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 judgement 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.

YOUR RIGHTS AND RESPONSIBILITIES AS A JOB SEEKER

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
Career Fairs, Workshops and “How To” sessions

Internship & Job Search

Graduate School Planning
Resume & Cover Letter Writing

Professional Social Media Building
Alumni & Employer Connections

Interview Prep

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.

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TAKING CHARGE
OF YOUR CAREER

ASK YOURSELF
• What classes do I most enjoy?
• What kinds of activities do I prefer?
• Do I consider myself a leader?
• How do I best communicate? In writing or face to face?
• Do I prefer a regular routine (structure) or flexibility?
• What do I prefer in a work environment? Indoors? Outdoors? Urban or rural?

Talk it out with your advisor, family members, professor, or us. This can be the first step towards developing your plan.

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;
• 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, grad school, or job offers; and
• navigate networking resources to expand your knowledge about your career possibilities.

WHERE TO BEGIN
A few resources you can begin exploring today are:
• "What can I do with this major?" on careerservices.syr.edu.
• The Syracuse University Placement Report for 2015 and 2016 found on careerservices.syr.edu.
• The Intern & Jobs section on careerservices.syr.edu.
• O'Net, WetFeet, Vault, NACE, and Glassdoor.
• Social media resources such as—
  • LinkedIn (page 23), @WorkingOrange and #HireOrange on Twitter (page 24).
• Our events, workshops, and speaker series.
• Career fairs, Diversity in the Workplace, and more.

DEVELOPING A PLAN

1. Discover Your Passions
Begin by thinking about what is important to you, what skills you have, your values, and what industry and company culture you’ll enjoy working in.

This involves a lot of self-reflection and analysis.

2. Explore Your Options
Grad school or the workforce?
With so many options, carefully consider what you most want to pursue post-graduation. Research your opportunities by:
• Talking to professors, advisors, mentors, and alumni.
• Using online tools like LinkedIn and Vault.com.
• Attending workshops, panels, and networking events.

Build Your Brand
Your brand is who you are, what you do, and how you do it. Illustrate these through:
• Your resume and cover letter:
  • Social media.
  • Your interviewing skills.

3. Make Connections
While applying for graduate programs, internships, and jobs, express your interests to your network. Continue building your network by attending:
• Career fairs and workshops.
• Employer/graduate school information sessions.

4. TIPS FOR USING ORANGELINK
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.

* Take advantage of all the resources, workshops, speakers, and programs hosted by our office and your home school or college.
RESUME WRITING

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 with database management,” say, “Assisted with database management.”
- Clearly present your contact information.

Starting Point: Take a look at pages 6 and 7 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.
- Rank your experience based on the internship or job description as well.
- Always include: name of organization, your title, dates worked, and locations for every position.
- Include the most relevant information to the internship or job on the top half of the resume; emphasize what you have done; for example: “Assisted with database management.”

Starting Point: See a list of strong, action-oriented verbs to help you increase the impact of your resume, cover letter, personal statement, or other professional writing. Remember, on your resume, start each bullet point with a verb!

POWER VERBS

ANALYTICAL
analyzed
assessed
adapted
cataloged
coded
compiled
consolidated
critiqued
defined
diagnosed
diversified
evaluated
examined
identified
investigated
judged
researched
sorted
strategized

CREATIVITY
conceived
conceptualized
innovated
invented
pioneered
proposed

EFFECTIVENESS
accomplished
completed
created
developed
designed
engineered
established
exceeded
generated
influenced
instituted
launched
reached
resolved
solidified
structured
strengthened
succeeded

COMMUNICATION
answered
authored
clarified
communicated
composed
conveyed
drafted
drafted
emphasized
illustrated
informed
instructed
marketed
persuaded
presented
promoted
publicized
reported
responded
summarized
translated
verbalized
wrote

LEADERSHIP
administered
advised
challenged
coached
coordinated
created
delegated
directed
deprecated
decreased
encouraged
found
guided
headed
hired
hosted
initiated
led
managed
mentored
officiated
orchestrated
oversaw
presided
supervised

INTERPERSONAL
advocated
collaborated
connected
consulted
counseled
demonstrated
educated
energized
engaged
enlisted
facilitated
greeted
interviewed
mediated
motivated
negotiated
partnered
recruited
rehabilitated
represented
taught
trained
tutored
united
welcomed

ORGANIZATIONAL
organized
planned
prepared
processed
recorded
scheduled
standardized
systematized

HANDBS-ON
assembled
built
constructed
delivered
distributed
fixed
operated
rebuilt

SAVINGS
eliminated
reduced
modified
monitored
obtained
performed
recognized
regulated
retrieved

IMPROVEMENT
enhanced
expanded
expedited
increased
improved
perfected
recommended
redesigned
reengineered
repositioned
restored
restructured
revitalized
simplified
transformed
updated
upgraded

RESUME DESCRIPTION WRITING

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

Action Verb + Project + Result

Case study: “Collaborated” + “with club members on spring play” + “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”

Starting Point: See the resume examples on pages 5 and 6 for more ideas.

