

Northwestern State University Career Guide

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Attributions:

LinkedIn Profile Checklist Shutterstock.com **NACE Career Readiness** Wayfair.com

NACE Social Media National Association of Colleges and Employers

■ NORTHWESTERN STATE

Career Center Resources

Handshake,

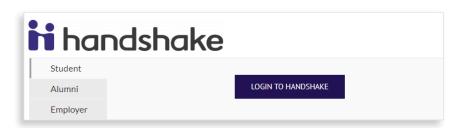
an online career services platform that students can use to search and apply for jobs and internships, research employers, schedule appointments and register for career events. This is a great resource for you throughout your time at Northwestern State University!





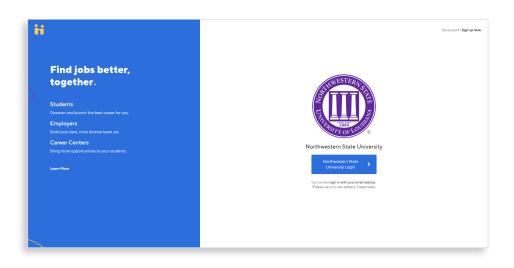
There are two easy ways to get to Handshake:

1) The **Career Center home page** (careercenter.nsula.edu)



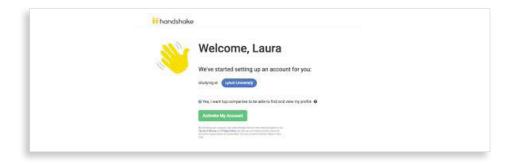


1 Handshake is synced with Single Sign On.
Just click the Northwestern State University Login or login with your NSU email and password.

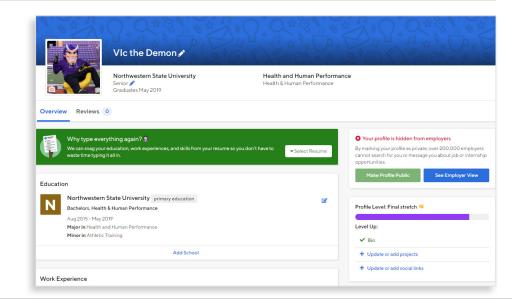


On your first time logging in, you will be asked to activate your account through a series of onboarding questions.

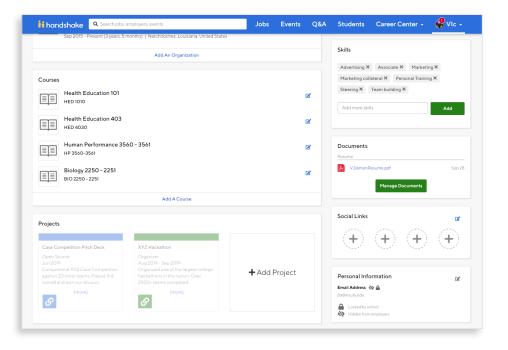
Answering these thoroughly will help Handshake customize your job feed.



Upload your resume to autofill your profile. Don't forget to add a headshot to your profile!

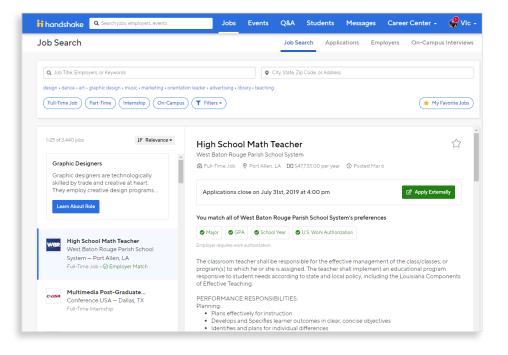


You can also upload additional documents and projects by scrolling down your profile.



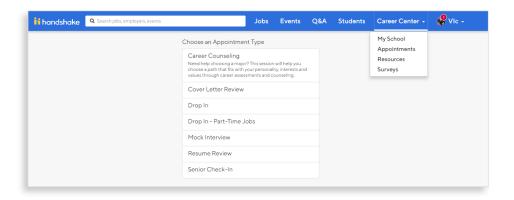
5 Select the **Jobs** tab to search for part-time and full-time jobs and internships.

Under this tab, you can also view the status of applications you have submitted and search for employers.

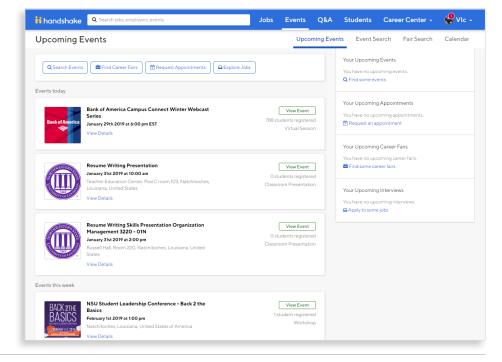


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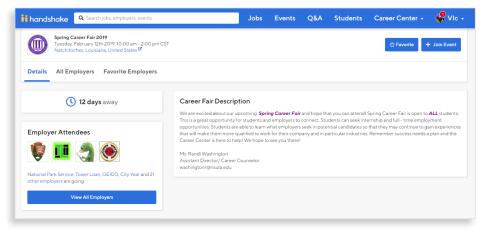
Schedule an appointment with the Career Center staff for a resume review, career counseling, mock interviews, and more!



7 Plan to attend upcoming career events.



8 Click on the Event to see detailed information and to register.



To Contact the Career Center: call 318-357-4050 or visit us in the Friedman Student Union, Room 306

Explore

Choosing a Major

During your search for majors and careers be sure to consider the answers to the questions below:

- ☑ Does the career match your personality, interests, and values? If you are unsure be sure to take a career assessment provided in the resources list.
- ☑ What are the job requirements and qualifications? Determine the skills and educational background required for the position.
- What is the job outlook? It is important to consider the turn-over/burnout rates as well as continued growth for certain careers.
- What are the typical work hours and job duties? A job may or may not pay a good salary, but you should always know if you can fulfill the requirements and work the required schedule.
- ☑ Feel free to use the following resources during your career and major exploration process.
- ☑ **TypeFocus:** https://v6.typefocus.com/
- ✓ Occupational Outlook Handbook: http://www.bls.gov/ooh/
- ☑ ONET Online: https://www.onetonline.org/
- ✓ NSU Academic Programs: https://www.nsula.edu/academics/
- ✓ **NSU General Catalog:** https://www.nsula.edu/documentprovider/docs/16/Northwestern%202018-2019%20Catalog1.pdf

Exploring career options can be overwhelming.

For this reason, it is important to have an idea of the career or major in which you are most interested.

