Networking: The Specifics

The Importance of Networking
Career experts estimate that the vast majority of job openings are never advertised or publicly announced, but filled through word-of-mouth or networking - known as the “hidden job market.”

Introductory Tips for Networking
- **Who.** Everyone! Is everyone an exaggeration? Perhaps, but we’re trying to make the point that really anyone can and should be in your network.
- **Informational Interviews.** A great way of learning more about an industry and career path - as well as building your network – is using informational interviews.
- Keep a list/record of potential networks and those with whom you’ve networked
- Be resume ready
- Start close to home (think of people you already know!)
- Be a good listener
- Use your Temple alumni association and professional organizations

80% OF JOBS ARE NEVER LISTED - *that means they are found through personal connections and networking!* While online job searches and newspaper want ads are important, they should only consume 20% of your job-seeking energy.

1. Networking Basics
   - Leave no stone unturned
   - Keep a list/record of potential networks and those you’ve networked with
   - Be resume ready
   - Start Close to home
     - **Who do you already know?** Seize every opportunity to publicize your job search: clubs, professional organizations members, volunteer contacts, merchants, civic leaders, neighbors, classmates, former classmates, school alumni, instructors, professors, coaches, coworkers former coworkers, bosses, friends’ bosses, religious affiliation members even the cab driver, everyone!
   - Make a list of people you know
   - Be a good listener
   - Find a reason to call
   - Use your Temple alumni association and professional organizations

2. Formal Networking Events
   - Find information about networking events through:
     - Chambers of Commerce
     - Your academic department
     - The Career Center Website and OwlNetwork
     - Professional Organizations/Student Professional Organizations
     - Young Professionals Network
     - Friends, classmates, family, employers, co-workers, colleagues, mentors, etc…
   - Mark your calendar
   - Check event listings daily
   - Make notes
   - Remember people’s names!
3. Informational Interviews
   - Name drop as soon as possible
   - Ask if it’s a good time
   - Be brief, to the point
   - Be clear you’re not asking for a job but for information
   - Ask for a meeting if possible
   - Don’t forget to say thank you!

4. Business Cards
   **Where to get them** -
   Neighborhood Kinko’s, most local photocopy shops, or:
   www.vistaprint.com - offers free ones
   www.moo.com – Great for graphics (very reasonably priced!)

   **Definite Dos**
   - Cards must include your name, address, telephone number, and e-mail.
   - Include an identifying detail to remind the recipient of who you are/information you are looking for.
   - This is especially important for experienced people with specific goals.

   **Definite Don’ts**
   - Don’t go anywhere without them!
   - Don’t throw business cards in your purse or carry them in a rubber-banded wad or stuck in your wallet. Dirty business cards with dog-eared edges are turnoffs.
   - Don’t run out of cards. Don’t write your information on the back of someone else’s business card. If you do run out of cards, get their card and follow up by sending your own with your resume/cover letter
   - Don’t make your printed contact information so small that someone has to strain to read it.
   - Don’t ever give a business card with information scratched out from your last place of employment - it’s unprofessional and sloppy.
   - Don’t carry other people’s cards mixed in with yours. You’re bound to waste time fumbling for your card and could accidentally give out the wrong card.

5. Who are you and what are you looking for?--The Thirty-Second Spot
   This is an introduction to who you are and what you are looking for. Choose your words carefully—this is no time to wing it. How you represent yourself will determine if you get any further with this contact. Be short and concise, but add a specific instance to grab attention.

   *(A sample script of a Thirty Second Spot is provided in this section of the Senior Success Portfolio.)*

6. Thank You Notes
   A thank you note is one of the surefire ways to make yourself memorable and let someone know their time was valued after a networking meeting, function, or interview.
   - Always write (e-mail is fine) within twenty-four hours of your phone call or interview
   - Get the names right and be sure to spell everything correctly!
   - Remind them why you’re contacting them
   - Thank them in specific terms
   - Keep it short and focused
   - Attach a business card or copy of your resume, if appropriate

   *(A sample Thank you note is provided in the Follow-up Communication section of the Senior Success Portfolio)*
Informational Interviews

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

This is a unique opportunity to learn firsthand about your field. Generally, most people enjoy sharing information about themselves and their positions and particularly enjoy giving advice. At the very least, you will gather valuable information and insights, with the possibility of either directly creating an opportunity or getting a referral to someone else who may have an opportunity. Some may simply feel a kinship to newcomers to their profession and want to encourage them, while others may be identifying prospects for anticipated vacancies (in some rare cases, even creating for outstanding candidates).

Creating Interviews:
- Send a letter or email requesting a brief informational interview (15-30 minutes), 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.
- Face-to-face meetings always have the potential to have the greatest impact.

   Or:

- Initiate a contact by making cold calls in an attempt to set up an appointment.

The best way to set up an informational interview is through a referral from one professional to another, a process that becomes easier as your network expands.

