

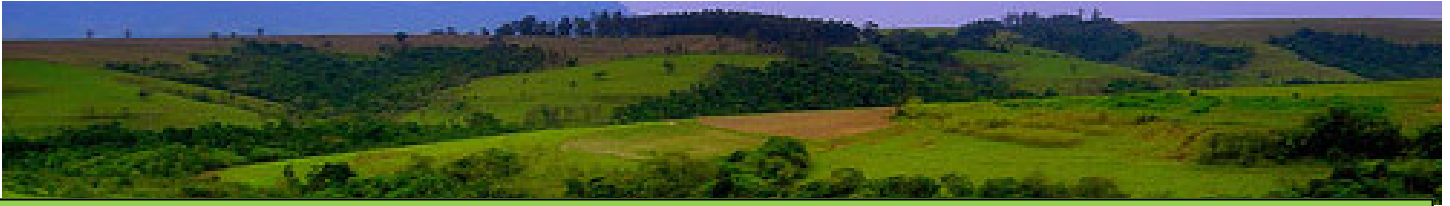
Networking - Transferable Skills
Resumes - Cover Letters - Interviews
Job and Internship Resources

The Career Guide



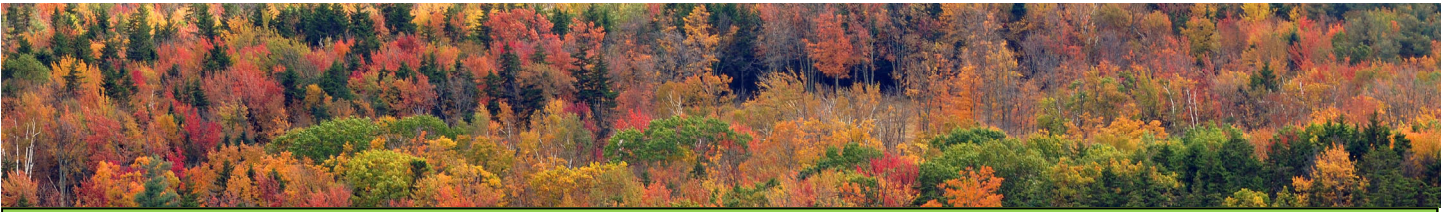
A GUIDE TO ENHANCE CAREER DEVELOPMENT

Vermont Technical College



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Introduction



This guide is designed to provide you with some basic knowledge in how to define your interests and values, explore the world of work, craft a professional resume and cover letter, interview successfully, and launch your own employment campaign. Additional resources are included to assist students who are seeking internships.

The Career Development Center at Vermont Technical College provides free services to all VTC students, past and present.

Services are provided by a career counselor and include the following:

- Career counseling and advising
- Job/internship search assistance
- Resume/cover letter assistance
- Virtual career counseling and advising
- Career workshops, information, and events
- Additional career resources
- Career Fairs

Career development starts when you look at your options for higher education and decide which school is right for you. Choosing your major and courses, attending lectures and workshops, participating in organizations and internships, joining teams and clubs, and devoting yourself to your studies and your work experiences will all contribute to your education and your career development. The Career Development Center is here to help you figure out your career goals and what you can do between now and graduation to accomplish them. *See the next two pages for recommended activities to complete in each of your years at Vermont Technical College.*

Email Karry Booska kbooska@vtc.edu to schedule an appointment and begin taking a proactive approach to your career development.

Career Development Center

Randolph Center, Judd 108
 Karry Booska, Director of Career Development
 802.728.1320
kbooska@vtc.edu



The Four-Year Plan

Year/Goals	Strategies	Your Next Steps
First Year: Explore yourself	Focus on academic excellence Explore VTC and its resources Meet with Karry Booska, the Director of Career Development, to explore your options Take classes in different areas of study Get involved in some campus activities that interest you Consider volunteering, part-time jobs, and internship opportunities Attend lectures, workshops and events that intrigue you and choose some that aren't your usual preferences Explore lower level internships for your second year	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Second Year: Find your direction	Read articles and journals related to fields that interest you Look into local, national and international internships Join clubs and organizations and consider taking on a leadership role Attend Career Development workshops and events, like Resume Workshops, Lunch & Learn presentations by employers, Mock Interviews, and Career and Internship Fairs Plan an informational interview with a professional in your field or shadow someone throughout their workday Meet with Karry Booska to plan an upper level internship to enhance your education	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Third Year: Explore the World of Work	Plan out the remainder of your semesters, making sure that you include all required and relevant courses, as well as valuable experiential learning Make connections with your faculty and advisors, consider attending office hours to strengthen your relationships with professors Strengthen your resume by making an appointment with Director of Career Development, Karry Booska	<hr/> <hr/> <hr/> <hr/> <hr/>
Fourth Year: Reach for your goals	Focus on academic excellence Prepare and submit graduate/professional school applications and applicable examinations Join professional associations related to your field Obtain professional experience by completing internships, research and work experience Develop a job search strategy, polish up your resume, perform a mock interview Ask key faculty and supervisors for references Develop career goals, short- and long-term goals Apply for jobs, follow-up, interview; send thank-you notes and evaluate your options Celebrate!!!	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



The Two-Year Plan

Year/Goals	Strategies	Your Next Steps
First Year, Semester One: Explore yourself	Focus on academic excellence Explore VTC and its resources Meet with Karry Booska, the Director of Career Development, to explore your options Get involved in some campus activities that interest you Consider volunteering, part-time jobs, and internship opportunities Attend lectures, workshops and events that intrigue you and choose some that aren't your usual preferences Explore internship possibilities Attend the VTC Fall Internship and Career Fair	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
First Year, Semester Two Find your Direction	Read articles and journals related to fields that interest you Look into local, national and international internships Join clubs and organizations and consider taking on a leadership role Attend Career Development workshops and events, like Resume Workshops, Lunch & Learn presentations by employers, Mock Interviews, and Career and Internship Fairs Plan an informational interview with a professional in your field or shadow someone throughout their workday Meet with Karry Booska to plan an internship to enhance your education Apply early for summer internships	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Second Year, Semester One: Explore the World of Work	Make connections with your faculty and advisors, consider attending office hours to strengthen your relationships with professors Strengthen your resume by making an appointment with Director of Career Development, Karry Booska Watch job board postings—use the VTC online job board and job boards of employers of interest Attend the VTC Fall Internship and Career Fair	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
Second Year, Semester Two: Reach for your goals	Focus on academic excellence Prepare and submit change of major forms if planning to continue your education at VTC, or application(s) if you're planning to transfer Join professional associations related to your field Obtain professional experience by completing internships, research and work experience Develop a job search strategy, polish up your resume, perform a mock interview Ask key faculty and supervisors for references Develop career goals, short- and long-term goals Apply for jobs, follow-up, interview; send thank-you notes and evaluate your options Celebrate!!!	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



Career Exploration

Taking a focused look at your interests, values and talents will help you decide where you are going. Think about times in your life when you have felt happy, accomplished and motivated. Think about careers that seem interesting to you. Perhaps those careers include many of the attributes of those happy times. College is a great time to take a variety of courses, participate in many organizations, and consider your future with the help of faculty and staff who are here to support you on this journey.

