YOUR RIGHTS AND RESPONSIBILITIES AS A JOB SEEKER

SYRACUSE UNIVERSITY CAREER SERVICES

RESPONSIBILITIES TO YOU

Provide Services: Offer services and resources to assist students and alumni with career decisions, internships and employment opportunities.

Non-Discrimination: Provide students and alumni access to resources and prospective employers without regard to race, color, national origin, ethnicity, religion, age, gender, sexual orientation, or disability and provide students and alumni reasonable accommodations upon request.

Protect Confidentiality: Exercise sound judgment and fairness in maintaining confidentiality. Any disclosure of student information outside of the educational institution will be with prior consent of the student unless health and/or safety considerations necessitate the dissemination of such information.

Student Advocacy: Discuss Equal Employment Opportunity noncompliance and unethical behavior exhibited by an employer and take appropriate action when needed.

YOUR RESPONSIBILITIES AS A JOB SEEKER

Professional Behavior: Conduct yourself in an ethical and professional manner throughout your job search.

Accurate Information: Provide accurate information on your resume, at interviews, on social media and in online profiles. Conduct your job search with honesty and integrity.

Honor Commitments: Arrive on time for interviews and appointments with prospective employers. Attend the events that you register for. If you accept a job offer, honor that commitment. Once a job offer has been accepted, withdraw from the recruiting process.

Exercise Caution: Syracuse University does not endorse or recommend employers and their services. Never give a potential employer a credit card, social security, or bank account number. Interview in public places and never spend your own money on an employment “opportunity” unless very certain it is for a legitimate reason.

CAREER SERVICES IS HERE TO HELP YOU

Need to update your resume? Exploring a new major? Searching for an internship or job? We’ve got you covered.

Stop by 235 Schine for 15-Minute Drop-Ins or a one-on-one meeting with us about your career interests and goals.

We’ll help you connect your dots.

OUR SERVICES

Career Counseling  Internship & Job Search
Graduate School Planning  Resume & Cover Letter Writing
Professional Social Media Building  Alumni & Employer Connections
Interview Prep  Career Fairs, Workshops and “How To” sessions

NEED MORE TIME?
Schedule an individual hour-long session by calling 315.443.3616, stopping by 235 Schine, or using OrangeLink.

QUICK QUESTION?
Monday: Noon–2:30 p.m.
Tuesday: Noon–2:30 p.m.
Wednesday: 2–4:30 p.m.
Thursday: 2–4:30 p.m.

Not in ‘Cuse?
No matter where you are, we’re available via phone and Skype.
Choosing a major or exploring a career path can be one of the most challenging aspects of your early college years. Never fear; you have time and plenty of resources to help you decide your major.

**ASK YOURSELF**
- What interests me? What am I good at?
- What do I do for fun?
- What experiences do I already have? What did I enjoy about them?
- What are my goals? How does this major fit with them?
- What classes do I enjoy the most?
- Is there any subject I know I don't want to consider?

Talk it out with your advisor, family members, professor, or us. This can be the first step to discovering your skills, interests, and values.

**COME IN FOR A ONE-ON-ONE**
During an hour-long appointment or a 15-Minute Drop-In, we can help you:
- establish a sense of direction;
- explore majors if you’re questioning your current one;
- navigate circumstances such as future debt and geographical preferences that might impact your future career choice;
- brainstorm options and further explore your skills, interests, values, and concerns;
- make decisions about majors, internships, or job offers; and
- navigate networking resources to expand your knowledge about your career possibilities.

**CONSIDERING MANY MAJORS? TRY THIS ACTIVITY**
- Check out the “Academic Offerings” at coursecatalog.syr.edu and print it out.
- Highlight all of the majors that you are considering.
- Cross out majors that don’t interest you.
- Highlight in a different color all of the majors that sound interesting but you don’t know much about.
- Now that the list is narrowed down, check out major descriptions and courses at coursecatalog.syr.edu.

**MAJOR ADVANTAGE: MINORS**
If you don’t want to commit to a major, consider a minor. A minor can expand on your major or allow you to explore a different field.

