



The Career Center Mission

The Career Center is a collaborative, service-driven department dedicated to providing guidance, resources, and opportunities for students of all Fisher programs.

In this supportive environment, individuals engage in self-discovery and exploration in order to refine work preferences and educational direction.

We help students synthesize educational, work, volunteer and internship experiences into a cohesive professional profile.

Through this development process, students build a solid foundation for transitioning from academics into the real world.



Staff:

Betsy McDermott, Director
emcdermott@sjfc.edu

Kathy Tonkovich, Assistant Director
ktonkovich@sjfc.edu

Laurie Valentino, Assistant Director
lvalentino@sjfc.edu

Jean Skuse, Administrative Assistant
jskuse@sjfc.edu

Hours: Monday-Friday, 8:30am - 4:30pm
Evening hours are available Mon., Tues., & Wed.

Phone: 585-385-8050
Fax: 585-385-5228
Email: Career@sjfc.edu
<http://home.sjfc.edu/careerservices>



Career Center Senior Handbook: Things to know before you go...



Putting it all together...



Testimonials from the Fisher Community about the Career Center:

"I found a job I was interested in on Job Zone, then found a contact in that company through the CARD System. I want to thank you for all of your assistance and the great resources Fisher's Career Services provided." -Alum, Sociology



"You have wonderful, complete career services for the Fisher students and I hope more of them use them in the future. I will continue to push my students, in both of my classes, to utilize this great service." -Professor

"I really appreciated your time and critical feedback regarding my resume and cover letters. Your guidance was extremely helpful and insightful." -Education Student



"What your department can offer students is amazing. Career Services is definitely the most resourceful department on campus. You will be seeing more of me!" -Management Student

The Career Center

putting it all together

SENIOR CHECKLIST

Review the checklist below to make sure you're covered and ready for the job search!!!

I have met with a career counselor and ...

- ◇ Developed a career focus
- ◇ Created a timeline for my job search



My career correspondence...

- ◇ Has been professionally edited and I received great feedback
- ◇ Uses the right key words for my field
- ◇ Is free of typos, grammatical errors, jargon, embellishments
- ◇ Enables the reader to see me in the position I am targeting

I am familiar with...

- ◇ Proper business etiquette in a professional setting
- ◇ Appropriate interview attire
- ◇ Basic dining etiquette

I'm ready to conduct my job search and...

- ◇ Know multiple job search techniques
- ◇ Made my networking sheet
- ◇ Have started contacting alums, friends, family, etc.

I am knowledgeable about the interview process...

- ◇ I know expectations of the recruiter and expectations of myself
- ◇ I know what three areas I am being assessed in
- ◇ I know where to find further detailed interviewing information



I regularly go to the Career Center Website

- ◇ I look at the job postings regularly on the Career Center's JobZone
- ◇ I have a password to CARD so I can contact the volunteer career mentors for help with my plans

I am aware of Career Center sponsored events

- ◇ Graduate School Fair
- ◇ Nursing Fair
- ◇ Fall Teaching Fair
- ◇ Jobsapalooza
- ◇ Rochester Area Career Expo
- ◇ Career and Internship Fair
- ◇ Etiquette Dinner
- ◇ Additional presentations and workshops as offered

A Note from the Career Center

Dear Seniors,

Within a few months, you will go from being a student to becoming a professional. Are you ready?

We, at the Career Center, have put together a booklet to help surface the professional within you! In here, you will find information on how to set career goals, write a dynamic resume and cover letter as well as find tips for confident and impressive interviews. We have advice on dress, behavior and etiquette to help you stand out as a Fisher professional, ready for success.

Important Message: All companies and organizations are looking for qualified, proactive employees. Even when the marketplace is competitive in your field, employers maintain that it is still difficult to find motivated people to hire. Let this booklet be an inspiration to help you be that candidate that impresses.

It is our goal at the Career Center to help you jumpstart your career search. Along with the information contained in this handbook, make an appointment with a career counselor to maximize your efforts. We wish you the best as you complete your senior year and look forward to assisting you with your job search.

Good luck!

Betsy, Kathy, Laurie and Jean
At the Career Center



Considering Graduate School

Here are Some Questions to ask yourself...

