Career Directions
2014-2015

A Graduating Student's Guide to Career and Employment Services at La Salle University
“Career Directions”

Your Guide to Begin Your Career Journey

Your final year at La Salle is not only the culmination of your life as a student, it’s also the time you should start planning what will hopefully be a long and successful journey to a fulfilling life after La Salle! That’s what Career Directions is about: helping you get a head start on your life as a ‘La Salle alum’.

The best way to ensure the success of any voyage is to start off with careful planning. Ideally, you want to chart your course by having some idea of where you want to go. The same holds true for life after La Salle: the more you can picture your eventual destination, the smoother the journey becomes. But don’t feel pressured to make life-impacting decisions right away. It’s not too late to set off in a new direction, if you discover one that fits you. You can even still take a “dry run” at a career by doing an internship—one of the best ways to discover if you are on the right track. Use this year to explore possible destinations—the whole world is out there for you to discover!

Career and Employment Services is here to help you with all aspects of the career planning process and job search, whether you are looking for a post-grad internship, a graduate program or a real-world job! We encourage you to take advantage of all available resources and take charge of your career planning. Use Career Directions as a guide to help you explore ALL your options—everything described here is free, convenient, practical, and informative!

As you start your expedition to becoming a La Salle graduate, Career and Employment Services will be there to help you navigate the path to success.

Sincerely,

The Staff of Career and Employment Services
Start with Self-Assessment

Individual Career Counseling

So you’ve heard there are no jobs for English majors, or that Information Technology is a hot field right now? Do you think you need a biology degree to go to medical school? There is much conflicting advice to sift through. The staff at Career and Employment Services is constantly researching new fields, developing new job leads, and talking to human resources professionals and graduate schools admissions counselors.

Because of that, we are a knowledgeable source at your disposal. We can help you determine what you’re good at and match that to something you will enjoy. We offer flexible evening hours and walk-in appointments. We’re just across the quad in the Lawrence Administration Center. So stop by; you’re too young to have worry lines!

FOCUS 2© & Self-Assessment Tools

This web-based program assesses your skills, interests and values, and provides you with career options and information. Based upon your answers to a few quick surveys, FOCUS 2 statistically determines which fields you may be happiest in.

FOCUS 2 uses your answers to a series of questions to determine what sort of work environment would be most fulfilling to you, based on the degrees to which you prefer to work with data, ideas, people, or things.

In addition to FOCUS 2, the Self-Directed Search© (SDS) is a paper-based assessment also available.

Stop in to Career and Employment Services to obtain instructions for FOCUS 2 or pick up a copy of the SDS. And don’t forget to make a follow-up appointment.
La Salle’s Best Kept Secret

We know you’re busy, living life in the fast lane. You can still access Career and Employment Services from the convenience of your bedroom, dorm room or wherever.

**EXPLORENET is our job posting and recruiting database**, which will help you start your job search, participate in on-campus recruiting, search for job openings, and network with employers and alumni.

Log on to **EXPLORENET** and complete your profile **today!**

**eXplorenet: lasalle.experience.com**

Your username is your student ID# + lsu (eg: 1234567lsu) and your password is your birthdate (MMDDYY format).

**Home** – is where you are one click away from the newest jobs, jobs with schedules, upcoming deadlines as well as seeing upcoming events, your saved searches and favorite jobs.

**Profile** – contains your personal, academic, and future plans. Complete this section and keep it updated so we can find you when employers ask for resumes.

**Documents** – upload and store your resumes, cover letters, writing samples and other documents you may need to send to an employer.

**Applications** – tracks all of your eXplorenet job applications — you can visit this section to find out if you’ve been selected for any interviews. You’ll still need to keep track of applications sent outside of the system—it’s good, but not **that** good.

**Calendar** – lists workshops, resume deadlines, interview dates, employer information sessions, job fairs. It’s all here and updated daily. So keep checking back!