Need extra help? Stop in with a printed copy of your resume during 15-Minute Drop-Ins to discuss it.
ANATOMY OF A RESUME

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

Your name should be the largest item on your resume—you want it to stand out.

Include:

• University name
• Individual college or school’s proper name
• City, State
• Type of Degree
• Major
• Graduation Date
• Minor
• Select courses (if relevant)
• GPA (if over 3.0)

Make sure your tenses are consistent. (See page 22 about the University through panels and tours)

Be specific to your section headings.

Use them to highlight relevant experience.

Quarterly impact when possible.

No periods at the end of your descriptions.

If your skills are specific, list them based on your proficiency and comfort level.

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

Keep your sections consistent.

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

Margins can be adjusted under “Page Layout” if using Microsoft Word. You want your resume to be easy for the recruiter to read.

SKILLS

• Language: Spanish, Mandarin

• Software: Microsoft Excel, Microsoft Publisher

If you’re skills are specific, list them based on your proficiency and comfort level.

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

In general, use 11- or 12-point font in your document. An easy-to-read font is also recommended such as Calibri or Times New Roman.

For position descriptions, you’ll need:

Organization

Your title (as descriptive as possible—e.g.,

discuss with your supervisor to adjust. “Marketing Intern”

Geographic Location (City, State or Country)

Dates (month, year or semester/year)

Start your descriptions with verbs. Check out page 5 for ideas.

ANALYTICAL SKILLS

• You have held leadership roles in class projects and internships

• You have researched a product or service and created a marketing strategy

• You have created a marketing plan and implemented it

• You have researched and analyzed data to make informed decisions

Include:

• University name
• Individual college or school’s proper name
• City, State
• Type of Degree
• Major
• Graduation Date
• Minor
• Select courses (if relevant)

Use professional e-mail addresses or your social media strategy for @GoSyracuseU (Fall 2014)

Consulting Field Project:

• Performed comprehensive new programming to be implemented in the lab classroom

• Worked closely with 15 children, ages 3 to 5, in inclusive preschool classroom

• Assisted with the therapeutic and socialization objectives set forth by the IEPs and Psychological support team

• Conducted individual research and comparison of case files to better develop understanding of mental health treatment,

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COMMUNICATIONS EXPERIENCE
NBC Universal, New York, NY
Custom Content Intern, 6/16-8/16
- Provided promotional materials for NBC shows to media outlets
- Escorted talent and assisted on the production of video shoots
- Produced, stage-manage and schedule national Satellite Media Tours
- Created shoot reports for behind-the-scenes footage
- Helped compile footage for Electronic Press Kits
- Retrieved footage and episode tapes from the NBC archives
- Created talent and rundowns for mailing purposes

CBS Broadcasting Inc., New York, NY
Public Relations Intern, 6/15/16
- Searched daily newspapers, magazines, and publications for mentions of CBS
- Monitored online content and research competition throughout the day
- Tracked breaking entertainment stories through social media and the web
- Selected and summarized episode clips
- Distributed sneak-peek clips to media outlets
- Typed, scanned, and organized daily clips to be used in launch packets
- Created press lists for upcoming series

Syracuse Magazine, Syracuse, NY
Editor, 01/15-Present
- Conducted interviews with up and coming talent
- Updated weekly blogs relating to the target audience for Jerk
- Research article information through the web, past interviews, and social media

CAMPUS INVOLVEMENT
Habitat for Humanity, Syracuse, NY
- Member, Spring 2015
- Assisted in fundraising for the campus-wide organization
- Traveled with 10 peers to Jonestown, MS, for a week-long excursion to assist in house construction on the Mississippi Delta
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EDUCATION
Syracuse University, Syracuse, NY
S.I. Newhouse School of Public Communications, B.A. Advertising
- Minor: Economics
- GPA: 3.0
Utica College, Utica, NY
B.S., Chemistry
- GPA: 3.87

TECHNICAL SKILLS

SELECTED COURSES
- Genetics
- Cell Biology
- Biochemistry with Lab
- Organic Chemistry I with Lab
- Chemical and Biochemical Analysis with Lab

RESEARCH INTERESTS
- Evolutionary genetics and genomics of reproductive systems
- Aging
- Cell signaling and communication

PROFESSIONAL ASSOCIATIONS
American Institute of Biological Sciences, Summer 2015
American Society for Cell Biology, Spring 2015

Kerry Zhong
@kzhongPics | kzhong | 315.657.9871 | linkedin.com/kzhong

Anita Job
abanest@gvsu.edu | 134 Dall Dr, Syracuse, NY 13210
646.713.9000 | linkedin.com/anitajob

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.

