

# CAREER MANUAL

PREPARE  
RESUME  
IMPROVE  
STRENGTHS  
INTERVIEW  
PRIORITY  
SUCCEED  
DISCOVER  
PLAN  
SOLVE  
INVENT  
ETIQUETTE  
RESPOND  
MEASURE  
CREATE  
SHAPE  
CHANGE  
INTERESTS  
DISCUSS  
IDENTIFY  
VALUES  
NETWORK  
EVALUATE  
APPROVE  
JOB SEARCH  
NEGOTIATE  
FURTHER  
ACTIVATE  
PROGRAM  
ENHANCE  
DISCOVER  
PRIORITY  
SUCCEED  
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RESPOND  
MEASURE  
CREATE  
SHAPE  
CHANGE  
INTERESTS  
DISCUSS  
IDENTIFY  
VALUES  
NETWORK

## **Career Manual**

Kalamazoo Valley Community College

Advising & Counseling

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[www.kvcc.edu/career](http://www.kvcc.edu/career)

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## STUDENT SERVICES

## APPOINTMENTS

Career advisors are available to personally assist you in developing a career action plan to successfully achieve your educational and career goals. The advisors can help you sort through the many factors that impact a career decision and help guide you on a clear path.

*To schedule an appointment:*

**Texas Township Campus**

Room 9300

**269.488.4040**

**Arcadia Commons Campus**

Room 109

**269.373.7834**

Or schedule online through your **My Valley** account.

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# CAREER MANUAL GUIDE

This manual was created with you in mind. It is designed as a supportive tool to help you work through each stage of the career planning process. At Kalamazoo Valley Community College, the career advisors follow a systematic process to help students in their career planning. As the first page suggests, we are available for appointments to help guide you in your career planning. This manual can help you navigate your career and employment development.

**How do you begin using this career manual?** We always start with identifying your needs.

To begin, ask yourself these questions. Your answers to each of these seven questions will determine your starting point in using this manual.

## 1. Are you looking for a major?

- A good starting point would be the first two sections, “Career Decision Making Process” and Step One: “Determining Your Interest” (*pages 6-10*). Understanding the process of making a career decision is an essential step. Step One: “Determining Your Interest”, will assist you in beginning to evaluate your interests, personality, and strengths.
- Next move to the section Step Two: “Exploring Your Career Options” (*page 11-17*) and then move to Step Three: “Deciding on a Career Path” (*page 18*).
- If you haven’t already, now would be a great time to make an appointment for further assistance.

## 2. Are you looking to learn about occupations (work activities, educational requirements, salaries and outlook)?

- Then start with Step Two: “Exploring Career Options” (*pages 11-17*). This section provides wonderful web resources to look at career information and Kalamazoo Valley’s student internship process.

## 3. Are you looking to weigh out your career options?

- Step Three : “Deciding on a Career Path” (*page 18*), will help. In this section, you will learn about decision making and goal setting.
- This section is tricky because you can’t jump to Step Three: “Deciding on a Career Path” without the first two steps, “Determining Your Interests” and “Exploring Career Options.”
- Once again, now would be a great time to make an appointment to work through this process.

## 4. Are you looking to gain employability skills (develop a resume, prepare for an interview, and search for a job)?

- Step Four: “Researching the Job Market” (*pages 19-42*) will help you increase your employability skills. This section is a wealth of information from starting your job search using Kalamazoo Valley’s online job board, to writing a resume, preparing for an interview, and attending The Kalamazoo Career Fair.

## 5. Are you looking to start your career?

- Steps Five and Six: “Establishing Professional Habits” (*page 43*) and “Reflecting/ Evaluating Your Future” (*page 44*), will provide helpful advice to you as a new professional.

## 6. Are you looking for additional resources as a student?

- Kalamazoo Valley has many services outlined in the eighth section, “Student Services” (*page 45*). You will learn about the Student Success Center and the vast amount of free resources available to you as a Kalamazoo Valley student.

## 7. Are you look for practical resources to assist you in your career and employment?

- Practical resources are at your fingertips in the final section, “Appendix” (*page 46-59*). This section provides specifically designed worksheets and handouts designed to help you in your career planning. These worksheets are designed in conjunction with the first five sections of the manual.

As you grow in your career development, your answers to these seven questions will change. It is our hope that throughout your career, this manual will support your continued career development at each stage along the way. If at any time during this process you would like more guidance, make an appointment with a career and advisor.

# THE CAREER DECISION-MAKING PROCESS

At Kalamazoo Valley Community College, our career advisors are here to help you follow this systematic and purposeful approach. When you do, we are sure you will find that the career decision-making process is more streamlined and effective in making a fulfilling career choice.

When it comes to choosing a career, most people follow the same basic steps:

**Step 1:** Determining Your Interests

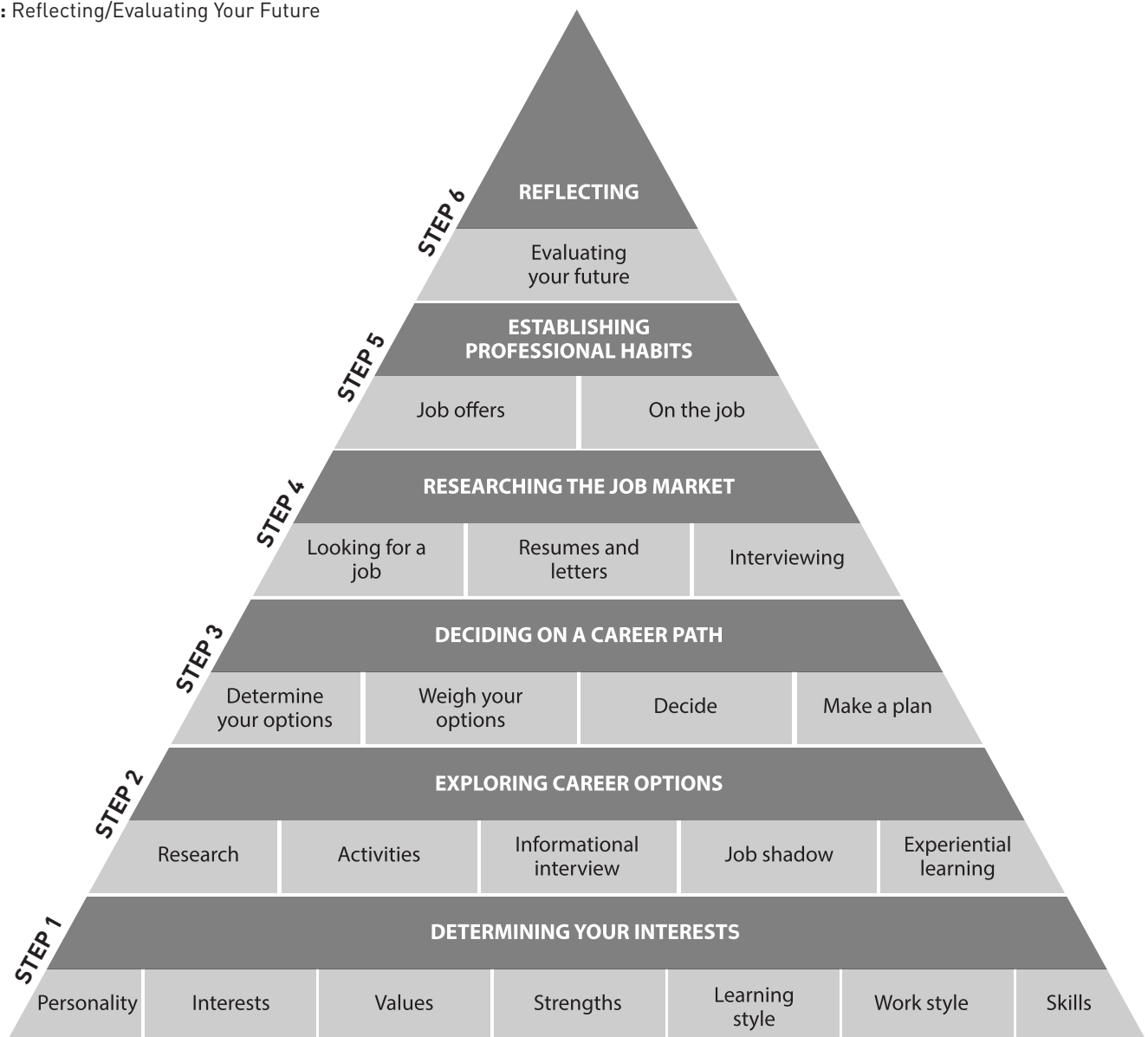
**Step 2:** Exploring Career Options

**Step 3:** Deciding on a Career Path

**Step 4:** Researching the Job Market

**Step 5:** Establishing Professional Habits

**Step 6:** Reflecting/Evaluating Your Future



# STEP ONE

## DETERMINING YOUR INTERESTS

The Career Services offices on both the Texas Township Campus and the Arcadia Commons Campus provide free career assessments if you are trying to determine which career is right for you. Knowing what you enjoy, what's important to you, what you are good at and what you're like as a person will help you determine potential satisfying careers.

The assessments offered include:

Strong Interest Inventory® (Interest)  
Do What You Are® (Personality)  
Career Cruising (Career Exploration)  
StrengthsQuest™ (Strengths)

### Strong Interest Inventory® (Interest)

The Strong Interest Inventory is a 291-item assessment, which measures a person's interest in 130 occupations, providing a dependable guide for career change and development. Organized using Holland's Six Occupational Themes, and supported by years of solid research, the Strong represents men and women covering a wide range of ages, ethnic groups, and socio-economic levels. The instrument can be used for career planning and development, career transition, college major selection and midlife/retirement planning. Administered via the web, it takes approximately 30 minutes to complete.

### Do What You Are® (Personality)

"Do What You Are" is a personality assessment used for improving communication skills, learning about individual strengths and weaknesses, and helping people make the most satisfying career decision. Learning about personality types provides a person with accurate and invaluable insights about themselves and their career-related needs. This tool enables them to make the most informed, satisfying college and career decisions. Personality type is the foundation of the program because people are happiest and most successful in jobs that allow them to use their greatest natural gifts. Personality type is the best way of determining what those gifts are, and in which occupations they find the greatest opportunity for expression. The program has both personality type and interest components in the assessment. Administered via the web, it takes approximately 45 minutes to complete.

### StrengthsQuest™ (Strengths)

StrengthsQuest, Gallup's strengths development program for college-age students, gives people the opportunity to develop strengths by building on their greatest talents--the way in which they most naturally think, feel, and behave as unique individuals. Grounded in Positive Psychology and the Clifton StrengthsFinder, StrengthsQuest, has helped more than a million students, staff, and faculty members on 800 campuses achieve academic, career, and personal success. With StrengthsQuest, students can:

- Discover their greatest natural talents.
- Improve their grades and increase their learning by making the most of their talents.
- Strategically determine a rewarding career path based on who they are as uniquely talented individuals.
- Maximize their potential for strengths by building on their talents rather than focusing on their weaknesses

### Career Cruising (Career Exploration)

A comprehensive career guidance system that provides information on assessments, careers, education, and employment. Enter your Valley ID number (using a capital V) to begin researching career information.

www.kvcc.edu  
→ Career Services  
→ Career Resources  
→ Career Cruising

To complete any of the assessments, please contact the Student Success Center at 269.488.4040.

# STRONG INTEREST INVENTORY®

## HOLLAND'S SIX OCCUPATIONAL THEMES

### REALISTIC people are

*Product-Oriented* and have interests in machines, tools, plants, animals, and outdoors.

**Work activities include:** Operating equipment, using tools, building, and repairing.

**Careers include:** Mechanics & Construction, Computer Hardware & Electronics, Military, Nature & Agriculture, Athletics, Protective Services, Auto Mechanics, Carpenter, Police Officer, Trades.

### INVESTIGATIVE people are

*Research-Oriented* and have interests in science, math, theories, ideas, and data.

**Work activities include:** performing lab work, solving abstract problems, analyzing and researching.

**Careers include:** Science, Research, Medical Science, Math, Chiropractor, Optometrist, Veterinarian, Dietician, Dentist, College Professor, Medical Technologist, Physician, Biologist.

### CONVENTIONAL people are

*Data-Oriented* and have interest in organization, data, and finance.

**Work activities include:** setting up procedures and organizing.

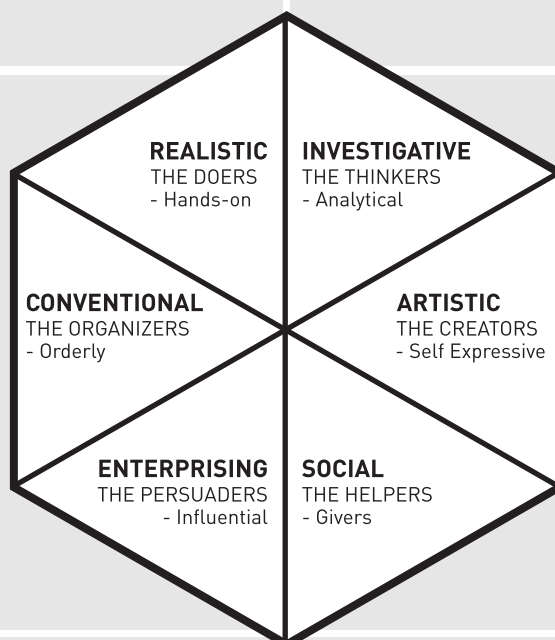
**Careers include:** Taxes & Accounting Office Management, Programming & Information Systems, Finance & Investing Banker, Bookkeeper, Medical Records Technician.

### ARTISTIC people are

*Idea-Oriented* and have interests in self expression and art appreciation.

**Work activities include:** composing music, drama, writing, creating visual art, cooking.

**Careers include:** Visual Arts & Design, Performing Arts, Writing & Mass Communication, Culinary Arts, Broadcasting, Lawyer, Librarian, Musician, Public Relations, Technical Writer.



### ENTERPRISING people are

*Results-Oriented* and have interests in business, politics, leadership, and influence.

**Work activities include:** selling, persuading, and managing.

**Careers include:** Marketing & Advertising Sales, Management, Entrepreneurship, Politics & Public Speaking, Law, Insurance Agent, Restaurant Manager, Store Manager, Travel Agent.

### SOCIAL people are

*Service-Oriented* and have interests in people, human welfare, and community service.

**Work activities include:** Helping, instructing, counseling and nurturing.

**Careers include:** Counseling & Helping, Teaching & Education, Human Resources & Training, Social Sciences, Religion & Spirituality, Health Care Services, Elementary School Teachers, Nurses, Social Worker, Minister, Occupational Therapist.

# DO WHAT YOU ARE®

## Finding The Right Career Path For The Person You Are

Personality type defines the innate way each person naturally prefers to see the world and make decisions. Although all individuals are unique, people of the same personality type often share enormous similarities in the kinds of academic subjects they find interesting and the kind of work they find satisfying.

An understanding of personality type also reveals clues to preferences in communication, learning styles, social situations, and relationship strategies. It's the best way to understand who you really are and what you need in order to succeed in your college and career experience.

