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ANSWER THE BIG QUESTIONS
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INTERNET ADDRESS

CAREER SERVICES

EMAIL: nccucareerservices@nccu.edu
WEB SITE: www.nccu.edu/careerservices

NCCU CAREER SERVICES

Call or stop by to schedule an individual appointment

Hours of Operation:
Monday – Friday
8:00 am – 5:00 pm (EST)

How to Contact Us:
1801 Fayetteville Street
PO Box 19585
Durham, NC 27707
William Jones Building
Lower Level

Phone: 919-530-6337
Fax: 919-530-6305
nccucareerservices@nccu.edu

NCCU is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award baccalaureate, master’s, education specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of NCCU.
Dear Students,
North Carolina Central University’s Career Services strives to engage the campus community in collaborative and innovative efforts which foster a holistic approach to student success as it relates to career and professional development. We provide comprehensive career development services that integrate one-on-one career counseling and technologies to equip our students with the necessary skills needed to independently manage their careers upon graduation and beyond. Our vision is to educate, inspire and empower students as young professionals to ensure their continued growth and success in a global society.

Donna Hembrick,
Director, Career Services
How We Serve You
NCCU Career Services has designed a variety of programs and resources to provide lifetime tools for career development, job-search training, experiential education, employment and networking opportunities. Students can pick up a calendar of events or visit the Career Services website to get more information.

INDIVIDUAL APPOINTMENTS
Students may schedule individual appointments with our Career Services staff to get their resumes critiqued, conduct mock interviews, receive information on full-time and part-time jobs and internships, or engage in career counseling. Appointments can be scheduled in the Career Services office or over the phone.

ASSESSMENT/TYpEFOCUS
NCCU Career Services currently offers the assessment TypeFocus free to students enrolled at NCCU. The assessment can be taken online at the student’s convenience and is accessible 24/7 via Eagle Career Network. Once the assessment is completed, students should make an appointment with a career counselor to review the results and discuss the occupational implications. For more information, please contact our staff at 919-530-6337.

CAREER RESOURCE CENTER
A wealth of information can be found on employers, graduate schools, study abroad programs, fellowships and more when students visit NCCU Career Services Resource Center. Books and tip sheets on self-assessment, job search, resumes, cover letters and interviewing are also available. Students are also welcome to use a fax machine, computers and printers for career-related tasks.

EAGLE CAREER NETWORK
NCCU Career Services provides students with numerous opportunities to connect with employers who currently have full-time, part-time and internship opportunities. Our premiere resource is Eagle Career Network.

Eagle Career Network is NCCU’s online job and internship database for NCCU students and alumni. Students can access listings for immediately available job opportunities – internship, part-time and full-time. Eagle Career Network also houses on-campus recruiting, career fair and event registration and online professional networking.

Students may claim their account by visiting the NCCU Career Services website at www.nccu.edu/careerservices and clicking on Eagle Career Network under students.

While Eagle Career Network is fairly easy to use, tutorials are available online to assist students in getting oriented to the system. Career Services Staff is also available to answer questions at 919-530-6337.
NCCU Career Services hosts campus-wide career fairs each fall and spring semester. All students are welcome to attend to collect information on various opportunities, and network with employers recruiting for part-time and full-time jobs, as well as internships. More information on how to navigate a career fair is outlined later in this guide.

Career Views give students a first-hand experience at learning more about an industry or organization by participating in a company visit. Students can participate in a company tour, presentations on internships and careers, and network with alumni. Career views include visits to major regional employers like SAS, Cisco, and the Environmental Protection Agency. Students can learn more about coming career-view opportunities and RSVP by logging on to Eagle Career Network.

Undergraduates and graduates can apply to become a Career Services Paraprofessional and work alongside Career Services staff. Our paraprofessional program is composed of two student groups: Career Eagle Officers and Graduate Assistants. The Career Eagle Officer (CEO) group is designed for undergraduates to learn more about career services and the career development process first-hand, while advising Career Services staff on key marketing strategies to build career awareness on campus. Graduate students have the opportunity to coordinate practicum requirements, and carry out various career practitioner functions such as student appointments, workshops/presentations and event operations. CEOs and Graduate Assistants typically have a 3.0 or better GPA, and are recruited during the spring semester to work for the next academic year. Some opportunities may also develop during the year as need for student support increases.

To become PDN Certified students must:
1. Attend three PDN workshops.
2. Enroll into the Career Services Course on Blackboard: CARE-0000.
3. Complete the assignments for workshops attended in Blackboard CARE-000 course.
ON-CAMPUS RECRUITING
The On-Campus Recruiting program is an opportunity for NCCU students to connect with organizations and recruiters via presentations, information sessions and interviews. Organizations for the for-profit, nonprofit and government sectors participate in on-campus recruiting program and can recruit for part-time, internships or full-time opportunities. More information on how to navigate the on-campus recruiting program is outlined later in this career guide.

STUDENT EMPLOYMENT
The goal of the Student Employment Service is to provide quality, professional and meaningful work experiences for students. NCCU Career Services provide students with guidance on selecting work opportunities that match their career interest. This very important work experience can lead to internships with external businesses and organizations, and will help improve the competitiveness of NCCU graduates in the job market. Students can receive assistance in locating part-time opportunities off campus or on campus “work aid” positions.

Off-campus part-time and on-campus work-aid opportunities will be posted on Eagle Career Network. Students selected for an on-campus work-aid position must attend a 30-minute orientation where all the required employment documents will be completed. During orientation, students will receive professional development information on how to get the most benefit from the work-aid experience.

