

THE JOB SEARCH: FAMILY AND CONSUMER SCIENCES MAJORS

FAMILY STUDIES

**FASHION
MERCHANDISING**

NUTRITION



Office of Career Services
Division for Student Affairs
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PART I: The FIELD of FAMILY and CONSUMER SCIENCES

Bachelor of Science, Family and Consumer Sciences Southeastern Louisiana University

Family and Consumer Sciences (FCS) majors hoping to pursue a career in the field should:

- Complete the degree program, including an internship at a site related to your concentration.
- Participate in Service Learning activities designed to develop leadership and career skills.
- Maintain a portfolio of “best work” you complete throughout the degree program.
- Develop professional ethics and etiquette and a network of professional contacts.

The Family and Consumer Sciences field represents many areas including human development, personal and family finance, housing and interior design, food science, nutrition, wellness, textiles and apparels, and consumer issues. Today’s **Family and Consumer Sciences professionals** work to assist individuals and families optimally through prevention, education and intervention programs as well as in the area of consumer goods. Graduates with a concentration in **Family Studies and/or Nutrition** can be found working in settings such as community centers, social service agencies, health care facilities, non-profit organizations, hospitals, schools and a variety of academic locations. Graduates of the **Fashion Merchandising concentration** can be found in a variety of retail and business settings.

Campus Organizations include:

The Southeastern Association of Family and Consumer Sciences (SAFCS). The association meets frequently throughout each semester to organize and conduct community service projects and social events related to FCS.

Family and Consumer Sciences majors and faculty have participated in the following Community Partnerships:

- Food drive/baskets of food for needy in region
- Family Life Conference co-sponsored with Tangipahoa Drug and Alcohol Abuse Council
- Putting on the Glitz Fashion Show and Dorm Room Makeover in partnership with Student Public Relations Association and local interior designer
- Children’s books donated to Head Start early childhood development program
- Child Life Dolls constructed in clothing construction courses and donated to New Orleans Children’s Hospital
- Food Preparation Class partnership with Head Start
- Regional study tour in food and fashion
- Fashion Day, Dallas, TX
- Child Development Classes partnership with Head Start
- Health Fair at St. Tammany Elementary School, and at Pelican Fitness



Local Employers of FCS Graduates include:

- North Oaks Medical Center
- Head Start
- Public and private school food services
- Office of Public Health
- Louisiana Cooperative Extension Service
- Salon Paris Parker
- Court Appointed Special Advocates for Children (CASA)
- LSU Pennington Biomedical Research Center
- Local retail stores and small businesses
- Dillard’s department store

FAMILY & CONSUMER SCIENCES CONCENTRATIONS & CAREERS

Family Studies Concentration

Possible Careers for FCS Students in the **Family Studies** concentration with a starting salary range of **\$31,000 to \$42,000**:

- Child Development Program Administrator
- Community and Child Welfare Worker
- Program Developer and Fund Raiser
- Court Appointed Family Advocate
- Social Services Agency Worker/Administrator
- Career and Technical College Educator
- Family Life Educator/Writer



Fashion Merchandising Concentration

Possible Careers for FCS students in the **Fashion Merchandising** concentration with a starting salary range from **\$30,000 to \$41,000**:



- Retail Buyer
- Retail Store Manager/Owner
- Visual Merchandiser
- Image Consultant
- Customer Service Representative
- Fabric and Apparel Patternmaker/Designer
- Interior Designer
- Fashion Designer
- Fashion Journalist

Nutrition Concentration

Possible **Careers** for FCS Students in the **Nutrition Concentration** with a starting salary range from **\$32,000 to \$43,000**:

- Community Nutrition Educator
- Family Nutrition Educator
- Health Care Administrator
- Nutrition Products Sales Representative
- Weight Loss Consultant
- Food Services Staff/Manager



PART II: RESUME AND COVER LETTER GUIDELINES

FIRST IMPRESSIONS COUNT

Resumes and cover letters create the first impression a potential employer will have of you. Both of these documents are marketing tools designed to sell an impressive product—you! With that in mind, demonstrate self-motivation, critical thinking, attention to detail and creativity when preparing your resume and cover letter. When reviewing a resume, a prospective employer will evaluate your qualifications, but they will also assess how much time and effort you have devoted to your resume.

Typos and grammatical errors on a resume or cover letter suggest you do not care about the quality of your work. Both documents should be free of mistakes. An employer wants someone who produces exemplary work.

Show employers why you are the perfect candidate for the job. Describe, in the resume and cover letter, your skills and experience that relate to that job. A skills summary on a resume is an excellent category for highlighting your qualifications.

The cover letter is your chance to give employers a sense of who you are based on the experiences and attributes you will bring to the company. It should be tailored to the job and the company. A cover letter should leave an impression which inspires the potential employer to read your resume and then schedule an interview.



RESUME FORMAT GUIDELINES

AVOID ERRORS IN SPELLING, GRAMMAR, AND PUNCTUATION. Errors are viewed by an employer as an indicator of your future work performance – i.e., that you will be careless or not attentive to detail.

ONE- PAGE RESUME RECOMMENDED. Adjust the margins to .7 inches, and the font size to 10 or 11 point. Major headings can be 12 point; your name, 14 - 20 point. Times Roman or Arial fonts are recommended.

AVOID RESUME TEMPLATES. Resume templates force the resume onto two pages, containing spacing that can't be adjusted to make the resume one page. Instead, type your resume as a regular document in Word. Also, the employer may not be able to open an attached emailed resume in other programs.

CREATE A HEADER FOR YOUR RESUME. The header should include your name, address, phone, and email address. Do not include the word "resume" as part of your header. Do not include personal information, such as age, marital status, health status, ethnicity, etc. Make sure your email address is professional.

RESUMES THAT MUST BE TWO PAGES. If you have a lot of work experience, and/or involvement in student organizations, or volunteer work, your resume may need to be two pages in length. In this case, on the second page, put your name and phone number in the upper left corner, and "Page 2" in the upper right corner. Paper-clip rather than staple the resume. Do not include your header from the first page on the second page.

MAKE SURE YOUR RESUME IS "SCANNABLE." If the resume is handed to employers at a career fair, the employer may scan it to store it in a computer database. A "scannable resume" avoids italics, underlining, shading, borders, and graphics. Acceptable formatting includes: Bold type, "all caps," bullets, and black ink.

DO NOT FOLD RESUME, COVER LETTER, OR OTHER APPLICATION MATERIALS. If mailing, use a Manila envelope. Use labels rather than typing, printing, or hand-writing addresses directly on the envelope.

RESUME CONTENT FREQUENTLY ASKED QUESTIONS

OBJECTIVE

Do I need an Objective? What should it say?

An **Objective** can demonstrate “focus” in terms of your career goal, and is an excellent opportunity for you to emphasize your top skills.

EXAMPLES OF OBJECTIVES:

A career in the field of fashion merchandising with opportunity to contribute creativity, strong planning and organizational skills, and the ability to communicate effectively.

