Student Workbook

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Career Services

We are here Monday through Friday to assist you with job search hints, tips and advice regarding....

- Careers
- Salary Trends
- Resume & Cover Letters
- Interviewing

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COLEMAN UNIVERSITY

Our Role in Your Job Search

Before and upon graduation, Career Services works very closely with you to provide every possible resource to enable you to find your first job in the IT field. **We can not hand you a job when you graduate (we wish it could be that simple!)**, but we do work hard to improve your odds of obtaining employment by assisting you with:

- Writing your resume and cover letter
- Understanding strategies for effective interviewing
- Obtaining valuable information on job searching strategies.
- Actively develop relationships with employers to educate them about Coleman University and what our graduates have to offer as employees

Our goal is to help you improve the quality of your life!

As you will see from the information provided below, we do everything we can to see that you achieve this goal. We know that if you put forth as much effort as we do, you will be successful in your job search.

Please note that fear is your greatest obstacle to a successful job search. Do not let it stand in your way. Fear becomes discouragement, discouragement becomes anger, and anger can lead to despair. It's normal to be nervous. Use this nervous energy constructively to motivate you into action.

Remember, if you are able to successfully complete the core curriculum at Coleman University, you will be able to handle any task you encounter on the job. The training you will encounter in the work place is far easier than going through the core.

Employers tell us over and over again how much potential Coleman graduates possess!

The following is a list of methods we use to help you succeed. We hope this helps you to understand our role, and your role, in your job search.

Employer Development

We consistently develop relationships with new and existing employers. We do this by networking through existing employer contacts, reading business articles, and searching the technical jobs posted on the Internet. We actively pursue new employers by cold calling in the field, providing information, e-mailing introductory letters, and offering samples of resumes for review.

Job Orders and Leads

Employers send us job orders that specify the requirements of the open positions. We send back the resumes of current graduates who best meet the qualifications for each job. We also follow up with employers to make sure they are satisfied with the quality of the resumes and the candidates they represent. In addition, we forward job leads from the Internet in e-mails to students, so they can follow up on these leads.

Workshops

We meet with HR Managers and IT Managers to discuss the trends and requirements in the hiring process, which allows us to provide current information and updated presentations. Two of our workshops, Technical Resume Writing and Job Search Strategies and Interviewing Skills, are especially useful in preparing students for a successful job search.

Individual Appointments

We meet with you to review and critique resumes and cover letters. We also spend time with you to help you prepare for interviews and to answer any questions related to job searching in the IT industry. We are always happy to conduct a mock interview with you.

Career Fairs

Based on the economy, we coordinate and hold Career Fairs throughout the year. This involves all aspects of preparation for the events including determining the employers who will be invited to attend, e-mailing invitations, following up with phone calls, compiling a list of employers with website addresses and bios, conducting "Career Fair Strategies" workshops, and much more!

Tracking

Our accreditation requirements include the need to track the status of all graduates. We must indicate in monthly and yearly reporting who is working and where, who is not working and why, and who has deferred assistance and for what reason. We spend a great deal of time trying to track down graduates all over the country! We are legally responsible for documenting our attempts to make contact with students and must update the database with explanations of these efforts. You can greatly help us with these efforts by letting us know when you obtain a job!

Alumni Services

It is important for all students and graduates to understand that our priority and primary focus is with <u>new graduates who are seeking their first IT job</u>. Most students are making career changes and are breaking into a new profession. We understand that this is where our efforts need to be concentrated. However, we do offer the following services to alumni who have worked in the industry and are seeking another job:

Upon receiving your resume by e-mail, we will offer assistance in updating it with newly acquired skills. We maintain a database of valuable job search related information and will forward this information to you, including sample resumes and cover letters, search engines, and great articles related to the IT job search.

Upon request, we can also forward you an electronic copy of the current Career Services Workbook on "Technical Resume Writing" and "Job Search Strategies and Interviewing Skills" so that you have this to refresh your memory about the tools given to you when you were near graduation. We can keep your resume on file in the event we receive a request from employers for a more advanced position.

Please note that all meetings with alumni seeking follow-up career assistance are highly encouraged by **appointment only.**

FIRST THINGS FIRST:
Your Responsibilities

Once you reach MOD 4, if you would like the assistance of Career Services, you are **<u>required</u>** to complete the following:

1. The WORK file on Papa Bear (see instructions on next page)
2. E-mail your resume in a MS Word format
3. Complete the graduation checklist
4. Finally, please remember to contact your Advisor every two weeks and **<u>immediately upon acceptance of a job</u>.** Tracking student placement data is of critical importance to Coleman University. We need your help to keep Coleman moving forward!

Completing the WORK File on Papa Bear/Mainframe

The WORK program creates a file, which makes you eligible for job search assistance. This file and approved copies of your resume are requirements for placement assistance. It allows your Career Services Advisor to input important data regarding your job search. If the WORK file is not completed, Papa Bear assumes you are not seeking help finding a job.

The WORK program is a brief summary of your employment history and some of your preferences so that your Career Services Advisor can refer to it to get some ideas about your background and the types of jobs that you will consider.

To get started:
Sign on to Papa Bear. When you get the menu, type WORK in **OPERATION** and your student number in **DATA.** If you have problems signing on to the program, contact the Mainframe operator at San Diego for assistance.

What to do:
The first several pages are simple reading. When you have finished reading each page of text, hit the CTRL key to move to the next page. Eventually, you will be asked to respond to some questions.

How to Navigate:
When moving from field to field, use the TAB key. Using this key positions you in exactly the right spot to begin typing. If you use the other keys, Papa Bear may move you to the next page and you cannot go backwards.

How to Answer:
In brief, *keep it brief.* Most questions allow a maximum of 72 characters (about one line) for your answer, so just give the minimum explanation and abbreviate if necessary.

Don't be overly concerned about your answers being 100% accurate. Just give your best estimate about your previous dates of employment, salary, etc.

Enter *dates* as two digits in each field, for example 05 92. Enter monthly salaries as four digit figures. If under $1000, put a zero in front of the salary, such as 0950 for $950.00. Do not use commas in dollar amounts.
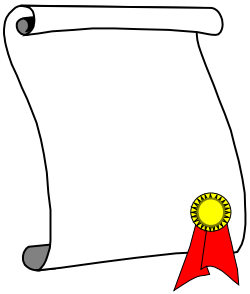
How to Write a Technical Resume

Welcome to SALES 101!

Your job search is a process of selling. **Your resume must sell you, and then you must sell yourself during a face-to-face interview.** The most effective resumes are skill-based and clearly target the needs of the employer.

Think of your resume as a marketing tool. You must use it to market yourself and convince an employer that you are worth interviewing. It immediately creates a visual impression of you, either good or bad. Your resume must speak for you in terms of who you are and what you have to offer. Your goal is to be invited in for an interview.

In a snap shot, a resume is:

> **R**eview of your qualifications
> **E**ssential information only
> **S**kills based, using key words
> **U**nique – what makes you special?
> **M**arketing a product – you!
> **E**ffective – gets you noticed

The Five Cardinal Rules of Resume Writing

Rule 1: Presentation: The Functional Resume
The functional style resume is the best type to use if you are changing professions and entering into the technical field. The functional resume is **skill-based emphasizing your technical training** here at Coleman University**.**

To be effective, your resume must pass the **5-second rule** -- and should include information about your qualifications, education, background, and accomplishments. It should be:

● Picture perfect
● Clean, concise, and easy to read
● Well-formatted
● Specific and customized to the position you are applying for

To survive next to hundreds of other candidates, your resume must look sharp and dynamic. Choose a sharp-looking typeface such as Bookman, Times Roman, Helvetica, or Arial fonts. Do not use graphics or artwork on your resume (not applicable to Graphic Design students). Don't get too flamboyant. However, some creativity is permitted.

If you'd like to demonstrate your creative flair or skills in graphic design, layout, or web development, include the URL of your web site – but make sure it is appropriate for employers to view.

Let your style show in your resume to make it unique. **Do not** copy the samples verbatim provided to you in this workbook – employers will notice!. Take the time to make your resume your own.

Formatting guidelines:
➤ Don't expect readers to struggle through long paragraphs. Substitute two or three shorter paragraphs, or use bullets to offset new sentences.
➤ Don't overdo bold and italic type. Excessive use of either defeats the purpose of these enhancements. If you want employers to review your resume, make sure they don't need a magnifying glass!
➤ Don't clutter your resume. Let your document "breathe" so readers won't have to struggle through it.

Rule 2: Spelling, Grammar, and Syntax
Typographical errors signal job-search death!
Recognize that resumes serve as your introduction to employers, and indicate the quality and caliber of work you'll produce. Remember: an imperfect document isn't acceptable!

Use the active first-person tense, never the third person.
Proofread your resume not just once or twice, but repeatedly for typographical and wording errors. Then ask three to five others to review it, paying attention to your terminology and tone.

