


Raisbeck Career Services Center
1320 Gerdin Business Building
2167 Union Drive
(515) 294-2542
Ames, IA 50011-2027
buscs@iastate.edu
www.business.iastate.edu/careers
 @buscareers

Regular Office Hours:
Monday-Friday, 7:30am-5pm

Summer Office Hours:
Monday-Friday, 7:30am-4pm

Express Hours:
Monday-Friday, 9am-11am & 1pm-3pm



The graphic features a central magnifying glass with a wooden handle and a glass lens. The lens is focused on the word "SEARCH" in the title "JOB SEARCH GUIDE". The title is in large, bold, black capital letters. Above the title, the words "BUSINESS CAREER SERVICES" are written in a smaller, bold, black font, flanked by two stylized orange starburst icons. Below the title, the subtitle "YOUR GUIDE TO ALL THINGS CAREER-RELATED" is written in a smaller, bold, black font. The entire graphic is enclosed in a black rectangular border.

BUSINESS CAREER SERVICES

JOB SEARCH GUIDE

YOUR GUIDE TO ALL THINGS CAREER-RELATED

Tanya Austin, tjaustin@iastate.edu
Career Coordinator, Management

Melanie Gella, mgella@iastate.edu
Career Coordinator, Finance/Business Economics

Sarah Van Vark, svanvark@iastate.edu
Career Coordinator, Accounting

Angela Wagner, awagner@iastate.edu
Career Coordinator, Marketing

Kathy Wieland, wielandk@iastate.edu
Director/Career Coordinator, Supply Chain Management

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Career Coordinator/Recruiting Coordinator, Management Information Systems