To apply knowledge and skills gained from academic preparation and work experience in early childhood development, to a professionally rewarding educational environment.

A career in family nutrition in which knowledge and skills will have a positive and motivational impact on the health and well-being of families.

EDUCATION

Is it important that my degree information is correct?

Yes - check for the correct title of your degree on your academic program’s departmental web site, your transcript, the Southeastern catalog, or with your faculty advisor. Also, list your concentration and/or any minors.

Should I list my GPA? List only if 3.0 or above. However, if your Overall GPA is less than 3.0, but the GPA in your major is above 3.0, you can list your Major GPA only, for example: **Major GPA: 3.2**. If both GPA’s are above 3.0, you can list both: **Overall GPA: 3.2 / Major GPA: 3.6**, or just the overall.

Should I list courses I completed?

Yes, listing courses facilitates an employer’s understanding of your knowledge base. List 6-10 courses that support your career goal. List course titles, not abbreviations and numbers.

Should I list every college/university attended, and the courses completed if I didn’t get a degree?

If you attended at least a year, or if you earned an Associate’s degree, then list the additional college or university (and degree, if earned). List courses titles (not numbers), but only if they support your career goals.

In what order should I list my Education info, if I’ve attended more than one college?

List most recent educational experience first and other colleges attended in reverse chronological order.

Should I list high school information?

This isn’t necessary once you’re a college graduate, unless you have major accomplishments such as honors or officer positions in organizations. Put this info in ACTIVITIES & HONORS, and indicate they were in high school.

SKILLS SUMMARY

What is the purpose of a SKILLS SUMMARY? Is it optional?

A SKILLS SUMMARY may also be called: PROFESSIONAL SKILLS, KEY QUALIFICATIONS, QUALIFICATIONS HIGHLIGHTS, or SUMMARY OF QUALIFICATIONS. This category directs the employer’s attention to your **transferable skills** – i.e., abilities, personality characteristics, and knowledge and experience acquired through courses, team projects, intern and work experiences, organizations, and volunteer work, which can contribute to your success on the job.

What is the best format for a SKILLS SUMMARY?

Create bulleted statements which describe your transferable skills as described above. Don’t forget to include computer skills as your last statement. Begin each statement with an Action Verb - see **ACTION VERBS & ADVERBS** page on the Career Services web site - or phrases such as, “Experienced in...,” “Knowledge of ...,” “Responsible for...,” “Successfully...,” etc.



EXPERIENCE

Should I list every job held on my resume? What about jobs in high school?

List only those jobs held in college. If you had seasonal employment or other short-term jobs that didn't allow you to develop or apply skills toward your career goal, you may omit these, also. Regarding high school jobs: No, unless you held a job in high school that relates to your career goal, or illustrates an achievement. NOTE: If you are a "non-traditional student" with experience from the 1990's or prior, you may omit these jobs as they may imply your age; age discrimination is illegal, but it can occur.

In what order should I list my jobs and what is the proper format?

Begin with the most recent job first; list others in reverse chronological order.

EXAMPLES OF PROPER FORMAT:

Sales Associate, May 2012 - present.
JC Penney, Lakeside Mall, New Orleans, LA
(Put job description here)

Office of Career Services, Southeastern Louisiana University, Hammond, LA
Student Assistant, January 2011 - May 2012
(Put job description here)

How can I highlight my internship, volunteer, and other experiences directly related to my major?

Use two categories: RELATED EXPERIENCE (and list experience that is related to, and supports, your Objective) and ADDITIONAL EXPERIENCE (list experience not directly related to your Objective but that shows consistent work history as well as illustrates your transferable skills).

What type of information should I include in my job descriptions? NOTE: Use present tense verbs for current jobs; past tense verbs for former positions. Include statement describing type of business or organization - its services, purpose, etc., if the organization name is not descriptive of this. Describe tasks performed, but also skills/knowledge acquired, and if possible, results of your efforts, and accomplishments. Include numbers if possible (e.g., of staff for whom you worked). Avoid using "I" – rather, begin statements with an action verb – see **ACTION VERBS & ADVERBS** page on the Career Services web site. And remember - be prepared to expand on this experience in the interview.

ACTIVITIES & HONORS

What type of information should go in this category?

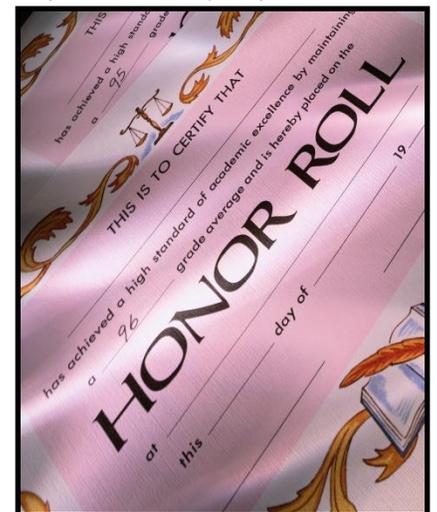
List extracurricular activities in which you participated while in college and that allowed you to develop key skills related to your career goal, such as: teamwork, communication, organizational, and leadership skills. List student organizations, volunteer activities, and honors/awards received.

Listing dates is optional; if you choose to list dates, list years only. You can have one category for all called HONORS & ACTIVITIES, or ACCOMPLISHMENTS, or ACHIEVEMENTS, or, just COMMUNITY SERVICE if you have no honors or awards to list.

REFERENCES UPON REQUEST

Should I include the statement: "References Available Upon Request"? This statement is optional, as it is understood by employers that you should be able to produce either a page listing your references, or possibly letters of recommendation at some point during the interview process.

Do not include your list of references on the actual resume. The references page is a separate document from the resume, but with the same header as the resume, and the word "**References**" underneath.



THE COVER LETTER OR LETTER OF APPLICATION

When initially contacting a specific employer, it is recommended that you accompany your resume with a cover letter (also known as a "letter of application") tailored to the position and to the organization.

COVER LETTER FORMAT

- Use the same header (contact information) for your resume, cover letter, and references page.
- Use business letter format of left margins with no indents, the date, company address, salutation.
- Limit to one page; font 10 point to 11 point looks best; three to five paragraphs.
- Use white or off-white resume paper; use same for resume, cover letter, and references page.

COVER LETTER CONTENT

- Address letter to contact person listed in job ad if possible, or if not, to "Dear Human Resources Director," "Dear Hiring Manager," "Dear Recruiter," or "Dear Search Committee Chair."
- Do not start every sentence with "I" – instead, vary the sentence structure.
- Describe highlights of educational and work experiences; don't repeat all information from resume.

