

IOWA STATE UNIVERSITY

Graduate College

# Career Fair Planning & MORE!

BBMB GLC Presentation - September 8, 2015

**Karin Lawton-Dunn**

Graduate College - Career Services

1156 Pearson Hall

[www.grad-college.iastate.edu/career](http://www.grad-college.iastate.edu/career)

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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.

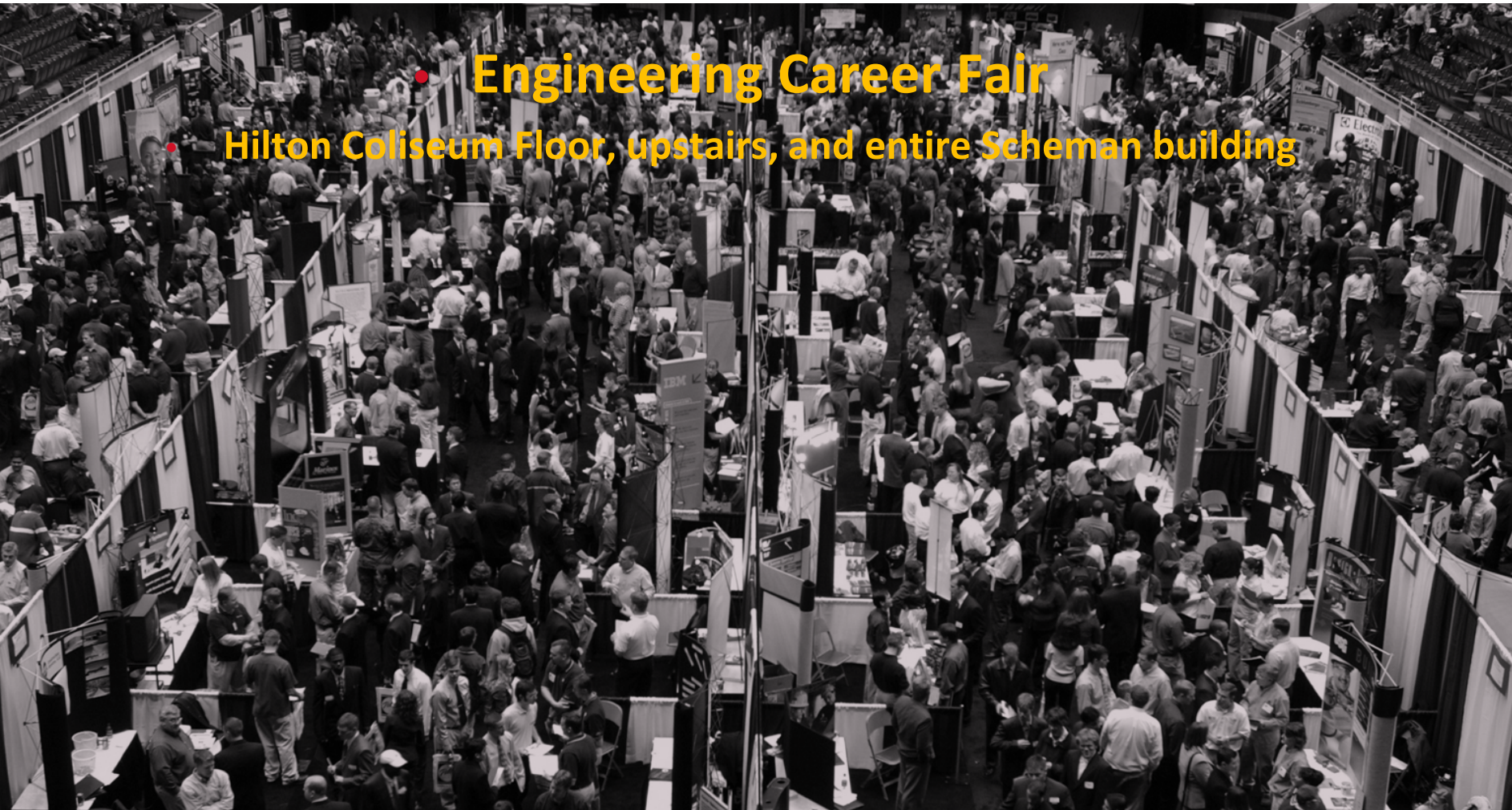


B.