**BUSINESS YOUR
CAREER HIRING
SERVICES CONNECTION**

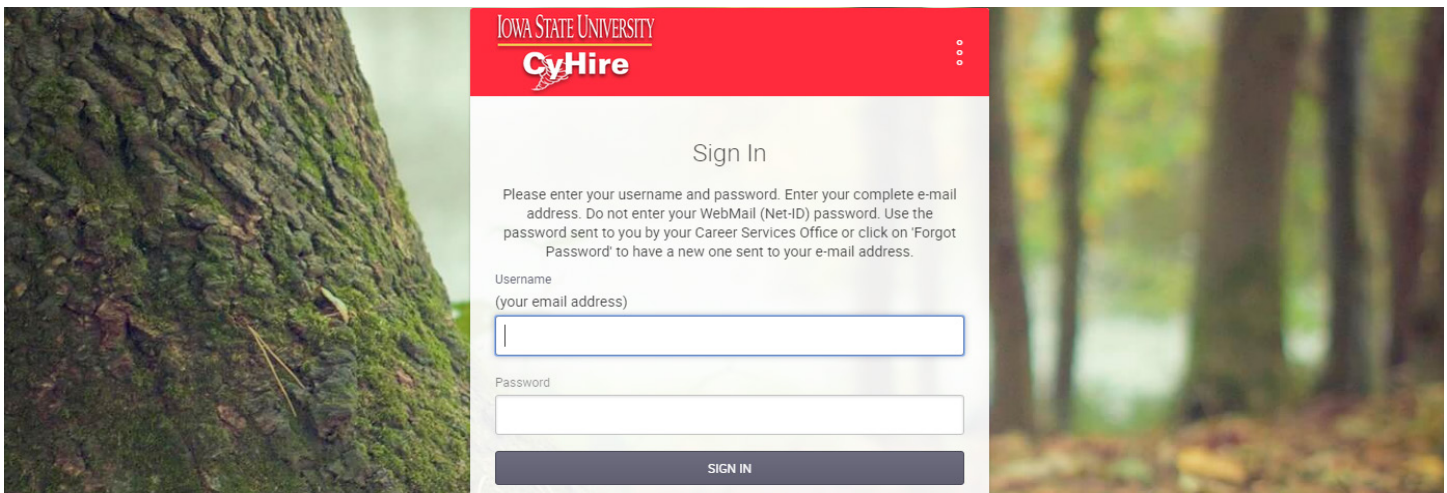


LOGGING INTO CyHire

- 1) Go to the Business Career Services homepage at www.business.iastate.edu/careers.
- 2) Click on the CyHire link located under 'Favorites' on the right hand column.
- 3) Click on the Student Login link located in the middle of the page.
- 4) Enter your Username (your full Iowa State e-mail address).
- 5) Enter your Password.
(If you do not know your password, click the "Forgot Password" link and enter your Iowa State e-mail address. Click "go" once. A link to reset your password will be sent to your ISU e-mail address).
- 6) Make an appointment to see your Career Coordinator if you have questions.

Once you are in the CyHire system, update your profile information (make sure you have the correct "Applicant Type" and "Work Authorization" on the "Academic" tab) and upload your resume. You have access to job postings, on-campus interviews, and other events on-campus.

**For more tips and instructions refer to the CyHire login page and ask your Career Coordinator.*



CyHire TERMINOLOGY

| | |
|---|--|
| Pre-select Interviews (P) | Interviews will occur on campus. Employers review resumes and determine who they want to interview. |
| Open Sign-up Interviews (O) | Interviews you can immediately sign-up for on CyHire if you meet the requirements listed. No prescreening of resumes takes place. |
| Job Posting (J) | No interview is scheduled at this time. The employer will contact candidates directly if interested. |
| On-Campus Recruiting (OCR) | Recruiting method used by employers seeking to hire interns and entry-level employees through interviews held on campus. Employers can select students for on-campus interviews and request they sign-up in CyHire for a time. |
| Internships (Experiential Education) | Students work part-time or full-time Generally last for one semester or summer Paid or non-paid Credit or non-credit |
| Co-ops (Experiential Education) | Students always work full-time May occur on an extended basis (work two semesters) or an alternating basis (work, school, etc.) Always paid Usually not done for credit |

POLICIES

CLASS ATTENDANCE POLICY

It is the policy of Business Career Services that classes and academic success come first in the lives of students. When scheduling interviews with companies, please make every attempt to schedule them at times that do not conflict with classes. Companies are generally flexible about interview scheduling.

INTERVIEW CANCELLATION AND "NO SHOW POLICY"

Cancelling an interview:

- Students are asked to provide a 48-hour notice or more if they need to cancel an interview in Business Career Services. If we do not receive notice prior to 48 hours, the missed interview is considered a "no show."

No-show procedure:

- Student CyHire accounts will be blocked making students unable to schedule additional on-campus interviews until an apology e-mail is sent. NOTE: any previously scheduled interviews should be kept or cancelled appropriately.
- To remove the block from CyHire, an apology e-mail will need to be sent to the recruiter. Contact information is available in 1320 Gerdin Business Building. This information cannot be obtained by e-mail or phone call. Copy buscs@iastate.edu in this e-mail, so our office is aware you have followed the correct procedure. When we receive this e-mail, the account will be unblocked.
- If we do not receive this e-mail within three business days of the missed interview, the CyHire account will be disabled and the student will be unable to log in. The account will remain blocked and disabled until we receive a copy of the apology e-mail to the recruiter.
- If any additional interviews are missed, the above procedure will be followed, and an appointment will need to be scheduled with the Director of Business Career Services to discuss professional interview conduct.

If illness or an emergency occurs, call our office (515-294-2542) as soon as possible. If this is not more than 48 hours prior to the interview, it will be treated as a "no-show." However, by following the "no-show" policy, it may be possible to maintain a positive relationship with the company and reschedule the interview. The decision to reschedule is at the discretion of the company.

Reason for this no-show policy:

Although most late cancellations are due to unanticipated events (illness/emergency), the consequences are the same whether there is a legitimate excuse or not:

- Lost opportunities for other students.
- Loss of potential hires for employers.
- Wasted time for employers who travel and take time away from work to interview on campus.
- Potential long-term damage, such as ISU being removed from an employer's targeted campus list.