- **What is your motivation?** You should have a firm understanding of why you are pursuing graduate studies before committing time, energy and money.
- **Professional Ambitions?** Do you want to specialize in a field to maximize your future opportunities? Does your profession require graduate education? Career Change? Advancement? Love of knowledge?
- **What are your resources?** Mental, financial, emotional?



Timetable for Applying to Graduate School

Summer/Early Fall

- Take necessary entrance exam tests such as the GRE, MCAT, LSAT, or DAT depending on what your program requires.
- Gather program information through college websites and brochures.
- Consider who should write you a letter of recommendation

Fall

- Come to the Graduate School Fair at SJFC, Wednesday, October 25
- Research sources of financial aid. Scholarships, Fellowships, and Grants.
- Carefully look over the program applications.
- Write a draft of your Statement of Purpose, or Letter of Intent.
- Ask faculty for letters of recommendation
- Send out your transcripts
- Finalize your essays and statement of purpose
- Apply for financial aid



Early Winter

- Complete your application forms and re-read your essays and statement of purpose
- Mail out your applications

Early Spring

- Plan for admissions interviews if required

Spring

- Visit schools which you have been accepted to
- Notify the school that you have chosen to attend, and the schools which you are declining

Websites for additional information:

www.gradschool.com
www.gradschool.about.com
www.gradview.com
www.kaplan.com



TRANSITIONS

There are many things to consider when making the transition from college to the "real world"

Transition to the Workplace

1. Set your alarm!
2. Maintain a professional appearance
3. Enthusiastically take on new projects
4. No personal phone or email at work
5. Be a good communicator



Your degree gets you in the door, but you have to prove your worth!

Keep in mind:
your long term career success can depend on how well you do during your first year on the job

As a new employee, conduct yourself according to the codes of your organization and contribute positively to it!

Budgeting for Your First Year Out of College

Take into Consideration...

Living Expenses: Rent, utilities, food

Transportation: Car payment, gas, parking, maintenance/repair

Insurance: Auto, medical/dental, home/apartment

Taxes: State and Federal income tax

Loans: Student loan payments

Personal: Household furnishings, clothing, recreation/entertainment, gifts, travel, savings, charity



Table of Contents

Set Your Goals	1
<i>Identify a career focus</i>	1
<i>Create your timeline</i>	1
Career Correspondence	2
<i>Cover letter</i>	2
<i>Resume</i>	3
<i>Resume sections</i>	4
<i>References</i>	5
<i>Thank you letter</i>	5
Professionalism	6
<i>Business Etiquette</i>	6
<i>Dress for Interview Success</i>	7
Job Search Techniques	8
<i>JobZone</i>	8
<i>Networking</i>	8
<i>CARD System</i>	9
<i>Navigating the job fair</i>	9
<i>Working the net/want ads</i>	10
<i>Proactive search</i>	10
<i>Employment agencies</i>	10
Interviewing Skills	11
Transitions	12
<i>Transitions to the workplace</i>	12
<i>Budgeting for your first year out of college</i>	12
<i>Considering graduate school</i>	13
<i>Timetable for applying to graduate school</i>	13
Senior Checklist	14



INTERVIEWING SKILLS

Be sure to check out the JobZone for more detailed information about interviewing, including many common sample questions.

Recruiters expect you to:

- Dress professionally and be prepared
- Be on time (scope out the location the day before if unfamiliar)
- Have a good, firm handshake
- Be interested and familiar with the company
- Treat clerical people with respect



Arrive 15 minutes before your interview is scheduled.



Become familiar with a company by reading through annual reports, websites, and materials left in the lobby of your interview location.

A well prepared candidate should know:

- The product the business makes or services it provides
- The scope of the business
- The target market or clientele
- Key business opportunities and challenges
- Publicly announced plans
- How the company fits your objectives



In any interview, the candidate is being assessed in 3 areas:

- Can you do the job?
- Will you do the job?
- How will you fit into our organization and culture?

For all questions, keep these tips in mind:

- Always accentuate the positive, you never had a boss you didn't like
- Keep your replies short, don't ramble or go off on tangents
- If you are confused, ask for clarification
- Think before answering each question, collect your thoughts and answer, don't panic
- Use the interview to evaluate the company as they are evaluating you



Working the Net/Want Ads

- Search sites such as www.craigslist.com, www.hirenet.net, www.careerbuilder.com, www.newyorkjob.com, www.hotjob.com. Also check your local newspapers and magazines.
- Don't sit back and wait for responses—be active! This method is only one way to conduct job search. Be sure to engage in all job search techniques to maximize your efforts!



