

THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

CAREER READINESS WORKBOOK

CAREERS: THE CAROLINA WAY!

Resources that reveal your strengths, fuel your goals, and inspire your present

TELLING YOUR STORY

Main character, plot and theme development through the lens of your resume, verbal communication and online activity

LANDING THAT OPPORTUNITY

Attire, interviewing, salary negotiations. UCS resources designed with you in mind!



WELCOME

Dear UNC Student:

University Career Services (UCS) is pleased to provide this Career Readiness Workbook. As you begin planning for your career, UCS can assist you with the following:

- Assessing your strengths, values, personality and skills
- Understanding and demonstrating the career ready competencies essential for careers success
- Making meaning of your experiences, interests, and goals, and channeling that into a rewarding career

HANDSHAKE

We strongly encourage you to use Handshake. Through Handshake, you can search for full-/part-time jobs and internships, research employers and learn about our career-related events.

ON-CAMPUS RECRUITING

Use Handshake to sign-up and interview with employers from across the country. Over 250 employers conduct interviews annually at UNC with Tar Heels from any major and discipline.

CAREER/MAJOR EXPLORATION

Many students have questions about which major or career field to pursue. UCS is committed to helping you make good career decisions. To this end, we have several online resources, including "What Can I Do With This Major?" and FOCUS 2.

EDUC 131 AND 132

We offer two career-focused courses. EDUC 131 is a career exploration course for first and second year students, while EDUC 132 is a career planning and job-searching course designed for juniors and seniors.

REFERENCE MAILING SERVICE

UCS has partnered with Interfolio to offer a central location for your reference files. Visit: www.interfolio.com

Throughout this Workbook, you will see symbols that reflect the eight Career Competencies we have identified as essential for success in the workplace; see page 6 for more information. We encourage you to access our website: careers.unc.edu to explore all of our resources and services.

We are eager to support your career development process and look forward to working with you.

Sincerely,
Gary Alan Miller
Director of University Career Services



GENERAL INFORMATION

Location

219 Hanes Hall

Website

careers.unc.edu

Email

ucs@unc.edu

Drop-In Hours

Monday-Friday
1:00PM-4:00PM
(no appointment necessary)

Appointments

Schedule via careers.unc.edu
or by calling 919-962-6507

Social Media

follow "uncucs"



OUR MISSION & VALUES

We support the mission of the University and Student Affairs by providing personalized and innovative career education to empower student success and transformation.

Our vision is for all UNC-Chapel Hill students to create lives of purpose and prosperity in alignment with their personal goals.

TABLE OF CONTENTS

2 WELCOME

4 PRINCIPLES OF PROFESSIONAL CONDUCT

5 SELF-ASSESSMENT

- 6 Are You Career Ready?
- 8 Self-Assessment
- 10 Four-Year Career Success Plan

12 NETWORKING

- 14 Informational Interview
- 16 Social Networking
- 18 Online Presence

19 APPLY

- 20 Job And Internship Searching
- 22 Resumes and Curriculum Vitaes
- 29 Action Verbs
- 32 Cover Letters
- 36 References & Business Cards
- 38 Interviewing
- 41 Dressing For An Interview

49 LIFE AFTER CAROLINA

- 51 Living On Your Own

PRINCIPLES OF PROFESSIONAL CONDUCT

University Career Services is committed to complying with the ethical standards of the National Association of Colleges and Employers (NACE) and expects students and employers to be honest and professional in the job and internship search process.

STUDENT RESPONSIBILITY

1. Provide accurate and honest information to University Career Services and to employers about your academic record, work experience, honors, activities, skills, and visa status. Misrepresentations may be subject to Student Conduct proceedings.
2. Conduct yourself professionally during all encounters with employers. This includes written or email correspondence, phone contact, and personal interactions during career fairs, networking events, and interviews.
3. Keep all appointments with employers and career counselors. If you need to cancel or change your appointment, let UCS know in advance. You may change the time or cancel an interview online any time before midnight two business days before the interview. Once you can no longer cancel online, it is considered a late cancellation. You must call UCS at 919-962-6507 to cancel your interview. No voice mail or email cancellations will be accepted. Failure to cancel will be considered a No-Show. For full details on the consequences of late cancellations and no-shows, please read our On-Campus Recruitment (OCR) policies on careers.unc.edu.
4. Honor your acceptance of a job or internship offer. Once you accept an offer, withdraw from consideration for other opportunities and do not continue to interview. It is unethical to accept a position and then renege (turn down the offer).

Source: National Association of Colleges and Employers (NACE),
<http://www.nacweb.org>

EMPLOYER RESPONSIBILITY

1. Employers should treat candidates with respect during interviews. All interview questions must fall within legal and ethical guidelines pertaining to anti-discrimination, ADA, and EEO laws and policies.
2. Employers should inform UCS when any offers must be withdrawn or significantly changed, or if a student reneges on a job or internship offer.
3. Employers should refrain from any practice that improperly influences or affects acceptances. Such practices may include undue time pressure for acceptance of offers or encouragement of revocation of another offer. Employers should strive to communicate decisions to candidates within the agreed-upon time frame.

UCS requires that employers who use OCR abide by the following policies in order to allow our students sufficient time to carefully consider their employment options and to make informed decisions.

Full-time Offers to Summer Interns: Students should be given at least 3 weeks or until September 15, or whichever is later, to accept/decline offers. This will allow students time to review their upcoming on-campus recruiting (OCR) employment opportunities.

Full-time and Internship Offers from Fall and Spring On-Campus Recruiting: Students should be given a minimum of 3 weeks to accept/decline offers extended as a part of the OCR program.

Check the "Employer" section of the UCS website for updates on timeline.









4. Employers must notify UCS immediately once a student has accepted an employment offer. This allows UCS to remove a student's access to the OCR program and suspend interviewing privileges.

SELF-ASSESSMENT



ARE YOU CAREER-READY?

UCS has identified the following Career Readiness Competencies as necessary to succeed in the workplace. Rank yourself on a scale of “experienced” (5) to “requires substantial work” (1). Use the space to the right to list ways in which you can work toward improvement. The UCS staff is a great resource for ideas.

 <p>PROFESSIONALISM & WORK ETHIC Demonstrate integrity, resilience, accountability; take initiative, maintain effective work habits, produce high quality results, project a professional image</p>	Rank:	Notes: _____ _____ _____ _____
 <p>CREATIVITY & PROBLEM SOLVING Ability to analyze issues, synthesize information, make decisions, think critically and strategically to develop original ideas and innovative solutions</p>	Rank:	Notes: _____ _____ _____ _____
 <p>COMMUNICATION Articulate thoughts, express ideas, interpret messages using oral, written, non-verbal communication, and listening skills; instruct, persuade, deliver information</p>	Rank:	Notes: _____ _____ _____ _____
 <p>TEAMWORK & COLLABORATION Build and maintain collaborative relationships to work effectively with others, shared responsibility, and respect both inside and outside of the organization</p>	Rank:	Notes: _____ _____ _____ _____
 <p>LEADERSHIP Leverage strengths of others to achieve common goals, coach and develop others, able to assess and manage emotions, use empathy, motivate, organize, delegate work</p>	Rank:	Notes: _____ _____ _____ _____
 <p>GLOBAL PERSPECTIVE Value, respect, learn from diverse cultures, races, ages, genders, sexual orientations, religions; demonstrate inclusiveness, ability to interact respectfully and understand differences</p>	Rank:	Notes: _____ _____ _____ _____
 <p>TECHNICAL APPLICATION Leverage existing technologies ethically and efficiently to solve problems, complete tasks, accomplish goals. Demonstrate effective adaptability to new and emerging technologies</p>	Rank:	Notes: _____ _____ _____ _____
 <p>CAREER MANAGEMENT Identify and articulate one's skills, strengths, knowledge and experiences relevant to the position desired and career goals, identify areas necessary for professional growth</p>	Rank:	Notes: _____ _____ _____ _____

THE STORY OF YOU



Understanding your growth areas can help you make decisions in order to create a meaningful and purposeful life and career. YOU are the author of your story! Your large story is a collection of smaller stories, which you get to share and tell with others (including potential employers!).

MAIN CHARACTER: YOU

What words best describe you?

In life, what roles do you play? (For example a student, sibling, cousin, friend, parent)

What major life events have influenced who you are?

What is your favorite quote or saying?

PLOT AND THEME

What do you want to do academically at UNC?

What activities do you want to engage in-clubs, internships, volunteer work or part-time job?

Whom do you admire? Describe their personality and characteristics.

What are your values? What do you value in life? What do you value in a career?

YOUR NEXT CHAPTER

What do you want to do when you leave UNC?

What will be your Heel print in the community?

How will you begin your next chapter?

SELF-ASSESSMENT



FOCUS 2 is an online interactive, self-guided, self-assessment designed to help with your career management competency of major and career goals. You can take five self-assessments: work interests, personality, skills, values, and leisure interests; and use the assessment results to explore careers and majors offered at UNC.

Log into FOCUS 2 from the Career Services website using access code: tarheels

When you register to use FOCUS 2, don't forget to write down your login and password information!

Login: Password:

WORK INTERESTS

What is your Holland Code?

Write the characteristics of your Holland Code and the types of work activities that appeal to you.

PERSONALITY

Write the characteristics of your personality and the types of work activities that appeal to you.

SKILLS

Write your top three skills and the types of work activities and/or majors that appeal to you.

VALUES

Write your top three values and the types of work activities and/or majors that appeal to you.

LEISURE INTERESTS

Write your top three leisure interests. How may they influence the types of work that appeal to you?

Use FOCUS 2, to begin your research into majors and careers.

- Select “Combine Assessments” to see where your major and career results overlap.
- Use What Can I Do with this Major In...? to learn about the majors offered at UNC and the careers associated with them.

POSSIBLE MAJORS

Which major appeals to you the most?

Reason:

CAREERS OF INTEREST

Which career appeals to you the most?

Reason:

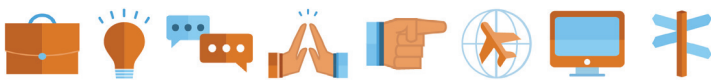


CAREER TIP: Describe an action you will incorporate into your career planning, such as connecting with alumni on LinkedIn in a career that interests you or scheduling an appointment with a career counselor. Call 919-962-6507 or visit careers.unc.edu to schedule an appointment.



