

**Career Services
Center**
Where Today's
Braves Look to
the Future

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Career Center Info:

Location

University Center, Suite 210,
521-6270, cs@uncp.edu,
www.uncp.edu/cs

Hours M-F, 8:00 am - 5:00 pm

Appointments may be made for
Career Consulting, DISCOVER,
Resume Critiques, Mock Inter-
views, etc.

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Brave Opportunities

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The Big Green RV is Coming!

Roadtrip Nation (RTN) will be making its first official visit to UNCP on Wednesday, September 27th. What is Roadtrip Nation (RTN)? It's a movement across college campuses that gives you the chance to hit the open road and become part of an annual PBS documentary series through the RTN *Behind the Wheel* program. The *Behind the Wheel* program is RTN's annual summer road trip where three teams of three students from official RTN

campuses are selected to travel across the country in three new green RVs with an RTN film crew who documents your interviews with leaders in various career fields for the television

build their careers and their lives. RTN also offers Roadtrip Grants to students who want to map out and document their own road trip and informational interviews, whether it is

locally or while they are studying or interning abroad.

The UNCP Career Center has become one of approximately 100 college career centers in the United States to partner with RTN. UNCP is currently the only official RTN partner campus in

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where three teams of three students from official RTN

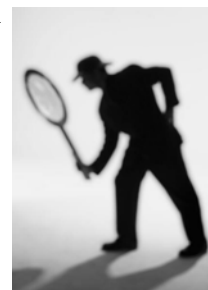
series on PBS. The *Behind the Wheel* program creates a for-students-by-students social movement that exposes this generation to the different ways they can

Employers Might Know What You Did Last Summer

Even if you're not a senior looking for a job after graduation right now, one day you will be. And one day you might find that your past has come back to haunt you. While social networking sites such as Facebook and MySpace can be fun and a great way to keep in touch with friends who might know about job openings, it can also hurt your chances for a job with the company of your dreams. It has come to the attention of the Career Ser-

vices Center that there are some employers out there who check out their candidates' profiles on these web sites before making hiring decisions. Is this fair or ethical? Maybe not, but it is happening. You might think that employers can't see your profile on Facebook, but all they have to do is get one of their college

interns to go on the site and look up your profile for them.



Before you start your internship or job search, you might want to update your profile on the social networking sites you currently use by removing any material that might give an employer the wrong impression (i.e. pictures of

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How to Get Hired by Being Obvious

If you want a drink of water, do you hire a focus group or pick up the Yellow Pages? No. You go to the kitchen, fill a glass and drink. You take the shortest route to fill your need. The path is obvious, right? Your job search is the same way. The formula for success can be obvious, if you take the time to look at how others have found employment before you. Here are three ways to find work faster by "being obvious."

Obvious Tip #1: Follow Up With Employers

You can't get hired if employers don't know you exist. So, if you're sending out resumes with no response, or going to interviews without getting job offers, you need to follow up better with employers because you may have fallen off their radar.

Know this: getting hired may be your #1 priority, but it may rank around #459 in the mind of a busy employer. That means you can't depend on them to call you back. It's up to you to take action. You have to follow up. But as many as 90% of job seekers FAIL to do so, according to my

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North and South Carolina. One of the reasons RTN was so interested in selecting UNCP as a partner campus is because of the cultural diversity of our student body. "We are excited to meet your students and get them involved in our programs," said Brian McAllister, founding member of RTN.

RTN's visit to campus will include an information session at 10:00 a.m. in GPAC, tours of the RV and giveaways in front of GPAC throughout the day, and more! For more information about RTN, visit their web site at www.roadtripnation.com or contact Lori Bumgarner in the UNCP Career Center. Copies of their book *Finding the Open Road* and DVDs of their PBS documentary are available in the Career Center library, UC room 210.

Lori Bumgarner

observations and those of hiring experts like Elizabeth Laukka, National Recruiter for Minneapolis-based Wells Fargo Home Mortgage. "It's so rare to receive a thank-you note or follow-up phone call that these really stand out for me. I get them from around 10-20% of the people I interview," says Laukka.

And what if you don't have an address to send a thank-you letter to? "I would absolutely give my mailing address to candidates who wanted to drop something in the mail -- all they have to do is ask," says Laukka.

Obvious Tip #2: Don't Alienate People Who Can Help You

In this age of Palm Pilots, Day Planners and other organizational gizmos, there's no excuse for not staying on top of the details in your job search. Example: I agreed last month to write a resume free of charge for one local man. He replied once to the three emails I sent him. And he never did return my phone call. I figure he's either been hired (and no longer needs a resume) or can't keep track of his phone and email messages. In either case, he won't be getting my help.

Here's the reality: the people most able to help you find a job are busy. And they're mentally keeping score of how quickly and professionally you respond to their emails and phone calls. So it behooves you to treat everyone you meet in your job search

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excessive alcohol consumption, etc.). And as a general rule of safety, never put your physical address on your profile. The best advice we can give you is to follow the "If you wouldn't want this read in the newspaper about you, or told to your grandmother, don't include it in your profile" rule. On the following page, you will find a survey (Personal Internet Jobseeker Self-Audit) you can take to help you determine what information about you is accessible over the Internet and if the image you present is professional.

Lori Bumgarner

with courtesy. Respect their time. Return their phone calls. And they will champion you with hiring managers.

Obvious Tip #3: Ask For The Job

OK. I saved the best for last. That's because if I had put this tip first, I would have scared half of you away by now. Let me explain. Any successful job search all boils down to two simple facts. You must:

1. meet the right hiring authority, and
2. convince that person to hire you.