A website of real value is the Bureau of Labor Statistics **Occupational Outlook Handbook** at www.bls.gov/ooh. Click on the tab called More Info, then click on one of the professional associations listed and learn about topics being discussed in the profession, current research and the kinds of workshops presented at their conferences and trainings. When the list of workshop titles lights a fire in you, you may have found a profession where you could be happy. You can spend hours on this website, exploring the many different occupations in our world.



Schedule an appointment with Karry Booska in the Career Center or your faculty advisor to further explore your interests, goals and aspirations.



Informational Interviews and Networking

A great way to try out a career is to meet with someone who is in a profession that interests you. An **Informational Interview** is a somewhat formal process of networking. Once you identify a professional in your field (**faculty can be a great resource for finding an alum in your chosen field**), call or email that person to introduce yourself and ask for a half-hour of their time (offer to buy them a cup of coffee) to “interview” them about their career path. A personal visit or phone interview are much better than trying to do this via email. While this is not a time to ask for a job, it is wise to carry your updated resume with you, *just in case they ask for it!* Visit the Career Development Center for help identifying people to interview and with developing a list of questions to ask them.

Job Shadowing is another great way to explore a profession that interests you. Usually, you will spend a full day, or part of a day, with a professional at her or his place of work, observing what a typical day is like. This is a great opportunity to ask questions and get a real feel for the work. On the day of your visit be on time, dress appropriately, and be prepared to talk about yourself and your aspirations.

Networking is a process of developing professional relationships that are mutually beneficial. These relationships allow you to get to know individuals who can help with your career needs while you offer to do the same in return. This relationship can also help you to focus your career planning while developing a network to uncover the hidden job market. While it is not a readily available source of jobs, the relationships you develop may lead you to potential jobs.

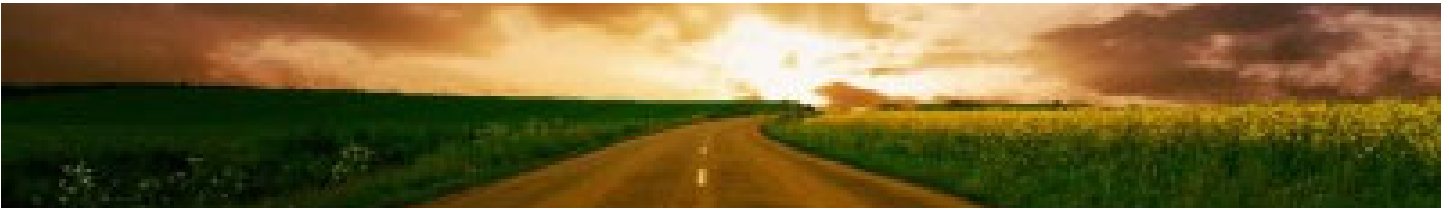
Reasons to Network:

- To explore career options
- To get information about a career field, industry or organization
- To discover job opportunities
- To build relationships in your chosen field or industry



Getting Started:

- Think about what you hope to learn from your experience
- Attend events (virtual or in-person) that will put you in touch with others in your field, such as career fairs
- **Update your LinkedIn profile and join the LinkedIn groups of professional organizations**
- Make a list of possible contacts, such as alumni, classmates, faculty, current or past employers and/or internship supervisors, family, friends and neighbors, friends of family, family of friends



Emailing an invitation:

Reaching out to someone you don't know well can be difficult. Briefly introduce yourself, mention how you got their name and explain your intentions. Below is an example:

Dear Ms. Jones,

Hello. I am a senior at Vermont Technical College, studying Civil Engineering Technology. I attended the Lunch and Learn presentation last week and heard you speak about your experiences at Preferred Civil Contractors. I want to thank you for taking the time to come to the College and share your experiences with us. I am wondering if we could arrange to meet for about 30 minutes, either in person or over the phone, to talk more about your career path and experiences at PCC. Any insight or advice you could give me about working in the field of civil engineering would be greatly appreciated.

I can be reached at this email or at 802-555-1111. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Calvin Prescott

Transferable Skills

Employers across all industries are interested in communication, problem solving and leadership skills. They are looking for new employees to join their team. Employees who are able to collaborate, are self-directed and have a strong work ethic. These skills are learned in the classroom, during internships, while studying abroad, at work, and at volunteer experiences. They are strengthened through class projects, research, leadership roles and while participating in campus athletics, clubs and organizations. Reflect on your experiences and try to articulate what you have done so that you can tell a potential employer how those experiences helped you build relevant skills.

Three transferable skills that employers find most valuable in their employees are:

Communication Skills: This includes writing, speaking and interpersonal skills. An 'ideal candidate' has the ability to articulate and present their ideas in an organized and concise manner. Presentation skills also contribute to your success in the hiring process. How often have you spoken in front of a group or class? Can you be persuasive in your presentation of a concept? Finally, employers are looking for someone who is engaging and enthusiastic. Your ability to connect with others demonstrates your interpersonal skill set.

Problem Solving/Analytical Skills: Think of a problem that you have encountered at school or in the workplace. How did you arrive at a solution? Most employers derive revenue by solving problems for their clients. In recruiting for entry level positions, organizations are tapping into a new and fresh resource for creative solutions. This is where you can highlight your research experience. It is also an opportunity to describe how you go about making a decision.



Teamwork: To add to your value, becoming skilled at sharing responsibility and working with others may be the most important things that you can do. What roles have you played on teams? Use examples of classroom group projects, sports teams, internships, and student organizations. What are the elements that contributed to team success? What did you learn when you failed as a team? Why do some teams succeed and others fail? This is not about building your resume to include participation in 30 organizations, but about demonstrating effective teamwork skills.

Review this list of skills, indicate whether you have experience with these skills, and think about how you learned them or (if you don't have them) what you can do to gain experience.

Skill	Rating		
	<i>I've never done this.</i>	<i>I've done this a little.</i>	<i>I've done this a lot.</i>
Communicating with others in a work or social setting			
Working with figures, <i>such as: Budgeting for your apartment, balancing a checkbook</i>			
Writing, <i>such as: Writing a blog or a research paper</i>			
Leadership, <i>such as: Sports team captain, club treasurer</i>			
Creating and designing, <i>such as: Making clothes for a drama production</i>			
Working with your hands, <i>such as: Painting the house</i>			
Managing and supervising, <i>such as: Babysitting</i>			
Planning and organizing, <i>such as: Being in a band</i>			
Time management, <i>such as: Preparing for exams</i>			
Decision making, <i>such as: Choosing a course or a major</i>			
Following instructions, <i>such as: Setting up a computer, building a bookcase</i>			
Teaching and coaching, <i>such as: Tutoring</i>			
Helping others, <i>such as: Cooking dinner for a church group</i>			
Performing, <i>such as: Talent show or karaoke</i>			
Problem solving, <i>such as: Dealing with an awkward customer</i>			
Investigating, <i>such as: Researching for an assignment</i>			
Working well with others, <i>such as: Hosting an international student</i>			
Customer service, <i>such as: Taking tickets at an event</i>			
Sales and persuading, <i>such as: Door to door fundraising</i>			
Able to relate and interact with people of differing backgrounds			
Other			
Other			

Resume Writing

The process of writing a resume is good preparation for a job search. It encourages you to review your accomplishments and identify experiences that are relevant to your job target. The purpose of a resume is to help you obtain a job interview. The resume is not a place to list everything you have ever done, but to highlight your main skills and accomplishments relevant to the position for which you are applying. The test of a good resume is whether or not you are getting interviews.