### EXTROVERSION (E)

### INTROVERSION (I)

#### How you *interact* with the world and what *energizes* you

Energized by being with other people  
Respond quickly and enjoy a fast pace  
Like being the center of attention  
Communicate with enthusiasm  
Talk more than listen  
Process information by talking  
Act, then think

Energized by spending time alone  
Respond after taking time to think things through  
Avoid being the center of attention  
Keep enthusiasm to themselves  
Listen more than talk  
Process information by reflecting  
Think, then act

### SENSING (S)

### INTUITION (N)

#### (What is) What kind of *information* you naturally notice and remember

#### (What could be)

Like step-by-step instructions  
Value realism and common sense  
Trust what is certain and concrete  
Live in the here and now  
Pragmatic - see what is  
Practical and down to earth  
Like to use established skills

Like to figure things out for themselves  
Value imagination and innovation  
Trust inspiration and inference  
Think about future implications  
Inventive - see what could be  
Idealistic and lofty  
Like to learn new skills

### THINKING (T)

### FEELING (F)

#### (Objective)

#### How you make *decisions*

#### (Subjective)

Motivated by accomplishment and achievement  
Value logic, justice, and fairness- one standard for all  
Consider it more important to be truthful than tactful  
Apply impersonal analysis to problems  
Consider logic and objectivity in problem solving  
Tend to be firm and tough-minded  
Naturally see flaws and tend to be critical

Motivated by a desire to be appreciated  
Value empathy, harmony- see the exceptions  
Consider it to be important to be tactful and truthful  
Consider effects of actions on others  
Base decisions on personal values and feelings  
Tend to be empathetic  
Naturally like to please others

### JUDGING (J)

### PERCEIVING (P)

#### (Structured)

#### The way you like to *live* your life

#### (Spontaneous)

Set goals and work toward achieving them on time  
Product-oriented: that the task is completed  
Derive satisfaction from completing projects  
Prefer knowing what they are getting into  
Are happiest after decisions are made  
Work now, play later (if there's time)  
Use lists as agendas for action

Change goals as new information becomes available  
Process-oriented: how the task is completed  
Derive satisfaction from starting projects  
Like adapting to new situations  
Are happiest leaving their options open  
Play now, finish the job later (if there's time)  
Use lists as a reminder of what to do someday



# STRENGTHS THEME DESCRIPTIONS

## ACHIEVER

People especially talented in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

## ACTIVATOR

People especially talented in the Activator theme can make things happen by turning thoughts into action. They are often impatient.

## ADAPTABILITY

People especially talented in the Adaptability theme prefer to “go with the flow.” They tend to be “now” people who take things as they come and discover the future one day at a time.

## ANALYTICAL

People especially talented in the Analytical theme search for reasons and causes. They have the ability to think about all the factors that might affect a situation.

## ARRANGER

People especially talented in the Arranger theme can organize, but they also have a flexibility that complements this ability. They like to figure out how all of the pieces and resources can be arranged for maximum productivity.

## BELIEF

People especially talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their life.

## COMMAND

People especially talented in the Command theme have presence. They can take control of a situation and make decisions.

## COMMUNICATION

People especially talented in the Communication theme generally find it easy to put their thoughts into words. They are good conversationalists and presenters.

## COMPETITION

People especially talented in the Competition theme measure their progress against the performance of others. They strive to win first place and revel in contests.

## CONNECTEDNESS

People especially talented in the Connectedness theme have faith in the links between all things. They believe there are few coincidences and that almost every event has a reason.

## CONSISTENCY

People especially talented in the Consistency theme are keenly aware of the need to treat people the same. They try to treat everyone in the world with consistency by setting up clear rules and adhering to them.

## CONTEXT

People especially talented in the Context theme enjoy thinking about the past. They understand the present by researching its history.

## DELIBERATIVE

People especially talented in the Deliberative theme are best described by the serious care they take in making decisions or choices. They anticipate the obstacles.

## DEVELOPER

People especially talented in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.

## DISCIPLINE

People especially talented in the Discipline theme enjoy routine and structure. Their world is best described by the order they create.

## EMPATHY

People especially talented in the Empathy theme can sense the feelings of other people by imagining themselves in others' lives or others' situations.

## FOCUS

People especially talented in the Focus theme can take a direction, follow through, and make the corrections necessary to stay on track. They prioritize, then act.

**FUTURISTIC**

People especially talented in the Futuristic theme are inspired by the future and what could be. They inspire others with their visions of the future.

**HARMONY**

People especially talented in the Harmony theme look for consensus. They don't enjoy conflict; rather, they seek areas of agreement.

**IDEATION**

People especially talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

**INCLUDER**

People especially talented in the Includer theme are accepting of others. They show awareness of those who feel left out, and make an effort to include them.

**INDIVIDUALIZATION**

People especially talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how people who are different can work together productively.

**INPUT**

People especially talented in the Input theme have a craving to know more. Often they like to collect and archive all kinds of information.

**INTELLECTION**

People especially talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

**LEARNER**

People especially talented in the Learner theme have a great desire to learn and want to continuously improve. In particular, the process of learning, rather than the outcome, excites them.

**MAXIMIZER**

People especially talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something especially talented into something superb.

**POSITIVITY**

People especially talented in the Positivity theme have an enthusiasm that is contagious. They are upbeat and can get others excited about what they are going to do.

**RELATOR**

People who are especially talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

**RESPONSIBILITY**

People especially talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

**RESTORATIVE**

People especially talented in the Restorative theme are adept at dealing with problems. They are good at figuring out what is wrong and resolving it.

**SELF-ASSURANCE**

People especially talented in the Self-Assurance theme feel confident in their ability to manage their own lives. They possess an inner compass that gives them confidence that their decisions are right.

**SIGNIFICANCE**

People especially talented in the Significance theme want to be very important in the eyes of others. They are independent and want to be recognized.

**STRATEGIC**

People especially talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

**WOO**

People especially talented in the WOO theme love the challenge of meeting new people and winning them over. They derive satisfaction from breaking the ice and making a connection with another person.

# STEP TWO

## EXPLORING CAREER OPTIONS

Navigating the college experience from admission through graduation can be an overwhelming task.

That's why Kalamazoo Valley Community College is adopting a student-focused guided education pathways model to help ensure student success. The college offers clear, coherent, and sequenced program pathways that are aligned with students' end goals for employment or transfer. The meta-major guided educational pathways at Kalamazoo Valley include:

Art & New Media	Public Service
Business	Science and Engineering
Education, Human Service, Social Science	Sustainable Food Systems
English, Humanities, Liberal Arts	Industrial Trades and Engineering, Design, Manufacturing, and Technology
Health Careers	Career Academies

The Student Success Center has dedicated pathway teams, including an academic counselor, career advisor and guided pathways advisor, to assist you through your entire academic journey.

### GUIDED PATHWAYS

Meta-Major	Career Assessments	Programs of Study
<b>ART &amp; NEW MEDIA</b> <ul style="list-style-type: none"> <li>Are you a creative thinker?</li> <li>Are you imaginative, innovative and original?</li> <li>Do you like to communicate ideas?</li> <li>Do you like drawing, taking photos or writing stories?</li> </ul> <p>Careers in this path are related to visual and media arts.</p>	<b>Interest areas:</b> <p>Artistic (A) Realistic (R) Investigative (I)</p> <b>Personality Type:</b> <p>Intuition/ Thinking (NT) Intuition/ Feeling (NF)</p>	<p>Animation &amp; Game Art, AAS Graphic Design, AAS Graphic Design, CERT Illustration, AAS Illustration, CERT Multi-Media/Video, AAS Web Design &amp; Development, AAS</p> <p><b>Transfer</b> Studio Art, AA</p>
<b>BUSINESS</b> <ul style="list-style-type: none"> <li>Do you enjoy being a leader, organizing people, or planning activities?</li> <li>Do you like working with numbers, following the stock market or surfing the Internet?</li> </ul> <p>Careers in this path are related to sales, marketing, accounting, personnel, and management.</p>	<b>Interest areas:</b> <p>Enterprising (E) Conventional (C) Social (S)</p> <b>Personality Type:</b> <p>Sensing/Thinking (ST) Intuition/Thinking (NT) Sensing/Feeling (SF) Intuition/Feeling (NF)</p>	<p><b>Accounting</b> Accounting, AAS</p> <p><b>Business</b> Administrative Assistant, AAS Business Administration, AAS General Marketing, AAS Administrative Support, CERT Legal Office Assistant, CERT Medical Administrative Assist, CERT Medical Language Specialist, CERT Office Management, CERT Supervisory Leadership, CERT Office Support Specialist, COA Software Specialist, COA Word Processing Specialist, COA</p> <p><b>Computer Information Systems</b> IT Support Technician, AAS Software Developer, AAS Database Specialist, COA Help Desk, COA Network Manager, COA PC Support Technician, COA Web Developer, COA</p> <p><b>Transfer</b> Business Administration, AA Computer Information Systems, AA</p>

Strong Interest Inventory ® = Interest

Do What You Are ® = Personality Type

## EDUCATION/ HUMAN SERVICE/ SOCIAL SCIENCE

- Are you a critical thinker and problem solver?
- Do you want to develop your communication skills?

Careers in this pathway are related to teaching, counseling, law, public service, the non-profit sector, local government, business administration, banking and insurance, human resources, and criminology.

### Interest areas:

Social (S)  
Artistic (A)  
Enterprising (E)  
Conventional (C)

### Personality Type:

Sensing/Feeling (SF)  
Intuition/Feeling (NF)

### Transfer

Elementary Education, AA  
Physical Education, AA  
Psychology, AA  
Secondary Education  
Social Work, AA  
Sociology, AA  
Special Education, AA

## ENGLISH/HUMANITIES/ LIBERAL ARTS

- Are you a critical thinker?
- Do you want to develop your communication skills?
- Do you want to develop your reading and writing skills?

Careers in this pathway are related to teaching, law, public service, editing, journalism, and public relations.

### Interest areas:

Artistic (A)  
Investigating (I)  
Social (S)  
Enterprising (E)

### Personality Type:

Intuition/Thinking (NT)  
Intuition/Feeling (NF)

### Transfer

Communication, AA  
English, AA  
International Studies, AA  
International Studies, CERT  
Liberal Arts, AA

## HEALTH CAREERS

- Perhaps you like to care for people or animals who are sick.
- Are you interested in diseases and in how the body works?
- Do you enjoy reading about science and medicine?

Careers in this path relate to the promotion of health and treatment of disease. These include research, prevention, treatment, and related health technologies.

### Interest areas:

Social (S)  
Investigative (I)  
Conventional (C)

### Personality Type:

Sensing/Feeling (SF)  
Sensing/Thinking (ST)  
Intuition/Feeling (NF)

### Dental Hygiene

Dental Hygiene, AAS

### Emergency Medical Technology

Emergency Medical Services, AAS  
Paramedic, CERT  
Emergency Medical Technology-Basic, COA

### Medical Assistant Technology

Medical Assistant Technology, AAS  
Medical Assistant Technology, CERT

### Nursing

Nursing, AAS  
Nursing RN Completion, AAS

### Respiratory Care Practitioner

Respiratory Care Practitioner, AAS

### Transfer

Occupational Therapy, AS  
Pharmacy  
Physical Therapy, AS  
Physician's Assistant, AS  
Pre-Medicine

### Health Careers Academies

Patient Care, pg. 85  
Phlebotomy, pg. 85

Strong Interest Inventory® = Interest

Do What You Are® = Personality Type

## INDUSTRIAL TRADES + EDMT

- Are you mechanically inclined and practical?
- Do you like reading diagrams and blueprints and drawing building structures?
- Are you curious about how things work?
- Would you enjoy repairing cars, wiring electrical circuits or woodworking?

Careers in this pathway are related to technologies necessary to design, develop, install, and maintain physical systems such as buildings, structures, machines and equipment. These include engineering, manufacturing, construction and related technologies.

## Interest areas:

Realistic (R)  
Investigative (I)

## Personality Type:

Sensing/Thinking (ST)  
Intuition/Thinking (NT)

## Automotive Technology

Automotive Drivability Systems, AAS  
Automotive Undercar Systems, AAS  
Auto Hybrid & Adv Tech Vehicle, CERT  
Auto Automatic Trans/Axle, COA  
Auto Brake Systems, COA  
Auto Electrical/Electronic Systems, COA  
Auto Engine Performance, COA  
Auto Engine Repair, COA  
Auto Heat/Air Conditioning, COA  
Auto Light Duty Diesel Engines, COA  
Auto Manual Drive Train/Axles, COA  
Auto Steering & Suspension, COA

## Construction & Maintenance Trades

Electrical Technology, AAS  
Electrical Construction, CERT  
Electrical Control, CERT  
Heating, Ventilation & Air Conditioning, CERT  
Maintenance Mechanic – Industrial, AAS  
Maintenance Mechanic – Facility, CERT  
Maintenance Mechanic – Industrial, CERT

## Engineering/Design/ Manufacturing Technology

Computer Aided Design, AAS  
Engineering Technology, AAS  
Machine Tool Automation, AAS  
Machine Tool Technology, AAS  
CAD-CAM, CERT  
CAD Specialist, CERT  
Machinist, CERT  
AutoCAD, COA  
CNC Operator, COA  
Inventor, COA  
Machine Tool Operator, COA  
ProEngineer, COA  
SolidWorks, COA

## Welding Technologies

Welding Technologies, CERT  
Welding, COA

## Occupational Technical Studies

Occupational Technical Studies, AAS

## Industrial Trades Academies

Cell Tower Technician, pg. 84  
CNC Operator, pg. 84  
Mechatronic Technician, pg. 84  
Wind Turbine Technician, pg. 85

## PUBLIC SERVICE

- Are you friendly, open, understanding and cooperative?
- Do you like to work with people to solve problems?
- Is it important for you to do something that makes life better for other people?

Careers in this pathway are related to economic, political, and social systems including education, government, law and law enforcement, leisure and recreation, military, religion, child care, social services, and personal services.

## Interest areas:

Social (S)  
Realistic (R)

## Personality Type:

Sensing/Feeling (SF)  
Intuition/Feeling (NF)  
Sensing/Thinking (ST)

## American Sign Language

American Sign Language, COA

## Coaching

Coaching, CERT  
Coaching, COA

## Fire Science

Fire Science, AAS

## Law Enforcement & Criminal Justice

Law Enforcement & Criminal Justice, AAS  
Law Enforcement Specialist for Certification, AAS

## Transfer

Criminal Justice, AA

## Public Service Academies

Corrections Officer, pg. 84  
Police, pg. 85

## SCIENCE AND ENGINEERING

- Are you are curious, intuitive and logical?
- Do you have a good memory?
- Do you have the ability to make assumptions based on data?

Students in this pathway have an interest in understanding how the world works and with our rapidly improving technologies, there are always new boundaries to push and something new to learn. As a result, technologies we can barely dream of today will be the reality ten years from now and science and engineering students will be on the leading edge of those changes.

## Interest areas:

Investigative (I)  
Artistic (A)  
Realistic (R)

## Personality Type:

Intuitive Thinking (NT)  
Sensing/Thinking (ST)

Chemical Technology, AAS

## Transfer

Architecture, AS  
Aviation Technology, AS  
Biological Sciences, AS  
Chemical/Physical Sciences, AS  
Computer Science, AS  
Engineering, AS

## SUSTAINABLE FOOD SYSTEMS

- Are you interested in the food industry?
- Do you want to learn how to cook healthy foods and learn about innovative growing techniques?
- Would you like to become a master brewer?

Students in this pathway have an interest in practices that keep the environment healthy and food production economically and socially viable. If you support fair trade and local products and you're interested in learning about how sustainable practices benefit the environment, Sustainable Food Systems may be a good fit for you.

## Interest areas:

Artistic (A)  
Enterprising (E)  
Realistic (R)

## Personality Type:

Intuition/Thinking (NT)  
Intuition/Feeling (NF)  
Sensing/Thinking (ST)  
Sensing/Feeling (SF)

## Culinary Arts & Sustainable Food Systems

Culinary Arts & Sustainable Food Systems, AAS  
Dietary Manager, COA

## Sustainable Brewing

Sustainable Brewing, AAS  
Sustainable Brewing, CERT

## Transfer

Food Service Administration, AA  
Sustainable Brewing, AS

Strong Interest Inventory ® = Interest

Do What You Are ® = Personality Type

## CAREER ACADEMIES

Career Academies are skill-focused, employer-driven training programs that prepare students for in-demand jobs in growing and diversifying industries.

Candidates must be selected to take part in Career Academy programming. The selection process is based on each industry's specific requirements for employment. Applicants must successfully complete an application, pass prerequisite testing, interview, and meet applicable physical requirements to take part in the training.

## Interest areas:

Social (S)  
Realistic (R)  
Investigative (I)

## Personality Type:

Sensing/Feeling (SF)  
Intuition/Feeling (NF)  
Sensing/Thinking (ST)

## Academies Offered

Cell Tower Technician  
CNC Operator  
Corrections Officer  
Mechatronic Technician  
Patient Care  
Phlebotomy  
Police  
Wind Turbine Technician

Strong Interest Inventory® = Interest

Do What You Are® = Personality Type

# CAREER ONLINE RESOURCES

## Exploring Career Options

Gathering accurate information about specific careers is the next step in the decision process. Career websites can help you narrow down your career selections by providing information about: work activities, national-and state-based salaries, job outlook, required skills, and educational requirements.