After determining the career or major that interests you the most, you can begin learning more about them. Gaining knowledge of the various careers and majors will assist more in the decision-making process.



Four-Year Plan

(on the next page)

Success needs a plan.
There are steps every
student should take to
ensure they are prepared to
be a successful professional
in their future career.
The Four-Year Career Plan
can help you stay on track
and succeed in the career
planning process.

FRESHMAN

1ST YEAR 4 YEAR PLAN

INVESTIGATE



Questioning your major?

Meet with a career counselor and

EXPLORE

possible careers and majors that fit your interests and goals.

EXPLORE

Interests - What do you like?

Skills - What do you perform well?

Values - What is important to you?

Goals - What are your educational goals?

LEARN

Take UNIV 1000: University Experience Explore career paths through TypeFocus assessment, create a resume, and create your Handshake profile.

Meet with Your Academic Advisor Every Semester

Ensure you take the right academic major courses and met University requirements.

Attend the Career Fairs

Meet faculty and department representatives to discuss major/minor options.

RESEARCH

Occupations

http://ccs.nsula.edu/students/ to learn more about Handshake and employment opportunities.

Career Assessments

Take the TypeFocus assessment in your University Experience course or visit https://v6.typefocus.com/ and use your student login information.

Informational Interviews

Interview the people in your field(s) of interests.

Job Shadow/Externships

Ask a professional to observe them for a day.

SOPHOMORE

EXPERIENCE

ASSESS

Re-examine Options How have they changed? Why?

Review Your Transcript What do you still need?

Decide on a Major

Review programs. **Update Your Resume**

Have us review it.

LEARN

Use Your Account in Handshake This is where students find jobs and internship opportunities. Download Handshake App Now!

DO

Internships

Gain experience before you graduate.

Volunteering

Contact: Steven Grusebeck Instructor and Director of Service Learning Phone: 318.357.5911 Bienvenu Hall - 328 sgruesbeck@nsula.edu

Study Abroad

Expand your horizons.

Clubs & Organizations

Get involved with campus activities.

2ND YEAR 4 YEAR PLAN





Download Handshake App Now!

JUNIOR PREPARE



It's the

#1 WAY

to find a job!

Employers are more likely to hire from a personal reference than any other method.

INTERN

Find Openings Check Handshake.

Build Your Network Create a LinkedIn profile.

Tailor Your Resume We'll show you how.

Prepare for Interviews Schedule a mock interview.

LEARN

Seek Research Opportunities Current research looks great on resumes, vitae, and grad school applications.

Stay Current with Industry Trends Trade publications and journals in your field will help you with career planning.

PLAN

3RD YEAR

4 YEAR PLAN

Target Activities that Meet Your Goals Internships, research, extracurricular activities

Connect with Professionals Join professional associations.

Graduate School

Research programs and schools.

Attend Pre-Graduation Workshops

GRE, LSAT, MCAT, Career Planning To learn more about collegiate exams visit: https://studentdevelopment.nsula. edu/testing-center/

SENIOR

IMPLEMENT

SEARCH

Find Openings

Handshake, job websites, and networks

Build A Network

Faculty, Family, Friends, and Alumni

Update Your Resume

Have NSU Career Center review it and do a resume critique.

Prepare for Interviews Schedule a mock interview.

CONSIDER

Location

Urban? Rural? Sedentary? Traveling? Cost of Living?

Office? Outdoors? Teamwork? Alone?

Salary and Benefits Acceptable range?

What kind of benefits? **Environment**

Schedule

Do you need flexible hours?

ENGAGE

Build Skills

Seek opportunities where you can coach, train, mentor, or supervise others.

Participate in Professional Development

Attend Career Services workshops and career fairs. You can do this every semester!

4TH YEAR

4 YEAR PLAN

SEARCH

Do not wait to start searching until you graduate. The

average time between graduation and a career is

6 MONTHS

Begin your search NOW!





- Exercises sound reasoning
- Obtains, interprets, and uses knowledge, facts, and data
- Demonstrates originality and inventiveness



- Demonstrates effective work habits and personal accountability
- Demonstrates integrity and ethical behavior
- Able to learn from mistakes



- Clearly articulates thoughts and ideas
- Able to express ideas to others
- Writes effectively and clearly



- Leverages existing digital technologies
- Adapts to new and emerging technologies



- relationships with colleagues and customers
- Able to work within a team structure
- Can negotiate and manage conflict





- Values, respects, and learns from diverse cultures, races, ages, genders, sexual orientations, and religions
- Demonstrates openness, inclusiveness, sensitivity and the ability to interact respectfully with all people and understand individual differences



• Leverages the strengths of

- Leverages the strengths of others to achieve common goals
- Uses interpersonal skills to
- coach and develop othersOrganizes, prioritizes, and delegates work



- strengths, knowledge, and experiences

 Identifies areas necessary for
- professional growth
- Takes the steps necessary to pursue opportunities



Visit your Career Services Center to learn more.

Source: Career Readiness Resources: www.naceweb.org > Career Readiness > Overview & Resources.







Work Experience

What Job is Right For You?

On-Campus Jobs

It can be challenging to find part-time jobs on campus. Most on-campus jobs are funded and distributed through financial aid, but some are funded by individual departments.

If you are eligible for Federal Work Study, you can contact the Office of Financial Aid for more information about oncampus employment. Some on-campus departments who hire separately from Federal Work Study are Sodexo (all campus dining), the campus book store and the WRAC. You can search on Handshake or go to these departments to ask about openings.

Part-Time Jobs Off Campus

All Part-Time jobs sent to NSU can be found on Handshake. Go to the Career Center website or the myNSU page and click the Handshake link at the bottom. You can also go to: nsula.joinhandshake. com and login with your NSU email and password. Click the Jobs tab and search for part-time jobs.

Internships and Co-Ops

Internships and Co-Ops are valuable opportunities to make sure your career path is right for you. Real-world experience is an essential component in learning and competing for full-time positions after graduation. Below are some great reasons to seek out some experiential learning opportunities:

- » Gain experience in a professional environment
- » Check out the corporate culture at a company you are considering for full-time employment
- » Apply what you've learned in the classroom
- » Build your professional network
- » Clarify your career focus and goals
- » Gain confidence

Volunteer Work

Volunteering is a great way to gain work experience. Whether the experience is in your field or done in service to the community be sure to keep track of duties, hours worked and a contact or supervisor's information. Plan on adding volunteer experience to your resume.

Career Documents

What is a Resume?

A Resume is a brief summary of your skills, experience, and accomplishments.