- 1st paragraph:** State how you learned of position, position title, and name of organization.
2nd paragraph: Describe your degree, possibly some courses, and what you learned.
3rd paragraph: State knowledge/skills acquired in internships/work experiences, student organizations or volunteer activities, that relate to the position.
4th paragraph: Indicate why you want to work for organization, knowledge of the organization gained through online research, personal or others' experiences, and/or publicity.
Final paragraph: Suggest your desire for an interview, and where and how you can be reached.

THE REFERENCES PAGE

A reference/recommendation is a verbal or written statement of support for your application for a job, by someone who has known you in a professional capacity and can comment on your work or academic performance. **Reference information should be on a page separate from your resume, and should contain the same header as your resume, with the word REFERENCES underneath.**

- Three to five references is an appropriate number to list. Always ask permission to list someone as a reference, and give them a copy of your resume to illustrate your qualifications.
- List each reference's name, current job title, place of employment (include city, state, and zip code - mailing address not necessary), and work telephone number (not personal unless given permission).
- If a reference no longer works at the organization, you may still list them - with their current job title and employer. In parentheses, state, "former Manager of XYZ Co." to illustrate former relationship.
- Do not include a separate references page when submitting your resume unless a job ad requests it. Instead, bring copies of references page in a portfolio to the interview.
- Character references (e.g., a friend, minister of your church, relative, etc.) should be avoided.

LETTERS OF RECOMMENDATION

Many employers are only interested in a references page rather than letters of reference or recommendation. However, if a job ad asks for letters of reference/recommendation:

- Letters of reference should be current - i.e., dated within the current year.
- If possible, without causing inconvenience to the person recommending you, letters should be addressed to the contact person listed in the job ad. If this is not possible, the letters may be addressed: "Dear Human Resources Director," "Dear Hiring Manager," etc.
- Giving your references a copy of your resume and mentioning key points you would like for them to emphasize in their letter is appropriate, and can be helpful to the reference in writing the letter. A copy of the job ad or description of the job can be helpful as well.

SAMPLE RESUME - FAMILY STUDIES

Susan Antigua

2000 Golfscenic Dr., LaPlace, LA 70068 (985) 000-0000

susan.antigua@selu.edu

Objective

An internship opportunity in family services, utilizing my knowledge and skills to promote the well-being and positive growth of families, while continuing to develop professionally by acquiring additional knowledge and skills.

Education

Bachelor of Science, Family and Consumer Sciences; concentration in Family Studies

Southeastern Louisiana University, Hammond, LA

Graduation Date: December 2013 GPA: 3.6

Coursework includes: Child and Adolescent Development, Parenting Issues & Education, Family Relations, Family Finances, Resource Management, Professional Development in Family and Consumer Sciences, Health Problems and Aging, Health Promotion in the Workplace

Skills Summary

- Strong leadership and team-building skills
- Positive and patient when interacting with clients
- Highly motivated and goal-oriented
- Exceptional planning, organizational and multitasking skills
- Versatile and enthusiastic in adapting to challenges
- Quickly able to master new skills and technology
- Tactful with professionals and non-professionals at all levels
- Computer skills including Microsoft Word, Power Point, multiple internet browsers, and AS400

Related Experience

Case Manager Intern, Volunteers of America of Greater New Orleans

New Orleans, LA, August 2012-November 2012

Provided case management services to identified clients. Performed weekly and monthly contact/follow-up.

Completed all required written documentation. Linked clients to needed resources in the community.

Maintained client confidentiality. Presented potential client cases to supervisor.

Additional Experience

Rotating Special Task Assistant, Imperial Trading Co., LLC

Elmwood, LA, May 2012-Present; May 2010-July 2011

Managed Front-Office operations and office administrative functions for wholesale distribution company.

Prepared reports. Composed professional correspondence to customers and vendors. Rapidly learned and mastered varied computer programs. Performed accounting/bookkeeping functions with attention to detail and accuracy.

Sales Associate, GNC

LaPlace, LA, July 2009-May 2010

Provided customer service and inventory control functions for nation-wide nutritional supplements retail establishment. Learned uses and functions of supplements. Educated customers on selecting products appropriate for their nutritional needs. Conducted cash register functions. Performed product counts.

Responsible for making deposits.

Awards

- President's List, multiple semesters.

SAMPLE RESUME - FAMILY STUDIES

Rachel J.Vincennes

3000 Brookway Street ♦ Slidell, LA 70458 ♦ (985) 000-0000 ♦ Rachel.Vincennes@selu.edu

Objective

To obtain a career as a youth advocate counselor/case worker to be able to serve the needs and improve the lives of disadvantaged, neglected, and abused children and adults.

Skills

- The ability to develop relationships with clients while maintaining appropriate emotional boundaries
- Knowledge of family violence treatment and child sexual abuse assessments and therapeutic interventions
- ♦ Very effective communication skills in relating to diverse individuals and groups
- ♦ Excellent ability to work independently and handle pressure maturely and responsibly
- ♦ Demonstrated ability to keep sensitive information confidential
- ♦ Implemented treatment plans to help clients mobilize inner capacities to improve social functioning
- ♦ Conducted individual, group, and family therapy sessions in accordance with the established treatment plan and provided crisis intervention when necessary (under supervision)
- ♦ Provided consultation, made recommendations, and gave appropriate advice

Education

- Southeastern Louisiana University, Hammond, LA Graduation Date: December 2013
- **Bachelor of Science, Family and Consumer Sciences – Concentration in Family Studies**
- Completed courses in: Child Development, Middle Childhood & Adolescent Development, Child Nutrition, Family Relations, Parenting: Issues & Education, Professional Development, Resource Management

Work Experience

K-BAR-B Youth Ranch

Lacombe, LA

8/13- 12/13

Intern Case Worker

Assisted Case Manager in managing clients who are in need of medical, health, welfare, mental or substance abuse related services. Completed intake interviews, determined need for psychiatric medical evaluations, reviewed treatment plans.

Kidz Karousel Child Center

Mandeville, LA

8/12-11/12

Child Care Provider

Observed and monitored children's play activities, kept records on individual children, including daily observations and information about activities.

Noah's Arc Child Development Center

Mandeville, LA

12/11-8/12

Child Care Provider

As a one year old teacher, identified signs of emotional or developmental problems in children and brought them to parents' or guardians' attention, sanitized toys and play equipment, read to children, and taught them simple painting, drawing, handicrafts, and songs.

City of Slidell Parks and Recreation

Slidell, LA

5/10-12/11

Summer Camp Counselor

Organized and participated in recreational activities, such as games. Assisted in preparing food for children and served meals and refreshments to children, and regulated rest periods.

SAMPLE RESUME – NUTRITION

Kelsey Ann Brantley

7000 Duncan Rd., Ventress, Louisiana 70783

(225) 000-0000 KelseyB@gmail.com

EMPLOYMENT OBJECTIVE

A career in which knowledge and skills in the areas of health and nutrition will have a positive impact on patient/client lives as well as a positive impact on my employer in the achievement of organizational goals.