**Jobs & Internships** – is the place to search for jobs, find internships, or look for one specific employer with one specific job. Here’s where to find all things job-related. You can save searches and create folders—all to make the job search easier.

**Employers** – Not all employers have jobs posted, but we still maintain information on them. Look for employers in specific industries. Here’s where to find all things employer-related.

**The Experience Tab** – provides access to information, people and opportunities that can open your eyes to exciting new possibilities, and open doors to make them happen. Find answers to questions you didn’t know to ask.
Preparation Really Does Pay!

From writing your resume to negotiating salary and benefits, use our workshops and services to buff up on getting the interview and landing the job.

Real World Education: Internships Pay Off

Internships: Get your feet wet in your field of choice and see what opportunities are out there. A typical internship requires 10-20 hours/week while earning academic credit and/or getting paid. Come see us to learn more about internships and get help setting one up — it’s not too late!

Resume Writing 101

You get about fifteen seconds to impress a recruiter with your resume, how are you going to do that? Schedule an individual appointment, stop by during walk-in hours, or come to a resume writing workshop to find out how!

See a sample resume on the next page; other resume samples are available at Career and Employment Services.

Top 5 Resume Writing Tips:
1. Be brief! Stick to 1 page; a 2 page resume is for the more experienced or advanced job seeker
2. Use action words and phrases to communicate your skills, abilities, accomplishments, and duties
3. Present the most important information first, such as education and relevant experience
4. Highlight strengths and link them to employers’ needs; minimize irrelevant information.
5. Check for spelling and grammar issues & DO NOT USE A STANDARD TEMPLATE

Career Workshops

Check eXplorenet for dates and times for these workshops and more!

- Interview Skills
- Job Search
- Handling Job Fairs

- eXplorenet
- Networking
- Social Media

See a full list of FREE services and resources provided to you by Career and Employment Services on page 15.
Sue Plyndemand  
6216 Columbia Ave  
Phlorsham, NJ 09094  
(212) 555-2371 • demands9@lasalle.edu

**OBJECTIVE**  
To acquire a challenging full-time entry-level position in the insurance industry where I can apply my experience and outstanding analytical skills

**EDUCATION**  
La Salle University, Philadelphia, PA  
Bachelor of Arts degree, May 2014  
Major: History  Minors: Economics, Accounting  
GPA: 3.54

**RELATED COURSES**  
- Econometrics  
- Microeconomic Theory  
- Macroeconomic Theory  
- Financial Accounting  
- Statistics  
- Calculus & Analytic Geometry (6 cr)

**HONORS**  
- Dean’s list – 6 semesters  
- Founder’s Scholarship Recipient  
- Omicron Delta Epsilon, International Honor Society in Economics

**LEADERSHIP ACTIVITIES**  
Financial Vice President, Gamma Phi Beta  
Building Global Bridges Skills Program, Opportunities Industrialization Centers International (OIC, Inc.)  
Tutor, Neighborhood Tutoring  
Monster Diversity Leadership Program

**SKILLS**  
- Excel, Word, Access, PowerPoint, SAS Programming

**PROFESSIONAL EXPERIENCE**  
**LA SALLE UNIVERSITY**, Philadelphia, PA  
Research Assistant, Sept. 2013 – present  
- Utilize various databases to conduct research on the use of rhetoric in economics and produce a compilation of literature reviews  
- Schedule and conduct informational interviews with the economics faculty  
- Prepare content for the economics department website

**NEW YORK AND COMPANY**, Willow Grove, PA  
Sales Associate, Nov. 2012 – present  
- Ensure quality customer service and respond to customer inquiries  
- Given responsibility by the managers to assist in closing the register and implementing floor plans  
- Responsible for training new employees

**THIRD FEDERAL BANK**, Philadelphia, PA  
Intern, June 2011 – August 2012  
- Conducted research on mortgage market using a variety of data and produced a comprehensive annotative bibliography  
- Trained in SAS programming  
- Learned the economic and social aspects of the U.S. mortgage market  
- Facilitated the planning, preparation, and execution of department-held conferences  
- Attended conferences and outreaches pertaining to the economic revitalization of Philadelphia
So, how do I get a job?