The Internet provides a number of resources to assist you in your career exploration and job search. Check out the following:

### America's Career InfoNet [www.careerinfonet.org](http://www.careerinfonet.org)

This website is a resource to find wages & employment trends, occupational requirements, state labor trends, and also has an extensive online career resource library.

## Career Cruising

A comprehensive career guidance system that provides information on assessments, careers, education, and employment. Enter your Valley ID (using a capital V) to begin researching career information.



## Candid Career

Learn from the experiences of industry professionals by browsing more than 500 career related videos.



### Occupational Outlook Handbook (OOH) [www.bls.gov/ooh/](http://www.bls.gov/ooh/)

The Bureau of Labor Statistics, an agency within the U.S. Department of Labor, publishes the Occupational Outlook Handbook. It is a nationally recognized source of career information that describes working duties and activities, working conditions, required education or training needed, earnings, and job outlook.

### Occupational Information Network O\*NET Online [www.onetonline.org/](http://www.onetonline.org/)

The O\*NET program is the nation's primary source of occupational information. Central to the project is the O\*NET database, containing information on hundreds of standardized and occupation-specific descriptors. The database is continually updated by surveying a broad range of workers from each occupation. Information from this freely available database forms the heart of O\*NET OnLine, the interactive application for exploring and searching occupations. The database also provides the basis for the Career Exploration Tools, a set of valuable assessment instruments for workers and students looking to find or change careers.

**See additional resources in appendix:**

*"Researching Careers Worksheet" and "Informational Interviews/Job Shadows Guide"*



# STUDENT INTERNSHIPS

The Student Internship Program coordinates on-the-job learning experiences with organizations for students seeking an internship for credit.

## What is an internship?

Internships are designed to provide students with the opportunity to apply knowledge gained in the classroom in a work environment and receive college credit for it. Internships may be paid or unpaid. In some cases, for students currently working in a job related to their program of study, the job may be approved as an internship experience.

## Benefits of an internship

- Receive college credit
- Experience a prospective career path
- Gain confidence in abilities
- Develop new skills and refine others
- Obtain references for future job opportunities
- Decide if a career path is right for you

## Programs that require an internship

Business, Management, Marketing & Technology, Culinary Arts & Sustainable Food Systems, Dietary Management, and Sustainable Brewing.

- |  |  |
|--|--|
| • Accounting                               | • Dietary Management   |
| • Administrative Assistant                 | • General Marketing  |
| • Administrative Support                   | • Legal Office Assistant   |
| • Automotive Technology                    | • Medical Office Assistant   |
| • Business Administration                  | • Sustainable Brewing  |
| • Computer Programming for Business        | • Engineering, Design, Manufacturing Technology (offered as an elective) |
| • Computer Support Technician              | • Chemical Technology (offered as an elective)                           |
| • Culinary Arts & Sustainable Food Systems | • Electrical Technology (offered as an elective)                         |

## Intern Responsibilities

- Be enrolled in a certificate or degree program at Kalamazoo Valley Community College
- Demonstrate professionalism in both your behavior and appearance
- Possess effective communication skills
- Work with the internship site supervisor to identify Learning Objectives that reflect your degree or certificate program
- Register for the designated internship credit hours for your certificate or degree program
- Work a minimum of 48 hours per credit hour at the internship site to earn the required credit hours
- Work the scheduled hours agreed upon with the internship site in order to fulfill the internship requirement
- Perform the tasks assigned by the internship site and follow company/organization policies and protocols
- Submit a final paper about the experience to the Kalamazoo Valley internship coordinator at the end of semester

## Where to Start

If you have completed at least 75 percent of the coursework in the pursued degree/certificate program and have an average grade point of 2.5 in the program and 2.0 overall, you can begin the internship process.

- Review the internship packet.
- Submit internship application.
- Make an appointment with the internship coordinator at least one semester prior to your desired internship semester. Bring a copy of your resume with you to your appointment. To make an appointment, call **269.488.4040** or email **intern@kvcc.edu**.

# STEP THREE DECIDING ON A CAREER PATH

Career advisors are here to help you select a career. They are available to personally assist you in developing a career action plan to successfully achieve your educational and career goals. Through a series of assessments and appointments with a career advisor, you can sort through the many factors that impact a career decision and help guide you on a clear path.

## Krumboltz & Hamel's Model of Decision Making

The **DECIDES** model contains 7 steps:

**D**

**Define the problem:** *What is the decision to be made?*

You might be a new student just entering adulthood or an individual in a career transition facing the awareness that change in your current situation is necessary. Becoming aware of the need to make a career decision is the first step. Define what your specific career obstacles are and what decision you want to make. Set yourself some appropriate goals for making the decision.

**E**

**Establish an action plan:** *How will I make this decision?*

Establish action steps to take at each stage in your decision-making process. A career advisor can help you with establishing a Career Action plan.

### GOAL SETTING

#### Make When/Where Plans

1. Choose a day and time you will start working on your goal/assignment
  - a. When: Tuesday, September 23 after chemistry class at the library.
2. Choose the place where you will work
  - b. Where: At KVCC's Library bringing research information, notes and note cards.

**For Example:** On Mondays and Wednesdays after chemistry class, I will work on my final writing project for English class at the library.

#### Create If/Then Statements (& Repeat 3x's)

1. Prepare for obstacles/challenges in working toward your goal/assignment

**For Example:** If I start to procrastinate, I will remind myself about the "The 'A' I will receive on my project" (Repeat 3X's).

Reference: Lopez, Shane (2013), "Making Hope Happen". New York, NY: Atria Books

**C**

**Clarify your values:** *What is most important to me?*

Assess what you want from a career using formalized value sorters as well as discussing work values with your friends and family to get valuable feedback. Talking to people and listening to their ideas and opinions can broaden your own perspective and help to clarify your thoughts and values.

**I**

**Identify the alternatives:** *What are my choices?*

Research, identify and consider alternative jobs and occupations you may do. There are valuable online resources and occupational informational systems to help you narrow your career selections. Talk with a career advisor, family and friends to explore possible contact with professionals in these fields. Set up an informational interview or job shadow with these professionals.

**D**

**Discover probable outcomes:** *What is likely to be the result of following each alternative?*

Think about the pros and cons of this specific occupation. Imagine what it would be like to work in this field and talk it through with a career advisor or someone whose opinion you trust.

**E**

**Eliminate alternatives systematically:** *Which alternatives won't fit my values and situation? Which have the least probability of success?*

Narrow down your options by comparing the occupations you are considering, and discard the alternatives that are least appropriate for you. How do these career options fit with your interests, personality, skills, strengths and values? Keep going until you have identified the best option.

**S**

**Start the action:** *What do I need to do to make my plans a reality?*

Create an action plan that will lead you to your career goal. Use SMART goal setting to reach your educational objective by making your action steps specific, measureable, achievable, realistic, relevant, and timely with completion dates.

Krumboltz, J. D. & Hamel, D.A. (1977). *Guide to career decision-making skills*. New York: Educational Testing Service

# STEP FOUR

## RESEARCHING THE JOB MARKET

### THE JOB SEARCH

One of the most important steps in launching a successful career is the job search. Assistance is available every step of the way. Students are encouraged to take advantage of the following services through the Career Services office:

#### Resume and Cover Letter Critiquing

Students can schedule an appointment or take advantage of drop-ins to develop a resume and cover letter before approaching potential employers.

#### Interviewing Skills and Advice

Not sure what to say or how to say it? Be prepared for job interviews by having a practice interview with one of our career advisors.

#### Internships

Gain work-related experience in your specific area of study by enrolling in an internship. You will receive college credit toward your degree or certificate program while learning valuable on-the-job training. Internships can be paid or unpaid experiences.

#### Employment Website

Kalamazoo Valley's online job board – [www.collegecentral.com/kvcc](http://www.collegecentral.com/kvcc) – allows you to view and apply for jobs on the nation's largest entry-level job board. In addition, the site allows you to create a resume, build, update, and forward your career portfolio to potential employers, view career events, and get employment advice and job search tips.

#### Recruitment Events

The Kalamazoo Career Fair, one of the area's largest career fairs, is held at the Kalamazoo Valley Community College's Texas Township Campus every March. Top employers come together to meet face-to-face with applicants applying for hundreds of jobs around Michigan.

#### Workshops

A number of employability workshops are held throughout the year. Topics covered include: how to build a LinkedIn profile, dressing for success, developing an elevator pitch, and networking.

#### See additional worksheets

1. Resume Worksheets
2. Resume Examples
3. Resume Critique Rubric
4. Action Verbs
5. Cover Letter Sample
6. Reference Sheet Sample
7. Interview Checklist
8. Thank You Letter Sample
9. Job Search Plan Weekly Action
10. Job Search Tracking System
11. Brainstorm Support System
12. Skills Employers Want in the Workplace
13. Professional Introductions
14. Assessing Job Offers

#### Web Resources

The internet provides a number of resources to assist you in your job search. Check out the following employment websites:

[www.mitalent.org](http://www.mitalent.org)  
[www.careerbuilder.com](http://www.careerbuilder.com)  
[www.indeed.com](http://www.indeed.com)  
[www.mlive.com/jobs](http://www.mlive.com/jobs)  
[www.monster.com](http://www.monster.com)  
[www.salary.com](http://www.salary.com)

# RESUMES OVERVIEW

Most employers will request a copy of your resume. A resume is usually a one-page summary of your work history, educational background, and work-related skills. The purpose of the resume is to get you an interview. You want to provide information in your resume that matches the position for which you are applying.

If your resume provides too much information and is longer than one page, an employer is unlikely to take the time to skim it. If your resume does not provide enough information, the employer may not know whether you have the essential skills needed to perform the job. You will measurably increase your chances of getting an interview if you take the time to organize your experiences, develop an outline, and have your rough draft proofread.

## Four main steps in preparing a resume

1. **Plan** – Consider your audience (the people who will be receiving your resume) and your purpose (the message you need to communicate to get a job interview).
2. **Organize** – Outline the information you want to put in the resume and then determine the format you will be using.
3. **Revise** – Critique the resume and revise accordingly. This is a good time to get a second opinion.
4. **Review** – Proofread your resume at least twice. Then ask two other people to proof it.

## Tips and Guidelines

General:

- Be positive about yourself, but do not exaggerate – be honest!
- Keep your resume relevant and up-to-date
- Limit your resume to one page unless education and experience requires a second page
- Use action verbs
- Be consistent in format throughout resume
- Avoid fancy fonts or difficult-to-read styles
- Double space between sections
- Bold, underline or capitalize section headings; stay consistent with whichever you choose
- Use bullets for lists (typically bulleted items are not punctuated)
- Use standard size and quality paper
- Do not mention salary or wages on your resume
- Avoid personal information (age, marital status, race, health)
- Use a separate page for references

## “Scannable” Resume Tips:

- Focus on skills and facts, using key words from the job posting
- Place the most important key words in the first 1/3 of your resume
- Avoid using resume templates, graphics, boxes or shadows
- Use standard font styles, (TIMES, ARIAL) with sizes between 11 and 14 points
- Minimize the use of abbreviations

# TYPES OF RESUMES

There is no universal resume format. However, there are varieties of standard formats that are normally used. Use the one that can show that you are qualified to do the job and effectively communicate your abilities.

- Chronological resume
- Functional or skills resume
- Combination resume

## CHRONOLOGICAL RESUME

A chronological resume lists **relevant experiences and education** in reverse chronological order with most recent dates first. You do not have to list all employment experiences. Select the most relevant experiences to include on your resume. Be prepared to discuss gaps in employment of more than a few years. Use this format when your most recent experience or education is beneficial to the kind of position you are seeking. Sections could include: Objective, Education, Work Experience (and Activities).

### Advantages

- Emphasizes career growth and progress responsibilities.
- Employers are familiar with format.
- It is easy to organize.
- Emphasizes loyalty to company

### Disadvantages

- May have duplication or held similar positions for different companies.
- Skills are difficult to spot unless reflected in most recent jobs.
- Highlights gaps in work history.

### Best Used When

- You are staying in the same field.
- You have a stable work history.
- Your career shows growth, progressive responsibilities.

## FUNCTIONAL RESUME

A functional resume highlights your skills and experiences rather than your chronological work history. It organizes your jobs by tasks you performed or skills you have. Job history may be included at the end of the resume and lists only title, employer, and dates of employment. This format is great for professionals seeking a career change or who have gaps in their employment. Sections could include Management, Leadership, Training Skills, Computer Skills, Technical Experience, Research, Sales, etc.

### Advantages

- Allows you to highlight skills in demand.
- Emphasizes professional growth and skills no matter where they were gained.
- Helps downplay spotty work history.

### Disadvantages

- De-emphasizes career growth.
- Doesn't allow you to feature companies or organizations.
- Many employers are suspicious of the format.

### Best Used When

- You are making a significant career change.
- You have been employed by the same company for a very long time.
- You have a history of many jobs and/or frequent job changes.

## COMBINATION RESUME

The combination resume lists your skills and experiences first. Your employment history is listed next. This type of resume allows you to highlight the skills you have that are relevant to the job you are applying for, while providing the chronological work history many employers prefer. Sections could include Education and Experience as well as the resume skills that you want to emphasize.

### Advantages

- Emphasizes professional growth and skills no matter where you gained them.
- Includes a chronological employment history that employers look for on resumes.
- Focuses on accomplishments.

### Disadvantages

- Most difficult format to write.
- Format is very job specific.
- Downplays company names and job titles.

### Best Used When

- You have work experience and want to change to a job in a related job field.
- You want advancement.
- You want to emphasize both jobs held in the past and skills possessed.

# RESUME SECTIONS

## Heading

At the top of the page, type your full legal name, mailing address, phone number with area code, and email address. When providing your contact information, do not use abbreviations. You need to spell out all street and city names. Note: for the job search it is most appropriate to use your name in your email address. Also remember to have a short, professional voice mail message. Example:

<b>Matthew T. Valley</b>		
269-555-5678	567 Valley Drive, Kalamazoo, MI 49004	mattvalley@gmail.com

## Objective

You have the option of using or not using an objective statement in your resume. If you elect to use an objective statement, it should be one or two short sentences stating the position you are seeking and what you can bring to the job. Make certain your statement is employer-focused, rather than what you hope to attain from the job. Examples:

- Seeking a position as a part-time cashier in the retail industry utilizing customer service and interpersonal communication skills to increase company sales.
- To obtain a childcare position to nurture and foster growth in children through supervision and organized activity.

## Education and Training

If you are in school or a recent college graduate with little applicable work experience, this section should be at the beginning of your resume, right after your objective. List the most recent school, city and state, degree and dates. Include any professional seminars and on-the-job training that may relate to the position. Your GPA can be added if it is above 3.0. Other section headings that can be used could include: Educational Background, Special Training, Certificates, Licenses, or Awards. Example:

<b>Associate of Applied Science Software Developer</b> Kalamazoo Valley Community College, Kalamazoo, Michigan Honors: Member of the Phi Theta Kappa Honor Society	May 2017 (Anticipated) <b>3.9 GPA</b>
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## Work Experience

If you have relevant work experience, consider placing this section at the beginning of your resume, immediately following your objective. Start with the most relevant job or volunteer position to the job posting. List the job title, company name and address (city and state), and dates of employment. Under each, list your responsibilities and one accomplishment you achieved.

*Example:*

Position Title, Company Name, City, State Year-Year  
**Leasing Consultant, Greenspire Apartments, Portage, Michigan 2007-2010**

- Use action verbs.
- Identify what you did, how you did it, how well you did it, and the results.
- Example: Skilled at listening to customers in identifying technical problems, determining appropriate diagnostic testing, and developing an action plan to fix engine problems.

## Volunteer Activities

Use this category to show your involvement in relevant activities. List professional, community and student associations with which you may be affiliated.