EDUCATION

Bachelor of Science, Family & Consumer Sciences - Concentration in Nutrition; Minor in Health Studies

Southeastern Louisiana University, Hammond, Louisiana

Graduation Date: May 2014 GPA: 3.48/4.0

FCS Courses: Nutrition, Child Nutrition, Advanced Nutrition, Diet Therapy, Experimental Food Science, Weight Management Principles, Professional Development

Health Studies Courses: Personal Health, Community Health, Health Promotion Program Planning, Health Information and the Media, Health Problems in the Aging, Health and Stress, Health Assessment and Promotion, Diet Therapy, Health Behavior Change

RELATED EXPERIENCE

Dietary Aide

Summer 2012-present

Pointe Coupee General Hospital

New Roads, Louisiana

Assist in patient meal services by observing patient food intake and reporting progress and/or problems to dietician. Observe obtaining of dietary histories of individuals that is part of planning nutritional programs. Acquired knowledge of how to analyze nutritional elements of menus and tailor to patient medical conditions and nutritional needs. Assist in menu planning based upon nutritional needs and guidelines.

ADDITIONAL EXPERIENCE

Assistant

March 2011-August 2011

H & W Sign

New Roads, Louisiana

Interacted with customers to determine their needs and expectations. Assisted in sign preparation, including applying creative graphic design ideas and techniques to prepare quality products.

Sales Associate

Summer 2009-2010

The Original New Roads Snowball Stand

New Roads, Louisiana

Provided courteous service to customers. Managed inventory. Conducted cash register transactions.

PROFESSIONAL SKILLS

- Excellent interpersonal and communication skills
- Positive attitude, motivated, and energetic
- Assisted with Nutritional Screening and Assessment
- Commitment to health and fitness
- Conducted sales and managed money responsibly
- Accurately follow oral and written instructions
- Strong attention to detail and organization
- Experienced in Microsoft Office, including Word, Excel, Access and PowerPoint

ACTIVITIES AND HONORS

Member of Southeastern Association of Family and Consumer Sciences, 2010-2011; Member of the Student Dietetic Association, 2008-2010; Member of Sigma Alpha Lambda, 2011; Transfer Student Scholarship awarded by Southeastern Louisiana University, 2010-2011; Dean's List, 2008-2010; President's List, 2010-2011

SAMPLE RESUME - NUTRITION

Brianne Sibley

0000 Creek Market Rd., Walker, LA 70785

(225) 000-0000

brianne.sibley@selu.edu

Objective

A career opportunity utilizing my knowledge and skills in nutrition and health studies to promote healthy lifestyles.

Education

Bachelor of Science, Family and Consumer Sciences; concentration in Nutrition; minor in Health Promotion

Southeastern Louisiana University, Hammond, LA December 2013

Course work includes: Nutrition, Child Nutrition, Advanced Nutrition, Professional Development, Weight Management Principles, Personal Health, Health and Stress, Community Health, Health Promotion Program Planning, Health Information and the Media, Health Problems in the Aging, Health Assessment and Promotion, Diet Therapy, Health Behavior Change

Key Qualifications

- Strong academic preparation in health, wellness, and nutrition.
- Desire to educate and support others in setting and achieving health and fitness goals.
- Demonstrated leadership and teamwork skills as trainer/instructor/coach.
- Exceptional planning and organizational skills developed through education and work experience.
- Effective communication skills in presenting information to individuals or groups.
- Computer skills include Microsoft Word, Excel, PowerPoint, and Internet.

Work Experience

Intern, August 2013-December 2013

Pennington Biomedical Research Center, Baton Rouge, LA

Assisted with research in the metabolic kitchen for various studies and food safety. Observed exercise interventions in the fitness center.

Fitness Room Personal Trainer, Lifeguard, May 2013-July 2013; February 2012-July 2013

Southeastern Louisiana University, Recreational Sports and Wellness Department

Certified Personal Trainer for university Rec Sports and Wellness services and facilities. Promoted the health and well being of individuals by assisting them with exercise equipment and goals. Assisted with questions and concerns. Provided safe environment for children. Certified Lifeguard and certified in CPR.

Server, February 2011-July 2011

Smoothie King, Hammond, LA

Provided quality customer service and product information to customers for business that is founded on principles of healthy nutritional choices. Maintained and managed store inventory. Performed cash management activities and efficiently processed sales transactions.

Lifeguard/Swim Lesson Instructor, May 2009-July 2010

C.B. Pennington Jr. YMCA, Baton Rouge, LA

Certified Lifeguard and certified in CPR. Assisted members with questions and concerns. Provided safe environment for children.

Student Assistant/Secretary, May 2008-August 2008

Walker High School, Walker, LA

Performed office administrative duties for professional staff. Demonstrated excellent telephone and business communication skills. Maintained an organized and efficient filing system for office.

Accomplishments

President's List and Dean's List, multiple semesters.

SAMPLE RESUME - FASHION MERCHANDISING

Shawndreka Gatlin

2112 Spanish Oaks Dr., Harvey, LA 70058

(504) 610-8001

sgatlin23@yahoo.com

OBJECTIVE

A career opportunity requiring knowledge, skills and desire for the field of fashion in creating and developing innovative ideas that will promote company growth and advance fashion styles and trends.

EDUCATION

Southeastern Louisiana University, Hammond, LA

Bachelor of Science, Family and Consumer Sciences, Fashion Merchandising

Graduation Date: December 2013

Major course work: Apparel Design, Fashion Promotion, The Study of Clothing and Human Behavior

Savannah College of Art and Design, Savannah, GA 2010 – 2011

Completed courses in history of art, projects concerning critical thinking skills, and novice drawings.

The American School of Correspondence, Lansing, IL 2005 – 2009

A home schooling program completed in New Orleans, providing education in morals and values, as well as exceptional academic preparation.

SKILLS SUMMARY

- Excellent leadership skills demonstrated by active involvement in organizations.
- Outstanding organizational and planning skills noted in many educational endeavors.
- Creative and well developed in fashion promotion as well as producing a fashion show.
- Computer skills including Microsoft Office, PowerPoint, Excel, Adobe Photoshop, Adobe Illustrator

PROFESSIONAL FASHION SHOW ACCOMPLISHMENTS

- Fashion Model, The Art of Education Fashion Show Pt. 1-3, New Orleans, LA. 2008-2009
- Fashion Model, First Friday's Fashion Show, New Orleans, LA. 2009-2010
- Fashion Model, NBA All Star Weekend Fashion Show, New Orleans, LA. July, 2009
- Fashion Model, Wendy Wiltz's Essence Extravaganza, New Orleans, LA. 2009-2010
- Fashion Model/Coordinator, numerous fashion shows for various charities.

WORK HISTORY

Server, Chili's Grill & Bar Restaurant

Hammond, Louisiana. February 2012- Present

Tend to guests and make sure that they are happy at all times. Suggestively sell items to raise profit for the restaurant. Keep an account of all money received.

