

# CAREER & LEADERSHIP DEVELOPMENT

IN PARTNERSHIP WITH

enterprise



# Employment & Internship

SEARCH GUIDE

# Dear Warhawk,

One of the roles of the Career & Leadership Development department at the University of Wisconsin–Whitewater is to help students learn how to conduct a successful search for an internship or full-time job in your chosen career field. With this role in mind, staff developed this *Employment & Internship Search Guide* to offer you some tips as you prepare to conduct your search. It's our hope you'll find the guide useful as a self-help resource. Please know that we are here to help you through each step of your internship or job search. Career development professionals are assigned by majors to work with students and alumni, and have the knowledge and expertise to provide exceptional service to you. Please schedule a time soon to meet with the career professional assigned to you.

I'd like to thank Enterprise®—our corporate partner—in this project. Their generous financial support has allowed us to have the guide professionally developed, and the advice offered by the Talent Acquisition staff of Enterprise is spot on. We appreciate all they've done to help make this guide a reality!

**Best wishes as you prepare to secure an internship or job.  
Remember, we're here to help students of all levels, and alumni  
at any time.**

## Go Warhawks!

Career & Leadership Development Staff  
University of Wisconsin–Whitewater

CAREER & LEADERSHIP  
DEVELOPMENT



# How Can Career & Leadership Development Help Me with My Career?

Check Out our Programs and Services and Make an Appointment with Your Career Advisor Today!

## PROGRAMS

### CAREER FAIRS

Career fairs offer students and alumni a great way to network with prospective employers and learn more about career options. CLD sponsors three career fairs each year.

### ON-CAMPUS INTERVIEW PROGRAM

The Bailey Interview Center is the home for more than 2,000 interviews each year, bringing employers to campus to talk with students about internships and post-graduate jobs.

### MOCK INTERVIEW PROGRAM

Each semester CLD provides students the opportunity to practice their interview skills and get feedback from recruiters and career specialists.

### ETIQUETTE DINNERS

A fun, interactive dinner to help students gain knowledge and comfort in professional settings involving dining.

### WORKSHOPS, PANELS AND MORE

Each semester several career readiness workshops are offered to help students succeed in their future career.

### CAREER CLASSES

CLD offers multiple sections of career information and employment strategy classes to help students conduct a successful job search.

### SELF-HELP SERVICES ONLINE

Practice your interview on *Interview Stream*, find jobs and internships posted on *Handshake*, and explore global opportunities on *Going Global*. All software is available 24/7 online.

## SERVICES

### CAREER DECISION-MAKING

- ▶ Individual appointments with a career advisor.
- ▶ Help choosing a Major or Minor.
- ▶ Help choosing a career path.
- ▶ Deciding on Graduate or Professional Schools.

### EXPERIENTIAL EDUCATION

- ▶ Which experiences will help you most with your career development?
- ▶ Campus jobs, internships, leadership roles, service, and other ways to develop yourself.
- ▶ How to apply for and obtain these valuable experiences.

### JOB AND INTERNSHIP SEARCH

- ▶ Individual appointments with your career advisor.
- ▶ Preparing your cover letter and resumé.
- ▶ Practice interviews.
- ▶ Graduate and professional school application process.
- ▶ Preparing for a global job market.

### EMPLOYER RELATIONS

- ▶ Employer directory on Hawk Jobs.
- ▶ Interview days and Fairs.
- ▶ Job opportunities on Hawk Jobs.
- ▶ Resumé referrals to employers.

# CALL TO ACTION 4-Year Plan

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## Freshman Year

- ▶ **Join a student organization** to begin to explore potential career fields.
- ▶ **Build your resumé.**
- ▶ **Develop a LinkedIn profile.**
- ▶ **Meet with your dedicated Career Advisor** to discuss career exploration or career planning strategies and resources.
- ▶ **Consider attending the Hawk Career Fair and/or Spring Career Fair** to explore options.

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## Sophomore Year

- ▶ **Update** your resumé and LinkedIn profile.
- ▶ **Attend the Accounting Career Fair** (September), **Hawk Career Fair** (October) and/or the **Spring Career Fair** (February) to network with employers and explore potential internship opportunities.
- ▶ **Meet with your Career Advisor** to discuss internship search resources, cover letter writing, and to review your resumé revisions.
- ▶ **Enhance your skills** through active participation in a student organization or through part-time jobs/on-campus jobs.
- ▶ **Begin networking with employers** at on-campus events or with UWW alumni through informational interviews.
- ▶ **Apply** for summer internships.

