PROFESSIONAL HANDBOOK

LEARN TO COMMUNICATE MORE EFFECTIVELY
AS AN ASPIRING PROFESSIONAL



PROFESSIONAL HANDBOOK



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Design by WCU Creative Services Department

RESUME WRITING

A resume is a personalized marketing tool that showcases your education, experiences, skills, and accomplishments. Your resume should be customized to your skills and experiences, and to each job application you submit. Effectively marketing yourself on a resume is the first step to getting an interview. Make sure you:

- Use proper spelling and grammar
- Keep your resume consistent
- Write in a clear and concise manner
- Have it reviewed and proofread by a Career Counselor or a Peer Mentor
- Customize each resume to the specific position/employer
- Use a professional document name, such as first initial, last name, and document type. Example: PCatamount_Resume or PCatamountApplicationMaterials. If emailing your materials, save and send as a pdf.

Starting a resume draft

- 1. Start with a blank word document. Templates are easy to spot by employers and hard for you to edit. Start with a blank document and build your resume from there.
- 2. Choose a resume format: Chronological, Functional (Skills Based), or Hybrid.
- 3. Create a heading: Include your name, phone number, mailing address, and professional e-mail (if in doubt, use your Catamount e-mail).
- 4. Include the essential resume content: education and experiences, highlighting your skills and achievements.
- 5. Include optional resume content: objective, relevant coursework, honors and awards, volunteer activities, professional organization memberships, conferences, leadership, student organization, study-abroad, or DegreePlus experiences.
- 6. For each experience, list the name of the organization/school, position title, the city and state or country of the organization/ school, and the dates of the experience.
- 7. Create bulleted statements that detail your role, responsibilities, and accomplishments in each experience.

Types of Resumes

Chronological: Chronological resumes are organized based on time. Your most recent experience should be listed first. This format highlights how your recent experience, education, and activities can relate to your career. Chronological resumes are the most common.

Functional (Skills Based): This format highlights specific skills and qualities and combines them from various jobs to meet the needs of your future employer. Functional resumes are less common among college students but can be an effective way to market your skills with limited work experience.

Combination/Hybrid: This format combines chronological and functional resume formats. Hybrid resumes showcase functional skills before your work history is displayed chronologically.

Necessary Resume Sections

Heading: Should include all of your contact information: full name, current and/or permanent address, phone number, and professional e-mail address (LinkedIn profile URL is optional).

Education: Showcase the schools you attended in reverse chronological order. Include the location (city & state only), your full bachelor degree name, concentrations/minors, and academic honors and awards if applicable. Your GPA can also be included if it is above 3.0.

Experience*: Specifies the positions you have held including paid, part-time, seasonal, and internship experiences. Include the organization name, position title, location, and employment dates. Outline your responsibilities, achievements, and skills with bulleted resume statements. Begin each resume statement with an action verb and highlight any transferable skills gained through the experience.

*This section is customizable. Label this section in a way that best showcases your experiences. For example, split your experiences into Relevant vs. Additional Experience, or you can make your experience heading more specific based on your field/experience (i.e. Leadership Experience, Marketing Experience).

Optional Resume Sections

Relevant Coursework: Often listed after your education, coursework should be relevant to the position for which you are applying. List the course with its full name (not an abbreviation) and stick to a maximum 5-6 relevant courses. You can include bullet points outlining key concepts learned and significant projects completed in the course.

Skills: Showcases your language ability, laboratory, computer, and other technical skills. Make sure you accurately describe skill level using key words and phrases associated with the field or industry.

Honors and Awards: Includes merit-based special certificates and academic achievements.

Volunteer Activities/Community Service: Highlights on- and off- campus organizations, clubs, and charitable groups to which you belong. Include the name of all organizations, your job/position title (if applicable), the duration of time you have worked with the organization, and brief description of what you did.

Professional Organizations: Showcase professional organization memberships that are affiliated with your career/area of interest.

Professional Development: Includes any type of conference, workshop, training, or guest speaker that provided industry training and/or skills. List as title of event, topic (if not clear from the title), and the date you attended in this section of your resume.

Study Abroad Experience: Study abroad experiences may be included on your resume as a subsection of education or as a separate category, depending on the extent of your international experiences.

Leadership, Campus Activities, Clubs, and Organizations:

Campus activities, committee involvement, athletics, theatre, and club/organization memberships are great ways to communicate your leadership skills to potential employers. If you have held significant leadership roles (on or off campus), describe your duties in detail and consider listing them as relevant components to your career goals alongside your work experiences.