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.

Before You Apply
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
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.

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.

During The Internship
- Take Initiative
- Learn office culture and get to know standard practices and procedures.
- Dress and act professionally at all times.

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

Monetary awards are given to students who wish to pursue unique or nontraditional internships aligned with their future goals.

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.
There are many ways to go about an internship or job search. The more you diversify your approach, the higher chance you will have of success. Below are a few of the ways alumni have approached their search.

**INTERNSHIPS**
A great way to explore career fields, learn new skills, build connections, and gain hands-on experience. Completing one or more is always a good strategy.

**DIRECT OUTREACH**
Directly identify, research, and build connections with employers hiring in your field. Alumni in these companies are good starting points.

**NETWORKING**
Build relationships with employers, faculty, staff, and alumni. The more people you connect with, the more likely you’ll hear about potential opportunities.

**ADVANCED SEARCH STRATEGIES**
Internships
Direct Outreach
Job Boards
On-campus Interviewing

**ESSENTIAL SEARCH STRATEGIES**

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**THE JOB SEARCH**

**CONSIDERING GRAD SCHOOL**

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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 the 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.
Research Intern at Sustainability Roundtable Inc. Interns contribute to multiple aspects of SR Inc.’s business from database management to content delivery to client process research on topics within the Sustainable Business & Enterprise Roundtable (SBER) research agenda. SBER Research and Execuitive Guidance is based on Member-Client interviews, case studies, secondary resources, and discussions with sector experts and vendors. Research reports always include actionable guidance for executives who manage real estate portfolios.

**RESPONSIBILITIES**
- Perform secondary research and analysis on an array of topics relating to management best practices in greater sustainability in real estate portfolios.
- Contribute to written reports, briefings, and advisories for Members-Clients.
- Track existing and anticipated government policies and regulations related to sustainability, including financial incentives.

**QUALIFICATIONS**
- Junior, senior, or recent college graduate.
- Individuals with course work in architecture, building science, mechanical engineering, real estate, environmental science, energy, or urban planning, with a focus on sustainability preferred.

**REQUIREMENTS**
- Experience in business or academic research, preferably in a field related to sustainability.
- A developed interest in the key global sustainability issues and major sustainability initiatives by the private, nonprofit, and public sectors both in the U.S. and abroad.
- Excellent research, verbal and written communication skills.
- The ability to efficiently contribute to publication quality documents.
- Strong teamwork and interpersonal skills.

**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?
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.

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

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.

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.
INTerviewing (CONT’d)

Although you can’t anticipate every question your interviewer will ask, there are a few answers you can have prepared beforehand.

Tell me about yourself.
This is your chance to capture the interviewer’s attention right off the bat. Talk about your passion for the field and tie in a relevant experience that demonstrates your interest.

Since my first year, I’ve immersed myself in public policy courses and extracurriculars, with a focus on literacy initiatives. Last summer, while interning with Congressman Smith in Washington, I developed strong research skills. Now, as I look toward graduation, I’m searching for a job in which I can apply my research skills and pursue my passion for increasing literacy in low-income neighborhoods.

Why are you interested in working for us?
Show that you have done your homework and have a solid understanding of the organization’s culture and work. Call out certain aspects of the organization that appeal to you.

Having followed your company over the past two years, I recognize that you’re a leader in using social media to promote your clients. I was particularly impressed by your Twitter campaigns. I’m drawn to your company’s forward thinking and think I would be a good fit because I am an innovative person.

Tell me about a time when... (you worked with a team.)
When a question starts with “tell me about a time,” break out your storytelling skills. Use the “STAR Formula” (Situation, Task, Action, Result) to share your story and illustrate key skills related to the job.

In the spring of my junior year, I worked with three brothers in my fraternity to raise money for our philanthropy. Our goal was to raise $2,000. We used each other’s strengths to divide up the work—Sean developed a fundraising website, Jim did door-to-door collecting, Mark set-up events, and I handled cold-calling. The four of us communicated effectively throughout the process, and in the end we raised $2,800. As part of this project, I single-handedly raised $1,100.

