

# JOB SEARCH STRATEGIES and INTERVIEW SKILLS FOR INTEGRATIVE STUDIES MAJORS



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# Overview

- What you need to apply
- How to find relevant positions
- Navigating the job interview
- Networking & career fairs



# What You need to Apply:

## First Thing's First: Know Yourself

- What are your job related skills?
  - Active Listening; Speaking; Social Perceptiveness, Service Orientation; Analytical Ability; Software Skills
- What about transferable skills?
  - Customer Service, Attention to Detail, Multitasking, etc.
- What are your work related values and interests?
  - Money, contribute to society, protect the environment, stability



# Your Toolkit

- Resumes (*yes, more than 1*)
- Cover Letters
- References
- Interviewing Skills

*Your job search materials should be tailored to each job you apply for!*

# Your Resume

- Think of it as a research paper...about you.
  - Highlight skills, strengths, and accomplishments.
- It should be designed to get you an interview, but it could rule you out if poorly written.
- *C.O.D.E.* your resume

Clear – information is concise and easy to read

Organized – layout has a smooth flow of information

Dynamic – action verbs and descriptive statements

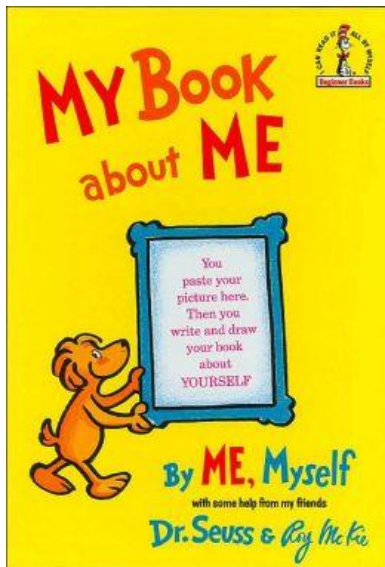
Error free – illustrates the quality of your work



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# What the Resume will NOT Do?

GET you the job



Tell the whole story

Miss Personality

Show your personality



# Formatting Basics

- Functional vs. Chronological?
- Font and font size
- Margins
- Style choices: **bold**, *italics*, and **s p a c i n g**

Leveraged synergies across all platforms.

Scala

Leveraged synergies across all platforms.

Times New Roman

Leveraged synergies across all platforms.

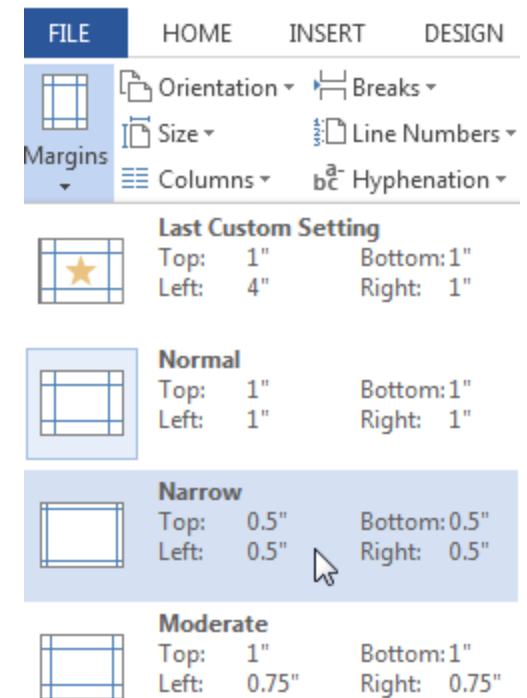
Linux Libertine

Leveraged synergies across all platforms.

Bookman Old Style

Leveraged synergies across all platforms.

Palatino Linotype



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# Cover Letters

UNIQUE . . . TAILORED TO FIT . . . IMPRESSIVE



## Requirements/Qualifications

Re-read the job description.

Circle keywords/phrases that resonate with you.

Connect with these in body paragraphs.



**Dissect  
Job  
Description**

## Do Your Homework

Find a personal connection with organization's mission, culture, training, industry, leadership.

Name contacts you have met including recruiters, alums, networking connections.

Read about organization, attend employer events, conduct informational interviews, check out online reviews/insider blogs, scout via social media.

**Gather  
Intelligence**

## Don't Have One? Try:

KSU Career Services  
Collaborating Teachers  
LinkedIn  
Google Search  
School WebSite



**Identify  
Contact**

Dear Mr. or Ms. or Dr. [last name]:

**Salutation**

## Get Off to a Good Start

What are you applying for and without revealing too many details, why?

How does this experience fit into your short-term goals?

How do you personally connect with this job/organization?

Who have you met from the organization that has informed/impressed?

Create segway to middle paragraphs by telling them what you are going to tell them.

**First  
Paragraph**



Pick 2-3 common themes for each middle paragraph

Look for significant overlap between resume and job requirements

Use narrative or example to show credible evidence of skills and qualifications

Keep it simple: better to articulate about one theme per paragraph than watering down your argument with several

**Clearly Express How You Fit**

**First Middle**

**Second Middle**

**Draw Parallels When No Exact Fit**

What they need:

What I have that is similar:

What skills and knowledge do I have that are transferrable?