RESUME WRITING (CONTINUED)

Action Verbs

Resume statements highlight your tasks, skills, and accomplishments during an experience (internship, volunteer, part-time job, etc.). Resume statements should start with an action verb and should be a concise statement. Be sure to use the correct verb tense depending whether the job is current or past. **The following are action verb examples:**

Administrati	ive Skills					
	Approved	Arranged	Compiled	Generated	Implemented	Monitored
	Organized	Prepared	Processed	Recorded	Systematized	Tabulated
Communica	tion Skills					
	Addressed	Authored	Corresponded	Conveyed	Drafted	Influenced
	Mediated	Persuaded	Promoted	Presented	Publicized	Translated
Creative Ski	lls					
	Acted	Conceptualized	Created	Designed	Developed	Directed
	Founded	Illustrated	Integrated	Invented	Performed	Revitalized
Financial Sk	ills					
	Allocated	Analyzed	Appraised	Audited	Balanced	Budgeted
	Calculated	Computed	Forecasted	Planned	Projected	Researched
Helping Skill	ls					
	Assisted	Clarified	Coached	Counseled	Demonstrated	Diagnosed
	Educated	Expedited	Facilitated	Familiarized	Guided	Referred
Leadership S	Skills					
•	Analyzed	Assigned	Coordinated	Directed	Evaluated	Increased
	Oversaw	Planned	Prioritized	Recruited	Reviewed	Scheduled
Research Sk	ills					
	Cataloged	Collected	Critiqued	Evaluated	Examined	Extracted
	Identified	Interpreted	Interviewed	Investigated	Reviewed	Surveyed
Teaching/Co	unseling Skills					
0,	Adapted	Advised	Clarified	Coached	Communicated	Developed
	Enabled	Evaluated	Explained	Facilitated	Guided	Motivated
Teamwork S						
	Assisted	Collaborated	Contributed	Cooperated	Coordinated	Helped
	Mediated	Motivated	Participated	Partnered	Supervised	Supported
Technical Sk	rills					
	Assembled	Calculated	Computed	Designed	Engineered	Maintained
		Overhauled	Programmed	-	-	

Resume Examples:

Weak: Answered phones and greeted customers

Better: Provided prompt and warm greeting to customers in person or on the phone

Weak: Assisted with the event

Better: Supported in event preparation, set up and take down, as well as troubleshot issues as they arose

RESUME VS. CURRICULUM VITAE (CV)

Resume: Used for Employment

A resume is a concise document typically no longer than one page. The goal of a resume is to make an individual stand out from the competition. The job seeker should adapt the resume to every position for which they apply. It is in the applicant's interest to change the resume from one job application to another and to tailor it to the needs of the specific post. A resume does not have to be ordered chronologically, does not have to cover your whole career, and is a highly customizable document.

CV: Used for Academics, Graduate School, and certain industries

A CV (Curriculum Vitæ) is an in-depth document that can be laid out over two or more pages and contains a high level of detail about your achievements. The CV covers your education, as well as any other accomplishments like publications, awards, honors, work experience, etc. The document tends to be organized chronologically and should make it easy to get an overview of an individual's full working career. The formatting and layout is similar to a traditional resume, but the section headings may be dictated by the employer. A CV is static and does not change for different positions; the difference would be in the cover letter.

A note on Federal Resumes: These resumes are specifically for federal government jobs, as well as some state and local agencies. Many of the guidelines are consistent with other resumes in terms of using strong action verbs, targeting your bullet points, and checking your grammar/spelling. However, federal resumes often include information not requested by other employers such as:

Social security number, application/announcement number, title, series and grade of job for which applying, country of citizenship, veteran's preference, reinstatement eligibility, highest Federal

civilian grade held (if applicable), hours worked, supervisors', and contact information. If these guidelines are not followed, your application will be rejected. A detailed guide can be found through usajobs.gov.

A typical CV will include the following information:

- Name and Contact Information: contact information for your current institution or place of employment may work best, unless you do not want your colleagues to know that you are job-hunting.
- Areas of Interest: a listing of your varied academic interests.
- **Education**: a list of your degrees earned or in progress, institutions, and years of graduation. You may also include the title(s) of your dissertation or thesis here.
- Grants, Honors, and Awards: a list of grants received, honors bestowed upon you for your work, and awards you may have received for teaching or service.
- Publications and Presentations: a list of your published articles and books, as well as presentations given at conferences. If there are many of both, you might consider having one section for publications and another for presentations.
- Employment and Experience: this section may include separate lists of teaching experiences, laboratory experiences, field experiences, volunteer work, leadership, or other relevant experiences.
- Scholarly or Professional Memberships: a listing of the professional organizations of which you are a member. If you have held an office or position in a particular organization, you can either say so here or leave this information for the experience section.

DEGREEPLUS AND YOUR PROFESSIONAL COMMUNICATION

DegreePlus - Helping students build transferable skills through extracurricular activities

What is DegreePlus and why is it important?

DegreePlus is a signature program at Western Carolina University designed to give you the opportunity to get involved in extracurricular activities that can provide the transferable skills you need to reach your goals. As a participant, you can build skills in four specific areas: Professionalism, Cultural Responsiveness, Leadership, and Teamwork.

Employers report that students often graduate with good knowledge of their major area of study but are missing the necessary skills they need to be effective employees. These essential skills are called transferable skills because they are not related to a specific occupation. Students who have developed strong transferable skills will be more confident, prepared, and successful as employees, interns, and graduate students.

How do you share your DegreePlus experience with potential employers or graduate schools?

It's critical that your application materials and interviews highlight the skills you've gained through all your experiences, including DegreePlus. Since DegreePlus is a program not necessarily

tied to other experiences such as work, student organization involvement, or internships, it can be tricky to determine how to best include it in your resumes, cover letters, and professional communication. Begin by reflecting on what you've learned through your participation and how it fits with the other content you are highlighting. Be sure to describe not just the program, but what you've done as a participant. You might include the number of programs you've attended or an area of focus within a skill, such as conflict resolution in the teamwork skill or Cherokee culture and history in the cultural responsiveness skill. How you tell the story of your skill development is up to you, just keep in mind that employers will only know what you tell them so be clear and

Learn more about the DegreePlus program, including a list of current DegreePlus events, at degreeplus.wcu.edu. As you move through this handbook, please note examples of how DegreePlus skills and experiences can be included in your professional documents and communications.