Career Services serves as the liaison between on-campus departments and the Payroll Department to resolve employment related issues.

STYLED FOR SUCCESS
The North Carolina Central University (NCCU) Styled for Success Program is a new initiative made possible through a generous gift from Susan B. Rosenthal. The Program promotes employability by equipping students with a demonstrated financial need with professional attire and ensures that they are ready to enter the job market – Styled for Success!

The purpose of Styled for Success is to enable eligible students to purchase professional attire for job interviews with a “clothing award” of up to $250. The Program offers monetary support for NCCU students who because of financial constraints, would not be in the position to purchase appropriate professional attire for an interview.

To become eligible for Styled for Success, students must be PDN certified and must complete a Styled for Success application. Applications are reviewed, and students selected are notified via email mid-semester.
To assist undergraduate students with putting NCCU Career Services resources into perspective, below is a sample of how one undergraduate student might interact with student resources.

1. **FIRST YEAR**
   - Claim your free online account with Eagle Career Network (ECN)
   - Complete the TypeFocus Career Assessment accessible via your Eagle Career Network account
   - Set up an appointment with Career Services to learn more about Eagle Career Network, get feedback on TypeFocus Assessment and discuss possible majors/careers
   - Buy a professional dark interview suit or two
   - Familiarize yourself with Career Services calendar of workshops, career fairs and other events on school website calendar
   - Participate in a Career View
   - Collect information on cooperative education programs, internships and summer jobs that are available through Career Services
   - Consider volunteer positions and community service opportunities that will help you gain experience in your career field
   - Join university organizations that will offer you future leadership roles
   - Attend a resume development workshop hosted by Career Services to learn how to effectively showcase your skills and experience

2. **SOPHOMORE**
   - Research at least 3 career options related to your major
   - Attend panel presentations, information sessions and career fairs to explore various opportunities
   - Make an appointment with Career Services to have your resume critiqued
   - Attend workshops and events that will get you certified with our Professional Development Network program, as well as eligible for Styled for Success
   - Apply for the Styled for Success Program to be considered for a free business suit and/or professional attire
   - Search and apply for internships, co-ops, student employment, and/or community service opportunities
   - Review your progress in learning four (or more) skills employers look for in new hires
   - Pursue leadership positions in clubs and organizations
   - Ask former employers and professors to serve as references or write recommendations for future employers or graduate school
   - Conduct five informational interviews in careers you want to explore. Shadow several professionals in your field
   - Build your professional wardrobe
### Junior

- Schedule an appointment at Career Services to have your updated resume critiqued
- Narrow your career interest areas
- Review your participation in a co-op program or explore internship opportunities
- Take part in interviewing, cover-letter writing, and other job search workshops
- Practice your skills at mock interviews
- Participate in the on-campus recruiting program
- Attend on-campus career and job fairs and employment information sessions that relate to your interests
- Take leadership positions in clubs and organizations
- Consider graduate school and get information on graduate entrance exams
- Ask former employers and professors to serve as references or write recommendations to future employers
- Complete at least five informational interviews in careers you want to explore. Shadow several professionals in your field
- Research potential employers in the Career Resource Room and talk to recent graduates in your major about the job market and potential employers

### Senior

- Visit Career Services to have your updated resume critiqued before you have it professionally duplicated
- Review and apply through for jobs and internships. Also schedule off-campus interviews
- Develop an employer prospect list with contact names and addresses from organizations you are interested in working with
- Attend on-campus career and job fairs and employment information sessions that relate to your interests
- Participate in the on-campus recruiting program
- Attend local association meetings to meet potential employers
- Draft a cover letter that can be adapted for various employers and have it critiqued
- Engage in interviewing workshops and mock interviews
- Read two or more professional or trade publications from your major and career field regularly
- If applicable, take graduate school entrance exams and complete applications
- Follow up on all applications and keep a record of the status of each
- Evaluate job offers and accept one
- Report job offers and acceptance to Career Services
Discover—Who Am I?
The career development process begins with finding your passion, which includes an assessment of interests, values, skills and abilities. This is a crucial aspect of the career development process, because it helps determine where to focus career efforts. This section outlines career counseling and how it can help with understanding who you are.

CAREER COUNSELING
Career Counseling is a process that will help you to know and understand yourself and the world of work in order to make career, educational, and life decisions. The goal of Career Counseling is to not only help you make the decisions you need to make now, but to give you the knowledge and skills you need to make future career and life decisions. Since career development is a lifelong process, Career Counseling can be appropriate for anyone, including freshmen, sophomores, juniors, seniors and even alumni.

WHAT CAN I EXPECT FROM A CAREER COUNSELOR?
A Career Counselor won’t:
- Tell you what to do, or tell you what you should major in or what career you should pursue.

A Career Counselor will:
- Help you figure out who you are and what you want out of your education, your career and your life.
- Be someone for you to talk to about your thoughts, ideas, feelings and concerns about your career and educational choices, who will help you sort out, organize and make sense of your thoughts and feelings.
- Help you identify the factors influencing your career development, and help you assess your interests, abilities and values.
- Help you locate resources and sources of career information.
- Help you to determine next steps and develop a plan to achieve your goals.
Below are some examples of concerns that bring students to Career Counseling:

**EXPLORING CAREER AND MAJOR OPTIONS**
- “I have no idea what I want to do with my life.”
- “I don’t know what to major in.”
- “I’ve narrowed it down to a couple career options, but I’m having a hard time choosing between them.”
- “I know what I want to major in, but I have no idea what I want to do once I graduate.”
- “I know what I want to do, but I’m not sure what the best major would be.
- “I want to know what kinds of jobs I can get with my major.”
- “I don’t feel like I know enough about all the different careers out there to know what I want to do.”