Rule 3: Content
KEY WORDS … KEY WORDS … KEY WORDS!
Technical resumes are always scanned for keywords relevant to the job for which you are applying. You can find the keywords in the advertisement of the job or job description. Without the keywords, your resume will not be considered. A sample list of key words is listed in this manual.

What to Include in Your Resume:
1) Name, address, phone number, and e-mail address
If you have an e-mail address, include it, as well as any other phone numbers such as message or voice mail numbers. Include your web site address if you have one. Your e-mail address should not be funny/personal but *professional*.

2) Professional Summary or Profile

To highlight your strengths, develop strong, <u>results-driven position summaries specific to the job for which you are applying.</u> Prospective employers who read this description can sense the scope and results of your training and experience. Remember that recruiters won't read between the lines for relevant information if you don't spell it out.

A professional summary is a brief overview of your qualifications, transferable skills, and technical training used to entice an employer to keep reading your resume. The summary goes at the top of your resume in addition to, or in place of an objective statement. This is a vital tool to customize your resume to a specific job opening and make you stand out from the rest of the applicants.

How Do I Create a Summary Statement?

You can use the information you develop in this exercise and the examples provided to guide you in developing your summary statement.

- What are your <u>specific</u> accomplishments related to your technical training?
- What are your strongest skills and accomplishments?
- What are your transferable skills from previous jobs held?
- What other special training or certifications to you have?

Sample Professional Summary Statements:

Skilled Computer Support Technician with training in computerized data and word-processing systems, and equipment. Demonstrated ability to troubleshoot and repair personal computers. Over ten years of experience in customer service. Able to maintain customers' systems in peak operating condition and provide timely solutions to technical and software problems. Twenty years combined experience in retail and manufacturing industries.

Career-oriented team player with broad exposure to e-commerce and hands-on experience in web development. Personally developed five different web sites using HTML and Javascripting languages. Coordinated a team project of 5 people to create a new technical marketing campaign for Internet business consulting firm. Completed extensive training in program analysis and design, quality assurance, and e-commerce.

Over four years management and manufacturing experience resolving problems in a high volume workflow environment. Qualifications include customer service, project management, troubleshooting, interdepartmental coordination and strong written and verbal communication skills. Seeking position in the field of technical support or help desk in order to utilize skills, technical training, and experience in customer service, troubleshooting, and problem resolution.

Highly motivated professional with over 16 years business experience. Managed own real estate company for nine years in all facets of operations including marketing, business planning, and personnel. Installed and managed company's local area network consisting of two servers and eleven personal computers. Performed troubleshooting for numerous hardware and software problems. Provided training to users and upgraded system to meet performance standards.

3) Education

Always begin with your most recent education and work backward chronologically (include employer sponsored training or independent study). If your grade point average is 3.5 or higher, include it, as well as any special honors (e.g. President's list, Student of the Mod, Perfect Attendance). If your GPA is 3.8 to 4.0, indicate your GPA as follows:

Honors Graduate, *cum laude,* GPA 3.8 or above
Honors Graduate, *magna cum laude,* GPA 3.9 or above
Honors Graduate, *summa cum laude,* GPA 4.0

4) Technical Experience or Knowledge

List all <u>key words</u>, which include: applications, languages, hardware, software, and special training. Don't forget to include any technical skills that are self-taught.

5) Military Background (if applicable)

Military experience should be converted to civilian terminology. There is a section at the end of this document that can help you with this. Again, think in terms of transferable skills. Don't forget to include any special skills, military honors, security clearances, etc. Many San Diego employers work with the government, so including this information could be a benefit to you. If you need assistance in this area, please see your Advisor.

6) Special Skills

Remember to include any special skills that might benefit you in your job search. For example: if you have a security clearance or are bilingual, include level of clearance or languages you speak.

7) Work Experience

Your work experience should be the last item listed on your resume. <u>There should never be a personal information section on your resume.</u> Regardless of your professional background, when listing your past experience, think in terms of transferable business skills that would be of value to any employer. See the list of key skills on page 17.

<u>Rule 4: Focus</u>

A resume doesn't work if readers can't quickly grasp whom a candidate is and what he or she seeks to do.

> *FOCUS: "If I can't immediately tell what the candidate does or what he wants from his resume, I'm finished with it. I just don't have the time."*

<u>Rule 5: Selling</u>

A resume should be more than a list of past jobs. It should serve as personal sales and marketing tool that attracts and impresses employers. **Think in terms of accomplishments instead of description of duties!**

> *"Sell the strengths and benefits you bring to the table," says one recruiter, "Your resume is your one opportunity to get noticed. Unless you focus on those great things you've done, an employer will never know."*

These examples illustrate the concept of selling yourself using specific and quantified accomplishments:

<u>Poor example:</u> Responsible for updating computer technology.

> **<u>Good example:</u>** Launched the introduction of PC-based client server technology to expand MIS operations throughout the finance function. Resulted in a measurable improvement in data accuracy and long-range business planning.

<u>Poor example:</u> Met all company sales goals and profit objectives.

> **<u>Good example:</u>** Created a series of customer-driven marketing programs to expand market penetration and increase key account base. Closed 2000 at 182% of revenue goal and 143% of profit objective.

To create impressive descriptions, ask yourself not only what you did but also how well you did it. Sell your achievements, not your responsibilities.

<u>All technical resumes are scanned for key words – those technical terms and skills sought in the industry.</u>

Many times the initial screening is done by unqualified people who are told to look for specific key words and terms.

Identify Your Key Skills

Self-Management Skills Checklist:

___ accept supervision
___ hard worker
___ responsible
___ get along with
   coworkers
___ honest
___ steady
___ get things done on
   time
___ productive
___ resourceful
___ punctual
___ good attendance
___ trustworthy
___ able to coordinate
___ friendly
___ take pride in work

___ assertive
___ helpful
___ versatile
___ capable
___ competent
___ tactful
___ cheerful
___ conscientious
___ sincere
___ creative
___ industrious
___ spontaneous
___ independent
___ dependable
___ well organized
___ discreet
___ eager

___ tenacious
___ efficient
___ learn quickly
___ patient
___ loyal
___ methodical
___ self confident
___ energetic
___ enthusiastic
___ sense of humor
___ precise
___ persistent
___ optimistic
___ flexible
___ motivated
___ open-minded

Transferable Skills Checklist:

___ instruct others
___ manage
   money/budget
___ manage people
___ organize/manage
   projects
___ meet deadlines
___ meet the public
___ public speaking
___ written communication
___ repair things
___ analyze data
___ audit records
___ operate equipment
___ evaluate
___ investigate
___ troubleshoot
___ calculate/compute
___ check for accuracy
___ classify things
___ compare
___ compile
___ direct others

___ detail-oriented
___ keep records
___ locate information
___ manage money
___ observe/inspect
___ record facts
___ research
___ synthesize
___ take inventory
___ administer
___ advise
___ make decisions
___ coach
___ confront others
___ counsel others
___ demonstrate
___ diplomatic
___ help others
___ instruct/train
___ interview
___ listen
___ negotiate/mediate
___ motivate

___ patient
___ perceptive
___ persuade
___ sensitive
___ sociable
___ supervise
___ tolerant
___ tough
___ understanding
___ integrity
___ articulate
___ correspond
___ create new ideas
___ inventive
___ design
___ edit
___ ingenious
___ logical
___ write clearly
___ plan events
___ delegate
___ influence

Action Verbs

Avoid starting your descriptives with "duties included" or "responsible for." Start with Action verbs.

Management Skills
Administered
Analyzed
Assigned
Attained
Chaired
Contracted
Consolidated
Coordinated
Delegated
Developed
Directed
Evaluated
Executed
Improved
Increased
Organized
Oversaw
Planned
Prioritized
Produced
Recommended
Reviewed
Scheduled
Strengthened

Communication Skills
Addressed
Arbitrated
Arranged
Authored
Corresponded
Developed
Directed
Drafted
Edited
Enlisted
Formulated
Influenced
Interpreted
Lectured
Mediated
Moderated
Motivated
Negotiated
Persuaded
Promoted

Reconciled
Recruited
Spoke
Translated
Wrote

Research Skills
Clarified
Collected
Critiqued
Diagnosed
Evaluated
Examined
Extracted
Identified
Inspected
Interpreted
Interviewed
Investigated
Organized
Reviewed
Summarized
Surveyed
Systematized

Technical Skills
Assembled
Built
Calculated
Computed
Designed
Devised
Engineered
Fabricated
Maintained
Operated
Overhauled
Programmed
Remodeled
Repaired
Solved
Trained
Upgraded

Teaching Skills
Adapted
Advised
Clarified
Coached

Coordinated
Developed
Enabled
Encouraged
Evaluated
Explained
Facilitated
Guided
Informed
Initiated
Instructed
Persuaded
Set goals
Stimulated

Financial Skills
Administered
Allocated
Analyzed
Appraised
Audited
Balanced
Budgeted
Calculated
Computed
Developed
Forecasted
Managed
Marketed
Planned
Projected
Procured
Researched

Creative Skills
Acted
Conceptualized
Created
Designed
Developed
Directed
Established
Fashioned
Founded
Illustrated
Instituted
Integrated
Introduced
Invented

Originated
Performed
Planned
Revitalized
Shaped

Helping Skills
Assessed
Assisted
Clarified
Coached
Counseled
Demonstrated
Diagnosed
Educated
Expedited
Facilitated
Familiarized
Guided
Referred
Rehabilitated
Represented

Clerical or Detail Skills
Approved
Arranged
Catalogued
Classified
Collected
Compiled
Dispatched
Executed
Generated
Implemented
Inspected
Monitored
Operated
Organized
Prepared
Processed
Purchased
Recorded
Scheduled
Screened
Specified
Systematized
Tabulated
Validated

What is an Electronic Resume?