# POSSIBLE HEADINGS

## MATTHEW VALLEY

1234 Valley Street • Kalamazoo, Michigan 49003 • (269) 488-4040 • MatthewValley@gmail.com

## MATTHEW VALLEY

1234 Valley Street | Kalamazoo, Michigan 49003 | (269) 488-4040 | MatthewValley@gmail.com

## MATTHEW VALLEY

(269) 488-4040

1234 Valley Street  
Kalamazoo, Michigan 49003

MatthewValley@gmail.com

## MATTHEW VALLEY

1234 Valley Street  
Kalamazoo, MI 49003

269.488.4040  
Matthew.Valley@gmail.com

## MATTHEW J VALLEY

269-488-4040  
Matthew.J.Valley@gmail.com

## MATTHEW VALLEY

1234 Valley Street  
Kalamazoo, Michigan 49003  
269|488|4040  
M.Valley@gmail.com

## MATTHEW VALLEY

269.488.4040  
MatthewValley@gmail.com

# RESUME CRITIQUE RUBRIC

<b>Format - General Visual Appeal</b>	<i>Excellent</i>	<i>Good</i>	<i>Needs Improvement</i>
Visually looks pleasing to the eye:			
A balance use of light and dark space:			
Consistency and uniformity using: (headings, dates, and experiences)			
Fonts: (size, choice/type of font, and same font)			
Space consistency:			
Length of resume: (one page or two pages handle appropriately)			
Grammar: (no spelling errors and no abbreviations)			

## Header

Name: (size and appropriate name)			
Address:			
Phone number: (area code included and typed correctly)			
Email: (professional and no hyperlink)			

## Objective/Summary/Headliner

Company focused statement:			
Statement that is purposeful:			
Reflect relevant skills/experiences:			
Results-oriented statement:			

## Education

Education and degree listed:			
College name listed appropriately: (spelled out, city and state)			
Correct degree and major:			
Date of graduation: (anticipated graduation date)			
GPA: (Above 3.0)			
Additional: (appropriate course, internships and organizations)			

## Experience

Consistency listing of: (company and job title, dates, city and state)			
Accomplish Statements: (action-oriented and using the SAR method)			
Listed in reverse chronological order:			
Bullets: (same and consistent spacing)			
Periods: (no use of periods or if periods are used, periods are consistent)			

## Skills

Relevant skills:			
Formatted nicely: (using bullets or columns)			
Skills listed: (they are not repeated in resume)			

## Volunteer/Rewards/Other

--	--	--	--



# ACTION WORDS

## Management/ Leadership Skills

Administered  
Analyzed  
Appointed  
Approved  
Assigned  
Attained  
Authorized  
Consolidated  
Contracted  
Controlled  
Coordinated  
Decided  
Delegated  
Developed  
Directed  
Eliminated  
Emphasized  
Enforced  
Enhanced  
Established  
Executed  
Generated  
Handled  
Headed  
Hired  
Hosted  
Improved  
Incorporated  
Increased  
Initiated  
Inspected  
Instituted  
Led  
Managed  
Merged  
Motivated  
Organized  
Originated  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Replaced  
Restored  
Reviewed  
Scheduled  
Secured  
Selected  
Streamlined  
Strengthened  
Supervised  
Terminated

## Communication/ People Skills

Addressed  
Advertised  
Arbitrated  
Arranged  
Articulated  
Authored  
Clarified  
Collaborated

Communicated  
Composed  
Condensed  
Conferred  
Consulted  
Contacted  
Conveyed  
Convinced  
Corresponded  
Debated  
Defined  
Described  
Developed  
Directed  
Discussed  
Drafted  
Edited  
Enlisted  
Explained  
Expressed  
Formulated  
Furnished  
Incorporated  
Influenced  
Interacted  
Interpreted  
Interviewed  
Involved  
Judged  
Lectured  
Listened  
Marketed  
Mediated  
Moderated  
Negotiated  
Observed  
Outlined  
Participated  
Persuaded  
Presented  
Promoted  
Proposed  
Publicized  
Reconciled  
Recruited  
Referred  
Reinforced  
Reported  
Resolved  
Responded  
Solicited  
Specified  
Spoke  
Suggested  
Summarized  
Synthesized  
Translated  
Wrote

## Research Skills

Analyzed  
Clarified  
Collected  
Compared  
Conducted  
Critiqued

Detected  
Determined  
Diagnosed  
Evaluated  
Examined  
Experimented  
Explored  
Formulated  
Gathered  
Identified  
Inspected  
Interpreted  
Interviewed  
Invented  
Investigated  
Located  
Measured  
Organized  
Researched  
Reviewed  
Searched  
Solved  
Summarized  
Surveyed  
Tested

## Organization/ Detail Skills

Approved  
Arranged  
Catalogued  
Categorized  
Charted  
Classified  
Collected  
Compiled  
Corrected  
Corresponded  
Distributed  
Executed  
Filed  
Generated  
Implemented  
Incorporated  
Inspected  
Logged  
Maintained  
Obtained  
Operated  
Ordered  
Organized  
Prepared  
Processed  
Provided  
Purchased  
Recorded  
Registered  
Reserved  
Responded  
Reviewed  
Routed  
Scheduled  
Screened  
Supplied  
Standardized  
Systematized

Updated  
Validated  
Verified

## Technical Skills

Adapted  
Applied  
Assembled  
Built  
Calculated  
Computed  
Conserved  
Constructed  
Converted  
Debugged  
Designed  
Determined  
Developed  
Engineered  
Fabricated  
Fortified  
Installed  
Maintained  
Operated  
Overhauled  
Printed  
Programmed  
Rectified  
Regulated  
Remodeled  
Repaired  
Replaced  
Restored  
Solved  
Specialized  
Standardized  
Studied  
Upgraded  
Utilized

## Teaching Skills

Adapted  
Advised  
Clarified  
Coached  
Communicated  
Conducted  
Coordinated  
Critiqued  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Focused  
Guided  
Individualized  
Informed  
Instilled  
Instructed  
Motivated  
Persuaded  
Set goals  
Simulated  
Stimulated

Taught  
Tested  
Trained  
Transmitted  
Tutored

## Financial/Data Skills

Administered  
Adjusted  
Allocated  
Analyzed  
Appraised  
Assessed  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Conserved  
Corrected  
Determined  
Developed  
Estimated  
Forecasted  
Managed  
Marketed  
Measured  
Planned  
Prepared  
Programmed  
Projected  
Reconciled  
Reduced  
Researched  
Retrieved

## Creative Skills

Acted  
Adapted  
Began  
Combined  
Composed  
Conceptualized  
Condensed  
Created  
Customized  
Designed  
Developed  
Directed  
Displayed  
Drew  
Entertained  
Established  
Fashioned  
Formulated  
Founded  
Illustrated  
Initiated  
Instituted  
Integrated  
Introduced  
Invented  
Modeled  
Modified  
Originated

Performed  
Photographed  
Planned  
Revised  
Revitalized  
Shaped  
Solved

## Helping Skills

Adapted  
Advocated  
Aided  
Answered  
Arranged  
Assessed  
Assisted  
Cared for  
Clarified  
Coached  
Collaborated  
Contributed  
Cooperated  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Encouraged  
Ensured  
Expedited  
Facilitated  
Familiarized  
Furthered  
Guided  
Helped  
Insured  
Motivated  
Prevented  
Provided  
Referred  
Rehabilitated  
Represented  
Resolved  
Simplified  
Supplied  
Supported  
Volunteered

## Accomplishments

Achieved  
Completed  
Expanded  
Exceeded  
Improved  
Reduced (losses)  
Resolved (issues)  
Restored  
Spearheaded  
Succeeded  
Surpassed  
Transformed

# POSSIBLE RESUME SECTIONS

## *Who are you?*

Heading (name and contact info)  
Personal Profile (paragraph description)  
Headline (catchy snapshot or brand)  
Professional Summary  
Military Service

## *Where have you worked?*

Professional Experience  
Employment History  
Related Experience  
Volunteer Activities  
Apprenticeships

## *What can you do?*

Qualifications, Qualifications Summary  
Skills, Skill Areas (transferable to new job)  
Competencies  
Areas of Strength, Key Strengths  
Highlights, Career Highlights

## *What makes you stand out?*

Awards  
Publications  
Accomplishments  
Professional Organizations  
Professional Affiliations  
Special Interests  
Certificates  
Licenses

## *Where were you educated?*

Education  
Degrees  
Practicum  
Relevant Course Work  
Professional Development

*Note: Consider the top one third of your resume as prime real estate and place the most critical information there. The bottom two thirds should enhance and support the top one third.*

## Personality Traits

*Personality traits describe who you are foundationally and provide a basis upon which skills can be built. Check as many as apply to you then circle your top five.*

Adaptable	Disciplined	Honorable	Patient
Alert	Educated	Humble	Perceptive
Appreciative	Efficient	Imaginative	Personable
Calm	Energetic	Independent	Polished
Capable	Fair	Innovative	Practical
Caring	Firm	Intuitive	Precise
Compassionate	Flexible	Logical	Purposeful
Confident	Focused	Methodical	Realistic
Conscientious	Friendly	Objective	Reliable
Courteous	Generous	Observant	Resourceful
Creative	Genuine	Optimistic	Responsible
Dedicated	Helpful	Organized	Skillful
Directed	Honest	Passionate	Thorough

## Specific Job-Related Skills

Specific job-related skills are those you have learned in school or acquired through experience. Go to [www.collegecentral.com/kvcc](http://www.collegecentral.com/kvcc) and click the "student" icon. "Create an Account." Click the link "Search over 500,000 Jobs." Type your career into the search engine. This generates a list of actual job postings. Click any hyperlink to take you to the job posting. Most postings have a list of specific skills expected for that particular job. Any skills that you have that match those of the actual posting are relevant for your resume.

# SAMPLE RESUME

## Jane Valley

1234 Valley Drive  
Kalamazoo, MI 49003  
jvalley@gmail.com  
269-488-4040

### SUMMARY OF QUALIFICATIONS

Hard working, self-motivated administrative support with 12 years of experience and proven record of performance

Skilled at goal setting, leading self-managed work teams, and maintaining high productivity

Demonstrated skill in information processing including the use of Microsoft Word, Excel, and Publisher for the purpose of creating e-mails, memos, response letters, informative letters, and newsletters. Able to create filing, storage, and retrieval systems

Recognized for saving company over \$7,000 in one year and for performing above and beyond duties  
Excellent customer service skills. Able to work and interact with diverse groups on a team or individually

### EDUCATION

**Associate of Applied Science - Administrative Assistant**  
Kalamazoo Valley Community College, Kalamazoo, MI

Graduation 20XX

### EMPLOYMENT HISTORY

Borgess Visiting Nurse and Hospice

May 20XX – May 20XX

**Receptionist, Operator, and Administrative Support**

- Answered a 15-line phone system for two agencies, directing all calls quickly and efficiently
- Opened, date stamped, recorded, sorted, and delivered agency mail
- Assisted external departments with filing, faxing, and mailings
- Tracked monetary donations and the names of individuals to whom the money was donated in memory of and processed checks
- Wrote thank you letters to donors
- Entered data in Excel spreadsheets and updated procedure book yearly
- Provided customer service to patients and family members, addressing concerns and answering questions

Borgess Visiting Nurse and Hospice

May 20XX – May 20XX

**Home Health Aide**

- Provided in-home patient care throughout Southwest Michigan, specializing in intermittent and hospice care
- Provided respite for patients' families
- Maintained continuing education for healthcare professionals

### CERTIFICATIONS

Hospice Training

July 200X

CPR

May 20XX – May 20XX

Certified Nurse Aide

June 20XX – May 20XX

# SAMPLE RESUME

## Matthew Valley

1234 Valley Street, Kalamazoo, MI 49003  
269-488-4040  
Matthewvalley@yahoo.com

### OBJECTIVE

Seeking a website designer position where I can use my creativity, communication skills, and technical knowledge to develop strong designed websites

### EDUCATION

**Web Design and Interactive Media Certificate**  
Kalamazoo Valley Community College, Kalamazoo, Michigan

Anticipated July 20XX  
GPA 3.2

### RELEVANT SKILLS

#### Art and Multimedia

- Created graphic images using Photoshop
- Scripted, planned, and directed cinematography for coursework in Television and Media Broadcasting
- Expert at using materials such as pens, ink, watercolors, acrylics, charcoal, and pastels to create artwork

#### Writing

- Reported news stories as a journalist for The Central Voice
- Gathered information through research and interviews
- Wrote and edited stories to correct errors in content, grammar, and punctuation

#### Public Speaking

- Performed as an actor in plays conducted at the Civic Center and Loy Norrix High School in front of audiences ranging from approximately 50 to 100 people
- Narrated short films produced by Public Media Broadcast
- Posed as a model in an advertising campaign for the Battle Creek, Michigan location of the Buckle

### WORK EXPERIENCE

#### Childcare Provider

- Provide childcare for toddlers and young children on an as needed basis, including feeding, toileting, and supervising play and educational activities

June 20XX – Present

#### Cashier/Stock Clerk

- East Star Exchange, Grand Rapids, Michigan
- Received payments by cash, check, or credit cards
- Issued receipts, refunds, credits, or change due to customers

June – September 20XX

#### Costume Shop Assistant

- Kalamazoo Civic Community Theatre, Kalamazoo, Michigan
- Distributed costumes and maintained storage areas

June – August 20XX

#### Janitor

- Bee Clean Building Services, Kalamazoo, Michigan
- Cleaned offices by vacuuming, dusting, mopping, removing trash, and sanitizing bathrooms

September 20XX – December 20XX

# SAMPLE RESUME

## Jude T. Valley

1234 Valley Road  
Kalamazoo, Michigan 49003  
(269) 488-4040  
jvalley@kvcc.edu

**Objective:** Automotive Technician position to utilize my technical experience, quick problem solving skills, adaptability, and responsibility to build positive customer relations

## Education

Associate of Applied Science - Automotive Technology  
Kalamazoo Valley Community College, Kalamazoo, Michigan - Expected Graduation May 20XX

## Relevant Courses

Shop Fundamentals

Engine Overhaul

Ethics and Employability Skills

## Highlights of Qualifications

Over 10 years experience repairing, maintaining, and operating large diesel engines  
Strong work ethic and competent in completing projects in a thorough detailed manner

### Repair and Maintenance:

- Repaired, maintained, and operated main propulsion diesel engines, 125 lb steam boiler, three stage flash evaporator, diesel generator engines and their respective auxiliary equipment
- Disassembled, inspected, repaired/replaced worn parts, and reassembled various shipboard pumps
- Operated diesel and electric driven forklift

### Customer Service:

- Skilled at listening to customers in order to identify technical problems, determine appropriate diagnostic testing, and developing an action plan to fix engine problems.
- Thorough understanding of the laws and regulations for repair facilities and automotive technicians. Understand the importance of maintaining work ethics and high standards used in the workplace providing quality service

## Employment

Food Service, Wendy's, Kalamazoo, Michigan	20XX - 20XX
Engineman Second Class, United States Navy, Norfolk, Virginia	20XX - 20XX
Heavy Equipment Operator, Virginia Army National, West Point, Virginia	20XX - 20XX

# SAMPLE RESUME

## Susan Valley

55 Oak Court, Kalamazoo, Michigan 06602 • (555) 555-5555 • sv@somedomain.com

Reliable, service-focused health care nursing professional with excellent patient-care and charting skills. Compassionate and technically skilled in attending to patients in diverse healthcare settings.

### Nursing Skills

- Patient Care & Safety
- Diagnostic Testing
- Medical Terminology
- Electronic Medical Records
- Vital Signs & Patient Monitoring
- Medication Administration
- Privacy/HIPAA Regulations
- Patient Advocacy and Support

### Professional Experience

PROGRESSIVE ALTERNATIVES

Portage, Michigan

**Rehab Aid**

June 20XX-Present

- Administer patient medication in a timely and accurate manner to clients 40-80 years of age
- Organize and ensure that the environment is neat and clean
- Empathetically care for up to six patients during assigned shift, recognizing patient needs, concerns, and supporting their needs

COMMUNITY LIVING, INC.