**RESOLVING CONFLICTS**
- “I like a lot of different subjects, and I keep changing my major because I’m not sure which one is the best for me!”
- “I don’t like any of my classes and none of the majors seem really appealing to me.”
- “I have a lot of work experience and I want to find a new career path that will build on the skills I already have.”
- “I was planning on going into the ______ program, but I applied and didn’t get in. What do I do now?”
- “I always thought I wanted to be a ______, but I got into my major and I really don’t like it!”

- “I really like my major, but it’s not what I want to do for my career.”
- “I know what type of work I’d like to do, but I’m afraid I won’t be able to make enough money doing it.”
- “My family really wants me to be a ______, but I’m not sure if that’s really what I want.”
- “I’ve always planned on being a ______, but I’m wondering if it’s only because that’s all I know.”
- “I want to find a field to go into where there will always be plenty of jobs.”
- “I want to find a career that will allow me to provide significant financial support for my family.”
- “I’m working towards my career, but I think I might just really want to be a stay-at-home parent.”
- “I’ve always planned to stay in Boise, but to do what I’d like to do I’d have to move.”
- “I can’t find a job, so I’m thinking about going to grad school.”

**WHO IS YOUR CAREER COUNSELOR?**
Your NCCU Career Counselor holds a master’s degree and has expertise in career development theory, counseling techniques, administration and interpretation of assessments, and career information resources. So, come visit a career counselor at NCCU Career Services today!

*Join Professional Associations*
Consult NCCU Career Services, faculty and academic chairs about professional associations related to your career interests. Professional associations are a great way to network with professionals in the field and learn more about new knowledge and developments in the industry, as well as job opportunities. You can also visit http://www.weddles.com/associations/ to start searching for professional associations in your field.
Explore

Be Curious

The second stage includes investigating opportunities and possibilities. Now is the time to become curious about industries of interest and explore them through the active process of informational interviewing, career fairs and student organizations.

CAREER FAIRS

Career Fairs are helpful for all students at any level of career planning. For those students closer to graduation, Career Fairs provide a venue for making initial contact with potential employers. For those students that are exploring options, they provide a place to gather information, learn about internships and ask questions.

Before the Fair:
• Study the list of participating organizations and research those that interest you.
• Develop and practice a 30-second commercial for yourself. (See 30-second commercial)
• Prepare specific and general questions to ask
• Make extra copies of your resume to take to the fair.

During the Fair
• Prioritize your time. Visit employers at the top of your list.
• Use your 30-second commercial. Make eye contact.
• Make note of the representative names for follow up
• Offer a resume to the recruiter. If you are just shopping around, you may collect information and send resumes once you narrow down your interests.
• Ask about their hiring timeline and process if the organization is not returning to campus for interviews.
• Keep an open mind. Visit with organizations you may not have considered.
• Take the initiative and engage in meaningful conversations with representatives.
• Make connections and get advice.

After the Fair:
• Follow up! If you promised to send a resume, send it!
• Send thank you letters.

Informational Interviewing

Exploratory experience of career fields, discovering what skills are needed for jobs of your interest and direct observation of the work persona can be done through informational interviewing. Informational interviews can help you clarify and confirm your career objectives, discover additional possibilities or areas of interest, and foster and develop relationships and potential mentors in your field.

Sample questions to ask when conducting information interviews:
1. Can you tell me how you got to this position?
2. What do you like most about what you do, and what would you change if you could?
3. How do people break into this field?
4. What are the types of jobs that exist where you work and in the industry in general?

5. What are some of the biggest challenges facing your company and your industry today?

6. Are there any professional or trade associations I should connect with?

7. How do you see your industry changing in the next 10 years?

8. What’s a typical day like for you?

**STUDENT LEADERSHIP/COMMUNITY SERVICE**

An important aspect of college life is student involvement in co-curricular and extra-curricular student organizations and clubs. Participation in these organizations and activities promotes student leadership and involvement, generates school spirit, helps students develop self-confidence and instills volunteerism and commitment to the community. More important, it is a great way to explore and certain types of work and career paths.

Leadership and involvement in student and community organizations is viewed very favorably by employers. While you don’t have to be president to be a leader, you want to avoid just joining an organization without plans to contribute in a meaningful way. You could be the volunteer recruiter, the fundraising chair, an event planner or budget manager. The important things are what you accomplish and the skills you use and develop. Ultimately, student leadership can be a good way to demonstrate substantial experience on your resume.

Volunteer work can be something you do as an individual or as part of club or organization involvement. It provides an opportunity to develop skills and experience that you can list on your resume and thus can be a stepping stone to help you get other kinds of experience. Additionally, your community service can provide insights to future career paths you may be interested in exploring further.

**PERSONAL STATEMENT**

**Answer the Question:** If the application asks you to state the reason you are applying to a particular academic program or company, do not spend the entire letter talking about your qualifications. Instead, talk about what attracted you to the company or program. To keep yourself accountable to answering the question, keep the question in front of you as you write, and refer to it often.

**Consider The “I” Problem:** This letter is about you. It is okay to use first person, plus it keeps your writing more active and succinct. However, to demonstrate creativity, do not start every sentence with “I.”

**Avoid Unnecessary Duplication:** Do not reiterate information that is already seen elsewhere in your application, resume or transcript. If the reader has access to your transcript, you do not need to list your grades and course titles. You can be more general in mentioning these topics. For example: “I was on the Dean’s List” or “I have taken numerous courses in the field of nutrition” and then move on to discuss appropriate experiences in more detail.