**Major Myths**

- *Everyone else is sure of their major.*
  - up to 50% of entering students are undecided.
- *Everyone already has their major and career path planned out.*
  - 60% - 80% of students who declare, change their majors at least once.

*My major will determine my career.*

Not necessarily! Some alumni pursue jobs related to a major, others may go in another direction. Here are some of their paths: tiny.cc/majordilemma.

**MAJOR DECISION**

**EXPLORE CLASSES, MAJORS, AND MINORS**

Syracuse offers hundreds of classes covering a variety of topics. Browse the course catalogue to see if a particular subject or class catches your interest. If so, speak with your academic advisor about registering for the class—even if it has nothing to do with your major. You never know where it could take you.

**JOIN CAMPUS CLUBS AND ORGANIZATIONS**

There is an organization for everyone on campus (and if there isn’t one for you, start one!). Joining a club related to your academic interests or hobbies will not only better your experience here but enhance your resume too. Joining organizations is also a way to gain leadership experience and meet new people.

**VOLUNTEER ON CAMPUS OR IN THE COMMUNITY**

Community service or volunteering your time is a way to add to your experiences and give back. Visit the Mary Ann Shaw Center for Public Engagement for a list of service-based clubs and organizations.

**CONSIDER A PART-TIME JOB**

Earn money and gain experience with an on- or off-campus job.

**EXPLOR & EXPERIENCE**

Oh the places you’ll go and things you’ll see while at Syracuse University! This is a great time to explore your interests and strengths by getting involved on campus, finding an internship, or volunteering. Exploration can help you decide if a field is right for you, while helping you build your resume.
ORANGE
BUCKET LIST

VISIT US
Stop in for a 15-Minute Drop-In or schedule an hour-long appointment with us (see more on page 1).

ORANGE
LINK
Access your OrangeLink account without leaving the couch (see more on page 5).

ATTEND EVENTS
Look for fliers, emails, and posts on social media about upcoming workshops, events, and fairs; attend the session that interests you.

GET SOCIAL
Build your online brand and create a LinkedIn profile (see more on pages 19 and 20).

EXPLORE
Join a club or student organization that you will enjoy and add to your skills (see more on page 3).

FIND A MENTOR
Find role models or mentors and connect with them (tip: LinkedIn is a great tool for this!).

REFLECT
Do you like what you’re studying? Did you enjoy your internship last summer? Have your interests changed? Reflect and follow your passion.

NETWORK
Reach out to alumni, recruiters, family, friends, faculty, and staff to build your network (see more on page 18).

GET INSIGHTS
Develop a strong perspective and insight into the industry, company, or career path that interests you (tip: a career conversation with a professional is one way to do this).

THINK AHEAD
Where would you like to intern/work someday? What’s your dream position or organization to work for? What short-term and long-term goals do you have?

REVIEW DOCUMENTS
Have your resume and cover letter reviewed by us.

SYRACUSE UNIVERSITY

ORANGE

Quick Guide to OrangeLink

On-Campus Interviewing (OCI)
• Employers come on campus to interview for internship and full-time positions.
• Check OrangeLink frequently—new opportunities can be entered at any time.
• October and February are peak interviewing times. Be sure you don’t miss your dream employer’s deadlines.

Going Global
• Helps international students identify potential H1B sponsors.
• Alerts you to jobs, internships, and hiring practices abroad.
• Highlights major employers in 40 countries.

Career Explorer
• Learn more about various careers and which ones might be a good fit for you by clicking More Options.
• Take a quick test to find careers that match your interests by using the Career Finder.

TIPS FOR USING ORANGE LINK
Use Advanced Search under the Jobs/Internships tab to find specific positions. This will help you narrow down your search results and find the opportunities most relevant to your interests.

Keep your search simple. The more fields into which you enter data, the fewer results you will yield.

Set up a Saved Search to automatically email you about jobs or internships in your desired industry or location.

Click Add to Favorites to save an employer or internship posting. It will be viewable on the left-hand side.

Check your email for the OrangeLink Weekly Update, featuring internship/job opportunities and upcoming events.