FOUR-YEAR

CAREER SUCCESS PLAN



CAREER PLANNING

It is quite common for students to have questions about their career aspirations. There is nothing wrong or negative about being uncertain. Now is the ideal time to ask questions, explore and learn about your options. Your focus should not just be on graduating; it should also include a plan for life after UNC.

Students who have the most success approach the job search with a sense of confidence, curiosity, and flexibility. They are proactive, positive, and open to possibilities, and are not immobilized by occasional setbacks.

START NOW!

The key to successful career planning is to first understand your values, interests, personality, and skills so that you are able to match them with appropriate career fields. If you are

concerned about making a difficult choice, curious about your options, or questioning your current major or career path, please consider:

- Meeting with a UCS Counselor
- Utilizing our online tool, "What Can I Do With This Major?"
- Taking FOCUS 2
- Enrolling in EDUC 131, UCS's 1-credit career exploration class

While all of these resources are extremely helpful, there is no magic formula to tell you what you should do. Rather, these are tools to help you uncover information and learn more about your options. Also, keep in mind that a specific major does not necessarily lead to a specific career.

FIRST YEAR

- ☐ Get acclimated to UNC. Familiarize yourself with campus, academic advising and your academic department.
- ☐ Create your Handshake account. This is the best way to stay informed about all of our services, events, and workshops.
- ☐ Get to know your professors. Visit during office hours or stay after class.
- ☐ Enroll in UCS' EDUC131: Career Exploration course for help in planning your career and in choosing a major.
- ☐ Become involved with campus organizations. Meet with a UCS career counselor to discuss your career readiness.
- ☐ Attend UCS workshops, fairs, panels, and meet-ups.
- ☐ Think about how you would like your resume to look by the time you graduate. What types of skills and experiences do you want to obtain over the next 4 years?

DURING THE SUMMER

- ☐ Develop professional skills, explore possible careers, and build your network.
- ☐ Part-time jobs and volunteer opportunities should be a part of your summer experience. Though any type of job can be beneficial, look for professional, related experiences that will help you test career options and build your resume.

SOPHMORE YEAR

- ☐ Update your Handshake account.
- ☐ Talk to professors, family, friends, alumni, and professionals about fields that may interest you.
- ☐ Build your experience by getting involved with student organizations.
- ☐ Enroll in UCS' EDUC 131 Career Exploration for help in planning your career and in choosing a major.
- ☐ Use UCS' online resume templates to write a professional resume and post it on Handshake as you seek internships.
- ☐ Attend UCS workshops, fairs, panels and meet-ups.
- ☐ Become involved with campus organizations aligned with the career readiness competencies you want to develop further.

DURING THE SUMMER

- ☐ Continue to obtain professional experience through part-time jobs, internships, and volunteer opportunities.
- ☐ Conduct informational interviews with professionals in different fields to learn about career options.

JUNIOR YEAR

- ☐ Update your Handshake account including your resume.
- ☐ Pursue leadership positions on campus through student government, clubs/organizations, fraternities and sororities, etc.
- ☐ Attend UCS career panels, networking nights, employer information sessions, and career fairs to learn about various employers and career fields.
- ☐ If considering graduate school, begin exploring programs, application deadlines, and requirements.
- ☐ Conduct an informational interview with professionals to learn about career fields. See page 13.
- ☐ Practice your interviewing skills with a UCS counselor or employer. See page 39.
- ☐ Enroll in EDUC 132: Career Planning and Job Searching.
- ☐ Become involved with campus organizations.

DURING THE SUMMER

- ☐ Complete a career-related internship. Many summer internships often lead to full-time job offers.
- ☐ Build your network by making connections with professionals in various departments and at all levels at your place of summer employment. See page 13.

SENIOR YEAR

- ☐ Update your Handshake account.
- ☐ Participate in a mock interview with a UCS counselor.
- ☐ Enroll in EDUC132: Career Planning and Job Searching.
- ☐ Attend UCS career panels, networking nights, employer information sessions, and career fairs to learn about various employers and career fields.
- ☐ Start researching job opportunities early. Many employers begin recruiting as soon as the fall semester begins.
- ☐ Monitor application and on-campus interview deadlines of positions posted in Handshake.
- ☐ Apply to as many positions as interest you.
- ☐ Plan your interview attire in advance. See page 42.

Online Resources For Self-Assessment and Career Exploration

Visit careers.unc.edu and select Exploring Majors and Careers and Resources under students to explore:

- Career Insider by Vault
- First Destination Survey
- FOCUS 2
- O*NET
- Versatile PhD
- Occupational Outlook Handbook
- Free Tools from North Carolina
- myIDP

NETWORKING



WHAT DOES IT MEAN TO NETWORK?

Networking refers to the process of connecting with people and building relationships. It's about meeting new people, sharing information, and learning about potential opportunities and various career fields.

NETWORKING CAN LEAD TO YOUR NEXT JOB

Employers fill the majority of job openings through the unadvertised, or hidden, job market – and your network is essential to finding these opportunities. The contacts you make, if cultivated and used wisely, can lead to future employment.

WHERE DO I START?

Many students are concerned because they erroneously believe that in order to network they need to know people in positions of power who can ultimately offer them a job. The fact is that everyone has a network; it's just a matter of thinking broadly and creatively about who is in it.

There is a good chance that either someone you know (or someone they know) works in a field that interests you. Start with making a list that includes:

- Friends, classmates and peers
- Family
- Neighbors
- Present or former teachers
- Present or former employers/co-workers
- Members of organizations to which you belong
- Professional acquaintances
- Counselors
- Alumni
- Religious affiliations

WHERE DO I NETWORK?

Everywhere! Think about all of the places you go to interact with people:

- Career Fairs, Panels, Networking Nights
- Social Networking Sites/LinkedIn
- Classes/Conferences/Seminars
- Work/Volunteer Meetings/Social Gatherings
- Professional Associations

Every interaction can create the opportunity to engage with a variety of people.

NETWORKING WITH UNC ALUMNI

The Board of Visitors (BOV) is comprised of established UNC alumni who volunteer their time to come to campus and network with students. These individuals are leaders from various fields, such as business, health care, law, and technology. They generously donate their time to help fellow Tar Heels learn about the world of work, to provide

guidance and advice and can be a valuable resource to you. Check the UCS Events Calendar for networking event dates to include our industry nights.

INFORMATIONAL INTERVIEWS

Once you have identified individuals with whom to network, begin conducting informational interviews. An informational interview is one that you initiate with an experienced professional in the field(s) that you are curious about. It is one of the most effective ways to learn about different careers and make contacts. Keep in mind that the purpose is to obtain information, not to get a job.

QUESTIONS TO ASK DURING AN INFORMATIONAL INTERVIEW

- What is a typical day like in your job?
- What degree area(s) did you pursue?
- Is this career what you expected?
- What are the greatest challenges/rewards you experience on the job?
- What type of experience would you suggest I presently pursue?
- What skills are necessary to be successful in this field?



INFORMATIONAL INTERVIEW



ORGANIZE YOUR NETWORK!

An effective network is well organized and maintained over time. Use the space below to brainstorm 3 contacts in your network that you plan to contact as a next step. Include the name of the contact, date of initial conversation, when you plan to follow up, and highlights of the conversation.

Contact:

Date:

Follow-up:

Notes:

Contact:

Date:

Follow-up:

Notes:

Contact:

Date:

Follow-up:

Notes:



CAREER TIP: Asking someone you know personally be it professors or family members, and locating UNC alumni through the General Alumni Association or LinkedIn are ways to make connections for an informational interview.

SAMPLE E-MAIL REQUEST FOR

INFORMATIONAL INTERVIEW

Do NOT include a resume/CV with this letter — you are not job hunting at this stage.

To: Jennifer Adams <jadams5@durham.gov>
From: Kevin Tilbright <ktilbright@email.unc.edu>
Subject: Informational Interview

Immediately introduce yourself and how you found this person. If you were referred by another person, say so here.

Dear Ms. Adams:

I am a junior majoring in Political Science at the University of North Carolina at Chapel Hill. As I was researching careers using LinkedIn, I came across your information.

Clearly state that you are not contacting this person about a job — rather, you are seeking advice and information.

Although I am not currently looking for a job, I am very interested in learning all I can about typical career paths in the field of public policy as well as what skills I might need to develop during my last year at UNC. I would greatly appreciate 15 to 20 minutes of your time to ask you a few questions about your position as Health Policy Analyst with the City of Durham, as well as other opportunities in the field.

Conclude with requesting either a phone or in-person meeting at their convenience. Provide your telephone number in case they want to call you.

I realize that you are on a tight schedule and I would greatly appreciate any time that you could spare to meet with me or schedule a meeting virtually. I will be leaving for the summer on June 2nd; it would be great to meet with you before that date, if possible. Thank you for your time and consideration.

Sincerely,
Kevin Tilbright
919-555-5555



SOCIAL NETWORKING



Social media can help you accomplish several career-related tasks, including:

- Presenting a positive personal brand to prospective employers
- Searching for jobs and internships
- Researching organizations and industry news/trends
- Expanding your network

HOW DO I USE IT?

Although there are tons of social media applications out there, the ones used most often for the job search are LinkedIn, Facebook, Twitter, and online professional portfolios/blogs. Using social media should be part of your larger job search strategy, as you can use these tools to emphasize your skills, interests, and values.

LINKEDIN

This professional networking site has grown to over 500 million registered members and provides you the opportunity to establish a professional online identity, participate in conversations on relevant topics, and make connections with professionals in your industry or career path. To get the most out of this tool, write articles, follow employers, and connect with people of interest to include alumni. You can even use LinkedIn to search and apply for jobs.

PERSONAL PORTFOLIOS/BLOGS

There are a variety of other tools that you can use to develop your personal brand including blogs like WordPress, WebdotUNC, Blogger, or Google+, sharing sites such as slideshare.com, and LinkedIn's professional portfolio application. Consider showcasing samples of your work to demonstrate your capabilities. You can even incorporate this tool into a Twitter account or a LinkedIn profile.