A resume serves as a marketing tool for internships, graduate schools, part-time/summer jobs, or full-time employment by highlighting your qualifications for a position. All students should begin to craft a resume before they need it so they are ready to apply for positions as they arise.



General Guidelines

Resumes should be:

- Focused – Tailor your resume to the position for which you are applying by including what's relevant.
- Concise – Use brief, strong statements, avoiding full sentences or paragraphs, i.e. view it as a billboard that lists your highlights.
- Accomplishment-driven – Cite what you did to add value to the position as opposed to listing job duties/responsibilities.
- Appearance is critical – Be sure there are NO grammatical or spelling errors and the layout and organization is consistent, neat and professional looking.
- Skim-ability – Use brief, powerful, and professional statements. If using more than one page, be sure that all information is relevant to the position for which you are applying, and that you use more than half of the second page. Make sure that the first page grabs attention and entices the employer to read on.
- Descriptions – Use action words to begin each accomplishment and descriptive line, e.g. enhanced, influenced, reconciled, etc. (see power verb list on pages 14 and 15)
- Do not use personal pronouns, e.g. I, me, my.
- Avoid writing in narrative style, using full sentences or paragraphs; rather, write in bulleted style using short, powerful statements.
- Do not include unnecessary punctuation, e.g. periods at the end of descriptive lines, colons at the end of headings, parentheses around dates, etc.
- Use bullets for descriptive lines to aid reading and improve visual effects.
- Once you have completed your degree, do not include high school education, accomplishments or experience, unless directly relevant to the position for which you are applying.



- Use bold, underlines, italics, bullets and some lines to break it up visually.
- Line your dates on the right margin, to allow reviewers to locate easily and to add some white space.
- If you choose to include “relevant coursework” as a section, list only courses that show breadth or depth (specialized or more in depth study) that are relevant to the position for which you are applying. Save space by listing in two columns.
- Avoid using templates. They are inflexible to work with and do not look professional.
- ALWAYS include a cover letter when submitting a resume. Employers do not always request a cover letter, but they do expect one.

How To Get Started

Use a blank worksheet to generate information on your education, employment history, activities, and additional data. Once you have determined what to include on your resume, it will be easier to choose a format that best highlights your relevant skills and experiences.

Education: List schools attended, dates, courses taken, degrees, special projects, subjects, extra-curricular activities, special skills developed, academic accomplishments, honors and awards.

Experience History: Start with your most recent job and work backwards (reverse chronological order). List such information as your job title, the name, city, and state of your employer, dates of employment, duties, skills developed and accomplishments. Experience includes paid and unpaid experience, e.g. volunteer/community, coaching, mentoring, internships, student teaching, etc.

Additional Data: List relevant hobbies, volunteer activities, special talents, or aptitudes (such as leadership skills or experiences, travel, foreign languages, computer and social media skills, musical abilities, etc.).

Resume Don'ts

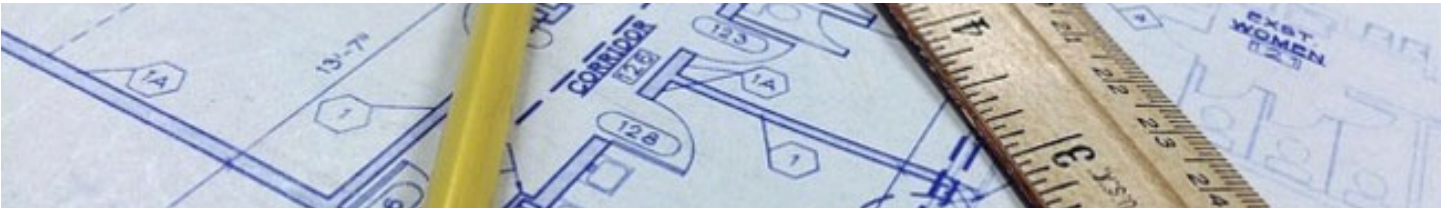
Never include the following information on a resume:

- Personal characteristics, e.g. height, weight, age, date/place of birth, marital status, sex, race, health, or social security number
- Reasons for leaving previous employment and previous salaries
- Photo of yourself
- References (these belong on a separate piece of paper and are only submitted upon request)
- Title “Resume”



Develop a rough draft. Concentrate on accomplishments and skills. Avoid using “I” statements — begin phrases with power verbs (avoid repetition). Edit and type the rough draft. Avoid using templates because they are not original – your resume will look like everyone else’s and you won’t be able to customize it easily to your formatting needs.

Have your resume critiqued by someone in the Career Center and/or someone working in your target profession – VTC faculty members can be great resources for this.



Resume Sections

Contact information section

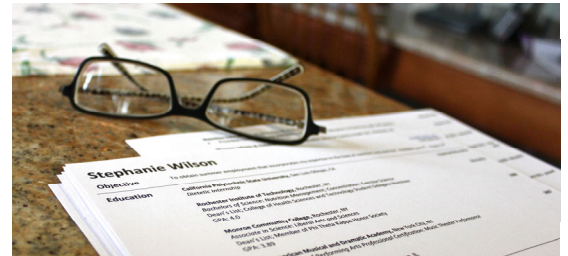
- Include your name, address, phone numbers, and e-mail address.
- Be sure e-mail address and voice mail message are professional. Consider including your LinkedIn® profile address or your College Central Network Portfolio to make it easy for employers to access more information.

Highlights of Qualifications section (optional)

- Using bullets, list three or four of your most relevant qualifications for the position
- Use language from the job posting to catch their attention right away

Education section

- In reverse chronological order, lead with your education by listing
 - Name of degree, e.g. Bachelor of Science, Business Management
 - Name and location of institution
 - Year of graduation (anticipated or achieved)
 - Minor, concentration, or certificates
 - Academic awards
 - GPA – ONLY if it is 3.5 or above (tip: You can list cumulative and/or major GPA)



Make sure that your online persona is professional and highlights your character and work ethics. Employers WILL find you on Facebook, twitter, Instagram and wherever else you hang out on the web. Make sure you aren't tagged in photos or postings that leave a negative impression.

