Family Chat

Career Development

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Preparing A Professional Development Action Plan

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Top Personal Qualities Employers Look for in College Graduates

The top 10 personal qualities/skills employers seek, according to NACE's *Job Outlook 2012* survey, are:

- Communication Skills (verbal and written)
- Strong Work Ethic
- Teamwork Skills (works well with others)
- Initiative
- Interpersonal Skills (relates well to others)
- Problem-Solving Skills
- Analytical Skills
- Flexibility/Adaptability
- Computer Skills
- Technical Skills
The Value of a Liberal Arts Education

Critical Thinking
- Imagination and Creativity
- Logic and Reasoning
- Conceptual Thinking
- Reflection and Feedback

Problem Solving
- Imagination and Creativity
- Logic and Reasoning
- Data Collection
- Conceptual Thinking
- Reflection and Feedback
- Scientific Experimentation

Research Skills

Analysis
- Data Collection
- Data Analysis
- Reflection and Feedback
- Scientific Experimentation

Dissemination
- Imagination and Creativity
- Logic and Reasoning
- Conceptual Thinking
- Reflection and Feedback
The Essential Learning Outcomes

Beginning in school, and continuing at successively higher levels across their college studies, students should prepare for twenty-first-century challenges by gaining:

★ Knowledge of Human Cultures and the Physical and Natural World
  • Through study in the sciences and mathematics, social sciences, humanities, histories, languages, and the arts
  
  Focused by engagement with big questions, both contemporary and enduring

★ Intellectual and Practical Skills, including
  • Inquiry and analysis
  • Critical and creative thinking
  • Written and oral communication
  • Quantitative literacy
  • Information literacy
  • Teamwork and problem solving

  Practiced extensively, across the curriculum, in the context of progressively more challenging problems, projects, and standards for performance

★ Personal and Social Responsibility, including
  • Civic knowledge and engagement—local and global
  • Intercultural knowledge and competence
  • Ethical reasoning and action
  • Foundations and skills for lifelong learning

  Anchored through active involvement with diverse communities and real-world challenges

★ Integrative and Applied Learning, including
  • Synthesis and advanced accomplishment across general and specialized studies

  Demonstrated through the application of knowledge, skills, and responsibilities to new settings and complex problems

Note: This listing was developed through a multiyear dialogue with hundreds of colleges and universities about needed goals for student learning; analysis of a long series of recommendations and reports from the business community; and analysis of the accreditation requirements for engineering, business, nursing, and teacher education. The findings are documented in previous publications of the Association of American Colleges and Universities: Greater Expectations: A New Vision for Learning as a Nation Goes to College (2000), Taking Responsibility for the Quality of the Baccalaureate Degree (2004), and College Learning for the New Global Century (2007). For further information, see www.aacu.org/leap.
### Percentage of Employers Who Want Colleges to “Place More Emphasis” on Essential Learning Outcomes

**Knowledge of Human Cultures and the Physical and Natural World**
- Science and technology: 70%
- Global issues: 67%*
- The role of the United States in the world: 57%
- Cultural diversity in the United States and other countries: 57%
- Civic knowledge, participation, and engagement: 52%*

**Intellectual and Practical Skills**
- Written and oral communication: 89%
- Critical thinking and analytic reasoning: 81%
- Complex problem solving: 75%
- Teamwork skills in diverse groups: 71%*
- Creativity and innovation: 70%
- Information literacy: 68%
- Quantitative reasoning: 63%

**Personal and Social Responsibility**
- Ethical decision making: 75%
- Intercultural competence (teamwork in diverse groups): 71%*
- Intercultural knowledge (global issues): 67%*
- Civic knowledge, participation, and engagement: 52%*

**Integrative and Applied Learning**
- Applied knowledge in real-world settings: 79%

Note: These findings are taken from *Raising the Bar: Employers’ Views on College Learning in the Wake of the Economic Downturn*, a survey of employers conducted for AAC&U by Hart Research Associates and published in 2010. For a full report on this survey and related employer findings, see www.aacu.org/leap.