Paws T. Catamount

245 Memorial Drive Suite #0000, Cullowhee, NC 28723 Paws1@catamount.wcu.edu • (555) 555-5555

EDUCATION

Western Carolina University Bachelor of Science in Sociology

Cullowhee, NC Anticipated May 2022

Winston-Salem Regional High School

Winston-Salem, NC

EXPERIENCE

Subway

Sandwich Artist

* Depending on your level of experience or involvement 1st and 2nd year students can list their high school

Mocksville, NC February 2018-August 2018

- Provided excellent customer service to all guests by providing a warm greeting and engaging customers in conversations
- Ensured safety and sanitation in all food areas
- Addressed guests needs and provided allergy and nutrition information when needed
- · Responsible for all end-of-shift tasks and cash register reconciliation

Food Lion Mocksville, NC Cashier Summers 2017-2018

- Developed reputation for prompt and friendly service
 - Operated cash register, ensured accurate cash drawer, maintained clean and efficient checkout line
 - Provided information on products, sales, and store policies

ACTIVITIES

DegreePlus Program

August 2018-Present

 Developed transferable skills through intentional participation in campus events designed to introduce professionalism and teamwork skills

Color Guard

• Captain, junior and senior year National Techical Honor Society

f If you're listing activities from high school make sure your high school is also listed under your education section

September 2016-May 2018

April 2016-May 2018

• President, senior year

Health Occupation Students of America

Historian, junior year

President, senior year

October 2015-May 2018

COMMUNITY SERVICE

Novant Health Hospital

Volunteer

Winston-Salem, NC Summer 2018

- Organized medical files to ensure easy, consistent access to patient records
- Restocked neonatal intensive care nursery carts
- · Created "Going Home" care packages for newborns and families

Wake Forest Baptist Health Hospital

Volunteer

Winston-Salem, NC Fall 2017

- Checked in guests and showed them to their rooms
- Answered questions effectively and provided customer service

Color and Glow Run Winston-Salem, NC Volunteer Fall 2014

- · Directed participants to race course and answered questions
- · Ensured participant safety throughout event

PAWS CATAMOUNT

797 Catamount Lane • Cullowhee, NC 28150 • paws2@catamount.wcu.edu • 555-555-5555

Education

Western Carolina University

Bachelor of Science in Criminal Justice

• GPA: 3.54

* List GPA if it is above a 3.0

Cullowhee, NC Anticipated Graduation May 2021

Job Experience

Certified Life Guard

Western Carolina University Campus Recreation Center

- Ensure the safety of the participants by monitoring patrons and enforcing pool policies
- Communicate effectively with staff and participants
- Maintain safety while staying alert for any signs of injury or drowning
- Calculate chlorine and pH levels each day at the end of shift

Recreation Assistant

Western Carolina University Campus Recreation Center

- Circulate throughout the facility to disinfect equipment once a member is finished using it
 - Instruct patrons on proper use of equipment; answer related questions
- Recognize and intervene when encountering unsafe lifting techniques

Life Guard May 2013-August 2016 Shelby, NC

Shelby City Swimming Pool

- Maintained operations of the refreshment stand
 - Opened and closed the facility
 - Ensured the safety of the patrons
 - Instructed swimming lessons for children based on skill level

Professional Development and Certifications

• Professionalism, DegreePlus Program

o Completed campus program designed to introduce professionalism skills including work ethic and communication.

CPR/AED certification

• American Red Cross Lifeguard Certification

* Certifications can be listed directly under the education section or after the experience section depending on field/job

August 2016-Present

February 2015-Present

April 2018

May 2013-Present

May 2013-Present

YMCA Asheville

Volunteer Experience

o Supervise gym, basketball courts, and other areas

- o Serve as a youth mentor and coach
- o Maintain facility cleanliness
- Shelby Presbyterian Church
 - o Food Ministry lunch staff
 - o American Red Cross Blood Drive greeter
 - o Backpack Ministry collect donations
- Boy Scouts
 - o Attained Eagle Scout Rank April 2012
- Referee for Upwards Basketball League

September 2008-December 2014

September 2010-November 2014

January 2018-Present Cullowhee, NC

January 2017-Present Cullowhee, NC

Paws Catamount

5679 Catamount Lane, Greensboro, NC 27401 Paws1@catamount.wcu.edu | (555)-555-5555 Portfolio: PawsInsights.com | LinkedIn.com/PCatamount

Education

Bachelor of Science in Marketing Western Carolina University - Honors College GPA: 3.82, achieved Dean's List all semesters

* Highlight internships in a separate section if it is your only related experience.

