

WHAT YOU CAN DO THIS SUMMER



You are in college. Doing fine on your own...thank you very much. No matter how old you get, your parents may think they should have a say over your life. They likely have plenty of career advice for you, and want to know what you are doing about getting an internship, or if you are a rising senior, about a job after graduation. They mean well. You can get them to back off, if you have a plan to ready yourself by the fall for next summer.

June-July → Conduct self-assessment and prepare marketing materials

July-August → Career and job exploration—informational interview & build professional network

September-October → Submit resumé to career center database & attend career fairs

November-December → Apply for positions—work your network

SELF-ASSESSMENT

Identify your unique character and enhance your own understanding of your natural strengths, motivations and growth areas. Translate your major/degree and experience into skills—those skills you use well or very well and involve actions and situations which you find interesting.

1. Who you are
2. What you do best
3. The places and people that give you energy
4. The things that motivate you

Thought-starter questions:

- What activities do you enjoy doing? And, what activity do you find boring?
- What activities give you a feeling of purpose—engage you?
- How would you prefer to spend your time?
- Do you prefer to work with people? Data or ideas? Things?
- How do you learn best?
- Any area where you have instant insights and understandings?
- Where have you had success? What are you doing? What tasks are you performing?

MARKETING MATERIALS

Key to a successful job search is communicating your unique value (self-assessment) effectively to employers, both verbally and in writing.

1. Resumé template—ability to personalize for each position using keywords and power words
2. LinkedIn Profile & other online medium e.g. web page
3. Career Fair hand-out

The objective has always been to craft marketing materials rich in personality and accomplishments.

Using the S.T.A.R. approach—situation, task, action, results—is a helpful way to get to your accomplishments.

Situation: Describe the situation that you were in or the task that you needed to accomplish.

Task: What goal were you working toward?

Action: Describe the action you took to address the situation. Actions relate to your skills.

Results: Describe the outcome of your actions. These are your accomplishments.

CAREER & JOB EXPLORATION

Your self-assessment will help to identify what is important to you in a career, job and in the workplace. Determining what you want and need will help you formulate criteria for identifying employers that are a good fit for you—places where you will succeed.

1. Know your short- and long-term goals
2. Determine your evaluation criteria
3. Develop a targeted list of employers
4. Conduct informational interviews
5. Build your professional network

Career fairs organized by the career services center, set up opportunities for you to have on-the-spot interviews with employers actively looking for entry-level candidates ready to start an internship or start a job right after graduation.

What a great way to meet professionals and learn about:

- Careers
- Employers
- Opportunities
- Interview questions
- How you interview