Gymnastics Coach, All Star Gymnastics

Harvey, Louisiana. November 2008- August 2010

Educated children in the sport of gymnastics from the ages of 10 – 12. Led several classes weekly, and evaluated students to further their training. Assisted in recreational as well as higher level training, and assisted in coaching competitions.

ACTIVITIES AND HONORS

Senator of the Student Government Association, Member of: NAACP (Executive Board), Black Student Union, Gamma Beta Phi honor and service society, and SAFCS. Division for Student Affairs (DSA) Ambassador, Project P.U.L.L. Mentor. Dean's List for entire college career. President's List, Fall 2010.

SAMPLE RESUME - FASHION MERCHANDISING

Carley McKay

XXX Main Street, New Orleans, LA XXXXX

(504) XXX-XXXX

CarleyMcKay@XXX

OBJECTIVE

A career in retail fashion in which knowledge and skills in fashion merchandising, combined with experience, creativity and passion for business and fashion, will positively impact an organization.

EDUCATION

Southeastern Louisiana University, Hammond, LA

Bachelor of Science, Family and Consumer Sciences

Concentration: Fashion Merchandising; minor in Marketing

Date of Graduation: May 2014 GPA 3.8

Coursework in Fashion Merchandising: Clothing and Human Behavior, Introductory Apparel Design, Visual Merchandising, Apparel Design & Construction, Fashion Promotion

Coursework in Marketing: Advertising, Public Relations, Principles of Marketing

SUMMARY OF QUALIFICATIONS

- Knowledge of apparel design, characteristics of textiles, and evolution of clothing design/function.
- Experience in fashion design and retail environments, including promotions of products through various media and store visuals.
- Demonstrated creativity and originality in developing design ideas and concepts.
- Self-motivated and energetic with commitment to highest level of performance and results.
- Perform well under pressure of deadlines.
- Adaptable and resourceful in addressing challenges and formulating solutions.
- Computer skills include Microsoft Word, PowerPoint, and Excel.

RELATED EXPERIENCE

Amelie G Magazine (an online and print fashion magazine), Wardrobe Stylist

New Orleans, LA. June 2012-Present

Assist on numerous photo shoots, including creating story boards. Contact talents and boutiques to solicit clothing models and wardrobes. Keep track of inventory and return wardrobes safely. Style and assist stylists on photo shoots.

Langford Market, Sales Associate

New Orleans, LA. June 2012-January 2013

Effectively maintained store visuals and successfully executed window displays. Assisted with planning of store promotional events. Interacted with customers on a daily basis and provided quality customer service. Initiated sales and ensured customer satisfaction. Top sales in the company numerous times.

Louisiana Derby, New Orleans, LA. March 2013

Successfully produced a fashion show for the Fair Grounds New Orleans' Louisiana Derby. Contacted resources and booked talents. Styled eighteen looks.

New Orleans Fashion Week, New Orleans, LA. March 2013

Successfully dressed models for three runway shows. Assisted backstage and prepared clothes.

ADDITIONAL EXPERIENCE

Kennedy Lewis Renton and Associates, Receptionist

Gretna, LA. May 2011-January 2013

Performed office administrative duties for professional staff. Maintained an efficient filing system for office. Demonstrated excellent telephone and business communication skills.

SAMPLE COVER LETTER

Carley McKay

XXX Main Street, New Orleans, LA XXXXX

(504) XXX-XXXX

CarleyMcKay@XXX

July 7, XXXX

Macy's Department Store
XXXX Boulevard
New Orleans, LA XXXXX

Dear Hiring Manager,

I am contacting you regarding possible employment opportunities with Macy's. I am seeking a position in which I may utilize my fashion merchandising, marketing, scheduling and managing skills. I believe I will be an asset to your company.

As a recent graduate of Southeastern Louisiana University with a Bachelor of Science degree in Family and Consumer Sciences, with a concentration in Fashion Merchandising and a minor in Marketing, I am confident that I have obtained the knowledge and skills necessary to succeed in my career through my coursework at Southeastern. In addition, my work experience in customer service as well as supervising experience will also benefit your company. I also have valuable experience in a variety of venues in the fashion industry.

I am looking forward to applying the knowledge I acquired in the classroom, as well as the skills developed in business and fashion environments, to a professional position. Through my participation in class team-based projects and my work experience, I was able to apply and enhance my excellent communication and interpersonal skills. As my previous employers will verify, I have been recognized as a quick learner, highly self-motivated, attentive to detail, and organized. I have also demonstrated creativity and analytical skills in making work-related decisions and in carrying out my responsibilities. Although I work well independently, I enjoy being part of a team and work well with co-workers and all levels of management.

Macy's has an excellent and enduring reputation for the highest level of quality and service. In researching Macy's, I agree with the company's philosophy on social responsibility in the community. Many people believe that public companies are obligated to be socially responsible to the people and communities where they do business. I believe Macy's, Inc., embraces these values. I would love to be part of a team who cares about the community and takes responsibility for making positive changes.

I look forward to an interview with you in the near future. During the interview, I hope to learn about your organization's plans and goals and how I may contribute to its success. I can be reached at 504-000-0000. Thank you for your thoughtful consideration in reviewing my resume. Please let me know if further information is needed.

Sincerely,

Carly McKay

SAMPLE REFERENCES PAGE

Carley McKay

XXX Main Street, New Orleans, LA XXXXX

(504) XXX-XXXX

CarleyMcKay@XXX

References

Dr. Bill Smith, Professor
Department of Family and Consumer Sciences
Southeastern Louisiana University
Hammond, LA
xxx-xxx-xxxx

Ms. Jane Jones, Manager
Amelie G Magazine
New Orleans, LA
xxx-xxx-xxxx

Ms. Jill Thomas, Manager
Langford Market
New Orleans, LA
xxx-xxx-xxxx

PART III: THE JOB SEARCH

Career Exploration & Assessment in the Job Search

Conducting a successful job search requires an exploration of all of your career options. Knowing what options are available to you is preparing you to change career directions if you aren't finding your ideal job. You may also discover an exciting career you did not know existed. There are thousands of types of jobs – don't limit yourself to just the few that you may be aware of. Career Services offers online resources, and career assessments, to increase your awareness of the many types of work you may find to be a great fit for your interests, personality, knowledge and skills.

Career Exploration Online Resources

The resources below can assist you in:

- **Exploring options** - Make informed choices about careers to target in your job search.
- **Developing a resume** - Research current/past jobs for writing accurate, detailed descriptions.
- **Developing a cover letter** - Research job you're targeting and tailor cover letter.
- **Preparing for an interview** - Learn job requirements and prepare to discuss how your knowledge and skills fit the employer's needs.

SIGI 3

Information on 300+ careers by alphabetized job titles, or by college major. See job descriptions, education/skills required, salaries, job outlook, etc.

O*NET

Click on *Find Occupations*, enter a job title, and see a job description and transferable skills on this US Dept. of Labor site. A Skills Search matches your skills with careers. See salary information by state.