Electronic resumes are different from paper resumes since they are sent via e-mail.

When preparing your electronic resume, use these formatting rules:

- Type all your information starting on the left-hand side of the page

- Length of resume, either electronically or paper, should be no more than 2 pages

- Emphasis should be on key words (nouns) rather than action verbs. Some examples are: TCP/IP, C++, Routers, Java, Local Area Networks, Microsoft Office 97

- Use a standard font, such as Times or Arial, size 12, and CAPITALIZE headings

E-mailing Resumes

E-mail is the most common method of resume submission. E-mail resumes should be attached as a Word document, not in the body of the e-mail text. Don't forget to include a cover letter.

Here are some tips for proper e-mail etiquette.

Practice safe emailing. Make sure that your virus protection is current. Sending a potential employer or hiring agent a computer virus is not going to help your candidacy.

Respond appropriately. When you locate a job ad on the web that asks you to respond by U.S. mail, don't look around for a back door, such as sending the résumé to the Webmaster. If the company wanted the Webmaster to receive the résumé, it would have directed you accordingly. You can try to beat the system, but hiring agents know how they want to receive resumes.

Follow instructions. When you are asked to submit a resume, don't refer the hiring agent to your web resume. Most of the time the person contacting you is not the person who will make the hiring decision and, second, the hiring agent does not have the time to surf the net looking for resumes. Web resumes are pretty. If you want one, get one. However, they won't really do you any good.

Understand style implications. When posting your resume or responding to an online job ad, use the normal arrangement of upper - and lowercase letters. Do not use ALL CAPS! All caps are the electronic equivalent of shouting at the recipient. It is rude as well as hard to read.

Resume Do's and Don'ts

DO

- Do analyze ads and job descriptions to identify keywords
- Do identify and solve the employer's hidden needs
- Do make sure the resume is 100% error-free
- Do use brief phrases instead of long paragraphs
- Do send a customized cover letter
- Do revise your resume to fit each specific position
- Do list your work experience in reverse chronological order
- Do list professional associations you belong to

DON'T

- Don't give reasons for leaving your job
- Don't list references on your resume
- Don't include any personal information
- Don't list high school
- Don't lie about anything on your resume
- Don't make your resume more than 2 pages

Effective Cover Letters

Your cover letter is another sales tool that should outline to the employer the benefits of hiring you. While your resume is all about your skills, your cover letter should focus on the employer and what you can offer as an employee. A generic cover letter may keep you from getting an interview.

You should always spend a few extra minutes tailoring your cover letter to the position.

A recruiter's priority is to find candidates with relevant technology experience, so the first paragraph should highlight your training/experience with any technology listed in the job description.

You can use the remaining paragraphs to highlight your breadth of experience by listing major technology-related projects and accomplishments. You may also consider including soft skills such as communication, interpersonal skills and leadership ability.

Highlight Your Nontraditional Experience
For applicants who have no professional IT background, list other types of experience, such as: school projects for which you used technology, internships (especially if any were with a prominent tech company); personal technology experience such as working on your own or family's computers; and non-technical experience in similar industries (to demonstrate your relevant business experience).

Cover Letter Format
Your cover letter should be broken down into **three** parts:

The Introduction
In the first sentence you should state what position you are applying for and why you are writing. Explain up front that you are responding to an ad, you were referred by someone, you read an article about the company, you heard they were expanding or opening a new office, etc. This is the place to talk about how much you know about the company.

The Sales Pitch
This is the most important paragraph in your cover letter. The information you provide here should tell the employer why he or she should hire you. Describe your qualifications and state examples of your experience and accomplishments. Be as brief as possible, but be articulate.

Wind-up and Close
Re-state in one or two sentences what you can do for the company. Then end as positively as you opened by expressing how interested you are in working for the company. Close the letter by requesting an interview.

See the next page for a sample cover letter for a specific job listing.
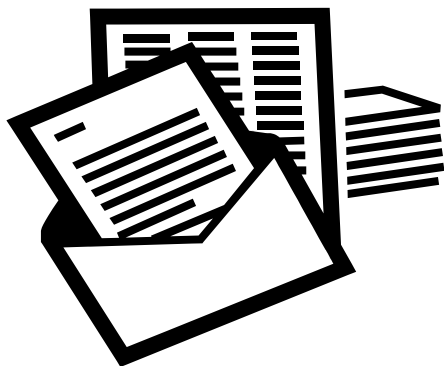
Joe Jobgetter
1234 Main Street
San Diego CA 92101

Phone: 555-555-1234
Email: jjobgetter@email.com

May 7, 2001

Dear Human Resources Manager:

Please accept my resume for the _____ position you advertised in the Union Tribune. This position sounds like an excellent opportunity for someone with my education, experience, and motivation to learn.

I have demonstrated a high degree of responsibility, creativity, and enthusiasm in my work as _____. I am confident I will make a significant contribution to your company now, and an increasingly important one in the years to come.

If you have a need for a motivated professional programmer, please review the enclosed resume. I may be reached at the above phone number or e-mail address if you like to discuss how my experience can benefit you.

Sincerely,

[Sign the letter here]

Job Applications

Before your interview begins, you may be asked to fill out the company's standard job application.

Tips for completing the application:
- Follow directions, write neatly, be honest, be positive, and target your qualifications
- Prepare a personal data sheet ahead of time containing information you will need in your search such as previous employment, education, and references
- Be aware that the employer may contact your former employers, references, and other sources to verify the information you give them
- Write out your responses using a separate sheet of paper before completing the application – especially if you have a unique situation to address (i.e. criminal record)
- Double check spelling, grammar, and content

Employers cannot ask questions on the application *or* in the interview involving personal data which would indicate your date or place of birth, marital status, race, high school graduation date, conditions of military discharge, or physical or health data, etc.

Employers *can* ask whether or not you are over 18 years of age, if you need accommodations to perform the essential functions of the job, whether or not you have the right to work in the United States. In some cases you may be asked about your arrest record or your ability to speak foreign languages – in these cases the questions are generally directly related to the job.

Job Application Stumbling Blocks

Criminal Record
If there is an issue in your past, discuss it rather than writing about it. In the space where it asks about your convictions, write, "Please ask me." Later during the interview, you can explain what happened, what you've learned from it, and how you've tried to make amends for your mistake.

Education
These days it is very common for people to exaggerate their educational accomplishments. People who take one or two courses are claiming to have college degrees or technical certificates that they have not completed. Employers are aware of this trend and they carefully check educational claims. **Don't exaggerate!** You are not expected to be an expert on every course you've taken, but don't claim to be proficient in Java if all you've done is read one book about it.

Lay-offs
If you were laid off due to a plant closing, downsizing, merger or any other reason beyond your control, don't be embarrassed. There are tens of thousands of people in your situation. Fill in the information requested and give the reason for the company's downsizing.

Terminations
If you were fired from your last job, don't despair. Many people get fired from a job at least once in their lifetime. Don't omit that job from your application. It will leave an employment hole in your work history. Fill in the information requested. In the space where it asks why you left that job, write, "Please see me." During the interview you can explain that you usually get along with everyone, but for some reason, you couldn't seem to please this person.

Job Hopping
"Job hopping" means when you appear to switch jobs too often. If you're a student or recent graduate don't worry. Employers expect you to have had quite a few part-time and summer jobs. However, employers are not fond of adult

job hoppers. If you had more than three jobs during the past five years, have a good excuse for leaving each job. Layoff, health, personal problems, relocation, career exploration, job stagnation, or any other compelling reason should be acceptable.

Employment Gaps
If you have periods of unemployment between jobs, you should offer some explanation. Since it may take some laid-off people a while to find a new job, "job hunting" is a legitimate reason, as are re-training, continuing education, starting a small business and even travel.

No Work History
If you have no formal work history, don't panic. There are over a million people looking for their very first job, too. In the work history section of the application, list any volunteer, charitable, casual labor or self-employment jobs you might have had--anything to show that you know what's expected in a work place.

References
Employers will contact each of your references. Don't let the employer catch your reference off guard. You may end up getting only a mediocre recommendation because your reference had to stop and try to remember who you were and what you did. Ask for permission to list them as a reference and they'll be prepared for the call.