Prepare for your informational interview just as you would for an actual interview. Prepare your presentation of yourself and conduct research on the organization. You should outline an agenda that includes well thought-out questions to make the best of the limited time.

Begin the interview with questions that demonstrate your genuine interest in the other person. Then ask more detail-questions about the field.

Possible questions include:
- Describe a typical day on the job.
- Which types of positions do I qualify for?
- What are the typical career paths in this field?
- What is the advancement potential?
- What can I do to establish better credentials to compete in this field?
- Which organizations/industries should I target who will be most interested in my background?
- What are the trends/latest advances in this industry?
- What should I emphasize in my presentation to others?
- How did you get your position?
- Would you suggest any professional organizations to pursue in this field?
- Can you suggest any additional people in the field whom I should contact?

Finally, remember to send a thank-you letter to every person who grants you time or a referral. Never leave a meeting without asking for suggestions as to whom else to contact. Not only will this increase your network of contacts, but it will give you a variety of perspectives.

Additional resources available at www.temple.edu/careercenter in the Student tab
30 Second Spot Samples

Sample 1

I’m a __________________ in the College of ______ majoring in ______________. I’m a member of the student chapter of ________________, which is the ___________________. Through attending the meetings and listening to the guest speakers, I have learned a lot about ______________. When I graduate, I would most like to start my career with a focus on __________. I enjoyed these courses most during my time at Temple University. So, I am excited about the opportunity to talk to you today about the _____________ position at ________________.

Sample 2

I’m a ________________ in the College of ________, majoring in________________. Although I chose ___________ as my major, I would like to combine my professional interests with my second love, which is anything that has to do with ___________. I have always been drawn to ________. That’s why I’m so excited about talking to you today about the _____________ position at ________________.
## Networking Action Plan: Next Steps

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Resume Writing Overview

The Importance of a Resume
- 95% of your competition will be eliminated on paper.
- A Resume can get you past the first line of defense and into a face-to-face meeting with someone who has the power to hire you.
- Employers view hundreds of resumes a week and often make an interview/no-interview decision in less than 30 seconds.

Introductory Tips for Resume Writing
- Always keep the reader in mind. The professional resume allows you to present your experience in a format that is easy to read and commands attention from the reader.
- Remember, this is not a job description but rather your personal marketing document. A reader should be able to put your experience into context.
- Make sure that after 30 seconds the reader has gotten to the bottom of the page and wants to learn more about you.
- Consistency is key!
- A resume should be free of grammatical and spelling errors.

Purpose
The resume is designed with one purpose in mind—to generate enough interest to get you an interview. Do not send it out unless you are completely satisfied with the message it conveys. Most resumes are discarded. Give the prospective employer reasons to separate yours from the crowd by giving indications of how your background and skills are transferable to his/her work environment.

Format
There is no standardized format to follow, but what is critical is that it is graphically easy to follow, concise, and consistently formatted from one section to the next with appropriate headings and subheadings. Ensure that it is aesthetically pleasing to look at with careful use of “white space” and, above all, has no spelling or grammatical errors.

Content
The key is to highlight your background concisely, focusing on the items you feel would be appealing to a prospective employer. Use action words that convey a message of proficiency, accomplishment, and drive. What is most important is that the employer projects your skills, experience, and training as transferable to his/her work setting. The one compelling question you should ask yourself regarding whether or not an item should be included on your resume is “Will this enhance my chances of getting an interview?”

Style
The resume can be chronological, functional, or some variation of the two. The chronological approach (by dates) is generally used when there is a logical sequence of events to list and an historical perspective is most appropriate. The functional resume may be more appropriate when one wishes to highlight particular functions, skills, strengths, or areas of expertise.

Focus
Remember to tailor your resume to accentuate your individual strengths and significant features of your background that distinguish you from the competition. It needs to be a reflection of you and what you are capable of doing in the workplace. Sell yourself with confidence—with the primary focus being: experience, specialized training, and transferable skills.

Additional resources available at www.temple.edu/careercenter in the Student tab
Career Center | 220 Mitten Hall | (215) 204-7981
Some items of “universal appeal” to consider when describing your background and your transferable experiences/skills include:

- Customer service/customer relations experience
- Supervisory or management responsibility
- Promotions or increased responsibilities
- Use of communication/interpersonal skills
- Basic computer/technical skills (e.g. Proficient in Microsoft Word, Excel; Type XX wpm)
- Meeting deadlines or working in a high pressured environment
- Report writing or presentations
- Independent decision making/problem solving responsibilities
- Working as a member of a “team” toward a common goal
- Providing training
- The use of numbers to substantiate what you have done (e.g. increased sales by 20%; balanced a $200,000 budget)

Suggestions

- Be consistent with font size, margins, abbreviations, punctuation, bold, etc…
- Don’t use smaller than a 10 pt. font or larger than a 12 point font.
- Use an appropriate amount of white space.
- The resume should be a concise statement of your background and qualifications. One page is generally sufficient, however, a particularly capable and experienced candidate might need two pages. If a second page is required, make sure to include your name at the top and do not staple (use a paperclip)!