There are three main types of Resume formats:

Functional Resumes are resumes used to highlight skills and accomplishments. They are most suitable for students with a great deal of volunteer work, school and community involvement, and to highlight achievements.

Tips for Functional resumes:

- » List work experience in reverse chronological order (most recent to oldest).
- » Best for individuals with little to no gaps in work experience.
- **Chronological Resumes** are used to highlight work experience. This resume format is best for students with a consistent work history. It is important to highlight and prioritize relevant professional experience and accomplishments.

Tips for Chronological resumes:

- » List work experience in reverse chronological order (most recent to oldest).
- » Highlight professional experience relevant to the position you are applying for.
- » Ideal if a person several years of experience in one career path or have for several employers in one particular industry
- **Combination Resumes** are used to highlight work experience and skills relevant to the job. This format is typically used for professionals who have several years of experience from diverse backgrounds.

Tips for Combination resumes:

- » List work experience in reverse chronological order (most recent to oldest).
- » Not ideal if there are gaps in work history
- » Should have several years of experience relevant to position applying for.

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Transferable Skills

Transferable skills are developed through experience from employment, education, or training. These skills can be used in a role you are hired to fill for a company. Many people have difficulty identifying their transferable skills. If you have found yourself experiencing difficulty identifying your skills take a moment a make a list of your experiences including paid and unpaid to help in developing a list of transferable skills.

How to use Verbs on your Resume

When writing your resume, you want to include action verbs. Action Verbs are best used when listing job duties because they help make a great impression on potential employers. Action verbs help your resume stand out and highlights your accomplishments.



Using Transferable Skills on your resume?

Use these examples:

Coded a Java program for an App. (Technical)

Organized courthouse documents for attorney research. (Problem Solving)

Initiated new members into Student Government Association. (Leadership)

Choreographed and performed the Nutcracker. (Creative)

Trained middle school students to insert tables into Microsoft Word. (Training)

Assembled hardware for student computers. (Technical)



Having difficulty identifying your skills?

Schedule an appointment with the Career Center staff to help you further explore your transferable skills to highlight on your resume!

Skills Verb Examples

Human

Resources

Advised

Assisted

Counseled

Encouraged

Empowered

Facilitated

Helped

Guided

Joined

Listened

Problem

Financial

Accounted Allocated Audited Balanced **Budgeted** Calculated **Estimated** Forecasted **Formulated** Invested Projected

Leadership

Achieved

Administered

Assigned Chaired Coached Contracted Coordinated Delegated Directed Enforced **Evaluated** Expedited Formed Founded Generated Governed Hired Initiated **Implemented** Judged Led Managed Motivated Negotiated Persuaded Produced Provided Recruited Scheduled Staffed

Supervised

Creative

Adapted Conceived Composed Created Designed Developed Devised Established Forecasted Illustrated **Imagined Improvised Improved** Integrated Originated

Invented

Performed

Publicized

Published

Revitalized

Updated

Visualized

Training

Demonstrated

Evaluated

Instructed

Taught

Solving Adjusted Analyzed **Anticipated** Changed Completed Converted Determined Diagnosed Directed Discovered Doubled Eliminated Examined Executed Expanded Identified Planned Prepared Performed

Recommended

Reconciled

Reorganized

Resolved

Reviewed

Selected

Set up

Simplified

Solved

Tested

Verified

Utilized

Communication

Arranged Authored Assigned Collaborated Conducted Consulted Corresponded Disseminated Drafted Edited **Explained** Influenced Interacted Interpreted Introduced Mediated Planned Presented Proposed Reported Researched Promoted Translated

Adapted Assembled Built Coded Clarified Drafted Engineered Inspected Installed Maintained Mapped Operated Planned Programmed Repaired Surveyed Tested

Tutored Trained

Research

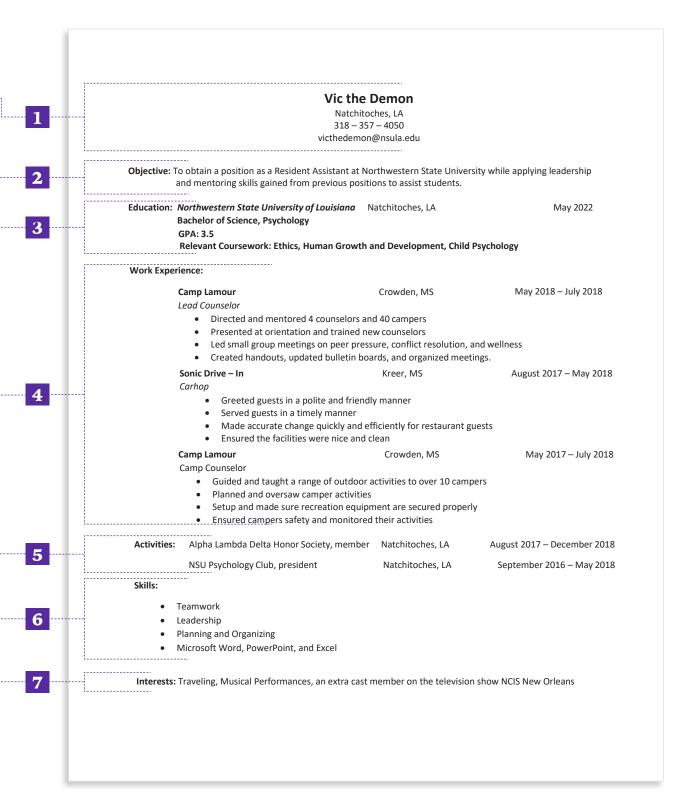
Assessed Compared Compiled Defined Drafted Interviewed Organized Solved Surveyed Summarized

Technical

Wrote

Breaking Down a Resume

- Heading The heading will include your contact information. You will list your full name (first and last name is acceptable), address (city and state), phone number, and email address. Your name should be boldface and the largest font size on your resume. The heading should not include personal information such as race, religion, political affiliation, social security number, or citizenship.
- **Objective** An objective is optional but encouraged. Be specific and state the position you are applying for, what you hope to gain, and skills you may possess qualifying you for the position.
- **Education** The listing of your education should include your school name, location (city, state), expected date of graduation, degree name, major(s), minor(s), and concentration(s). You may also list relevant coursework and honors received such as dean's list or honor's list. If your GPA is a 3.0 or higher you may consider highlighting it on your resume. Be sure to list post- secondary education only in reverse chronological order (most recent to oldest).
- **Experience** When listing your work experience you may consider several headings that best suit your experience being listed such as Volunteer Experience, Research Experience, Relevant Experience, or Professional Experience. When listing any of your experiences be sure to list them by dates in reverse chronological order (most recent to oldest). When listing each experience be sure to list the company/organization name, location (city,state), position title, dates of employment, and three to five job duties for each position. These job duties are best listed using a bullet point format, beginning with an action verb, and stating your responsibilities while working in that particular position.
- **Activities** Listing activities or campus/community involvement should be listed in an organized format preferably by dates. Be sure to include the organization, position(s) held, location (city, state) and dates.
- **Skills** Be sure when listing skills they are relevant to the position you are applying and a correlation between the skills listed and experiences listed on your resume can be made by the potential employer. Consider listing computer skills, second languages, and any training or additional certifications you may obtain. You may also consider listing your level of proficiency in some skills depending on the job requirements.
- **Interests** Listing interests is optional. However, if you choose to list interests be sure they are unique and appropriate. This section is a great way for employers to get to know more about you personally. Your interests can be good conversation topics other than your formal education and training experience.