Proactive Search



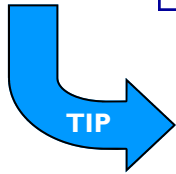
You can target specific companies by going to their websites and searching for employment opportunities.

Employment Agencies



Look in your local yellow pages under employment. Use this job search technique if you are looking for temporary work, are new in the area or unsure of your career focus.

More details about all of these Job Search Techniques can be found in the Career Center!



Don't miss the opportunity to put these techniques into practice:

- Nursing Fair**
- Fall Teaching Fair**
- Jobsapalooza**
- Rochester Area Career Expo**
- SJFC Career and Internship Fair**
- Etiquette Dinner**
- Teacher Recruitment Day**



Visit the Career Center's Calendar of Events page for specific dates and additional workshops and events!

<http://home.sjfc.edu/careerservices/calendar.asp>

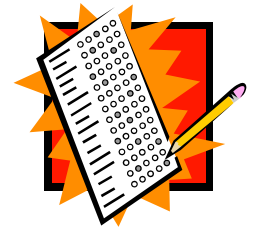
SET YOUR GOALS

What are you looking for? How long will it take for you to find a position that matches your skills and interests?

Identify a Career Focus

- Know what you want to do? List your choices:

- Not sure? Take an assessment at the Career Center to surface skills and interests.
- Meet with a career counselor to understand completed assessment and to plan your next step.



Create Your Timeline

The job search is not an exact science. Plan for three to six months for a Bachelor's degree entry-level position. Be sure to include in your timeline:

- Assessments
- Targeting your career field
- Building your resume
- Identifying companies
- Networking
- Application and interviewing process



Meet with Career Center to discuss inventories

Have first draft of resume ready for review

CAREER CORRESPONDENCE

You only have one chance to make a first impression...your career correspondence is typically the first impression an employer will have of you. Be sure to highlight the skills you want recruiters to see!

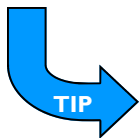
Cover Letter

The cover letter (also known as a "letter of intent" within the education field) should complement, not duplicate, a resume. As an introduction to yourself, use every line to show how you are the perfect candidate for the position.



Three main sections of the cover letter:

1. **Introduction** of yourself and how you heard of the position, and your interest in the company.
2. **A brief profile** of how your skills & experience match the qualifications looked for. Do your research on the company!!!
3. **Thank you**, I look forward to hearing from you, or I will follow up with a phone call next week, or I look forward to presenting my qualifications in person. This section also includes your contact information.



Study the organization's webpage, specifically their mission statement to determine their values and vision. Be sure to also check the "press releases" section of the website to learn of the new and exciting events happening within the organization.

CARD System

Career Alumni Resource Database

At St. John Fisher College, we are proud of our many dedicated and successful alumni. Besides the over 800 alumni volunteers that have volunteered to be in the CARD database to work with you, the Career Center sponsors events so that you can meet them.



What can I use the CARD System for?

Solicit alumni help with:

Resumes • Mock Interviews • Networking
Cover Letters • Industry Research
Internships • Company Research
Professional Contacts • Full Time Opportunities
Relocation Opportunities

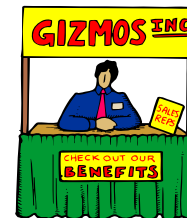
How do I sign up?

Contact the Career Center by phone (585-385-8050) or email (career@sjfc.edu) to obtain a username and password. You can access the CARD System from the Career Center's website once you are granted permission.

Navigating the Job Fair

Job fairs are an excellent place to make contacts, research potential employers, get an overview of the job market, and gain personal presentation and communication skills!

- Go with the focus of gathering information, though your interactions may lead to employment opportunities.
- Research targeted companies in advance.
- Bring extra copies of your resume.
- Dress professionally.
- Ask good questions; gather literature and ask for a business card.
- Follow up after the fair with letters to the companies that impressed you most. Remind them that you met them at the fair.



Be prepared to deliver a summary of your skills in a sincere, concise manner!