May 2020 Cullowhee, NC

Internship Experience

Determined Marketing Inc. - Intern

Greensboro, NC

May 2018-August 2018

- Participated in structured and on the job training to develop understanding of the day-to-day roles of a small marketing firm, grew skills as a creative team member, and developed professional communication with clients
- Completed company projects including print and online pieces for small companies and not for profit organizations, as well as prospective project timelines and assignments for two new projects
- Communicated and assisted customers with updates on their projects, answering questions, and serving as a liaison with the creative team
- Developed working knowledge of HubSpot software platform

Additional Experience

Western Carolina University - Resident Assistant

Cullowhee, NC

August 2017-Present

- · Develop, advertise and host monthly events connecting community interest and sharing key information based on academic calendar
- Communicate effectively with residents through face-to-face formal check ins, informal discussions, and facilitation of hall meetings
- Mediate issues and disputes between residents

Holiday Inn - Associate

Greensboro, NC

December 2014-August 2016

- Assisted customers with check in process, answered questions about the area, and suggested restaurants and sites based on
- Developed brochures for the hotel by promoting upcoming events and highlighting special discounts
- Informed customers about any financial savings opportunities or packages
- Aided in the set up and breakdown of any events being hosted at the hotel

Campus Involvement

DegreePlus Professional Development Program Participant

January 2018-Present

- Leadership Skill, Level 3 of 3 attended 7 workshops designed to introduce leadership competencies, reflected on skill development in faculty reviewed paper, and created poster presentation on leadership skills and experiences for DegreePlus Day audience
- Teamwork Skill, Level 1 of 3 attended 5 workshops focused on introducing teamwork skills

Alpha Kappa Alpha

April 2016-Present

- Coordinate a monthly "Percentage Night" with local restaurants to provide community funding for Greenville Health System Children's Hospital
- Volunteer at Manna Food Bank, Sylva Community Garden, and participate in local highway and river clean-ups
- Develop strong public speaking skills through educational tabling events on campus, presenting at campus wide trainings, and emceeing events

Last Minute Productions February 2017-May 2018

- Managed the ticket booth and oversaw concession stand on weekends
- Advertised campus wide events through print and digital flyers, social media, and tabling events

Computer Skills

InDesign Adobe Photoshop MailChimp

WordPress

Canva

Microsoft Office Suite

Paws T. Catamount

(555) 555-5555 • PawsTCatamount@gmail.com • 245 Memorial Drive, Cullowhee, North Carolina 28723 linkedin.com/PawsTCatamount

EDUCATION

Western Carolina University

Expected May 2019

Bachelors of Science in Education

- Minors in Special Education and Spanish; GPA: 3.8
- DegreePlus Completed skill development program in areas of Cultural Responsiveness and Professionalism

CONFERENCES

* Highlight conference presentation

and attendance in its own section Speech Language Pathologists of America, Orlando, Florida

• Presenter, First Author: Speech Disorders in Early Childhood

July. 2018 March 2017

WheeLead Conference, Cullowhee, North Carolina

• Presenter, First Author: Leadership in the Workplace

March 2017

Western Carolina University Undergraduate Expo, Cullowhee, North Carolina • Presenter, First Author: Aphasia in Adolescence

North Carolina Association of Career Counselors, Greenville, South Carolina

Oct. 2016

• Co-presenter: Peer Career Mentor Programs

JOB EXPERIENCE

University Participant Program

Feb. 2016-Present

Program that assists adults with intellectual disabilities attend college

- Scheduler
 - o Collaboratively organize and prepare student schedules
- Suite-mate
 - o Act as a live-in support for adult(s) with intellectual disabilities
 - o Mediate conflicts when they arise and provide assistance with daily living
- Natural Support
 - o Connect students to on campus resources, events, and opportunities to assist individuals in achieving their personal collegiate goals
 - o Provide support on campus in and out of the classroom

* This method allows you to showcase multiple positions and/or promotions with one company

Developmental Disabilities Resources

Down Syndrome Association of Greater Charlotte's Camp Holiday

Summers 2014-Aug. 2017

- Counselor
 - o Communicated effectively with parents and caregivers
 - o Regulated a safe area for children and organized activities to encourage appropriate social behaviors
- Events and Media Specialist
 - o Assisted in organizing special events and showcases
 - o Developed presentations for board members and families
 - o Maintained social media accounts
- Respite Worker
 - o Develop resources and engaging activities to aide in client's knowledge
 - o Assist client in activities of daily living
 - o Model appropriate social behaviors

Easter Seals Dec. 2014-May 2015

- Paraprofessional
 - o Assisted clients in reaching personal goals in their home and work life
 - o Demonstrated appropriate social skills

CAMPUS INVOLVEMENT

 First Gen Club Jan. 2017-Present

o Participant in Faculty Mentor program

Jan. 2016-Present • Delta Delta Delta

o President (Jan. 2018-Present); Vice President (Aug.-Jan. 2017)

• International Pals (I-PALS) Aug. 2016-May 2017

oPartnered with international students to help them get accustomed to life on and around campus

o Participated in international themed programs on campus to learn more about other cultures

PAWS CATAMOUNT

412 Western Drive, Waynesville, NC 28738 | 555-555-5555 | PTCatamount@gmail.com

EDUCATION

Bachelor of Science in Business Administration in Computer Information Systems Western Carolina University

December 2018 Cullowhee, NC

KEY SKILLS

- SQL
- C#
- Java

RELEVANT COURSEWORK

- Web Back End Development
- Management Enterprise Information Systems
- Cyber Security
- Google Drive Suite
- Microsoft Office (Access, Word, Excel, PowerPoint)
- Database Theory, Practice, and Application Development
- Foundations of Information Technology