POLICY ON ACCEPTING JOB OFFERS AND CONTINUING TO JOB SEARCH

It is in poor professional form to continue to job search after a job offer has been accepted. Employers take a harsh view of a student who accepts a position and later declines. This is called "reneging." Acceptance of a job offer constitutes ceasing all job searching activities including further resume submission, interviewing, etc. If a student is not prepared to go to work for the company that makes a job offer, they should respectfully decline the offer in a timely manner and continue job searching. Business Career Services is happy to advise students as it relates to issues of job searching, negotiation, and accepting/declining offers.

E-mail POLICY

When contacting Business Career Services staff by e-mail, you can generally expect a response within 48 hours. If you do not hear back in that amount of time or your need is urgent, please call 515-294-2542.

RESUME EVALUATION GUIDE

Whether you are writing your first resume, updating to add additional experience, or revising to reflect a different career focus, you can utilize this guide to critique your resume.

| | Strong | Needs Improvement |
|--|---------------|--------------------------|
| Overall Appearance | | |
| Makes an immediate favorable impression | | |
| Strong marketing piece as it relates to others in your discipline | | |
| Efficient use of white space: Page is full but not crowded | | |
| Clean and sharp reproduction | | |
| Formatting | | |
| Appropriate font size/style used (11 – 12 pt) | | |
| Appropriate use of bolding, underlining, italics, etc. | | |
| Maximum of 1", minimum of .5" margins are used | | |
| Organization | | |
| Has most relevant qualifications presented first | | |
| Has separate sections | | |
| Consistent layout | | |
| Is easy to read | | |
| Appropriate length: Must be at least one full page Typically no more than one page for undergraduate students; no more than two pages for an experienced level job seeker | | |
| Contact Information | | |
| Is clearly presented at top | | |
| Includes first and last name, address (permanent and/or temporary), phone number and professional e-mail address | | |
| Objective or Professional Summary | | |
| Is stated clearly and conveys purpose | | |
| Emphasizes strongest qualifications | | |
| Work centered, not self-centered | | |
| Content | | |
| Important data included (employer name, location, job title, dates) | | |
| Is free from unnecessary information | | |
| Stresses accomplishments, results, and skills rather than duties and responsibilities | | |
| Utilizes quantification (#'s) to demonstrate accomplishments | | |
| Language | | |
| Expressed in a succinct/concise manner | | |
| Uses action verbs in correct tense to begin phrases | | |
| Utilizes bullet points to organize information | | |
| Free of errors and no personal pronouns (ex: I, me, my) | | |

JANE A. CYCLONE

jclone@iastate.edu | 515-292-0000

CURRENT ADDRESS

2410 Chamberlain Street
Ames, IA 50014

PERMANENT ADDRESS

419 Center Road
Topeka, KS 65001

PROFESSIONAL SUMMARY

Aspiring market research analyst dedicated to understanding consumers and interpreting market intelligence. Articulate, versatile, and organized individual, with proven ability to manage multiple projects simultaneously. Recognized for being a leader and managing data.

EDUCATION

Iowa State University, Ames, Iowa
Bachelor of Science, May 2018
Majors: Marketing & Management
GPA 3.30/4.00

Consortium Institute of Management and Business Analysis (CIMBA), Paderno Del Grappa, Italy
Study Abroad, Spring 2015

RELATED EXPERIENCE

Ames Market Research Group

Marketing Intern

Ames, IA
Summer 2016

- Contacted over 200 prospective clients for sales and focus group meetings
- Assembled and sent customer survey to over 1000 clients
- Compiled survey results and produced final report
- Utilized survey results to help develop new sales promotions which were fully implemented