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

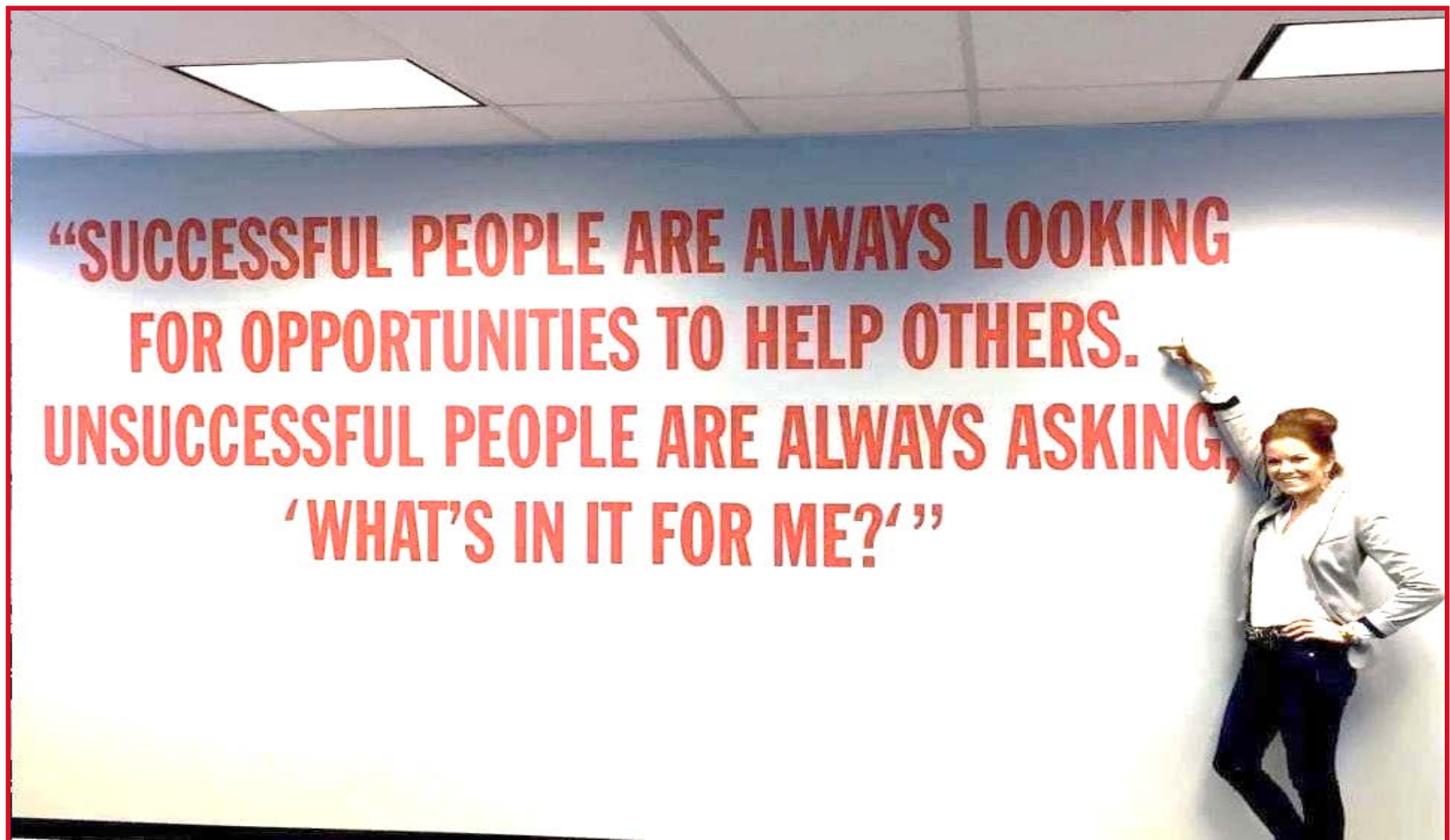
## Graduate/Post Doc

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



# 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
  - How did you get into this position/field?
  - 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>

**IOWA STATE UNIVERSITY** **CyHire** | NACElink CAREER SERVICES MANAGEMENT SYSTEM  
in software by simplicity

Friday, September 11, 2015 10:19 AM

**Home**

**ANNOUNCEMENTS**  
There are no announcements at this time.

**RECENT ITEMS**  
Willvs Abaji

**PENDING ACTIONS SUMMARY**

<a href="#">New Employer Registrations</a>	28
<a href="#">New OCR Schedule Requests</a>	2
<a href="#">Pending Schedules</a>	2
<a href="#">New Job Postings</a>	43
<a href="#">New Information Session Request</a>	3
<a href="#">Assigned to Me / All Pending Appointments</a>	0/0
<a href="#">New Faculty Registrations</a>	1

**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  
▶ [88 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](#)

**CSM STATISTICS** AS OF 8:19 PM

Registered Employers	18474
Registered Employer Contacts	39692
Registered Faculty	23
Registered Students	111102

**Home**

**Events**

# Career Fair Research in CyHire

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### 2015 Fall Greenlee Jump-Start Job & Internship Fair

- ▶ [34 Approved](#)
- ▶ [2 Pending](#)

### 2015 Fall People to People Career Fair

- ▶ [86 Approved](#)
- ▶ [0 Pending](#)

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- ▶ [11 Approved](#)
- ▶ [1 Pending](#)

### Ag & Life Sciences Career Day 2015

- ▶ [204 Approved](#)
- ▶ [1 Pending](#)

[Manager login](#)

## For MORE Assistance

Group Presentations, Workshops, etc.