WHY USE ORANGE LINK?
• It’s a campus resource where employers share internship and job opportunities.
• It includes 6,000+ national and international internship and job postings annually.
• Learn about employer presentations, information sessions, and on-campus interviewing opportunities.
• Apply to internship and job opportunities.
• Gain information about career fairs, workshops, and other career-related events.
• Access “Going Global,” a resource for applying and working abroad.
• Use Career Explorer to research a career or industry’s outlook and projected growth.

All Syracuse University students have accounts. If you have never accessed OrangeLink, your @syr.edu email is your username. Click “forgot password” to set one.

orangelink.syr.edu

Having problems accessing your OrangeLink account? Call us at 315.443.3616 or email careers@syr.edu.
On average, a recruiter spends 10 seconds (or less) reading a resume. How can you make yours stand out and not end up in the no pile? Read below for tips on creating a stellar resume!

**WHERE TO BEGIN**
- Make a list of **ALL** that you’ve done. All experience counts, whether it is paid, unpaid, on or off campus, volunteering, or other.
- Do not rely on a template; employers are used to these. Come up with your own resume format.
- Take the “I” out of your resume. Instead of “I assisted staff with database management,” say “Assisted with database management.”
- Clearly present your contact information.

**Starting Point:** Take a look at pages 8 and 9 to see the anatomy of a resume.

**WHAT TO INCLUDE**
- You decide what you want to include based on the position you are applying for.
- Sections could be Education, Summary, Skills, Involvement, Awards, Volunteer, Research, Projects—include what is relevant to your target.
- Keep descriptions succinct and emphasize your role using strong adjectives.
- Quantify when possible. Numbers stand out on a resume.
- Include the most relevant information to the internship or job on the top half of the resume; emphasize what you have done; for example: “Collaborated with club members on spring play to raise more than $2,000 for new costumes and scenery.”
- Rank your experience based on the internship or job description as well.
- Write clear and concise descriptions: What did you do? What were the outcomes? What skills did you use?
- Each industry (and country) has different standards and characteristics. We can help you identify how best to show off your experiences.

**Starting Point:**

**MAKE IT SHINE**
- Customize your section headings. Instead of “Experience,” create custom headings to emphasize what you have done; for example: “Biotech Research Experience.”
- Include the most relevant information to the internship or job on the top half of the resume; that is where recruiters mainly focus.
- Rank your experience based on the internship or job description as well.
- Write clear and concise descriptions: What did you do? What were the outcomes? What skills did you use?
- Each industry (and country) has different standards and characteristics. We can help you identify how best to show off your experiences.
- Have experience with Adobe InDesign? Consider using it to design your resume.
- Be consistent throughout your document with formatting, font, and spacing.
- Proofread, proofread, proofread.

**Starting Point:** See the resume examples on pages 10 and 11 for more ideas.

**ANALYTICAL POWER VERBS**

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**COMMUNICATION**

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**WHAT TO INCLUDE**

- You decide what you want to include based on the position you are applying for.
- Sections could be Education, Summary, Skills, Involvement, Awards, Volunteer, Research, Projects—include what is relevant to your target.
- Keep descriptions succinct and emphasize your role using strong adjectives.
- Quantify when possible. Numbers stand out on a resume.
- Always include: name of organization, your title, dates worked, and locations for every position.
- Start each description with an action verb. See page 7 for a starting list.

**Starting Point:**

**MAKE IT SHINE**
- Customize your section headings. Instead of “Experience,” create custom headings to emphasize what you have done; for example: “Biotech Research Experience.”
- Include the most relevant information to the internship or job on the top half of the resume; that is where recruiters mainly focus.
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**MODELS**

**RESUME DESCRIPTION WRITING**

Need help getting started? Try the APR (Action, Project, Result) formula:

- Action verb: “Collaborated”
- Project: “with club members on spring play”
- Result: “to raise more than $2,000 for new costumes and scenery”

= “Collaborated with club members on spring play to raise more than $2,000 for new costumes and scenery”

Stop in with a printed copy of your resume during 15-Minute Drop-Ins to discuss it.
Your name should be the largest text on your resume—you want it to stand out.

Use your legal name on your resume and keep it consistent throughout the rest of your brand. If you have a different preferred name—or nickname—talk to a career counselor.

Separate your sections with bold or capitalized headings that stand out.