*Starred items are shown in multiple learning outcome categories because they apply to more than one.*
Your Job/Graduate School Search **Tools**

- Resume
- Cover Letter/ Personal Statement
- Creating a Portfolio
- References and Recommendations
- Credential Services

"You'll have to look harder than that to find a job, son."
Job/Graduate School Search - The Total Package

- Clearly Articulated Career Goals
- An Exceptional, Tailored, Flawless Resume
- A Position-Specific Relevant Cover Letter/Personal Statement
- Thorough Interview Preparation
- Confident and Assertive Interview Strategy
- A Powerful Persona
- Appreciative and Impactful Follow-up
- Seal the Deal on YOUR Terms
Lay the Foundation – Find your Center

- Who am I?
- What am I made of?
- Where am I value-added?
- Where will I find my niche?
Develop Skills to Last a Lifetime

❑ Organization & Planning
  • Know your priorities
  • Create a weekly schedule
  • Develop a sense of urgency when conducting a job search ~ jobs don’t often come to you!
  • Develop a record-keeping system & maintain accurate records
  • Evaluate your efforts regularly
  • Seek help when needed and be willing to accept constructive criticism

❑ Goal Setting (adapted from “Goal Setting: Powerful Written Goals In 7 Easy Steps!” by Gene Donohue)
  • Make sure the goal you are working for is something you really want, not just something that sounds good.
  • A goal cannot contradict any of your other goals.
  • Develop goals in the 6 areas of life: Family and Home, Financial and Career, Spiritual and Ethical, Physical and Health, Social and Cultural, Mental and Educational
  • Write your goal in the positive instead of the negative.
  • Write your goal out in complete detail.
  • Make sure your goal is high enough.
  • Write down your goals and carry them with you daily.

❑ Communication Skills
  • Excellent oral & written skills are both critical – improve where needed and ask others for feedback
  • Select a professional and appropriate email address ~ hot4U@gmail.com will not portray you in the best light with prospective employers!!
  • Be sure your voice mail & answering machine messages are professional

❑ What is Networking?
  • Networking is the art of building alliances. It’s not contacting everyone you know when you are looking for a new job and asking if they know of any job openings. Networking starts long before a job search, and you probably don’t even realize you are doing it. (adapted from the Riley Guide)

❑ Social Networking & Video Sharing Web Sites
  • Create a positive image online – use well known and respected Social Networking and Business Sites (ie LinkedIn) when seeking employment
  • Keep a low profile online and monitor yourself on the web regularly to be sure what shows up is not going to harm you in a job search or at work
  • Don’t post any unflattering photos online – you never know who may be checking up on you
Develop Skills to Last a Lifetime,  

- **Develop Your “60 Second Sell”**
  - Learn to describe your personality, achievements, skills and work experience in just a minute
  - Know what you want your message to accomplish
  - Make it snappy and memorable
  - Work out where you add value in your role
  - Adjust your message to the listener
  - Don’t bombard an employer with detail

- **Informational Interviewing**
  - An in-person opportunity to gain invaluable, up-to-date knowledge about a specific business or industry from an “insider”
  - Check out the Career Centers Handout on Informational Interviewing Guide

- **Understanding the “Hidden” Job Market**
  - Best source of job leads
  - Requires direct contact
  - Less than 25% of job seekers use this
  - Develop personal contacts within organizations, family, friends, faculty
  - What and who you know is important in your job search

- **Know Your Value to an Employer**
  - Assess your skills as they relate to career requirements & preparation
  - Know how these skills add value to an employer
  - Know the organization’s objectives, needs, and competitors
  - Write a resume that demonstrates your value

- **Identifying Employers**
  - **Career Shift** (Career Center Resource)
  - **Hoovers.com** (more than 24 million public & privately companies)
  - **Top 10 Job Board Sites for Job-Seekers** (Quint Careers)
  - **Career Center Jobs Links Page**
  - **EagleOps**
  - **Vault**
  - **Using the Internet in your Job Search** (Career Center Resource)

- **Researching Employers**
  - Know products, services, customers and competitors
  - Read mission statements and annual reports to know values and direction of organization
Develop Skills to Last a Lifetime, continued

- **Effective Interviewing Skills**
  - Do your homework: Know Yourself and Know the Employer
  - Demonstrate enthusiasm & passion: Smile!!!
  - Be respectful and kind to everyone you encounter before, during and after your interview
  - Listen carefully to interview questions and ask for clarification when necessary
  - Read the Career Center’s Handout – Interviewing Guide
  - Practice, Practice, Practice!