Honors, Awards, and Activities

Include items that are indications of you excelling and distinguishing yourself. Of particular interest to employers are group activities and leadership roles. Also, emphasize any activities that required voluntary involvement, whether school related, community related, or informal. Academic honors should be included, such as Dean’s list, honor roll, etc.

Additional Specialized Skills, Proficiency, Equipment, Procedures, etc.

Any additional skills, equipment worked with, familiarity of specific procedures, etc. that you feel you could bring to an employer in addition to what has already been mentioned. Include items that you feel would be transferable to the prospective position you’re targeting, even if you feel it is not necessarily a requirement of the position, but could be helpful (e.g. computer skills, speaking a second language, etc.).

Resume Do’s and Don’ts

**DO**

- Limit your resume to one page
- Use a one-inch margin on all sides
- Avoid abbreviations
- Quantify accomplishments wherever possible
- Place all dates on the right side of the resume
- Maintain consistent font style, spacing, indentation, capitalization and bullet style
- Use a font size that is easy to read – 11 or 12 pt. is recommended
- List experience in reverse chronological order
- Use phrases that start with ACTION VERBS
- Maintain consistency with verb tense with phrases in the experience section
DON’T

- Use meaningless words or phrases such as “seeking a challenging position”
- Start phrases in the experience section with “responsible for” or “my responsibilities included”
- Begin phrases with “I” or use complete sentences
- Exaggerate your experience or your GPA
- Use a font smaller than 10 pt.
- Include any demographic information (age, race, gender) or photographs on your resume
Sample Resume Outline

Your Name
Your Address
Your Phone Number
Your E-Mail

Objective
If you decide that you wish to include an objective on your resume, make sure that it is specific and well stated. Avoid vague and ambiguous statements. Your objective can be stated in your cover letter instead of your resume.

Education
In this section you will want to include information about the institutions you have attended, degrees received, and your majors and minors. Optional information for this section can include your GPA, honors and awards including Dean's List and study abroad information. A typical format for a Temple student might look like this:

Temple University
Philadelphia, PA
Bachelor of Science, Early Childhood Education
May 20XX
• Overall GPA: 3.2/4.0 Dean's List: Spring 20XX

Experience
Your Experience sections can take on many different formats. You might have a separate section for Teaching Experience or Research Experience. Other Experience sections might be called Work Experience, Related Experience, Volunteer Experience, Leadership Experience, etc. Keep in mind that you may have an Experience section with only one item in it. This is a good tactic if you want to draw particular attention to what you feel is a very important aspect of your resume. It is more important to categorize your experiences based on relatedness of the skills you used or learned rather than whether or not you were paid, received credit for the experience, or if it took place during the school year or the summer. Therefore, a Related Experience section might include a summer job, a credit-bearing internship and a research project that you did for class. A typical entry in an Experience section might look like this:

Student Teacher
Shermer Area School District, Grade 4, Shermer, IL
• Developed bulletin boards, handouts and activities related to "Seasons" theme
• Implemented positive classroom management strategies
• Participated in an Open House and assisted with parent conferences

Activities
Include clubs and organizations that you have been a member of, volunteer activities that you have participated in and leadership positions that you have held not stated elsewhere on the resume.

Skills
Computer Skills: Should include information on systems, software, hardware and languages that you have used that are relevant to a career in education.
Foreign Language Skills: List written or verbal ability in any foreign language. You may wish to separate each Skills section or combine into one depending on the focus and length of your resume.
Cover Letter Writing

THE IMPORTANCE OF A COVER LETTER
The difference between your resume and cover letter is that your resume should provide the reader with a better understanding of who you are. Your cover letter should connect the dots for the reader and show how your previous experiences apply to the job for which you are applying.

DEVELOPING THE BODY OF THE COVER LETTER
1. Research: Read the job description.
2. Select: From the job description, select 3 key responsibilities or qualifications that you possess.
3. Substantiate: For each of the 3 responsibilities or qualities that you have picked, develop a specific example that represents how you have previously performed similar tasks or displayed similar qualities/skills. (This evidence can come from your previous work or academic experiences.)

WRITING A COVER LETTER
Sample Cover Letter Outline

Your resume heading with contact information

Date

Name of contact person, Title
Organization name
Street Address
City, State, Zip Code

Dear (contact person): Try to identify the person with the power to hire (department heads, etc.) and avoid personnel or “Dear Sir/Madam” if possible (use the internet to do your research)

Opening Paragraph
Indicate the position for which you are applying or the general field your background applies to. Mention how you became aware of the position (e.g. through advertisement, referral, etc.) Next, in general, state the 3 job responsibilities or qualities you chose from the job description that distinguish your candidacy and meet the needs of the perspective employer. Here, you are providing the employer with a “thesis statement” indicating what you can bring to the company/organization in a general sense. (This will generate interest, if on target.) Also, you may want to indicate your availability if it is not immediate.