INFORMATION TECHNOLOGY EXPERIENCE

Clinical & Business Analytics Intern

Mission Health

Summer 2017

Asheville, NC

- Assisted in building analytical tools documenting data processes and information needed to meet the measurement and analytics needs of Mission Health
- Delivered documents and artifacts to the design, development, implementation, and maintenance of information systems used in the delivery of care within a program and support service
- Developed analytic tools to measure the impact of improvement initiatives on processes and outcomes
- Presented and co-presented information on analytic tools to demonstrate uses of new systems and answer basic guidance questions

Information Technology Intern

City of Fayetteville

Summer 2016

- Fayetteville, NC • Performed routine Tier I installation, operation, and maintenance of the City's desktop hardware and software
 - computer resources; Assisted with the more complex hardware installation and associated applications under supervision Tier II Staff
- Analyzed, diagnosed and resolved routine desktop computer problems for end users; recommended and implemented corrective solutions
- Tested and evaluated desktop computer software; made recommendations to the IT supervisory and management staff about upgrades and applications of equipment and software; made minor modifications to software as needed
- Assisted with maintaining the inventory of all desktop computers and telephony systems, as well as their associated peripheral components

ADDITIONAL EXPERIENCE

Entourage Team Member

August 2017-Present

Western Carolina University Admissions

Cullowhee, NC

- Lead engaging campus tours to groups of 15-25 potential new students and families highlighting buildings, resource offices, and student organizations relevant to the interests of visitors
- Maintain friendly and helpful demeanor when answering main line phone calls, greeting walk-in visitors, and interacting with Open House attendees

Bookrunner Western Carolina University Book Store April 2014-Feb. 2016 Cullowhee, NC

• Deliver textbooks to students from the shelves in a timely manner

- Organize shelves to ensure books are neat and orderly
- · Assist students to with questions on book rental and purchase options

CAMPUS ENGAGEMENT

- Beta Alpha Psi, internationally-recognized honors business fraternity (Fall 2017-Present)
- Management Club at Western Carolina University (Spring 2016-Present)
- Cross Country Student-Athlete (Fall 2013-Spring 2018)
- Community Table Food Bank Volunteer (Spring 2014-Fall 2017)
- Tuck River Cleanup (Spring 2015 & 2017)



COVER LETTER WRITING

Cover letters are a narrative compliment to your resume and are your "foot in the door" to a potential employer. Cover letters are often the determining factor in an employer deciding if they want to schedule an interview. A cover letter is a brief, one page letter to introduce yourself and to encourage that employer to consider you for an interview.

The key to a writing a compelling cover letter is to answer two simple questions: Why you? Why them? Focus on why are you a competitive candidate for the position/opportunity and why do you want to work with this organization. Your letter should showcase your skills, knowledge of the organization, unique qualifications, and personal characteristics that are specific to the position. However, cover letters should not restate everything that is on your resume. An effective cover letter should highlight what you can do for the organization and should be specifically tailored to the position for which you are applying.

Formatting

Cover letters should be one page consisting of 3-4 paragraphs.

Contact information: Include your mailing address, the date the letter is being sent, and the employer's contact information: employer's name, professional title, and address of the organization.

Formal Salutation: Begin your cover letter with a formal greeting. It is best to address your cover letter to a specific person, "Dear Mr./Ms._ _." If this information was not provided call the organization to ask or use a general greeting, for example, "Dear Hiring Manager" or "Dear Selection Committee." Try to avoid using "To Whom It May Concern" whenever possible, as this greeting is seen as impersonal and out of date.

Opening Paragraph: Begin by stating the purpose of the letter; state the position you are applying for, identify the employer or the department, and include where you learned of the position. If you have previously met this employer, use the first few sentences to remind them of your interaction.

Academic Introduction: State which college you are attending and the degree that you are pursing. Additionally, you can add information about your GPA, honors/awards, and any classes that may be relevant to the position.

Body (1-2 paragraphs): The body of your cover letter is where you connect your skills, personal characteristics, and qualifications to not only the specific position but also to the company as a whole. It is important to highlight specific experiences, but make sure to not restate your whole resume. Show the employer that you are educated about the position. The body of your cover letter should illustrate why you want to work for the organization and how you are qualified for the position.

Conclusion: Close your cover letter by summarizing your qualifications for the specific position. Reaffirm your interest in the company/organization and end this paragraph by requesting a formal interview. Be sure to include your email and phone number in your closing paragraph.

Formal Closing: Use a formal closing before signing your name (ex. Sincerely,). If you are mailing your cover letter leave 3-4 lines between the closing and your typed name for your hand-written signature. If you are e-mailing your cover letter you may simply type your name on the line below your closing or you can add a signature as you would on a mailed letter.

Paws T. Catamount 797 Western Lane Cullowhee, NC 28150

October 6, 2018

Jane Smith Internship Coordinator Allegion 11819 N. Pennsylvania Street Carmel, IN 46032

Dear Ms. Smith,

I would like to apply to your summer internship for engineering students in 2019. I was made aware of this opportunity through the company's website, as I searched for internship opportunities that would allow me to utilize my training in mechanical engineering while continuing to grow as a professional in this field.