Combination Resume Example

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Vic the Demon

Natchitoches, LA 318-357-4332 victhedemon@nsula.edu

Objective: To obtain a position as a Resident Assistant at Northwestern State University while applying leadership and mentoring skills gained from previous positions to assist students.

Education: Northwestern State University of Louisiana Natchitoches, LA

May 2022

Bachelor of Science Major: Psychology

Taylor Opportunity Program for Students (TOPS) Scholarship

Employment History:

Camp Lamour

Crowden, MS

May 2018 – July 2018

Lead Counselor

- Directed and mentored 4 counselors and 40 campers
- Presented at orientation and trained new counselors
- Led small group meetings on peer pressure, conflict resolution, and wellness
- Created handouts, updated bulletin boards, and organized meetings.

Sonic Drive - In

Kreer, MS

August 2017 – May 2018

Carhop

- Greeted guests in a polite and friendly manner
- Served guests in a timely manner
- Made accurate change quickly and efficiently for restaurant guests
- Ensured the restaurant facility was nice and clean

Camp Lamour

Crowden, MS

May 2017 – July 2018

Camp Counselor

- Guided and taught a range of outdoor activities to over 10 campers
- Planned and oversaw camper activities
- Setup and made sure recreation equipment are secured properly
- Ensured campers safety and monitored their activities

Activities and Honors:

- NSU Psychology Club, member, 2018
- Students Against Destructive Decisions, president, 2017
- Student Government, secretary 2017, member 2016 2018
- National Honor Society, member, 2015 2018

Chronological Resume Example

Vic the Demon

Natchitoches, LA 318-357-1111 victhedemon@nsula.edu

Objective: To obtain a position as a Resident Assistant at Northwestern State University of Louisiana.

Education: Northwestern State University of Louisiana Natchitoches, LA May 2020

Bachelor of Science

Major: Psychology

Taylor Opportunity Program for Students (TOPS) Scholarship

Honors: Alpha Lambda Delta Honor Society, member August 2017 – December 2018

Activities: NSU Psychology Club, president September 2016 – May 2018

Volunteer/Service Work:

NSU Food Pantry, volunteer
 Helping Hands Soup Kitchen, volunteer
 Adopt a Road Clean Day, volunteer
 Clean-up the Community
 Prairieview Baptist Church Community Outreach, volunteer
 August 2017
 June 2016 – July 2017

Skills:

- Teamwork
- Leadership
- Planning
- Organizing
- Microsoft Word, PowerPoint, and Excel

Functional Resume Example

A Quick Guide To Resume Writing

9 Key Guidelines to make sure that your resume is at the top of the stack

- **WHO GETS THE JOB** is not always the one who can do the job best but who knows best how to get the job! Hence, each detail of this process should have your meticulous attention since people are often screened out on the basis of a poor letter or resume.
- **PEOPLE DON'T READ RESUMES**, they skim them. So think of your resume more as a marketing tool instead of a comprehensive data sheet. Use margins and good spacing which makes it easy for scanning.
- **DON'T USE A LOT OF DATES OR NUMBERS.** This makes it hard to skim. It is best to list dates using month and year. If abbreviating the month or using numbers, be consistent by using one format or the other.
- **USE ACTION VERBS.** Don't use "responsible for..." Instead of "I did", "I was", and "I am", use verbs like "initiated, created, developed, supervised, managed, instructed, counseled, negotiated, maintained, ..." etc.
- **EMPHASIZE SKILLS,** especially those which transfer from one situation to another. The fact that you coordinated a student organization leads one to suspect that you could coordinate other things as well.
- **DON'T USE NEGATIVE WORDS.** Don't apologize for lack of experience or weaknesses. Be positive, capitalize on strengths, and leave out the negative or neutral words. If your health is "excellent" then don't say "not bad". Avoid negative prefixes or suffixes
- **RESUMES SHOULD BE ONE OR TWO PAGES.** Anything longer is an autobiography, not a resume. Don't overwhelm employers with information.
- **EXPOUND ON YOUR RELEVANT EXPERIENCES,** condense jobs or experiences which are not directly related. This means that you slant your resume to the type of job you are seeking. Hence, you will need more than one resume if you're applying for different types of jobs.
- **EXPECT A PHONE CALL** if they are interested. Most employers call to make an interview. Seldom will they write. Hence, make sure they have your phone number.

VISIT THE NSU CAREER CENTER FOR MORE TIPS

online: www.careercenter.nsula.edu • or call: 318.357.4050

Resume Checklist

VISUAL APPEAL

- ☐ Fill one page without overcrowding
- ☐ Page margins are balanced & appropriate
- ☐ Font style is consistent and professional
- ☐ Font size is readable
- Print on high quality paper
- ☐ Title document appropriately if sent via email ex: [lastname]resume.doc
- Consistent use of special characters and styles (ex. periods, bold lettering, all CAPS, italics, indentions, etc.)

ORGANIZATION

- ☐ Use reverse chronological order when listing items
- ☐ Use consistent formatting of bullets, bold lettering, italics, capitalization, etc.
- ☐ List most important items in the top half of the resume

HEADING

- ☐ Header contains name, city, state, phone number and email address
- ☐ Remove hyperlink for printed version
- ☐ Name stands out
- Include a line or other minor graphic to set heading apart from the rest of the resume

OBJECTIVE/SUMMARY

- ☐ An objective briefly describes specific, short-term goals
- ☐ A summary is a brief (1-3 sentence) description of skills and experience

EDUCATION

- ☐ Include only post-secondary education
- ☐ Official degree name is listed
- ☐ Minor is included, if applicable
- □ Name of the institution and location (City, State) is included
- ☐ List month and year degree will be earned
- ☐ List GPA, only if 3.0 or above
- ☐ Include academic honors or study abroad

SKILL DESCRIPTION

- ☐ List at least two experiences with three-five bullet points highlighting skills
- ☐ Skill descriptions begin with action verbs and clearly define skill development
- Each Experience lists; position title, company/organization, location (city, state), and dates worked
- Use appropriate verb tense

GRAMMAR & SPELLING

- ☐ No first person or personal pronouns used
- ☐ Check for spelling errors
- ☐ Limit use of abbreviations
- ☐ Check for grammatical errors



Not sure if your resume will help you get the job? Use this Checklist as a guide when creating or revising your resume

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Curriculum Vitae

Curriculum Vitae, also known as CV, is a document listing all a person's life accomplishments. CVs are commonly used for seeking employment pertaining to research in academia.