Keep your tenses consistent.

Make use of white space. Keep margins balanced and no less than 0.5", don’t overcrowd the page.

Your positions should be in reverse chronological order within sections (start with the most recent position first).

Use a professional email address, whether your email or one that uses your name.

Include your social media channels to demonstrate your online presence. See page 19 for more on how to develop your online brand.

How many skills? Divide them into groups. List them based on your proficiency and comfort level.

Be specific with your section headings. Use them to highlight related experience.

Remember, it’s easy for the recruiter to read.

Margins can be adjusted under “Page Layout” if using Microsoft Word. You want your resume to be easy to read, but you don’t want it to be too easy.

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Raj Patel
100 Mount Olympus Street, Syracuse, NY 13210
rpatel@syr.edu | 646.567.8790

EDUCATION
Syracuse University, David B. Falk College of Sport and Human Dynamics, Syracuse, NY
• Bachelor of Science, Food Studies, May 2019
  - GPA: 3.2
Queensborough Community College, Queens, NY
• Completed courses in science, math, and English
Hilcrest High School, Queens, NY, June 2015

SCHOLARSHIPS
• American Hotel & Lodging Educational Foundation Incoming Freshman Scholarship, 2015
• National Restaurant Association Educational Foundation Academic Scholarship for Undergraduate Students, 2015

FOOD INDUSTRY EXPERIENCE
SU Food Services, Syracuse, NY
Cashier, August 2015–Present
  - Emphasize positive customer service experience
  - Supervise $300 in cash drawer
  - Conduct store inventories of food, financial supplies, and materials in stock.
Starbucks, Queens, NY
Barista, March 2013–August 2015
  - Strengthened communication, interpersonal, and organizational skills by interfacing with customers during peak traffic times
  - Developed and followed customer custom coffee orders
  - Maintained awareness of all promotions and advertisements

EDUCATION
Syracuse University, The College of Arts & Sciences, Syracuse, NY
Intended Major: Sociology, December 2020
• Renee Crown Honors Program
• Work 10 hours a week
Woodsville Central High School, Woodsville, NM, June 2016

CAMPUS INVOLVEMENT
First-Year Players drama group, Crew, member since Fall 2016
Orange Seeds leadership group, member since Fall 2016

LEADERSHIP EXPERIENCE
Student Government, Woodsville High School, Woodsville, NM
Vice-President, Fall 2015–Spring 2016
  - Coordinated three committees and reported to president on their progress
  - Treasurer, Fall 2014–Spring 2013
  - Established and managed annual budget of $2,000
  - Improved event budget application process
  - Co-led arts, crafts, sports, games, camping, and hobby workshops for campers 8–10 years old
  - Assisted camp leaders to plan Camp Star’s Annual Olympics and theater show

COMMUNITY SERVICE
YMCA, Volunteer, Woodsville, NM, Fall 2015–Spring 2016
  - Interacted and socialized with middle school students to plant a butterfly garden
  - Helped the children with projects related to animals and plant science

ADDITIONAL EXPERIENCE
SU Admissions, Work Study, Syracuse, NY, Fall 2016–Present
  - Answer basic admissions questions for student applicants in person or by telephone
  - Organize student files for quick and easy access
  - Prepare admitted student packages
Jones Restaurant, Cashier, Woodsville, NM, Summers 2014–2016
  - Provided excellent customer service in a fast-paced, high-volume restaurant

CERTIFICATIONS
• First Aid Certification, Fall 2014
• CPR/AED Certification, Fall 2014
• American Red Cross Lifeguard Training, Summer 2014

Soﬁa Oliver
315.567.8901 | skoliver@syr.edu | linkedin.com/in/skoliver

EDUCATION
Syracuse University, Renee Crown Honors Program, December 2018
• GPA: 3.8
Queensborough Community College, Queens, NY
• Completed courses in science, math, and English

SCHOLARSHIPS
Dynamics, Syracuse, NY
• Queensborough Community College
• Syracuse University