I am currently working towards my Bachelor of Science degree in Mechanical Engineering at Western Carolina Universiy. I am also a member of the Honors College for which I am conducting an independent research project in understanding Matlab and its applications to Mechanical Engineering.

My academic program at the university strongly emphasizes preparation to enter into the professional workplace. Our curriculum consists of many projects that are collaborative, involve practicing accurate documentation of work, and end with a presentation in front of colleagues and peers. Additionally, I have been an active participant in DegreePlus, a campus-wide program designed to teach transferable skills. As a participant, I focused on growing my professionalism and leadership skills by participating in workshops and events on campus focused in these areas. With this in mind, I have come to seek an internship at Allegion in order to utilize these skills in a workplace context.

I am eager to learn about new technologies currently being developed in the workplace, and I feel that there is no better place to do that than an internship position with Allegion. Security is a rapidly changing field and I believe I will gain the skills necessary in order to compete in the workforce.

I am very grateful you are considering my application for your internship position. If you have any questions, you can contact me at (555) 555-5555. You can also reach me at my email at paws1@ catamount.wcu.edu. Thank you for your consideration.

Sincerely,

Paws Catamount

123 Catamount Lane Asheville, NC 28801

November 13, 2018

Fellowship Selection Committee Made-up Fellowship Program 55 Palace Way Durham, NC 55555

Dear Fellowship Selection Committee:

I am a student at Western Carolina University in the master's program for Clinical Mental Health Counseling and I am writing to apply for the 2019 Minority Fellowship Program. I am a Latina female with strong work values, and I am committed and passionate about making a difference in the lives of underserved minority groups.

From the time I lived in Peru until now, I have always wanted to make a difference in someone else's life. After I moved to the United States in 2005, I had the opportunity to start discovering my passion and uncovering the steps to what is now my profession. In 2006, I was assigned the position of youth group leader. This role offered me the opportunity to gain extensive leadership experience and advocacy. I started working with young Latinas who were struggling with transitioning to a new country. My approach focused on offering hope and developing healthier ways to face depression, discrimination, and acculturation. I became very active in the Latin community in Asheville and realized the immense need for mental health programs. This prompted me to further my education and to earn a degree in clinical counseling.

In 2016, I had the opportunity to do my practicum from graduate school at Jackson County Health Department where I was able to experience the work of integrated care. On one occasion, my supervisor and I developed a workshop to bring awareness about working with Latino clients and how to best serve them in the health department. Currently, I am participating in an internship at Angel Family Services, one of the few agencies that offer services for Spanish speaking clients in Asheville. Angel Family Services offers outpatient therapy to children, adolescents, and adults who are in desperate need for mental health services. This opportunity has allowed me to gain extensive knowledge and insight on how to best serve the fastest growing minority population – Latinos. My internship has reassured my passion for working with underserved populations and has lead me to pursue employment in agencies that focus on serving minority groups, particularly the youth.

I believe that I would be the ideal candidate for the 2019 Minority Fellowship Program. I believe that my personal experience transitioning to a new country, as well as my experience helping others transition, will be an asset as I work with minority youth and provide mental health services. I believe that all people, regardless of culture or language, should have access to the care they need and I look forward to improving access to metal health program for youth minorities. Thank you for your time and consideration. I may be reached at (555) 555-5555 or paws1@catamount.wcu.edu.

Sincerely yours,

Paws T. Catamount



JOB SEARCHING

Looking for a job can be within itself a full-time job. Job searching can often feel overwhelming and students often do not know where to start. Below you will see outlines for several starting points to get your job search underway.

JobCat2.0: JobCat 2.0 is WCU's job searching database. JobCat 2.0 allows you to search on-campus, locally, regionally, and nationally. This source is a great first step for students to begin the job searching process.

Career Fairs: The Center for Career and Professional Development hosts career fairs each semester. Additionally, other local colleges, communities, and businesses host career fairs. Career fairs are excellent ways to network with employers and to meet a variety of companies and organizations all in one setting.

Professional Organizations: Finding professional organizations within your field/area of interest is a great way to network and job search. Many professional organizations have job searching boards on their websites specifically for their members.

Social Media: Many companies/organizations are utilizing social media to not only connect with their customers, but to also connect with employees, network with similar organizations, and to recruit. Following companies on social media allows you to stay up to date on their current projects and position openings.

Friends, Colleagues, Faculty, & Family: Utilize your personal network to learn about potential positions and/or to learn more about a company/organization.

Other Job Search Websites: Using job searching websites is most successful when searching websites that are industry specific. Be sure to find sites specific to your field.

Door to Door: Going business to business with resumes in hand is another job searching option.

Cold Calling: Making phone calls to business and organizations to inquire about possible openings.

Newspapers: Utilizing the classified section of local newspapers to see if any companies or organizations have posted job advertisements.

WCU Career Events: Career events include: panels and or workshops with employers, employer information sessions, and/or employer tabling events around campus.

CRAFTING AN ELEVATOR PITCH

An elevator pitch is a short, prepared speech that explains who you are and what you do in a clear and succinct manner. Elevator pitches are intended to spark an interest, be memorable, and should last roughly 30 seconds.