Curriculum Vitae Example

Vic the Demon

Natchitoches, Louisiana

123.456.7891

vicethedemon@nsula.edu

Educational Background

Northwestern State University of Louisiana Ph.D. in Adult Education December 2019 Natchitoches, Louisiana

Northwestern State University of Louisiana Master of Science, Psychology May 2015

Natchitoches, Louisiana

Northwestern State University of Louisiana Bachelor of Science, Psychology December 2011 Natchitoches, Louisiana

Awards and Honors

•	Victory Foundation Fellowship	2018 - 2019
•	Demon Graduate Research Fellowship	2017 - 2018
•	Alpha Lambda Si	2016 - 2017
•	Future Expectations Honoree	2015 - 2016

Research Experience

Doctoral research: Gallapsy College of Education, NSU

2015 - 2019 · Comparison of retention rates in students with developmental disabilities seeking disability

- · Development of career curriculum to promote job outcomes for students

Teaching Experience

Teaching Assistant, SAHE 4000

August 2017 – December 2019

- Northwestern State University, Natchitoches, Louisiana
- Facilitated class discussions for various class sections
- Held regular office hours and graded papers
- Created outreach events and activities to meet curriculum requirements

Professional Experience

Child Care Worker

May 2017 - August 2017

- Little Feet and Future Leaders, Bossier City, Louisiana
- Prepared children ages 0 8 meals daily
- Ensured kids hygiene was properly cared at designated times and as needed
- · Assisted children with learning school lessons designed by the teacher
- Ensured all areas were safe and clean for children

CV vs. Resume

- ☑ CVs are typically several pages whereas resumes are generally 1-2 pages in length.
- ☑ CVs have more categories than resumes such as publications, research experience, and providing services to universities such as serving on advisory board councils and committees.
- ☑ CVs are often formatted differently. Preference for formatting will be made by industry or employer. Be sure to check on the latest updates, preferences, and trends from a faculty member of the university.

Cover Letters

It is important to write a cover letter when applying for a job. Cover letters

allows you to give a brief introduction as to why you qualify for the position,

reason(s) for being interested in the job and gives you an opportunity to briefly mention personal characteristics that may not be on your resume.

Tips for Writing a Cover Letter:

- Separate your content into 3 or more paragraphs, but do not exceed 1 page.
- List the contact or employer information and be sure to address it accordingly. If it's not listed, address your cover letter using the following introductions: Dear Sir or Madam, Dear Hiring Manager, Dear Hiring Committee. Try not state "To whom it may concern."
- Use similar terms and language listed in the position description when writing your cover letter to help employers see that you possess the skills and traits they are seeking
- Be sure to skip four lines between "sincerely" and your typed name to allow enough space for your handwritten signature.

COVER LETTER FOLLOWING A CAREER FAIR

Metairie, LA 70002

Ms. Jane Doe ABC Company 12345 Cypress Street, Suite 143 Natchitoches, LA 71497

Dear Ms. Doe:

I would like to apply for the sales associate position that we discussed during the Career Fair at the Northwestern State University on September 29, 2008. My varied sales experience and my bachelor's degree in Business Administration are my strongest qualifications for this position.

As you can see from the enclosed resume. I have sold a variety of products through my extracurricular activities and have worked in a banking environment through my cooperative education position. My marketing, computer research, and custome relations experiences, as well as my oral and written communication skills, should prove invaluable to increasing ABC's sales volume. I am enthusiastic about pursuing a career in sales with ABC because of its diverse product line and international scope.

555-1212 from 2:00 until 5:00 daily. I look forward to hearing from you soon



John Smith John Smith

WRITING YOUR COVER LETTER: WORKSHEET

Walter Williams Director, Human Resource Big Tex Products, Inc. 1323 West Texas Avenu Big Town, Texas 78787

Re: Accounting opening, Job #7876 [if you want to refer to a specific job opening]

Dear Mr. Williams: [or, "Dear Sir/Madam:" if you cannot find a name

[FIRST PARAGRAPH]: Tell them why you are writing and that you have attached you resume for his/her review

I am very interested in the accounting position now open in the Big Tex Products business office. To be considered for this opening I have attached my resume for your review.

[SECOND PARAGRAPH]: Tell them in three (A,B,C) most important reasons how you match what they are looking for in this job opening. In other words, what are your three best

In May, I will graduate with honors from Northwestern State University with my Bachelors of Science in Accounting (minor in Marketing). While attending NSU, I served as Treasurer of Student Government with responsibility for all financial accounting. In addition, I have two

[THIRD PARAGRAPH]: Conclusion and next step. Tell that you want and are ready for this iob, and that you will be happy to interview if you are qualified and of interest to them. No

I bring a solid work ethic and strong motivation as I begin my professional career as an accountant. If my qualifications match those you seek for this opening. I will be happy to meet with you to further discuss this opportunity

Vic Demos

Vic Demor

Solicited Cover Letter Encl: Resume

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Social Media

Building your brand online and networking with professionals in your field using social media can be a valuable tool in building your career.

Below are some recommendations for using social media in your career search. Recruiters and employers use social media to learn more about candidates.



Use a professional profile photo. Your cover photo can indicate your interests.

Choose a Twitter handle that will be recognizable as you.

Tell your story in your bio: university, class year, major, and keywords describing your career interests.

Add a link to your LinkedIn profile, your personal website, blog, and/or online portfolio.



Use a professional-looking picture—you can use the same picture on all of your social media pages.

Add the following to the "about" section: internships and other educational experience, a short bio, and links to other professional social media.

Follow organizations you're interested in to discover intern and full-time job opportunities, announcements about the company, and potential contacts in the organization.

— Pinterest

Drop your professionallooking picture on your main page.

Select a username that is consistent with your other social media platforms.

Create a bio that reflects your goals and brand.
Who are you? Why are you using Pinterest? What are your professional aspirations?

Create boards using images and content to share your interests and experiences in your field.