Schoolcraft, Michigan

**Program Support**

March 20XX-May 20XX

- Provided assistance to residents in a 120-bed long-term-care facility
- Assisted residents with activities of daily living including helping with meals, transferring using assistive devices, bathing, dressing and grooming

MAIN ST. PUB

Kalamazoo, Michigan

**Server**

May 20XX-March 20XX

- Provided quality customer service in a fast paced, multitask, team oriented environment
- Remained calm and quickly problem solved issues to meet customer standards
- Trained five new staff on pub policies, procedures and expectations

### Education

Kalamazoo Valley Community College  
Patient Care Academy  
Certified Nursing Assistant (CNA)

Kalamazoo, Michigan  
20XX  
Michigan, 20XX

### Volunteer Experience

Habitat For Humanity Participant  
Walk 4 Hearing Participant

Kalamazoo, Michigan  
Kalamazoo, Michigan

# POSSIBLE SECTION HEADING STYLES

## Formatting ideas

Bottom Border

---

**Bold**

SMALL CAPS

Underlined

Expanded Font

## Possible Body Styles

### Bullets

- Try to keep them balanced as far as the number of lines each bullet requires
- Choose bullet size and shape
- Limit to three to five
- Do not punctuate

### Paragraphs

This is the best way to get a lot of information into the smallest amount of space. Use proper punctuation and make certain that throughout the resume you are consistent with tenses, past and present. If it was a job you had in the past, use past tense verbs. If it is a job you have presently, use present tense verbs.

### Columns

Columns are efficient  
They have their place  
Columns combine info

Columns use less space  
They are interesting  
They can be bulleted

They can be unbulleted  
Columns look nice  
They give a balanced look

### Combinations

This style works well to break up a lot of information in a given section where you might want to give some general information but also highlight some specifics. Use punctuation in the paragraph but not in the bullets.

- They are good
  - They have their place
- Columns combine info  
Columns use less space

# TRANSFERABLE SKILLS

Transferable skills are those you have used at one job which may be useful at another job. Avoid those skills which have nothing to do with the jobs for which you are applying. Check as many as apply to you then circle your top five.

PEOPLE SKILLS	DATA SKILLS	LEADERSHIP SKILLS
Confronting issues	Analyzing data	Quality assurance
Counseling and helping	Attention to details	Delegating
Diplomacy	Auditing for accuracy	Directing others
Empathy	Budgeting	Getting results
Meeting the public	Classifying data	Making decisions
Managing people/projects	Compiling/recording facts	Mediating problems
Negotiating/persuading	Investigating	Motivating others
Solving problems	Managing money/budget	Managing money/budget
Meeting the public	Researching information	Researching information
WORDS AND IDEAS SKILLS	SKILLS WITH THINGS	CREATIVE OR ARTISTIC SKILLS
Articulate	Building and assembling	Understand musical nuances
Communicating in public	Inspecting	Express ideas artistically
Editing	Operating tools/machines	Performing/acting
Inventive	Operating vehicles	
Logic/reasoning	Machinery repair	
Writing well	Solving mechanical problems	



# HOLLANDS CODES

## TRANSFERRABLE SKILLS

Reformatted from: Career Services at the University of Toledo Student Union. [www.student-services.utoledo.edu/career](http://www.student-services.utoledo.edu/career)

### REALISTIC

#### Advanced Computer Skills

Use a variety of software programs; knowledge about desktop publishing or web design

#### Mechanical Skills

Install, operate and monitor the performance of equipment and mechanical devices; repair mechanical devices

#### Technological Skills

Understand technical systems and operate effectively within them; understand technical specifications; read technical manuals with ease

### ENTERPRISING

#### Adaptability skills

Adapt to new situations and settings and tolerate change well; flexibility to adapt to the needs of the moment

#### Decision-making skills

Identify all possible options, weigh the pros and cons, assess feasibility and choose the most viable option

#### Leadership skills

Motivate and empower others to act; inspire trust and respect in others

#### Mediation skills

Visualize new formats and shapes; able to estimate physical space

#### Negotiating skills

Negotiate skillfully; know how and when to make compromises

#### Planning skills

Plan projects, events and programs; establish objectives and needs; evaluate & choose best option

#### Persuading skills

Communicate effectively to justify a position or influence a decision; sell products; promote ideas

#### Supervising skills

Delegate responsibilities and establish an appropriate system of accountability; monitor progress

### INVESTIGATIVE

#### Analytical / logical thinking skills

Draw specific conclusions from a set of general observations or from a set of specific facts; synthesize information and ideas

#### Creative thinking skills

Generate new ideas, invent new things, create new images or designs; find new solutions to problems; use wit and humor effectively.

#### Critical thinking skills

Review different points of view or ideas and make objective judgments; investigate all possible solutions to a problem, weighing the pros and cons

#### Perceptual skills

Visualize new formats and shapes; able to estimate physical space

#### Problem-solving skills

Clarify the nature of a problem, evaluate alternatives, propose viable solutions and determine the outcome of the various options

### SOCIAL

#### Care-giving skills

Empathize with others; give sensitive care to people who are sick or elderly or who have severe disabilities

#### Coaching / mentoring skills

Give feedback in a constructive way; help others to increase their knowledge or skills

#### Counseling skills

Respond to what others have said in a non-judgmental way ("active listening"); build trust and openness

#### Customer service skills

Build relationships of mutual trust with clients; handle complaints and concerns in a sensitive way

#### Interviewing skills

Give feedback in a constructive way; help others to increase their knowledge or skills

#### Interpersonal skills

Interact successfully with a wide range of people; interpret and use body language

#### Teaching / training skills

Help others gain knowledge and skills; create an effective learning environment

### ARTISTIC

#### Artistic Skills

Use color and design creatively; design displays and publicity material

#### Advanced writing skills

Select, interpret, organize and synthesize key ideas; edit a written text to ensure that the message is as clear, concise and accurate as possible

#### Language skills

Functionally bilingual; translate and/or interpret in a given language

#### Oral Communication skills

Present information and ideas clearly and concisely, with content and style appropriate for the audience (whether one-to-one or in a group); present opinions and ideas in an open, objective way

#### Performing skills

Make presentations for video or television in an interesting way; entertain, amuse and inspire an audience

#### Public speaking skills

Make formal presentations; present ideas, positions and problems in an interesting way

### CONVENTIONAL

#### Administrative / Clerical skills

Operate computers and other basic office equipment; design and maintain filing and control systems.

#### Financial skills

Keep accurate financial records; manage a budget (that is, prepare sound budgets and monitor expenses)

#### Organizational skills

Organize information, people or things in a systematic way; establish priorities and meet deadlines

#### Research skills

Find and collect relevant background information; analyze data, summarize findings and write reports

# COVER LETTERS/ REFERENCES

## Cover Letter

The purpose of the cover letter is to quickly persuade the employer to consider you as a potential employee. It should encourage the employer to read your resume. The cover letter gives a little more information about how your specific skills and accomplishments uniquely qualify you for the job available.

### Cover Letter Outline

Use the same heading you used for your resume. Address your letter specifically to the person responsible for hiring.

#### 1st Paragraph: ABOUT THE COMPANY

- Indicate the position for which you are applying and how you heard about it
- Illustrate knowledge of the company and industry
- Use names of people in the company that you know personally (a form of networking)

#### 2nd Paragraph: ABOUT YOU

- Briefly summarize your education, experience and skills
- Highlight skills or personal characteristics not included on your resume
- Match position requirements to your qualifications using words used in the job posting
- Express what the employer will gain by hiring you for the position

#### 3rd Paragraph: CLOSURE

- Refer employer to your attached resume
- Ask for the interview and state when you will be in contact with the organization
- Thank the employer for the consideration of future employment

## References

References, as your cover letter, should be presented as a separate document from your resume.

- Select 3-5 individuals who can provide support for your abilities and potential. Possible references include past or present employers, faculty members, student organization advisors, and supervisors of volunteer experiences
- Always secure permission before including names as references
- Send each one a copy of your resume with a note of thanks for their support
- References are usually contacted by telephone and need not write letters unless asked
- Include name, professional title, organization, address, phone number and email if applicable
- Format list for attractive presentation. Repeat the same heading used on your resume, in the same font style to present a uniform appearance throughout your application materials

### Example

Jane K. Valley  
1234 Valley Lane  
Kalamazoo, Michigan 49008  
269-555-1212 (c) jvalley@gmail.com

February 17, 20XX

Mr. John Sample  
Interim Assistant Superintendent  
Dry River Elementary School  
123 Education Drive  
Kalamazoo, Michigan 49003

Dear Mr. Sample:

I am responding to your job posting for a third grade teaching position at Dry River Elementary School. Your school has an excellent reputation for working with special needs students, a population with whom I am particularly interested in working.

I have five years of previous experience as a Pre-School Teacher at Banana Leaf Learning Center. My classroom technique teaches to the individual child, and I am flexible with their changing needs. I strongly believe that all children can learn from a teacher who is patient, positive, and an excellent communicator. My resume shows that I excel in these qualities. I am also highly organized, collaborative, and feel that interaction with parents is a key to developing a strong educational alliance.

Please consider my attached resume as you are determining the best person for this position. I am excited to discuss the possibility of working for Dry River Elementary School. I plan to follow up with you in one week. Thank you for your time and consideration of my candidacy.

Respectfully,

Jane Valley

### Example

Jane K. Valley  
1234 Valley Lane  
Kalamazoo, MI 49008  
269-555-1212 (c) jvalley@gmail.com

**References**

Dr. Donald Data  
Associate Professor, Computer Science  
Western Michigan University  
Kalamazoo, Michigan 49008  
(269) 387-5655  
donald.data@wmich.edu

Ms. Dinah Delegator  
Director, Volunteer Services  
American Red Cross  
516 West South Street  
Kalamazoo, Michigan 49008  
(269) 382-6382

Ms. Melanie Microchip  
Manager, Microcomputer Laboratories  
Western Michigan University Computer Services  
Kalamazoo, Michigan 49008  
(269) 387-4700

Mr. Steven Supervisor  
Manager, Information Systems  
Kellogg Company  
333 Porter Street  
Battle Creek, Michigan 49017  
(617) 645-1234  
s.supervisor@kellogg.com

# INTERVIEWING

For a successful interview, there are four important areas you need to work on before for your interview:

1. Knowledge of yourself
2. Knowledge of the company
3. Preparing for the interview
4. Staying organized

## Knowledge of yourself

We start with four main questions. Step Two, "Determining your interest" can help you evaluate these questions. Additional assistance in understanding yourself can be provided with an appointment.

1. What are my interests?
  - The next step to this question is- "How do my interests fit with the job requirements?"
2. What are my strengths?
  - How do my strengths relate to the job?
3. How does my personality fit with the job and company environment?
4. How do my values fit with the company culture?

## Knowledge of the company

Researching the company will provide essential information in preparing for a successful interview.

The first step is looking on the company's website.

1. What are the job requirements? How does this job fit within the company structure?
2. Research the mission and vision. You are looking for "Key Statements" that you can use as language in your interview.
3. How do you connect with the company's culture?
4. Has the company been in the news?

## Preparing for the interview

Understanding your transferable skills and soft skills can help you formulate answers to interview questions.

### *(Before Interview)*

1. Day before the interview – Prepare professional attire.
2. Prepare for typical interview questions:
  - Tell me about yourself
  - Strengths questions
  - Weakness questions
  - Behavior based questions – Using SARS method
  - Prepare questions for the interviewer.
3. Prepare your SARS responses.
4. Formulate responses to interview questions to show your transferable and soft skills.

### *(Day of the Interview)*

5. First impressions are important! Arrive 10 minutes before the interview.
6. The interview starts the minute you are in the parking lot. This means leave your cellphone in the car, be pleasant in the waiting room.
7. If the interview offers you water, TAKE it! You will need it. The water can give you a moment to think about a question as you take a sip.
8. Ask for business cards at the end of the interview so you can follow up with a thank you letter.
9. Begin and end with a solid handshake and smile.

## Staying organized

Keeping a tracking system can help you manage your job search activities. Use the tracking system and Weekly Action Item worksheets.

# HOW TO ANSWER INTERVIEW QUESTIONS USING **SITUATION-ACTION-RESULT** (**SAR METHOD**)

It is easy to answer interview questions badly. Maybe you have even given them in a moment of panic. Here are some to avoid:

- I have great communication skills.
- I get along with people.
- I am a quick learner.
- I am a hard worker.

You may be all of those things, but without giving examples to back them up, you are interchangeable with every other person who speaks those words—including people who do not actually possess any of those traits. How do you differentiate yourself without simply using bigger words?

You need to give a situation, the action you took, and the positive result.

## **Situation->Action->Result**

**S** Situation: Think of some interesting work stories you remember clearly. Learn how to quickly explain the situation to someone who wasn't there. (Think about who, what, when, where, why and say only the important details.)

**A** Action: Tell the actions that you took to deal with the situation. (What did you do and why?)

**R** Result: Show the positive result that your actions achieved. (This is the proof that you have the skills a potential employer is looking to hire. How will an employer benefit from hiring you?)

Instead of saying "I am a hard worker" you might say "I believe in putting my full effort into a job. When I worked for Company X, we were having trouble meeting our goals when a new system was implemented. I worked with my supervisor to schedule extra training for our team and we spent a few weeks working overtime. Within a month, we not only met our goal but exceeded it by 10 percent."

With this example, you give a situation (struggling to meet goals), the action you took (worked with supervisor and team) and the result (exceeded goals). It shows, instead of tells, that you are a hard worker. This gives a hiring manager actual information to evaluate you. It also gives them a chance to learn more about you and opens the door for further questions.

*Reference: Material used from Stacy Lane at Level Up Employment.*

### **Typical Interview Questions**

- Why should I hire you?
- Why are you interested in this position?
- How does your previous experience relate to this job?
- Why are you leaving your current role?
- What are your plans for the future?
- What do you know about the company?
- What qualifications do you have that make you feel that you would be successful in your field?
- How do you solve conflicts?
- What are your hobbies?

### **Typical Behavioral Interview Questions**

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

- Work effectively under pressure?
- Handled a difficult situation with a coworker?
- Were creative in solving a problem?
- Persuaded team members to do things your way?
- You failed and how you handled it?

### **Questions for the Interviewer**

- Remember to prepare your questions for the interviewer. You are interviewing the company as well.

# PROFESSIONAL INTRODUCTIONS

Imagine that you are in an elevator with the one person who can make your next career move possible. You have about 30 seconds to convince this person that you are right for the job. What would you say?

This is the premise behind the elevator pitch, or the 30-60 second commercial, and is a way to introduce who you are as a professional to any new person. Remember that your professional introduction pitch should really be a conversation and flow naturally. It should include essential elements such as:

*Your name, your current level of education, area of interest, your skills and abilities, goal, and asking for a meeting.*

Take the opportunity to work on your professional introduction using the following outline.

**1. Who you are: (name)**

**2. What you want: (type of work, career, industry, information)**

**3. What you bring to the table:**

a. Skills: (3-5 skills)

b. Value: (1 value)

**4. Putting it all together for your Professional Introduction: (write it)**

# SAMPLES

## Work experience:

"Hi, my name is Henry and I have extensive experience in the accounting field. While working in the banking industry, I developed skills in budget management and data entry. I am passionate about finance and eager to incorporate my skills and interests to increase your company's profit. Can you tell me more about your company?"

"Hi, my name is Emily. I have work experience in the human resources field where I used my training and development expertise to develop a new onboarding program. My ability to change gears and understanding of diversity has contributed to my success at work. I am enthusiastic about the recruiting process and assisting new staff members become acquainted with their new work environment and the organization's culture. What kind of qualities do you look for in a candidate?"

## Recent Graduate:

"Hi, my name is Sarah and I am a graduate from Kalamazoo Valley Community College. My education concentrated in the areas of marketing and business. This education and work experience at Meijer has allowed me to develop skills in merchandise development and design. I will bring my passion for creativity and effective project management to your company. What is best about your job?" Can you tell me how you got your start in this industry?"

"Hi, my name is Devon. My strong organizational skills have contributed to my success in finishing my social work degree. I was able to complete an internship at the Department of Human Services where I used my communication skills to develop rapport with clients. My desire to work in this field became clear when I volunteered for a semester at the local boys and girls club. What is some advice you would give someone entering this field?"

## Talking points:

### *Who you are?*

Hi, my name is \_\_\_\_\_.