Iowa State University, Alpha Alpha Alpha Fraternity

Membership Chairperson

Ames, Iowa
Fall 2015-Summer 2016

- Marketed fraternity to over 300 incoming students
- Achieved 20 percent growth in new member class
- Coordinated recruitment program event which hosted over 50 potential members
- Prepared recruitment fliers and brochures for distribution during recruitment week

PROJECT EXPERIENCE

Marketing Analytics Project – Competitive Strategy

Strategic Marketing Plan

Spring 2016

- Received first place for innovative marketing proposal and best delivery to executive team
- Executed semester long marketing project for Fortune 500 company with strategy to attract more millennial customers
- Engaged in weekly collaboration and communication with three other group members

HONORS/LEADERSHIP

- Exemplary Peer Mentor Award (*Spring 2016*)
- Dean's List (*Fall 2015*)
- Residence Hall Council (*Fall 2014*)
- Marketing Club (*Fall 2014-Present*)
- Career Fair Ambassador (*Fall 2015*)
- Basketball Intramurals (*Spring 2014-Present*)

COMPUTER SKILLS

- **Adobe Creative Suite:** Photoshop, InDesign, and Illustrator
- **Microsoft Office:** Word, Excel, PowerPoint, Access

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Topeka, KS 65001

REFERENCES

Dr. John Jones

Professor, Department of Marketing
Iowa State University
3300 Gerdin Business Building
Ames, IA 50011
515.294.5000
jjones@iastate.edu

Ms. Jane Smith

Marketing Director
Ames Market Research Group
200 Jacobson Building
Ames, IA 50014
515.292.0000
jsmith@amesgroup.com

Mr. Jack Wilson

Club House Manager
Topeka Country Club
200 Country Club Drive
Topeka, KS 65001
705.555.2000
jwilson@tcc.com

APPLICATION/COVER LETTER

*Use this letter to respond to specific job openings AND to get an interview!
(Center letter on the page from top to bottom)*

Your Address
City, State Zip

Current Date

Individual's Name
Title
Name of Organization
Address
City, State Zip

*Dear (Ms. or Mr.) _____:

First Paragraph: State why you are writing, the position for which you are applying, and how you learned of the opening. Make one strong opening statement about yourself.

Second Paragraph: Express why you are interested in the position, the organization, its products or services. Address each skill, either required or preferred, listed in the job description. Highlight experience or coursework directly related to the position. Tell the reader what you can bring to the company.

Third Paragraph: Refer the reader to your attached resume. Initiate the next step (request an interview and/or a follow up conversation). Provide your phone number and e-mail address. Close with appreciation for the reader's time and consideration.

Sincerely,

Your Name

**If you do not have or cannot obtain the name or job title, 'Hiring Manager' is an acceptable option.*

PROSPECTING LETTER

The purpose of this letter is to communicate with potential employers when you are not aware of a specific job opening. Prospecting letters are used extensively for long distance searches. Structure this letter similarly to the cover letter, but instead of using position information, focus on your strengths, your skills and what you bring to the table. (Center letter on the page from top to bottom)

Your Address
City, State Zip

Current Date

Individual's Name
Title
Name of Organization
Address
City, State Zip

*Dear Mr. or Ms. _____:

First Paragraph: Indicate your interest in the company, organization, or type of work and state how you learned about them. Make one strong opening statement about yourself.

Second Paragraph: Outline your strengths focusing on work experiences, co-op/internships and coursework. Convince the employer that you have the skills and motivation to contribute to the organization. Tell them what you can do for them, not what you expect from them.

Third Paragraph: Follow up in the near future to discuss interview possibilities. If you will be in the area of the company over break or for a long weekend, suggest the possibility of meeting during that time. Express appreciation for their consideration, and say you look forward to talking with them.