Poor References
Suppose you know for certain that your current boss, or your former boss, won't give you a decent recommendation. What should you do? On the job application, don't give the boss's name; give the name of someone else in the chain of command who would give you an impartial recommendation. This might be your boss's boss, another manager, or a supervisor who is familiar with your work. Be sure to get permission to offer his or her name.

Salary History
When the application asks what wage or salary you expect, write "Negotiable." If you specify a dollar amount, you may price yourself out of the job if you state a figure that is too high. For each of your former employers, you may be asked to give the wages you earned. Leave it blank if you know for certain that you were underpaid. Tell the truth if you were paid a fair wage. **Don't exaggerate.** It's acceptable to offer a salary range if it is required – your "bottom line" would be the low end and choose a dollar figure $5,000-$8,000 above that for your high end.

Will They Check My Background?
Absolutely. If a manager wants you for a job, they'll ask the company's personnel department to do a routine background check. The personnel department will contact your references, schools, former employers, and the military to verify everything in your resume and job application. Plus, they may check your credit record to see if you are a responsible consumer. At the end of an application you're asked to sign a statement, "any false or omitted facts are sufficient cause for removal." So, play it safe. Be honest. Don't stretch the truth.

The Interview

Successful interviews boil down to the following three elements:

PREPARATION
ATTITUDE
APPEARANCE

BEFORE THE INTERVIEW

Preparing for an interview is the same as preparing for a sales presentation: **IT REQUIRES RESEARCHING THE COMPANY'S WEBSITE BEFORE THE INTERVIEW!!!**

There are two types of preparation:

> **Do your homework on the company**. Look up the company web site. What is the position description? What are the needs of the company?
>
> **Do your homework on yourself.** Know your skills, qualifications, accomplishments and selling points

- **Take your information in a folder or professional binder.** Bring a list of references, 3 copies of your resume, paper

and pen to take notes, and a list of questions to ask the interviewer.

- **Know ahead of time where the employer is located (Google the location)** and with whom you will be meeting. The employer may want you to fill out an application, so plan to arrive 15-20 minutes before the appointment time.
- **Prepare and rehearse your answers to typical questions** the employer might ask during the interview.
- **Research what types of technology** you will be expected to know.

Attitude

So, what is going to separate you from the crowd? What is going to give you the edge during an interview?

Invariably, employers we speak to give us the same answer again and again: **ATTITUDE**. …a positive, self-confident attitude is the key to securing that first job, and keeping it. Motivation, commitment, ability to get along with others, and a willingness to learn are all qualities sought by employers.

Remember, your grade point average, technical skills, knowledge and background will mean very little if you don't maintain a positive attitude.

Attitude starts right here at Coleman University. Work hard, stay positive, establish a good working relationship with your Career Advisor, instructors, and classmates, and you're halfway there!

Key Point:
It is critical to show genuine enthusiasm about the company and the position. Nothing can turn an employer off more than arrogance, apathy, or a know-it-all attitude.

Next to superior preparation, your attitude is critical to your overall success. Remember, in the beginning of your search it is not uncommon to experience many feelings, including anxiety, anger or fear. We understand and can help you find ways to deal with the entire job search process.

These feelings are normal, but if they are not dealt with positively and put into perspective, they can have a negative impact on your job search. Why? Because fear can immobilize you and keep you from moving forward. Most important of all, fear can keep you from pursuing your dreams. This is when you need to ask your Advisor, family and friends for support to maintain a winning, positive attitude.

Professional Appearance
"You never have a second chance to make a first impression"

When you meet someone for the first time, that person will (consciously or subconsciously) make a judgment about who you are in the first 20 seconds.

The unspoken impression you make and how you present yourself in person is critical to the success of your job search. A conservative approach is generally safest.

Here are some basic rules. Stick to them and you will have one less obstacle in the path to your professional goals.

Organize your resume, references and other job search materials in a portfolio.

Grooming
Hair that is clean, combed, and styled. Long hair should be neat and kept out of your face.
Fingernails should be clean and trimmed.
Perfume or cologne should be applied lightly, if at all. Your scent should not enter the room before you do.

For Men:
A dark-colored business suit or sports jacket (optional) with white shirt and conservative tie is the preferred attire, (regardless of the company's dress code).
*Dark slacks and long sleeve white shirt with tie is a minimum requirement.
Shoes must be appropriate for your attire. Dress shoes should be worn with a business suit. Loafers or more casual dress shoes can be worn with a sports jacket and slacks.
Socks should be clean and conservative and match the color of your shoes or slacks.
Jewelry can include a watch and ring, but no earrings and chains.

For Women:
A dark-colored suit (jacket and skirt or slacks) with light colored blouse; a jacket with coordinating skirt or a professional looking dress is appropriate. Avoid bright colors and too-short skirts. Even if a company has a casual dress code, you should always dress professionally for the interview.
Shoes should be clean, well maintained, conservative and coordinate with your clothing. Stay away from chunky heels, open toes and busy or trendy styles.
Makeup should be light. Stay away from bright red or very dark lipstick, heavy eye shadow or blush, etc. Avoid long and brightly colored nails.
Jewelry Women - less is best. Avoid large earrings, necklaces and bracelets. Accessories should be conservative and kept to a minimum.
Purses and bags should be conservative and on the small side. You may carry a purse and appointment book, portfolio or briefcase, but avoid large bags or too many bags.

Business Etiquette on the Telephone

Employers often use the telephone to screen applicants
This is especially true when an employer is looking for a
candidate with strong communication skills. The
following tips can reduce your chances of being
screened out during a telephone interview:

**Make it a habit to answer the phone in a pleasant,
professional manner**
A simple, "hello" is best. Don't answer with, "hey,"
"yo" or "what." If others in your household answer your phone, be certain they understand the importance of taking
clear message for you. If you are not prepared to speak to the prospective employer then ask to make an appointment
to call them back.

Keep a pad and pencil and a copy of your resume by each telephone in your home
Get the caller's name, company name and phone number and write it down before you hang up. Keep notes of your
conversation for future reference.

Handle a telephone conversation just like a face-to-face interview
Many employers like to surprise candidates by conducting an "on the spot" phone interview with you. Be prepared.
Keep background noise (TV, music, children, etc.) to a minimum.

The Answering Machine
If you don't have an answering machine, **get one!** You cannot conduct an effective job search without one. Employers
will not spend time trying to reach you. They will just move on to the next candidate.

Keep your outgoing message brief and professional
Stay away from "cute" or "funny" messages or music in the background until after you have found a job.

It is imperative that you have an answering machine especially if you have children, non-English speaking persons or
irresponsible roommates who may answer the phone. A voice mail pager or mobile phone are other options for
receiving phone messages.

Voice Mail
When you return an employer's phone call and you reach their voice mail, know ahead of time what you are going to
say. Speak slowly and remember to leave your phone number. Make it as easy as possible for the employer to call you
back.

In Person
Professional business etiquette is a "code of conduct" for the workplace that you must develop if you want to be
successful in today's business environment. Most employers look for professional polish, strong communication or
"people" skills, as well as strong technical skills.

Types Of Interviews

Telephone Screening
This is used by employers to eliminate candidates who may not be a good match for the position. This approach is
often used if the employer is looking for candidates with good communication skills.

In-Person Screening

Candidates may meet with several people at the company including Human Resources, the IT Manager, and co-workers or members of the "peer group" with whom you will be working.

Work Sample
You will be asked to bring a sample of your work, such as computer programs you have designed or written and projects you have completed. Bringing a **Professional Portfolio** is a great way to present your education and work accomplishments.

Task-Oriented Interview
You will be given problem-solving **tests** to demonstrate your analytical and creative problem-solving skills.

Computer-Assisted Interview
Sitting at a computer terminal, you will be asked multiple-choice questions about your background, qualifications, and employment history.

Luncheon Interviews. This is usually a more relaxed type of interview that gives the interviewer insight into your social skills. Order a meal that is simple and easy to eat so you can concentrate on listening to the interviewer.

Stress Interview
This interview is specifically designed to make you uncomfortable. The objective is to see how you handle pressure. Take your time answering questions and remain calm.

Video Conference Interview
This interview is conducted via video with key personnel who are at a different location. This saves companies travel costs.

Personality Evaluations
This is a form of behavioral testing used by many companies. These tests evaluate your values, interests, attitudes and personality.

Electronic Telephone Interview
Potential candidates complete a call-in interview by answering a series of multiple-choice questions posed by computer voices. Answers are punched into the phone keypad.

Informational Interview
The purpose of this type of interview is to give you an opportunity to meet with the IT Manager and learn more about the company. Arranging an "informational interview" is a great way to show your interest in working for the company, without the pressure of a formal interview for a particular position.

Group or Panel Interview
Several people take turns asking questions of you in a group setting. Address each individual as they pose questions to you. Make eye contact, smile, and stay calm.

Peer Group Interview
In this type of interview, you will be able to meet many of your prospective co-workers. Their focus is usually to determine if you are a good fit for their organization.

Every interview is a learning experience.
Use each interview as a building block for the next one. You may go through many interviews before you connect with the right job!