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## Junior Year

- ▶ **Update** your resumé and LinkedIn profile.
- ▶ **Continue networking with employers** through on-campus events and with alumni through informational interviews.
- ▶ **Attend the Accounting Career Fair** (September), **Hawk Career Fair** (October) and/or the **Spring Career Fair** (February) to network with employers and explore internship opportunities.
- ▶ Apply for summer internships.
- ▶ **Seek a leadership role** within a student organization that you are active in.
- ▶ **Meet with your Career Advisor** to conduct a mock interview, discuss your internship search and to review your updated resumé.

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## Senior Year

- ▶ **Update** your resumé and LinkedIn profile.
- ▶ **Seek an additional leadership role** within a student organization you are active in.
- ▶ **Meet with your Career Advisor** to discuss your full-time job search or your graduate school application process.
- ▶ **Attend the Accounting Career Fair** (September), **Hawk Career Fair** (October) and/or the **Spring Career Fair** (February) to network with employers and explore full-time job opportunities.
- ▶ **Apply** for full-time job opportunities.

## ENTERPRISE<sup>®</sup> Tips

**Get involved on campus early in your college career.** It's never too early to build your resumé. Stop by the Student Involvement Office in the UC to find a campus job, volunteer service work, or a student organization you want to join.

# Are You Ready for Your Career?

The National Association of Colleges and Employers (NACE) is the leading source of information on the employment of the college educated.

The career readiness of college graduates is an important outcome of your time at UW–Whitewater, and a major concern of employers hiring college graduates. NACE defines career readiness as the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.

## **CAREER COMPETENCIES: CRITICAL THINKING AND PROBLEM-SOLVING**

Exercise sound reasoning to analyze issues, make decisions, and overcome problems. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and may demonstrate originality and inventiveness.

## **ORAL AND WRITTEN COMMUNICATION**

Articulate thoughts and ideas clearly and effectively in written and oral forms to persons inside and outside of the organization. The individual has public speaking skills; is able to express ideas to others; and can write and edit memos, letters, and complex technical reports clearly and effectively.



## **TEAMWORK AND COLLABORATION**

Build collaborative relationships with colleagues and customers representing diverse cultures (race/ethnicity, age, gender/sexual orientation, ability, religion, lifestyle, experience, and viewpoints). The individual is able to work within a team structure, and can negotiate and manage conflict.

## **ENTERPRISE® Tips**

**An internship is a great way for you to develop your career readiness skills, and will make you an attractive applicant to those reading your resumé. We recommend that all students pursue an internship, field placement, or some other type of career related experience.**

# Are You Ready for Your Career?

## **INFORMATION TECHNOLOGY APPLICATION**

Select and use appropriate technology to accomplish a given task. The individual is also able to apply computing skills to solve problems.

## **LEADERSHIP**

Leverage the strengths of others to achieve common goals, and use interpersonal skills to coach and develop others. The individual is able to assess and manage their emotions and those of others; use empathetic skills to guide and motivate; and organize, prioritize, and delegate work.

## **PROFESSIONALISM AND WORK ETHIC**

Demonstrate personal accountability and effective work habits (e.g., punctuality, working productively with others, and time workload management), and understand the impact of non-verbal communication on professional work image. The individual demonstrates integrity and ethical behavior, acts responsibly with the interests of the larger community in mind, and is able to learn from their mistakes.

## **CAREER MANAGEMENT**

Identify and articulate one's skills, strengths, knowledge, and experiences relevant to the position desired and career goals, and identify areas necessary for professional growth. The individual is able to navigate and explore job options; understands and can take the steps necessary to pursue opportunities; and understand how to self-advocate for opportunities in the workplace.

## **GLOBAL/ INTERCULTURAL FLUENCY**

Value, respect, and learn from diverse cultures, races, ages, genders, sexual orientations and religions. The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.



*Utilize the staff of Career & Leadership Development, everyone is ready and willing to help. Whether you take the Career Information class, or meet with your career advisor individually, you'll have a leg up on the start of your career."*

Tess Abler, Assistant Branch Manager  
Enterprise in Madison, WI  
2016 UW-Whitewater Graduate  
Management Major  
Bachelor of Science–Management

# Meaningful Career Experiences

When we deeply engage in a meaningful project or activity, we have the opportunity to learn a great deal about our strengths and needs for improvement, career interests, and work values.