TWITTER

This microblogging website is a great way to interact with people of similar professional interests from across the globe. It is also increasingly becoming a platform for organizations to post opportunities they have available. Ways you can engage on Twitter are:

- Tweet your own posts. Pose questions or comment on something interesting going on in your field. This can demonstrate your knowledge and interest.
- Tweet about others' posts. Retweet or comment on articles written about your field or reply to others' tweets. This shows you are engaged in the field beyond the classroom.
- Follow organizations. Stay up to date on current events and find career opportunities. Increase your effectiveness by using a hashtag (e.g. #jobs or #recruiting) to "follow" organizations or people of interest.

MANAGING YOUR ONLINE PRESENCE

When you Google yourself, what results show up? According to Jobvite, 93% of recruiters will review a candidate's social profile before making a hiring decision, so be sure that your social media activities won't give prospective employers uncertainties about you as a candidate. Check your photos, videos, and comments for professionalism. Use privacy settings to disallow public viewing of tagged photos, posts, and other aspects of your profile (or make your profile entirely unsearchable).

SIX THINGS TO DO ON LINKEDIN



CREATE YOUR PROFILE

Add key information like a strong headline, past experiences, and professional headshot. Make sure you use keywords so others can find you based on your skills and interests.



MAKE CONNECTIONS

Send connection requests to past and current coworkers, supervisors, classmates, and professors. The more first degree connections you have, the wider your network becomes. Personalize connection requests to begin building a relationship with your network from the get go.



SHOWCASE YOUR WORK

Input your honors, organizations, projects, and courses you've taken into your profile. Add a website link to a portfolio, if you have one. Attach images, videos, and other multimedia to bring your profile to life.



GET RECOMMENDED

Ask a few of your connections to recommend your work; it adds credibility to your brand. Then offer to return the favor for them as well.



PARTICIPATE

Share links to articles and updates about new projects you are working on. Join industry and alumni groups. Ask thoughtful questions and share your insight in group discussion boards.



FIND YOUR INTERESTS

LinkedIn has a section specifically for students on [students.linkedin.com](https://www.linkedin.com/students) to help you explore careers, search for positions, and tips on how to maximize your use of the website. You can also use the alumni function on LinkedIn to find out what alums with your major are doing today.

ONLINE PRESENCE



Social media is about:

1. The Audience
2. Content and Conversations
3. Networking

YOUR AUDIENCE

Your engagement on social media can contribute to your online presence, so keep it clean. Ask yourself:

- “Who is on the other end of my messages?”
- “Is this how I want to show up to the world?”

YOUR CONTENT

Focusing on relevant content and trends will contribute to both your social media presence and professional growth. Use social media to engage in conversations relevant to your industry interest and expand your knowledge. Ask yourself:

- “Have I linked my blog or portfolio to showcase my skills?”
- “Am I engaging in conversations or sharing content related to my industry on social media?”

YOUR NETWORK

Once you have created your professional profile, contact old and new connections. Your goal each day should be to inspire others to connect with you and leverage those connections with colleagues, friends, and family. Networking could lead you to your next internship or job.

What is the narrative you want employers to have about your online activity?

CHECKING YOUR ONLINE PRESENCE

Google yourself and write your findings in the space below.

What I Discovered:

What I Liked:

What I Did Not Like:

Action Steps:

APPLY





JOB & INTERNSHIP SEARCHING



Finding that first job or internship takes time and commitment. Those who are most successful employ a consistent, but flexible, strategy that involves taking the right actions at the right time.

DEVELOP YOUR JOB TARGET

The beginning of a job or internship search can seem overwhelming, but if you break it down into pieces, it becomes less scary. As you begin the process think about what you want and need in a position. Here are some ideas on what to ask yourself as you clarify your job targets:

- Based on your values, interests, personality, and skills, what types of industries are you targeting?
- What types of job functions are you interested in that match your qualifications? What are job titles for those positions?

- Where are you interested in living? Are you willing and able to commute?
- What are your budget and salary needs?

DO YOUR HOMEWORK

Research, research, research! Use resources such as O*Net, the Occupational Outlook Handbook, and Vault to learn more about industries, market trends, and specific organizations. Company websites are also an excellent resource for learning specifics about the organization's mission, focus, and culture.

SEARCH OPENINGS

There are many search engines that you can use on your job or internship search. The key is to search them consistently on a regular basis so that you are aware of what is out there for your chosen field.

- Career Expos and Company Information Sessions are an excellent way to learn about organizations, network, and identify openings. UCS hosts hundreds of employer information sessions and approximately 5,000 interviews through On-Campus Recruiting.
- Handshake – Includes over 10,000 job and internship postings by companies and organizations that recruit Carolina students. You can also learn about dates of On-Campus Recruiting and Career Expos through Handshake.
- Other Search Engines – There are several sites that post openings specific to fields of interest. Keep in mind that using these sites to identify openings should constitute only a small portion of your overall job search strategy.
 - + Indeed: www.indeed.com
 - + Idealist: www.idealist.org
 - + Careeronestop: www.careeronestop.org
 - + LinkedIn: <https://students.linkedin.com/>

HAVE AN ACTION PLAN

Set S.M.A.R.T (Specific, Measurable, Actionable, Realistic, and Time-bound) goals that include specific numbers to track your progress. For example: "Complete 3 informational interviews with contacts in target companies within the next 30 days." Below are additional suggestions you can include in your action plan:

- Create a target list of companies.
- Set S.M.A.R.T. goals for completing job applications and conducting follow-ups with contacts.
- Schedule self-care activities such as exercise, relaxation, or time with friends.
- Evaluate effectiveness of strategies and adapt as needed.

Remember that UCS counselors are available to support you at any point in your process, whether you are just beginning to consider your options or are deep into the application!

TIPS FOR AN EFFECTIVE SEARCH STRATEGY

Your job or internship search strategy depends on your specific goal and there is no "one size fits all" approach that makes sense for everyone. However, some general guidelines apply to nearly every type of search.

1. Every job and internship search takes time, energy and resilience. The most successful job searches involve consistent action and a determination that isn't hindered by hearing "no."
2. Make sure all your documents are pristine. Difficult formatting or even simple typographical errors can exclude you from consideration.
3. Make sure all your documents are customized. Using the same generic resume or Curriculum Vitae (CV) for every position is a missed opportunity. Identify the critical skills for each position and use your resume/CV as a way to demonstrate the best examples of your skills in action. A targeted resume/CV will always be more successful than a generic resume/CV.
4. Over 85% of jobs are found through networking and not just submitting resumes online. Be proactive by attending networking events, information sessions and industry panels. Try to meet as many professionals as possible and tell everyone you know that you're job searching. Reach out to UNC alums and use electronic resources like LinkedIn to make connections.
5. Practice your interviewing skills prior to actually needing them. Too often students scramble to prepare after being offered an interview slot. Visit: careers.unc.edu to access InterviewStream for interviewing assistance.



RESUMES, CURRICULUM VITAE & LETTERS

RESUMES

Resumes are a brief account of one's educational and professional qualifications and experiences used to apply for internships, jobs, scholarships, graduate school and more. Resumes highlight the specific, tangible, and transferable skills and attributes you have to offer. Your goal should be to communicate your qualifications and the value you will add to the organization. Your resume should be targeted and no more than two pages.

CURRICULUM VITAE (CV)

Curriculum Vitae are commonly used outside of the United States. Here, CVs are typically used to apply for a job abroad or when searching for an academic or research oriented position. CVs are more than two pages and cover your education accomplishments such as research, publications, patents, teaching experience, poster sessions and professional memberships.

FORMAT

There are several ways you can format your resume or CV. However, keep your preferences, experience and target audience in mind. To get started, visit our website, careers.unc.edu to access resume and CV template options. Additionally, ensure that you include the most

relevant experiences and position them higher up on the document to reinforce importance.

RESUME/CV CONTENT

Heading

- Include your name, local or permanent address (optional), phone number and professional or UNC email address. If you are going home for the summer or moving in the near future, consider using your permanent address.

Students in majors such as Journalism, Art, and Computer Science would benefit from an online portfolio. CS majors should also add their GitHub login name here.

Summary Statement

The summary statement is a great way to highlight extensive experience or longevity. A summary statement could benefit non-traditional, advanced-degree seeking, or career transitioning students. Your profile should be two or four lines and include descriptive statements about who you are, what you know, what you do, and what makes you unique. This should be targeted to the specific company and position. Speak to the job you want, not the job you have.

Sample Summary

"Project Manager with 10+ years of experience specializing in web production, education publications, public outreach and consumer packaging. Professional, creative, flexible with proven analytical skills. Adept at researching and crafting award-winning marketing campaigns for a variety of clients and products."

Education

Include your degree(s), major/discipline, minor, concentration (if applicable) and anticipated graduation date (May 20XX).

- Highlight your best GPA, either major or overall.
- Include GPA if 3.0 or higher. If GPA is lower than a 3.0, then consider omitting it from the resume.
- GPA should only go 2 places beyond the decimal point (3.67, not 3.674) and never be rounded up.
- By fall of junior year, remove high school from your resume.

Honors and Awards (optional)

- List Dean's List, scholarships, and other awards.
- Highlight the nature of the award briefly.

Relevant Coursework (optional)

- Use this section if listing courses will clarify your major/discipline or if you have completed unique or in-demand courses that are of interest to an employer.
- List the name of the course, not the course number or description in this section.

Experience

This section may include internships, part-time jobs, volunteer experiences, leadership roles, service learning, and class projects.

- Headings can include Work Experience, Related or Relevant Experience, Teaching Experience, Leadership, Class Projects, Research Experience, etc.
- Experiences should be listed in reverse chronological order within each section, with the most recent first. Consider what is most recent and relevant to the employer.
- For each position, include name and location of employer, your title, and dates of employment. Be consistent in your formatting of this information.
- Include 2–5 bullets per position to describe your duties and accomplishments. Start each bullet with a strong action verb and do not use personal pronouns.
- Use numbers, dollars, or percentages in bullets to quantify your results when applicable.
- When writing bullets to describe your experiences, it may be helpful to focus on the following three points:
 - + What is the background?
 - + What was your action?
 - + What was the result?



