

Career Development *Four-Year Plan*

I'M EMPLOYMENT BOUND

YEAR 1 Join multiple student organizations. Get involved on your floor; meet people!

With the CDC: Attend March Major Madness events; take a career test to explore your interests

SUMMER Make money; or, take classes or a trip to further explore your interests.

YEAR 2 Make it your goal to meet 5 interesting people this year who are employed in jobs you find interesting. Use course projects as opportunities to explore job leads in your field.

With the CDC: Attend a Resume Workshop and a Career Fair

SUMMER Arrange a job shadow with one or more of the 5 people you met this year. Take their advice—what experience(s) did they recommend? Be sure to pursue those specific opportunities.

YEAR 3-4 Dive into your major courses. Pursue leadership positions in student organizations. Stay in touch with the 5 people you met last year and meet 5 more. Share your resume with the people you meet. Start a LinkedIn account.

With the CDC: Attend EVERY Career Fair; Have your resume reviewed

(YOUR MOST VITAL) SUMMER Participate in a job or internship that closely relates to the position you desire after graduation. Stay in touch with all the contacts you meet. Build up your LinkedIn profile.

YEAR 4-5 **Begin actively applying to professional positions about 4 months before graduation.** Stay in touch with professionals you met during your internship. Perfect your resume. Attend EVERY career fair possible; generate a long list of job leads and contacts.

With the CDC: Sit down for an individual consultation with staff; Have your resume reviewed; Attend EVERY Career Fair

I'M GRADUATE SCHOOL BOUND

YEAR 1 Take at least one class in your major. Join a student organization related to your interests.

With the CDC: Attend March Major Madness events; take a career test to explore your interests

SUMMER Make money; or, take classes or a trip to further explore your interests.

YEAR 2 Build quality relationships with your professors. Read articles by current researchers. Explore ideas for further research and share your interests with your advisor.

With the CDC: Attend Graduate School Workshops & Graduate School Fair

SUMMER Begin researching graduate programs. Which are most interesting to you? Where are current researchers teaching? Begin narrowing down top choices, and make a list of goals so you can meet admission requirements.

YEAR 3-4 Participate in undergraduate research. Share future plans with faculty and seek input. Present at Student Academic Conference. Join professional organizations in your field. Pursue leadership positions in your student organization. Start a LinkedIn account.

With the CDC: Attend a Resume Workshop; Have your resume reviewed

(YOUR MOST VITAL) SUMMER Narrow down graduate school options and prepare a list of requirements and deadlines. Take entrance exams (GRE, etc.). Fulfill as many admission requirements as possible (extra courses, job shadow, volunteer, etc.).

YEAR 4-5 **The graduate school application process begins DAY ONE of first semester.** Perfect your resume. Contact your references; meet in person to discuss your future and ask for a positive recommendation. Write personal statements and prepare your applications. Stay in touch with the academic departments at your chosen graduate schools.

With the CDC: Sit down for an individual consultation with staff; Have your resume reviewed

Internships

Why get an internship?

- Gain valuable work experience
- Network with professionals
- Apply the skills and knowledge from your coursework
- Earn money and/or credit for your work
- Expand your knowledge about your field by exploring careers first hand

Where do I look for an internship?

- Network: Set up meetings with people you know and trust (Career Development Center staff, family, friends, other professionals) and talk to them about your career path. See page ____ for more tips on networking
- DragonCareers postings on the Career Development Center website
- Faculty and Departments
- Career and Internship Fairs

What about credits?

For information about completing an internship for credit contact your academic advisor or the Career Development Center.

Due to the economy, interns are being given more responsibilities and opportunities to contribute.

STATISTICS SHOW...

42.3%

seniors who had internships and applied for jobs received a job offer compared to 30.7% of seniors without an internship experience.

53.3%

of eligible interns were offered full-time jobs

Median accepted salary for seniors with an internship was nearly 31% higher than the median accepted salary offered to non-intern seniors

31%
HIGHER

Employers want to see a candidate that is *passionate, enthusiastic, and confident.*

of employers surveyed said the primary focus of their internship programs is to feed their full-time hiring program.

83%

How Do I *Find a Job?*

1. GET A MEETING

Use your network

- ▶ Start today: ask the next 50 people you meet, “Who do you know who does..?” (Works in marketing? Works in Los Angeles?)
- ▶ Find their contact information (have that person introduce you, google them, etc.)
- ▶ Don’t forget to ask those who are close to you! (friends, family, advisor, etc.)
- ▶ Write the contact an email
- ▶ The **KEY** is: You must **NEVER ASK FOR A JOB**

Dear Mr. Jones:

My name is Sara Andersen and I am a junior marketing major at Minnesota State University Moorhead. Sylvia Smith recommended I contact you. I am very interested in learning more about marketing firms in this region as I consider where to take my major.

Is there any chance you would be willing to meet with me briefly? I would be honored to buy you a coffee and ask just a few questions about marketing.

Thank you for your time!

Sincerely,
Sara Andersen

2. AT THE MEETING

- ▶ If you are persistent, you **WILL** win a meeting like this
- ▶ The **KEY** is: You must **NEVER ASK FOR A JOB**
- ▶ See the Informational Interview section for questions you could ask

3. AFTER THE MEETING

- ▶ Send a handwritten thank you note. If you have terrible handwriting, send a printed letter but sign your name at the end
- ▶ In one month follow up with another email. Thank them again, explain any changes or updates with you, and explain that since you do not have a business card you will now attach your resume!
- ▶ In two months do the same, give another update. This person is now in your network
- ▶ The **KEY** is: You must **NEVER ASK FOR A JOB**

Why do informational interviews work?

- ▶ According to the Ben Franklin Effect, a person who has done a favor for someone becomes more likely to do them another favor, not less.
- ▶ By asking them to do the favor of allowing you to interview them, you are increasing the chances that they will connect you with opportunities in the future [The Defining Decade. (2012).]

ELEVATOR SPEECHES

- ▶ An elevator speech is a short (30-60 seconds) summary of who you are
- ▶ This is helpful at career fairs, conferences, and other events
- ▶ Your elevator speech should include: Name, major, career goal, timeline, and a question

Be persistent

- ▶ Give them about a month to reply, two weeks if you are in a hurry. If you still haven’t heard from them then email them again

Dear Mr. Jones:

My name is Sara Andersen and I had contacted you a few weeks ago about setting up a brief meeting to talk about your career in marketing. I would still be very interested in a short meeting with you.

I know you keep a very busy schedule and I understand if a brief meeting would not work for you. If you feel it would be more appropriate I would be happy to meet with a recommended member of your staff.

Thank you again!

Sincerely,
Sara Andersen

INFORMATIONAL INTERVIEWS

- ▶ These are important because they build your network and can lead to valuable information or contacts
- ▶ Stick to gathering information and leads, and do not treat this as a job interview

Common Questions

1. How did you get started in the business?
2. What do you like/dislike most about your job, your company, your industry?
3. What are the current career opportunities for college grads in the industry?
4. Is there a trade association, trade publication, or website that might aid me in my job search?
5. Where do you see the industry heading in the near future?
6. What advice would you give a college grad looking for a job in the industry?
7. Could you recommend someone else for me to contact in the industry?
8. Is there anything else I should know about the industry?

[The Complete Job Search Book for College Students. (2007).]