Creating an elevator pitch can be done in several easy steps:

- 1. Identify your goal: What do you want to tell potential employers about yourself? What do you want the take away of the pitch to be?
- 2. Explain what you do and who you are: If you are a student, start with your major/ area of interest, share career goals, and relevant experiences.
- 3. Communicate your uniqueness: What makes you unique or stand out from other people? What can you bring to a position that others cannot? Think about the unique selling points of yourself and your experience.

Once you have crafted an elevator pitch, make sure to practice. Is the pitch longer than 30 seconds? Are you excited to talk about the aspects of your pitch? Does it flow naturally? Remember that your body language, tone, and approach to the pitch will convey just as much information about you as the words in your pitch do. Additionally, it is important to tailor your pitch to different audiences and events.

Hi, my name is Sophia Martinez, and I am a senior Environmental Sciences major. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. I've also prepared myself for most work situations by developing transferable skills in the areas of leadership and cultural responsiveness through a unique program at my university called DegreePlus. Eventually, I'd like to develop educational programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?

Hi, my name is Sam Atcheson. I am currently a sophomore student attending Western Carolina University in Cullowhee, NC. I am a Studio Art major with a minor in Business Management and plan to work in Museum Administration. This summer I did an internship with the National Museum of the American Indian and found a new passion for teaching and learning about cultures through indigenous art and artifacts. This year I plan to take an Introduction to Anthropology course to complement the courses I will be taking in my major and minor. Next summer, I hope to get an internship with another museum focusing on either cultural or historical artifacts and education. Ultimately, I would love a career developing and curating exhibits, particularly for children or young adults, and teaching them about their own culture or the culture of others through fun, interactive exhibits.

I'm Tony Sampson. I am a junior at Western Carolina University with a double major of accounting and finance. I'm active on campus; I'm president of my fraternity, an economics tutor, and a member of Pi Sigma Epsilon, a marketing organization. I also reached Level 3 of DegreePlus, a unique program at WCU that has helped me build transferable skills in the areas of Professionalism and Teamwork. I am interning at PNC bank in internal audit, but my career interest after college is to play a role in a mid-sized, high-growth company or start up. I'm a risk-taker by nature and would love to ultimately found a startup or launch new businesses within a bigger company.



INTERVIEW PREPARATION

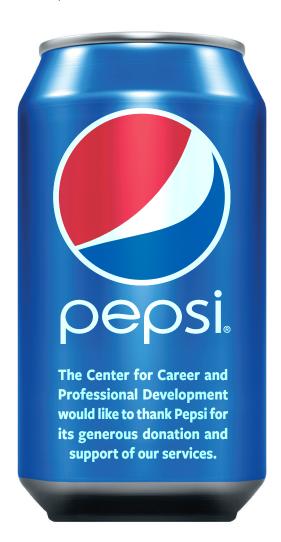
Interviews are both a chance for an employer to get to know you and for you to get to know the employer. Interviews are also an opportunity for you to further present your skills and qualifications to the employer and to showcase the value that you can bring to the company/organization. Below is a step-by-step guide to help you prepare for an interview.

1. Do your research

It is important to understand as much about the company and the specific position as possible. Utilize the job description and company website to learn about what the company does and where your role would fit in. Familiarize yourself with the responsibilities of the position, the company mission, and goals. Additionally, using social media, Googling the company/ organization, or talking to current/past employees can give you insight to the company culture and to current projects.

2. Know Yourself

Most interviews start with the same question: "Tell me about yourself." Make sure that you can easily and effectively answer this question. Your response to this question should tell the employer who you are, what your major/specialization is, a recent accomplishment, your skills, and a couple free time activities. Keep this to one minute.



3. Prepare for common interview questions

Regardless of industry/field, there are some questions more commonly asked in interviews than others. Prepare for these questions to be asked. Make sure to link your answers to your relevant experience, internships, coursework, etc. Some common interview questions include:

- Why are you interested in this position?
- What are your strengths? Weaknesses?
- How would a past supervisor describe you?
- Describe a time when you had to work in a team.
- How do you handle pressure?
- Describe a time when you dealt with conflict.
- What do you know about the company/organization?
- What are your long- and short-term goals?
- What have you done to show initiative at work?
- What makes you the ideal candidate for this position?
- What management style do you respond to best?

4. Prepare questions for the employer

Employers typically provide job candidates time at the end of an interview to ask questions. Be prepared with 3-4 questions that you can ask the employer to learn more about the company or position. Some questions for employers may be:

- What is a typical day in this position like?
- What are the key challenges facing the person in this position?
- What are the qualities of successful people in this company?
- What opportunities for advancement exist?
- Do you have any questions or concerns regarding my experience/education?
- What is the next step in the hiring process?

General Interview Reminders

- Remember that an interview is a conversation. It should feel like an even exchange between you and the employer.
- Emphasize the positive. Even if negative aspects of a previous job or boss come up, end them on positive note. Did you learn something positive from the experience?
- Be sure to answer the questions. Pay attention to what the employer is asking; do not be afraid to ask for clarification or to take a moment to collect your thoughts before answering.
- Include relevant examples from your related work and classroom experience when answering questions.
- Until you have been offered a position, it is best practice to avoid conversations about salary.
- Be sure to dress professionally. It's always better to be over dressed than under dressed!