For example: I am a senior at Temple University and am majoring in Communications. I am interested in ______ position and became aware of this position through ______ Corporation’s positing on the OwlNetwork. I believe that my organization, communication, and presentation skills make me an ideal candidate for the ______ position.

Body of the Letter
Provide evidence that supports the 3 job responsibilities or qualities you found in the job description and mentioned in the “thesis statement” of your first paragraph. In other words, you will be explaining how your experiences and training relate to the responsibilities or qualities that you have chosen to highlight from the job description. The purpose of the body of your cover letter is to briefly connect your experiences to the key responsibilities and qualifications of the job for which
you are applying. The goal of your cover letter is to generate interest in the resume itself. Be sure you use the language (jargon) of your field. Also, use words that imply action.

**For example:** As a Marketing Assistant for Planners Inc., I demonstrated my organization skills by planning an event for 100 people. I was responsible for everything from the accommodations and the registration process to the programming and workshop schedule. The event was successful and registration numbers increased for the following year. Furthermore, I was asked to continue planning the conference annually.

**Closing Paragraph**

Refer to the documents you have enclosed, such as your resume and other requested materials and ask for a meeting (interview) at the employer’s convenience. In this paragraph, you should also provide your contact information again so that this information is accessible. You also want to avoid confusion if your resume and cover letter were to become separated. If the position was not advertised, you may also want to assert yourself by indicating that you will call the employer within one to two weeks to determine if he/she has any further interest.

**For example:** Enclosed please find my resume and writing sample. I am available for an interview immediately and can be reached by phone at (215) XXX-XXXX or via e-mail at XXX@temple.edu. I will follow-up in two weeks to confirm your receipt of my resume and to determine if you have further interest in my candidacy. I look forward to hearing from you.

Sincerely,

4 SPACES FOR YOUR SIGNATURE

Your name typed

Encl. (means *enclosure*, indicating that your resume is included with cover letter.)
Research from the Employer’s Perspective

Doing research can help you stand out to potential employers. Researching an organization and industry trends indicates that prospective candidates are genuinely interested in the organization, have strong communication skills and take initiative.

The Importance of conducting Research for Employment

- Knowing company and industry trends will impress an employer and indicate a level of preparedness during the application and interview process.
- Students who use a research approach to finding employment tend to be much more successful in finding the position they are seeking, as knowing more about a company will enable one to make an informed employment decision and accept a position of interest.

Introductory Tips for conducting Research for Employment

- Understand when the best time is to look for work.
- Know the “hiring season” for the industry of interest to you.
- Research the structure of the company as well as key players.

Applying Employer Research

In the application stage of your job search, incorporate your research into your cover letter. In your cover letter, indicate why you are interested in working for a specific organization or what stands out to you about the organization. Throughout your research of an organization, try to gain an understanding of the type of candidates the organization hires and the skills the organization looks for in employees. Once you have this understanding, highlight 2-3 of these skills in your cover letter. Doing this will grab a recruiter’s attention. (For more information about cover letters, please refer to the Resume/Cover Letter section of the portfolio.)

In the interview stage of the job search, your research about an organization should inform your responses to questions. For example, if you know that an organization is looking for someone with strong communication skills, you will want to highlight your experiences that indicate that you have strong communication skills. Additionally, research should inform the questions you ask in an interview. You do not want to ask questions that can easily be determined by looking at a company’s website (e.g., How many people are in your organization? Who are your clients?). Rather, you will want to ask questions that indicate that you have done your homework on an organization (e.g., I noticed that you all do a lot of marketing work for the Owl Organization, can you please tell me what my role would be in working with this client?).

Impact of Research on Employment Decisions

Research can also help you determine industry or organization fit. If you have a better understanding of a specific position, what an organization does or who an organization serves, you will be able to make an informed decision about whether or not you believe your interests, values and skills will fit into the position and/or organization.

Good Habits to Abide by When Researching Employment

The best way to effectively job hunt, while minimizing frustration, is to develop a routine. Make it your job to find a job! One way to do this is to devise a weekly schedule of job hunting activities. For example, Monday morning could be the morning that you check local employment ads and job posting and company websites, Tuesdays may be designated as the day that you work on producing covering letters and copies of your resume, Wednesdays may be the day that you send out your resumes and Thursdays may be the day that you conduct more research on prospective companies and follow-up with potential employers on resumes you sent out the week prior. This is just an example of a routine and it may not be right for you. The point is, develop a routine that works for you and stick to it.
Developing a routine allows you to get a greater sense of control. Many people let the "job hunting blues" get to them because they cannot motivate themselves. They will often times let one incident where they were rejected by an employer, put a damper on future job searches.

A routine will allow you to feel like you are making progress. Although you may not see immediate results, you will end each day knowing that you are one step closer to finding an opportunity.

**Resources for Employment Research**

In addition to looking at the following websites, do not forget to look at company and professional organization websites. If you do not know numerous, or even one, professional organization in your industry, you can find information on professional organizations on the Career Center's website. Click on the “Students” tab, then select “Choosing a Major/Career” and click on the “What can I do with my major” link. Once you click on the page for your major, scroll down to the bottom of the page for additional links.