JOB SEARCH TECHNIQUES

*There are many different methods of finding employment. Be proactive!
Identify potential leads and take initiative!*

JobZone

This continuously updated website is home to job and internship postings targeted for Fisher students! Access the JobZone by visiting <http://home.sjfc.edu/CareerServices/login.asp>.



Networking

Networking is...

TALKING with people you know for information.

BUILDING ON a group of people who are invested in your success, such as family, faculty, and friends.

DEVELOPING new contacts.

PROVEN to lead to employment more than any other way.

Also THE BEST METHOD BY FAR for career changes now and in the future.



Developing personal contacts and networking will give you a 50-80% better chance of finding a job! Especially the rarely posted positions!



How do you start your network? Begin by asking...

- Relatives
- Friends of your parents
- Friends from college
- Parents of your friends
- Co-workers
- Teachers/Professors/Advisors
- Friends from high school
- Supervisors
- Membership Affiliations
- Neighbors from hometown

List those that are in your network:

Resume

A typical recruiter spends 10-15 seconds scanning a resume before putting it in a "yes" or "no" pile. Make it a "yes" resume by communicating to employers how you can benefit them. Employers want to know your accomplishments, attributes such as the ability to communicate, transferable skills, initiative, leadership, imagination, flexibility, interpersonal skills, etc.

Leave out the I's, Me's, My's! Use...

Created	Directed	Demonstrated
Implemented	Promoted	Expedited
Developed	Reconciled	Facilitated
Instructed	Initiated	Motivated
Negotiated	Performed	Consolidated
Arranged	Assisted	Coordinated
Compiled	Analyzed	Executed
Operated	Managed	Improved
Maintained	Planned	Produced
Organized	Counseled	Supervised
Communicated	Assembled	Designed

a RESUME is...

- Review of Qualifications
- Education and/or degrees earned
- Skills-Based
- Unique-What Makes You Special
- Marketing a Product-You
- Effective-Gets You Noticed

- Use strong action verbs
- Make every word connect to the position you are targeting
- Choose a format that best represents your candidacy
- Think of your resume as a marketing document