**Make Your Statement Distinctive:** To make your letter unique, include at least one detailed example specific to your own experience (e.g. Describe an important family member or personal moment that influenced your decision to pursue a particular career or degree). Be wary of using humor to connect with the reader. Most of us are not very good at making someone we have never met laugh. The safe option is to avoid any “funny-business”.

**Keep It Brief:** To keep your essay brief (essays are typically limited to 250–500 words or one typed page), write concisely yet detailed. Focus each paragraph on a single idea (e.g. one paragraph on the strengths of the program, one on your research experience, one on your extracurricular activities, etc.).

**PERSONAL STATEMENT FORMAT:**

Requirements for personal statements differ, but generally a personal statement includes certain information and can follow the format below:

**Introduction:** Gain the reader’s attention by starting with a catchy opening, such as the distinctive personal example mentioned earlier. Then, connect the example to the actual program/position for which you are applying. If you have a fine-tuned personal statement, use it. However, it is better to start with a straightforward option than try to create some grandiose personal philosophy.

**Avoid cheesy clichés and egotism. Avoid using a famous quote.**

**Detailed Supporting Paragraphs:** The next few paragraphs should address specific questions from the application. Each paragraph should be specifically focused and support a topic sentence. You may be addressing your qualifications, why you are interested in the program, etc. Regardless, keep your examples relevant to supporting your qualifications.

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Adapted from Auburn University Career Services
Experience.

Gain Experience

After exploring different career fields and options, it is important to ascertain which options explored are the right ones. Gaining experience in your field of interest is a great way to get prepared for the future, and to learn whether a particular career path is the best fit for you. Internships, co-ops and part-time jobs are great ways to gain experience. This section will outline these types of work in detail, and will provide key documents to help you conduct your search.

**INTERNSHIPS, CO-OPS AND PART-TIME**

Internships are opportunities for students that provide career-related training. These positions should contain a learning component and expose students to professional development and mentoring opportunities. Although internships may include some degree of administrative work, students should gain a greater understanding of the organization and the industry through direct participation in its mission.

It’s important to understand that internships are academic programs — and academic credit is granted for the learning that occurs as a result of working. The following formula outlines how many internship work hours are needed to earn academic credit:

- **40 hours of internship work** = 1 credit
- **120 hours of internship work** = 3 credits

There is flexibility with the work period and work hours. Overall, the employer should strive to create work opportunities consistent with the school’s academic calendar.

Once you secure an internship, you are expected to:

- Complete an internship placement survey with Career Services
- Identify goals and objectives as a part of your internship experience. Your department may have specific requirements regarding written assignments related to your experience.
- Notify Career Services and your faculty advisor immediately of any work related issues or problems that occur.
- Update your resume with your internship experience.

While every organization is different, you can get the most from your internship experience by:

- Developing learning objectives for the experience and review with your supervisor.
- Discuss your career goals and how your supervisor may assist you in achieving them.
- Schedule regular meetings with your supervisor.
- Meet employees in other departments within the organization.
- Ask to attend internal and external meetings when appropriate.
- Participate in professional organization meetings when appropriate.
- Seek assistance with academic projects and/or assignments required by your faculty.

Co-ops and internships are similar in nature, but co-ops are typically full-time. This is because the practical experience of field of study is just as critical as what is learned in the classroom. Some careers that feature co-ops or practicums include teaching/education, nursing/medicine, engineering, and counseling.

Finally, part-time jobs often provide students with career-related training as well, but the purpose of the part-time job is not explicitly educational. The part-time job
primarily serves to fill a need for an employer and is often characterized as more purely administrative or service-oriented.

Internships may be paid or un-paid, whereas part-time jobs are generally paid, unless it is a volunteer opportunity.

Eagle Career Network is a great resource for NCCU students to search and apply for internships, part-time and co-op opportunities. For additional information, students are encouraged to schedule an appointment.

**RESUMÉ DEVELOPMENT**

A resumé is a summary of experience, education and skills. Its main purpose is to convince a potential employer to bring someone in for an interview. Resumés are used to screen applicants and determine which candidates have the background that most closely matches an employer’s needs.

**The most effective resumés:**

- Quickly capture an employer’s interest. Employers typically spend 15 -20 seconds reviewing a resumé
- Emphasize and quantify accomplishments rather than just listing responsibilities
- Use the employer’s language and jargon that is particular to the industry or developing trends
- Incorporate transferable skills

**TWO COMMON RESUMÉ FORMATS:**

**Chronological:** lists information in reverse date order, beginning with your education

**Functional:** showcase skills rather than work history (good if you have limited experience, sporadic work history, or are a career changer)

**ORGANIZING YOUR RESUMÉ:**

Your target audience will help you determine which sections to include on a resumé. Sample headings include:

- Objective
- Education
- Honors/Awards
- Relevant Coursework
- Study Abroad/Exchange Programs
- Experience/Professional Experience
- Leadership Experience/ Extracurricular Activities
- Volunteer/Community Involvement
- Research/Presentations/ Publications
- Professional Affiliations
- Technical Skills/ Skills/ Certifications

**KEY TIPS TO FOLLOW:**

- Keep it short and concise. Highlight your achievements and responsibilities
- Utilize your job description to capture key words that employers are looking for
- Integrate transferable skills. Many skills are important to many positions and employers

**RESUMÉ DO’S:**

- Use action verbs to describe work experiences
- Make sure you are using a professional email address
- Use quality bond resumé paper
- Have a Career Services Professional review resumé before submitting
- Keep to one page unless you have extensive work experience

**RESUMÉ DON’TS:**

- Avoid using the pronoun “I”
- Don’t include personal information that identifies your marital status, age, race/ethnicity
- Do not include Social Security number, photos or birthdate
- A resumé should not contain spelling or grammatical errors (see resumé samples page 16)

**COVER LETTERS**

A cover letter is a type of tailored job-search correspondence that accompanies a resumé, introduces an applicant, elaborates on qualifications and, most important, provides a way for students to promote themselves.