Three Types of Interviewing Questions

Behavioral: These questions are geared toward learning what your PAST behavior has been like on the job in certain situations in order to predict how you will perform in the FUTURE.

A sample question might be: *"Tell me a time when you had a conflict with a co-worker and what did you do to resolve it?"*

The best way to answer this questions is to use **P A R:**

P: Describe the PROBLEM.
A: Describe the ACTION you took to resolve it.
R: Describe the RESULTS of your actions.

Hypothetical: These questions are theoretical questions used to assess how you would handle a specific situation:
"What would you do if you had a conflict with your co-worker? How would handle it?"

The best way to answer these questions is to prepare your answers ahead of time so that you don't get caught off guard and to be as specific as possible in your answer.

Content: The last category of interview questions is geared purely toward your knowledge of the content such as technical questions relating to your field of study.
"Describe TCP/IP and the protocols on a LAN system"

The best way to handle these types of questions is to study your technical terms and coursework ahead of time so that you don't get caught off guard.

Typical Interview Questions

Here is a sampling of typical interview questions. It is important to write down, memorize and rehearse your answers. The more prepared and comfortable you are with your answers, the better listener you will be, and the more you can concentrate on what the employer is communicating to you.

Remember, the primary thing employers want to find out is
why you are the best person for this job.

Tell me about yourself. This is an open-ended question often asked to "break the ice" in the interview. The important thing to remember is to keep the answer job-related. Talk about your professional background and personal attributes that have made you a valuable employee in the past.

What are your strengths? What are your best skills?
If you have sufficiently researched the organization, you should be able to imagine what skills the company values. List them, then give examples where you have demonstrated these skills. Strengths are not too difficult: fast learner, good problem solver, good communication skills, organized

What are your weaknesses?
Weaknesses can be trickier because you don't want to reveal a weakness that the employer might see as a problem for the company. Describe weaknesses that can be seen as positive or benign, and be certain to describe what you have done to compensate for that weakness. And example might be: "In the past I tended to take on too many responsibilities related to projects, and found myself overwhelmed and struggling to meet deadlines. I learned project management and delegation skills, and found my productivity increased." Be positive; turn a weakness into a strength.

Tell me about your education. Tell the employer about your GPA or your good attendance record. Include all classes, workshops and training that support your job goals.

What is the worst mistake you have ever made? Remember, don't say anything that might be construed as controversial.

Where do you want to be in five years? Be careful how you answer this one. What you tell the employer here can make or break the interview. The interviewer wants to know if your plans and the company's goals are compatible. Let the interviewer know that you are ambitious enough to plan ahead. Talk about your desire to learn more and improve your performance, and be specific as possible about how you will meet the goals you have set for yourself. The employer is also looking for a long-term commitment from a new employee. Indicate that you hope to keep developing new skills and knowledge in the next few years that will contribute positively to the company.

How do you believe others would describe you? Think of positive attributes or strengths you have that your friends, former employer or family might say about you. Another way an employer might ask this question is, "How would you fit in with this organization?"

Describe your ideal job. This is another question to watch for. It falls under the same "comfort level" questions as "Where do you want to be in five years?" Make sure you don't describe a different job from the one for which you are being interviewed.

How do you think a past employer would describe you? Remember your strengths.

Why do you want to work here? –or- What do you know about our company? Few questions are more important than these, so it is important to answer them clearly and with enthusiasm. Show the interviewer your interest in the company. Share what you learned about the job, the company and the industry through your own research. Talk about

how your professional skills will benefit the company. Unless you work in sales, your answer should never be simply: "money." The interviewer will wonder if you really care about the job.

Why should we hire you? Explain what makes you the best person for this job.

What are your salary expectations? Never make money an issue, especially during the first interview. A good answer is, "I am very interested in this opportunity, and I'm sure a mutual agreement on salary can be reached."
Do you prefer to work by yourself or with others?
The ideal answer is one of flexibility. However, be honest. Give examples describing how you have worked in both situations.

What have I forgotten to ask?
Use this as a chance to summarize your good characteristics and attributes and how they may be used to benefit the organization. Convince the interviewer that you understand the job requirements and that you can succeed.

Here are some other job interview questions for you to rehearse:

Your Qualifications
- What can you do for us that someone else can't do?
- What qualifications do you have that relate to the position?
- What new skills or capabilities have you developed recently?
- Give me an example from a previous job where you've shown initiative.
- What have been your greatest accomplishments recently?
- What is important to you in a job?
- What motivates you in your work?
- What have you been doing since your last job?
- What qualities do you find important in a coworker?

Your Career Goals
- How will you judge yourself successful? How will you achieve success?
- What type of position are you interested in?
- How will this job fit in your career plans?
- What do you expect from this job?
- Do you have a location preference?
- Can you travel?
- What hours can you work?
- When could you start?

Your Work Experience
- What have you learned from your past jobs?
- What were your biggest responsibilities?
- What specific skills acquired or used in previous jobs relate to this position?
- How does your previous experience relate to this position?
- What did you like most/least about your last job?
- Whom may we contact for references?

Your Education
- How has your education prepared you for this position?
- What were your favorite classes/activities at school?
- Why did you choose your major?

- Do you plan to continue your education?

Your Technical Knowledge
- What experience have you had in help desk operations?
- What customer service background do you have?
- What items of information would you request from a user to effectively address a technical problem?
- Have you ever worked in a stressful environment? Explain.
- How would you handle an irate customer?
- What is the Internet?
- Tell us about your experience in developing or maintaining a web site.
- What are the factors to consider when establishing a web presence?
- Why are a number of applications advocating the use of thin clients?
- What is an Intranet?
- What are the benefits of an Intranet?
- Name five characteristics of successful e-commerce sites.
- What has been your experience in developing applications?
- Tell us about a difficult assignment you've had. What steps did you take and how successful were you?
- What is the system development life cycle?
- What is involved in migrating from one application to another?
- What languages do you prefer to work with and why?
- What knowledge/experience do you have with mainframe computers?
- What does TCP/IP mean and what is it?
- What is a router? Define bandwidth.

Negotiating Salary and Benefits

When you get a job offer, it is very important to look at the whole package and not just the salary. Benefit packages can be very generous and provide medical, dental, tuition reimbursement, cell phones, retirement packages, free products and services, investment plans, use of a company vehicle and other perks.

- Be realistic about the minimum salary you could accept
- Research the salary range for this type of job
- Do not accept the offer on the spot. Express interest. Wait 24 hours
- Try to find out what the salary range is for that job at that company
- Assess the job offer in terms of your needs, benefits, and long-term goals
- Consider if the job description is clear
- If you want the job, make is very clear that this is the job you want
- Begin the negotiation with reasonable requests
- Negotiations should never become emotional or hostile
- Listen carefully and take notes if necessary
- If the same figure is offered a few days later, it is probably the last offer
- Even when saying "No," leave the door open to negotiation
- When you reach an agreement, request it in writing

Questions to Ask the Interviewer

During the first few minutes of the interview, before the employer begins to ask questions of you, you should ask, **"What qualifications are you looking for in someone to fill this position?"** An answer to this question will give you a great deal of insight into what issues are really important to the interviewer. With this information, you will be better able to address the interviewer's needs, concerns and requirements.

Other appropriate questions are:
What are the primary responsibilities of the position?

What are the company's plans in terms of future growth?

What types of projects would I be involved in?

What is the next step in the hiring process?

Do I need to meet with anyone else before a decision is made?

What questions or concerns do you have about my ability to do this job?

What are you looking for in an employee? What are your expectations of a new employee?

What qualities are you looking for in a new hire?

Can you identify a typical career path based for an entry-level hire?

How is an employee evaluated and promoted?

What is the retention rate of people in the position for which I am interviewing?

What are the most challenging facets of the job?

What is the company's record of employment stability?

What industry trends will occur in this company?

How has the company faired during the recession?

What makes your firm different from its competitors?

What are the company's strengths and weaknesses?

How would you describe your firm's personality and management style?

What is the overall structure of the IT department?

Why do you enjoy working for your firm?

Close the interview with positive statements

Compliment the interviewer on his or her thoroughness, enthusiasm, success or other attributes that have been impressive to you.

Make a positive comment about the company based on what you have read or learned Make a positive statement about your ability to handle the position and reaffirm your interest in it.

REMEMBER,
IT IS ALL ABOUT CHEMISTRY!

The employer is (consciously or subconsciously), trying to determine:

Whether they feel comfortable with you.

Whether they like you.

Whether you fit in.

Why you are the best person for the job.