Jean Student
3690 East Ave. Pittsford, NY 14450
(585) 385-8050 • career@sjfc.edu

OBJECTIVE

EDUCATION

WORK EXPERIENCE

ACTIVITIES

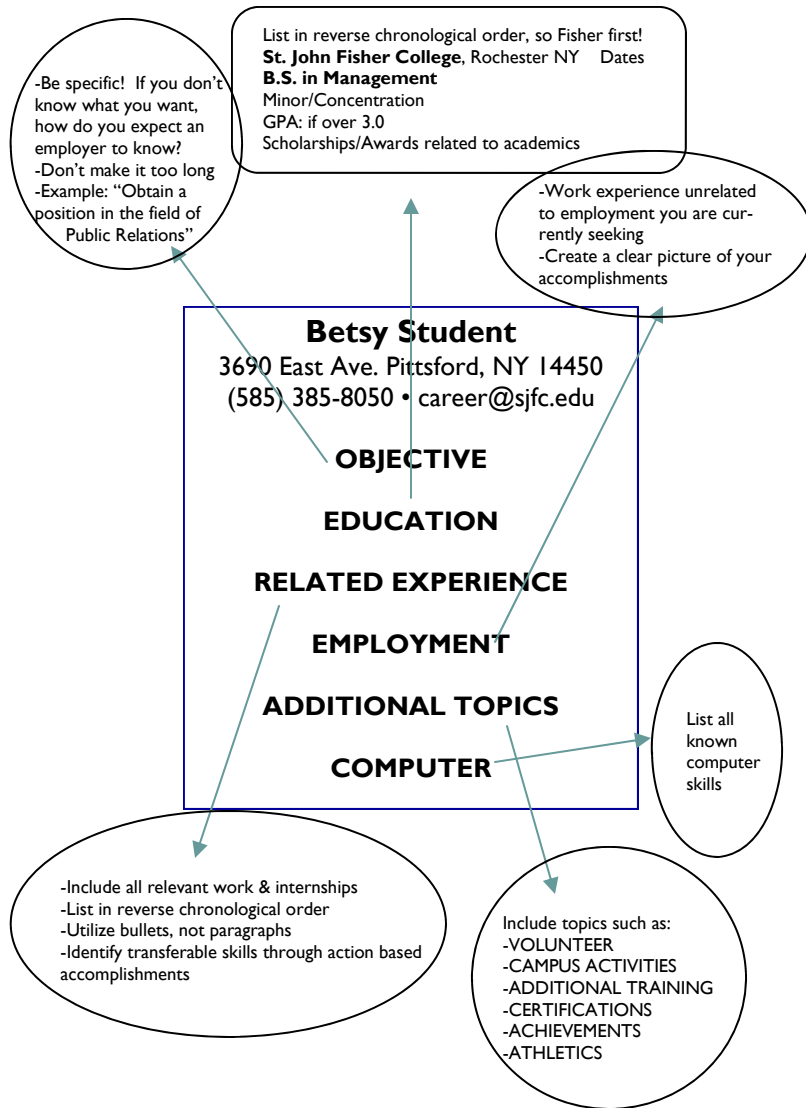
COMPUTER

Dates

↓

Resume Sections

Consider what a prospective employer would need to know about you to picture you in the position you want



Dress for Interview Success

Buy the best suit you can afford and wear it in advance of the interview to gain confidence and comfort.



Women:

- Conservative blouse, neutral colors
- Conservative jewelry, one earring in each ear
- Simple and natural makeup
- Pumps, cleaned and polished
- Hosiery with no runs!
- Clean, trimmed finger nails
- No perfume



Don't wear **RED** until after you get the job!



Men:

- Wear a dark, conservative suit with a white or neutral, ironed, button down shirt
- Keep the tie conservative too!
- Wear dark shoes and dark dress socks
- Well-groomed hair, clean shaven
- Very limited jewelry, take out the earrings
- Trimmed nails



Don't wear the **Purple or Plaid** shirt until after you get the job!



Follow the organization's dress policy once you are hired!



Let the employer know you as "the candidate with the best qualifications and strongest interview" not as "the candidate with the wrinkled shirt and mismatched suit."

PROFESSIONALISM

You've got your career focus, have set a job search timeline and have developed career correspondence. Now you are ready to begin meeting with people from your field of interest. Be sure to read these tips on professionalism, including business etiquette and dress for interview success.

Business Etiquette



Greeting People:

- Always stand to greet
- Make eye contact
- Smile
- Firm handshake
- Introduce by addressing the most important person first:
"Mrs. Valentino, I would like you to meet my friend Jill."



Mastering the Art of Small Talk:

- Ask, ask, ask!
- Ask open-ended questions
- Be a good listener
- Maintain good eye contact
- Draw others who are standing around into the conversation

Fact: You are 85% more likely to get what you want if you engage the other with respect.

Fact: You have eight seconds to make a first impression; it can take years to undo a bad one!



Dining etiquette can be critical to career and job search success! You are being evaluated in a social situation to see how you conduct yourself.

Table Manners:

- As a guest, order mid-range item on menu
- Food to your left, beverages to your right
- Wait for everyone to be served before eating
- Pass to the right
- Leave napkin on chair if leaving momentarily
- NEVER talk on the phone at table!
- Bury the elbow
- Work your way from the outside in for silverware

References

- Your references belong on a separate sheet of paper from your resume and should be on the same type of paper your resume is on.
- Ask permission to use someone as a reference before you list them!
- Refresh your reference's memory of key accomplishments you achieved with them, and give them a copy of your updated resume.

Betsy Student
3690 East Ave. Pittsford, NY 14450
(585) 385-8050 • career@sjfc.edu

References

Laurie College
Assistant Director, Career Center
St. John Fisher College
career@sjfc.edu
585.385.8050

Jill Sophomore
Manager
Your Store
jsophomore@ystore.com
585.555.1234

Follow the formatting from your resume

List names in alphabetical order and follow the same format for each reference

Thank You Letter

- A savvy professional will send a thank you letter after each interview within 24-48 hours.
- Collect business cards from those who you interview with to ensure proper spelling of names and addresses.
- Letters should be printed on high quality resume paper and mailed to the interviewer.
- Email thank you letters are appropriate if the employer has given you their business card and invited you to email them.



The letter should contain three very short paragraphs including:

1. **Thanking** the person for the interview.
2. **Key points** of interest in the position and how the interview confirmed in you that this position is a good match for your skills and interests.
3. State how you are **eager to hear from them** soon.