**Components of a cover letter:**

**Introduction:** Who are you? What position are you applying for? Where do you go to school? How did you find out about the job? Students can briefly address why they are interested in the position and organization in this paragraph as well.

**Body:** Communicate skills and experience relevant to the position and organization. Demonstrate how your prior skills, experiences, and values match and would contribute to the organization.

**Conclusion:** Thank the reader and reaffirm your interest in the position. Indicate the next step to be taken and close the letter professionally.

**Sending the Cover Letter**

**Via Email:** Many employer conduct business by email. The cover letter can be sent via email in either the body of the message or as an attachment. Via Postal Mail or Fax: If sending by mail, be sure to use high-quality bond paper for your resumé and cover letter. Also, do not forget to sign cover letters if sending copies by mail or fax. (see cover letter samples page 18)
**Effective Resumé Sample:**

ELIZABETH C. INTERN  
1555 Experience Street · Durham, NC 27712 · 919-555-5555 · eintern@nccu.edu

**OBJECTIVE**
To obtain an internship in the field of TV production

**EDUCATION**
North Carolina Central University  
Bachelor of Arts in Communications · Durham, NC  
Minor in Business · Cumulative GPA: 3.4 Major GPA: 3.8

**HONORS & AWARDS**
Dean’s List: Spring 2007 – Present  
Academic Achievement Scholarship

**OURSEWORK**
Understanding; Television Film/Video I & II; Theories of Media & Society

**ELEVANT EXPERIENCE**
YTV  
Production Intern · Raleigh, NC  
February 2008 – Present

- Assist production team with various aspects of post, field and studio production
- Help develop daily schedule for on-air production
- Operate still camera for segments on “Request A Video Live”
- Attend and contribute at producer meetings weekly
- Collaborate with supervisor on various special projects

Live with Randy and Katie  
Intern · New York, NY  

- Learned camera and audio techniques for studio and field production
- Assisted producers with various administrative tasks such as the hosts’ morning chat
- Dubbed and organized show tapes for processing
- Provided excellent customer service in a fast-paced environment

**ADDITIONAL EXPERIENCE**
NC Central Office of Residential Life  
Resident Assistant · Durham, NC  
August 2007 - Present

- Create a sense of community among 48 residents through educational and social programs
- Serve as a leader, mentor, mediator and counselor by responding to personal concerns and difficulties of residents on both an individual and group basis
- Collaborate with a team of seven to revise campus policies and securities

Apple Republic  
Sales Associate · Greensboro, NC  
January 2003 – March 2005

- Provided excellent customer service to store patrons regarding merchandise selection and purchases in the Women’s Department
- Assisted department manager with sales promotions and arranged store displays
- Managed cashier duties including purchases, exchanges, returns and reconciled transactions

**ACTIVITIES**
PARty (Peers Advocating Responsibility)  
September 2007 - Present

- Promote social responsibility on the North Carolina Central University campus through programs with a focus on the effects of drugs and alcohol

Intramural Tennis  
July 2006 – Present

- Assist coach with practices and coordinate campus sports events

**SKILLS**
Language: Conversational in Greek and Spanish
Other Software: Proficient in MS Word, Excel; Knowledgeable in PowerPoint and Publisher
Video editing software: Final Cut Pro and Avid

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**INTERVIEWING SKILLS**

**The Conversation:**
Think of your interview as a formal conversation. Be open and talk about your strengths, experiences and how you plan to make a lasting impact within the company or organization. Give key examples of your accomplishments. Let them know that you want the job.

**INTERVIEWS ARE...**
- A two-way street for communication
- A learning opportunity for you and the organization
- A way for the employer to see if you are a good fit and for you to see if the organization is a good fit for you

**INTERVIEW PREPAREDATION**

**Self-Assessment:** Think about your key strengths. Which of your strengths and skills best fit the job or internship? What achievements do you want to highlight? Will the experience assist with your career goals?

**Research:** Do you know the mission of the business or organization? Have you visited their website to learn more about key projects or programs that are current to the organization?
Are you familiar with the historical makeup of the organization? Is this a panel interview? If so, find out how many interviewers to plan for.

**Practice:** Schedule a Mock Interview with a counselor in Career Services. Review and practice answering questions listed below. PRACTICE, PRACTICE, PRACTICE!

**Find Location:** Make sure you know and are familiar with the location of interview. Arrive 10-15 minutes early. Never arrive late!

**COMMON TYPES OF INTERVIEWS:**

**Telephone (20–60 minutes):** Screens for minimum qualifications

**Behavioral Based:** Interviewer tries to determine how you will react in prescribed situations

**Informational:** Learn from someone employed in the field of interest

**Case:** Used by management consulting firms and investment banks to solve interesting business problems

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**Functional Resumé Sample:**

**Keith Smith**
201 Mercer Street, North Carolina, NC 27707  
919-555-5555 • keith.smith@emailaddress.com

**PROFILE:**
Accomplished advertising and marketing professional with demonstrated success in the public and private sectors. Experienced in generating sales leads, training and developing sales teams, and creating marketing campaigns.