OOH

The US Dept. of Labor Occupational Outlook Handbook provides job descriptions, required education and training, salary, and job outlook information for 100's of careers.

What Can I Do With This Major?

For each major/field of interest, an Information link takes you to common career areas, types of organizations that employ that major, and strategies for gaining employment.



Career Assessments

Myers-Briggs Type Indicator (MBTI) - Learn how your personality type contributes to the work organization, your communication, leadership, and team work styles, and careers that best fit your type.

COPS Interest Inventory - Expand awareness of types of careers that will match your interests.

Job Search Assistance

Upload your resume into Career Services' **LIONHIRE** online job search system and FREQUENTLY CHECK for:

ON-CAMPUS INTERVIEWS:	Sign up in LIONHIRE - held each Fall & Spring semester
JOB VACANCY POSTINGS:	Year-round, for full-time and part-time jobs and internships

Access **JOB BOARD LINKS** on CS web site to view job vacancy postings (full-time, part-time and internships) or to post your resume (these links are not part of **LIONHIRE**, but are a valuable resource of dozens of online job boards).

For assistance with building a resume/cover letter, participating in a mock interview, or for career assessment, schedule an appointment by calling Career Services at 985-549-2121 or emailing careerservices@selu.edu.

THE ART OF NETWORKING

Are You Networking?

To be successful in your job search, you will need to master the “art of networking.” Many job openings are discovered by interacting or networking with others to let them know you are looking for a job. Networking can range from a casual, unexpected encounter to a planned, organized meeting – so always be prepared. Remember that you are always “on” when job searching, so always conduct yourself in a mature, polished manner.

Think creatively when developing your network of contacts, and organize your list. If your contacts are not aware of any job opportunities within their employing organization, ask them if they can refer you to contacts they have – either within their organization, or employed in others. It’s not only who *you* know, but who *they* know!

Provide networking contacts and references with a copy of your resume. They can refer to it when they discuss your hiring potential with an employer, and it enables them to speak more informatively about you.

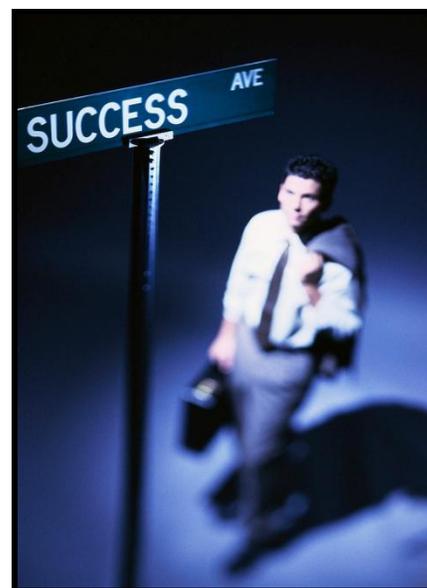


Have you spoken to these contacts about your job search?

- Professors and advisors to student organizations.
- Fellow members of student or other organizations - college, volunteer, etc.
- “Personal professional contacts” - bankers, accountants, lawyers, ministers.
- Friends, acquaintances, neighbors; family and extended relatives.
- Former employers, current employers and customers. Most college seniors have part-time jobs, and their employers expect them to search for a degree-required position at some point, so it is appropriate to ask for their assistance with your networking/job search - and if you may list them as a reference.

Have you explored these resources for job opportunities?

- **LIONHIRE** system, & Job Board Links page, of Career Services’ web site: www.selu.edu/career.
- Company web sites.
- Career fairs – company representatives and /recruiters.
- Newspaper classifieds (“Want Ads”).
- Temporary employment agencies.
- Professional associations: Their web site job boards.
- Professional associations: Their conferences - local, regional, national - may have job fairs or job networking events.
- Send a thank you note to all in your network who have assisted you!
- Keep networking even after you land a job. You never know when you may need your contacts again.



Using Social Media in the Job Search: Facebook, LinkedIn, YouTube, Twitter, etc.

Do’s

Do update your profile regularly
Do join groups...selectively
Do get rid of digital dirt - indecent language, photographs, etc.

Don’ts

Don’t badmouth your current or previous employer
Don’t mention your job search if you’re still employed
Don’t forget others can see your friends

PART IV: INTERVIEWING GUIDELINES

DRESS FOR SUCCESS - FOR WOMEN

The Suit

- A business suit – a matching jacket and skirt - is most appropriate and preferable to a dress.
- Pant suits may be acceptable; however, if you are not sure, wear a skirt and jacket suit.
- Should be conservative color - black, gray, brown, navy, taupe – solid or with a small pattern.
- Should fit – not too tight or too loose; avoid fabrics that wrinkle easily, such as linen.
- Blouse of conservative to medium color – not bright color.
- No short skirts – hem should be longer than mid-thigh.

The Jewelry: Seven pieces of jewelry, maximum. One earring per ear – small size. Watch – dress, not sports.

The Hosiery: Neutral colors only: taupe, beige, off black – avoid textures.

The Purse

- Carry either a purse or briefcase – but not both – neutral color.
- A nice portfolio containing a note pad and extra copies of your resume may be carried with a purse.

The Make-up/Hair - “Less is More”

- If hair is longer than shoulder length, wear pulled back.
- Go easy on blush, eye shadow and lips – little, or preferably no, perfume.

Shoes: Closed toe only. No sandals – even those with heels. No “spiked” heels. Should be comfortable for walking.



DRESS FOR SUCCESS - FOR MEN

The Suit

- In business environments, a suit is more appropriate. However, research company/organization to determine most appropriate dress.
- Expensive is not necessarily better – should be proper fit, however.
- Medium to dark colors, solids or conservative stripes.
- Jacket length: should pass “finger curl test.”
- Tip of jacket sleeve should fall 5 inches above tip of thumb when thumb is extended down.
- Shirt: pastels, solids, and conservative stripes are acceptable.
- Shirt sleeve: should extend one half inch below jacket sleeve edge.

The Shoes & Socks & Jewelry

Dressy lace-up or slip-on – no boots! Socks - dark, with solid or small pattern. Wedding band; dress watch, not sports – “less is more” with men’s jewelry.

The Tie - Small, repetitive pattern or solid – no “theme” ties (e.g., “Tabasco”). End of tie should touch top of belt.



The Other - Carry nice portfolio with note pad and extra copies of your resume, and nice pen. Use aftershave sparingly – and no cologne.

TOP TEN INTERVIEW TIPS

Do your homework. Research the organization beforehand so that you can showcase that knowledge during the interview. This will boost your credibility with the interviewer and help you formulate intelligent questions to ask.

Know where you're going. Make sure to find out where the office is and how to get there. Do you know how long the trip will take? Do you have the name and phone number of the person you'll be meeting with? Do you know how easy it is to park? Save yourself time and unnecessary stress by preparing.