EDUCATION
• Completed courses in science, math, and English
  - GPA: 3.2

LEADERSHIP EXPERIENCE
Volunteer, Woodsville, NM, Fall 2015–Spring 2016
  - Co-led arts, crafts, sports, games, camping, and hobby workshops for campers 8–10 years old
  - Assisted camp leaders to plan Camp Star’s Annual Olympics and theater show

CAMPUS INVOLVEMENT
Blood Drive Volunteer, Fall 2015
• Socialized with middle school students to plant a butterfly garden
• Interacted and socialized with middle school students to plant a butterfly garden

COMMUNITY SERVICE
YMCA, Volunteer, Woodsville, NM, Fall 2015–Spring 2016
• Interacted and socialized with middle school students to plant a butterfly garden
• Helped the children with projects related to animals and plant science

ADDITIONAL EXPERIENCE
SU Admissions, Work Study, Syracuse, NY, Fall 2016–Present
  - Answer basic admissions questions for student applicants in person or by telephone
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• CPR/AED Certification, Fall 2014
• American Red Cross Lifeguard Training, Summer 2014

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INTERNSHIPS
Internships are important to your academic success and professional development. They’re a great way to bring together what you’ve learned in the classroom and apply it in a professional setting. Internships can also help you decide whether you like (or dislike) your major and/or future career path. They make you more competitive when seeking a full-time position, too.

BEFORE YOU APPLY
Do Your Research
Make a list of what YOU want. Experience? Location? Paid? Credit?
Work on your resume and develop a search strategy.
A focused search will increase your likelihood of finding the ideal internship.

BEGIN EARLY
Learn when your industry recruits and prepare accordingly.
Be mindful of application deadlines, which may be several months before the internship starts.

AFTER YOU APPLY
Follow Up
If you don’t hear back within a few weeks (assuming no date has been established), follow up with recruiters or contacts via phone.
• One phone call to inquire about the status of your application is not pushy—it’s proactive!

Monitor
Continue to keep track of and update your list of contacts and deadlines.

Plan
Look into alternate housing and transportation accommodations if your desired internship is in a location other than where you live.

DURING THE INTERNSHIP
Before Starting
Contact your supervisor to discuss the projects you will be working on.
Develop a plan for your internship—what do you want to get out of it?
Establish the goals you and your supervisor hope to achieve.

Take Initiative
Observe office culture and get to know standard practices and procedures.
Dress and act professionally at all times.
Become involved in projects that interest you.
Ask how you can help!

Make Connections
Use this experience to expand your professional network.
Connect with other interns and coworkers on LinkedIn.

Have an out-of-the-box internship idea?
Ask about the Mark & Pearle Clements Internship Award. Monetary awards are given to students who wish to pursue unique or nontraditional internships aligned with their future goals.

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A cover letter accompanies the resume when submitting an internship or job application. It is an opportunity to infuse some voice and personality, providing an opportunity to convince an employer that you’re a good fit for a position.

WHERE TO BEGIN
Use the job description to write your cover letter. Print out the posting and go through it with a highlighter. Mark any skills, experience, qualifications, and key features that resonate with you. Write your cover letter emphasizing those key skills. The cover letter is a chance to show how you match (fit) the opportunity.

The cover letter should be less than one page and easy to read. Avoid large blocks of text.

WHAT TO WRITE
Your cover letter should combine two elements: your story and the position description.
• Draw upon previous internships, jobs, academic work, volunteering, and personal projects to identify three to four skills that you bring to the position.
• Bridge experience on your resume with the needs of the employer.
• Incorporate some of the key words from the job posting into your resume and cover letter as well, where you have relevant experience.

MAKE IT SHINE
Now that you have the basics of your cover letter down, really make it shine with these extra details:
• Grab the reader’s attention from the beginning with a relevant accomplishment or detail that will differentiate you from other applicants.
• Have a connection inside the organization? Or, if someone directly referred you to the position, include their name (after asking them!).
• Talk achievements, not duties. “Recruited 85 new members for my student organization” sounds more impressive than “Responsible for the recruitment of new members.”
• How can you help the organization? Focus on what you can contribute.
• Every cover letter should be tailored to reflect the needs of the position and the unique qualities that make you a good fit for the role.
• Consistency matters! Use the same font, size, and header in your cover letter as you used in your resume.