**MARKETING EXPERIENCE:**

**MTV.COM** New York, NY  
Vice President, Advertising Sales 2008 - Present  
Manage and develop sales team of 10 employees. Build and maintain client relationships. Make cold calls, meet with clients, produce sales reports and present results. Develop new music Internet sales initiative to coordinate with on-air promotions. Generated strong sales leads, and grew Internet advertising by 70 percent.

**HARRISON CORPORATION** New York, NY  
Special Events Coordinator 2006 - 2008  
Created and coordinated special events and promotions for a Fortune 500 financial services corporation. Managed $42,000 marketing budget. Developed and evaluated event and marketing proposals. Handled charity fundraising, corporate image positioning, and community outreach activities. Acted as a liaison between company and city organizations, media and vendors.

**FUNDRAISING EXPERIENCE:**

**AMERICAN HEART ASSOCIATION** Washington, DC  
Campaign Director 2004 - 2006  
Directed complete direct-mail fundraising campaign ($350,000). Formulated policy in the areas of scheduling, list billing, coding and testing. Wrote campaign letters and ordered all campaign material. Trained and supervised up to 40 office volunteers. Maintained campaign records and tested new materials. Acted as committee chairperson for regional meetings.

**AMERICAN CANCER SOCIETY** North Carolina, NC  
Development Assistant 2002 - 2004  
Assisted statewide chapters in coordinating fundraising campaigns. Contacted potential donors and created database identifying target sponsors. Efforts resulted in over $25,000 in pledges.

**EDUCATION:**

**NORTH CAROLINA CENTRAL UNIVERSITY** North Carolina, NC  
Bachelor of Arts in History, summa cum laude May 2002

**COMMUNITY SERVICE:**

**BIG BROTHER**, Mentor 2004 - present  
**HABITAT FOR HUMANITY**, Volunteer Team Leader 2002 - present

**SKILLS:**

MS Office (Word, Excel, Outlook, Access, PowerPoint), CorelDraw, QuarkXPress, PageMaker, ACT, Claris FileMaker, FrontPage, and HTML. Conversational French.
000 Ruffin Hall  
Durham, NC 27707  
919-853-0000  
DB22@nccu.edu  

March 3, 2010  

Ms. Jane Smythe  
Vice President  
XYZ Publishing  
555 Fifth Avenue  
New York, NY 10001  

Dear Ms. Smythe:  

I am writing to express interest in the Editorial Assistant position that you posted through North Carolina Central University’s Career Services office. I will be receiving my Bachelor of Arts degree in English in May 2012. My academic background and recent work experience have prepared me well for this position at XYZ Publishing. I was particularly excited to read about the job opening at XYZ as I am keenly interested in academic publishing.

Through my education and practical training, I have gained extensive writing and editing experience. As an intern at Random House, I fact-checked manuscripts, proofread galleys, and worked closely with editors. For the past year, I have been the news editor of the Campus Echo student newspaper after serving as food critic during the previous year. In these roles, I wrote numerous original articles and edited the writing of my staff. Publishing a daily paper has taught me how to work as part of a team to reach a common goal under deadline pressure.

The chance to contribute to XYZ Publishing is very exciting to me. I know that XYZ Publishing has recently experienced a period of tremendous growth, and I look forward to working for such a dynamic company. If you have any questions, please contact me at 919-853-0000 or DB22@nccu.edu. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,  

Denasia Brown
QUESTIONS TO ASK INTERVIEWER
You should plan to ask at least 2–3 questions. These questions should be well thought out and should not be something you can find out on your own.

- What are the current challenges here?
- What do you do in a typical work day? In a typical week?
- What is the natural career progression for employees with my skill set?
- What are the skills and attributes you value most for someone being hired for this position?
- Where have successful employees previously in this position progressed to within the company?
- When can I expect to hear back from you? What are the next steps?

DAY OF THE INTERVIEW
Be On Time:
- Arrive 10 – 15 minutes early

Look Professional
- It is expected that you wear a business suit to your interview. Black, grey or navy skirt or pant suit is acceptable. Consider wearing a neutral color shirt, minimal jewelry and basic shoes.

Be Honest:
- Do not claim skills and knowledge that are not yet developed.
- Being honest does not mean that everything should be revealed; focus on the aspects of your experience and background.

Be aware of Body Language
- Posture
- Eye Contact
- Hands
- Tone and Clarity of Voice

AFTER THE INTERVIEW:
- Send a thank-you letter via email within 24 hours of the interview. Consider mailing a thank-you note to supplement your thank you email.
- Fulfill all requests as presented.
- Reevaluate if the job is right for you.

SAMPLE INTERVIEW QUESTIONS
Basic Questions
- Tell me about yourself.
- Why did you select your major and how does it fit with your career goals?
- Why should I hire you?
- What are your strengths? Weaknesses?
- Why do you want to work for us?
- What are your long-term goals?
- Describe your working style.
- Give some examples of your initiative, willingness to work and leadership skills.
- Do you have any questions for me/us?

BEHAVIORAL QUESTIONS
- Tell me about a time when you were participating in a team project and somebody dropped the ball. What did you do to help the team finish the project on time?
- Tell me about a time when you had to give someone difficult feedback. How did you handle it?
- What’s the most difficult decision you’ve made in the last two years and how did you come to that decision?
- Describe how you would handle a situation if you were required to finish multiple tasks by the end of the day, and there was no conceivable way that you could finish them.
- Give me a specific example of a time when you used good judgment and logic in solving a problem.

