Career Fair Planning & MORE!

BBMB GLC Presentation - September 8, 2015

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STEPS to Career Planning

1. **my IDP** – Complete self-assessment

2. **Network**: Develop a professional network of graduate students, faculty, and industry professionals

3. **Informational Interviews**: Utilize professional networks to begin speaking with professionals to learn about careers.
How big is an ISU Career Fair?

A. 

B. 

C.
How big is an ISU Career Fair?

- Engineering Career Fair
- Hilton Coliseum Floor, upstairs, and entire Scheman building
Pre-Fair Checklist

✓ Set-up CyHire Account
✓ Pre-register to get your required name badge
✓ Update resume & upload to CyHire
   Make copies of your resume (15+)
✓ Business Cards
✓ Company research
✓ Choose your outfit (comfortable shoes)
✓ Practice your elevator speech
✓ Check the weather
Career Fair Expectations

Graduate/Post Doc vs Undergraduate

- NETWORK w/companies
- NETWORK w/field
- NETWORK w/anyone
- Search for jobs, Internships, Post Doctoral Fellowships
- NETWORK meet more people
- NETWORK
- Search for Internships, Coops, PT positions & FT Professional positions
- NETWORK
Networking

“SUCCESSFUL PEOPLE ARE ALWAYS LOOKING FOR OPPORTUNITIES TO HELP OTHERS. UNSUCCESSFUL PEOPLE ARE ALWAYS ASKING, ‘WHAT’S IN IT FOR ME?’ ”
Networking

GOAL:

- Meet new professionals in field
- Meet representatives from Companies
- Learn from people about professional world

NOT: To get a job, reference, or anything else

By-product of good networking = Endless!
Conversation, follow-up, continued conversation & questions
Networking is...

• Conversation between 2 people
• Ask Questions
  o How did you get into this position/field?
  o Recommendations to be successful in XYZ company
• *Informational Interviews* can help open door
• Follow-up with Thank You email/LinkedIn invite
Networking – Career Fair

- Find out who to contact for your positions
- Follow-up/thank you
- Keep in touch
- Set up an Informational Interview
Booth Interaction

• Lead with a smile, handshake, confidence, and elevator pitch. NOT with your resume.
• Emphasize your professional & technical skills using specific examples.
• The recruiter may take notes while you are talking.
• Stay positive and interested throughout.
• Plan to ask 1-2 questions to learn about the company & show your interest.
Booth Interaction

- Collect business cards (add note about company on the back)!
- Find out who to contact for your positions
- Follow-up/Thank you
- Keep in touch
- Set up an Informational Interview
Day of the Career Fair Tips:

• Avoid bringing your backpack/laptops
• Nametag belongs on your right.
• Approach all types of companies (even if you don’t recognize the name or brand)
• Of your Top-12, visit #12 first!
  Practice!
Career Fair Information:

• CyRide bus routes will pick up/drop off all over campus every 10 minutes
• Day-of Registration - locate
• Student Lounge – locate (depends on Fair)
• Employer List will located in CyHire!
Business Card

FRONT

Name
Current title
Major/Degree Seeking
LinkedIn address
Email address (non-ISU)
Phone Number

BACK

Major
Research area
Skills
Equipment
Labs
Leadership
Other to set apart
Elevator Pitch

• Depends on the company, situation, recruiter...
• 20-40 seconds
• Name, major, anticipated graduation date
• Reason for attending the Career Fair (internship, co-op, networking)
• Prove you have done your research
• How your skills and knowledge relate to the career opportunities available
  • E.g., professional skills such as leadership & project management; or technical skills from research or class projects

• Now practice!!!
Elevator Pitch

What:
A concise and carefully planned and practice 30 second spoken message about your skills and education. That is easily understood by anyone outside of your field.

Why do you Need:
Forces you to evaluate your primary skill set and what makes you valuable. (Hard & Soft skills)

Goal:
Get them to like you
How TO:
Use a Label to begin:

PhD in Organic Chemistry; strong leader

Content:

✓ Profession – state what you do...not job title
✓ Expertise – skills that do well
✓ Type of business – non-profit, government, research
✓ Special strengths – certifications, leadership, exceptional knowledge, organizations

Delivery

✓ Practice, confidence, passion, eye-contact, handshake

http://career.sa.ucsb.edu/students/job-search/creating-elevator-pitch-two-minutes-or-less
http://idealistcareers.org/a-quick-guide-to-writing-your-elevator-pitch-with-examples/
Resume Design