The Graduate School at UNC does not have a traditional ABCDF grading system. Grades are posted in the following categories and do not convert to a traditional numerical scale or GPA.

H - High Pass

P - Pass

L - Low Pass

F – Fail

Please see the full policy for reporting graduate GPA at: handbook.unc.edu/grading.html

Employers put a high value on students' involvement with on- and off-campus organizations, as they are an indication of leadership potential, teamwork skills, and your areas of interest.

Catherine A. Reynolds

Cary, NC 27519 | catherineareynolds@live.unc.edu | (919) 000-0000

EDUCATION

University of North Carolina at Chapel Hill

May 20xx

Bachelor of Arts: Media and Journalism - Broadcast and Electronic Journalism Concentration

GPA: 3.24

Related Coursework: Audio, Video, Film Production and Writing, Narrative Production, Interactive Media

Honors: Dean's List (all semesters)

RELATED EXPERIENCE

Social Media Intern, *Myth Marketing*, San Antonio, TX

May 20xx-August 20xx

- Assisted startup company with establishing online presence utilizing Web 2.0 technology
- Created and maintained daily blog and Twitter account to promote marketing services and increase visibility to potential clients; added over 500 new Twitter followers in 3 months
- Collaborated with 2 other interns to research current social media trends in technology and presented findings to management

Business Development Intern, *MarketUp*, Raleigh, NC

May 20xx-August 20xx

- Managed a database of 50 potential clients to document meeting discussions and bid milestones
- Forecasted revenues for existing clients using Excel and reported results on a weekly basis
- Performed research on potential clients to communicate their needs, existing business lines, and major marketing campaigns to supervisor

ADDITIONAL EXPERIENCE

Technology Chair, *Design for America*, UNC Chapel Hill

August 20xx-Present

- Created chapter web page to communicate the organization's upcoming events and member information
- Advised on technological tools such as Adobe and Dreamweaver for project development
- Provided technical and overall input to the executive board

Cashier, *North Carolina Museum of Life and Science*, Durham, NC

April 20xx- Sept 20xx

- Assisted with customer relations and sales through prompt and efficient service in high volume gift shop
- Balanced register of \$4,000 cash volume nightly and ensured accuracy of deposits

Youth Counselor, *Child and Family Services*, Raleigh, NC

June 20xx - August 20xx

- Assisted students with completing academic assignments to ensure their understanding of the material and timely completion
- Demonstrated creativity in maintaining a conducive and learning-rich environment for 15 students
- Facilitated bi-weekly meetings with 4 counselors to strengthen teamwork and define learning objectives for students

ACTIVITIES

UNC-CH Dance Team, Member and Lead Dancer, Fall 20xx - Present

MASALA Multicultural Organization, Member, Fall 20xx - Present

Habitat for Humanity, Volunteer, Spring 20xx - Present

SKILLS

Technology: SQL, Dreamweaver, Microsoft Office Suite, Adobe Creative Suite

Languages: Conversational in Spanish, Beginner in Arabic

Social Media: Twitter, LinkedIn

Keisha R. Brown

123 Main St., Cary, NC 27519 | KeishaRBrown@live.unc.edu | (919) 000-0000 | Github: KeishaRBrown

EDUCATION

University of North Carolina at Chapel Hill

May 20xx

Bachelor of Science in Computer Science, Minor in Mathematics

Cumulative GPA: 3.52 **Major GPA:** 3.71

Related Coursework: Computer Organization, Data Structures, Advanced WWW Programming, Fluency in Information Technology, Serious Games

Honors: Dean's List (all semesters)

SKILLS

Programming Languages: Java, C, C++, C#, Visual Basics, HTML, CSS, ML, PHP

Operating Systems: Windows XP/Vista/7/8/10, Linux

Databases: MySQL, Oracle, Cloudscape, Sybase SQL Anywhere

Languages: Conversational Spanish, Beginner German

PROJECTS

Apache Software Foundation | Open Source Contributor

June 20xx-Present

- Added more than 250 lines of XML code to Apache Cocoon Web development framework and updated library for Apache Commons

RESTroom Yelp | Advanced WWW Programming

December 20xx

- Worked with a team of 4 and developed a fully functional web application with a dynamic **Javascript** based front-end, an AJAX-based communication with a RESTful server-side API, a relational database that stores back-end application state, and an ORM layer to access data in the database
- Designed most of the front-end, & debugged **PHP**

Lecture Gauge | Pearl Hacks

April 20xx

- Collaborated on a team of students from 5 different universities to create a web application to increase communication between students and professors during lectures
- Created front-end using **HTML**, **CSS**, and **JavaScript**

Discover the New World Mini-game | Personal Project

November -December 20xx

- Created a mini-game in **C#** for Xbox with immersive music and sound effects as well as designing a user interface
- Generated a random map based on a 2D array with multiple pages for the user to traverse on their journey west

RELEVANT EXPERIENCE

Jax Games | Open Source Game Developer | Raleigh NC

May 20xx-Aug 20xx

- Lead development for GUI engine programming and XMPP networking
- Work with C++ , JavaScript , and XML clientside, Python and Erlang serverside
- Communicate regularly with team to identify technological needs and solve problems

ADDITIONAL EXPERIENCE

UNC Computer Science Department | Teaching Assistant | Chapel Hill NC

September 20xx-Present

- Mentor and assist over 275 Introduction to Programming students, explaining challenging concepts to both Computer Science and non-technical majors
- Coordinate office hours and lesson plans in conjunction with six other teaching assistants in order to ensure widespread availability and quickly return tests and assignments

Design for America | Technology Chair | UNC Chapel Hill

August 20xx-Present

- Created chapter web page, advised on technological tools for project development, and provided technical and overall input to the executive board

Cary Tennis Park | Center Aid I | Cary NC

August 20xx-November 20xx

- Communicated clearly and effectively with customers, helping them understand and choose equipment
- Managed and prioritize multiple tasks such as stringing, maintenance, and customer service in a fast-paced environment on major tournament days

Amy Larkin

101 Main Street, Raleigh, NC 27606
(919) 515-5555 | amy_larkin@live.unc.edu

EDUCATION

PhD, Discipline Area

Expected December 20XX

School if appropriate, University of North Carolina at Chapel Hill

- *Dissertation:* title or topic
- *Committee:* optional, you may wish to include names of your committee members

MPH (or other Master's degree), Discipline Area

August 20XX

School if appropriate, University Name

- *Master's Thesis:* title or topic
- Certifications or other pertinent information, you may also wish to include awards here (or in a later section)

BA (or other Bachelor's degree), *cum laude (optional)*, Discipline Area

May 20XX

University Name

SUMMARY OF RESEARCH SKILLS (optional section, examples below)

Project management * grant and proposal writing * research methodology & design * Institutional Review Board clearance * participant recruitment * data collection * data management * statistical analysis (SPSS, Mplus, ATLAS.ti) * online survey design and programming (Qualtrics) * oral presentations * cost effectiveness analysis

RESEARCH INTERESTS (optional section, examples below)

Obesity * obesity related co-morbidities * physical activity * nutrition * social support * technology-based health interventions * structural equation modeling * health behavior theory * health communications * research dissemination & translation

AWARDS AND HONORS

- Funding Agency (agency or departmental/university award), Type or Title of Award, 20XX-20XX, amount (optional)
- This section demonstrates how you are recognized by your department or professional organizations
- Award amounts may demonstrate your ability to win grants or manage funds

RESEARCH EXPERIENCE

Dissertation Research

January 20XX - Present

UNC School/Department, Chapel Hill, NC

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details
- More details
- More details

Title

June 20XX - Present

Company/Organization, City, State or Country

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details
- More details
- More details

TEACHING & MENTORING EXPERIENCE

Title

Spring 20XX & Spring 20XX

Course Name

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details

Undergraduate Mentor (optional, examples below)

June 20XX - July 20XX

- Recruited and hired 3 undergraduate interns for dissertation research through the UNC Office for Undergraduate Research
- Scheduled and oversaw regular meetings and managed intern activities including the transcription and coding of over 11 hours of qualitative interviews
- Provided recommendations and career advice as needed

Amy Larkin

101 Main Street, Raleigh, NC 27606
(919) 515-5555 | amy_larkin@live.unc.edu

PROFESSIONAL EXPERIENCE

Title

Aug 20XX – May 20XX

Company/Organization, City, State or Country

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details
- More details
- More details

Title

June 20XX - Aug 20XX

Company/Organization, City, State or Country

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details
- More details
- More details

Title

April 20XX – Aug 20XX

Company/Organization, City, State or Country

- Begin each bullet with a skills-based action verb
- Be sure to quantify your accomplishments, not just describe tasks and responsibilities
- Use keywords that demonstrate your knowledge of the field and technologies as appropriate
- More details
- More details
- More details

PUBLICATIONS AND PRESENTATIONS

Publications

- Use the citation structure appropriate for your discipline.
- You may have separate sections (in process, in press, etc)
- Bold your name within the list of authors

Oral Presentations

- Use the citation structure appropriate for your discipline.
- You may have separate sections (accepted, guest lecturer, etc)
- Bold your name within the list of authors if appropriate

PROFESSIONAL AFFILIATIONS

Include memberships and leadership roles

COMMUNITY SERVICE AND OTHER ACTIVITIES

This section may be set up the same as the experience sections above or a simple list of organizations, roles/titles, and dates depending on space.

Your CV should be 2-4 pages in length.

ACTION VERBS FOR RESUME WRITING

The following action verbs are not subject to major but skills. The bold words are especially good for pointing out accomplishments.