I have extensive experience in \_\_\_\_\_ field/industry.

My educational background is in \_\_\_\_\_.

### *Why are you interested in the company/position/field?*

I am passionate about \_\_\_\_\_ and value \_\_\_\_\_.

Your companies \_\_\_\_\_ really appeals to my interest in \_\_\_\_\_.

You companies work with \_\_\_\_\_ reflects my value of \_\_\_\_\_.

### *Why are you qualified?*

My education/experience has allowed me to develop skills in \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

### *What can you do for them? (Value added)*

These skills and experiences will enhance \_\_\_\_\_.

I am eager to use my skills in \_\_\_\_\_ to increase your company's \_\_\_\_\_.

# WHAT EMPLOYERS ARE LOOKING FOR IN POTENTIAL CANDIDATES

One of the first steps to a successful job search is understanding what employers are looking for in potential candidates. Once you know this information, you can address the skills and qualities you possess to meet the employers' needs.

Each year, the National Association of Colleges and Employers (NACE) surveys employers about the skills and qualities that they are seeking in potential recruits.

## Top 10 Skills and Qualities of Candidates

*Skills and qualities rated very important to extremely important by employers are:*

1. Communicate verbally within and outside the organization
2. Work in a team structure
3. Decision making and problem solving skills
4. Plan, organize, and prioritize work load
5. Obtain and process information
6. Analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Create and/or edit written reports
10. Ability to sell or influence others

## Top 10 Attributes on a Candidate's Resume

*The Top 10 Attributes employers seek on a candidate's resume*

1. Leadership
2. Communication skills (written)
3. Problem-solving skills
4. Ability to work in a team
5. Analytical/quantitative skills
6. Strong work ethic
7. Communication skills (verbal)
8. Initiative
9. Computer skills
10. Technical skills

## Top 10 Values Employers Look for in Employees

*These are values organizations see as important.*

1. **Strong work ethic:** Effective at working smart and eliminating wasted time. Work toward the most efficient way to complete tasks. Find ways to save time while completing daily assignments. History of caring about the job and completing all projects while maintaining a positive attitude. Exceed expectations. Effective time manager.
2. **Dependability and responsibility:** Come to work on time and when expected to be. Take responsibility for actions and behavior. Keep supervisors abreast of changes in schedule or deadlines. Keep supervisor informed on progress of all assigned projects.
3. **Possessing a positive attitude:** Take the initiative and have the motivation to get the job done in a reasonable period of time. Maintain a positive attitude getting the work done. Motivate others without dwelling on the challenges that inevitably arise in any job. Create an environment of good will and provide a positive role model.
4. **Adaptability:** Maintain flexibility in completing tasks in an ever changing workplace. Open to change and improve in order to complete tasks more efficiently. Accept the fact that changes in the workplace sometimes don't make sense and may appear to make work harder. Adapt to the personality and work habits of co-workers and supervisors.
5. **Honesty and integrity:** Maintain a sense of honesty and integrity. Trustworthy in speech and actions. Use a sense of moral and ethical behavior when working with and serving others within the scope of the job.
6. **Self Motivated:** Require little supervision to accomplish work tasks in a timely and professional manner. Self-motivated employee who takes personal responsibility for the job. Accomplish necessary tasks independent from others.
7. **Motivated to grow & learn:** Interested in keeping up with new developments and knowledge in the field. Continually learning new skills, techniques, and methods through professional development. Help keep the organization at the top of its field.
8. **Strong self confidence:** Exude self confidence. Inspire others to excel. Readily ask questions on topics where more knowledge is needed. Willing to take risks and admit mistakes.
9. **Professionalism:** Maintain professional behavior. Learn every aspect of a job and accomplish it to the max. Look, speak, and dress to maintain an image of professionalism for the company. Prioritize and complete projects in a timely manner.
10. **Loyalty:** Exhibit loyalty to the company. Reputation for giving helpful feedback. Work for the good of the company.

Modified from - <http://internships.about.com/od/internshipsuccess/a/workvalues.htm>

# THE KALAMAZOO CAREER FAIR

The Kalamazoo Career Fair, one of the area's largest career fairs, is held at the Kalamazoo Valley Community College's Texas Township Campus every March. Top employers come together to meet face-to-face with applicants applying for hundreds of jobs around Michigan.

## Prepare for the Kalamazoo Career Fair

One of the best ways to maximize your time in your job search is to attend a career fair. Many of the employers in attendance have jobs available and the power to influence who is hired for them. It is not, however, as easy as just showing up. If you plan your experience in advance, you have a much better chance of becoming employed in an organization that will fit your skills and career goals.

### Before the Career Fair:

- Go to the career fair website, (most career fairs will have their own web address) and find the employers in attendance. If even one employer meets your career needs, it is worth attending the fair to make that connection.
- Make a list of the employers you are excited to meet. Research their website. Pay attention to company size, products or services, clients they serve and news.
- Tailor your resume to the organizations you most want to visit at the fair. If you are interested in different roles, (i.e. customer service and sales) you may need multiple resumes.
- Print multiple copies of your newly revised resume to carry in a black or dark blue professional portfolio. Be prepared to take business cards or write down company web addresses if the employers attending only accept online resumes.
- Write down questions you want to ask the recruiter to keep in your portfolio. You can ask anything not available on the company website. Some good questions to ask include, "What kind of person are you seeking for this position?" or "What do you like about working for Company X?"
- Write down some talking points for questions that may be asked of you. Recruiters often ask questions like, "Why would you like to work for Company X?" or "How does your experience relate to the sales associate position at Company X?" You may want to include specific questions for the employers you are most excited to meet such as, "I read online about abc project. Is your department involved in that?"
- Prepare your wardrobe.

### How to Dress:

#### *General Tips:*

- Make an immediate good impression by looking professional at a career fair. Looking professional means wearing a nice pair of dress pants, a button-down shirt or blouse or a skirt that falls to the knees or below. If you want to wear a suit, make sure it is a conservative color like navy, grey, black or tan. Many second-hand clothing stores carry gently used professional clothing if you do not currently have the wardrobe to wear to a career fair.
- Try to cover tattoos as much as possible. Remove facial piercings.
- Nails should be clean and not too long.
- Look over your wardrobe and make sure it is clean and lint is removed.
- Polish your shoes and wear socks or stockings.

#### *Tips for Men:*

- Shave or trim facial hair neatly.
- If you choose to wear a tie, the colors and patterns should be conservative. Wear a subtle pattern and muted colors that match your pants and/or jacket.
- Your pants should fit your waist without a belt, but a belt that matches your shoes is preferred.
- Your pants should also fall at a slight "break" at your shoe. You should not be able to step on your pants, nor should your socks be visible while standing.
- Never wear sneakers/casual shoes to an interview. Wear lace-up dress shoes.

#### *Tips for Women:*

- Makeup should look natural. A little bit is always best. Avoid bold colors.
- Nails should be clean and not too long. Nail polish should be clear or muted without chips.
- Jewelry should be minimal. Opt for a ring, a watch, and studs for pierced ears.
- If you bring in a purse, it should be small to medium in size and neatly organized.
- Heels should be less than 3 inches.



## Practice Career Fair Conversations:

- Practice your smile and handshake with family and friends.
- Practice your pitch. You will need to introduce yourself to a recruiter at a career fair with a pitch. Start your conversation with something like this, "Hello, my name is David Jones. I will be graduating in the fall with a degree in Business. I am very interested in speaking with you about the available opportunities at Company X."
- Practice your other pitch. You will also need to communicate to the employers at the fair in 20-30 seconds why you want to work for them and how you can benefit their organization. This is your Elevator Pitch, or 30-second commercial and is a marketing piece that you can use for various networking purposes when a recruiter asks you about yourself.

## During the Career Fair:

- Get a map and plot your stops. You will want to do some warm up conversations with a couple of organizations you are not as interested in meeting. This will help to gain the confidence to meet the companies you are really interested in meeting.
- If you are in line, speak to the other people waiting. You may make a great connection, and it will help you relax.
- Remember to smile, give a firm handshake and look the employer in the eye as you introduce yourself. Use your mini-pitch and ask your questions. Let the conversation flow naturally. Do not hand the employer your resume until they ask or give it to them as you are ending your conversation.
- Be aware of the employer's time and pay attention to cues that they are finishing the conversation with you.
- Get a business card and let the employer know that you plan to follow up. Ask what the next step would be in the employment process.
- Prepare for an on-the-spot interview. Do not expect one, but it could happen.

## After the Career Fair:

- After you leave the career fair, quickly make a few notes from your conversations, referencing any key words or phrases that will help you remember the conversation. You can use these notes to send a short and professional email thanking the employer for the conversation and stating that you enjoyed learning more about their organization. You may also want to say why the job available is such a great fit for you. Send this email within 24 hours of your meeting.
- Organize the business cards, brochures, pamphlets into files so you can quickly reference them and maintain your contacts.
- If you do not hear back from the recruiters, (it is not uncommon) plan to send another email requesting information and next steps for an interview, or call the recruiter directly and ask about the status of the open positions.
- Follow up with any recruiter who calls or emails you, even if you have decided that the position they have available is not for you. They may be impressed with your communication and recommend you to a colleague.



# NETWORKING

Networking is the process of contacting and communicating professional goals with other people. It is building positive relationships. Like every positive relationship, there is a give and take process. How do you begin to network? A good starting point is talking with family members and friends about your career aspirations, so they can provide some connects with other professionals and organizations. Being able to talk intelligently about your skills, interests, and career goals is essential skill in creating these connections. (See Professional Introductions on **pages 56-57**).

You can contact with professionals in person, via email, social media tools (like LinkedIn), and phone. When making the personal connection include:

- The name of the person who referred you and how you came to contact them
- Ask for some time to talk with them about their job and working at their company
- If you receive a positive response and scheduled appropriate time, you can use the questions listed on **page 40** to guide your informational interview
- Social media can assist you in making the initial connections. Oftentimes, chat rooms and interest groups on social media websites are organized by professional fields or interests. You have a wealth of professionals at your fingertips.

First and foremost, building positive networking relationships **starts** in the classroom! Why the classroom? As a student, every time you show successful student behavior, such as showing up to class on time, being prepared to participate in class discussion, working collaboratively in group projects, you are creating an opportunity for positive networking.

Please keep in mind the opposite is true as well. You are potentially creating negative networking relationships with classroom behavior such as:

- Using your cellphone
- Sleeping in class
- Wearing pj's to class
- Not sharing responsibilities on group projects

## LinkedIn:

LinkedIn.com is a professional social media tool for your job search. This is a site that recruiters can find you, your resume, and your professional projects. Do not confuse LinkedIn activities and posting with other social media tools. When making connections and postings, you are representing yourself as a professional, so **ALWAYS KEEP IT PROFESSIONAL!**

Let's look at some facts about LinkedIn and the importance of using this site to promote your professional network. According to Jobvite's 2015 Recruiter Nation:

- 92% of companies will use social media network for recruiting in 2015
- 87% of companies used Linked-In to find talent
- 55% of companies use Facebook to find Talent
- 47% of companies use Twitter

A LinkedIn profile should tell your professional story. With this in mind, you want to lead with your most relevant skills and experiences including your success stories and providing examples of your work and unique contributions.

Your profile should include a professional photo and emphasize your skills, experience or career ambition in a brief statement. Your professional picture and statement provides the viewer (recruiter) with your personal introduction. Profiles highlight the most important experiences relevant to the position you are seeking, giving greater visibility to your most important strengths and talents.

Why is a professional photo necessary? Some more facts:

Profile picture provides:

- Credibility - No picture shows an incomplete profile, often out-of-date, not very active, or possibly a spam profile.
- Recognition - Familiarity for someone in your past, someone you meet at a networking event, in a meeting or a previous class.
- Consistency - With other social media networks.
- Personal appeal - It is your professional introduction.
- Personal branding - Your professional photo reflects your social media brand.

A profile with a picture is 7x more likely to be viewed.

The experience section includes a description of the job scope and your achievements. LinkedIn provides a unique opportunity to display your professional projects, and show your collaboration skills with your fellow co-workers or classmates. Receiving professional endorsements of your skills allows the recruiter to hear how other professionals view your skills and qualifications. Endorsing other professionals' skills allows you to build your network and show credibility in your profession.

Reference:

1. <http://www.jobvite.com/blog/welcome-to-the-2015-recruiter-nation-formerly-known-as-the-social-recruiting-survey/>
2. <http://www.workcoachcafe.com/2014/04/29/5-very-important-reasons-to-have-your-photo-on-linkedin/>

# STEP 5

## ESTABLISHING PROFESSIONAL HABITS

Establishing professional work habits, maintaining a positive attitude and staying current with technology are essential tools in maintaining your career longevity in the ever-changing work environment.

### The Top Ten Rules of Workplace Etiquette:

#### 1. If the door is closed, leave it closed.

Do not interrupt a closed door meeting unless it is an emergency.

#### 2. Time is the greatest commodity.

A person's time at work is his most valued commodity. When asking for a meeting come prepared and only use the time you have requested.

#### 3. Remember to say Thank You.

Expressing gratitude in the workplace is essential. Do not assume the person knows you are grateful, say it!

#### 4. If you take the last one, replenish it!

This is in reference to the coffee pot, the printer or copier, and in the supply closet. If you don't have access to replace the supply, you should inform the person responsible for supplying the product.

#### 5. Honor the person's weekend.

Can the question you are about to ask wait until Monday morning?

#### 6. Put in an honest day's work.

When you are paid to work 8-5, do not be late and do not leave early. Emergencies happen so when you are going to be late, call ahead to keep co-workers informed.

#### 7. Email reply does not have to include all.

When replying to an email use "reply all" sparingly. The "reply all" button can be essential for team projects, but often gets over used in the workplace. This creates unnecessary emails and violates rule #2 a person's time.

#### 8. Social Media.

Your employer is not paying you to comment on your Facebook or Twitter account. LinkedIn is a professional social media tool. If you are using LinkedIn or other social media sites to promote your company, do not wander off for personal use. Again using social media for personal use violates rule #6 put in an honest day's work.

#### 9. If you created the mess, you are responsible for cleaning up the mess!

Mistakes and messes happen. Take ownership and fix it.

#### 10. Use your inside voice.

Keep the use of speaker phone and loud voice to a minimum. It is important to respect your professional workplace environment. If you are going to use your speaker phone, close your office door. When carrying on a conversation, make sure it is not conducted in front of other offices.

**Bonus point: Keep it positive - Positivity breeds positivity and creates employee engagement.**

Adapted using "8 More Business Etiquette Tips" by Amy Arndt and "15 Workplace Etiquette Rules Everyone Should Follow, According to Reddit" by Lucia Peters

# STEP 6

## REFLECTING/EVALUATING YOUR FUTURE

### **Lifelong Process**

Your career development is a lifetime process. Life transitions will dictate when and how often you will circle through this process.

### **Assessing Fit**

It is important to assess how each position is meeting your individual and professional needs in using your strengths, personality, interests, and values.

### **Reflection and Evaluation**

Maintaining a temperature reading of your career will allow you to gauge your response to different situations. Evaluations from others can help you objectively assess your career progress. External and internal evaluation processes are essential in receiving an accurate assessment. The reading needs to come both externally and internally. Once you have received feedback from others, establishing your own self-evaluation process is essential to determining the relevance and importance of the evaluation and feedback you were given.

### **Technology One of the Keys to Success**

Technology is essential to most organizations. From computers, computer software, and the Internet, to printers, smartphones, and virtual private networks, to social networking tools and high-tech machinery, technology plays a vital role in almost any business. Only staying up-to-date on current technology is not sufficient for being successful in the workplace. As a valuable employee, you need to stay ahead of the learning curve. Your technical knowledge and confidence will allow you to perform jobs better and more efficiently and get a reputation as a problem-solver in the office.

### **Continued Education**

Even if you are employed, we encourage you to continue taking classes at Kalamazoo Valley. It is always smart to evaluate your circumstances and determine whether additional education or training is needed. In the 21st century, the way you are going to maintain employment is through constant and continued education and training.

Career advisors are available to assist you with your re-evaluation and reflection of your career direction.

# STUDENT SERVICES

At Kalamazoo Valley Community College there are a number of additional resources available to you at the Student Success Center.