PROFESSIONAL CORRESPONDENCE
Thank-You Letter
Thank-you letters are important closure pieces to the interview process. In one short letter, you have the chance to reaffirm your interest, remind the interviewer of who you are, and mention something you might have omitted during the interview.

Thank-you letters should:
- Be sent within 24 hours after interview or conversation
- Can be sent via email and or as a handwritten thank you
- Show appreciation and reiterate your qualifications

ACCEPTING AND DECLINING OFFERS
You have reached the point in your job search process where you have received an offer, maybe even several. It is important to remember that the job search is not yet over. To see this process to completion, it is imperative that you correspond with every employer who has made you an offer or still considers you a candidate to let them know of your decision.

The following are steps to follow when accepting a job offer:
- Once you have decided to accept a job offer, immediately confirm your acceptance in writing.
- In your letter, state the agreed upon salary and outline the terms of your employment.
- Confirm the date you will be reporting to work and address any questions you may have.
- Close the letter with an expression of your appreciation and pleasure at joining the organization.
Notify all other organizations with which you have been interviewing that you have accepted another offer and will be withdrawing from their consideration.

**THE FOLLOWING ARE STEPS TO FOLLOW WHEN DECLINING A JOB OFFER:**

- Once you have accepted and/or signed a formal contract with an employer accepting a job offer, write all other organizations/companies that have made offers and inform them of your decision.
- Be sure not to burn any bridges — at a future date you may have to work with the organizations professionally or you may want to contact them again about employment.
- Be positive when declining an offer.
- If appropriate, advise the employer where you will be going to work or where you have enrolled if you are continuing your education.
- You need not indicate why you have accepted the other position or what the starting salary is.
- Always express your appreciation for any offers extended and the interest and confidence the employer has shown.

**EMAIL ETIQUETTE:**

- Use an appropriate subject header for your email
- Use professional salutations.
- Always proofread, spell check and grammar check
- Do not use slang terms, emoticons, overly stylized fonts, graphics or multi-color text or backgrounds
- 3 C's: CLEAR, CONCISE, COMPELLING

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**Thank-You Letter Sample:**

May 25, 2011

1801 Fayetteville Street  
Durham, NC 27704

Mr. Charles Stanton  
Director of Marketing  
XYZ Product Company  
234 East 10th Street  
Raleigh, NC 27572

Dear Mr. Stanton:

Thank you for the interview on Tuesday, May 24, 2011, for the position of director of product manager in the marketing department. I enjoyed talking to you and found the interview most informative. The idea of joining XYZ Product is very exciting. My marketing and economics background, combined with my recent intern experience as a marketing assistant, will enable me to become a valuable member of your marketing team.

Please let me know if you require any additional information. Thank you for your time and consideration. I look forward to hearing from you in the very near future.

Sincerely,

(Signature)

Connect means continuous learning about one’s self, environment, career fields and the fit between them. It also includes creating opportunities to gain education and experience to pave the way for growth and continued success. This section outlines graduate and professional school preparation, on-campus recruiting, and networking strategies.

**Graduate and Professional School Preparation**

Graduate and Professional School affords the opportunity to expand knowledge of a particular area of study, enter academia as a profession, or prepare for a specific career. While graduate school can be a rewarding experience, it can also be expensive and time-consuming. You’ve got to know if you really want it before you go. Ask yourself and research the answers to these questions:

- Is Graduate or professional school the right choice?
- Will it make me more marketable? How?
- Is a graduate degree required for entering my field of choice?
- Should I gain work experience first?

**Some good reasons to attend graduate school include:**

- I want to be a researcher or a college professor.
- A graduate degree will give me better job choices.

**These are not-so-good reasons:**

- I do not know what else to do.
- I can put off paying my college loans.

- My parents/teachers expect me to go.
- It is a way to avoid finding a real job.

**How to Apply to Graduate School**

Plan ahead. Graduate and professional schools often require specific undergraduate courses, as well as standardized tests. In some cases, test scores are unavailable for several weeks, which may delay your application. Allot at least one month for preparing your entire application, and start the process early.

Many schools accept applications online; however, many still require hard copies. Some schools receive thousands of applications, so be sure to keep a record of every item sent to each admissions office and to send your application ahead of time. Remember that early decisions and rolling admissions may be available, even if they are unadvertised.

**Guidelines for Obtaining References**

Faculty members are usually happy to give a reference, but you need to make it easy to help. When you ask a faculty member for a letter of recommendation, it is helpful to provide:

- All application deadlines.
- A transcript.
- A resume
- A statement describing what you are applying for and why.
- The grade(s) you received in the professor’s course and a sample of your work if applicable.
- Your contact information.
- Instructions about how to submit the letter of recommendation.

A stamped and addressed envelope so that the recommender may send the letter directly to the school(s) you are applying to, if the letter will not be submitted online.

Faculty members write letters of recommendation as a courtesy. Occasionally, if a faculty member is uncomfortable writing a letter, he/she may decline. In this case you should look for another reference rather than trying to convince that faculty member to change his/her mind. Always thank your references and keep them apprised of the outcome.

**Financing your Advanced Degree:**

What financial aid options are available?
Most awards are given by the academic department under your plan of study. Nevertheless, there will also be general assistantships throughout the university.

- **Graduate Assistantships:** 10-20 hours work/week; typically pay full or partial tuition and offer a stipend
- **Teaching Assistantships:** Teaching, recitation courses and/or assisting a professor with office hours, half-time
- **Research Assistantships:** Assist professor with research; may lead to own research project
- **Residence Assistantships:** Room (in college residence hall), board and stipend are often offered

**ON-CAMPUS RECRUITING**
If your plan does not include graduate or professional school, then the on-campus recruiting program could be a great way to connect with employers and organizations.