Relevant coursework/projects

- Great way to highlight your knowledge and concentration
- Present them in two columns to save space

Experience sections

- To allow the most relevant experience to be near the top of the resume, consider dividing it into Related Experience, Leadership Experience, Military Experience, Writing/Teaching Experience (more major specific), and Additional Experience
- Experience includes paid and unpaid experience, e.g. employment, internships, student teaching, community/volunteer/coaching, etc.
- List experience in reverse chronological order (most recent first).
- List each experience with most important information first, e.g. position title, name of organization, location (town/state), and years involved (if less than one year, include month).
- Be descriptive in your position title. For example, don't just use "assistant"; use "legal office assistant".
- For each experience use bulleted statements that describe:
 - Responsibilities that are not obvious from the position title;
 - Achievements/accomplishments, i.e. promotions, salary increases, employee of the month;
 - DO NOT just list job duties and responsibilities.
- See "Writing Descriptive Lines" on page 13 for further assistance



Additional sections

Include additional sections, depending on your experience. Some examples are as follows:

- Additional Training/Professional Development, i.e. conferences, seminars, workshops
- Language Competencies (fluent, conversant, advanced beginner)
- Licenses/Certifications
- Special Skills/Talents
- Technical Skills
- Computer and Social Media Skills
- Entrepreneurial Achievements
- Campus Involvement and Service
- Professional Memberships/Affiliations
- Volunteer/Community Experience
- International Experience
- Interests – ONLY include if relevant to the position
- Clubs/Student Council involvement



Writing Descriptive Lines/Action Statements

- Use effective language to convey to employers what you will bring to the position for which you are applying. What did you do? Who benefitted? What was the outcome?
 - **PAR method:** **Problem**-identify a responsibility or issue, **Action**-discuss how you addressed the problem, **Results**-the outcome of that action
 - **STAR method:** **Situation**-who/what/when or problem to overcome, **Task**-key objective or issue addressed, **Action**-what you took, emphasizing skills used, **Results**-summarized
- *Good:* Wrote press releases
- *Better:* Wrote press releases about upcoming events to enhance publicity and increase participation
- *Best:* Wrote 15 press releases detailing upcoming events which were sent to 100 local media outlets to raise publicity and attract 2,000 community members to a movie preview

More examples of descriptive lines/action statements:

Organizational Skills

- Reconciled end-of-day receipts with cash and credit transactions to account for daily sales averaging \$1500
- Honed time management and planning skills by maintaining full-time academic status and employment
- Protected the integrity of confidential, privileged information, and large cash transactions
- Handled late accounts effectively, securing \$5000 in past-due accounts
- Organized database to track business contacts and was commended for attention to detail and accuracy

Teamwork Skills

- Gained a reputation for working well on a team, receiving "Team Player" award
- Entrusted to work and uphold protocol within corporate office among high-level executives
- Served as an office liaison, communicating employee concerns to management



Public Relations & Interpersonal Skills

- Established and maintained good rapport with over 20 colleagues and managers
- Broadened and maintained an extensive network of contacts and clients
- Interacted with diverse customers on a constant basis, promoting excellent communication and customer service skills
- Diffused situations with angry customers and efficiently resolved complaints



Fundraising/Project Development & Implementation

- Raised over \$10,000 at annual fundraiser, increasing attendance and media coverage from previous year
- Initiated redesign of office management systems resulting in easier access to information
- Entrusted with special projects that afforded the opportunity to work independently
- Exceeded fundraising goal, doubling the profit from the previous year
- Maintained internet site as it grew to over 2000 pages and images that generated 200 hits daily

Leadership & Supervisory Skills

- Developed strong communication/leadership skills supervising two other prep cooks
- Managed daily operations of upscale bar and restaurant including opening and closing operations, inventory management, new employee training, customer service, and sales
- Supervised lawn care maintenance team, including customer satisfaction, planning daily schedule and sales, maintenance of equipment, landscape construction and snow plowing and removal

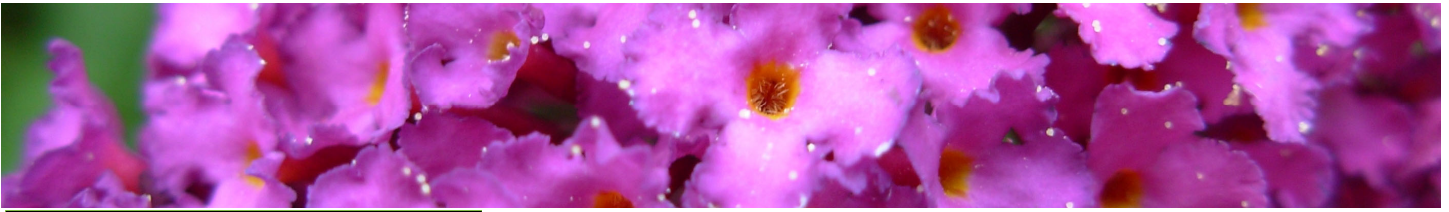
Written & Oral Communication Skills

- Wrote feature articles for the Badger Herald, a student newspaper with a daily circulation of over 17,000
- Presented research findings to panel of eight faculty and students at undergraduate research symposium

Overview of Accomplishments

- Praised for the ability to solve difficult problems independently and efficiently
- Named "Sales Associate of the Month," September 2017





POWER VERBS

Begin each descriptive line with a power verb. The following is a sample list to get you started.

Management Skills

administered
analyzed
assigned
attained
chaired
contracted
consolidated
coordinated
delegated
developed
directed
evaluated
executed
improved
increased
organized
oversaw
planned
prioritized
produced
recommended
reviewed
scheduled
strengthened
supervised

Research Skills

clarified
collected
critiqued
diagnosed
evaluated
examined
extracted
identified
inspected
interpreted
interviewed
investigated
organized
reviewed
summarized
surveyed
systematized

Technical Skills

assembled
built
calculated
computed
designed
devised
engineered
fabricated
maintained
operated
overhauled
programmed
remodeled
repaired

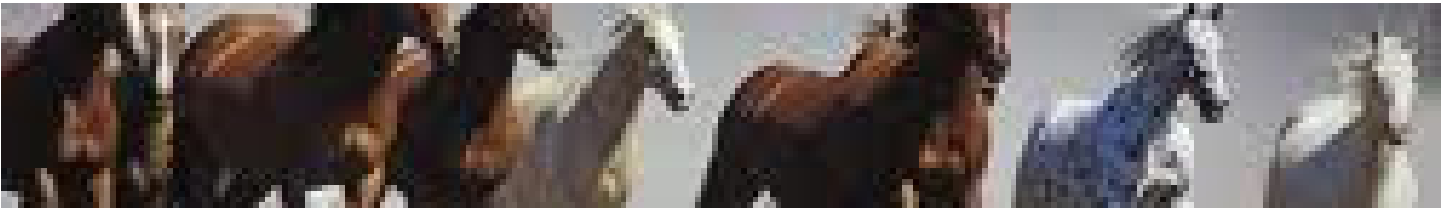
solved
trained
upgraded

Teaching Skills

adapted
advised
clarified
coached
communicated
coordinated
developed
enabled
encouraged
evaluated
explained
facilitated
guided
informed
initiated
instructed
persuaded
set goals
stimulated

Financial Skills

administered
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed



developed
forecasted
managed
marketed
planned
projected
researched

Helping Skills

assessed
assisted
clarified
coached
counseled
demonstrated
diagnosed
educated
expedited
facilitated
familiarized
guided
referred
rehabilitated
represented

Communication Skills

addressed
arbitrated
arranged
authored
corresponded
developed
directed

drafted
edited
enlisted
formulated
influenced
interpreted
lectured
mediated
moderated
motivated
negotiated
persuaded
promoted
publicized
reconciled
recruited
spoke
translated
wrote
acted