These are emotional, subjective decisions; so don't take it personally if you don't make the cut. You cannot expect to fit in or have a great rapport with everyone.
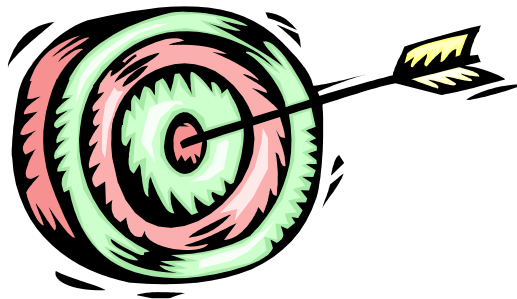
What employers say about why people don't get hired…

- Nervousness, lack of confidence and poise
- Poor personal appearance and disorganized
- Arrogance or cockiness; unwillingness to start at the bottom
- Overly aggressive; lack of tact and courtesy
- Inability to express information
- Lack of interest and enthusiasm
  - Lack of planning for career; no purpose or goal
  - Over-emphasis on money
- Negative attitude about past employers
- No eye contact with the interviewer
- Application form is incomplete or sloppy
- No sense of humor or ability to establish rapport
- Poor grammar or spelling
- Late for interview
- Failure to express appreciation for interviewers time
- Failure to ask questions about the job
- Gives vague responses to questions
- Does not follow-up with thank you note
- Lack of persistence

Thank You Notes

The Importance of Thank You Notes
The thank you note cannot be neglected. In a tight job market, you need a competitive advantage over other candidates. You can increase your chances of being hired by writing them.

Statistically, less than 20% of interviewees ever follow up with thank you notes. A thank you note can make a candidate stand out from the rest of the pool.

How to Write a Thank You Note
Thank you notes should be sent as soon as possible after the interview. If you want the thank you note to have the most influence, it must be sent *before* the hiring decision is made. Thank you notes should not just say thank you.

- Send a thank you letter immediately after the interview (mail within 24 hours). Even if you have decided you are not interested, your contact with that person could lead to referrals to other positions or employers.

- If you are concerned about time constraints, for example, if you know the employer is making a decision in the next day or so, it is acceptable to send an e-mail expressing your appreciation for the interview.

Here are some elements to include:
- Express Enthusiasm
- Answer Unresolved Issues
- Express Sincerity
- Personalize It
- Keep It Brief

Highlight a key point from your meeting that was unique and meaningful for the interviewer. This refreshes the interviewer's memory of you. Interviewers are typically impressed with proof that candidates can listen and remember the conversation. In addition, if you met with several people, make sure you slightly vary the content of each thank you note.

Typed vs. Handwritten
For more conservative firms, you may want to consider computer-generated or typed thank you notes. Typing the letter conveys that this meeting was important enough to take the time to present yourself in a professional manner. However, some people may prefer a handwritten thank you. This assumes careful preparation, legible handwriting, and tasteful stationery. If you did not answer one of the questions in the interview, a lengthier, typed letter directed toward the issue may be in order.

More About E-Mail Thank You Notes

If the employer has an e-mail address on his or her business card or is a technology-based employer, then a well prepared e-mail thank you note might be appropriate. A word of caution: do not make the note overly friendly (many have a tendency to be less formal with e-mail). Also, try to keep your note to one screen's length; employers appreciate brevity. Choose this method wisely. Some employers may not be e-mail literate, and may prefer the traditional approach. In addition, handwritten, hard copy thank you notes typically get filed in an applicant's folder, whereas e-mail is read sooner, but then deleted.

See the sample on the following page.

April 1, 2007
Joseph Smith
ABC Inc.
1234 Main Street
San Diego CA 92101

Dear Mr. Smith,

Thank you for the opportunity to interview for the position of C/C++ Programmer this morning. I enjoyed meeting you and learning more about both the position and about Yellow Magic Incorporated.

I especially appreciated the opportunity to demonstrate my knowledge of the C/C++ programming language. More importantly, your assistance in getting the program to perform to the original specifications is greatly appreciated.

After researching your organization and hearing you speak of Yellow Magic's product line, I sense that Yellow Magic is a force to be reckoned with in today's marketplace. To be a part of such an organization is something for which I am striving.

I feel my experience in the technology field, along with my management experience, could be a tremendous asset to your organization's long-term goals and objectives.

Again, thank you for taking the time to visit with me. I look forward to hearing from you.

Sincerely,

[Sign your name]

Type your Name

Designing Your Job Search Strategy

Your job search should answer the following questions:

WHAT   positions/titles am I seeking?

Identify a viable list of job titles for your field.

WHO   will I approach to get the position?

Identify names of industries and companies you want to contact.

WHERE   will I find job leads?

Identify all sources available to you to locate job opportunities, both hidden and open sources

WHY   should the employer hire me?

Understand employers concerns and needs. Develop your QSPs

HOW   will I market myself to employers?

Understand all the tools and resources available to you such as networking, phone, interviews, etc.)

HOW   many employers will I contact per day and per week?

Commit to calling, emailing or faxing at least 20 employers per week.

WHEN   will I conduct my job search?

Develop a daily and weekly schedule

It is a numbers game…
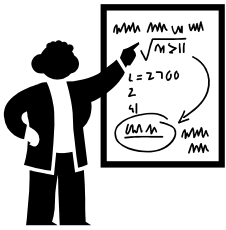
If you are conducting a full-time job search, you should:

Research companies for at least 1 hour a day
      -- 5 hours a week

Send customized resumes to at least 20 employers a day
      – 10 hours a week

Use the telephone and/or e-mail to contact employers 4 hours a day
      – 20 hours a week

Follow up with each employer you have spoken with
      – 5 hours a week

If you follow this formula & conduct a targeted job search 40 hours a week, you should receive 2 job offers a month. If you only job search 10 hours a week, it may take you three months to get just one offer. The choice is yours…

What Are Some of the Methods You Can Use To Find Job Leads?

- **Career Services Department**
- **Internet**
- **Networking with professionals**
- **Newspapers**
- **Job Fairs**
- **Staffing Agencies**
- **User Groups**
- **EDD and other state agencies**
- **Professional Organizations and Publications**
- **Phone book directory - Yellow Pages**
- **Research**
- **Long distance search**

What others can you think of???
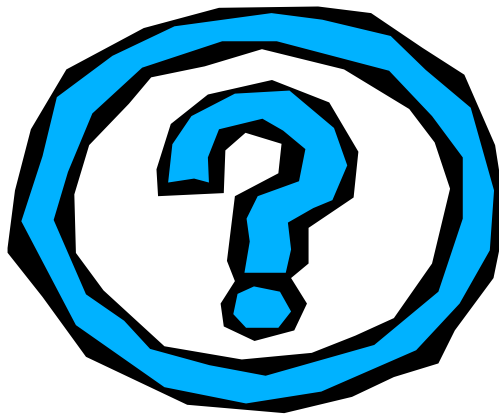
Job Search Activities and Goals

Week of_____

Activity	**Goal**
Research job leads on the Internet	_____
Research employer web sites	_____
Attend User Groups	_____
Do mock interview	_____
Review local newspapers/journals	_____
Call networking contacts	_____
Cold calls (phone/e-mail)	_____
Revise resume/cover letter	_____
Send out resume via e-mail	_____
Track resumes sent and interviews	_____
Attend job fairs	_____
Do informational interview	_____
Attend interviews	_____
Write thank you letters	_____
Sign up with staffing agencies	_____

Tips for Building Solid Networking Skills

For those who recognize the value of networking and want to use the tactic to increase their chances of career success, these tips can help you get started.

Keep track of your contacts—and keep up with them.
That means if you landed the job of your dreams, let networking contacts know that your search has ended and where you're working, and thank them for their assistance. Add their names to your business holiday card list. Call contacts occasionally to see how they're doing with no agenda other than keeping
in touch. Let them know what you're up to and do a little self-promotion. This isn't the time to complain or gossip. Maybe there's something they need that you can help them with. Visualize yourself building a large bank of networking good will and making regular deposits.

Don't wait until you're desperate to network.
Networking is a lot like flossing your teeth. For it to do you any good, you have to do it regularly. Keep your network alive and well so that if and when there's a change in the wind, you're ready for it. It takes time to rev up your network's engine if it's been cold or idle for too long. You want to keep it humming so you can quickly shift into high gear. Today's job market is volatile and employees are changing jobs often; one of them could be your boss. You may need your network sooner rather than later.

Look for opportunities others might miss.
Networking isn't just about finding people who can help you locate a job. Sometimes the most valuable networking you can do is within your company. Perhaps your employer sponsors a charity ball. Other employees might consider this a real groaner, but it's a great opportunity to meet senior managers and their spouses and to support a cause the company considers worthy. Or perhaps a senior executive from your firm is giving a luncheon speech to a local organization. Not only can you learn from this presentation, but also you'll be providing him or her with support and building a bond for the future. You'll also be adding new contacts to your network.

Ask permission to use a name.
Suppose you visited a contact to conduct an information interview—a short, friendly question-and-answer session designed to help you learn more about a profession or company. Your contact gives you the names of several referrals. Before you leave, ask permission to use your contact's name as the original source. He or she may want to contact the referrals first, which will make your calls proceed more smoothly. But the main reason for asking permission is courtesy. When you mention names, you're capitalizing on your contact's rank and reputation within the business world, so you want to make sure you have his or her knowledge and approval.