We can review your cover letter during 15-Minute Drop-Ins! Stop in with printed copies of your resume, cover letter, and the job description.
GENERAL RESUME

Activities
Floor Representative, Residence Hall Council, Flint Hall (Sept. 2015–now)
Student Association (January 2014–present)
Secretary, Student Government, (Sept. 2013–June 2015)
Claws & Paws Veterinary Hospital, Volunteer (July 2012–August 2015)

TARGETED RESUME

LEADERSHIP EXPERIENCE
Residence Hall Council (RHC), Syracuse University, Syracuse, NY
Flint Hall Floor Representative, September 2015–May 2016
* Voiced the interests and concerns of floor mates at Flint Hall and Universitywide Residence Hall Council meetings
* Collaborated on educational and community-building activities with other RHC members
* Organized two Flint Hall Movie and Popcorn Nights

Student Government, Woodsville Central School, Woodsville, OH
Secretary, September 2013–June 2015
* Maintained accurate written records of the proceedings and made them available online to all members, non-members, and teachers
* Oversaw club and committee correspondence, including the agenda for meetings and reminders of meetings, and events

JOBD DESCRIPTION

A Resident Advisor facilitates the development of a residential community in the living unit and helps strengthen students’ communication and confrontation skills. A Resident Advisor intentionally facilitates dialogue with individual students and groups of students in a residence hall. Staff and students work cooperatively to identify student needs and respond to those needs through a variety of activities and programs. Specific responsibilities will depend on the needs of the particular hall to which the Resident Advisor has been assigned. A Resident Advisor is a member of the Residence Life Staff and is directly responsible to the Residence Director and Assistant Residence Director (Senior Residence Staff).

EDUCATOR
A. Demonstrate effective listening and reflection skills
B. Show sensitivity towards other lifestyles
C. Celebrate and encourage others to celebrate issues of diversity
D. Engage in open dialogue and share in perspective taking
E. Be aware of, and represent the rationale for, University policies and procedures

COMMUNITY FACILITATOR
A. Know and recognize all members of the floor community
B. Work to create a set of floor agreements among residents
C. Meet the needs and interests of residents through intentional floor programming
D. Maintain and update a physical environment consistent with staff and departmental standards

CRISIS MANAGER/ADMINISTRATOR
A. Understand and utilize emergency procedures appropriately
B. Remain calm and effective in emergency situations
C. Complete paperwork in a timely and effective manner
D. Be on time for all meetings, programs, and “on duty” responsibilities

TEAM MEMBER/ROLE MODEL
A. Demonstrate behavior consistent with departmental and staff expectations
B. Respect and maintain confidentiality
C. Act as an appropriate referral agent for students
D. Give and receive feedback from others
E. Support and recognize other staff
F. Act as an appropriate role model for others
G. Handle stress appropriately
H. Balance academics, personal relationships and extracurricular activities with the Resident Advisor position

* Excerpts from the Office of Residence Life RA Job Description

SAMPLE COVER LETTER

117 Comstock Avenue
Syracuse, NY 13220

February 1, 2016

Ms. Terra Peckskamp, Director
Office of Residence Life
111 Waverly Avenue, Suite 200
Syracuse, NY 13244

Dear Ms. Peckskamp:

First Paragraph: Get the reader’s attention. Establish a connection with the job. Being a Floor Representative at Flint Hall for the 2012-2013 school year, I was excited to hear about the position of Resident Advisor (RA) posted through the Office of Residential Life. I believe I possess the skills and personal qualities that would make me an excellent candidate for the position. My RA helped make my first year memorable, and I hope to be able to do the same for incoming students as well.

Middle Paragraph(s): Persuade the reader and include examples related to opportunity. As a floor representative, my floor mates discussed concerns with me both formally and informally. I supported the University’s mission and allowed open dialogue through up to 20 organized gatherings per semester. Besides my direct experience in res life, I have developed my ability to communicate professionally through involvement as Secretary in my high school’s Student Government. In my role, I successfully maintained meeting minutes for 10 consecutive monthly meetings and distributed the minutes by email to all student government constituents. I anticipate professional communication will be required in the position and I look forward to using and growing my skills.