**General Career Information**

The following Internet resources provide a wide array of information for the job seeker: industry information, resume and cover letter tips, job search ideas, etc.

- Federal Government Job Search
- Campus Point Job Postings
- CityTownInfo.com Information about relocating
- Washington State Work Source
- Get that Gig!
- Cool Jobs
- Online Recruiters Directory
- Indeed.com
- Internships USA
- What Color is Your Parachute: Job Hunting Online
- Learning Express Library
- Quintessential Career & Job Hunting Resource Guide
- Idealist.org
- Summer Jobs
- CareerOneStop-Pathways to Career Success
- TownieJobs.com
- Vault Online Career Library

**Industry Specific Resources**

For more resources organized by school/college, visit the Career Center website, click on the “Students” tab and select “Internship & Job Search”.
The Job Search

The Importance of the Job Search
- One of the first forms of professional contact you will have with an employer is during the job search.
- How you conduct yourself and communicate with perspective employers during this process will serve as clues to them regarding how you will conduct yourself and communicate as an employee or co-worker.

Introductory Tips for the Job Search
- Develop a plan and stay organized. Having strong organizational methods will enable you to effectively communicate with prospective employers.
- 80% of available jobs are not listed or posted.
- In most industries, you will only want to spend 20% of your job search time online. The rest of your time should be spent networking and developing contacts. (Information about networking is included in a subsequent section of this portfolio.)

Step 1: Your Job Search Plan

Determine the job you want, where you want to live, the best companies for you, and your search strategy:

- On Campus Recruitment Program
- Career Fairs
- Networking
- Direct mail campaign
- Internet job sites
- Company websites
- Job postings

Step 2: Develop the necessary marketing materials

- Resume
- Cover letter
- References
- Materials as required by your industry (e.g., a portfolio of your designs)

Step 3: Network, Network, Network!!!!!

- Importance. Career experts estimate that the vast majority of job openings are never advertised or publicly announced, but filled through word-of-mouth or networking - known as the "hidden job market."

- Who. Everyone! Is everyone an exaggeration? Perhaps, but we’re trying to make the point that really anyone can and should be in your network.

- Informational Interviews. A great way of learning more about an industry and career path - as well as building your network – is using informational interviews. The purpose of the informational interview is to obtain information, not to get a job. (For more information, contact CC.)

- Direct Mail/Phone Campaign. It is perfectly acceptable (and recommended) to contact organizations with whom you want to work. Send a resume and cover letter that summarizes your relevant experience and follow up with a phone call to inquire about an interview. 80% of available jobs are not listed, and this is one way of finding out about vacancies before they are advertised!
**Step 4: On-Campus Recruitment**

- CC sponsors a Career Expo every semester – Check out our website www.temple.edu/careercenter for additional career fair information.
- On-Campus Interviews – As part of the recruitment process, employers can conduct interviews on-campus in our Interview Suites, located in 220 Mitten Hall. (This service is available to students/ new alumni until the end of May 2009.) To find out which employers are recruiting on-campus, login to the OwlNetwork and check out the recruitment calendar. For more information about the OwlNetwork, see step 5.

**Step 5: Job-Hunting on the Internet**

*Set Realistic Expectations for your Internet search*

Job-hunting on the Internet is not some magic elixir that will guarantee that you find a job. For most job seekers, you should spend no more than about 20% of your time and effort looking for a job online. **SPEND THE MAJORITY OF YOUR TIME NETWORKING!** When you're not networking, here are some recommended sites:

- **The OwlNetwork** ([http://templeuniv.experience.com/experience/login](http://templeuniv.experience.com/experience/login))

  Who can use it?
  
  Temple University students – undergraduate level - who are seeking internships and entry level jobs. Alumni can also access this resource for 3 months after graduation.

  Why and how do I use it? Post your resume and apply for jobs. The jobs on this site include employers recruiting Temple students/alumni specifically as well as the entire Experience network. For more information, access our on-line resources.

- **Alumni.temple.edu:** Join the online community for Temple Alumni. Network with Temple alumni who are in your field of interest. Take advantage of Alumni Experience, the on-line job posting website for Temple alumni.

- **Industry-specific websites:** just about every industry now has at least one job site, if not more. These sites have the advantage of job openings for your specific industry. Most of these sites have job listings and allow resume postings. You can do a Google search to find the names of these organizations. (i.e. "professional associations in computing" will turn up ACM, the Association for Computing Machinery"). Please refer to the research section of the portfolio for resources and additional information about industry specific websites.

- **Company sites:** increasingly, employers are using their company websites to list job openings and recruit job seekers. If you have a list of specific companies in mind, we suggest you go directly to their Websites.

- **LinkedIn:** ([www.linkedin.com](http://www.linkedin.com)) Join this online networking site to connect with professionals in your field of interest.