Creative Skills

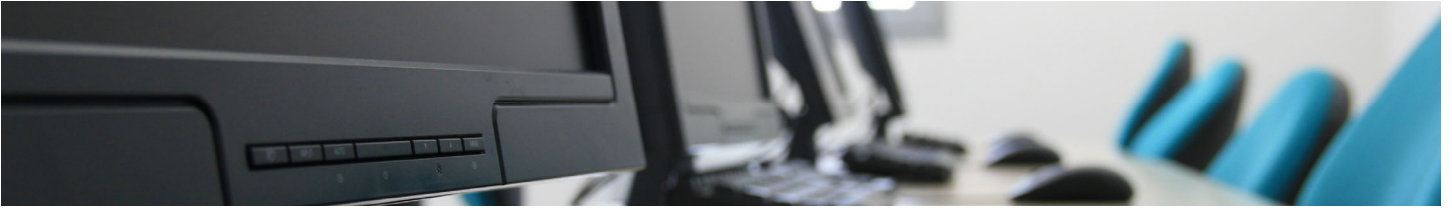
conceptualized
created
designed
developed
directed
established
fashioned
founded
illustrated
instituted
integrated

introduced
invented
originated
performed

Detail Skills

approved
arranged
cataloged
classified
collected
compiled
dispatched
executed
generated
implemented
inspected
monitored
operated
organized
prepared
processed
purchased
recorded
retrieved
screened
specified
systematized

Use past tense verbs for past experience and use present tense verbs for current experience.



RESUME CRITIQUE

ASK YOURSELF...

Appearance:

At a glance, can you identify significant data, such as your degree, work experience and leadership qualities? How could the appearance be improved?

Length:

Could anything be deleted, shortened, or combined? One-page resumes are sometimes preferred by employers; however, more pages are acceptable as long as the information is relevant.

Action Orientation:

Do the phrases begin with power verbs? Do descriptions give an active impression?

Specificity:

Does the resume highlight specific skills, accomplishments, and areas of knowledge? Are accomplishments quantified wherever possible?

Effectiveness:

How well does the resume accomplish its purpose? Does the top of the first page highlight your strengths? Does the resume suggest a “fit” with the job tasks and requirements of your targeted area?

Name

Address

Phone

email

OBJECTIVE:

Seeking a summer internship in the mechanical engineering field. Special interest in research and design.

EDUCATION:

Vermont Technical College, Randolph Center, VT

Bachelor of Science Degree in Electromechanical Engineering Technology

Candidate for Degree: May 2019

Associate of Engineering Degree in Mechanical Engineering Technology

Graduated: May, 2017

GPA: 3.5

Senior Project: Design and build a log grapppler to mount on a skid steer plate

Lamoille Union High School 2015

Green Mountain Technology and Career Center in the Automotive Technology, 2014-2015

SKILLS

- Manufacturing Procedures
- Fluid Systems, Thermodynamics and Heat Transfer
- Properties and Strengths of Materials
- Welding Experience (MIG, minimal TIG and Stick)
- Basic Machining and Sheet metal shop experience
- Solidworks training to build prototypes
- Microsoft Excel and Powerpoint

EXPERIENCE

Bornemann and Greene Machinists and Welders, Morrisville, VT 05660 2003 - Present

Customer relations, welding and fabrication, various machine shop work, sheet metal fabricator.

Bornemann Millwright and Welding Inc. Wolcott, VT 05680 1998 - Present

Structural steel preparation.

AWARDS/HONORS

- Scholars Scholarship to Vermont Technical College 2006-2010.
- National Technical Honor Society



Posting Your Resume Online

When employers request that you submit an electronic resume, follow their directions precisely.

If the resume is included within the e-mail, follow directions below for an online resume (removing all formatting, etc.). If the resume is to be submitted as an attachment, label the attachment so it is clear what the attachment is, e.g. JohnSmithResume.pdf.

When employers give you options as to how you can submit your resume, submit both a hard copy and an electronic submission.



Online Posting Tips

Online resumes require changes in format and design to ensure it can be scanned and read. There are many tips available. The following are some of the key ones to follow:

- Use Plain Text (.rtf) to save document.
- Eliminate all formatting, e.g. bullets, underlining, bold, centering, columns, tabs, boxes and other graphics.
- Use a standard font in which letters do not touch, e.g. Courier.
- Text lines should be 65 characters or less, including spaces.
- Justify all content to left margin.
- Use hard returns to make line breaks and avoid using word wrap.
- Include keywords (either incorporating into the content of resume or adding a list of keywords at the bottom of resume). Keywords can be found in job postings. Use nouns rather than verbs that are keywords for your profession.
- If uploading to a website, avoid confidential information, e.g. address and phone number.
- Mail a high-quality laser print copy. Do not fold or use staples, as this might interfere with scanning. You may, however, use paper clips.
- Supplement your resume postings on job boards by publishing your resume -- formatted the way you feel best spotlights your qualifications -- on your LinkedIn® profile.

LinkedIn® is a great tool for getting yourself a job. When you include your LinkedIn® address on your resume you are able to share much more than can be included on the resume. You can upload writing samples, link to your blog, include a long list of skills, and ask colleagues to write recommendations. LinkedIn® is great for connecting with others with shared backgrounds or within the same profession by joining groups. Attend a "Connecting with LinkedIn" workshop or go online to get started.



Writing Effective Cover Letters

Cover letters are a very important part of an effective job search. Along with a resume, they serve as your first impression with potential employers. Always include a cover letter when submitting an application or resume. Cover letters reveal your communication skills, whether or not you've done your research on the company, and your motivation for applying. A well-written cover letter can be instrumental in getting that first interview. The best cover letters are written from the perspective of how you can help meet the needs of the employer, i.e. what value you would bring to their organization that will help them achieve their mission.

Use the cover letter as an opportunity to display your passion for the field and to demonstrate through past successes that you will be an effective and productive employee.

Lay out/Appearance

- Always type your letters using block style format (single-space with double-space between paragraphs; text flush to the left).
- Typos, misspellings and grammatical errors can cause your application to be rejected. Have someone else proofread to make sure your letter is error-free.
- Be sure to sign the letter.
- Cover letters should be concise and focused.
- DO NOT include information they already know (e.g. what they are looking for) or can be found on your resume.
- Keep the letter to one page.

Writing Style

- Avoid beginning too many sentences with the word "I".
- Avoid the phrase "I am writing" in your opening paragraph, as this is understood in a letter.
- Use three or four paragraphs in the letter.
- Use transition phrases and topic sentences to improve the flow of the letter between paragraphs.
- Your cover letter should always convey confidence and a positive attitude. Avoid any statements or words that sound like you are unsure of your abilities or the contributions you can make. For instance, statements like, "If you think I am qualified", or "I hope you find my..." will not assure the reader that you are a confident individual.
- Show your personality by including why you are interested in the position or why you began on this career path.

Overall Impression/Marketing Effectiveness of Content

- Address letter to a specific person or title, e.g. Director of Human Resources. If the job posting does not give you a name, it is okay to call the company to inquire to whom you should direct the letter. Be sure to include their title.
- Tailor the letter to the position and organization, emphasizing how your specific qualifications and interests match the employer's needs.
- Do not oversell yourself or appear too desperate. Avoid phrases such as "I will work for free if you give me the chance."