My field of study, anthropology, relates directly to engaging people from different cultural backgrounds. I believe that my academic major will aid me in creating intentional and culture-conscious floor programming that will be well-received by the residents. For example, in one of my class projects, I developed a plan to engage the Jewish student population at Syracuse University. I worked with the Hillel Jewish Student Union and discussed meaningful activities with my Jewish classmates. As a result, my class project encouraged Hillel to intentionally survey student interests upon matriculation.

Closing Paragraph: Reiterate your message and offer thanks. With my communication and cultural competence, I believe I would make a successful Resident Advisor. I look forward to future contact via email or phone regarding my suitability for the position.

Sincerely,
Harper Cameron

PROCESS FOR SHOWING THE MATCH
1. Print out the internship/job/opportunity description.
2. Highlight skills, qualifications, experiences that resonate with you.
3. Enter job description into a word cloud (example: tagcrowd.com)—what are the top skills, key words, or qualities they are looking for?
4. Look through your resume. Do you have experience or skills that match what is being looked for? Expand on and emphasize them by including key words from description.
5. Identify 3-4 skills from job description to highlight and provide examples in your cover letter.
6. Proofread, proofread, proofread!
Congratulations! Getting an interview means that the employer saw something on your resume and wants to get to know you better through an interview. It has been said that your cover letter and resume get you in the door but the interview gets you the job. The more you know about interviewing, and the better you prepare, the better you will do.

What to Expect
Keep in mind throughout the interview that employers want to know four things:
• why you want the opportunity?
• can you do the job?
• will you do the job?
• will you fit the company culture?

Do Your Research
You want to be well prepared for your interview; research:
• the company;
• the opportunity; and
• how your experience and skills align with the opportunity.

Prepare & Practice
Pre-interview preparation also includes:
• preparing questions to ask in advance;
• your apparel and grooming; and,
• going through a practice interview to understand your strengths and weaknesses.

Incorporate Your Research
Don’t wait until the interviewer asks about your knowledge of the company. Incorporate your knowledge throughout the interview as you answer questions and ask your questions of the interviewer.

Questions for Interviewer
You are interviewing the employer as much as the interviewer is assessing you!
Asking strategic questions about the job, its training, advancement opportunities, its priorities, and the culture could all help you determine your fit in the organization.

Closing the Interview
Use this opportunity to reinforce your interest, your skills and qualifications, and your sense of fit in their organization.
In addition, ask what happens next in their process.

References
Make sure to let your references know to expect a call or email after your interview. Provide details of the position, names of interviewer(s), and any other information that may be helpful to your references.

Follow Up
As you wrap up the interview, ask your interviewer(s) for their business card(s) to send them a follow-up thank-you email or handwritten note within 24-48 hours.

Interviewing takes practice! We can help you plan your approach, prepare for questions, understand interview etiquette, and help you practice interviewing to simulate the actual experience.
Many internships and jobs are found—directly and indirectly—through proactive networking. It’s a valuable way to meet and connect with people in your field, gaining different perspectives along the way.

WHAT DOES “NETWORKING” LOOK LIKE?
Networking can come in many different shapes and sizes. No matter how you network, all networking has one thing in common: it is about strategically reaching out and growing mutually beneficial relationships over time.

Effective networking includes attending guest lectures on campus, reaching out on LinkedIn, or placing a call to a former supervisor.

WHO’S IN MY CURRENT NETWORK?
You have more connections than you realize. Your family members, friends, neighbors, professors, fraternity brothers and sorority sisters, coworkers, supervisors, and acquaintances are all part of your network. When conducting your internship or job search, reach out to them. You also never know who is in their network!

HOW CAN I BUILD MY NETWORK?
Join campus student organizations and professional organizations in your industry. Attend events relevant to your career field or in the geographic location where you want to live. Don’t be afraid to strike up a conversation!

Join LinkedIn! Build a strong profile, complete with your experiences, then join ‘CuseConnect and other groups relevant to your skills and interests. Connect with people and companies that you find interesting and send them a message to get the conversation started (page 20).