If you’ve decided to look for employment after graduation, Career and Employment Services has some suggestions on making the process easier. Once you’ve picked a direction you’re interested in, come and find out what sort of jobs are available in that field. There may be possibilities you’ve never considered. Below are some ways to get real world information.

**Job Search Checklist**

___ I can name two or three careers/jobs I plan to pursue.

___ I have researched potential career fields: typical entry-level jobs, typical salaries, best geographic area for jobs, etc.

___ I have identified 10 potential employers for the type of work I’m seeking.

___ I have had my resume/cover letter reviewed by a Career and Employment Services counselor.

___ I have developed my “30 second speech” for short encounters with employers.

___ I have identified 3 individuals who will serve as references.

___ I have prepared for interviews by practicing my responses to typical questions and/or made an appointment for a mock interview at Career and Employment Services.

___ I have interactive access to eXplorenet, check the site at least once every week for openings, and have uploaded my resume.

___ I have a LinkedIn profile that I actively use and is completed with the most up to date info.

___ I have targeted specific employers and contacted them.

___ I have made a networking circle of personal and professional contacts and keep in touch with them.

___ I have a list of websites that I check for job openings (see page 12 for a list of job search sites).

___ I have a system for keeping track of my contacts, interviews, and other job search activities.

___ I follow up on every interesting job lead immediately.

___ I follow up each application with a phone call or e-mail to the employer requesting a job interview.

___ I send thank-you letters or e-mails to every person with whom I interview.

___ I have reviewed my social media presence to be sure it appropriately represents the professional image I intend to project.
Take the NETWORKING Challenge!

Networking is among the most effective career development and job-search techniques. Many job seekers spend their time looking at job postings and want ads, but these seldom provide a complete job description. That’s where networking can play a role: savvy students use networking to get the full story about organizations, positions, and career-growth opportunities.

Make networking part of your daily activities:
You can easily make networking part of your normal daily activities. For example, it’s likely you’re being asked by friends and relatives about your post-graduation plans. Share details with them about fields or positions of interest to help them think of people they know who are doing similar work. Ask them to help you connect with these people, and then, follow through.

Make the most of networking:
Try these quick tips to make the most of your conversations with networking contacts:

● Send an email to introduce yourself when requesting a meeting. Explain (briefly!) what you have in common and describe what you hope to learn through your conversation. Include a date and time that you will follow up by phone to schedule your meeting time if you haven’t heard back; then, follow through!

● Research the industry, organization, and person you will be meeting prior to your conversation.

● Make a list of questions to ask; if you are starting with a sample list of questions obtained from Career and Employment Services or online, customize the questions to be specific to the industry and person you will be contacting.

● Treat professionals with respect. Use appropriate grammar and spelling when writing messages. If you’ve scheduled a meeting, don’t cancel. Arrive 15 minutes early.

● Whether your conversation is in person, on the phone, or via email, follow up with a thank you note to show your appreciation and improve your chances of creating a productive relationship.

Where to find contacts:
There are a variety of places through which to find people to talk to about your professional interests. Here are a few to get you started:

● Social networking sites such as Facebook and LinkedIn
● Alumni networks and campus mentoring programs
● Career fairs, employer information sessions, and networking events
● Professional Associations related to your field of interest
● Friends/family and their friends
● Community groups

(adapted from National Association of Colleges and Employers, www.naceweb.org)
Interviewing Instructions

Interview Tips:

- Plan to arrive for your interview 10-15 minutes prior to the appointed time. Arriving too early confuses the employer and creates an awkward situation. By the same token, arriving late creates a bad first impression. **DO NOT BRING CELL PHONES INTO THE INTERVIEW!**

- Carry a portfolio notepad or a manila file folder labeled with the employer’s name. Bring extra resumes and a list of questions you need answered. You may refer to your list of questions to be sure you’ve gathered the information you need to make a decision. Do not take notes during the interview.