Knowing what we've learned as a result of our engagement in meaningful activities help us write stronger resumés and be fully prepared for employment interviews. These meaningful career experiences include Internships, Field Experiences, Student Teaching, Study Abroad, Leadership Roles, Undergraduate Research, and Student Employment. All of these experiences share the following results:

- ▶ They help you better determine your career path by experiencing real world experiences outside of the classroom. As a result of an internship experience you are better able to articulate your desired career goals.
- ▶ They help develop workplace ready skills needed to succeed in the work environment, such as soft skills, leadership, teamwork, and collaboration. For example, as a result of an internship experience students develop a better understanding of skills needed in a professional work setting, and are ready to successfully transition into the work environment.
- ▶ In the 2017 Job Outlook Survey conducted by the National Association of Colleges and Employers (NACE), nearly two-thirds of the employers responding consider work experience, such as internships, when considering hiring new graduates. This means that a successfully completed internship is an attractive addition to your resumé.

## **Consider engaging in a meaningful, high-impact career experience.**

Talk with your CLD Career Advisor about the choices that best fit your needs, and how the experience will help you develop yourself as a professional.

*I started my internship at Michels Corporation during the summer of 2017. One unique thing about my experience was that I took over the responsibilities of a full-time position when I started my internship. This was a great opportunity and I gained hands-on experience right away! Coordinating new hire orientations and conducting phone screens were just two of the great opportunities I had.*

Megan Durocher, Senior  
Human Resource Management Major

# Job Search Tips

## 1: DEVELOP FOCUS

- ▶ **Understand** your skills and strengths.
- ▶ **Identify your career interests** (industry, location, specific job/internship duties).
- ▶ **Research employers and career/intern opportunities** to learn about the desired qualification for each role—and how your skills are a match to these qualifications.

## 2: USE A DIVERSIFIED SEARCH APPROACH

- ▶ There is no “one-size-fits-all” job search method.
- ▶ Successful **job/internship seekers** will use a variety of job search methods including networking and job boards.
- ▶ **Networking resources** include campus career fairs, student organizations / professional associations, informational interviews, and LinkedIn.
- ▶ **Job boards**—there are a lot of job boards available—start with *Handshake* (**NEED WEB ADDRESS**) as these employers are posting jobs for UWW students. You can also use a variety of industry-specific and location-specific job boards to conduct your search.

**ENTERPRISE®**  
**Tips**

**Utilize your resources.** Visit Career & Leadership Development as early as possible to start planning for your career. They know how to navigate the “career search” process, and it’s super convenient!

*I worked at Abbott Healthcare in their corporate IT office as a forecast automation intern. I gained a great number of new business connections, as well as a plethora of new applicable skills that will help me throughout my career. I’m double-majoring in Information Technology and Biology with a Cell and Physiology emphasis, and plan on attending graduate school after college. This internship in particular helped give me a different perspective on corporate life and structure.*

Lance Dorsey, Jr., Senior  
Information Technology and  
Biology with a Cell and Physiology  
Emphasis

## 3: USE YOUR RESOURCES

- ▶ **Career & Leadership Development** offers students access to a variety of **career assessments**. Work with your dedicated Career Advisor for access to these assessments as well as assistance and advice about job search resources, career fair preparation and networking advice.





# The Rewards of Informational Interviewing and Networking

According to its website, LinkedIn operates the world's largest professional network on the Internet with more than 500 million members in over 200 countries and territories. That's a lot of people and places. It's an incredible resource to help you with real-life career exploration, informational interviewing and networking.

Informational interviewing is a conversation—preferably in-person (or by phone or video interface)—with someone in a profession/position that is of interest to you. The conversation is an opportunity for you to ask a professional about their job, to help you explore and evaluate a potential career choice. It allows you to compare the professional's reality with your perception, to help you decide whether you want to continue to pursue that profession, or to explore other related or unrelated professions.

Similar to informational interviewing, networking involves developing professional connections—in a mutually beneficial way—with people who are currently working, or who have worked, in the profession(s) that you are considering entering. To generate contacts who can help you enter or advance

in a profession, begin with people you already know. Then, step outside your existing electronic and interpersonal comfort zones, and experience the growth and rewards of contacting people in your chosen profession(s).

Some of the LinkedIn profiles that appeal the most are those that are substantive and fact-based. Once you establish a profile on LinkedIn, we encourage you to keep it current and reply to messages and requests to connect. Take proactive ownership of your own image and brand management, instead of reactively waiting for someone else to require it of you.

CLD staff are available to help you develop your LinkedIn profile and will have recommendations for nuances for your major and/or chosen profession. Please contact CLD and ask to schedule a time to meet with your Career Advisor.