LinkedIn in

A positive online presence on social networking sites such as **LinkedIn** can provide excellent ways to connect with recruiters and other professionals. It can also be a valuable way to promote your professional image online.

On LinkedIn, You Can:

- Keep up with trends and specific industries and industry experts
- ☑ Follow companies in which you are interested in working
- ☑ Connect with recruiters you meet at Career Fairs or Events
- ☑ Search for jobs
- ☑ Research before an interview
- ☑ Join groups related to your academic and career interests

Professional Headshots:

- Having a current, professional photograph on LinkedIn can help you network and connect with people you have met at Career Fairs, Events and through interviews.
- Attire for headshots is business professional or business casual.
- ☑ Students can have a professional headshot made at no charge. Current students can contact the NSU Supervisor of Photography at 318-357-4201 to schedule an appointment for a headshot.



Karen Loach · 3rd
Career Services- Education

Natchitoches, Louisiana · 346 connections · Contact info

≜ Message

More...

Northwestern State
University

Information courtesy of the National Association of Colleges and Employers.

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The Job Search



- **Start with the end in mind.** What roles, industries, companies, and locations are you going to target? Research positions that align with your interests, skills, experience and degree.
- **Get Organized.** Create a strategy and timeline for your search
- **Update your documents.** Build a great resume. Draft a sample cover letter that you can customize for each job. Consider printing business cards with your basic information to hand out at Career Fairs.
- **Get out there.** Check Handshake often for Career Fairs and events on campus and virtual Career Events. Search for positions often. Join professional organizations and attend events often. Talk with professors and instructors about your plans and seek connections.
- **Get social.** Create a LinkedIn account and connect with former co-workers, fellow students, mentors, and professors. Clean up your other social media accounts. Employers really do check! Google yourself and see what pops up.
- **Apply.** Apply for positions that match your interests, skills and qualifications. Utilize Handshake, company websites and Linkedln.
- **7 Follow-up.** After the position closes, follow up with the hiring manager, if possible.
- **Get Ready.** Prepare for a successful application. Brush up on your interview skills and make a Mock Interview appointment with the Career Center.

Avoiding Fraudulent Employers & Scams

Use extra caution if:

Company does not have an established website.

You receive a job posting or offer via spam email.

Email is sent from yahoo, gmail, etc. instead of a company domain name.

Correspondence includes typos or misspellings.

Companies request your social security number, bank information, or a photo ID before a job offer or interview.

You are offered a different position than what was advertised.



Research Employers

- ✓ Visit the company's website.
 Review it carefully for legitimacy. Is it poorly developed or unprofessional?
 Google the contact information to verify.
- Search glassdoor.com, ftc.gov, or bbb.org to read reviews and get additional information about a company.
- ☑ Review the job posting carefully. Make sure you understand the pay rate, whether the position is paid hourly or on a salary basis.

Don't Fall for Payment Transfer/Forwarding Scams

- Never...Provide personal bank account, PayPal or credit card information. A legitimate company will only ask for direct deposit information after you have been hired and have filled out formal paperwork.
- Never...Wire or transfer money from a personal bank or PayPal account to an employer. Fraudulent employers will ask you to deposit a check keep a portion and wire the rest back. The checks are almost always no good.
- Never...Pay upfront fees for an employer to hire you.

Job Search Plan 28

Navigating Career Fairs



Creating Your Elevator Pitch

You can always practice your elevator pitch, which is a brief speech about you. An elevator pitch may be used at career fairs, during an interview when asked, "Tell me about yourself," at a networking event, or when visiting companies.

A good formula to use for developing an elevator pitch is:

Name + what you're currently doing + what you've done in the past + what you hope to do in the future = A Great Introduction

Example: "Hi, I'm Jill Smith, I'm currently a Junior Accounting major at NSU. I've just finished up an internship with Price Waterhouse Cooper in Dallas, and I plan on becoming a CPA and working in tax accounting when I graduate."

Talking Points:

- Introduce yourself, give your first and last name
- 2 Tell employers about your chosen major and your potential career path
- **3** Talk about what you learned by researching their
- 4 Ask questions about their company (that you cannot find from researching online)
- Learn about internship and employment opportunities

Benefits of attending Career Fairs:

- ✓ Learn about career opportunities and companies as you prepare for internship and job opportunities
- Network with employers and gain contacts that you can develop relationships with before you begin your full-time job search
- Become more comfortable with talking to recruiters while practicing your elevator pitch

Navigating and Networking Tips:

- Be open-minded
- Research companies and employers that attend career events (see what opportunities/roles are of interest to you)
- Prepare for career events (update your resume and print several copies)
- Get employers' business cards so that you can follow up with them after the event
- ALWAYS thank them for their time



To learn what companies and employers are attending a **Career Event:**

- » Log in to your Handshake account
- » View upcoming events/ upcoming career fairs
- » Select the Career Fair
- » Check out the list of companies who have registered.

Dress for Success!

A GUIDE ON HOW TO DRESS FOR YOUR **NEXT JOB INTERVIEW**

Business Professional





SUIT JACKET & PANTS/SKIRT **SUIT SHOULD BE MATCHING COLORS**

PERSONAL ITEMS & CELL PHONES

Keep cellphones turned off and out of sight with personal items



BRING ESSENTIALS ONLY! Carry a portfolio, professional bag or simple purse

Business Casual

DAILY WORK ATTIRE

BUSINESS CASUAL COLORS & STYLES

NICE PANTS/SLACKS
DRESSES NO JEANS, SHORTS, SUNDRESSES OR ATHLETIC WEAR







JACKETS & SHOES Blazers & cardigans with flats, boots, closed-toe shoes, or



General Reccomendations

IT'S ALL ABOUT THE FIRST IMPRESSION

CLOTHES SHOULD BE:

TAILORED IN GOOD CONDITION WRINKLE & LINT FREE















Northwestern State University Career Guide **Navigating Career Fairs**

Interviews

It is important to prepare for your interview by researching interview questions. Most people find it most difficult to prepare for behavioral and situational interview questions. To help prepare responses to behavioral and situational interview questions, start by reflecting on past experiences that involved teamwork, leadership, ethical dilemmas, problem solving, time management, failure and opportunities to take initiative.

The S.T.A.R. Technique

Using the S.T.A.R. technique can help you provide clear concise responses to situational and behavioral questions. Below is an example of how to apply the S.T.A.R. technique when asked situational/behavioral interview questions.

Question: Tell us about a time you had to work under pressure to achieve a deadline for a particular project or task.



Situation

Describe the situation that required you to demonstrate the skill. I was assigned a team project for a history course in college.