- **Chambers of Commerce websites:** will often list member organizations in your geographical area. Spend some time compiling of list of desired organizations. Idealist.org is also great for the non-profit sector.

**Step 6: Interviewing**

- Refer to the Interviewing section of this packet.
- Ask about conducting mock interviews.

**Step 7: Stay on Track**

*Perseverance is important! Remember, the job search is a process; it isn't going to happen in a day, a week, or even a month.*
• Keep a file/document of all of the contacts you have made. (An example of a working contact list is provided in this section of the Senior Job Search Toolkit.) Save your resumes and cover letters. You will need this for the next step.

• Make time each day to meet with networking contacts, conduct informational interviews, make phone calls, send out resumes, and do research on potential employers. A successful job search takes time and discipline!

**Step 8: Follow-up**

• **Importance.** You MUST be proactive if you plan to be successful in your job search.

• **Follow-up phone calls.** Not everybody is at ease making phone calls, but you NEED to do so if you really want the job. For more information about follow-up phone calls, refer to the Follow-up section of the portfolio.

• **Thank you letters.** This is a professional courtesy and can set you apart from the competition. For more information about thank you letters, refer to the Follow-up section of the portfolio.

**Step 9: Job & Salary Offers**

• **Do your homework.** The key to successful salary negotiation is knowledge, so don’t let the advantage fall to the employer by not doing your homework on salary ranges. Below is a resource that might be useful acquiring regional and national salary range information.

• **Know what to expect.** Do not be one of those job seekers that focus only on money… make sure to evaluate the entire compensation package.
  o Salaries: knowing how much money you are going to receive in your paycheck is important -- and you should make sure you take into account such factors as base salary, overtime pay, cost-of-living, salary review periods.
  o Benefits: Some employers just offer benefits, some pay all of the costs, some pay part of the costs. Benefits include such things as vacation days, sick days, personal days, paid company holidays, pension plans, stock ownership plans, health insurance, dental/eye insurance, life insurance, and more.

• **Know when to expect it.** **A cardinal sin of job-hunting is when the job seeker raises the salary issue before the employer is ready to make an offer.** On the other hand, an employer could make an offer on the first interview, so you need to be able to read the clues and be prepared.

• **Know how to negotiate.** Information is power. In order to be more successful with salary negotiation, you need to have as much – or more – information as the employer. There are plenty of places on the Web where you can find information.
<table>
<thead>
<tr>
<th>Employer</th>
<th>Name</th>
<th>Address</th>
<th>Phone Number</th>
<th>E-mail</th>
<th>Resume and Cover Letter Sent</th>
<th>Follow-up Comm. Conducted</th>
<th>Most Recent Communication/ Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample Company</td>
<td>Jill Smith</td>
<td>123 S. 20th Street Philadelphia, PA 19103</td>
<td>(215) 123-4567</td>
<td><a href="mailto:jsmith@sample.com">jsmith@sample.com</a></td>
<td>4/6/2013</td>
<td>4/20/2013</td>
<td>Left VM for Jill Smith reaffirming interest in the position and asking to be considered for an interview</td>
</tr>
</tbody>
</table>
Interviewing

The Importance of an Interview
- The interview is the most important step in your search for employment. You will want to be as thoroughly prepared as possible.
- Think of yourself as a salesperson when you are face-to-face with an interviewer — you are selling yourself!
- Interviewing is like anything else, the more you practice the better you become.

Introductory Tips for Interviewing
- Know yourself — Know who you are and what you have to offer (e.g., career objectives, personal qualifications, interests, values, skills, examples of experiences).
- Know the company — It is important to conduct research on the organization prior to the interview. Review the company website, trade journals and news outlets.
- Dress professionally and look the part — A business suit is usually the best and safest way to go for both men and women. Bring a professional pen, a note pad in a leather portfolio and extra copies of your resume and reference page.
- Arrive early — It is best to arrive 15-20 minutes early for an interview. Be sure to map out your route a day or two before the interview. Make sure you don’t get lost.

Steps for a Successful Interview

1) Practice your responses to standard interview questions — There are some questions that you will be asked in most interviews. Preparing for common interview questions will help you build confidence for the interview. For additional practice sign up for a Mock Interview through the Career Center website, http://www.temple.edu/provost/careercenter/students/mock-interviews.html. The following are some examples of common questions:
  - Tell me about yourself?
  - What course did you like best? Least? Why?
  - What qualifications do you have that will make you successful in this position?
  - What do you like about our company/organization?
  - Do you prefer working by yourself or with others?
  - What are your strengths? Weaknesses?
  - What interests you about our product or services?
  - Do you consider yourself a team player? Why?
  - Why should we hire you?
  - What is the last book that you have read?

2) Prepare for behavior based questions using the STAR method - Based on the idea that what you have done in the past is a predictor of your future workplace behavior, the interviewer will be asking behavioral based questions. In answering these questions the interviewer will be expecting specific examples of a Situation/Task, Action, and Result (STAR).