It follows that, the more hiring authorities you can meet, the faster you'll find work. So, why don't more people just introduce themselves to prospective employers and ask for a job? Is this method too obvious? Frightening? I don't know. But I do know one thing. If you do this right, you will get hired. Fast.

Here's an example shared by Claire Nelligan, from the WorkForce Center in Minneapolis. "I knew a job seeker who wanted work as a banker. We wrote his resume and was going to mail it. But I asked him to put on his business clothes and walk the resume in to his top three prospective employers," says Nelligan. Nelligan told him: "Ask for the manager. Introduce yourself. Tell them you want to work there. Tell them that you appreciate they are busy, and quickly share what value you would bring to their organization. Give them the resume and tell them you will call to set up a convenient time to answer any questions they may have about how your skills could meet their needs." What happened next? "He was interviewed on the spot and left with a job offer," says Nelligan.

Now, can you expect to walk into Trump Tower, ask to meet The Donald and get a job offer as his next apprentice? Probably not. But you can tweak this method to match your personality and ask to meet almost any hiring authority you choose, so long as you're persistent and professional. Now, go out and make your own luck!

Article by Kevin Dantin of Guaranteed Resumes, a Minneapolis-based resume service. Since 1997, Guaranteed Resumes has provided resumes, Internet resumes, cover letters and job searches for clients in 44 states and 23 countries. For more information, point your browser to <http://www.gresumes.com>.

Personal Internet Presence Jobseeker Self-Audit

Your email address

What is the email address you use on your resume? _____

This email address is: Permanent or Expires in the (near) future (i.e. your uncp.edu account)

In your opinion, this email address is: Professional or Funny/Cute

Google yourself

Have you used a search engine to see what information about you is available on the Internet?

Regularly Once Occasionally Never

If you have, were you comfortable about what you found? Yes No

Networking sites

Do you belong to a social networking site (e.g. Facebook, MySpace)? Yes No

For each site you belong to, would you be comfortable if an employer were to see your:

- | | | | |
|----------------------|-------------------------------------|--|--|
| • Profile? | <input type="checkbox"/> Definitely | <input type="checkbox"/> I'd need to make some updates | <input type="checkbox"/> Employers check Facebook?!? |
| • Pictures? | <input type="checkbox"/> Definitely | <input type="checkbox"/> I'd need to make some updates | <input type="checkbox"/> Employers check Facebook?!? |
| • Groups? | <input type="checkbox"/> Definitely | <input type="checkbox"/> I'd need to make some updates | <input type="checkbox"/> Employers check Facebook?!? |
| • Friends' Comments? | <input type="checkbox"/> Definitely | <input type="checkbox"/> I'd need to make some updates | <input type="checkbox"/> Employers check Facebook?!? |
| • Friends' Profiles? | <input type="checkbox"/> Definitely | <input type="checkbox"/> I'd need to make some updates | <input type="checkbox"/> Employers check Facebook?!? |

Online resumes

Do you have a resume posted on any of these career web sites:

Brave Opportunities MonsterTRAK.com Careerbuilder Other _____

Is the resume you have posted on these sites current? Yes No

For each place that you have it posted, are you familiar and comfortable with the site's privacy policy?

Yes No I don't know

Has your resume been posted on the Internet by your academic department? Yes No I don't know

If your resume is posted on the Internet, do you:

- know when the resume will be removed from the site(s)? Yes No
- have all of your contact information included? Yes No

You are what you type

If you have your own web site or blog, would you be comfortable if a potential employer were to read its content?

Yes No

Have you ever discussed a company, interview, job, etc. on your blog or web site? Yes No

Do you follow the "If you wouldn't want to read it in the front page of the newspaper, don't put it in an email" rule?

Yes No

Action Plan

Based on your answers above, are you comfortable with the image of yourself that you are projecting through the Internet?

Yes No

If you answered "No," what steps do you plan to take to increase your level of comfort with your personal Internet presence?

- First, consider the areas (Google, posted resumes, social networking sites) where you have identified potential problems.
- What could you fix immediately?
- What is going to take some time and research?
- What might take ongoing maintenance?
- Is there anything you would like to discuss with a career consultant in the Career Services Center?

If you answered "Yes," think about what strategic steps you may be interested in taking to improve your web presence.

Goals and Steps

1. _____
2. _____
3. _____
4. _____
5. _____

Brave Ideas

"I can't believe you did that!" and Other Career Mishaps

One candidate told the recruiter about other offers he had received and said if the recruiter could beat those he'd continue with the interview, if not, "I'm done with you."

Upcoming Events

9/6: Workshop: Major Decision - Choosing a Major/Career, 3:30pm, UC Room 210

9/13: Workshop: Resumes That Get You the Interview, 3:30pm, UC Room 210

9/21: Volunteer & Internship Fair, 4:00pm, UC Lounge

9/27: Roadtrip Nation, all day, GPAC (Information session at 10:00am)

Employable Dynamite

Make yourself EMPLOYABLE with:

- ✦ sweet resumes
- ✦ dynamite interviewing skills
- ✦ flippin' job search techniques

You're wildest dreams will come true!

Career Services



www.uncp.edu/cs

Job Search Tip

Keep yourself open to job opportunities in more than one geographic location. Consider looking for jobs in another city or state. Willingness to re-locate will make you more attractive to more employers, and will provide many more job opportunities. For cost of living comparisons and city comparisons, visit www.bestplaces.net.

Little Known Facts

You can now access a library of information on a variety of industries and employers directly from the Career Services Center's web site at www.uncp.edu/cs. You can use this online library to find information such as guides to pharmaceutical sales careers, company profiles, career advice articles, and much more! Just contact the Career Center for the password to access this extensive career library.

Our Resume Workshop is now online!

If you missed our last resume workshop, just visit our web site to view the power point, listen to the presentation and download the handouts.