Never underestimate the power of a thank-you note.
If a busy executive takes time to meet you and assist with your job quest, acknowledge the help you receive with a handwritten note. This lets him or her know that you understand and appreciate his or her effort and contribution. It also allows you to provide a short progress report and feedback about the referrals. Last but not least, it paves the way for future contact.

Remember that you're never too old or successful to network.
Don't think that executives or others in authority positions are uninterested or unreachable. Many senior executives are delighted to be contacted and want to share the knowledge they've acquired over the years. Because of their seniority, they may be isolated and appreciate the chance to impart wisdom or learn something new from a prospective graduate. And when you reach a pinnacle of your own career, remember to keep your network fresh and alive. It's fun, plus you never know when it may come in handy.

Relocating?
Here are some suggestions to follow:

Research, rethink, relocate … in that order

Get everything in writing
The first thing you must do while pondering a move is to compare your prospective new wage with the area's living costs. Hence, a $10,000 raise in salary shouldn't be the convincing factor for your move from Kansas City to Boston. Also, check out the workplace atmosphere and ask the employer a lot of questions about the company and the area. Relocation is hard and hard on a family. The more a company understands that and helps you with that,
the better employee you're going to be.

For example: one unfortunate computer operator found out the hard way how much his supposed new employer did not care. He moved to Colorado for a job he had discussed over the phone. But when he arrived, the employer pretended to not know him. He was stranded without the housing he thought he had worked out with the company. Luckily, the man managed to get his old job back but lost $1,000 because of the ordeal. In the future, he says, he won't move without having something in writing.

Do your homework
Research the entire relocation process. The new employer, the new city, the moving company and even the new area's job market – just in case something falls through – need to be examined closely.

If you do not already have a job lined up before a move, make sure you can live one to three months without income while looking for work.

In addition to research and contracts, time management is an important factor, both before and after the move. Plan for the move as early as you can. If you're
moving in the summer, remember, so is everyone else. That means if you
call two weeks before to get a truck, prepare for laughter over the phone.

Internship Fact Sheet

Internships are professional work opportunities in the corporate, government, and non-profit sectors that complement academic course work for students and government. Internships benefit BOTH students and employers:

First, they allow students a window on a professional vocation without making a long-term commitment to a specific career field.
Second, the experience gained in internships is attractive to future employers.
Third, internships provide students the opportunity to make contacts in the professional world.
Last, but not least, interns are a great way for employers to "try out" a prospective employee before making the commitment to hire.

Coleman University does not have a formal internship program at this time. The student and the employer usually work out all the arrangements between themselves regarding the exact nature of the internship relationship.

What To Expect
A key to a rewarding internship is defining at the outset exactly what the position will entail. This will hopefully keep both the employer and student from being disappointed from an organization that has "oversold" the internship promising substantive projects and delivering only clerical work.

Pay
There are basically three types of internships:

Paid – paid internships offer anywhere from minimum wage on up.
Stipends – Stipends are small reimbursements for transportation and other incidental expenses ($50 - $200/month).
Unpaid – small firms cannot provide salaries or stipends. However, they can provide stimulating work experiences, good networking opportunities, and great resume builders.

See your Career Services Advisor to find out more about internships.

Don't Ever Give Up!!!!!!

Job Search Going Nowhere?
Eight Ways to Get it on Track

Do you feel like you've done just about everything humanly possible to find a job, but nothing has worked out? Have you sent out so many resumes or gone on so many interviews that you really think you should've gotten an offer by now? If your patience and savings are wearing thin, don't give up hope. Try following these steps to jumpstart your stalled search.

1. Tailor Cover Letter/Resume
Writing a cover letter that is tailored to the employer's needs and the job requirements. Alter your resume to better highlight what that employer or position calls for.

2. Follow Up
After you apply by calling or emailing the organization to confirm that your resume was received to reaffirm your interest in the position, to restate why you're well qualified for the job, to find out what their timeframe is for reviewing resumes and interviewing, and – most important – to make a HUMAN connection.

3. Be Proactive
Successful job hunters take an **active approach**, rather than a passive one. So, don't sit back and expect the interview invitations and the job offers to pour in. You have to expend some energy and be strategic before you can expect the phone to start ringing or your e-mail box to fill up.

4. Trouble Shoot The Tools of Your Search
Make sure that the tools of your search are up to par. Problems with your resume, cover letters, references, interviewing technique, or phone manner can turn off prospective employers in a flash. Go back over your written materials to check for typos, misspellings, and other errors and to make sure they're strong marketing tools, not just dry documents. Get other people to look at them and pick up on any problems you've overlooked. Do the same critique for your interviewing style and phone communication techniques. Do a mock interview with your Advisor to try to identify any flaws in your approach.

5. Jump Start Your Networking
What your job search needs is some old-fashioned human contact. Get up off your duff and go to a meeting, conference, seminar, user group, Chamber of Commerce Sundowner, or any event where you can talk to people who might be able to give you advice or leads to jobs. Bring business cards to give to people and collect business cards.

If you've already been doing that, then try to be more visible. Run for office in a professional association. Even if you're new to a field, you'll be welcomed with open arms if you want to help out and take an active role. If official leadership is not for you, then write an article for the association newsletter or offer to volunteer at an upcoming meeting or conference. You'd be amazed at the boost such an effort can give to your search and your career in general.

6. Check Your Attitude

If your job hunting is dragging on and you're starting to get a negative attitude, do what you can to nip the blues in the bud. You may not realize it, but your anger, bitterness, apathy, or negativism WILL show through in your written and oral communication with a prospective employer. Try not to internalize the rejection or to dwell on failures. Instead, try to learn from each rejection and move on. If you're not even getting to the rejection stage because you haven't gotten any nibbles, don't wallow in self-pity or start blaming the world. Instead, take matters into your own hands.

7. Stay In Touch With Your Advisor

Job-hunting can be a lonely and confusing process. You may not have the knowledge required to troubleshoot your resume and brainstorm new search strategies. You may need some moral support before you venture out into the sometimes-intimidating world of networking. Don't go at it alone!

8. Consider Going To Plan B

If you've exhausted all possibilities for finding the job you want and are running out of time, money, and energy, it may be time to go to Plan B. Plan B could be expanding the types of job titles you are looking for such as Computer Operator or Technical Sales. Try doing temp work or an internship, or relocating. Some simple adjustments and corrections or a new attitude may be all it takes to get the interviews and offers coming your way. And, whatever you do, don't give up hope.

Job Search Web Sites

COLEMAN UNIVERSITY WEB SITE
http://www.coleman.edu

ACCESS CAREER & JOB RESOURCES
http://www.hawk.igs.net/jobresources/

AMERICA'S EMPLOYERS
http://www.americasemployers.com

CAREERBUILDER.COM
http://www.careerbuilder.com

CONTRACT JOBS
http://www.contractjobhunter.com

EMPLOYMENT REVIEW MAGAZINE ONLINE
http://www.employmentreview.com

FLIPDOG.COM
http://www.flipdog.com

HCS JOBS LISTINGS
http://www.hcsjobs.com/

HEADHUNTERS
http://www.headhunter.net

HOTJOBS.COM
http://www.hotjobs.com

JOB SLEUTH
http://www.jobsleuth.com/login.com

JOBSUMMIT.COM
http://www.jobsummit.com

MONSTERTRAK
http://www.monstertrak.com

NATIONAL EMPLOYERS
http://www.jobsearch.com

NATIONAL JOBS
http://www.americasemployers.com

ORANGE COUNTY REGISTERS
http://www.ocregister.com

SAN DIEGO UNION-TRIBUNE
http://www.uniontrib.com

TECHIES.COM
http://www.techies.com

THE CAREER WEB
http://www.cweb.com

THE MONSTER BOARD
http://www.monster.com

TOP JOBS
http://www.topjobsusa.com/

USA DICE EMPLOYMENT
www.dice.com

USA JOBBANK
http://www.jobbankusa.com

WEBMASTERS GUIDE TO PROGRAMMING JOBS
http://www.jfpresources.com/prgguide.html

YAHOO
http://hotjobs.yahoo.com/

BEST JOBS IN THE USA
http://www.bestjobsusa.com

CAL JOBS (EDD)
http://www.caljobs.ca.gov

CAREER MAGAZINE
http://www.careermag.com

CAREER MOSAIC
http://www.careermosaic.com

CAREER PATH
www.careerpath.com

CAREER SEARCH WEB SITE
http://www.members.home.com/dghughes/

KELLY IT SERVICES
858-655-5618

TECHNIPOWER INC.
858-467-9977
Fax: 858-467-9966

MANPOWER TECHNICAL STAFFING
858-565-9185
www.manpower-sd.com

ADECCO STAFFING (Sony in Rancho Bernardo)
858-942-4679
Fax 942-9255

ADECCO/TAD TECHNICAL
http://www.adeccotechnical.com

TEK SYSTEMS
858-320-2742
Fax: 858-320-2791
http://www.teksystems.com

RHI
La Jolla 858-452-2626
Carlsbad 760-603-9192
www.rhic.com

TRI STAFF GROUP
858-453-1331
Fax: 858-453-6022

TLC STAFFING
858 569-6260

ULTIMATE STAFFING SERVICES
858 513-7077
Fax: 858 513-7078

A-STAR STAFFING
619-574-7600
Fax 574-6700
jobs@astarstaffing.com

ALLIANCE STAFFING ASSOCIATES
858-684-3515 x101
Fax 858-271-5770
www.asajobs.com

REMEDY STAFFING
619 283-5801

THE EASTRIDGE GROUP
619-260-2117
Job Hotline: 619-260-2131
www.eastridgestaffing.com