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**College Career Services Office**

<http://www.career.iastate.edu/>

OR

## **Graduate College Career Services**

Karin Lawton-Dunn - 1156 Pearson Hall

**Email:** [gradcareers@iastate.edu](mailto:gradcareers@iastate.edu)

**Phone:** 515.294.6954

**Email:** [kldunn@iastate.edu](mailto:kldunn@iastate.edu)



# Resume

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



# Resume Design

- One – two Page
- 1” Margins
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- Clean font typeface
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- Customize layout to fit you!
- **Be careful with templates!**

Name

Email: | Phone | LinkedIn

<b>Education</b>	<b>Master of Science in Biomedical Sciences</b> Iowa State University, Ames, Iowa Major Coursework: <ul style="list-style-type: none"> <li>• Anatomy</li> <li>• Cellular Biology</li> <li>• Epidemiology</li> <li>• Methods in Biomedical Sciences</li> <li>• Microbiology</li> <li>• Pathology</li> <li>• Pharmacology</li> <li>• Physiology</li> </ul>	<b>May 2015</b> GPA:
	<b>Bachelor of Science in Biochemistry</b> XYZ University, Anytown, TX Honors: Phi Eta Sigma National Honors and Presidential Scholarship	<b>May 2014</b> GPA:
<b>Professional Experience</b>	<b>Dental Assistant</b> XYZ Valley Oral Surgery and Dental Implant Center, Anytown, TX <ul style="list-style-type: none"> <li>• Directly assisted dentist during surgery</li> <li>• Pre- and post-operational care</li> <li>• Office and reception work</li> <li>• Performed x-ray imaging</li> <li>• Maintenance of laboratory records</li> <li>• Sterilization upkeep</li> </ul>	<b>(Seasonal) 2008---2012</b>
	<b>Oral Hygiene Assistant</b> ABC Valley Pediatric Dentistry, Anytown, TX <ul style="list-style-type: none"> <li>• Directly assisted dentist during exam</li> <li>• Performed x-ray imaging</li> <li>• Sterilization upkeep</li> <li>• Patient scheduling</li> </ul>	<b>(Seasonal) 2013</b>
<b>Research Experience</b>	<b>Isolating XYZ from School</b> <ul style="list-style-type: none"> <li>• Independent microbiology research</li> <li>• Investigated the</li> <li>• Abstract accepted for two conference presentations</li> </ul>	<b>2013---2014</b>
	<b>ABC Research</b> <ul style="list-style-type: none"> <li>• Independent qualitative research</li> <li>• Investigated the xxxxx</li> </ul>	<b>2014---2015</b>
<b>Certifications</b>	<b>Institutional Animal Care and Use Training</b> American Association for Laboratory Animal Sciences  <b>Basic Life Support Certification for Healthcare Providers</b> American Heart Association, College Station, Texas	
<b>Presentations</b>	<b>American Society of Microbiology Spring Conference</b> <b>ACU Research Festival</b>	<b>Spring 2014</b> <b>Spring 2014</b>
<b>Laboratory Skills</b>	data analysis, media preparation, microscopy, PCR, slide preparation, and sterilization	

# Heading Material & Skills Summary

- Name should be largest part of heading
- Not necessary to include both current and permanent addresses
- Customize layout to fit you!

<b>Name</b>		
<b>Email:   Phone   LinkedIn</b>		
<b>Education</b>	<b>Master of Science in Biomedical Sciences</b> Iowa State University, Ames, Iowa	<b>May 2015</b> GPA:
	<b>Major Coursework:</b> <ul style="list-style-type: none"><li>• Anatomy</li><li>• Cellular Biology</li><li>• Epidemiology</li><li>• Methods in Biomedical Sciences</li><li>• Microbiology</li><li>• Pathology</li><li>• Pharmacology</li><li>• Physiology</li></ul>	
	<b>Bachelor of Science in Biochemistry</b> XYZ University, Anytown, TX	<b>May 2014</b> GPA:
	Honors: Phi Eta Sigma National Honors and Presidential Scholarship	

# Resume

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## 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>
  - [CALS Career Services Resumes](#)
  - [Engineering Career Services Resumes](#)
  - [Human Services Resumes](#)
  - [LAS Resumes](#)