- Be prepared to market your skills and experiences as they relate to the job described. Employers have problems that need to be solved by employees with particular skills; work to describe your qualifications appropriately.

- Follow-up the interview with a thank-you letter. Employers regard this as evidence of your attention to detail, as well as an indication of your interest in the position.

**SAMPLE QUESTIONS EMPLOYERS ASK!**

- Tell me about yourself.
- What do you consider your greatest strengths? …weaknesses?
- What are your long-range and short-range goals or objectives and how are you preparing to achieve them?
- How has your college experience prepared you for your career?
- What lead you to select your major (or field)?
- Describe a situation when you went above & beyond your assigned tasks to complete a project or assignment.
- What does it mean to you to be a member of a team?
- Describe a time when you took a leadership role as a member of a group or team.

Mock Interviews:

Interviewing can be nerve-racking. Doing a mock interview at Career and Employment Services can reduce the stress through preparation and practice. Career and Employment Services will even videotape your interview so you can see your own presentation. After the session, we’ll let you know your strengths and weaknesses.
What Should I Wear?

For Interviews & Job Fairs

☐ Solid colored, conservative suit
☐ Neat, professional hairstyle
☐ Coordinated blouse/white shirt
☐ Limited jewelry
☐ Conservative tie (for men)
☐ Portfolio or briefcase

Quick Tips on How to Handle a Job Fair

• Prepare a 30-second commercial about you (intro of yourself, your major, and career goals)
• Be ready to tell employers how you will be able to help them.
  • Inform the recruiter what type of position you’re seeking (Full-time, part-time, co-op, internship).
  • Don’t appear overly concerned with salary or benefits.
    • Have a neat, organized resume ready.
  • Don’t fumble with your resume or chew gum.
• Maintain eye contact, smile, and be positive!
• Keep a professional appearance that projects confidence.
On-Campus Recruiting

Our on-campus recruiting brings the jobs to you, literally. Major corporations, companies, social service/non-profit organizations, and government agencies come to La Salle to interview graduating students seeking full-time employment.

The program is open to all graduating students. Different employers and industries recruit during different times over the year. Over 50% of the on-campus recruiters seek students of any major for open positions.

Here's all you need to do:

- Have your resume reviewed in Career and Employment Services to get connected to EXPLORENET.
- Sign on to EXPLORENET, complete your profile and upload your resume.
- Check the EXPLORENET calendar for daily resume deadlines.
- Apply for each job in which you are interested.
- Check EXPLORENET for interview selections and sign up for interviews online.

Interview Feedback:

A special feature of our On-Campus Recruiting program allows you to meet individually with a career counselor to find out how you did in your interviews. Feedback, provided by the recruiters, is offered daily on a first come, first served basis during the following times:

10:00 to 11:00 AM and 1:30 to 2:30 PM

The end is in sight: Evaluating and Accepting Offers:

Like everything else in the process, there are standards and etiquette that the insiders know. How are you supposed to learn them? We’ll tell you.

When you evaluate an offer, you take into account salary, benefits, geography, advancement potential, corporate culture, and opportunities for further education. When you accept an offer, you have to let everyone else know that you’re off the market. How do you do that with tact? Accepting an offer should not be done lightly. Once you accept, you have an obligation to fulfill. So be sure it’s what you really want. Career and Employment Services can give you the guidance to handle any situation that comes your way.
LinkedIn TIPS!

LinkedIn is the world’s largest professional network with over 175 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals. Below are tips that will help you navigate this important social media site:

- Ensure your profile is complete and up-to-date. Your LinkedIn profile is your chance to showcase your skills and talents and help the right people and opportunities find their way to you.