At the Student Success Center, it's all about you. From academic and career counseling to tutoring, mentoring and more than 20 different clubs and activities, the Student Success Center has something for everyone. Student success is the ultimate goal, and we are here to help.

The Student Success Center includes the following programs and services:

<b>Advising &amp; Counseling</b> Assists with pathway advising, course selections, career exploration and planning as well as personal counseling needs..	<b>Apprenticeships</b> Assists students who are employed as apprentices through the registration process as well as answers questions for students who are interested in becoming an apprentice in the skilled trades, such as electrical technology, welding, engineering/ manufacturing and industrial technology.	<b>Brother2Brother</b> Provides mentoring, leadership development, career exploration, strengths and talent identification, peer support, tutoring, workshops, and chill nights to male students. Male students looking to network with other students and successful males from within the community are encouraged to become part of the B2B program.
<b>Employment Services</b> Offers assistance with resume writing, cover letters, interviewing, job shadowing and employment opportunities. Collaborates with local employers for campus recruiting and pathway-specific career information.	<b>Focus Program</b> Provides academic and peer support to students transferring to Western Michigan University after goal completion at Kalamazoo Valley. A voluntary commitment, the Focus Program offers students extra attention and information about activities and services at Kalamazoo Valley and WMU to encourage academic and individual achievement.	<b>Kalamazoo Promise Services</b> Offers academic and student support to Kalamazoo Promise eligible students. Through a series of appointments, a Kalamazoo Promise coach and a Kalamazoo Promise counselor assist students in successfully completing their academic goals at Kalamazoo Valley. Students can schedule recurring appointments to stay updated on their academic progress to help ensure successful goal completion.
<b>Learning Center</b> Offers a variety of services to enhance student learning. One-on-one and group tutoring is available, as well as course-specific study groups and workshops. Tutors are available in reading, writing, math, science, foreign language, and business classes and other academic areas both on a drop-in basis and by appointment.	<b>Life Resources</b> Links students with college and community resources to enrich their college experience and to find solutions to non-academic needs relating to housing, transportation, personal finance, time management, nutrition, and health. In addition, workshops sponsored by Life Resources address wellness, nutrition, financial literacy, and stress relief.	<b>Multicultural Services</b> Designed to assist underrepresented students in their transition to Kalamazoo Valley by providing academic and educational support services. This is accomplished by providing leadership opportunities, co-curricular activities that inform, educate, challenge, and enhance students' development and global perspectives.
<b>Office for Student Access</b> Provides educational accessibility and other support to students with disabilities who are currently attending or planning to attend Kalamazoo Valley Community College with the intent that he or she will develop or strengthen their self-advocacy skills. Services provided includes advising, adaptive equipment, interpreter services, and electronic texting.	<b>Prior Learning Assessment</b> Coordinates the assessment of prior learning, such as education acquired through work-place training, seminars, certificate/license completion, and/or military services that may be eligible for college credit. Kalamazoo Valley recognizes that all learning is valuable. Learning can occur at any time and any place. Students may be eligible to earn college credit for what they already know – let us help you!	<b>Student Internships</b> Coordinates on-the-job learning experiences with organizations for students seeking an internship. Internships are designed to provide students with the opportunity to apply knowledge gained in the classroom in a work environment and receive college credit for it. Internships may be paid or unpaid. In some cases, for students currently working in a job related to their program of study, the job may be approved as an internship experience.
<b>Student Organizations and Activities</b> Designed to complement the academic programs of Kalamazoo Valley, Student Organizations and Activities provides a broad range of activities to all enrolled students. With more than 20 student organizations on campus, including Soccer Club, Phi Theta Kappa, Association of Information Technology and Disc Golf, students are encouraged to join an existing organization or start one of their own. Fun and educational activities include Cougar Connection, visiting authors and speakers, financial and personal well-being workshops.	<b>Student Strengths Development</b> Uses the Gallup StrengthsQuest tool to help students discover their "Top Five" Strengths and apply those Strengths in academics, career planning and personal goal setting. Grounded in Positive Psychology, it has helped more than 1,000,000 people at 800+ schools and universities achieve academic, career, and personal success.	<b>Testing Services</b> Administers tests including placement tests, make-up exams, online testing, exams for college credit and an assortment of nationally recognized assessments in a comfortable, secure environment with flexible hours. The Testing Center can be used as an alternative to traditional classroom testing with instructor permission.
<b>Transfer Resource Services</b> Provides information, referrals, and campus tours to assist students in successfully transferring to Michigan colleges and universities after completing their education at Kalamazoo Valley. Other services offered include: transfer workshops, on-site admissions and referrals to contact people on other campuses poised to help. These services are free to all Kalamazoo Valley students.	<b>Veteran Services</b> Serves as the central point of contact for students who have served or who are actively serving in the U.S. Armed Forces. Facilitates access to college and community resources as well as a students' transition to Kalamazoo Valley Community College.	

Program and services vary by campus, call the Texas Township Campus **269.488.4040**, Anna Whitten Hall **269.373.3800** or the Bronson Healthy Living Campus at **269.548.3300** for more information.

# APPENDIX

## CAREER & PATHWAY SEMESTER PLAN

### FIRST YEAR CHECKLIST FIRST SEMESTER

- ☐ **Attend new student orientation** – Preparing for college success starts with orientating to your new environment, understanding college's services, processes, and procedures, registering for courses and touring the college campus.
- ☐ **Plan your path** – Schedule a meeting with your Career Advisor to learn about career self-assessment strategies to help understand your interests, personality, values, strengths, and skills. To schedule an appointment at TTC, Room 9300 269.488.4040 or ACC, Room 120 269.373.7834. Make a self-scheduled appointment at (<https://www.kvcc.edu/services/career/>). Then click on "Make an appointment with Career Services".
- ☐ **Enroll in First Year Experience Course (FYE: 104)** - This course is designed for first-time college students to broaden their knowledge for college success. An emphasis is on career development including career assessments, information, and resources.
- ☐ **Explore career options** – Begin researching career options using online resources at (<https://www.kvcc.edu/services/career/resources.htm>).
- ☐ **Meet with your Advisor to register for next semester** – Register for next semester courses focusing on a meta-major.
- ☐ **Take an exploratory course/s** – While working with your Career Advisor, select courses that give you an opportunity to determine what fields you would most enjoy studying.
- ☐ **After 15+ credits** – A program of study must be decided on after completing 15+ credits. It is essential you use this first semester to assess, explore, and research your career options and field of study. Follow these steps to guide and support you in your progress toward making a career decision.

### SECOND SEMESTER

- ☐ **Continue your career exploration** – As you research your career options, you need to begin narrowing down your career options and researching specific career information.
- ☐ **Chat with your instructor** – Your instructors are wonderful resources for their field.
- ☐ **Conduct an informational interview/job shadow** – Meeting with professionals in areas you are interested in is an opportunity to obtain an inside view of your field of interest. (See Career Manual page 49)
- ☐ **Student Activities**
- ☐ **Career-Related volunteer opportunities**
- ☐ **Decide on a Program of Study** – Once you decide on a program of study, you will work closely with the Pathway Advisor and/or Academic Counselor in your program.
- ☐ **Create an academic plan** – Use Degree Works, and check it with your Pathway Advisor and/or Academic Counselor.
- ☐ **If transferring, work with the Transfer Resource Center and FOCUS program**
- ☐ **Research transfer universities**



# CAREER & PATHWAY SEMESTER PLAN

## SECOND YEAR THIRD SEMESTER

- ❑ **Conduct an informational interview/job shadow** – Meeting with professionals in areas you are interested in is an opportunity to obtain an inside view of your field of interest. (See Career Manual page 49)
- ❑ **Resume development** – Begin working on your resume and using Kalamazoo Valley's Online Job Board for summer employment.
- ❑ **Work with Employment Services** – Resume and cover letter critique, practice interview skills, and job search strategies.
- ❑ **Pure Michigan Talent Connect** – Register for Kalamazoo Valley's online job board. (<https://www.mitalent.org>)
- ❑ **Meet with the Internship Coordinator**, Monica Koning, if internship is required for your program.
- ❑ **Career-related On/Off campus work experience**
- ❑ **Start communication with university's advisor** (if transferring)
- ❑ **Start the admissions process** – For the university you will be transferring to in your third year.

## FOURTH SEMESTER

- ❑ **Meet with a counselor** – To complete graduation audit and petition to graduate online or finalize transfer requirements. (<https://p2.kvcc.edu/cp/graduation/index.php>)
- ❑ **Resume update and critiques** – Refine employment paperwork, such as resume, cover letter, and reference sheet. Use Career Manual to develop these materials.
- ❑ **Continue your work with Employment Services**
- ❑ **Upload completed resume to online job board** (<https://www.mitalent.org>).
- ❑ **Networking using social media** – Complete LinkedIn profile and update all privacy settings to help ensure professional brand is reflected in your social media accounts.
- ❑ **Begin job search process**
- ❑ **Attend Career Fairs**

## ADDITIONAL RESOURCES

- ❑ **Assessments include** – The Strong Interest Inventory, Do What You Are, Myers-Briggs Type Indicator (MBTI), Strengths, and Career Cruising. Learn more about the different career assessments available to you at (<https://www.kvcc.edu/services/career/assessments.html>)
- ❑ **Use Career Manual** – Use resources in Career Manual to support and complement your Career Counseling sessions and growth towards your career decision. (<https://www.kvcc.edu/services/career/files/CareerManual.pdf>)
- ❑ **Explore career options** – Begin researching career options using online resources. (<https://www.kvcc.edu/services/career/resources.htm>)
- ❑ **Use the Learning Center and Student Success Center** – Create successful academic habits from the start of your college experience.

## ENCOURAGED ACTIVITIES

- ❑ **Kalamazoo Career Fair** – Attend Kalamazoo Career Fair at TTC held in March every year. (<https://www.kvcc.edu/careerfair/>).
- ❑ **Participate with employers on campus** – Employers schedule visits to recruit on campus.
- ❑ **Volunteer opportunities** – A great way to increase employability skills and build your resume.
- ❑ **Participation in student activities/organizations** – Seek leadership opportunities on campus.
- ❑ **Be an engaged student** – Go to class, turn in your work, and check your Valley email daily and campus events schedule.

# RESEARCHING CAREERS

*Job Title:* \_\_\_\_\_  
\_\_\_\_\_

*Information Source:* \_\_\_\_\_  
\_\_\_\_\_

*Main duties/responsibilities:* \_\_\_\_\_  
\_\_\_\_\_

*Does this job require you to work mainly with*    *People* - *Data* - *Ideas* - *Things?*    *(circle one)*

*What skills are needed for this job?* \_\_\_\_\_  
\_\_\_\_\_

*What are the daily work activities of this career?* \_\_\_\_\_  
\_\_\_\_\_

*What work values are associated with this job?* \_\_\_\_\_  
\_\_\_\_\_

*What is the salary range for this career? (Entry through experience)* \_\_\_\_\_  
\_\_\_\_\_

*What is the job outlook?* \_\_\_\_\_  
\_\_\_\_\_

*What education or training is required for this career?* \_\_\_\_\_  
\_\_\_\_\_

*Based on the information you collected, are you interested in this career?* \_\_\_\_\_  
\_\_\_\_\_

*What are two to three steps you need to take in order to get ready for this career?* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# INFORMATIONAL INTERVIEWS/JOB SHADOWS

An **informational interview** gives you the opportunity to obtain an inside view of a job field that interests you by speaking with people who are currently working in that field. This is either done in person, through email or on the phone. It can be an hour or less, depending upon the availability of the person with whom you are interviewing. The main goal of the informational interview is to speak with professionals about their job. A benefit of this experience is the smaller time commitment for the professional. Therefore, it is a better way to approach a contact you do not already know in an industry in which you are interested.

A **job shadow** is conducted by students who are very seriously considering an occupation and want to view a professional doing the job. Job shadows last longer—a half or full day, or more—and often include meetings with key staff in the company. The main goal of the job shadow is to watch a professional at work and to follow them as they do their daily activities. The job shadow takes more commitment on the part of the professional, and may involve you signing something to address the privacy of the organization and/or its clientele.

Both experiences will help you gain a better understanding of an occupation or industry and to build a network of contacts in that field.

## Setting up an Appointment:

Conduct research about the company or the field before scheduling an appointment.

Make an appointment for an informational interview or job shadow with a professional working in a field of your interest. Schedule the appointment in person, on the phone or by email.

If you are not certain how to begin your conversation, here is a sample phone conversation:

"Hi, my name is \_\_\_\_\_ and I am a student at Kalamazoo Valley Community College studying \_\_\_\_\_. I was hoping you would be willing to help me learn more about \_\_\_\_\_. Could you set aside some time to speak with me? What time would be convenient for you?"

## During the Meeting:

- If you are meeting in person, dress for a professional interview and appointment. Be on time, and do not exceed the amount of time scheduled for the interview.
- Prepare a list of questions ahead of time.
- Send a thank you note within a day of your interview.
- Do not ask for a job. The informational interview or job shadow is for information gathering only.

## Sample Questions for your Informational Interview or Job Shadow

The employer may ask you:

What can you tell me about yourself?  
What can I do for you?

*Typical questions to ask the interviewee:*

- How did you get into this field?
- What is a typical day like for you?
- What made you decide this was the occupation you wanted to pursue?
- What kind of degree, license, or certification do you need to be successful? What kind of skills should a person possess to be successful in this field?
- Where might you go from here in your career?
- What professional/trade associations or union organizations do you belong to, and what roles do they play in your career?
- What do you like and not like about working in this field?
- Would you do anything differently if you could do it over?
- Does this company have a history of promoting from within?
- Are there specific recommendations you might make for further training or credentials?
- What advice would you give a new professional entering into this industry?
- What are the most effective techniques for getting a job in this field?
- Is there anyone else you would recommend I talk with? May I let them know you referred me?
- What next steps might be helpful?

*Typical questions to ask about the industry:*

- What training or professional development do companies in this field generally provide?
- What trends do you see influencing the future of this field?
- What are the most common problems or issues confronting employees within this field?
- What are the best sources for learning more about the industry?

# RESUME WORKSHEET

## PERSONAL PROFILE or OBJECTIVE

*Job title (posting position):* If appropriate, title yourself as what the posting is seeking.

---

*Strengths* (StrengthsQuest), Personality *Traits*, Employer *Values* or Personal *Skills*:

---

---

---

*Combine your job title, four or six strengths, traits, values or skills, employment history or accomplishments into a paragraph introducing yourself.*

## HEADLINE

Once you develop your personal/professional profile, work it down to a catchy, one line “marketing slogan” or brand.

## SKILLS

Job-related skills

Transferable skills

*Avoid phrases such as “Able to” and “Capable of” and replace with what you actually DO or HAVE DONE.*

## ACCOMPLISHMENTS

Explain what action was taken to yield a result:

How did you help produce a product or service: 1) better, 2) faster, or 3) with less cost to or higher profits for the company?

*Note: Write the resume in FIRST person format, not third person (assume each point starts with the word “I” though I and me are never used on a resume).*

*Note: Use the accomplishments under the Employment History section as evidence of what you accomplished at that job, or as a separate section.*

# SAMPLE COVER LETTER

Jane K. Valley  
1234 Valley Lane  
Kalamazoo, Michigan 49008  
269-555-1212 (c) jvalley@gmail.com

February 17, 20XX

Mr. John Sample  
Interim Assistant Superintendent  
Dry River Elementary School  
123 Education Drive  
Kalamazoo, Michigan 49003

Dear Mr. Sample:

I am responding to your job posting for a third grade teaching position at Dry River Elementary School. Your school has an excellent reputation for working with special needs students, a population with whom I am particularly interested in working.

I have five years of previous experience as a Pre-School Teacher at Banana Leaf Learning Center. My classroom technique teaches to the individual child, and I am flexible with their changing needs. I strongly believe that all children can learn from a teacher who is patient, positive, and an excellent communicator. My resume shows that I excel in these qualities. I am also highly organized, collaborative, and feel that interaction with parents is a key to developing a strong educational alliance.

Please consider my attached resume as you are determining the best person for this position. I am excited to discuss the possibility of working for Dry River Elementary School. I plan to follow up with you in one week. Thank you for your time and consideration of my candidacy.