Include in the cover letter wording that conveys knowledge of the organization and its products, services, business, and core mission.



COVER LETTERS

Cover Letter Instructions

The primary purpose of the cover letter is to acquaint the prospective employer with your unique talents and skills, and to arrange an interview to discuss employment possibilities. A resume is included with each cover letter, therefore, it is important that the cover letter doesn't duplicate what is on the resume. Your cover letter should highlight your resume by identifying how you are qualified for the position and the reasons why the employer should hire you. It is important to state the reasons for your interest in that particular employer.

The cover letter should be as brief as possible and should be limited to one page. If possible, the letter should not be directed to sir, madam, To Whom It May Concern, or director of personnel. Find out who is responsible for hiring and direct the letter to that individual when possible.

Points to remember:

- Never mail a resume without a cover letter.
- Address by name and title the individual with the power to hire you, if possible.
- Plan your letter before you write it.
- Adapt the letter carefully to conditions of job opportunity.
- Open with an idea that captures the attention of the prospective employer – so that the letter and resume are considered worth reading.
- Highlight the points in your resume that uniquely qualify you for the position.
- If you are unsure what jobs are available, include one or more questions in the cover letter that requires a response – this precludes a form letter reply.
- Close your letter with a request for an interview.
- Use good quality stationery and have the letter typed.
- Attention should be given to grammar, spelling, and neatness. The cover letter should represent your very best efforts. It may be beneficial to have a friend, faculty member, or Karry Booska - VTC Director of Career Development - review your letter prior to sending it to an employer.



Sample Cover Letter

Your present address

City, State, Zip Code

(use the same letterhead as your resume)

Date of writing

Mr/s Any Person

Title

Company

Street/Mailing Address

City, State, Zip Code

Dear Mr/s Person:

Opening paragraph: Tell why you are writing; name the position, field, or general career area about which you are asking. Tell how you heard of the opening or organization.

The "body": Mention one or two qualifications you think would be of greatest interest to the employer. Tell why you are particularly interested in the company, products, locations, type of work, etc. (A word of caution here: Avoid generalities like "because of your outstanding reputation..."; tie your reasons to pertinent information learned from your research.) If you have related experience, or specialized training, be sure to point it out, but do not repeat your resume. Refer the reader to the enclosed resume.

Closing paragraph: Close your letter by sharing your interest and excitement about the position, and then ask for the interview. Say you will be in the area on specific dates, or you will call. Give the best way to be reached and tell the reader you look forward to the interview. *(It is fine to follow up if you don't hear back. Call and/or email and ask if you can answer any questions or elaborate on your skills.)

Sincerely,

(your signature)

Type your name below signature

Enclosure



Internships

An internship is an intensive, short-term learning experience that has significant academic and practical components. Internships provide practical work experiences and acquaint students with the operations and administrative functions of the internship provider.

An internship is not the same as a summer or short-term job. Worthwhile internships have:

- structured learning goals
- provide you with regular mentorship
- offer an experiential learning component that can strengthen your resume
- complement your coursework
- are available during the academic year or over the summer

Internship standards vary from department to department, but in all cases student interns are supervised by on-site professionals in cooperation with a VTC faculty member. The site supervisor is the staff member designated to provide guidance and direction to the student during his/her internship. The faculty supervisor is responsible for monitoring the entire internship experience and providing guidance and support to the student and the site supervisor.

Internships may be paid (by stipend or hourly wage) or unpaid.

If you are curious about an internship or other ways to connect experiential learning opportunities to your degree program, please make an appointment with **Karry Booska, Director of Career Development.**



Students who engage in volunteering, service learning, and internships are gaining marketable skills that bolster their resumes and get them the real-life experience that leads to job opportunities. Specifically, internships allow you to:

- gain work experience and confidence
- apply classroom theory to real-life situations
- earn academic credit
- make valuable professional contacts
- Increase employability

Don't wait until your last semester to pursue an internship. Plan ahead to determine the best internship opportunities! Also, consider participating in more than one internship to further enhance your learning and your resume.

The Job Search



Things to do

- Utilize all of the resources at www.collegecentral.com/vtc
- Write/update resume (see page 9)
- Obtain references (three at a minimum, with at least two being professional references)
- Talk to instructors, advisors, parents, friends, friends of parents, parents of friends, stranger on the chairlift, etc.—start networking!
- Attend career fairs on campus or through organizations
- Conduct informational interviews to learn more about a specific occupation (see page 6)
- Research organizations
- Attend conferences related to occupations/industries of interest
- Join professional organizations and stay current with new happenings
- Clean up your online presence – employers do check!
- Update your LinkedIn® profile and consider upgrading to take advantage of job searching tools
- Create a portfolio on www.collegecentral.com/vtc
- NETWORK, NETWORK, NETWORK, and then network some more!
- Check websites, newspapers, and job banks twice/week at a minimum (see sources on page 24)
- Visit the Chamber of Commerce websites in your preferred locations and review their member directory. You will find links to websites where you can look for job openings
- Use multiple sources – don't rely on just positions posted on the Internet
- Prepare for interviews (see page 26)
- Stay positive, be realistic, and don't give up!

Where do I start?

- Have a plan, be organized, and start six months before you need a job

Think about...

- Types of work that interest you and how that might tie into possible career paths
- Organizations where you might like to work
- Work environments that would best fit you, e.g. office setting, outdoors, creative, etc.
- Important values, e.g. financial gain, flexibility, creativity, stability, autonomy, etc.

Transferrable skills, e.g. communication, human relations, organization, leadership, research, planning, etc.

Opportunities to consider

- Temp agencies
- Volunteering
- Internships
- Part-time work
- Positions that will help you develop the skills/experience that will take you to the next step in your career

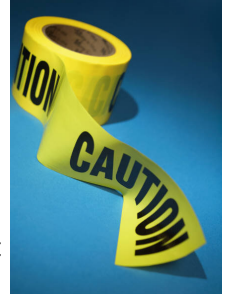
Launching an employment campaign requires planning, time, and effort. Looking for a job is a job, so treat it with the professionalism and commitment it deserves.

A close-up photograph of a person's hand holding a red pen, circling two job listings in a newspaper classifieds section. The listings are for 'Employment General 420' and 'NOW HIRING'. The background is blurred, showing the person's arm and the newspaper's masthead.



Beware of Fraudulent Job Postings

When you use online job posting systems or respond to emails, you should always use caution and common sense. Be on the lookout for fraudulent positions used to gain your personal information. Whether they appear on sites that you usually trust, online bulletin boards, or come to you directly through an email, it is very important to research all postings carefully. Some things to keep in mind:



- If the application process includes requests to provide personal financial documentation, credit card or bank account numbers, stay away!
- The organization website doesn't go to organization or is lacking information.
- The posting includes misspelled words or other errors. Legitimate postings should be free of obvious mistakes.
- The position requires an investment or a transfer of funds.
- The position responsibilities are unclear.
- The description focuses on the money to be made rather than the responsibilities. If it sounds too good to be true, you should beware.
- The contact email is not tied to an organization, but consists only of a free access email account.
- When you do an online search of the company with the word "scam" you receive some reports.
- When you do an online search of the employer's email address or phone number it doesn't appear to be connected to an actual organization.
- The employer contacts you, but there is no way for you to call them back (the number is not available).

