, pass it before serving yourself.
- While you are speaking during a meal, utensils should be resting on plate (fork and knife crossed on the plate with tines down).
- Don't chew with your mouth open or blow on your food.

The interviewer will usually take care of the bill and the tip. Be prepared, however, if this doesn't happen and have small bills ready to take care of your part, including the tip. Never make an issue of the check.

Social skills can make or break your career. Employees have to exhibit a certain level of professionalism and etiquette in their regular work day, and particularly in positions where they come in contact with clients. Be one step ahead—practice the social skills necessary to help you make a great first impression and stand out in a competitive job market.

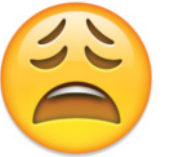
Written by Jennie Hunter, retired professor at Western Carolina University.

Decisions and Consequences: Eye-Opening Scenarios of Job Search Ethics

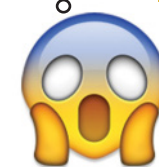
The New Alumnae

Kay was excited to learn that she was invited to join colleagues to represent the company at her alma mater's career fair. Remembering her effort as a student to earn internships and then a full-time job when she graduated, it would be fun to be on the other side of the table. During Kay's recruitment visit, she cultivated a rapport with a qualified student candidate and strongly advocated for his hire. A job offer was extended to him and he accepted. Three months after accepting the position, the student changed his mind and withdrew his acceptance (i.e. reneged on his accepted offer) citing that he found a better job. As a result, the company adjusted downward the number of position vacancies that would be assigned to her alma mater to fill. Later, Kay was informed that she would no longer be asked to participate in recruitment teams. Her judgement and assessment of others' character was questioned and this student's reneging behavior was cited in Kay's performance review as a negative reflection on her.

No!



Yikes!



The Wall Street Firm

The career center director reached out to students and requested referrals of companies that did not currently recruit on campus. A Wall Street firm was prominently mentioned and the director took an aggressive approach to bring that firm to campus. It took nearly two years of cultivation but the firm finally agreed to visit campus and interview candidates. The sign-ups went well and more students referred their resumes than there were interview slots available. The firm chose 13 students and sent two representatives, Lynn and Jeff, to campus to conduct interviews. During the day, four students failed to show up for interviews. Lynn and Jeff were livid. Despite every effort to get the firm to reconsider, they pledged to never return to campus to recruit students. They were convinced that the students were either not that interested in their firm, or not disciplined enough to be viable candidates.

The Participation Agreement

Students participating in the career center's on-campus recruitment program sign off on an agreement indicating that when they accept an offer of employment, they will do so in good faith. They are directed to immediately notify employers of the offer acceptance and withdraw from the interviewing process. Despite making this commitment, Larry chose to violate this agreement and ethical principles associated with it. He continued to interview and accepted a higher paying offer. Two things occurred as a result of his decision. The second company whose offer Larry accepted learned about him reneging on his first offer acceptance. They withdrew their offer citing that Larry was no longer considered a character-fit for their organization. The following year, Larry was hired at another company and soon learned that first two companies were valued clients of his new employer. He was not in a position to service those accounts.

Uh-oh!



Written by Tim Luzader, Director—Purdue University Center for Career Opportunities (CCO). Reprinted with permission from Purdue University's Career Planning Handbook, 2017-2018.

The Art of Negotiating

An area of the job search that often receives little attention is the art of negotiating. Once you have been offered a job, you have the opportunity to discuss the terms of your employment. Negotiations may be uncomfortable or unsatisfying because we tend to approach them with a winner-take-all attitude that is counterproductive to the concept of negotiations.

Negotiating with your potential employer can make your job one that best meets your own needs as well as those of your employer. To ensure successful negotiations, it is important to understand the basic components. The definition of negotiation as it relates to employment is: a series of communications (either oral or in writing) that reach a satisfying conclusion for all concerned parties, most often between the new employee and the hiring organization.

Negotiation is a planned series of events that requires strategy, presentation and patience. Preparation is probably the single most important part of successful negotiations. Any good trial attorney will tell you the key to presenting a good case in the courtroom is the hours of preparation that happen beforehand. The same is true for negotiating. A good case will literally present itself. What follows are some suggestions that will help you prepare for successful negotiating.

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, Career Counselor, Career Services, University of California, Santa Barbara.

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