What have I learned on my own that would prove I could learn new things quickly?

Which of your experiences would transfer to this workplace?

**Last**

**No Signature Unless Postal Mailed**

Close with "Sincerely,"

If being sent electronically, just type your name.

Optional: include email and phone below name.

**Closing**

**In Conclusion ...**

Create synopsis of why you are qualified.

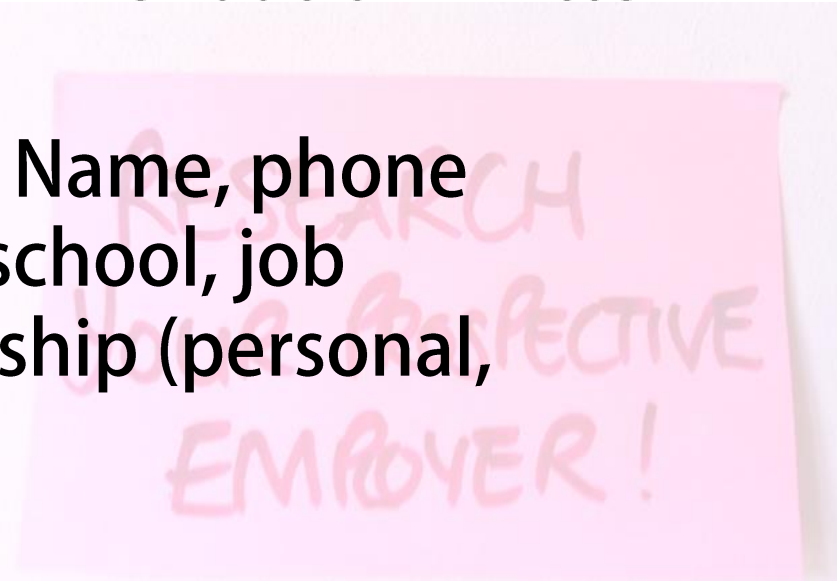
Convey enthusiasm while tactfully asking for an interview.

If you are going to be in town, let them know when.

Let contact know when you will be following up by email or phone.

# References

- Include 3-4 references on a separate document and submit with the resume and cover letter.
- Include any letters of recommendation written on your behalf
- References should include Name, phone number, email, company/school, job title/position, and relationship (personal, professional, academic).



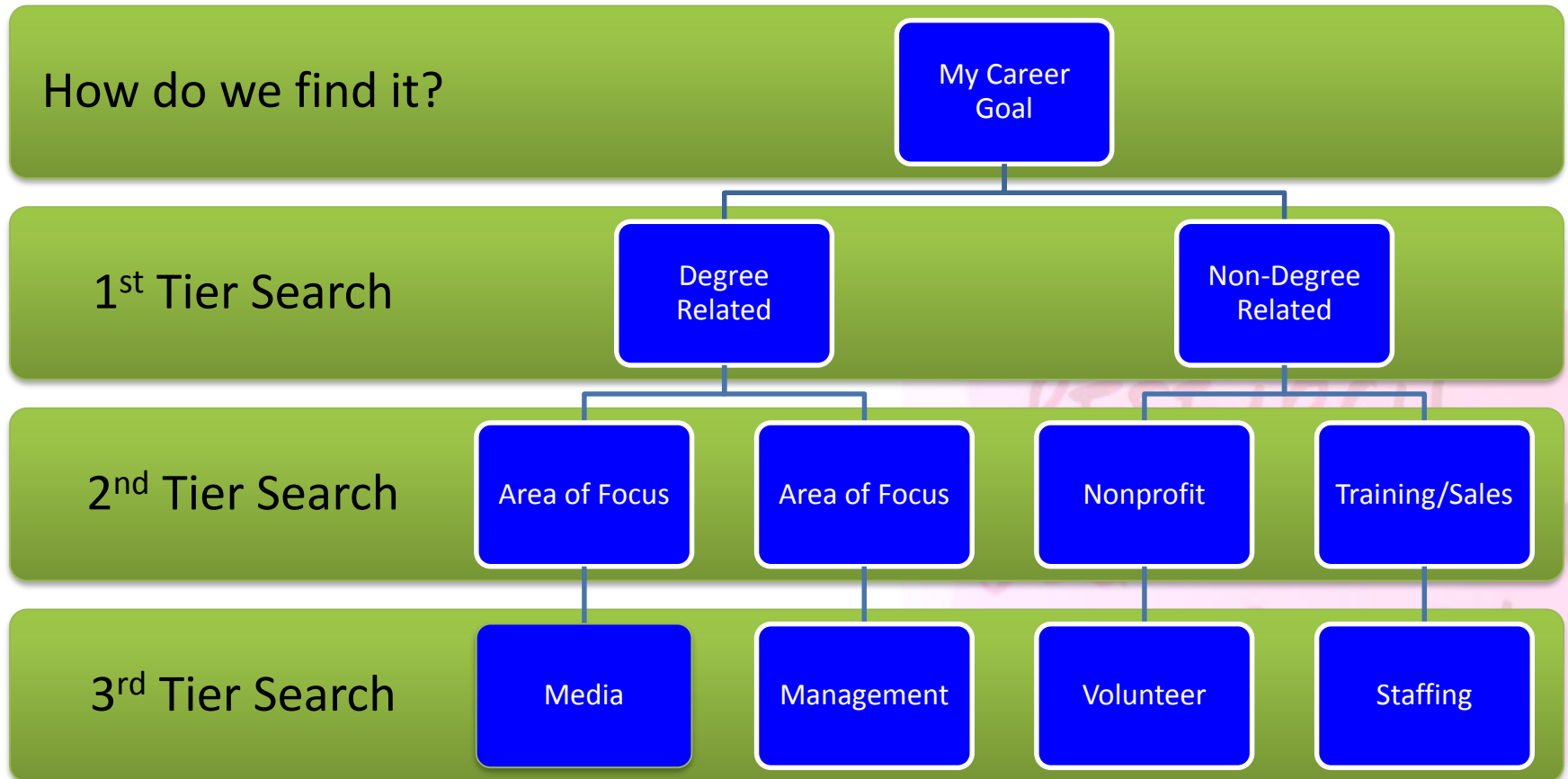
# How to find Relevant Jobs: It starts with research...