- One – two Page
- 1” Margins
- 10.5 – 12 pt. font
- Clean font typeface
- Name should be largest part of heading
- Not necessary to include current and permanent addresses
- Customize layout to fit you!
- Be careful with templates!
Career Fair Research in CyHire

https://CyHire.iastate.edu/students
Event Registration Summary

2015 Beta Alpha Psi Meet the Firm 9/29/15
- 41 Approved
- 2 Pending

2015 Fall Business, Industry & Technology Career Fair
- 189 Approved
- 9 Pending

2015 Fall Engineering Career Fair
- 361 Approved
- 47 Pending

2015 Fall Greenlee Jump-Start Job & Internship Fair
- 34 Approved
- 2 Pending

2015 Fall People to People Career Fair
- 86 Approved
- 0 Pending

2015 Fall Student Registration for COB Leadership Breakfast
- 11 Approved
- 1 Pending

Ag & Life Sciences Career Day 2015
- 204 Approved
- 1 Pending

Manager login
For MORE Assistance
Group Presentations, Workshops, etc.

College Career Services Office  http://www.career.iastate.edu/

OR

Graduate College Career Services
Karin Lawton-Dunn  - 1156 Pearson Hall

Email: gradcareers@iastate.edu
Phone: 515.294.6954
Email: kldunn@iastate.edu
Resume

- Your resume is a reflection of you
- What makes your experiences unique?
- How will you sell yourself?
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Graduate College

Name
Email: | Phone | LinkedIn

Education
Master of Science in Biomedical Sciences
Iowa State University, Ames, Iowa
Major Coursework:
- Anatomy
- Cellular Biology
- Epidemiology
- Methods in Biomedical Sciences
- Microbiology
- Pharmacology
- Physiology
- Pathology

Bachelor of Science in Biochemistry
XYZ University, Anytown, TX
May 2014
GPA:
Honors: Phi Eta Sigma National Honors and Presidential Scholarship

Professional Experience
Dental Assistant
XYZ Valley Oral Surgery and Dental Implant Center, Anytown, TX
(Seasonal) 2008-2012
- Directly assisted dentist during surgery
- Pre- and post-operative care
- Office and reception work
- Performed x-ray imaging
- Maintenance of laboratory records
- Sterilization upkeep

Oral Hygiene Assistant
ABC Valley Pediatric Dentistry, Anytown, TX
(Seasonal) 2013
- Directly assisted dentist during exam
- Performed x-ray imaging
- Sterilization upkeep
- Patient scheduling

Research Experience
Isolating XYZ from School
2013-2014
- Independent microbiology research
- Investigated the
- Abstract accepted for two conference presentations

ABC Research
2014-2015
- Independent qualitative research
- Investigated the xxxxx

Certifications
Institutional Animal Care and Use Training
American Association for Laboratory Animal Sciences

Basic Life Support Certification for Healthcare Providers
American Heart Association, College Station, Texas

Presentations
American Society of Microbiology Spring Conference
Spring 2014
ACU Research Festival
Spring 2014

Laboratory Skills
data
- analysis, media preparation, microscopy, PCR, slide preparation, and sterilization
heading material & skills summary

- Name should be largest part of heading
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Resume

Education
- List your correct degree
- Include the expected graduation date
- GPA: 3.0/4.0 and above

Bullet Points
- Focus on skills and accomplishments, NOT task-oriented details
- Tailor to employer job description
- Use correct tense
- Proudest achievement should always be #1 bullet
What makes a **GREAT** bullet point?

- Witnessed and **tested** concrete pours, **observed** backfill/fill placement, tested aggregated base placement
- **Consulted** and worked in cross-functional teams
- Learned procedure and gained exposure to **ASTM, AASHTO**, and DOT standards
- Assured the safety and wellbeing of customers using a 400 person community pool
Be Specific!

ISU Department of Residence, Ames, Iowa May 2012 - May 2014

Community Adviser (CA)

• **Provided leadership** to 35 women in the multicultural learning community and **promoted** university resources based on individual student need

• **Established** various social media outlets used for communicating with residents including Facebook, Twitter, Instagram, and LinkedIn

• **Planned and implemented** biweekly house programs focused on building community among residents

• **Responded** to various crises including: medical, emotional distress, and accidents
Other Resources

- College Career Services Office
  [http://www.career.iastate.edu](http://www.career.iastate.edu)

- CALS Career Services Resumes
- Engineering Career Services Resumes
- Human Services Resumes
- LAS Resumes