MANAGEMENT SKILLS

Achieved	Analyzed	Assigned	Attained	Chaired
Conceived	Consolidated	Coordinated	Decided	Encouraged
Improved	Incorporated	Increased	Inspired	Launched
Managed	Outlined	Produced	Recommended	Reevaluated
Reported	United			

COMMUNICATION SKILLS

Arbitrated	Arranged	Authored	Collaborated	Convinced
Counseled	Defined	Developed	Directed	Drafted
Edited	Enlisted	Formulated	Influenced	Mediated
Moderated	Motivated	Negotiated	Persuaded	Promoted
Reconciled	Recruited	Renegotiated	Reported	Researched
Spoke	Translated			

RESEARCH SKILLS

Clarified	Collected	Conceived	Critiqued	Detected
Diagnosed	Disproved	Evaluated	Examined	Extracted
Identified	Inspected	Interpreted	Interviewed	Investigated
Organized	Reported	Researched	Searched	Studied
Summarized	Surveyed	Systematized	Wrote	

TECHNICAL SKILLS

Analyzed	Assembled	Built	Calculated	Computed
Designed	Devised	Engineered	Fabricated	Inspected
Maintained	Operated	Overhauled	Programmed	Remodeled
Repaired	Solved	Trained	Upgraded	

FINANCIAL SKILLS

Adjusted	Administered	Allocated	Analyzed	Appraised
Audited	Balanced	Budgeted	Calculated	Compared
Computed	Developed	Estimated	Forecasted	Managed
Marketed	Planned	Projected	Reevaluated	Researched

CREATIVE SKILLS

Acted	Applied	Composed	Conceived	Conceptualized
Created	Customized	Designed	Developed	Directed
Established	Evaluated	Fashioned	Formed	Formulated
Founded	Illustrated	Initiated	Instituted	Integrated
Introduced	Invented	Originated	Performed	Planned
Produced	Projected	Refined	Researched	Revitalized
Rewrote	Shaped	Updated		

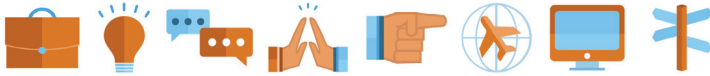
HELPING SKILLS

Advised	Aided	Assessed	Assisted	Brought
Coordinated	Counseled	Demonstrated	Diagnosed	Educated
Encouraged	Enlisted	Expedited	Facilitated	Familiarized
Guided	Helped	Inspired	Maintained	Modified
Motivated	Performed	Referred	Rehabilitated	Represented
Supported	Upheld			

CLERICAL OR DETAIL SKILLS

Activated	Altered	Approved	Arranged	Assembled
Catalogued	Classified	Collected	Compiled	Described
Dispatched	Edited	Estimated	Executed	Gathered
Generated	Implemented	Inspected	Listed	Maintained
Monitored	Observed	Operated	Organized	Overhauled
Prepared	Processed	Proofread	Published	Recorded
Reduced	Retrieved	Screened	Specified	Systematized
Tabulated	Validated			

RESUME/CV REVIEW PROCESS



University Career Services encourages you to take advantage of our personalized resume and Curriculum Vitae feedback. Counselors are accessible by several means, including appointments, to help you tell your story and demonstrate your career readiness.

DO'S & DON'TS

Do:

- Draft a clear and well-organized document.
- Bachelor's candidate resumes should be no more than two pages of relevant information.
- CVs should be no more than 4 pages in length.
- Check the spelling of every word and ensure there are no errors.
- Customize the content for the organization or opportunity.
- Describe duties and accomplishments in bullets.
- Quantify results when possible.
- Keep format consistent throughout document.

Don't:

- Include a picture or personal information such as weight, height, marital status, SSN, age, race, and religion.
- Use personal pronouns such as I, me, or my.
- Exaggerate your experiences.
- Start bullet points with "Responsible for" or "Duties included."
- State current or previous salaries unless explicitly instructed to do so.

PROOFREADING

- Any typo or grammatical mistake on your resume or CV can indicate that you are not detail oriented.
- Do not rely on spell check to catch misspelled words. You should have several reliable people proofread your document before you send it out.

SUBMITTING YOUR RESUME OR CV

- You can upload your resume or CV to Handshake and apply for positions posted daily.
- If you are emailing your resume or CV, attach it as a PDF document. Make sure that your name appears in the name of the attachment (John_Smith_resume.pdf).
- If submitting a hard copy of your resume or CV, print it on resume quality paper. This is a heavier quality bond paper that can be purchased at any office supply store. Use a conservative, professional color, such as off-white or crème.





COVER LETTERS



The cover letter is used to introduce yourself and to briefly explain your qualifications. Employers who post positions in Handshake may or may not require a cover letter, but you should consider sending one with your resume or CV when applying to positions you find outside of Handshake. You do not need to submit a cover letter when you hand deliver a resume or CV (i.e. at a career fair).

COVER LETTER FUNCTIONS

- Capture the reader's attention and help differentiate you from other candidates.
- Identify the job title or type of opening for which you want to be considered.
- Indicate how you learned about the opportunity (e.g., University Career Services, employee referral, organization website, professional association).
- Highlight your qualifications as they relate to the targeted opportunity.
- Demonstrate a sincere interest in the organization and opportunity.

COVER LETTER TIPS

- Use quality paper that matches the color of your resume or CV if you are mailing it.
- 1 page in length.
- Write a targeted, customized cover letter for each position.

- When sending electronically, you can attach it to the email or include the cover letter in the body of the email. (See page 35)
- Don't restate your resume or CV. Highlight 1-3 skills or experiences in detail that show you are the best candidate for the position.
- Address to an individual. If not possible, use "Dear Human Resources Director" or "Dear Hiring Manager."
- Vary how you start each sentence and avoid beginning every sentence or paragraph with the word "I."
- Thank the employer for their time and consideration.
- Sign your letter when sending a hard copy. If sending electronically, an electronic signature is not required.
- Proofread to ensure there are no spelling or punctuation errors.

Kareem A. Washington

100 Philadelphia Parkway, Raleigh, NC 27609
kareem_washington@email.unc.edu
(919) 000-000

February 14, 20xx

Ms. Elizabeth Rameses, Director
XYZ Corporation
34 T.W. Alexander Drive
Research Triangle Park, NC 27709

Dear Ms. Rameses:

I was happy to learn of your need for a Laboratory Technician at XYZ Corporation from the American Institute of Biological Sciences website. With a solid academic background and experiences in research, tutoring, and leadership, I am confident that I would be a great fit for your team.

I believe that clinical research is more than a job—it is a continual responsibility to support the advancement of scientific discoveries that can positively affect people's lives. This role will give me the opportunity to be on the cutting edge of research to find causes of RSM disease using a DNA sequencer. My desire is to collaborate with scientists, technicians, and the research community to create an inspiring atmosphere at XYZ Corporation and provide you with professional and helpful service.

As seen in my resume, I have both academic and practical experience in the sciences. I am currently a junior at the University of North Carolina at Chapel Hill where I major in Biology and minor in Chemistry and History. I currently serve as a research assistant in the UNC Department of Biology, while maintaining an overall GPA of 3.25. As a research assistant, I have experience using DNA sequencing to determine changes in genes when exposed to various medications. I have presented the findings of this research at the Summer Symposium, and worked with the research team to submit a journal publication of our project. In addition to my academics, my experiences as a member of the UNC Dance Marathon's publicity committee and as secretary for Omega Psi Phi Fraternity have prepared me with leadership and communication skills needed to succeed in a professional environment. In summary, I am confident that I have the background and capability to work with the XYZ Corporation in achieving your mission and goals.

I would appreciate the opportunity for an interview to discuss how my qualifications would best fit your needs. Feel free to contact me at (919) 000-0000 or kareem_washington@email.unc.edu at your convenience. Thank you for your time and consideration, and I look forward to hearing from you.

Sincerely,

Kareem A. Washington

Kareem A. Washington

SAMPLE LETTER OF INQUIRY AND EMAIL COVER LETTER

3137 Aileen Drive
Raleigh, NC 27609
March 23, 20XX

Ms. Virginia Poling
1814 Kingston Pike
Chapel Hill, NC 27501

Dear Ms. Poling:

I had the pleasure of meeting Representative Wanda McHenry at a reception in Raleigh this past Monday. She suggested that I email you regarding the possibility of a summer internship position with your office in Washington, DC. I am a junior from UNC-Chapel Hill studying Political Science and Public Policy.

Last summer, I served as an intern for Senator John Smith, where I gained invaluable experience and insight into the world of national politics. In addition to drafting correspondence to constituents, I also had the opportunity to sit in on brain-storming sessions and strategic planning meetings. Currently, I am looking for a position in a Senate or House office where I can continue to strengthen the communication, research, and leadership skills I have developed both in and out of the classroom. I would be appreciative of any advice or suggestions you may have regarding my interests in pursuing a career on Capitol Hill.

I know that this is a busy time of year, and I thank you for your time and consideration. Please feel free to call or email me at your convenience. I can be reached at (919) 515-5555 or dheller@live.unc.com.

Sincerely,



Zhe Jeong

SUBJECT LINE: Ben & Jerry's Summer Public Relations Internship Application

Dear Hiring Manager:

I am very interested in the Summer Public Relations internship at Ben & Jerry's that was advertised on Indeed.com. I have the qualifications and enthusiasm for ice cream that your company is seeking. I am a junior at The University of North Carolina at Chapel Hill, majoring in Communication Studies.

Currently I am a scooper at the Ben & Jerry's Franklin Street store. While in this position I have honed my talents in customer service, teamwork, and communication. Additionally I have interned at a local boutique as the social media intern. In that position I set up and updated the boutique's Facebook, Twitter, and Instagram accounts daily.

I welcome the opportunity to transition as an intern with Ben & Jerry's this summer.

Sincerely,

Leslie Jordan

COVER LETTER

A cover letter tells the story of your qualifications as they relate to the position for which you are applying. Let the job description be your guide when considering which experiences to share. Use keywords and qualifications in the description to reflect on areas in which you have experience or transferrable skills. The more customized your cover letter is to the job; the easier it is for the employer to see you performing the job!

PARAGRAPH 1: ATTENTION

Introduce yourself briefly. Indicate the job you are applying to and how your background makes you a good fit for the position. Include a contact from the organization if you know someone.

PARAGRAPH 2: INTEREST

Explain why you are interested in the position or the organization. This is your chance to show the employer that you have read the job description and know the company. Use the space below to consider these questions:

What stands out to you about the position? For example, if a position requires the use of Spanish-speaking skills, tell the employer how you used this skill while studying abroad.

Why do you want to work at this company? Is it the company culture, their mission or an initiative of interest? Be specific.