Sincerely,

Your Name

**If you do not have or cannot obtain the name or job title, 'Hiring Manager' is an acceptable option.*



INTERVIEWING QUESTIONS & TIPS



WHAT TO BRING TO THE INTERVIEW

- Enthusiasm and a good attitude
- Extra copies of your resume and transcript (official and unofficial/AccessPlus)
- A professional pen and notepad in a padfolio or folder
- Key questions you want to be sure to ask
- Your reference list (printed on paper that matches your resume)
- Dates of employment and social security number (for completing an application)
- A portfolio or appropriate project documentation

SAMPLE GENERAL QUESTIONS

- Tell me about yourself.
- What courses did you like best? The least?
- What qualifications do you have that make you feel you will be successful in your field?
- What do you like about our company?
- Do you prefer working with others or by yourself?
- What interests you about our product or service?
- How has your college experience prepared you for a career?
- What have you learned from your mistakes?

SAMPLE BEHAVIOR-BASED INTERVIEWING QUESTIONS

*Answer these using the S.T.A.R. method (Situation, Task, Action, Result)

Ability to plan tasks

Tell me about a big project you had to plan for school or work.

Ability to set priorities

Describe a situation when you had several things to do in a limited time, such as study for exams.

Ability to delegate

Tell me about a big project you were in charge of and had to let others help.

Client relations

Tell me about a time when you've had to deal with members of the public.

Being a team player

Tell me about a time when you helped resolve a group problem.

Ability to deal with people

Tell me about a time when you had to work closely with someone in a position above (or below) you.

Problem solving

Tell me about the most difficult work or school problem you have ever faced.

Ability to apply knowledge

Tell me about a situation in which you had to apply some acquired knowledge or skill.

Knowing limitations

Tell me about a time when you had to turn to someone else for assistance.

Taking initiative

Tell me about a time when you had to take charge and get a job done or resolve a difficult situation.

Ability to learn

Tell me about a time when you had to learn something new in a short time.

SAMPLE QUESTIONS YOU COULD ASK YOUR INTERVIEWER

- What kinds of assignments might I expect the first six months on the job?
- What do you (the interviewer) like best about your job/company?
- Can you describe a typical day in this role?
- Can you describe the team/project work?
- Can you explain the training program?
- What qualities would your ideal candidate possess?
- What is the next step in the hiring process?



MOCK INTERVIEW PROGRAM



BENEFITS OF A MOCK INTERVIEW:

- Gain experience interviewing
- View and evaluate your interviewing style
- Receive interviewing feedback, tips, and suggestions
- Reduce anxiety about the interview process

HOW TO SIGN UP:

In order for you to obtain the optimum benefits from this experience, please follow the steps below:

- 1) Sign up for a mock interview appointment by meeting with your Career Coordinator. To make an appointment with your coordinator, request online or call 515-294-2542. You must be a College of Business undergraduate student.
- 2) Bring a resume and job description to your meeting with your Career Coordinator.
- 3) Read the Mock Interview Program Guide.
- 4) If you must cancel a mock interview, call Business Career Services (515-294-2542) as soon as possible.
 - If you miss your interview, you must e-mail a letter of apology to the Career Coordinator. Business Career Services staff may suspend your privileges within the office until the letter of apology has been received.

BEFORE YOUR MOCK INTERVIEW:

- 1) Know yourself! Know who you are and what you have to offer. Questions will be drawn from some basic categories. Use your experience and abilities to come up with supporting examples from each category.
- 2) Practice your responses to standard interview questions and behavioral questions. A list of questions can be found in the Mock Interview Program Guide.
- 3) Dress professionally and look the part!
 - You may want to bring a professional portfolio to jot down your interviewer's name, notes, etc. and to hold the key questions you want to ask. In a real interview you would want to bring extra resumes, a copy of your transcript, and a reference page.
- 5) Be prepared to close the interview with a brief statement about how you will fit into the organization and why you would be the best match for the job!

**For more information on Mock Interviews, please visit our website at:*
business.iastate.edu/careers/students/preparing-to-job-seek/.