Look the part. Clothing should be neat, pressed, and professional. As it can be difficult to know the culture of the work environment beforehand, err on the side of conservative. Even if everyone's wearing jeans when you arrive, you're still better off wearing a suit. Still, inject some personality into your look, and don't neglect the details.

Bring necessary documentation. Make a list of documents you will need for the interview, and make sure you have them in your portfolio before leaving home. These include extra copies of your resume, a references page, and a portfolio of samples of relevant professional work. Recent college graduates should bring their transcripts.

Rehearse beforehand. Prior to your interview, prepare answers to common questions the interviewer is likely to ask, such as, *What are your strengths and weaknesses? Why do you want to work here?* and the ever popular *Tell me about yourself.* Conduct a mock interview with a Career Services career counselor to help you prepare.

Secure your references. Find three to five key people — current or former supervisors or professors — who are willing to serve as your professional references. Ask their permission to list them as a reference, and be certain they will speak highly of you if contacted by a potential employer.

Arrive early. Arrive at least 15 minutes before the interview. Visit the restroom and check your appearance in the mirror. Announce yourself to the receptionist to let them know you have arrived and that you have an appointment. *Turn your cell phone off so it doesn't ring during your meeting.*

Sell yourself. Develop a 30-second sales pitch that sings your praises. In business this is called an "elevator speech," a compelling overview of *why you?* that can be recited in the time it takes to ride the elevator. It should include your strengths and abilities, and what sets you apart from other applicants.

Don't neglect to ask questions. Based on your earlier research, ask how the responsibilities of the position relate to the company's goals and plans for the future. Ask what qualifications they are seeking in candidates.

AFTER THE INTERVIEW

Thank You Note: Don't forget to send a handwritten note or email within two days thanking the interviewer for his or her time and consideration, as well as restating your interest in the position.

Self Evaluation: Conduct a self-evaluation, noting both positives and difficult questions encountered.

Follow-up Calls: You may call if you haven't heard from the employer within the time frame you were given to expect a response. Always return calls/answer emails from prospective employers. Even if you're not interested in the position, such a professional courtesy leaves a positive impression for future opportunities with the company. Make sure your voicemail message is professional, and answer the phone in an enthusiastic, positive voice.

SAMPLE THANK YOU NOTE

July 9, 2014

Dear Mr. Stark:

Thank you for the interview for the Marketing Assistant position at Macy's. Your organization offers opportunities which strongly match my interests and career goals. The interview confirmed my initial positive impressions of your organization, and I want to reiterate my strong interest in working for you and in making a positive contribution to Macy's.

Sincerely,
Carly McKay

SAMPLE INTERVIEW QUESTIONS & ANSWERS

Responses should be two to three minutes in length – practice aloud to time yourself!

Tell me about yourself.

Keep your response brief and focus on highlights of your educational and work experiences. Start with your most recent accomplishment, such as getting your college degree, why you chose your major, and what you learned in your course work that pertains to the job. Then, discuss related work and/or internship experiences, and involvement in student organizations (if applicable). State specific knowledge and skills you've acquired in these experiences, and how they will contribute to your success in the position. Finally, develop a "closing statement" - state how excited you were to learn of this career opportunity, and that you believe your qualifications are an excellent fit. Don't "trail off" as you finish – take charge of closing your response. Also, do not disclose personal information such as age, marital status, number of children, or health, as these factors are not related to your ability to perform the job.



Which college course or courses have you enjoyed the most, and why? The least? Why?

For the courses you liked the most, discuss those that allowed you to develop specific knowledge/skills the employer is seeking for the position. Or, choose courses that allowed you to grow intellectually and/or interpersonally – such as a course that allowed you to develop analytical thinking skills, the ability to view things from different perspectives, or the opportunity to collaborate in working as part of a team on a special project.

For courses you liked the least, choose a course that **does not** relate to the position - such as algebra if you are interviewing for a social work position. Explain why you disliked it – even if just to say it was a subject in which you have little interest - and end on a positive note: "Although I didn't have an interest in algebra, the course allowed me to improve my critical thinking skills." Or, "While I didn't have an interest in the course, I chose to view it as a challenge; I applied myself, and made a good grade."

Name your three greatest strengths.

Remember to answer this question based on how it is asked. If the interviewer asks for three strengths, name them – for example: "Communication skills, the ability to plan and organize, and problem-solving skills." Go ahead and elaborate by providing general descriptions of how you use these strengths in your college or work life. The interviewer may ask another form of this question: "Name **three words** your co-workers would use to describe you." In this case, your response should consist of three words, such as: "Organized, detailed, and motivated." Also, be able to **provide examples** of how you've successfully applied these strengths to resolve a problem situation (see "Behavioral Interviewing" below).

What is your greatest weakness?

Design your response so that your weakness is really a "positive" in disguise. For example, you may refer to your tendency to take great pride in the quality of your work, so you tend to want to do it all yourself, but then you find you are not managing your time effectively or learning to delegate to others. Then, describe what you have done/do to be aware of this tendency, and to correct it. If possible, provide an example, and the positive results of your "new" approach.

Or, address this question from a personal or professional growth perspective. You may tell the interviewer that "public speaking" is an area in which you did not have a lot of confidence, but that you decided to meet this

challenge and each time you were able to do a class presentation, you worked to improve your skills. Describe techniques you used to improve, and the successful outcome.

However, NEVER choose a characteristic or skill that is required for the job; for example, do not use the “public speaking” example if interviewing for a marketing, sales, teaching, etc., position.

What have you learned from extracurricular activities?

Tailor your response to the knowledge and skills required for the job. If you were not an officer, but served on committees as part of memberships in student organizations, discuss these experiences and what they taught you (team work, leadership, communication skills, ability to plan, organize, and implement activities, etc.). Provide real-life examples, and describe the context or purpose of the committee: “I learned to work effectively as part of a team, and learned marketing techniques, in planning a fundraising event for our organization....”

Which of your work experiences has been most rewarding? Why? Least rewarding? Why?

Again, relate work experiences to the requirements of the job. You may want to say that your **internship** was the most rewarding, because it provided you with knowledge and skills directly related to this job. Describe the knowledge/skills acquired in the job or internship and how they will allow you to be effective in this position. As for the “least rewarding” experience, NEVER say anything negative about a former employer, professor, etc. Indicate that you learned something from each job held, such as the opportunity to grow professionally.



In what ways do you best contribute to a team?

Research the definition of team work so you can begin to answer this question by describing the elements required for a successful team effort. For example, mentioning that you believe all team members have something to contribute could be part of your “philosophy of successful teamwork.” You could state that you try to make sure each team member’s ideas are heard. Then, discuss what your particular strengths are. Give an example of a team project in which your contribution made a positive impact. If you’ve taken the Myers-Briggs Type Indicator (MBTI), there is online information on Type and teamwork abilities.

Describe your leadership style.