   Situation/Task
   - What was the situation/circumstance?
   - Who was involved?

    Action
    - How did you handle that situation?
    - What did you do/say?
Sample Behavior Based Interview Questions

Organizational skills: Tell me about a big project you had to plan for school or work.
Ability to set priorities: Describe a situation when you had several things to do in a limited time, such as study for exams.
Ability to delegate: Tell me about a big project you were in charge of and had to let others help you.
Interpersonal skills: Tell me about a time when you have had to deal with members of the public.
Being a team player: Tell me about a time when you helped resolve a group problem.
Ability to deal with people: Tell me about a time when you had to work closely with someone in a position above (or below) you.
Technical skills: Tell me about the most difficult work or school problem you have ever faced.
Ability to apply knowledge: Tell me about a situation in which you had to apply some acquired knowledge of skill.
Knowing limitations: Tell me about a time when you had to learn something new in a short time.
Commitment: Tell me about a time when you had to finish a job even though everyone else had given up.
Service: Tell me about contributions you have made to a community or school organization.

3) Ask Questions - Have several questions prepared to ask the interviewer! Three or four is usually a good number. Some examples of things to ask about are:

- What kind of training will I receive?
- What kinds of growth and development opportunities are available?
- What is a typical day like in the position?
- What do you like best about your job/company/organization?
- Is there a lot of team/project work?
- What is the company culture like?
- **It is important that you do not** ask about money, it is best to wait for the interviewer to bring it up.

4) Why should we hire you? - Be prepared to close the interview with a brief statement about how you will fit into the organization and why you would be the best match for the job. This “elevator speech” should be about 30 seconds long and should be relevant to how your skills/qualifications will benefit the organization.

Interview do’s
- Arrive early
- Dress professionally
- Start with a good handshake, and introduce yourself
- Maintain good eye contact
- Pay attention to body language. Don’t fidget! Do try to control nervous habits
- Be positive (don’t “trash” previous employers or companies)
- Make sure you know the interviewer’s name and pronounce it correctly

Interview knockout factors
- Lateness
- Lack of knowledge or skills necessary to do the job… not qualified
- Poor personal appearance
- Not prepared for the interview… no research on the company
- No confidence or poise… fails to look the interviewer in the eye
- Unable to express ideas clearly
- Only interested in the best dollar offer (asks about money)… instead of interest in the job
- Makes excuses during the interview, evasiveness, hedges on answers
- Negative about past supervisors or other experiences
- Poorly defined career goals
- Asks few or poor questions about the job
- No real enthusiasm in the company/industry/field

**Legal and illegal interview questions**

Usually, illegal questions are asked due to an interviewer’s lack of knowledge, rather than malicious intent. If you are faced with an illegal question it is best to provide an answer that addresses the reason for the question. For example if an interviewer asks “Do you have any children? The position requires some evenings which may be difficult for a person with kids” it is best to respond to the employers concern. So responding “I’m aware of the hours that are required and can meet those requirements” is best. The following is a list of legal and illegal interview questions. Consult a Career Coach in the Career Center with additional questions.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Illegal Questions</th>
<th>Legal Questions</th>
</tr>
</thead>
</table>
| National Origin/Citizenship | • Are you a U.S. citizen?  
  • Where were you/your parents born?  
  • What is your native language? | • Are you authorized to work in the United States? |
| Age                     | • How old are you?  
  • When did you graduate?  
  • What’s your birth date? | • Are you over the age of 18? |
| Marital/Family Status    | • What’s your marital Status?  
  • With whom do you live?  
  • Do you plan to have a family?  
  • How many children do you have?  
  • What are your child-care arrangements? | • Would you be willing to relocate?  
  • Would you be able and willing to travel as needed?  
  • Would you be willing to work overtime if necessary? |
| Affiliations            | • What clubs or social organizations do you belong to? | • List any professional or trade groups or other organizations that you belong to that you consider relevant to your ability to perform this job. |
| Personal                | • How tall are you? How much do you weigh? (Questions about height and weight acceptable unless minimum standards are essential for the safe performance of the job.) | • Are you able to lift a 50-pound weight and carry it 100 yards, as this is part of the job? |
| Disabilities            | • Do you have any disabilities?  
  • Please complete the following medical history.  
  • Have you had any recent or past illnesses or operations?  
  • What was the date of your last physical exam?  
  • How’s your family’s health?  
  • When did you lose your eyesight? How? | • Are you able to perform the essential functions of the job?  
  • Can you demonstrate how you would perform the following job-related functions? |
| Arrest Record           | • Have you ever been arrested? | • Have you ever been convicted of _____?  
  • **Note:** Applications for government jobs may include more detailed questions about an arrest record |
| Military | • If you've been in the military, were you honorably discharged? | • In what branch of the armed forces did you serve? • What type of training or education did you receive in the military? |

*Source: Job Choices: Diversity Edition 2006*
Follow-Up Communication

The Importance of Follow-up Communication

- Employers—in any kind of labor market—are not going to be banging down your door looking for you. You need to follow-up all your contact with employers—either by phone or by mail, depending on the circumstances.