If you encounter questionable postings:

1. End all communication with the fraudulent "employer". If you have disclosed personal information, closely monitor your accounts for fraudulent activity or contact your bank or credit card company immediately to close your account or dispute charges.
2. Report the fraudulent activity to the police.
3. If there is a VTC connection to the posting, contact the Career Center on your campus to report an issue.
4. Tips for students using online sites are also available at the Internet Crime Complaint Center at <http://www.ic3.gov/default.aspx>.

And Now a Word About Rejection Shock

It is virtually inevitable. Almost every individual at one time in his or her life will be turned down for a job. It hurts and evokes negative feelings about the self.

Probably the best way to deal with Rejection Shock is to be aware of it and prepared for it. If you lose out on a particular job, you must not lose your self esteem with it. Try to maintain a sense of humor and realize that in time you will find what you want. Maintaining a positive attitude is particularly important when job-hunting .



Interviewing

Interviewing is a mutual exchange of information between you and a prospective employer. Aim to communicate information about your skills and qualifications clearly and accurately, and to relate this information to the requirements of the job for which you are interviewing. In addition to providing the employer with information about you, it is important that you seek additional information about the position and employer. This process will benefit you in deciding whether the position is a good fit.

An interview gives the employer the opportunity to meet you in person and to evaluate the “total” you. This includes your attitude, appearance, personality, confidence, knowledge about yourself, knowledge about the company, and basic ability to do the job.

Preparing for the Interview

- Practice answering questions you may be asked during the interview. Rehearsing your responses in advance will help you communicate more effectively during the interview.
- Research the company before the interview and investigate the role of the position within the organization.
- Prepare questions to ask the interviewer that reflect your knowledge of the position and company. Make sure they can be answered by the interviewer and that the answers aren't available on the website.
- Write down the time and place of your appointment and the name of the person interviewing you. Get detailed directions and visit the site prior to the interview, if possible.
- Wear professional attire that is appropriate for the position. First impressions are important!
- Bring extra copies of your resume in a folder or briefcase and have your papers arranged for easy reference (resume, references, and transcripts).

Consider the employer's point of view when preparing and presenting yourself to a prospective employer. Be prepared to address:

- How your education and experience relate to the position.
- Why you really want to work for this company.
- Why you are interested in this kind of work.
- Whether or not you have a good work attitude.
- How you would fit into the company.

Interviewing Techniques

- Be on time, preferably 10-15 minutes early.
- Know the interviewer's name and how to pronounce it.
- Use a firm grip when shaking hands and smile.
- When concerned about whether to shake hands or sit, follow the interviewer's lead.
- Sit up straight.
- Look the prospective employer in the eye; don't gaze at the floor, ceiling, or papers on the desk. Your non-verbal communication sends a message.
- Maintain appropriate eye contact, posture, and voice tone. Try to avoid nervous mannerisms.
- Let the interviewer take the lead in the conversation. Expect to spend time developing rapport; **personal chemistry is a main ingredient in the hiring process.**
- Listen carefully to the interviewer's questions. Don't be afraid of pauses in the conversation; take time to think. Silence is okay! It aids reflection and thought.
- If the interviewer says, “Do you have any questions before we begin?” be sure to ask, “What qualifications will a successful candidate have?” If they don't ask that question, as soon as possible after the interview starts, tell the employer about skills, training, and experience you possess that would be useful for the job. Try to be very complete. Emphasize your qualifications - never say, “I need a job” or “I'll do anything.” If you don't tell the interviewer about your skills, no one else will. Avoid mention of your personal, domestic, or financial problems. Discuss only matters related to the job.



- Give specific examples to communicate your skills.
- Emphasize what you can do for the organization, not what the organization can do for you.
- Portray self-confidence and emphasize your positive traits. Do not undersell your qualifications but do not exaggerate or lie. Be businesslike and brief. Ask for clarification if you do not understand a question. Show the interviewer you are sincerely interested in the position and company.
- Ask the interviewer questions based on your research about the position and organization.
- Be prepared with a list of questions covering things you want to know about the job, company, policies, and practices. Make sure that these questions are not easily answered by exploring their website. You want to understand what is required of you before you are hired, and get a true sense of the organization's "climate." This will avoid later disappointment for you and your employer.
- Never slight a former employer, colleague, teacher, or institution.
- Avoid debating the interviewer. Arguing with the interviewer will shorten the interview and weaken your chances of getting the job.
- Don't apologize or offer excuses for shortcomings. We all have situations that challenge us. Neither avoid nor seek to emphasize the presence of a personal challenge or lack of experience. Strive to keep the focus positive.
- Emphasize what you can do for the organization. This means outlining your transferable skills. Employers want to know what you can do for them. Focus on your ability to learn quickly and easily, your communication skills, interpersonal abilities, analytical thinking talents and other highly desirable skills and personal attributes. Don't try to give the answer "he or she wants." Most recruiters and employers know a "canned" answer when they hear one.
- Be alert to signals from the interviewer that it is time to end the session. Express a desire for the position and inquire about future contact. Thank the interviewer for his/her time and consideration and let him/her know that you are looking forward to hearing from him/her. If you are not good at closing conversations, don't linger. End quickly and courteously.
- Don't discuss salary until you have an offer. If you are asked about your salary needs you can reply that you are flexible on that front, or ask them what salary range is budgeted for the position.
- Send a follow-up thank you note/e-mail immediately after the interview. Make certain that you furnish your prospective employer with any additional information, work samples, or recommendations that you indicated were available and/or were requested. A thank you note/e-mail also provides an opportunity to address any question you feel you didn't adequately answer.



A Few Tips for Answering Tough Interview Questions “

Tell me about yourself.”

Talk briefly about your academic and work history. Identify the strengths and skills you possess that qualify you for the position.

“What is it about this job that interests you?”

Talk about which responsibilities of the job are attractive and how you would be an asset to the company.

Make an appointment to do a Mock Interview by contacting Karry Booska, Director of Career Development, kbooska@vtc.edu.



“What are your weaknesses?”

Use this question as an opportunity to highlight effective strategies for overcoming a challenge, rather than emphasizing your shortcomings. Present an example of an area that you have identified and are improving upon. For example, “I have received feedback that I need to be more assertive when working on projects and I am asking more questions and requesting assistance when I need it.” Again, an example can be very useful! Don’t use examples that are very negative – being late for work, conflict with coworkers, etc. **“Tell me about a time when you had multiple tasks to complete and how you accomplished them.”**

Think about what skills and attributes the employer wants to see in a successful candidate. Can you prioritize? Do you meet deadlines? Can you work with other people and elicit help? Your research on which skills they are looking for will help you to prepare for questions like these.

“What motivates you at work?”

Review experiences that have motivated you in the past. These could include managing information, helping people, being creative, speaking publicly, etc. Then determine which of these would be useful in the job for which you are interviewing.



Learn the STARR Technique

Prove by Example!