WILL NETWORKING GET ME A JOB?
Networking helps you get a job eventually. It requires effort and appropriateness; it is never okay to ask networking contacts for a job. Instead, use networking as a tool to gather advice and make an impression on someone. In due time, your networking will pay off and everything will fall into place.

CAREER CONVERSATIONS
A one-on-one meeting with a professional in the field you’re interested in pursuing. Unlike a job interview, you must request the meeting and set the agenda.

Tips:
• Once you’ve found a person you’re interested in talking to, ask them to have a 20-minute phone call or in-person meeting.
• Keep an open mind. Remember—you’re trying to gather insights.
• Prepare thoroughly! Research the person’s background and their organization.
• Compile a list of at least 10 questions you’d like to ask.
• Never ask for a internship or job—that is not the purpose of a career conversation.
• Feel free to find out if this person has any other contacts who you could speak with.
• Follow up with a thank-you note—preferably handwritten.

CONNECTING WITH YOUR NETWORK

MAKING THE MOST OF SOCIAL MEDIA

ANATOMY OF A 30-SECOND PITCH (AKA ELEVATOR PITCH)
Do you believe in making a good first impression?
What you say in your 30-second pitch is part of making that good first impression. The truth is this: The person you are pitching to is deciding how much time to spend together. You need to tell this person as much about yourself in as few words as possible AND pique their interest in continuing the conversation.

Tips:
• Write out your pitch—include something interesting about yourself—not just facts.
• Practice saying it out loud.
• Practice some more until it is pitch perfect.

Career Conversations
Stay Professional
Develop Your Brand
Reach Out

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LINKEDIN

Are YOU LinkedIn? It’s an incredible networking tool that can connect you to more than 120,000 Syracuse University alumni and current students. These quick tips will help you to use the tool to your full advantage.

NEW TO LINKEDIN?
Get started by going to linkedin.com and creating a profile. Make sure to add a profile picture and make your headline something more descriptive than “Student at Syracuse University.” Perhaps you can say “Aspiring Financial Planner at Syracuse University” or “Studying Public Relations at Syracuse University.”

Visit students.linkedin.com for help on filling out your profile and making it stand out.

JOIN GROUPS TO NETWORK SMARTER
Start by joining Syracuse University groups such as the Syracuse University Alumni Network, ‘CuseConnect, and the group associated with your home college(s). You can start discussions and look for job opportunities. In a group, you can also search through the members and directly message alumni and other professionals who may be able to help you navigate your career path.

Ask for advice. Say you’re curious to hear how they got their first job out of college. Just be sure to never ask for a job outright.

MAXIMIZING THE ALUMNI TOOL
The alumni tool offers amazing insight into the career paths of Syracuse University alumni. You can access it by clicking the Network tab, then Find Alumni. From there, you can narrow your search results by years attended, where alumni live, where they work, what industry they’re in, what they studied at Syracuse University, what they’re skilled at, and more. It’s a powerful way to do your research!

SAMPLE CONNECTION REQUEST
When you connect with someone on LinkedIn, make sure to personalize your request! Don’t send the generic “I’d like to add you to my professional network on LinkedIn.” Here’s a sample:

Hi Jessica, I met you when you spoke at Syracuse University last night and I was so inspired by your career path and advice you shared. I really appreciate your offer to look over my resume. I’d love to be part of your LinkedIn network.
Thank you! Juan

* Whenever you want to connect with someone on LinkedIn, make sure you personalize all your requests!

CONNECT WITH ALUMNI ON

Our LinkedIn group connects you with more than 14,000 members—both students and alumni.

The alumni in ‘CuseConnect want to connect with you to offer you career advice, help you through the internship and job process, and keep the Orange spirit alive. Once you decide to join, follow the advice on this page and you’ll be making great connections before you know it!

’CuseConnect gives you the opportunity to:
• Start or join discussions about all sorts of career-related topics.
• Find #HireOrange opps! Alumni post open positions at their companies under the Jobs tab.
• Ask for advice. Say you’re curious to hear how they got their first job out of college.

And so much more.

See you in ‘CuseConnect!

SYRACUSE UNIVERSITY
CAREER SERVICES
235 Schine Student Center
careerservices.syr.edu
315.443.3616
@CareerSU