PARAGRAPH 3: FIT

Give concrete examples of experiences or skills you have that make you a good fit for the position. Use keywords or qualifications from the job description. Here is an example:

Job Description Qualification:

The ideal candidate will be able to build strong relationships with customers.

Your Customized Cover Letter:

As a Guest Services Assistant with the Carolina Union, I addressed customers' needs by frequently checking on them throughout their event. I promptly accommodated modifications to the event details, which led me to build strong relationships with our customers as evidenced by a 100% positive evaluation rate.

How would you relate an experience or story to a job description?

PARAGRAPH 4: CLOSING

Reiterate your interest by indicating that you would like to request an interview and thank the employer for their time.

Did You Know? Strong written communication is a top skill employers seek. A well-organized cover letter that articulates your thoughts clearly and concisely is your opportunity to demonstrate a mastery of this skill.

REFERENCES AND BUSINESS CARDS

When submitting job applications be prepared to provide references who can attest to your work. Ask professionals who know you well and can provide a strong, positive reference. Consider asking current or former employers, faculty members (especially for graduate school admissions), and advisors to student organizations.

A reference list typically consists of three people and includes:

1. Name
2. Title
3. Organization
4. Address
5. Phone Number
6. Email Address
7. How you know the person and for how long

Use the space below to start brainstorming whom you would include in your reference list

Name	Relationship	Contact information

SAMPLE BUSINESS CARD FRONT

Raja Hassan
rajahassan@live.unc.edu
(919) 555-5555

B.A., Sociology, May 20XX

University of North Carolina at Chapel Hill

3.7 GPA
Resume available at
<http://unc.confidentialresume.com/new>

SAMPLE BUSINESS CARD BACK

Seeking position in Human Services working
in the Latino Community

- Spanish/English Fluent
- 4 years tutoring Latino youth
- Event Coordination
- Budget Management
- Independent Research
- Community Organizer
- Volunteer Recruitment
- Program Development



CAREER TIP: Before you list someone as a reference be sure to ask his or her permission. Make them aware of your career goals and application so they can speak to the skills the employer seeks. Use the Career Ready Competencies on page 6 as a guide on skills sought by all employers.

THANK YOU LETTERS



You should always send a thank you letter to everyone who interviewed you within 24 hours of your interview. Not only does this convey your professionalism, but it can also help make that extra push to enhance your candidacy. Depending on the organization's culture, you may email or mail your thank you letter. Your letter should summarize what impressed you most about the organization and position as well as highlight your experience or skills that appeared to interest or impress the interviewer(s). Be sure to also include any additional information that was requested (e.g., transcript, writing sample, references).

SAMPLE THANK YOU LETTER

Dear Mr. Jenkins:

Thank you for the time you and your staff spent with me yesterday to discuss the Sales Representative position. I am very impressed with what I learned about the J.R. Johnson Company's six-month training program, especially the combination of classroom and on-the-job training. It seems more thorough than comparable programs in the consumer goods industry. Since we talked, I read about the success of your company's latest product introduction. This just confirms what I have learned about J.R. Johnson's reputation for marketing expertise.

As we discussed, I have two summers of sales experience. This has taught me the importance of goal-setting, identifying the customer's needs, and organizing my time effectively. I am confident that my background will make me an asset to your company.

Enclosed is a copy of my transcript. Please let me know if you need any further information.

Again, thank you for the opportunity to talk to you in more detail about a sales career with J.R. Johnson. I look forward to hearing from you soon.

Sincerely,

Priyanka Patel

Priyanka Patel

INTERVIEWING

Interviewing is a two-way street; it is an opportunity for you to demonstrate your career ready competencies; as well as for you and the interviewer to get to know each other. Interviewers do not want to intentionally ask you difficult questions just to see you make a mistake. In fact, employers want you to do well during the interview. Think about it: they invest a lot of time and money screening and recruiting candidates. The sooner they can identify the right person, the sooner their job is done.

WHAT DO EMPLOYERS LOOK FOR DURING THE INTERVIEW?

Employers typically want to know three things:

- Can you do the job?
- Will you do the job?
- Will you fit in with the organization?

Your job is to provide enough solid information to answer an unequivocal “YES!” to all three of these questions. To do so effectively, you will need to be aware of the specific characteristics employers seek in new hires. According to the National Association of Colleges and Employers (NACE), who surveys hundreds of employers each year, the attributes most highly sought after are:

1. Communication skills
2. Honesty/integrity
3. Interpersonal/teamwork skills
4. Motivation/initiative
5. Strong work ethic

WHAT SHOULD YOU LOOK FOR DURING THE INTERVIEW?

Just as employers interview you to see if you are a fit, you are interviewing them as well. By being attentive and thoughtful, you can learn important things about an organization during the interview. Some things you may want to consider include:

- How does the organization’s mission match with your interests?
- Does the nature of the job sound interesting?
- How is the organization run; does it seem well-organized?
- How do the other employees interact with each other?
- Are you excited about the possibility of this position?
- Does the job match your career interests?

WHAT TO BRING TO THE INTERVIEW

- A professional portfolio with a pad and pen
- Several copies of your resume or CV
- Letters of recommendation (optional)
- Work samples (optional/based on industry)

DID YOU KNOW?

Online resources for interviewing are located at careers.unc.edu/resources. InterviewStream is an interactive tool that enables students to prepare for interviews using pre-recorded interview questions and webcam recorded answers. Use your ONYEN to log in: <https://careers.unc.edu/students/resources/interviewstream>.



THREE STEPS TO PREPARE FOR AN INTERVIEW

STEP 1: Research the Employer and Field

Conducting research on prospective employers is essential to a successful interview. Employers want to hire candidates that can demonstrate solid knowledge and genuine interest in their organizations. So, what things should you know about an employer before the interview? Simply put: as much as possible.

You should be knowledgeable about the organization's mission, history, growth, products, competitors, locations, etc.

IDENTIFY USEFUL RESOURCES

1. Employer's website and social media
2. Career Insider by Vault
3. _____
4. _____
5. _____

STEP 2: Know Yourself

Keep in mind that anything and everything on your resume or CV is fair game for the employer to ask. Carefully review your resume and make sure that you can speak in detail about everything on it.

It is important that you are able to adequately communicate your skills, interests, and goals during the interview, and match them to the position you are pursuing.

IDENTIFY USEFUL RESOURCES

1. UCS Career Counselor
2. STAR/BAR Method
3. _____
4. _____
5. _____

STEP 3: Practice!

Like any other task you have mastered, interviewing is a skill. If you have ever been on a team, played an instrument, or performed in public, you probably didn't just show up to the event and expect to deliver a flawless performance. Instead, you probably spent many hours beforehand practicing, rehearsing, and visualizing what you would do and say. Well, interviewing is no different; it is a skill that requires preparation and practice.

Practice answering the interview questions listed on the next few pages of this workbook. Think about examples and stories about your experiences.

IDENTIFY USEFUL RESOURCES

1. UCS Career Counselor
2. STAR/BAR Method
3. _____
4. _____
5. _____

NON-VERBAL MESSAGES

Much of how and what we communicate is done through non-verbal communication.

Handshake

You should be comfortable offering a firm, dry, confident handshake. Avoid bone-crushing grips as well as a wet noodle.

Posture

Sit up straight with legs crossed or feet firmly on the floor; your back should be straight, head up and looking forward. Don't slouch!

Facial Gestures

Smile! There is no overstating the positive impact a simple smile can have during the interview. Don't be afraid to show your interpersonal skills and natural warmth during the interview.

Eye Contact

- Maintain a good balance of eye contact with the employer, as this conveys honesty, confidence, and interest.
- Engage in eye contact when the employer is asking you a question or when you are responding. When you are thinking of your answer, it is okay to break eye contact.

Nerves

- Work on controlling any nervous behavior before you meet with the employer in person.
- Avoid twirling and playing with your hair, tapping your feet, and wringing your hands.
- Also keep in mind that chewing gum is never appropriate in a professional setting.

The Nose Knows: Before your interview...

- Avoid smoking – it stays with you and on you.
- Eating strong foods such as garlic and onions.
- Avoid alcohol! Save the celebration for AFTER you get the job offer!
- Avoid wearing strong fragrances.

VERBAL MESSAGES



It's not just what you say but how you say it. The tone, speed, and length of your responses play a very important part in the effectiveness of your answers.

Take Your Time

- Employers are interested in how well you can answer their questions, not how fast you can answer them.
- If you are asked a difficult question, take a moment or two to collect your thoughts, rather than blurting out the first answer that comes to your mind.
- You can buy a little extra time by repeating the question aloud while you think.

Answer the Question (and then be quiet)

- While it's important that you answer each question thoroughly, it is equally important that your answers do not go on too long.
- Pay attention to the interviewer's non-verbal cues to make sure you are not losing your audience.

Remain Professional and Positive

- Regardless of how friendly or laid back the interviewer may appear, your language and vernacular should be completely professional and appropriate.
- Avoid using any slang, profanities, or stereotypes.
- At no time in an interview should you voice any negative comments or opinions about former supervisors, professors, or classmates. This can only hurt your candidacy.

"Like, Um, Uh, You Know"

Though these filler-type words may be overlooked in casual conversation, you definitely want to avoid using them during the interview.

Be aware of these habits and practice to eliminate them.



CAREER TIP: If engaging in eye contact during an interview or conversation feels awkward, try looking at the bridge of the other person's nose, an eyebrow or just below the eye. These give the illusion of direct eye contact. Schedule an appointment with a career counselor for more interviewing advice.



DRESSING FOR AN INTERVIEW

How you dress for an interview is important! Here are some guidelines for traditional business attire to help you make a good first impression.

- Well-tailored pant and skirt suits should have a good fit. Stick to dark and neutral colors such as black, navy or gray. Skirt should fall just above the knees and not be too tight.
- Coordinated blouse avoiding bold colors or patterns.
- Shirts should be white or blue button-down worn with a silk tie in a conservative pattern.
- Flats or low-heeled shoe (comfort is important).
- Dark shoes, cleaned and polished. Belt should match shoes.
- One set of earrings only. No more than one ring on each hand.
- Conservative hosiery at or near skin color.
- Dark, non-bulky socks.
- Makeup can be worn, however, stick to a neutral palette and slight application. Manicured nails with neutral polish.
- Religious dress or garments (such as a hijab) should be worn in neutral colors when possible.
- Groomed and neat facial hair.
- Portfolio or briefcase. (Do not carry an oversized purse)
- Hair should not be a distraction. Pull it back if you think you may play with it during your interview. Avoid bold hair colors.