Task

Describe the task assigned. Be sure to state the goal of the task you were working to achieve. Three classmates and I began working on the project together. However, one classmate became ill and was not going to be able to finish their part by the deadline which was two days away and we still had to finish our individual parts.



Action

Describe the actions you took to fix the situation. Be sure to give enough detail about the actions you took. To help you stay on track you can give those details step by step.

My two classmates and I decided to divide the remaining work to complete the project by the deadline.



Result

Describe the outcome of the situation based on your actions. Be specific in stating the effect, what happened, things you learned, and how you may apply what you learned going forward.

In the end, we were able to meet the deadline and it taught me teamwork is important and reassured me there truly is no "I" in team. In the future, I will likely set an earlier deadline than the actual deadline for both my part and the group to give us time to plan accordingly and prepare for issues similar to this situation that may arise.

Below are examples of questions you may find beneficial as you prepare for an upcoming interview.

Personal

Describe yourself.

What are some of your strongest assets?

Are you creative?

Give us one example of your creativity.

Why should we hire vou?

What satisfactions have you gained from your studies?

Tell me some things about yourself.

What motivates you to put forth your greatest effort?

What are your some of your weaknesses?

Phone Interview

Answer your phone on time for your interview. It is best to prepare and be ready at least 5 – 10 minutes early.

Conduct the interview in a quiet location.

Do not eat during your interview.

Keep your resume nearby as a reference.

Be near a landline, if possible in case your phone loses cellular signal.

Professional

Tell me in your own words what this position entails.

Where do you see yourself in the next 5 years?

What action would you take as a supervisor to establish teamwork in the organization?

What are some constructive methods of dealing with stress?

How do you deal with risk on a job?

What aspects of your career are you excited about?

How would you support and motivate your team to achieve ambitious goals you set?

What are the characteristics of a successful team?

Name some of the pitfalls to be avoided in building an effective team.



Many companies are now taking advantage of virtual and phone interviews.

It is a efficient and cost saving way to conduct interviews. It is common for a person's first interview to be conducted virtually or by phone before their face to face interview.

Situational/Behavioral

Imagine you're assigned an important task, but your team members keep interrupting you with questions. How do you complete the task, and how do you respond to your team?

Imagine you are required to work with people at various levels within your organization. What would be the best steps to take to work effectively with those people?

You supervise a group of civilian employees. Your employees appear to be at odds with the uniformed personnel. What steps can you take to improve the teamwork between civilian and uniformed personnel?

Tell me about a time/situation you had a conflict in the workplace? How did you work to resolve it?

Tell us about a pressure situation you were in that would demonstrate your ability to work under pressure.

What are some ways you maintain organization?

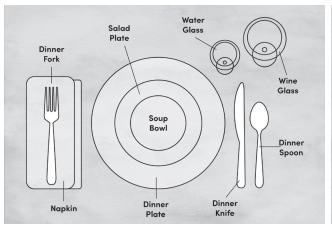
Tell us about an experience you had where you were dealing with a variety of different people.

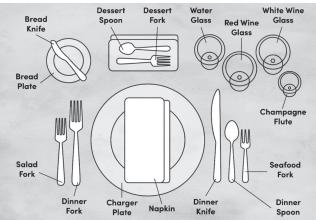
Phone & Virtual Interview Tips:

- Be sure to test out your technology, including the internet connection in advance.
- 2 Practice your interview before hand.
- **3** Conduct your interview sitting in a well-lit room.
- Choose a clean and professional space to conduct your interview. Minimize distractions in your environment. No pets or loud noises should be in the background.
- Maintain good eye contact. Be sure to look at your camera and not down at your screen. It is often helpful to prop your laptop on something a little higher to ensure you are looking at the camera.
- 6 Dress in full business attire.

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Professional Etiquette





images courtesy of Wayfair.com

Dining Etiquette Tips:

- ✓ Bread should be broken not cut. Put a serving of butter on your plate and use as needed.
- ✓ Always place your napkin in your lap. In the event you need to be excused to answer your phone or go to the restroom place your loosely folded napkin in your seat.
- ✓ When cutting meat be sure to use a knife and fork. You will hold the fork in your left hand with the prongs facing downward and the knife in your right hand with your index finger an inch from the handle.
- Only eat finger foods with your finger if the other foods served can be eaten with your finger/hand. Example of finger foods may be chips and salsa or French fries.
- Order foods that can be eaten with utensils and not the most expensive items on the menu.
- ✓ Your drink will always be on the right side.
- Do not put your arms or elbows on the table.
 When you are not eating be sure to put your hands in your lap.
- ✓ Wait until everyone is served before you begin eating.

- ✓ Before adding seasoning taste your food. If you need salt and/or pepper they should be passed to your left and set on the table not directly in your hands as a set. If someone asks you to pass those items.
- Servers typically serve food from their left and clear from their right.
- Chew with your mouth closed and do not talk or laugh with your mouth full.
- ✓ If you need to sneeze or blow your nose excuse yourself to the restroom.
- ✓ Avoid discussing topics related to religion or politics and instead focusing appropriate hobbies, books, movies, and traveling.
- When eating soup do not blow on it, let it sit and cool. Be sure to dip the spoon into the soup and lift spoon with the soup away from you. Sip from the edge of the spoon and do not slurp.
- Your utensils will be used beginning from the outside and working your way in. This is the proper etiquette due to the order in which our food will be served.

Office Etiquette: Keep your workspace clean and free of clutter. Be sure to clean up after yourself in any shared spaces. Be mindful of heating up strong smelling food and don't be the coworker who burns popcorn in the office! Make sure to reload paper in the copier if you deplete it, and empty the shredder if you fill it up.

Business Socials: Attend when you can. Important connections and team building happen at work socials. Try to meet new people. Keep your reputation in mind, this is not the time to cut loose and overshare or overconsume. Put your cell phone away and give the event your full attention.

Be a good Teammate:

Contribute to all team projects and maintain your deadlines. Try to cooperate with all different personality types and set clearly defined goals. Check in often with your team to stay on track and help them stay on track. Please, thank you, holding the door open, returning borrowed items, and general kindness can go a long way to creating a great team environment.

Punctuality: Pay attention to work hours and company policies on breaks and absences. Be on time for work. Avoid requesting leave for the first few months on a new job. Be early or on time when meeting deadlines.

Introductions & Greetings:

Stand up to meet a person, make eye contact and give a firm handshake.

Phones: Keep your cell phone on silent mode and avoid using it excessively during the workday. Answer your work phone with a professional greeting. Return messages and calls in a timely manner. Be sure to leave a voicemail with your name and phone number if you are trying to reach someone. Speak slowly and clearly, so you can be understood on voicemail.