What is your favorite course at Syracuse?
Use a question like this to reiterate your key interests and passions that are relevant to the position.

Forensic science was my favorite course because it involved a lot of hands-on work, analysis, and calculations—the type of work experience I’d like to get out of your internship. I also enjoyed the course because many of the assignments were team-oriented, which sounds like a component of this internship. Teamwork is crucial to solving problems related to forensic science.

Do you have any questions for me?
Yes you do! This shows the interviewer you’re interested in the job and invested in the interview process. Keep the questions open ended, allowing the interviewer to provide expanded answers.

What are the day-to-day responsibilities of this job?
What are the most important elements of this job?
What skills/traits are you seeking in candidates?
What are the biggest challenges of this position?
How will my performance in this role be evaluated?
What is your favorite part about working here?
What kinds of opportunities for growth exist here?
What are the most important elements of this job?
What is the next step in the hiring process?

Use the STAR formula (Situation, Task, Action, Result) to walk the interviewer through your story—from the situation you were presented with, the task you had to complete, the actions you took, and the end result. Leaving out one of these stages (especially the result) can lessen the impact of your story.

EMAIL FOLLOW-UP

Subject Line: Thank you for the interview
Dear Mr. Goodman:

Thank you for taking the time to interview me for the Fundraising and Outreach Intern position on Tuesday, July 12. I am excited about the possibility of working with you at the Hands Helping Paws Center. I know that my background as a veterinary student and marketing minor, along with my passion for animals, and my experience as the head of fundraising for the local ASPCA has prepared me for success in this position.

After learning more about your organization throughout the interview, and seeing the animals I will be helping, I have become even more excited about the possibility of joining the team! Through my undergraduate work and volunteer experiences, I have developed my organizational and communication skills, along with the ability to work within a team or independently. I believe these assets will add to your organization.

I am genuinely interested in this position and believe I would be a great addition to your team. If there is any further information you would find helpful in making a decision regarding my employment, please contact me.

I look forward to hearing from you.

Sincerely,
Amanda Student

BEST PRACTICE TIPS ...
Send the thank you note within 24-48 hours after your interview. A formal thank you note sent in a timely manner can set you apart from other candidates, since many don’t send one.

Send through email or snail mail. Either option works; just remember to keep them formal. For an extra boost you can send the email the next day and post a handwritten/typed note so the interviewer gets it within a few days.

Keep it short! Like your cover letter, keep this one short and to the point, two–three brief paragraphs reinstating your interest in the position and your main selling points.

More than one interviewer. Write a note thanking each person individually and make sure each is tailored to the individual conversation held.

Wondering how to follow up after a networking event through social media? We can help you in a 15-Minute Drop-In or in a one-on-one meeting.
EVALUATING YOUR OFFER

You did it! The interview is done, the wait is over, and now you have a job offer! Give yourself a pat on the back BUT don’t sign on the dotted line just yet. Read this section to help decide whether or not this is the offer you want to accept.

ASK YOURSELF

Does it fit my requirements and my career goals?

Is it work that allows me to apply my skills?

Is the work environment right for me?

Do I believe in their mission and vision?

Do their expectations fit with my lifestyle?

Does the compensation package meet my needs?

Is the salary level appropriate for the level of responsibility, the industry, and the location?

Is the job located in a city I want to live in?

Is there travel involved? If so, how much?

Salaries, benefits, compensation packages—this stuff can be tough to navigate! Discuss your job offer with parents, advisors, or with us so that you can make the most informed decision possible. Using resources such as Salary.com or Glassdoor.com can also help you decide.

HOW TO RESPOND

Give yourself some time. After receiving the offer, ask for it in writing, as well as for some time to consider your decision. Establish a deadline with your point of contact at the organization. Although these time lines vary by the circumstances, one to two weeks is a reasonable guideline.

Negotiate terms of the offer. Salary is not the only factor to consider; health/dental/other benefits, time off, and scheduling are also appropriate to negotiate. To do this effectively, read about negotiating, and have evidence to back up your request.

ACCEPTING OR DECLINING

Accepting the offer:

When you are comfortable with the offer, accept both verbally and in writing. After you accept an offer, withdraw your application from any other positions you are being considered for and do not continue to interview.

Rejecting the offer:

Call the employer by phone to let them know that you are not accepting the offer. Express appreciation for the offer and in case they ask, have a basic response as to why you’re not taking the position.