Following Up After an Interview

Following up with an employer after the interview is a critical step in the interview process. Knowing the hiring timeline and when a decision should be made will give you guidance for when you should reach out to an employer. Additionally, within 24 -48 hours you should send the employer a thank you email. This is your last opportunity to make an impression on the employer. Use this note to highlight or summarize how your skills connect to a key component of the position. If you interview with multiple people make sure to send each person individualized thank you e-mails. Some applicants choose to send a hand-written thank you note instead.

What an Employer Cannot Ask:

Federal and state laws prohibit employers from asking certain questions during an interview. It is important to know that there are some questions you legally do not have to answer. As a general rule, all interview questions should be job-related. Below you will find common topics that cannot be discussed in an interview and several tips on how to handle being ask questions like these.

In general, employers cannot ask you about:

- Age
- Gender
- Religion
- Marital/family status

How to respond to these questions?

There are several options for how to respond to a question like this. First, you may choose to answer the question. Second, there is the option to answer the "intent" of the question. For example, if you are asked whether you are a United States citizen (not legal to ask), reply that you are authorized to work in the U.S., which is a question the employer can ask you and which is appropriate to answer. Third, you can try to change the subject of the conversation to avoid answering the question. Last, there is always the option to refuse to answer.

Want more interview preparation?

- -Visit our website: careers.wcu.edu
- -Schedule an appointment with our staff
- -Access Big Interview through our website. Big Interview provides step-by-step guidance combining video lessons and interactive interview practice.



- Disabilities
- Sexual Orientation



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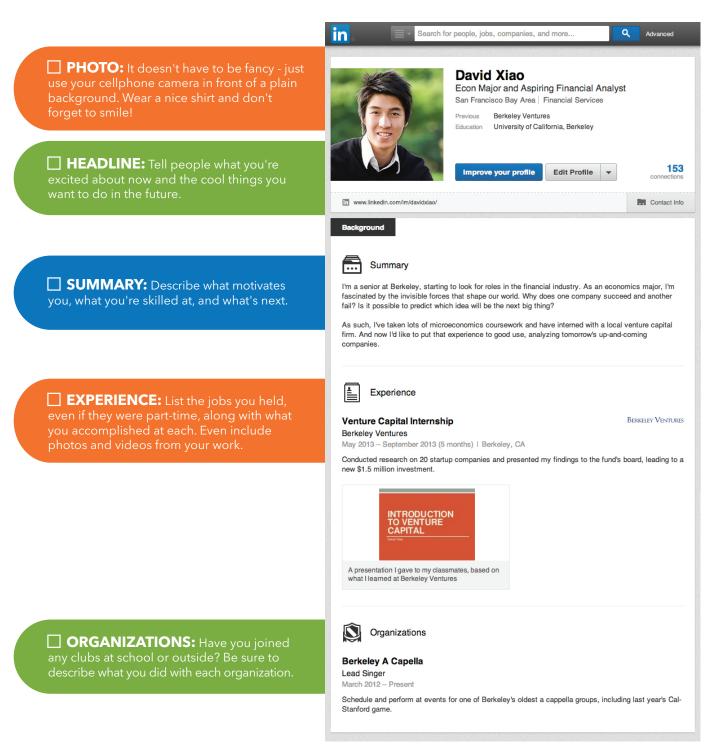








LinkedIn Profile Checklist



☐ **EDUCATION:** Starting with college, list Education all the educational experiences you've had including summer programs. University of California, Berkeley Economics, B.A. 2010 - 2014 (expected) Volunteer Experience & Causes **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to **Big Buddy** Skyline High School September 2012 - May 2013 (9 months) | Education Mentored an Oakland high school student through the college application process, helping him get into his dream school. Skills & Expertise SKILLS & EXPERTISE: Add at least 5 Most endorsed for... 12 Economics endorse you for the things you're best at. Start-ups Due Diligence Venture Capital Management Honors & Awards ☐ HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the The Achievement Award Program UC Berkeley world know about it! Four-year scholarship awarded to community-minded students with a proven track record of academic success. Courses COURSES: List the classes that show University of California, Berkeley excited about. · Microeconomic Theory (Econ 101A) · International Monetary Economics (182) · Public Economics (230A) Projects PROJECTS: Whether you led a team assignment in school or built an app on your Venture Capital Financing in India For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper 5 team members **Paul Smith** Econ Major and Aspiring Financial Anal... Student at UC Berkeley Recommendations Received (2) -RECOMMENDATIONS: Ask managers, **Venture Capital Internship** Berkeley Ventures professors, or classmates who've worked with you closely to write a recommendation. This gives Tim Lee Partner extra credibility to your strengths and skills. David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities. We don't normally hire undergrads as interns but after working with David, we will again! November 13, 2013, Tim managed



Center for Career and Professional Development



Western Carolina is in the business of changing lives. We do that not simply by delivering degrees but by teaching, mentoring and inspiring students to discover their passions and their life paths. Our students learn more than just the content of their disciplines; they are taught to lead, to work in teams, to be professionals, and to respond appropriately to cultures different than their own.

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DegreePlus

DegreePlus is a holistic approach to education that sets out to strengthen our incredible work around leadership, cultural responsiveness, teamwork, and professionalism and to make it an intentional enhancement to the curricular and co-curricular experience at WCU.

Participation prepares students for life after Western Carolina.

degreeplus.wcu.edu