Situation: Describe the specific situation. Set up your story.

Task : What was the task you were trying to accomplish? Tell who, what, when, where, and why (only include relevant details!)

Action: What did you do to solve the problem or meet the task?

Result : Specify results. What happened?

Relate: Link the skills you were demonstrating in this example to the job for which you are interviewing. Tell how the employer is going to benefit from hiring you.

“Why do you want to work here?”

Articulate clearly what a good company it is, or that the work will be challenging and interesting or that you have a commitment to the type of work you wish to do. Do not emphasize the convenient location, time off, fringe benefits or free employer tuition.

“Why did you leave (or wish to leave) your past (present) employer?”

There are many legitimate reasons to leave a job. You may have had a lack of promotional opportunities or you were looking for new challenges. During interviews, never speak badly of a present or previous employer. Even if your boss was awful or the company didn’t treat you fairly, you do not want to tell a possible future employer about it in an interview. It will concern them that you may be a complainer or a difficult employee.

“What are your goals?”

Respond with goals appropriate to work and the company. For example, “I hope to begin in this position, demonstrate my abilities and do quality work. After a year (two, three) I would like to seek other appropriate challenges in the company with more responsibility.” Longer-term goals to continue your education or plan for management or advance positions are appropriate as well.



Questions for the Interviewer

The interviewer usually provides you with an opportunity to ask questions. Before the interview, think about some questions that are of real interest to you. A few guidelines:

- Ask questions that you are fairly sure the interviewer can answer (remember how you feel when you can't answer a question during an interview).
- Don't ask about salary information or fringe benefits during the first interview.
- Avoid asking your questions in a manner that seems like an interrogation i.e., don't pull out a list of questions and 'fire away'.

A few examples of questions you might ask:

- What does a typical day on the job look like?
- What personal qualities, skills, or experience would help someone do well in this position?
- What do you see as the greatest challenge in this position?
- To whom would I report? May I meet my prospective supervisor?
- What, specifically, are you looking for in the candidate you hire for this position?
- Can you tell me what your timeline looks like for hiring this position?

The interview is a mutual exchange of information between you and a prospective employer. You need to learn about the organization and the position to determine how well it fits you.

Thank-You Notes

A recruiter may interview many candidates throughout the day. Letters serve as a reminder, and can also be considered as marketing tools. A thank-you letter also leaves the employer with a favorable impression. If the employer is having difficulty deciding between you and another candidate, a well written thank-you note could play an important role in the decision to hire you.

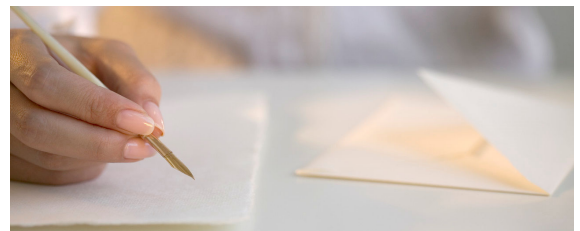
Send a thank-you note within 24 hours of your interview and keep it to two or three short paragraphs.

A note sent following an interview or informational interview is not only good manners, it is essential. It assists the employer in remembering you and your unique qualifications and allows you another opportunity to share information.

A short statement about your qualifications and continued interest in the position may be added. Be sure to get the correct spelling of the names of the persons who conducted the interview and try to send a thank-you note to each person who interviewed you. It's ok to send a handwritten thank-you note as long as it's on professional card stock and if the interview was not in a strictly formal setting. Use a type written letter if you have handwriting that is difficult to read or if the interview was very formal. It is also acceptable to send an e-mail thank you note, especially if the timeline is short. Proofread all correspondence, including e-mails.

The Job Offer

It is usually best to resist accepting a job offer on the spot. It's okay to express your interest and appreciation for the offer and to request a reasonable amount of time to consider it (anywhere from a few days to one to two weeks depending on the situation and the hiring timeline). This gives you time to evaluate all aspects of the job before accepting it. If you have applied to multiple positions, and you are offered a position that is not your favorite, you can try to postpone your answer until you hear from the other position. Keep in mind that accepting a position, only to change your mind and decline because of a better offer will leave you with a reputation for being unreliable and may come back to haunt you the next time you are job searching.





Dress for Success

- What you wear is determined by the norms of the organization and the role that you want.
- Researching the particular organization where you are applying is essential.
- Always dress more formally than would be expected for the job.
- Always dress to impress! It is better to be overdressed than underdressed.
- Go with your instincts. If you feel like you shouldn't wear it, don't. Do not wear jeans, t-shirts, leggings for pants, open-toed shoes, hats or other extremely casual clothing.
- Make sure that you are well groomed, clean, and wrinkle free.
- Clothes should not be too loose or too tight.
- If you think you look sexy, it isn't an appropriate outfit. Change into something more professional.
- No undergarments (camisole straps, boxers, etc.) should be visible. Ever.
- Accessories, jewelry, makeup and fragrances should be kept to a minimum. To avoid being screened out, consider removing facial piercings and fixing hair in a widely accepted manner.
- When in doubt, ask! It is perfectly appropriate to call ahead and ask about any dress code.
- Invest in an interview suit (consider it an investment in your future) of a basic, neutral color, simple and classic.
- Some highly conservative organizations may prefer men in navy or dark grey and women in a knee-length skirt with neutral stockings.
- If you will be touring a location and walking a lot, make sure that you wear comfortable shoes.
- Carry a leather portfolio or briefcase large enough to carry extra copies of your unfolded resume or other materials.
- For business casual environments men should wear collared shirts and perhaps a blazer. Women can wear dress slacks and sweater, cardigan or blazer or an interview dress or skirt and top outfit.
- Bright colors can be paired with neutrals for a polished, professional look.
- You are the final judge of what will work for you.
- Transgender job seekers should dress professionally for the gender they choose to present or in gender-neutral attire.
- You can only make a first impression once. Make it a good one.

You don't want people to think, "What in the world is s/he wearing?". What you want is for them to appreciate the effort you took to look your best and for them to be interested in what you have to say.



Career Goals Tracking Sheet

When setting up informational interviews and job interviews it is wise to be extra-organized. The table below will allow you to track who you have contacted, when that was, responses received, questions and ideas that you have, etc. Add or delete fields as you see fit.

CONTACT	TITLE	EMPLOYER/ COMPANY NAME	PHONE NUMBER	EMAIL	TITLE OF OPEN POSITION	DATE AND TYPE OF CONTACT	RESPONSE DATE	QUESTIONS	INSIGHTS	NOTES	VERSIONS OF RESUME AND COVER LETTER	REFERENCES

Connect to the Vermont Tech online job board!

To access the job board:

1. Go to www.collegecentral.com/vtc
2. Create a student account. Use your VTC user ID and set your own password
3. Upload a resume and portfolio
4. Search for jobs: Choose "Search—My School's Jobs" to search job and internship opportunities posted specifically to Vermont Tech's job board. Choose "Search—Jobs Central" or "Search—Intern Central" to search national job boards.
5. Find information under "Career Document Library" for cover letters, resumes, interviews, and dressing for success.

Contact Karry Booska for questions about the job board.

kbooska@vtc.edu/802-728-1320