Respectfully,

Jane Valley

# SAMPLE REFERENCE PAGE

Jane K. Valley  
1234 Valley Lane  
Kalamazoo, Michigan 49008  
269-555-1212 (c) jvalley@gmail.com

## References

Dr. Donald Data  
Associate Professor, Computer Science  
Western Michigan University  
Kalamazoo, Michigan 49008  
(269) 387-5655  
donald.data@wmich.edu

Ms. Dinah Delegator  
Director, Volunteer Services  
American Red Cross  
516 West South Street  
Kalamazoo, Michigan 49008  
(269) 382-6382

Ms. Melanie Microchip  
Manager, Microcomputer Laboratories  
Western Michigan University Computer Services  
Kalamazoo, Michigan 49008  
(269) 387-4700

Mr. Steven Supervisor  
Manager, Information Systems  
Kellogg Company  
333 Porter Street  
Battle Creek, Michigan 49017  
(617) 645-1234  
s.supervisor@kellogg.com

# INTERVIEW CHECKLIST

## \_\_\_\_\_ **Be prepared and practice**

- Know how you fit in the organization
- Being prepared and practicing helps with confidence in the interview

## \_\_\_\_\_ **Be on time**

- Arrive at your destination and check in 10 minutes early
- If you do not know where you are going, do a dry run in advance
- Always leave home earlier than you think necessary

## \_\_\_\_\_ **Know yourself: your strengths, skills, and goals**

- Assess your strengths, skills, and goals
- Prepare specific examples to discuss your strengths, skills and experience

## \_\_\_\_\_ **Research the company**

- What are the company's most important products and services?
- Which customers do they serve, and what problems do they solve for them?
- Who heads the company/department in which you would be working?

## \_\_\_\_\_ **Complete a practice interview with the typical questions asked in an interview**

- Review typical questions asked in the interview
- Practice examples of show and proof stories/ and behavior basic questions:
  - S* = Situation (background set the scene)
  - A* = Action (what you did, skills used, behaviors, characteristics)
  - R* = Result (outcome, what happened)

## \_\_\_\_\_ **Prepare questions for the employer**

## \_\_\_\_\_ **Dress appropriately for the interview**

## \_\_\_\_\_ **Bring professional items**

- Professional and organized binder: black, brown or deep blue
- Extra resumes
- Copies of reference sheet; make certain you have current titles and phone numbers
- Paper and pen to take notes
- Questions for the interviewer prepared ahead of time

## \_\_\_\_\_ **Follow up after the interview**

- Thank you note (hand written or email)
- Phone contact

# THANK YOU AFTER INTERVIEWING FOR A JOB

## *Why is sending a thank you so important?*

- It demonstrates your continued interest in the job and appreciation for the interviewee's time.
- If you are interviewing for a position that involves client contact and follow up (such as sales person, public relations or customer service positions), sending a thank you demonstrates your ability to follow up and your attention to detail.
- Sending a thank you note can elevate you from the crowd of job seekers who might not think to do so.

## *Ground Rules for sending Thank You:*

**Rule #1:** Always send a thank you within the first 24 hours after the interview.

**Rule #2:** You can send a handwritten or typed thank you note. You should also consider sending an email thank you immediately after the interview.

**Rule #3:** Your thank you letter should be free of errors including misspelling and grammatical errors.

**Rule #4:** Use the thank you letter as an opportunity to reiterate your strong interest in the position, but do not make it too long. Simply thank the interviewer for his/her time and restate your interest in the position.

*Reference: CAM Report (Career Advancement Management Report November 1, 2011, Volume 35, #2)*

September 20, 20xx

Jack Henry  
IT Director  
Portage Public Schools  
1234 School Street  
Portage, MI 49024

Dear Mr. Henry:

Thank you for your time and consideration for the help desk position with Portage Public Schools. It was a pleasure meeting your staff and hearing about the students, families, and educators you support. I truly enjoyed learning about the team's vision for this position. I understand how important this role is to the dynamic environment in which you work. After our conversation, I am thrilled that I am being considered to contribute my skills and qualifications for this position, and I am confident that I am the best fit.

You mentioned that you are looking for a candidate with strong interpersonal and technical skills. I excel at troubleshooting and assisting people who have little technical knowledge and communicating effectively whether on the phone, in person, or through email. I believe that my many years in customer service, along with my software development background, will make me a great addition to your team.

I look forward to hearing from you, and please feel free to call me at (269) 488-4040 with any other questions.

Best regards,

Jane K. Valley  
Janevalley@gmail.com

# JOB SEARCH STRATEGIC PLAN WEEKLY ACTION ITEMS

## WEEKLY ACTIVITIES

## WHO & WHAT

## DATE

Exploring Job Searching  
Engines

Targeted Companies Website

## NETWORKING OPPORTUNITIES

Phone Calls/Personal  
Contacts

Associations/Clubs/Events/  
Volunteering

Social Media - LinkedIn

Other

Follow up on Leads/  
continued Job Search

Job Search Materials/Reading

# JOB SEARCH TRACKING SYSTEM

Target Company	Contact Person and Title		Position Applied For
Contact Info, Phone, Email	Contact Date Applied Date	Date of Follow-Up	Thank You Note Sent

Target Company	Contact Person and Title		Position Applied For
Contact Info, Phone, Email	Contact Date Applied Date	Date of Follow-Up	Thank You Note Sent

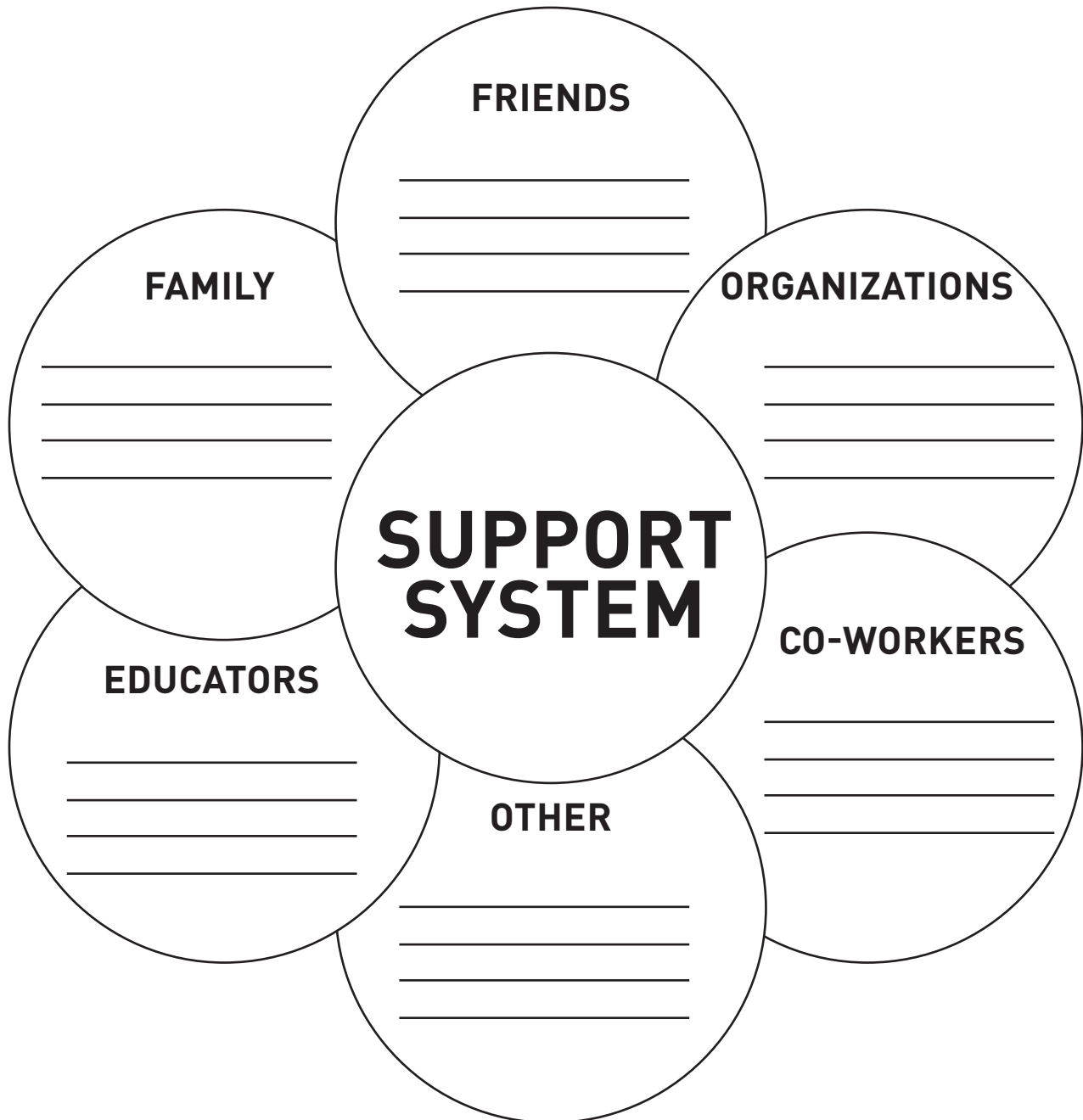
Target Company	Contact Person and Title		Position Applied For
Contact Info, Phone, Email	Contact Date Applied Date	Date of Follow-Up	Thank You Note Sent

Target Company	Contact Person and Title		Position Applied For
Contact Info, Phone, Email	Contact Date Applied Date	Date of Follow-Up	Thank You Note Sent



# BRAINSTORM SUPPORT SYSTEMS FOR YOUR JOB SEARCH

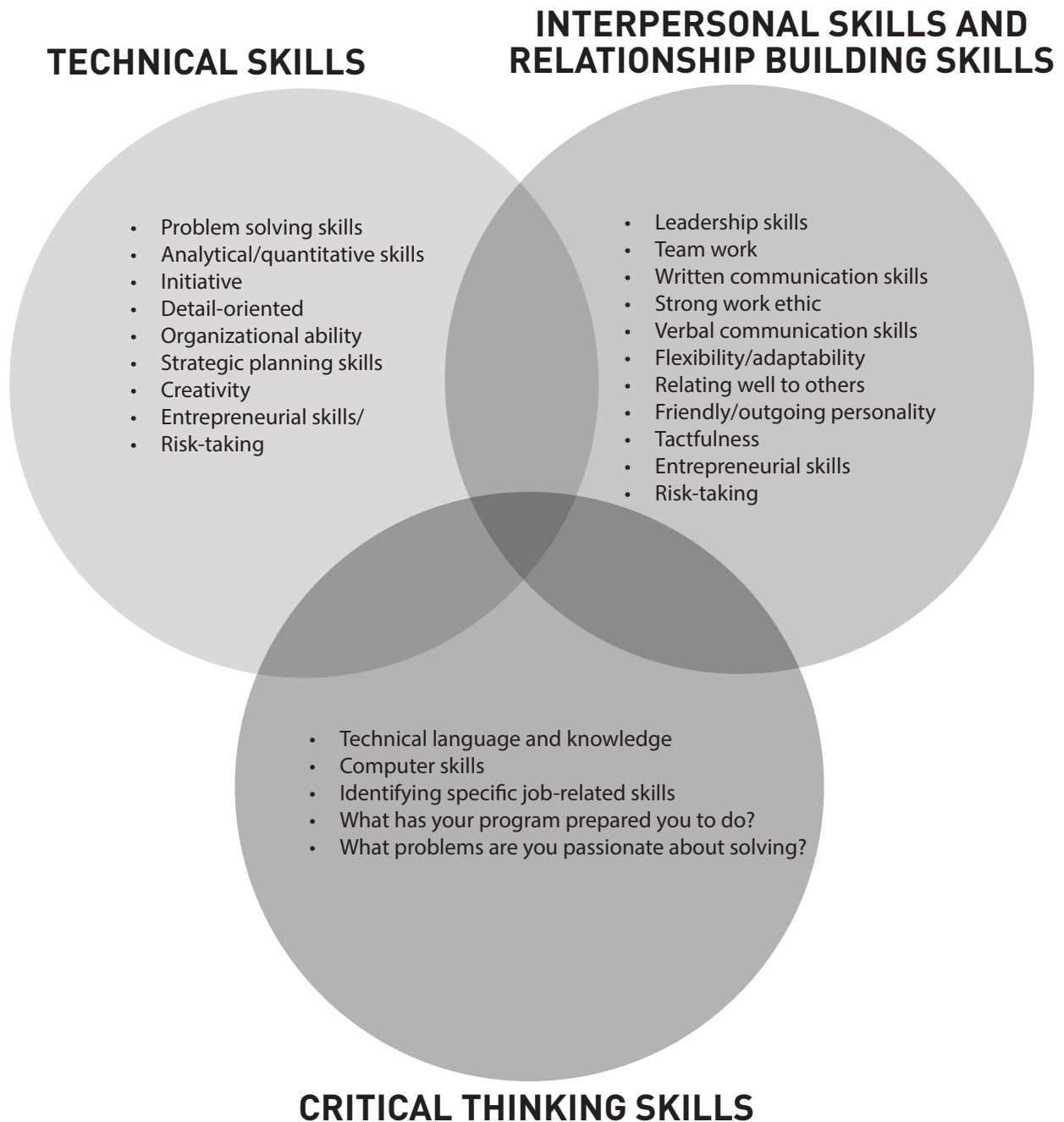
- Who supports you now, and what kind of support do they provide (social, physical, intellectual, emotional or spiritual)?
- Who can be added to your support system?
  - a. Who might be an encourager?
  - b. Who might be a mentor?
  - c. Who might be an accountability person?



# SKILLS EMPLOYERS WANT IN THE WORKPLACE

**Three critical skill areas to communicate on your resume and in your interview.**

- Resume - When developing your resume, you want to reflect two to three skills in each area.
- Interview - For your interview, prepare specific examples from each areas to show a balance of your skills and qualifications.
- Combine the three areas when possible!



*Adapted from NACE Job Outlook 2016 Report and Performance-Based Development Model Developed by Dorothy del Bueno, R.N., Ph.D.*

# ASSESSING JOB OFFERS

Assessing job offers begins with prioritizing your needs and wants in your careers. A job offer doesn't mean you need to accept if it is not a good fit for you. In addition, weighing multiple job offers can be both a blessing and curse. How do you start evaluating job offers? Navigating these potential opportunities requires knowledge about yourself and your career goals. This process actually starts at the beginning of your job search, so you will seek career opportunities that best fit you and your future career.

Answers to the following questions is the starting point of your assessment. What is most important to you in your career? Is it.... the role? The company? The salary? The location? The benefits? The schedule? The advancement opportunities? The people and company culture?

## Job Criteria Scale

Directions: The Job Criteria Scale helps you prioritize and assess important criteria specific to you and your career goals. Listed below are 15 career criteria in alphabetical order. Begin using the Job Criteria Scale by first assessing each criteria from least important to most important, circling a number one through five. After you evaluated the 15 career criteria, your next step is to highlight your top five most important criteria. Knowledge of these career criteria will help you compare this important information for your job search and when weighing out your job offer.

Career Criteria	Least Important					Most Important				
Advance Opportunities	1	2	3	4	5					
Benefits	1	2	3	4	5					
Co-workers	1	2	3	4	5					
Community Involvement	1	2	3	4	5					
Company Culture and Values	1	2	3	4	5					
Compensations/Salary	1	2	3	4	5					
Job Role	1	2	3	4	5					
Job Stability	1	2	3	4	5					
Location	1	2	3	4	5					
Supervisor/Manager	1	2	3	4	5					
Type of Company	1	2	3	4	5					
Type of Work	1	2	3	4	5					
Travel Requirements/Opportunities	1	2	3	4	5					
Work Environment	1	2	3	4	5					
Work/Life Balance	1	2	3	4	5					

Reference: Adapted from NACE article on "Job-Offer Deadlines and Making Decisions" by Kayla Villwock, 2016

## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## NOTES

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.





Kalamazoo**VALLEY**<sup>™</sup>  
community college

[www.kvcc.edu](http://www.kvcc.edu)



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6767 West O Avenue  
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The Groves Campus  
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