Email: Respond to your emails in a timely manner. Most office communication is done via email and you will be expected to check it often and respond. Begin with a clear subject line. Use a professional salutation like, "Good morning," or "Dear Ms. Smith". Use exclamation marks sparingly. Be cautious with humor in email, it can be misunderstood. Think twice before hitting reply all. Include a signature block with your contact information. Proofread every message carefully. Add the email address last to avoid sending an email that is unfinished. Double check that you are sending an email to the correct recipient. "Mind your tone, it's easy to misconstrue meaning without facial cues to go along with it. No emails are confidential, your employer can read them any time and the recipient can forward an email to anyone. Make sure that you do not write anything in an email that you wouldn't want others to see.

From: HappyGirl@...com To: mrjones@nsula.edu Subject: hey hows everything? can you tell me what i missed today bc I was out. i need an A and can you tell me what to do to get it? also can you write me a reference for my job application? From: student@nsula.edu To: mrjones@nsula.edu Subject: Reference Request Dear Mr. Jones, Thank you for taking the time to share what I missed in class last week. I also appreciate your advice on the potential job we discussed. Would you be willing to write a letter of recommendation for me? I can stop by during your office hours tomorrow to discuss it. Best regards, Full Name

The Job Offer



You Got the Offer...NOW WHAT?!

The Offer,

Get it in writing. Ask for an offer letter. Offer letters confirm the details of the position and should include the position title, salary, start date, reporting supervisor and deadline to respond to the offer.

Tips to ask for an offer letter:

Be polite and show enthusiasm for the offer and position while asking for a letter that outlines the offer details and any benefits included.

Deciding,

Recruiting cycles can vary widely for employers. Employers spent time and money on searching for you and want to know your decision in a timely manner. Most job offers will have an expiration date or deadline for you to decide. One week is an acceptable timeframe to consider the offer and come to a decision.

Some possible responses after an offer,

Open with Gratitude:

"Thank you very much. I am excited to be selected." Ask for more time:

"I would like time to discuss this offer with my family/advisor." **or**

"I have further interview commitments scheduled within the next week and would like time to complete them before accepting." **or**

"I have received another offer and would like to evaluate both before accepting."

Finish on a Positive Note:

"I am very excited to give you a formal response! I will be in touch by the end of the week. Please let me know if this works for you and if you have any further questions."

Negotiating,

When should you negotiate?

If the offered salary and benefits are below average or below other offers you have received. If the position description lists the salary as negotiable. Keep in mind: Employers may have a set pay scale for the position with a beginning salary, a midpoint and a maximum. Many factors go into determining pay on a scale. If you have the minimum qualifications for a position and no experience, the beginning salary is fair. If you have the minimum

qualifications, plus the preferred qualifications and more experience than is required, you might be able to justify negotiating a salary at the midpoint of the range.

Make sure you consider what is reasonable and fair before you begin negotiations.

Accepting the Offer,

Call the person who extended the offer to accept the job. Confirm the date, time and location of your first day of work. Ask what you will need to bring with you to complete all hiring forms, and verify the dress code.

Immediately after the phone call, confirm with the hiring manager via email, as well. Be sure to include the position title, start date and pay in your confirmation.

Sign and the formal offer letter and return it to the employer. Contact any other employers who have offered you positions to decline and thank them for their interest.

Declining the Offer,

If you choose to decline an offer, make sure that you are professional and courteous. You never know when you might run into that hiring manager again. They might be a future co-worker! You should call the hiring manager and thank them for the offer and their time. Explain that after giving it much thought and consideration, you have decided to decline. You can choose to disclose where you decided to accept, or not. Just be sure to be professional and polite.

Changing your mind,

By accepting an offer in good faith, you have made a professional commitment to an employer. It is not a good practice to continue pursuing other positions. Employers and recruiters spend time and resources looking for great candidates to work with them and it's important to be respectful of that by fully evaluating an offer before accepting it. Ask for and take extra time to decide, if you need it.

If you must turn down a job offer you have already accepted,

Be sure: There is no going back once you've turned down an offer you have accepted.

Read your contract: Know if you have any legal obligations for rejecting the job.

Do it now: Let the employer know as soon as you have made your decision. They won't be happy, but they will appreciate having time to hire a replacement.

Keep it short and sweet: Call the employer and speak to the hiring manager directly. It will be an uncomfortable conversation,

but it is the best strategy. Thank the employer, they spent time and resources recruiting you and hiring you. Explain that it was a difficult decision and try to avoid burning bridges.

Be prepared for a counteroffer: The employer might ask what it would take to change your mind. Be prepared for that and know what it would take.

Learn from it: Try to avoid this scenario in the future. Ask for more time to decide, if that's what you need.

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Graduate School

Tips for decision making and planning for Graduate School

Start Early,

Begin at least six months before you plan to apply by exploring options and researching graduate schools. Register for any entrance exams early and give yourself time to prepare for them.

Know Your Industry,

- Learn as much as possible about your chosen field. Informational interviews and shadowing professionals for the day can help you understand the profession and gain insight into what it takes to be successful.
- Identify Your Target Schools,

 Create a spreadsheet with application requirements and deadlines and stay on track to complete all requirements on time. Build a timeline and stick to it.
- Visit The Campus,
 Contact the Graduate School and set up a tour to help you narrow down your selections.
- Funding,
 Know how you plan to pay for Graduate School and research all funding avenues including scholarships and fellowships.

Job and Internship Strategies for International Students

- **Build a Network.** Making connections in your chosen field is one of the most effective ways to find out about positions and get hired.
- **Communication is Key.** Being able to collaborate with a team and effectively communicate with coworkers will be key to your success. Work on your English language skills, non-verbal communication and interpersonal skills. Get involved on campus and practice connecting with other students.
- **Find International Friendly Employers.** Research companies who are interested in international candidates and find out what they are looking for.
- **Prepare.** Follow the guidelines in the previous sections on developing a resume, cover letter, interview skills, etiquette, and preparing for a job search.
- **Understand Your Work Authorization.** Visit the International Student Resource Center website or office in Russell Hall for more information on work authorization
- **Have a Backup Plan.** Explore opportunities in the US and in your home country. Find out where your education and experience are most in demand and explore employment options there.
- Be Honest with Employers. You'll have to decide what point you want to reveal your immigration status to employers. Be sure to respond honestly about your immigration status and work authorization. Discuss this with employers before the interview process is over so they have all the information they need to make a hiring decision.















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To Contact the Career Center:

call 318-357-4050 or visit us in the Friedman Student Union, Room 306