AVOID:

- Casual wear (jeans, sweat suits, shorts, t-shirts, tank tops).
- Floral, plaid, or other “busy” designs.
- Wrinkled, untucked, pillied or linty clothing.
- Tattered, faded, stained or dirty clothing.
- Revealing fabrics.
- Excessive jewelry.
- Cleavage, chest hair.
- Open-toed footwear and athletic shoes.



CAREER TIP: Before going to an interview, find out how the employees dress. This might involve researching the company online or even calling and asking before your interview. Always dress at least one step up from the employees (you don't have the job yet!).



TYPES OF INTERVIEWS

PHONE AND VIRTUAL INTERVIEWS

Many employers will conduct their first round interviews via the phone or virtually. These interviews are used as a precursor to an in-person interview.

- Make sure you are in a quiet, comfortable environment where you will not be disturbed.
- Smile! Regardless of whether the employer can see you, it can help you come across as personable.

Phone Interviews

- Use a landline, rather than a cell phone, if possible.
- Have your resume or CV, job description, and notes in front of you to glance at but minimize the sound of shuffling papers.
- Be prepared for pauses and silence. If there is an extended silence between questions, you can ask confirming questions such as "Was my answer clear?"

Virtual Interviews

- Check your internet connectivity, sound, and any applications before the interview to make sure they are working properly.
- Dress as if you are at an in-person interview.
- Look straight into the camera when talking to maintain eye contact.

ON-SITE INTERVIEWS

These interviews tend to be much more in-depth than the phone or campus interview, lasting anywhere from one hour to a full day or longer. However, the preparation process for an on-site interview remains the same: know the employer, know yourself, and anticipate and practice possible questions.

- Give yourself plenty of time to travel to the site, taking into consideration possible traffic delays. If possible, you may want to take a test drive over to the site a few days before the interview.

- Be friendly and courteous to everyone you encounter. You never know who has input in the hiring decision.
- Employers will typically (but not always) reimburse travel expenses if your interview is in another city or state. It is important that you clarify these details with the employer when arranging the interview.

LUNCH/DINNER INTERVIEWS

The point of the meal interview is for you and the employer to get to know each other, and for him/her to see how you conduct yourself in a social setting. Employers will be assessing your conversational and interpersonal skills to determine how well you would fit in with the organization.

- Demeanor, language, and behavior should all be 100% professional.
- The meal you order should be in the mid-price range; not the most or least expensive item. You may want to ask the interviewer what he/she recommends on the menu to get a gauge.
- Avoid items that are challenging or messy to eat, such as pasta or dishes with a lot of cheese.
- Even if the employer is drinking alcohol, you should still refrain.
- If the service is slow or the food is not exactly how you ordered it, avoid complaining or making an issue of it.
- It is customary for the employer to pay for the meal. Make sure you show your appreciation.

CASE INTERVIEWS

Case interviews focus on the way you think and how you go about addressing complex issues and problems. Typically, you will be presented with a challenging scenario (or case) with varying background or details.

Cases may come in the form of a brainteaser, market-sizing scenario, financial analysis, or management/

strategy issue. Interviewers want to see your ability to be analytical, logical, quantitative, and creative. Your listening skills, insight, communication style, and persuasive skills are key to a successful case interview.

There are many strategies that go into attacking a case interview question, and the best way to prepare is to practice. Many consulting firms, such as Bain, McKinsey, and BCG, have extremely helpful, interactive practice case interviews on their websites. Case Questions Interactive offers a variety of samples to practice such questions and can be found on careers.unc.edu.

PANEL/GROUP INTERVIEWS

Though most interviews tend to be one-on-one, some employers will ask that you interview with several members of their organization in a group setting. Be sure that your responses address everyone on the panel.

ON-CAMPUS INTERVIEWS (OCI)

Each year, hundreds of employers come to UCS in Hanes Hall to interview students for jobs and internships. All students participating in on-campus interviewing are responsible for knowing the OCR policies, which can be found on careers.unc.edu. Employers who wish to interview students on campus post their open positions in Handshake.

TYPES OF QUESTIONS

Traditional Questions

These types of questions help the employer get a better sense of who you are. Similar to the bullets on your resume that describe your experiences in detail, you need to back up your interview answers with specific, tangible examples.

- Tell me about yourself.
- Why did you choose your field of study?
- What are your greatest strengths and areas of challenge?
- What has been your greatest accomplishment/set back?
- Which class did you find most challenging/enjoyable?
- Do you feel your GPA adequately represents your abilities?
- Where do you see yourself in 5 years?
- How will you add value to our organization?
- Why are you interested in this field/our organization?
- What do you know about our organization that isn't on our website?
- Who are our key competitors?
- What do you think it takes to be a good leader?

Behavioral Questions

Behavioral questions are designed to help the interviewer get a clear understanding of how you handle different situations. Unlike traditional questions that can focus on hypothetical situations, behavioral questions rely solely on your past experiences. The premise is that past behavior can be used to predict future behavior.

"Tell me about a time when you..."

- Made a difficult/ethical decision
- Dealt with a difficult team member or customer
- Failed to meet a deadline
- Demonstrated leadership skills
- Received negative feedback
- Overcame an obstacle
- Had to have an uncomfortable conversation with a co-worker
- Went above and beyond what was expected of you
- Persuaded someone to change their mind
- Had to adhere to a decision that you did not agree with



ANSWERING DIFFICULT QUESTIONS

1. TELL ME ABOUT YOURSELF

This is often the first question you will be asked and can often be the most difficult to answer. It is not an invitation to share your life story (age, birthplace, family information, etc.) but should focus on where you've been and where you're going regarding your education and career goals.

Example: "I will be graduating this May with a degree in International Studies. For the last two summers, I have served as an intern with a local non-profit organization teaching reading skills to children in rural communities across eastern NC. I have also been very active in my sorority, serving as both the marketing chair and vice-president. My goal now is to join a non-profit organization such as XYZ that will allow me to continue to develop my leadership skills while providing support to underprivileged children."

2. WHAT ARE YOUR GREATEST STRENGTHS?

Support your answers with detailed examples that relate to the job at hand.

Example: "My greatest strengths are leadership, communication, and team-building. For the past two years, I have been a Resident Advisor, where I oversee the safety and wellbeing for 64 students. In this role, I serve as a mentor, mediator, supervisor, and program director. I oversee town-hall style meetings for my floor and frequently have to make tough decisions to solve problems among residents."

3. WHAT IS YOUR GREATEST WEAKNESS?

What the employer is really questioning here is your self-awareness and self-improvement. They are not interested in hearing you confess your flaws, nor are they looking for a perfectionist with "no weaknesses." The best strategy is to pick a related example from your life that demonstrates growth, and ideally, your ability to turn a weakness into a strength. Your answer should be genuine, honest, and professionally related (nothing too personal).

Example: "One area that I am continually working to improve is my public speaking skills. When I first began

college, the thought of standing up in front of a large group and giving a presentation was enough to cause me a good deal of stress. However, over the last three years, I have really challenged myself to get out of my comfort zone and overcome this fear. In addition to taking a public speaking class, I also participate in several student panels throughout the year where I answer questions from parents and prospective UNC students in a large auditorium setting. These experiences have helped me become more comfortable addressing large audiences."

4. WHAT ARE YOUR SALARY EXPECTATIONS?

You should do your homework and know what a typical starting salary is for the job to which you are applying. UCS has salary information for internships and

entry-level jobs on our website. Rather than a fixed number, give a salary range and justify

it by mentioning the research you have done.

Example: "Based on the research I have done and the nature of the position, I am targeting a starting salary in the \$44,000-\$49,950 range."

5. WHY SHOULD I HIRE YOU?

This is a chance to reiterate the skills and qualities you would bring to the employer, as well as an opportunity to explain why you are the best candidate for the job. It is challenging because although you don't know your competition, your answer needs to reflect how you are unique among the candidates they are considering. This is often the last question asked, so make sure you "go for it" by showing enthusiasm for the job and how you will contribute.

Example: "As I mentioned earlier, I have strong skills in communication, leadership and teamwork. I can make immediate contributions to your organization because I know the sales territory I would be responsible for and my demonstrated abilities to build rapport with people would increase your clientele."



CAREER TIP: Not sure what you will be asked during the interview. The job announcement or program description will give you clues. Schedule an appointment with a career counselor to learn how to decode them.

BAR METHOD WORKSHEET



Behavioral interview questions help interviewers understand how you may behave in certain situations. Interviewers like behavioral questions because the best predictor of future behavior is past behavior. When answering behavioral interview questions, use the BAR Method-BACKGROUND, ACTION, and RESULT.

BACKGROUND (OR TASK): What was the specific job or activity you (and/or group) were to accomplish or what problem were you solving? Who was involved? Where and when did this occur?

ACTION: What steps did you (and/or team) take and how did you go about completing them? How did you involve or manage others during the process?

RESULTS: Did you accomplish the job the way it was originally defined? Was the result an improvement or change? What lessons did you learn? What might you do differently? Because of your actions did you create, improve, or maintain good interpersonal relationships? What were the benefits of your actions for the organization or for other individuals? What core skills did you acquire? What did you learn about yourself?

Use the space below to create BAR answers to the following behavioral questions.

Describe a situation in which your work was criticized.

Solving a problem often necessitates evaluation of alternate solutions. Give me an example of a time when you actively defined several solutions to a single problem.

Provide an example of a time that you learned from a mistake. How did that shape your perspective later on?

Provide an example of how you have used creativity and analytical skills to solve a problem.

Give a specific example when you had an idea how to improve an aspect of a program. How did you get your idea across?

Describe a situation where you had to work with people from different cultures, what was the experience like and how did cultural differences have an impact on the outcome of the project?

Give me an example of your ability to be a self-starter.



DEVELOPING QUESTIONS TO ASK EMPLOYERS

When an employer gives you the opportunity to ask them questions, take advantage of it! Asking questions demonstrates your sincere interest in the position and organization.