- **Salary Negotiations & More**
  - The negotiation process is an opportunity to define, communicate, and achieve what you want out of your job offer.

- **Understanding & Learning from Rejection**
  - Don’t take rejection personally...
  - Maintain a balance between job search and your everyday routine
  - Remind yourself of your skills and accomplishments
  - Use your resources wisely
  - Be persistent - you will find employment

- **Evaluating Offers**
  - Always ask for a written offer letter before you accept a job

- **When it’s Time to Re-Direct Your Job Search**
  - Clarify goals and redefine options – broaden or narrow
  - Have your resume reviewed by a Career Counselor in the Career Center
  - Consider impact of geographic restrictions
  - Do your skills match with the needs of the company?
  - Are your values clear or in conflict with your career goals?
Consider Your Employment Options

- **Public vs. Private Companies**
  - What’s the difference between Public and Privately held companies? (Investopedia)

- **Large vs. Small Employers**
  - Large companies: over 10,000 employees
  - Mid-sized: under 10,000 employees
  - Small: under 2,500 employees

- **Start-ups**
  - NY Times on Start-ups

- **Non Profits & Public Service**
  - National Council of Nonprofit Associations
  - Finding Jobs in the Public Sector
    - http://www.govtjobs.com/
  - Jobs in Public Service & Administration (Riley Guide)
  - NGOs and Think Tanks
    - http://worldpress.org/library/ngo.cfm

- **Starting Your Own Business**
  - Business Plan Basics (SBA)

- **Academic and Post-Doc Positions**
  - Chronicle of Higher Education
  - HigherEdJobs.com
  - PostdocJobs.com
  - Phds.org

- **Research Opportunities**
  - Pathways to Science

- **Re-visit Previous Co-op, Internship or Summer Employment Employers**
  - Call
  - Email
  - Drop a note
  - Visit & Re-connect

- **Post Grad Internships**
Your Job Search Plan

- Map out your job search strategy before you begin
- Set daily and weekly objectives. Measure your effectiveness and progress weekly. Record all of your Appointments, Activities and Results
- Prioritize your obligations (school, Part-time job, leadership roles, teams, etc.)
- Identify and Research Employers and Organizations
- Make Contact - by phone, email, or in person; apply online or through snail mail
- Follow up 10-14 days after you have made your initial contact
- Schedule at least one activity away from home each day to get yourself out into the community and energized. Monitor how much time you spend in front of your laptop or PC during your job search
- Develop a network of individuals who will provide you with support as you conduct your job search

“Obstacles are those frightful things you see when you take your eyes off your goal.” Henry Ford
Common Job Search Mistakes

- Relying on one strategy (i.e., Internet job search only)
- Lack of focus/career objective
- Failure to identify and use network
- Targeting only large employers
- Failure to follow-up
- Unprofessional materials or appearance
- Impersonal or disingenuous approach
- Underestimate time needed to search for a job

“Fall seven times. Stand up eight.”

*Japanese proverb*
Top Reasons for Rejection

- **Lack of Self-Knowledge.** An interviewer cannot determine where you fit into the organization until you explain your career interests and applicable skills.

- **Lack of Company Knowledge.** Most employers make information about themselves readily available, especially if they recruit on campus.

- **Lack of Questions.** When employers ask if you have any questions for them, a negative response indicates a lack of interest on your part.

- **Lack of Enthusiasm.** Employers want to hire someone who is excited about the prospect of working with their organization.

- **Lack of Confidence.** If you doubt your ability to do the job, an employer will also experience doubt.

- **Poor Communication Skills.** The employer must be able to hear you, understand your words, and follow your train of thought. Otherwise, no matter how qualified you may be for a job opening, you put yourself at a disadvantage.

- **Unprofessional Application or Appearance.** It is true that you only have one opportunity to make a first impression. If your resume is sloppy or has typos, you are at an immediate disadvantage and may not even get an opportunity to interview. Additionally, if you present yourself at an interview inappropriately dressed, an employer may decide you wouldn’t fit into their organization.
Five-Year Post-Grad Resolution for Emory College Graduates (2009-2013)

*Survey response rates: 2009 - 90%; 2010 - 91%, 2011 - 95.5%, 2012 - 96%, 2013 - 99% Annual statistics are as of June 1st of graduating year.
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PreHealth Mentoring

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