**INFORMATION SESSIONS/EMPLOYER PRESENTATIONS**
Many employers hold presentations on campus that offer information about employers in a less formal setting before an interview takes place. Students have an opportunity to ask questions, network with representatives, and get better insight as to what qualities employers are seeking in new hires.

**ON-CAMPUS INTERVIEWS**
Through Eagle Career Network, students can interview with employers on campus at the office of Career Services. Once a student has submitted their resume before the resume collection deadline, they may check back on the system to see if they have been selected for an interview. If a student is selected for an interview, they must sign up for an interview time on Eagle Career Network before the sign-up deadline. Once the sign-up period has ended, students are unable to sign up.

Students participating in on-campus interviews should carefully read over the Student Policies & Procedures. These guidelines give instructions on interview preparation, interview cancellation, and offer deadlines. All students agree to these policies and procedures upon participating in on-campus recruiting.

**OFF-CAMPUS INTERVIEWS**
Students may also participate in interviews off-campus via Eagle Career Network. Unlike on-campus interviews, students interview with employers at their company site (or remote) and are contacted by the employer directly to coordinate a date and time.

**NETWORKING**
Networking is developing and maintaining relationships with individuals that are engaged in work and life activities that interest you. Many benefits of networking include increased visibility within your field, enhanced professional development, finding mentors, and finding EMPLOYMENT!

**TOP 8 NETWORKING SKILLS:**
1. **BE PREPARED** • Define what information you need and what you are trying to accomplish. Your purpose is to get to know people who can provide information regarding careers and leads.
2. **BE TARGETED** • Identify your network. Start by listing everyone you know: family members, friends, faculty etc. Join organizations in your field of interest and get involved.

3. **BE PROFESSIONAL** • Ask your networking prospects for advice—not for a job. Your meetings should be a source of career information, advice and contacts.

4. **BE PATIENT** • Networking is like gardening: You do not plant the seed, then quickly harvest. Networking requires cultivation that takes time and effort for the process to pay off.

5. **BE FOCUSED ON QUALITY, NOT QUANTITY** • In a large group setting, circulate and meet people, but don’t try to talk to everyone. It’s better to have a few meaningful conversations than 50 hasty introductions.

6. **BE REFERRAL-CENTERED** • The person you are networking with may not have a job opening, but he or she may know someone who is hiring. The key is to exchange information and then expand your network.

7. **BE PROACTIVE** • Stay organized and track your networking meetings. Keep a list of your contacts and update it frequently with the names of any leads given to you. Send a thank-you note or email.

8. **BE DEDICATED TO NETWORKING** • Most important, networking should be ongoing. You will want to stay in touch with contacts over the long haul—not just when you need something.

**SOCIAL MEDIA NETWORKING**

**LINKEDIN**

Did you know that social networking sites like LinkedIn and Twitter can supplement your job or internship search and make you a more interesting candidate to employers? NCCU Career Services has collected some resources on how LinkedIn can be an important part of your career.

**STEP 1: CREATE A PROFILE**

Your online LinkedIn profile is like a great resume, interview, and reference document all in one. Each profile is full of useful information for professionals to advertise themselves (current position, past employment, experience, goals, etc.). Remember that your LinkedIn profile is never “done” in the sense that it will always need periodic updates.

**STEP 2: CONNECT**

You need to be strategic with your profile. Once you have crafted a profile that represents your skills, the next step is to locate people who also have LinkedIn profiles and “establish connections” with them.

**STEP 3: GET RECOMMENDATIONS**

When asking for a recommendation, ask a range of people who can talk about different aspects of your brand. Think about supervisors, classmates and professors who can talk about:

- your greatest strength
- your ability to work on a team
- how you manage your greatest weakness
- your leadership capabilities

**STEP 4: JOIN GROUPS**

Groups on LinkedIn are a great way to find people with shared interests and to connect with potential clients. There are thousands of groups on LinkedIn so it’s important that you evaluate the groups before you join.

**STEP 5: JOB SEARCH**

There are two main aspects of LinkedIn that can be directly helpful to your job search. They are the Company Search and the Job Search. The Company Search on LinkedIn is especially helpful if you know of an organization that interests you.

The Job Search on LinkedIn is similar to platforms you might already be familiar with like Monster.com, but there is one added benefit. In addition to your ability to search by job title and other keywords, LinkedIn will show you who you are connected with at those companies. This is a huge advantage because it saves you a huge amount of research.

**STEP 6: MAINTAIN**

As mentioned earlier, it’s very important for you to maintain your LinkedIn profile even after you have found a job. Update your profile, seek recommendations and continue to grow your network. Don’t wait until the last minute when you need the network.

**Bibliography of Resources**

Adapted from Thomas J. Denham, managing partner and career counselor of Careers In Transition, LLC / Adapted from Columbia Center for Career Education website, www.cce.columbia.edu / Adapted from Columbia Center for Career Education Undergraduate Student Career Planner 2005 - 2006
Sources representing diverse audiences and professional interests have this to say about working at Vanguard:

Training Top 125
Training magazine 2010

Diversity Leader Award
Profiles in Diversity Journal 2010

50 Out Front Companies for Diversity Leadership
Diversity MBA magazine 2010

100 Best Places to Work in IT
Computerworld magazine 2010

CIO 100 Award
CIO magazine 2010

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