Introductory Tips for Follow-Up

- **Follow-up phone calls.** If you say you are going to contact an employer in your job search letters—then you must follow-up and actually make the phone call!
- Inquire about setting up an interview to further discuss the position and your qualifications.
- **Thank you letters.** Remember, your goal is differentiating yourself from the other job seekers and this small gesture can really pay off for you.

**Follow-up: Sample Phone Call Script**

Be sure to follow-up on ALL resumes that you send to employers. This will separate you from the competition and help you glean more information about the hiring process.

If the job posting does not have a contact number, don't stop there. Look up the company on the web and use the contact information provided. When you call, ask to speak to the person in charge of the particular job opening. You will most likely be directed to Human Resources, but don't stop there. Ask Questions. Find out who you would report to and contact them via phone (preferably) or email.

**Sample Phone Call**

Hello. **This is your name** and I'm calling to follow-up with ________, he/she is expecting my call.

Hello Mr./Ms. ____________, this is your name. I'm a recent graduate of Temple University majoring in ______________ and I'm calling to follow up on the _____________ position. I submitted a resume on ___date and I'm calling to see if you received it? I'm very interested in the position. Would it be possible to set up an interview to further discuss how my background would be an excellent match for your organization?

(If yes…Excellent, when is a good time for you?).

(If no…When do you plan on making a decision on who to interview? I'm very interested in working for ______ and I appreciate your consideration. Thank you for your time.)

**Sample Message**

When you leave a message, mention the job posting and tailor your 30 second spot to the position.

Hello. My name is ________. I'm a recent graduate of Temple University majoring in ______________ and I'm calling to follow up on the _____________ position. I submitted a resume on ___date and I'm calling to see if you received it? My background in _____ seems to match your requirements very well. I have a strong knowledge of _____ and an interest in __________. I have always been drawn to ________, which is why I'm so enthusiastic to speak with you about the __________ position at ______________. Please contact me at your number at your earliest convenience. Thank you for your time and consideration.

**Source:** CollegeRecruiter.com
March 2, 2013

Ms. Jennifer Smith Center
Director of Development
Shermer Community Enrichment Center
12 Smith Street
Philadelphia, PA 19104

Dear Ms. Smith:

I enjoyed talking with you today, regarding my interest in working in a nonprofit organization. I greatly appreciate your taking time out of your busy schedule to speak with me.

Your reflections on your experiences in working in the field of sustainable development brought to life everything I have been reading about careers in the public sector. It was also gratifying to learn that working in a nonprofit is one of the best ways to develop a broad range of skills that prepare one for any number of subsequent career paths.

I will certainly follow up with the two contacts you gave me, and I will keep you informed of my progress as my search proceeds. Thank you again for so generously sharing your time with me. Our conversation was both informative and encouraging.

Sincerely,

Temple Templeton
May 2, 2013

Mr. Archie Weatherby
California Investments, Inc.
25 Sacramento Street
San Francisco, CA 94102

Dear Mr. Weatherby:

Thank you for taking the time to discuss the insurance broker position at California Investments, Inc. with me. After meeting with you and observing the company’s operations, I am further convinced that my background and skills coincide well with your needs.

I really appreciate that you took so much time to acquaint me with the company. It is no wonder that California Investments retains its employees for so long. I feel I could learn a great deal from you and would certainly enjoy working with you.

In addition to my qualifications and experience, I will bring excellent work habits and judgment to this position. With the countless demands on your time, I am sure that you require people who can be trusted to carry out their responsibilities with minimal supervision.

I look forward to hearing from you concerning your hiring decision. Again, thank you for your time and consideration.

Sincerely,

Wise Owl
Senior Success Checklist

☐ Be intentional — think about it!
   Schedule an appointment with a Career Coach to identify your options and assess your progress.

☐ Recharge your resume and cover letter
   Come to a walk-in appointment between 11 a.m. – 2 p.m. Monday through Friday.

☐ Expand your network
   Conduct informational interviews with professionals in your fields of interest.

☐ Refresh your interviewing skills
   Sign up for a mock interview through the OwlNetwork on the Career Center’s website.

☐ Capitalize on social media
   Set up a LinkedIn account and attend one of the Career Center’s LinkedIn workshops.

☐ Research potential employers
   Update your profile and upload your resume on the OwlNetwork
   It’s the premiere source for internships and full-time positions posted exclusively for Temple students.

☐ Search and apply for jobs on the OwlNetwork

☐ Strategize and check out Career Week events:
   Resumania  |  Student and Alumni Networking Night  |  Career Fair

☐ Believe in yourself — you can do this!
   Report your job offers and acceptance to the Career Center.

Still exploring your options? Need help preparing for the job search?
   The Career Center can help you! Stop in during walk-in hours:
   Monday – Friday, 11 a.m. – 2 p.m.
   or call 215-204-7981 to schedule an individual appointment.