- Your connections should represent your “real world” network. You can utilize connections for recommendations, and ask for introductions into a job or opportunity that you are interested in.

- Search on LinkedIn Jobs. You can search using keywords, title, company, and location to find the perfect opportunity for you.

- Message Key Network Contacts. Use an “inside connection” to help get you access to a company or job you are interested in. When you browse to a job listing on LinkedIn Jobs, you can see which of your connections are at that company.

Branding Yourself!

While you may not be Nike or Disney, who you are and how you come across are really important to being successful. Our personal brands are in the spotlight everyday for everyone to see online. Are you putting your best foot forward? Maybe it’s time for some personal branding.

#1: Define your brand and become an expert. Take the time to do some soul searching and determine exactly who you are and what makes up your brand. Use words such as collaborative, resourceful, flexible, forward-thinking, connected, visionary, diplomatic, intuitive, precise, enterprising, ethical, genuine and/or accessible to describe your persona, culture, and outlook. Whether you’re looking to garner media attention, attract new clients or build your business, you should focus on becoming an expert in your field. Avoid establishing an expertise that’s irrelevant to your mission, goals, and vision.

#2: Generate brand awareness through networking. Networking is one of the best ways to become known in the industry. By forming relationships with people in your audience, you can grow your business and your brand long-term.

#3: Remember the 3 Cs of branding. Clarity, consistency, constancy. Be clear in who you are and are not. Express your brand across all communications mediums. Determine where you want to fit in (industry and niche area of expertise) and then remain visible to your target audience.

#4: Get feedback from those who know you best—at work, at home, anywhere. The true measure of your brand is the reputation others hold of you in their hearts and minds. Notice how they introduce you to others. Ask them what your top brand attributes and core strengths are. If they can easily tell you, then you’ve succeeded in branding you.

Adapted from an excerpt on AICPA’s website: http://www.aicpa.org/interestareas/youngcpanetwork/resources/career/pages/
Additional Resources

The Internet is always available and an endless resource for information on companies, industries and further education. We’re sure you are familiar with the popular sites, so here are just a few more recommended sites…

… for Career Research:

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Insider</td>
<td>accessible via mylasalle under Employment channel – your on-line career library for info on occupations, industries, and tons of job search advice</td>
</tr>
<tr>
<td>Candid Career</td>
<td>(<a href="http://www.candidcareer.com">www.candidcareer.com</a>) - features informational interviews to help you discover and explore your many career options.</td>
</tr>
<tr>
<td>Wet Feet</td>
<td>(<a href="http://www.wetfeet.com">www.wetfeet.com</a>) - career/employer research and job search site</td>
</tr>
<tr>
<td>The Riley Guide</td>
<td>(<a href="http://www.rileyguide.com">www.rileyguide.com</a>) - one of the oldest internet resources for employment opportunities and job resources</td>
</tr>
<tr>
<td>Career Overview</td>
<td>(<a href="http://www.careeroverview.com">www.careeroverview.com</a>) - a non-commercial website dedicated to providing aspiring students with relevant, reliable and up-to-date career and job information</td>
</tr>
<tr>
<td>Occupational Outlook Handbook</td>
<td>(<a href="http://www.bls.gov/oco">www.bls.gov/oco</a>) - online occupational info from the US Bureau of Labor &amp; Statistics</td>
</tr>
</tbody>
</table>

… for Job Searching:

<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CampusPhilly</td>
<td>(<a href="http://www.campusphilly.org">www.campusphilly.org</a>) - local internships and employer listings</td>
</tr>
<tr>
<td>PhillyJobs</td>
<td>(<a href="http://www.phillyjobs.com">www.phillyjobs.com</a>) - Open job listings in Philadelphia and throughout the Tri-State Area in all industries and professions.</td>
</tr>
<tr>
<td>PA State Civil Service Commission</td>
<td>(<a href="http://www.scsc.state.pa.us">www.scsc.state.pa.us</a>) - civil service jobs</td>
</tr>
<tr>
<td>Indeed</td>
<td>(<a href="http://www.indeed.com">www.indeed.com</a>) – a search engine that finds jobs listed on ALL the major job boards, newspapers, associations, and company career pages</td>
</tr>
<tr>
<td>USA Jobs</td>
<td>(<a href="http://www.usajobs.gov">www.usajobs.gov</a>) - THE job site for US Government openings</td>
</tr>
<tr>
<td>Idealist</td>
<td>(<a href="http://www.idealist.org">www.idealist.org</a>) - jobs, career events and information in the non-profit sector</td>
</tr>
</tbody>
</table>
For the Life-Long Learners...

Graduate & Professional School Information:

You might be wondering...Should I go to grad school? Do I have to take the GMAT, MCAT, LSAT, or GRE? When do I take it? What is it? How can I prepare? How much does it cost?

Like many other options, this may seem overwhelming. It doesn’t have to be. Career and Employment Services just isn’t about jobs, it’s about preparing you for whatever you do after you leave La Salle, be it law school, medical school, or some other graduate program.

Our resources include test information booklets, grad school directories, and catalogs. Plus, we also partner with Kaplan Test Prep and The Princeton Review to offer free practice tests.

<table>
<thead>
<tr>
<th>FREE Practice Tests available through our partner organizations!</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>KAPLAN:</strong> Sign up for an online “Anywhere” practice test that you can take from home. Test dates available at various times. Check <a href="http://www.kaptest.com">www.kaptest.com</a> for details.</td>
</tr>
<tr>
<td><strong>TESTS:</strong> MCAT, LSAT, GRE, NCLEX, DAT, OAT, PCAT</td>
</tr>
</tbody>
</table>

| **THE PRINCETON REVIEW:** Representatives from the Princeton Review come to campus to administer practices tests once a semester. The date and time is currently TBA. Check eXplorenet and your email for further details; information will be posted as we receive it. |
| **TESTS:** GRE, GMAT, MCAT, LSAT |
It’s Coming!

CAREER EXPO 2014
Thursday, October 2
12:00-3:00 PM in the Hayman Center!

- Dozens of employers looking for La Salle students!
- Network with La Salle alums
- Attend to enjoy free food and enter to win prizes
  - View all employers attending on eXplorenet
Career and Employment Services for La Salle Students

Resume & Cover Letter Reviews—drop by during walk-in hours or schedule an appointment to have your resume or cover letter critiqued by a counselor.

Mock Interviews—schedule an appointment to conduct a full interview with a career counselor and receive valuable feedback to help you prepare!

On-Campus Interviewing—connect with local and national employers, Fortune 500 businesses, non-profit organizations and government agencies through interviews held in the Career and Employment Services office.

Job Fairs—keep your eye out for both on-campus and off-campus job fairs throughout the year.

Grad School Information—come to the Career Services Center to browse catalogs, directories, and guides that will help you further your education.

On-Line Resources

**EXPORENET**

Search for your perfect job, co-op, or internship, post your resume, apply to positions with campus recruiters and schedule interviews, view the Career Services calendar, and much more lasalle.experience.com

What can I do with this major?

Helps connect majors to careers with links to more info

Check it out our website

Career Insider

Provides access to information on occupations, employers, industries as well as job search articles

Access via the mylasalle Employment channel

NACElink

Search for jobs, internships & co-ops with employers seeking students and recent grads.

Career Planning and Counseling

**Individual Consultations**

...set career goals, select a major, learn about experiential education, refine your resume and cover letters, or get help with other career related concerns.

**Self Assessments**

...learn more about yourself and potential occupations through FOCUS 2© and the Self Directed Search©.

**Explore U**

...La Salle's five-stage career model designed to connect your future experiences with your future goals as they relate to academic and career decisions.