Glassdoor.com is a good resource for salary information, interview prep, jobs, and more! By going through careerservices.syr.edu you will have full access without creating an account.

CONNECTING WITH YOUR NETWORK

COMMON FRINGE BENEFITS

These are not guaranteed, but companies offer some or most of these to employees:

• health insurance
• prescription coverage
• dental insurance
• life and accidental death insurance
• vision insurance
• disability insurance
• educational assistance
• retirement
• paid time off/sick days
• extended illness benefit
• company paid holidays
• health savings account
• profit sharing

Other Fringe Benefits: discounts for car loans, free/reduced rate to a health club, child care or elderly care, parking reimbursement, travel or meals for business-related work, relocation, other insurance, and computers and equipment necessary for the job

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 24).

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.

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

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 an 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.
MAKING THE MOST OF SOCIAL MEDIA

Social media have impacted the way we approach the internship search and job hunt. When used properly, Twitter and LinkedIn can expand your network and ability to connect with employers.

STAY PROFESSIONAL

More than 70 percent of employers do an online search of candidates during the application process. When a hiring manager Googles your name, make sure the content that pops up is professional. Here’s a good tip: if you wouldn’t want your grandparents seeing it, don’t post it.

Google yourself every once in a while to see what shows up about you in the results. Keep an eye on your security settings on LinkedIn, Facebook, Twitter, and other social media.

Starting Point: BrandYourself.com—an online reputation tool, created by alumni, pushes your positive content up to the top of Google.

DEVELOP YOUR BRAND

Your brand is your reputation. It’s how you want to be known. It’s combining who you are, what you do, and how you do it. As you develop your brand, think about your passions, values, strengths, skills, and attributes. What industry and professional contacts do you want to develop? How do you want to convey yourself and what tools will you use?

Developing your brand is an ongoing process, and it’s important to keep it consistent on paper, in person, and online. Include blog, site, or portfolio links on your LinkedIn profile and resume, if social media is relevant to the position.

Starting Points: Develop a robust LinkedIn profile, build a presence on Twitter, start blogging, build an online portfolio (you don’t have to do it all). We can help you develop tools work that best for your industry and career.

REACH OUT

Social media have removed the access barriers to companies, professionals, and alumni, allowing you to reach countless people in a more informal, direct, yet still professional way. Use this to your advantage!

On Twitter, follow companies, industry professionals, and chats. On LinkedIn, follow companies you’ll want to work for to stay on top of their updates and any job openings. Join your industry groups and engage in the discussions to learn from and connect with professionals in your field.

Starting Points: Determine which platforms your industry is using. If you feel comfortable using them, begin engaging.

Meet with us to discuss your online presence, fine tune your LinkedIn profile, or brainstorm ways to expand your network using social media.

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!
One of the most valuable aspects of your Syracuse experience is the extensive and orange-bleeding alumni network. They are eager to help you throughout your career journey and long after graduation.

Watch the career profiles on our YouTube channel, SU Career Services, for dozens of video profiles with our alumni. Perhaps you’ll discover a career path you never knew existed!

Join the ‘CuseConnect group on LinkedIn. ‘CuseConnect is made up of alumni who love Syracuse as much as you do. Join the group and take part in relevant career discussions, message fellow members directly (but never ask for a job outright!), and keep an eye on the “Jobs” tab for job opportunities that other members want you to know about.

Follow @WorkingOrange on Twitter. @WorkingOrange allows you to learn about a career path from your timeline. Follow along as alumni tweet about their jobs. Join the conversation by asking questions.

Check out #HireOrange on Twitter. When our alumni want to hire a Syracuse student or fellow grad, they tell us... and we tell you using #HireOrange on Twitter! Keep an eye on that hashtag for opportunities within the “Orange Family.” Alumni: have a job to share? Email it to hireorange@syr.edu

Watch the career profiles on our YouTube channel, SU Career Services, for dozens of video profiles with our alumni. Perhaps you’ll discover a career path you never knew existed!

Join an SU Alumni Club where you live. Chances are there’s an alumni club within driving distance. Club events offer great networking opportunities. Gather to watch a Syracuse game—and you may leave with a new job prospect! For a full list of alumni club locations, visit: syr.edu/alumni/whereyoulive/

Watch the Alumni Webinar Series, a professional and personal development series delivered by alumni, staff, faculty, parents, and industry experts. The series provides lifelong learning and continuous personal and professional development for students and alumni. Look on our website for dates of upcoming sessions.

Alumni want to connect with you—reach out in person, via email, Twitter or LinkedIn.