**Network**—attend events on campus and in the community, get involved in student organizations and volunteer. You never know who you will meet that could potentially impact your future career!

**Attend career fairs**—even if you're not yet graduating. Employers love to meet students, no matter what year they are in school!

# Cover Letters

The purpose of a cover letter is to introduce yourself to the employer, highlight your key qualifications for the job or internship (qualifications related to the requirements of the job) and to indicate why you are interested in the opportunity.

Cover letters need to be customized or targeted for every job/internship you apply for. To help yourself stand out from the competition, it is generally recommended to send a cover letter with every job/internship application you submit.

**YOUR NAME**  
142 Your Address  
Your City, State, ZIP  
(xxx) xxx-xxxx | your.email@gmail.com

Today's Date (Month, Day, Year)

Name of Contact Person Listed on the Job Posting *(omit if no name is listed)*  
Contact Person Title *(omit if no name is listed)*  
341 Company Address  
Company City, State, ZIP  
(xxx) xxx-xxxx  
hiring.manager@gmail.com

Dear Mr./Ms. Last Name (if not name is listed on the job posting, address "Dear Hiring Manager" or "Dear Human Resources":

- Kindly accept this application from a highly enthusiastic, motivated, and knowledgeable individual who wishes to apply for your Marketing Manager vacancy. I can bring to your organization my life experience leading multi-disciplinary teams in delivering actionable solutions, creating marketing reports, overall campaign effectiveness, customer analytics, segmenting, and identifying new sales opportunities.
- Currently working with Claydon Heeley as a Business Consultant, I have successfully increased sales from \$8,000 to \$25,000 in ten months. I'm fiercely competitive in my approach to acquire business, and can handle complex situations from both a strategic and a tactical perspective. As a Digital Marketing Expert, I increased followers on social media by 150% resulting and grew the overall sales by \$45,000.
- Additionally, I am able to identify, exploit, take advantage of, and fully develop any marketing opportunity that comes my way. With my previous employer—The Boston Herald, I constantly exceeded all goals set for me, and was valued for my ability to deal with complex situations by coming up with unique and fresh solutions. I was responsible for managing and implementing cost-saving programs, and forging enduring relationships with clients and vendors.
- I have an extensive experience of over 6 years in this sector and now am very excited to join your company because you are able to offer applicants an array of impeccable career opportunities and growth opportunities. I possess excellent management skills including negotiating, resolving disputes and critical thinking. Thank you for your time and consideration. I look forward to the opportunity to interview with you in the near future in greater detail.

Sincerely,

*Your Name*

**Opening Paragraph:** Indicate the purpose of the letter—state the title of the job/internship you are applying for; how you learned about the opportunity, why you are interested in this position (be specific) and a few key qualifications you want to promote (2-3 key skills or qualifications that match the requirements of the job).

**Body Paragraph(s):** Indicate how you meet the requirements of the job you are applying for. Take the 2-3 key qualifications you outlined in the paragraph above and provide specific details to show what makes you a good fit for the job. These examples should come from the experiences listed on your resume. Use this section to show the employer how your previous experiences (and the skills you have gained) have prepared you for the job you are applying for. This can be done in one paragraph or 2-3 short paragraphs (one to showcase each key skill).

**Closing paragraph:** Thank the reader for their time and consideration. Indicate that you would like the opportunity to interview for the position (for example "Thank you for your time and consideration. I look forward to the opportunity to interview with you in the near future to discuss my qualifications in greater detail"). State that you would be glad to provide the employer with any additional information needed.

# Resumés

The most common request CLD Career Advisors receive is the request for a resume critique, either by in-person appointment, or by email. Our staff has critiqued thousands of student resumes. Everyone's situation is unique, and each student deserves to have their resume critiqued in context.

For the most part, a resume for an internship or entry-level job should be one page in length. However, a common exception to that is an education resume, which often is two pages in length because of the experiential components and credentials that often consume most of the first page.

To be competitive, your resume must contain experience, skills and knowledge that are RELEVANT to the job description. Whether your pre-professional experience (e.g. internship) was done for academic credit or not, or off-campus or on-campus, doesn't matter as much as whether the experience is relevant to your desired profession. Of course, if you are preparing a resume to gain experience such as an internship, the expectation that you already possess relevant experience is reduced, so emphasize your knowledge and skills in that case.