- OwlLink/Handshake
- [indeed.com](https://www.indeed.com)
- careerbuilder.com
- USAJobs.com
- [LinkedIN](https://www.linkedin.com)



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# Organizing Your Job Search



# Job Search Resources

My Major is...Now What ?

<http://careerctr2.kennesaw.edu/whatcanido/whatcanido.html>

NACE Job Choices Index

<http://www.nxtbook.com/nxtbooks/nace/JobChoices0812/index.php>

Career Services Website

<https://careerctr.kennesaw.edu/students/career-planning-resources>

OwlLink Career Explorer

[BLS Occupational Outlook Handbook](#)



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# Navigating the job interview

- Review resume, application, and cover letter
- Remember why you applied for the job
- What do you think got their attention?
- Research the schools
- Practice Behavioral Questions (handout)
- Monitor non-verbal cues (i.e. Body Language)



# Before the Interview

## ROLE-PLAY...Practice, Practice, Practice

Practice so you become very comfortable, confident and relaxed when talking about yourself and your experiences.

- Look at possible questions and develop answers
- Have friends throw questions at you and critique your answers
- Schedule a mock-interview with Career Services or use InterviewStream
- Sit before a mirror and practice answers out loud
- Talk to all your friends who have been through interviews. Ask them about questions they were asked
- Write down your own questions that you have of the employer



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# APPEARANCE & DRESS

## Wear the 'right' clothing

### Men

- Dark colored suit (not black)
- White, long-sleeved shirt and undershirt
- Power tie
- Socks should match your suit color
- Shoes should be black, brown leather, or the suit color...POLISHED



### Women

- Dark colored suit or skirt, hemmed to below the knee
- Light colored blouse
- Accessorize according to overall color rather than using contrasting colors...shoes = pumps of the same color as the suit
- Skin-colored hose



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# During the Interview

## Ask Questions

- 1.If I were to start tomorrow, what would be the top priority on my to-do list?
- 2.What improvements or changes do you hope new employees will bring to this position?
- 3.I know this company prides itself on X and Y, so what would you say is the most important aspect of your culture?
- 4.Do you like working here?



# After The Interview

## Send a Thank You Note

**Format: Snail mail and/or email**

**Use the thank you note to:**

- **Reiterate your interest in the job**
- **Remind the hiring manager of why you would be an asset**
- **Address perceived weaknesses in your application**
- **Follow up on questions during the interview**



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# After The Interview

## What if I don't get it?

### 3 Must Dos:

1. Be Gracious
2. Be A Resource, If You Can
3. Keep the Door Open



If you feel you have a rapport with the interviewer, you could contact them and ask what they thought could have been stronger about your candidacy (be specific: resume, experience, interview)



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# Networking & Career fairs

## 2017 STEM Career Fair

February 21st & 22<sup>nd</sup>, 12 - 4pm  
Marietta Campus Gymnasium



## 2017 All Majors Career Fair

March 22<sup>nd</sup>, 12-4pm  
Dr. Betty L. Siegel Student Recreation & Activities Center



## Non-Profit Fair & Government Fair

April 13<sup>th</sup>, 10 - 2pm  
Kennesaw Campus  
University Rooms

### What to Bring?

- [Career Fair Plus App](#) (complete list of employers)
- Resumes (20-30 copies)
- Padfolio w/Pen
- Comfortable shoes

# Networking & Career fairs



40 colleges & universities  
+ more than 100 companies  
= Largest Collaborated Career Fair in Georgia



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# Networking & Career Fairs

## How do I talk to employers?

- Give a confident introduction/handshake, and highlight key pieces of your elevator speech
- Ask focused questions about the company
- Gather materials relevant to your research (brochures, flyers, etc.)
- Leave resume and ask for follow up information (business cards, emails address)



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# Questions?

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