This statement may be offered primarily for management or administrative positions; however, be prepared: Think about situations in which you have exercised leadership abilities, specific steps/actions you took to serve as a leader, and the positive results of those efforts – e.g., leading a class team project or student organization activity, training new employees at work, setting an example of professionalism, etc. Think in terms of guiding and motivating **people** AND managing **tasks** – both crucial elements of leadership. Even if the job does NOT require you to supervise others, you should still view your role as a leader of your area of responsibility.

Do you work well under pressure? Answer in the positive, e.g.: “Yes, I work very well under pressure. In fact, pressure can generate a certain energy that can be a driving force for getting things done.” However, this question is also used to learn about your ability to manage your time effectively, to multitask, to organize and prioritize. Explain that you plan, organize, and complete your tasks so that if the unexpected occurs, you will not have a lot of unfinished business to prevent you from meeting the deadline.

Describe the ideal relationship between a supervisor and a subordinate.

Answer this question from both a supervisory perspective - with yourself in the role of supervisor, even if you have not had such an experience - and from that of a subordinate. Describe the approach you would take if placed in a supervisory position, and elaborate on your leadership and team work styles. DO NOT compare “good supervisors” you’ve had to “bad supervisors” or criticize the management or operations of an organization.

Why do you have a gap in employment from _____ to _____? College students can explain a gap in employment as a decision to spend time focusing on their studies.

Describe an accomplishment, and how you achieved it. What does “success” mean to you?

Choose something that illustrates setting a goal, and commitment to achieving that goal. Provide an example from college, work, or extracurricular activities. Describe the process and what you learned “along the way.” Or, describe an obstacle that you overcame, a challenge you addressed and met successfully. Regarding “your definition of success,” this question has more of a philosophical intent; let your response reflect your attitudes, beliefs, and values about life and work.

Where do you see yourself five years from now? What are your career goals?

DO NOT describe career goals which will take time and energy from your new job with this company, such as pursuing an advanced degree right away. And do not leave the employer with the impression that they are a “stepping stone” to your ultimate career goal with another organization or another type of work. Instead, emphasize your strong desire for a career path with this company. If you are **not** certain you want to work for them, keep your response general, tailored to your “overall” professional growth: “I’m looking for the opportunity to continue to develop professionally and to advance based on my contribution to an organization’s goals.”

What do you know about our company/organization? Why do you want to work here?

DO YOUR HOMEWORK in researching the company/organization THOROUGHLY before interviewing. Know something about their mission, products, services, clients/customers, history, future initiatives. This information can be found on the company/organization web site and additional online research.

What can you bring to this position that would “set you apart” from other applicants?

This question presents an opportunity for you to highlight what you have to offer as it relates to the position and the company. Also prepare for this question by carefully listening to the interviewer describe the position, the company, and the qualifications sought, which will likely occur during the interview.

APPROPRIATE QUESTIONS FOR YOU TO ASK DURING THE INTERVIEW

Refrain from asking questions until the interviewer asks if you have questions (usually done at the conclusion of the interview). However, if you do not understand a question you are asked during the interview, you may ask the interviewer to explain. DO ASK QUESTIONS to show interest and initiative!

- What qualifications do you think are necessary to be successful in this job?
- Can you describe the training period/program? How would I be supervised/my performance evaluated?
- Could you describe a typical day? Week? The organizational culture?
- What are the opportunities for advancement? (if you can’t determine from research)
- Does the company encourage participation in professional organizations? Continuing education?
- When can I expect to hear from you regarding your hiring decision?

INAPPROPRIATE QUESTIONS FOR YOU TO ASK DURING THE INTERVIEW

- DO NOT initiate discussion of salary, vacation, or benefits during the first interview. However, be prepared to voice a range you’re looking for if they ask – SIGI 3, O*Net, and OOH provide salary information on 100’s of careers.
- DO NOT push for an early decision by mentioning the other opportunities you have awaiting you.
- DO NOT ask for feedback on your interview performance.

BEHAVIORAL INTERVIEWING

Expect to encounter this interview technique commonly utilized by employers. “Behavioral” questions are designed to probe applicants’ past behavior in work situations, on the premise that the best predictor of future performance is past performance. Think in terms of three or four challenging or problem situations, how you **assessed** the situation (perspectives you considered), **actions** you took to resolve or improve it, and the positive results that came from your efforts. Be specific when presenting this information to the employer.

Three types of behavioral questions:

- **Skill-specific:** “Give me an example of how you successfully applied your communication skills.”
- **General-situation:** “Describe a difficult situation and how you successfully handled it.”
- **Hypothetical:** “How would you react if you encountered an angry customer in your job?”

To help you understand and respond to behavioral interview questions, make a list of your “three greatest strengths” and provide an example of how you successfully applied each strength in an academic, work, or extracurricular setting.

EMPLOYER EXPECTATIONS

WHAT DO THEY REALLY EXPECT?

Employers are people too, and when selecting a job candidate, they ask themselves the following questions: “How can this person contribute to the organization?” “Can they represent the organization in a professional manner?” “Are they showing genuine interest in the position through their preparation for this interview?”

Their decision to hire one person over another often hinges on these answers. Even though you may not be sure of their particular expectations, in general, most employers are looking for the same basic characteristics in an employee.

Now, place yourself in the employer’s shoes. Think about what you as the employer would want from an employee. Remember that this person will be working with you eight hours a day and will represent you/your company to the public, and to other businesses/organizations. So, what kind of an employee would you want?

CHARACTERISTICS ALL EMPLOYERS WILL VALUE

NOTE: Surveys indicate that a majority of employers prefer NOT to see body art – tattoos, piercings. So cover up! Once hired, you can ask about the company dress policy regarding clothing, body art, hair length, etc.

Appearance

- Does your appearance convey pride in yourself and your ability to do the job?
- Are you professionally dressed and do you present a professional image?
- Is your behavior/attitude courteous, respectful, mature, and confident?

Interpersonal/Communication Skills

- Can you interact effectively with others?
- Do you have strong verbal and written communication skills?
- Are you a team player?
- Are you enthusiastic about the job?

Dependability

- Can you be counted on to do the job? Are you accountable? Will you take initiative?
- Will you be at work regularly and report to work on time?
- Will you complete duties in a timely and accurate manner with minimal supervision?
- Will you accept responsibility, recognize what needs to be done, and are you willing to do it?

Self-knowledge

- Can you realistically assess your own abilities?



- Can you see yourself as others see you?
- Can you clearly recognize your own strengths and weaknesses?
- Do you set personal and professional goals, and work to achieve them?

Skills

- Do you possess the knowledge and skills to learn and perform the job?
- Are you willing to learn new skills? Are you coachable? The elements of coachability are intelligence, discipline, creativity and initiative. An ideal candidate should be able to think for themselves, but also be able to take and follow instructions. Remember the old adage: "Give someone a fish and they will survive today, but teach someone how to fish and they will survive forever."
- Do you have experience or related experience in this field?