You can follow tradition by placing your work experiences in reverse chronological order (most recent on top). However, if your

most relevant, qualifying experience did not take place most recently, consider creating a heading that allows that experience to surface to the top. Allow your relevant experience(s) to take a prominent position within the experience layer(s) on your resume, and then proportionally follow it up with less and less related information as you have room. Keep margins and spacing proportional and balanced (vertically and horizontally).

Frame and balance your content with relatively symmetrical top/bottom and left/right margins; Use a current, fitting font style and any creativity that is appropriate for your profession; Vary font sizes, bolding, italics and underlining for emphasis and consistency. Make sure there's adequate, proportional spacing that separates sections and keeps descriptions cohesively attached to their headings and subheadings.

If the opportunity you are applying for has any competition whatsoever, your grammar and composition have to be excellent. You are responsible to explain your experiences in a meaningful way, and connected to the job description. If you struggle with composition, please make an appointment with a Career Advisor in CLD.



Often your resumé is the recruiter's first impression of you, so you want to make sure it is absolutely your best work. No typos, spelling errors, or other mistakes. Work with your Career Advisor in Career & Leadership Development to ensure you develop your very best resumé.

# Interviewing

Depending on your major and career choice, your profession may or may not actively recruit on a campus. If your profession does not tend to recruit on campus, it's your responsibility to proactively pursue them. Via your CLD's Hawk Jobs account, you can review the upcoming interviews that take place in CLD's Bailey Interview Center, as well as career fairs and information sessions.



## BEFORE:

It's important to research an employer, but researching the entire company can sometimes get in the way of zeroing in on something even more important – the job description. Assess yourself, and the experience, knowledge and skills from your background that you can then connect to the job description. In addition to speaking to the job description, be ready to provide evidence in your responses that will address the NACE Career Readiness Competencies previously described in this Guide.

One of the most beneficial things you can do in preparation for an interview is practice. CLD is a place to practice interviewing with a professional who can help you strategize, and practice responses to some interview questions that are especially relevant to your chosen profession.

Finally, inform your references that you have an interview, so they can anticipate being contacted about you.

## DURING:

Upon meeting the people involved in the interview, project friendly, engaging non-verbal and verbal communication. In your interview responses, draw from your related work experience, unrelated work experience, co-curricular activities (on- and off-campus), as well as hobbies, interests, and issues for

which you have some depth of knowledge and/or involvement. Use body language and verbal communication that is attentive, considerate, and appropriately confident. Balance talking and listening, and establish a conversational, enthusiastic rapport with the interviewer. Convey that you want the job because you possess relevant knowledge, skills and experience that you desire to contribute, and that you have a willing, considerate personality that fits the culture of the hiring department and organization. Remember to express your interest in the job in an appropriately assertive manner.

## AFTER:

After the interview, take time to reflect on the interview conversation, and determine if you represented yourself effectively. If not, address important attributes in a thank you note/message that you forgot to mention during the interview. Use a professional, authentic and grateful tone in your thank you note, and express how your interest in the job/internship was increased as a result of the interview. Thank the lead coordinator and the others directly involved with the interview. Check in with your references, and thank them for their support.

# CAREER **ADVICE** for Students and Alumni

Staff is available to help you with your career development needs, and will meet with you in person or virtually, according to your needs.

To schedule an appointment for career advising, either stop by the reception counter of CLD (University Center room 146) or call (262) 472-1471.

## CAREER ADVISORS *(by college)*

<b>ARTS &amp; COMMUNICATION</b>	Isabella Virrueta	Virruetaic30@uww.edu
<b>BUSINESS &amp; ECONOMICS</b>	Frank Lanko Rachel Malak	LankoF@uww.edu MalakR@uww.edu
<b>EDUCATION &amp; PROF. STUDIES</b>	Brian Bredeson	BredesoB@uww.edu
<b>LETTERS &amp; SCIENCES</b>	Greg Iaccarino	IaccariG@uww.edu
<b>CAREER EXPLORATION</b> <i>(no major declared)</i>	Ron Buchholz	BuchholR@uww.edu

## Getting Involved on Campus

Students needing assistance in finding career-related activities to participate in, such as campus jobs, volunteer work, or clubs and organizations, are welcome to visit the Student Involvement Office to meet with a Student Involvement Coach, available to help you find

opportunities related to your career path and desired skill development. Either stop by the Student Involvement Office (University Center room 127), e-mail [Involvement@uww.edu](mailto:Involvement@uww.edu) to schedule an appointment, or call (262) 472-6217.



University of Wisconsin  
**Whitewater**

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