SEDONA STAFFING
858 268-9844

TOPS STAFFING
858-622-0610
Fax 858-622-0616
www.topsstaffing.com

ABTECH STAFFING
703-450-5252
Staffing@Abbtech.com

Additional Job Sites

1-jobs.com
adguide.com
ajb.dni.us
assessment.com
bajob.com
brainbench.com
brassring.com
bridges.com
brilliantpeople.com
career.com
careercast.com
careercity.com
careerexchange.com
careerlab.com
careermart.com
careersite.com
cashmailbox.com
ceweekly.com
collegegrad.com
collegerecruiter.com
coloradojobs.com
computerjobs.com
computerwork.com
coolworks.com
csmgusa.com
dbm.com
developers.net
dollarman.com
ejobs.org
engineeringjobs.com
engineerjobs.com
ework.com
fatjob.com
guru.com
helpwanted.com
helpwanted.net
hire.com
hp.com
itcareers.com
job.com
jobboom.com
jobdirect.com

jobmonkey.com
joboptions.com
jobpilot.com
jobpilot.net
jobs.com
jobsdb.com
jobserve.com
jobsonline.com
jobtrak.com
jobweb.com
kforce.com
landjob.com
localjobs.com
localstaff.com
londoncareers.net
manpower.com
mdtsc.com
myjobsearch.com
myvisa.com
nationjob.com
netjobs.com
net-temps.com
overseasjobs.com
peoplebank.com
provenresumes.com
recruitasia.com
recruitersonline.com
recruitmentnet.com
resortjobs.com
resume.com
simpletown.com
sixfigureincome.com
softwarejobs.com
summerjobs.com
taps.com
tjobs.com
topjobs.net
totaljobs.com
usjobs.com
vault.com
wetfeet.com
wsj.com

Translate Your Military Experience Into Civilian Terms

MILITARY TERM	CIVILIAN TERM
Force Embarkation Officer	Chief Project Officer
NCOIC	Supervisor, Manager, Coordinator
NCO Academy	Leadership or Management Training
O7 and above	Senior Director, Chairman of Board
O5 and O6	Chief Executive Officer
O4	Senior Administrator, Department Head
O1 to O3	Executive, Administrator, Manager
WO1	Director, Specialist, Facilitator
E6 to E9	Director, Supervisor, Department Manager
E4 to E5	Assistant Manager, Line Supervisor
E1To E3	Production Worker, Assembler, Technician
Commanded, Ordered	Directed, Administered, Managed, Coordinated, Planned, Executed, Supervised
Civilians, Officers, Enlisted, Soldiers, Sailors, Airmen,	Personnel, Staff, Crew, Team, Clerical Force, Technicians, Task Force, etc.
Civilian, Military, Commissioned, Non-commissioned,	Drop altogether. Such differentiation of people partially on the basis of the clothes they wear seldom occurs in civilian work
Retired, Retiring, Retirement, Discharge, Honorable Discharge	Talk in terms of your voluntary (if true) separation or release, or indicate nothing
Your military ranking or Rating	Avoid using it except under unusual circumstances where it will be a clear asset in the job you are applying for
Out mounting in troops transports	Provide sea transportation for…….
Lead long-range recon patrols in search and destroy missions involving frequent fire fights deploying ARVN personnel	Logistics planning; lead field teams; organized, gathered and analyzed info; directed foreign nationals; assured proper safety measures; maintained equipment; built moral and fully executed all assignments under extremely adverse conditions
Responsible for $25 million annual budget	Administered expenditures in excess of $25 million annually. Example: Introduced economics that produced a 20 percent reduction in costs while raising production levels 5 percent
As a fighter pilot, assumed direct responsibility for the efficient and safe utilization of equipment costing $1,947,000.00	Avoid putting monetary value on the equipment or real estate for which you were responsible
Citations for personal heroism or conspicuous gallantry above and beyond the call of duty	Awarded (name of decoration) for…also describe what you did to win it in a factual and modest style of writing
Advanced in rank	Selected for special promotions

JOB TITLES

Software Development Job Titles

Analyst I

Application Developer

Application Software Developer

Business Developer Representative

CSP Programmer Analyst

Data Anyalst

Developer

IT Assistant

Junior Programmer

Junior Software Engineer

Junior Web Developer

O/S Analyst

Office Coordinator

Programmer

Quality Assurance

Quality Assurance Doc Controll Assistant

Quality Assurance Engineer

Senior Data Consultant

Senior Software Engineer

Software Developer

Software Engineer

Support Services Specialist

Systems Analyst

Technical Support

Tier 1 Tech Support

Web Developer

Web Technology Developer

GDDJob Titles

2D Animator

AI Programmer

Animator

Artist

Audio Programmer

Character Artist

Engine Programmer

Environment Artist

Facial Animator

Game Programmer

Gameplay Programmer

Graphics Programmer

Instructor

Junior Animation Programmer

Mission Designer

O/S Analyst

Programmer

Quality Assurance Tester

Software / Systems Design

Teachers' Assistant

Technical Artist

Technical Designer

Tools Programmer

UI Designer

UX Designer

VFX Artist

Video Game Story Writer

Network Security Job Titles	MBA in Health Care Management Job Titles
Information Systems Security Officer - ISSO	Health Care Product Analyst
Systems Engineer	Health Safety Coordinator
Information Assurance Engineer	Registered Nurse
Network Engineer	Director of Rehabilitation
Computer Support Specialist	Administrator
Manager of IT Services	Patient Access Supervisor
IT Technical Support	Contracts Manager
Network Administrator (Level I)	Healthcare Administration Faculty
Master Trade Person	Medical Staff Coordinator
Network Services Representative	Health Center Manager
Desktop Specialist	Assistant Administrator
IT Manager	Program manager
Helpdesk Support	Clinical Staffing Coordinator
Sr. IT Technician	Business Manager
Tier I Technical Support	
IT Update Representative	
Tech Support II	
Network Administrator	
Tehnical Support Specialist (Level I)	
Technical Support - Tier I	
IT Support Technician	
Support Specialist - Tech	
Network Operations Center Tech	
Configuration Technician	
IT Technician	
Associate Customer Service Engineer	
System Support Analyst Representative	
Desktop Technician	
Network Administrator	
Production Systems Admin. I	
Computer Tech / Tech Support	
Systems Administrator	
Telecommunications Specialist	
IT Specialist (Security)	
PC Specialist	
Range & Training Development	
Desktop Support Specialist	

MBA Job Titles	MSISMJob Titles
Accounts Receivable/Collection Support	Analyst/Integrator
Acting Enslish Department Chair	Application Support
Analyst	Business Analyst
Art Director	Cloud Services Architect
Assistant Manager	Computer Network Support Analyst
Branding Manager	Network Administrator
Business System Analyst	Computer Programmer/Analyst
Catering Manager	Data Analyst
Community Support Facilitator	Database Analyst
Computer/Trainer Consultant	Design Engineer
Data Entry Examiner	Engineer
Drive Tester	Engineer I
Effiency Analyst	Engineer QA III (Lead)
Finance Reports Manager	Account Manager
Financial Analyst	Facility Manager
Test Planner	Field Engineer
Institutional Research Specialist	Field Test Engineer
Instructor	Field Test Team Lead
Intern Test Technician	Functional Analyst
Kitchen Manager	Enterprise Architect
Lab Engineer	Healthcare Data Consultant
Management Analyst	Implementation Specialist
Marketing Associate	Information Security Analyst
Office Manager	LTE Test Engineer
POI Planner/Facilities Engineer	Oracle Functional Consultant
Productoin Control Supervisor	Production Systems Technician
Project Coordinator	Programmer/Analyst
Project Manager	Quality Assurance Analyst
Quality Manager	Quality Assurance Engineer
Report Analyst	SAP QA System Analyst
Restaurant Assistant Manager	Senior Database Administrator
Sales Associate	Senior Programmer Analyst
Salesforce Developer	Software Developer
SAP Functional Analyst	Senior Software Developer
Store Manager	Senior Associate
Supervisor	Embedded Software Engineer
	Senior Software Engineer
	Senior Software Quality Engineer
	Senior Test Engineer
	Senior Test Technician
	Software Engineer
	Software QA Analyst
	Software Quality Assurance Engineer
	System Administrator

MSISMJob Titles (Continued)

System Integration Engineer

System Test Engineer

Systems Analyst

Systems Consultant

Java Developer

Mobile Test Technician III

Test Engineer

MSISMJob Titles (Continued)