FOUR YEAR CAREER PLAN

FRESHMAN YEAR

Exploring

- Collect, analyze, and evaluate information about yourself to aid in obtaining possible career paths.
- Visit your Career Coordinator in Business Career Services to familiarize yourself with the services available.
- Talk to your faculty, advisors, counselors, and friends about possible majors and careers.
- Start a job tracking form to manage contacts and activities over the next four years.
- Acquaint yourself with the Business Career Services website. (www.business.iastate.edu/careers)
- Visit CyHire to familiarize yourself with the resources available.
- Attend a resume writing presentation and develop your resume.
- Join university organizations that will offer you leadership roles in the future.
- Collect information on internships, cooperative (co-op) education opportunities, summer jobs and volunteer positions.
- Attend Fall and Spring Career Fairs to gather information on potential careers.
- Begin to build your professional wardrobe.
- Take BusAd 203 prior to commencing an internship/job search

SOPHOMORE YEAR

Research

- Update your resume and have it critiqued by your Career Coordinator.
- Consider CareerLeader-College to help identify your interests, motivators, skills and strengths (provided by Business Career Services).
- Visit with your Career Coordinator about internship opportunities.
- Apply to internships, co-ops or summer jobs related to your interests.
- Check CyHire regularly for internship/co-op listings and companies interviewing on campus for internships/co-ops.
- Work with your Career Coordinator to explore at least three career options available to you through your major.
- Attend career fairs and employer information sessions that relate to your interests.
- Write a cover letter and have it critiqued by your Career Coordinator.
- Get a part-time job or volunteer at a business related to your career plans or major.
- Join at least one professional or honorary organization related to your major such as the American Marketing Association or the Society of Human Resource Management. This will help you learn more about the profession and make contacts with people in the profession.
- Work toward one leadership position in a university club or activity and continue your involvement in other extracurricular activities.
- Identify job shadowing opportunities and informational interviews. Business Career Services can assist in the identification of alumni.
- Read at least one book on career planning. Ask for a recommendation from Business Career Services.

FOUR YEAR CAREER PLAN

JUNIOR YEAR

Decisions

- Update your resume and have it critiqued by your Career Coordinator.
- Check the job listings and on-campus interviewing on CyHire early and regularly.
- Narrow your career interest areas.
- Continue to explore and participate in cooperative education opportunities and internships in your field.
- Participate in interviewing, cover letter writing, and other job search presentations. Practice your skills in a mock interview with Business Career Services.
- Plan your job search campaign to start early in the fall semester.
- Attend on-campus career fairs and employer information sessions related to your interests and follow up with employers you meet.
- Using your job tracking form, develop an employer prospect list with contact names and addresses from organizations you are interested in pursuing.
- Take leadership positions in clubs and organizations.
- Ask former employers and professors to serve as references.
- Research potential employers on-line and talk to recent graduates in your major about the job market and potential employers.
- Build your professional wardrobe.
- Network! Network! Network!

SENIOR YEAR

Job Search

- Check the job listings and on-campus interviewing on CyHire early and regularly.
- Apply for jobs and participate in as many interviews as possible.
- Update your resume and keep it updated.
- Using your job tracking form, develop an employer prospect list with contact names and addresses from organizations you are interested in pursuing.
- Attend on-campus career fairs and employer information sessions related to your interests and follow up with employers you meet.
- Discuss career opportunities with faculty and counselors, friends and acquaintances. Network! Network! Network!
- Attend presentations on resumes, cover letters, interviewing, networking, and conducting a job search. Practice your interviewing skills.
- Track your interview results and assess your performance after each interview.
- Be positive and stay alert to opportunities.
- Gather information on realistic salary expectations.
- Attend a presentation on Salary and Offer Negotiation.
- Draft an acceptance and decline letter that can be adapted for a variety of employers and have it critiqued.
- Read two or more professional or trade publications from your major and career field on a regular basis.
- Evaluate job offers and visit with your Career Coordinator to discuss options.
- Accept the job that best fits your career and professional needs.
- Report your job/salary offers and acceptances to Business Career Services.