INTERVIEWER'S PROFESSIONAL BACKGROUND

- Why interviewer chose employer
- What keeps interviewer working with employer
- Roles interviewer has held
- How has employer helped interviewer prepare for roles

INQUIRIES THAT STEM FROM YOUR PRE-INTERVIEW RESEARCH

- Training/professional development for new hires
- Detailed questions about job
- Future focus for employer
- Employer responses to challenges (ask tactfully)
- Horizontal (generalist) training/vertical (promotions) movement
- What it is like to live in employer location; relocation

ORGANIZATIONAL CULTURE QUESTIONS

- Formal career planning with supervisor/mentor
- How/often performance reviewed (especially in first year)
- Flex-schedule; telecommuting

- Socializing/team-building
- Communication and leadership style of managers
- Opportunity for new challenges/growth opportunities
- Dress code
- Community involvement
- Support networks, mentoring, diversity initiatives

THINGS NOT TO ASK ABOUT:

- Salary and benefits (wait until you are given a formal offer)
- Personal information about the recruiter or other employees

CONCLUDING THE INTERVIEW

- As the interview draws to an end, be sure to:
- Ask about next steps
- Understand the employer's time frame
- Thank the interviewer
- Get business card for follow-up
- Reiterate your interest in the position

EVALUATING AN OFFER

Typically, employers will make a verbal offer over the phone followed by email/mail. Read over these documents closely. You should be enthusiastic when an offer is made. If you need some time to think it over, it is fine to ask. Remember that once you accept a position, it is unethical to continue looking for other opportunities or to renege (back out of your acceptance). Students who participate in OCR that accept and then renege on a job offer are at risk of losing their UCS privileges indefinitely. Please see the Principles Of Professional Conduct on page 4 for more information.

THINGS TO CONSIDER

Consider different factors in making a decision regarding the acceptance of a job offer. Few, if any, organizations will provide all that you would like to have in your "ideal" job, and you should know on which factors you can make comfortable compromises and which must be met.

1. The Industry

- History of growth
- Predictable future needs
- Degree of dependence on business trends or cycles
- Degree of dependence on government regulations or actions

2. The Organization

- Prestige and reputation
- Growth potential
- Size and company culture
- Financial stability
- Good management team

3. The Job Itself

- Training and development opportunities
- Day-to-day activities
- Amount of stress or pressure, pace of work
- Requirements to relocate, travel, or work long hours
- Responsibility, autonomy
- Opportunity for advancement and/or individual achievement
- Salary and benefits package
- Involvement with good supervisor, peer associates
- Physical environment
- Social significance of work

4. General "Lifestyle" Factors

- Comfort with goals, philosophy of organization
- Geographic location
- Recreational and educational facilities, cultural opportunities

SALARY NEGOTIATION

According to Forbes, over half the population fails to negotiate. Not negotiating can cost you roughly one million dollars over the course of your career! Apply these tips to maximize your effectiveness in the negotiation process.

Prepare – Consider the four factors above and determine how these fit with your budget needs. Calculate the market value for the position based on the industry and location.

Practice – Negotiation is a skill. Make sure to practice before you negotiate!

Negotiate – Ask if the offer is negotiable. When you choose to negotiate, be positive to maintain a strong relationship with the employer. After you come to an agreement, make sure to get the final offer in writing.

Schedule a meeting with a counselor to practice your negotiation skills. For more information on the negotiation process, go to the Navigating Job offers section of the UCS website.

Online Resources for Job Offers

Career Insider by Vault
First Destination Survey
NACE Salary Calculator

ACCEPTING AN OFFER

When making a decision on a job or internship offer continue to use email etiquette with the employer whether accepting, rejecting or asking for an extension. You never know when your paths will cross again. Use these examples as a guide on what to say.

SAMPLE JOB OFFER REJECTION LETTER

Dear Mr. Valappan,

Thank you for the generous employment offer to be a customer support specialist with Company X. I was very impressed by your team as well as the XYZ project that I had the opportunity to learn about during the interview process. After performing a deep assessment of my career goals and options, I have decided to accept another offer. This decision did not come easy, as evident by my request for an extension. I appreciate your consideration and support through this process and wish you and your team continued success.

Sincerely,
Jennifer Miller

SAMPLE JOB OFFER ACCEPTANCE LETTER

Dear Ms. Rodriquez,

It is with great excitement that I accept the offer for the Marketing Associate position at Company X. I look forward to joining the marketing team and am confident in the contributions that I will make to your organization. Attached you will find the signed offer letter.

Please contact me with any additional details as we get closer to my start date of Monday, July 25th. Thank you again for this opportunity and I look forward to joining the team.

Sincerely,
Miles Morris

SAMPLE OFFER EXTENSION

Dear Mr. Jones,

Thank you for the internship offer at Company X and all of your help throughout the interview process. Company X seems like a great place to work, and I have been giving the offer a great deal of thought.

It would be very helpful to have additional time to fully weigh all of the options at this busy time in the recruiting season. I understand that UNC on-campus recruiting guidelines typically grant students three weeks to respond to an offer, but I also understand that you have a timeline to follow.

In light of this, would you be willing to grant me 3 more days to consider your offer in order to fully weigh what might be the best option for my career trajectory? Thank you for your time and consideration and I look forward to hearing from you.

Best,
Jordan Smith

LIFE AFTER CAROLINA





LIFE AFTER CAROLINA

Starting a new career can be exciting but stressful. Below are tips to propel you towards a strong career and financial future.

HOW TO EXCEL AT WORK

Manage Your Own Career

- Become proactive about managing your career and do not expect others to do this for you.
- Develop a list of career goals and be open to new opportunities that align with your current vision and values in life and work. Share this with a mentor to help hold you accountable.

Make Your Personal Brand Known

- Know your purpose in life and ensure that your career supports the fulfillment of that purpose.
- Have a clear and compelling personal brand that conveys your industry expertise. Showcase it in what you do inside and outside of the company.

Become An Industry Expert and Deliver Results

- Learn at least one critical industry skill per year to gain above-average technical skills relevant to your profession. Seek to enhance your communication skills by reading, taking courses, participating in organizations, or acting on feedback from peers and mentor(s).

- Work on projects that expand your skills and knowledge.
- Learn to solve complex, work-related problems and figure out creative solutions to obstacles that may surface.

Show Your Leadership Qualities – Even If You Are Not In A Leadership Role

- Take initiative on projects instead of waiting for someone to ask you to do it.
- Take informal opportunities to manage or mentor other people.
- Appreciate and acknowledge others' work and accomplishments.

Continue To Nurture And Build Your Professional Contacts

- Treat everyone respectfully inside and outside the organization.
- Talk respectfully about your manager, coworkers, and customers.
- Participate on cross-functional teams so that other people outside of your department can see your value.

LIVING ON YOUR OWN

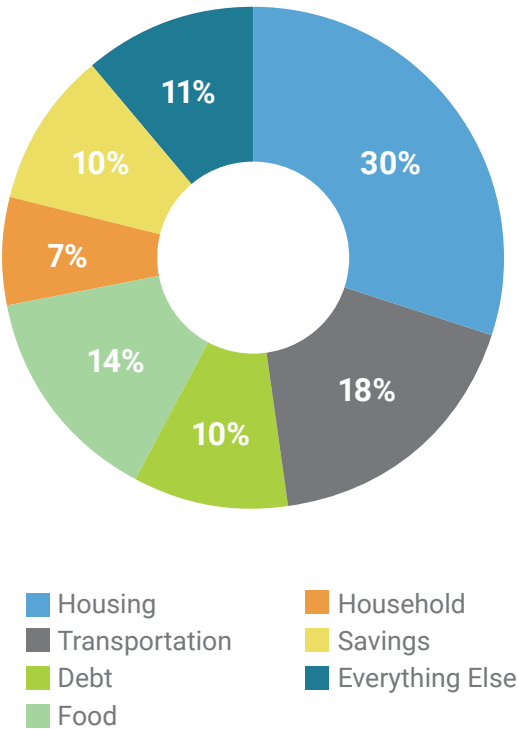
If you are moving out on your own for the first time you may be concerned about how to manage your finances. Learning how to make a budget will help you track expenses and save for the future .

Create a Budget

There are programs and websites that can help. Create a budget and save for the things you enjoy. Below are online resources for your consideration:

- www.mint.com
- www.learnvest.com
- www.youneedabudget.com

A great way to start creating a budget is by following national spending ratios from the Bureau of Labor Statistics. These ratios give suggestions on how much of your salary you can expect to allocate for key expenses, as shown below:



Source: Department of Labor, Bureau of Labor Statistics

Keep in mind that spending varies based on location and personal responsibilities. Create a monthly budget to make lifestyle goals that fit your current and future financial needs. If you are not currently employed, create a future budget based on a desired occupation. Make copies of this page to make a few budgets. See how your budget changes when you add or cut monthly expenses or have different income amounts.

BUDGET WORKSHEET

	CATEGORY	AMOUNT
INCOME	Net monthly income is your total take-home pay, minus payroll deductions. This is the number to use for your monthly budget.	\$
MONTHLY EXPENSES	Rent/Mortgage	\$
	Utilities	\$
	Phone	\$
	Cable & Internet	\$
	Gym Memberships	\$
	Subscriptions	\$
	Loan Payments (student, car, etc.)	\$
PERSONAL	Savings	\$
	Retirement Contribution	\$
	Groceries	\$
	Clothing/Shoes/ Personal Care	\$
	Dry Cleaning/Laundry	\$
	Gifts	\$
	Pets	\$
ENTERTAINMENT	Movies/Theatre/Concerts	\$
	Restaurants	\$
	Music & Online Media	\$
	Hobbies	\$
	Vacation	\$
HEALTHCARE	Payments/Co-payments	\$
	Prescriptions	\$
	Dental	\$
INSURANCE	Car	\$
	Renters/Homeowners	\$
	Disability	\$
	Life	\$
TRANSPOR-TATION	Gas	\$
	Car Maintenance	\$
	Public Transportation	\$
MISC.		\$
		\$
	TOTAL MONTHLY EXPENSES =	\$
	NET INCOME – MONTHLY EXPENSES =	\$

